CAPTIVATING AUDIENCE ATTENTION IN SAUDI ARABIA THROUGH SNAPCHAT'S AUGMENTED REALITY AD PRODUCT

Insights from a Multi-Brand Attention Measurement Analysis

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The Importance of Attention Measurement

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The Importance of Attention Measurement in Ad Campaign Effectiveness

In today's fast-paced advertising landscape, where consumers are overwhelmed with information across multiple channels, capturing and maintaining attention has become essential for campaign success. Traditional metrics like impressions, viewability, and clicks no longer provide a full picture of ad performance.

This has led to the rise of Attention Measurement, which goes beyond tracking ad visibility to focus on whether the ad truly captures viewers in a meaningful way, providing transparency into the opportunity for ads to perform, a critical factor in consumer behavior and brand recall.

Research has consistently shown that attention is closely linked to higher engagement, brand awareness, and increased sales. By measuring attention, advertisers can better understand what drives consumer interest and how different ad elements contribute to its effectiveness. As the industry shifts toward performance-driven models, attention has emerged as a leading indicator of an ad's potential to drive results. (image source[2])
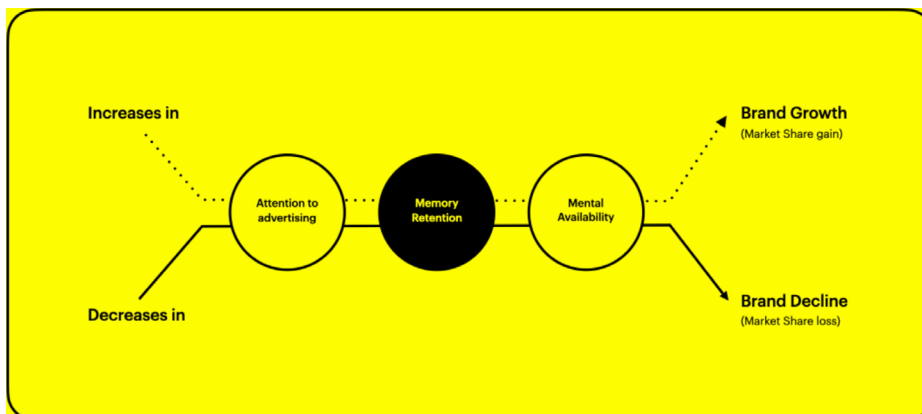
With advancements in technology such as eye-tracking and predictive attention models, advertisers now have powerful tools to gain real-time, data-driven insights and optimize their strategies for better outcomes.

Snapchat's attention journey with Omnicom Media Group (OMG).

Over the past few years, **Snapchat partnered with Omnicom Media Group (OMG)** and one of the world's leading attention-measurement experts **Amplified Intelligence** to explore how users engage with ads across formats: first with video as phase 1, then with AR as phase 2. This multi-phased and [multi-country study](5) (US/UK/CA/KSA/FR/AU) helped trace the evolving **attention journey** between Snapchat and its users, highlighting the powerful role of immersive formats like AR.

Here are some standout findings from the AR phase of the research:

5x
Snapchat AR experiences drove **5x higher active attention** than social mobile in-feed ads.

12.6
Users spent an average of **12.6 seconds actively looking** at AR ads (Vs. 2.3s from Mobile Infeed ads).

81%
AR ads were **actively viewed 81% of the time** they appeared on screen.

53%
AR Lenses led to a **53% increase in short-term purchase likelihood.**

31%
Brand mental availability rose **31% after just one exposure** to an AR ad.

Our New Attention Study in Saudi Arabia

02

Our New Attention Study in Saudi Arabia

In **Q4 2024 and Q1 2025**, Snapchat collaborated with **Omnicom Media Group (OMG MENA)** and attention technology partner **Lumen** to conduct a comprehensive attention analysis across **five brand campaigns** representing the **CPG and Automotive** sectors. Utilizing a **bespoke post-campaign attention measurement model** developed by **Lumen**, the study combined real-world exposure data with insights from Lumen's extensive lab-based attention database.
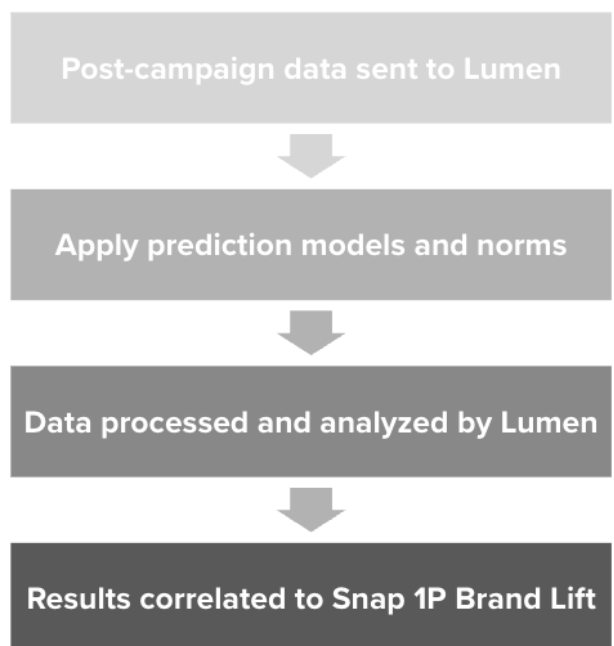
This whitepaper presents findings from these studies, which were conducted across **four leading advertisers** in the **Kingdom of Saudi Arabia**. The analyses explore how Snapchat, alongside other media platforms, captures user attention and drives measurable brand impact. The insights presented here offer advertisers actionable guidance for optimizing media strategies and maximizing effectiveness in a competitive and rapidly evolving digital landscape.

