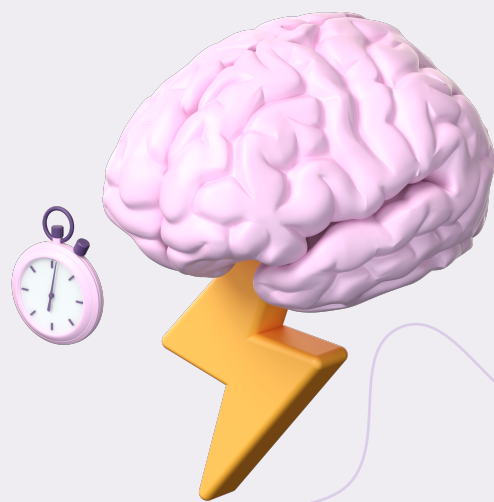


The Speed of Mobile Ads

#1secondstrategy



100 MILLISECONDS

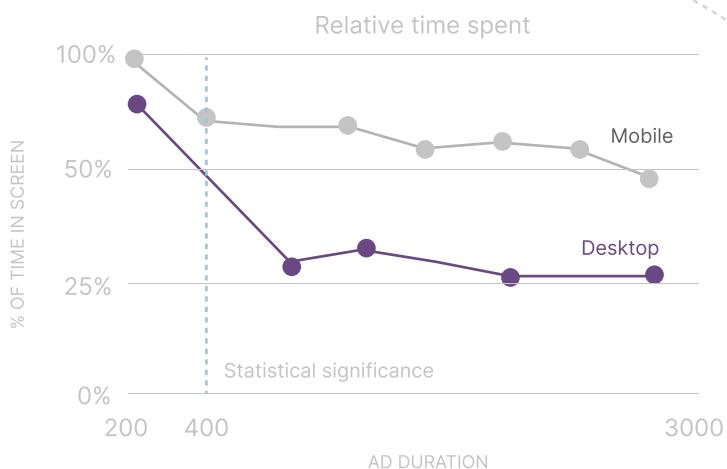
At this stage, visual processing of the ad has reached the brain's visual areas. This leads to categorization and early recognition. Only 5% of ads succeed in obtaining attention at this stage

900+

neuroscience tests



Ads were presented in people's own feed with controlled ad duration (100-3000 ms)



200 MILLISECONDS

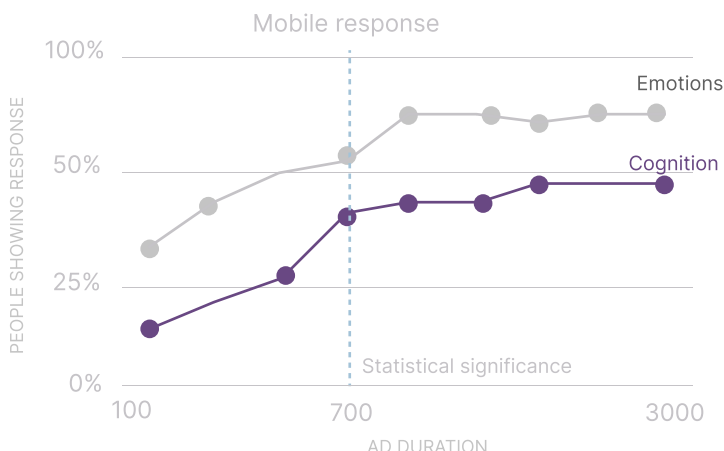
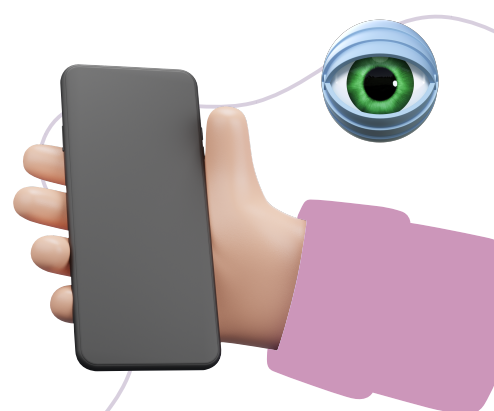
25% of ads are seen on mobile phone (only 5% on desktop). This is also the time after which we see that mobile ads are also much better at sustaining attention than on desktop.

400 MILLISECONDS

Here, we see a significant increase in ads that are seen. Around 67% of all ads produce visual attention that is over and above chance levels. This is known to lead to emotional and cognitive responses.

67%

of all ads are seen



700 MILLISECONDS

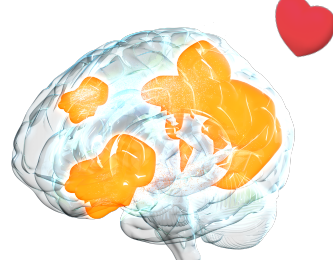
Ads start to lead to processing responses that can be traced as emotional and cognitive memory responses later on.

1000 MILLISECONDS

50% of all ads produce an emotional recognition response when they are seen for a second or more. Emotional responses are important for "tagging" ads and creating consumer engagement.

>50%

of ads produce an emotional response



3.4

seconds

Average time spent with ad on mobile



1250 MILLISECONDS

Almost all ads lead to later cognitive recognition. This is the late threshold for cognitive processing of an ad.

In collaboration with:



HOW DOES YOUR MOBILE AD PERFORM ON 1ST SECOND?

BOOK A DEMO