Methodology for the post-campaign attention meta analysis

Predictive Attention Model: By analyzing extensive eye-tracking data from the database of live studies developed between Lumen and Snap, Lumen develops predictive models that estimate the attention an ad campaign is likely to receive. These models consider factors such as ad format, placement, and content to forecast consumer engagement. This modeling is done post campaign, and starts with Snap sharing campaign delivery data (at an impression level) to Lumen.

Biometric Attention Data

(Baselines available from previous testing)

Campaign Measurement

Predictive Model

Steps involved in the methodology

Post-campaign data sent to Lumen

Apply prediction models and norms

Data processed and analyzed by Lumen

Results correlated to Snap 1P Brand Lift

Understanding Key Metrics in Attention Measurement

Lumen's attention measurement solution focuses on several core metrics that help advertisers assess the effectiveness of their campaigns. Here are three key metrics central to Lumen's approach:

% Viewed

Definition:

The expected view time of the impression, assuming it is viewed. Average duration viewed ads have eyes on the ad

Explanation:

This metric predicts the likely average time spent by a viewer engaged with an advertisement. Longer view times suggest higher levels of engagement and that the ad successfully captured attention for an extended period. It's particularly useful for determining the quality of engagement—ads that hold attention longer tend to generate more significant brand recall and consumer interaction.

Average View Time

Definition:

The percentage of the total ad impressions that were actually viewed by the audience, based on AI-powered predictive models. In technical terms, it is the % of impressions that are predicted to receive at least one eye fixation (minimum 100ms)

Explanation:

This metric predicts how many impressions were viewed by the viewer. A high % Viewed indicates that the ad successfully captured and held the viewer's attention.
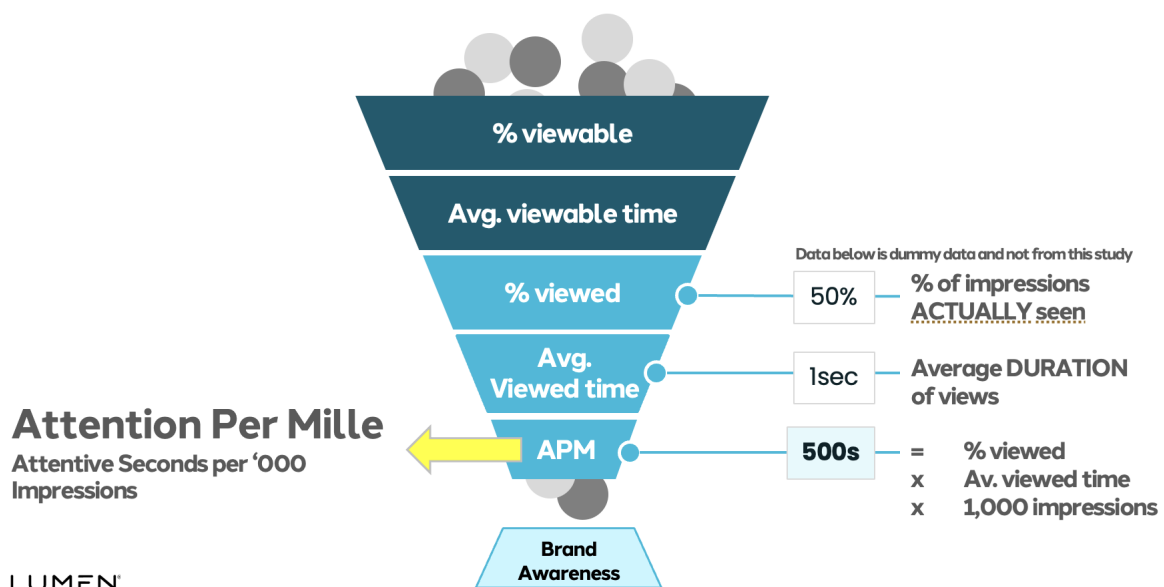
Attention Per Mille (APM)

Definition:

Attention Per Mille (APM) refers to the amount of attention an ad is predicted to receive per 1,000 impressions. In technical terms, it is the total duration in seconds of eyes-on-ad attention per 1,000 impressions.

Explanation:

This metric is a way of quantifying attention at scale, allowing advertisers to measure how much attention their ad would generate in relation to the number of impressions served. APM is calculated by multiplying the % Viewed with Average View Time, and then multiplying by 1,000. Higher APM values indicate that the ad is performing well in terms of capturing attention relative to its reach. It's a crucial metric for evaluating the efficiency of an ad campaign, as it combines both view (eyes on screen/ad) and engagement into a single, easily comparable figure.

This white paper primarily focuses on APM, and to understand this metric better, let's take the help of an example - if there were 1,000 impressions served and 50% of these were actually seen by the users, for an average of 1 second, that equals 500 seconds of APM.

Attention Per Mille
Attentive Seconds per '000 Impressions

LUMEN®

% viewable

Avg. viewable time

% viewed — 50% | **% of impressions ACTUALLY seen**

Avg. Viewed time — 1sec | **Average DURATION of views**

APM — 500s | = % viewed
x Av. viewed time
x 1,000 impressions

Brand Awareness

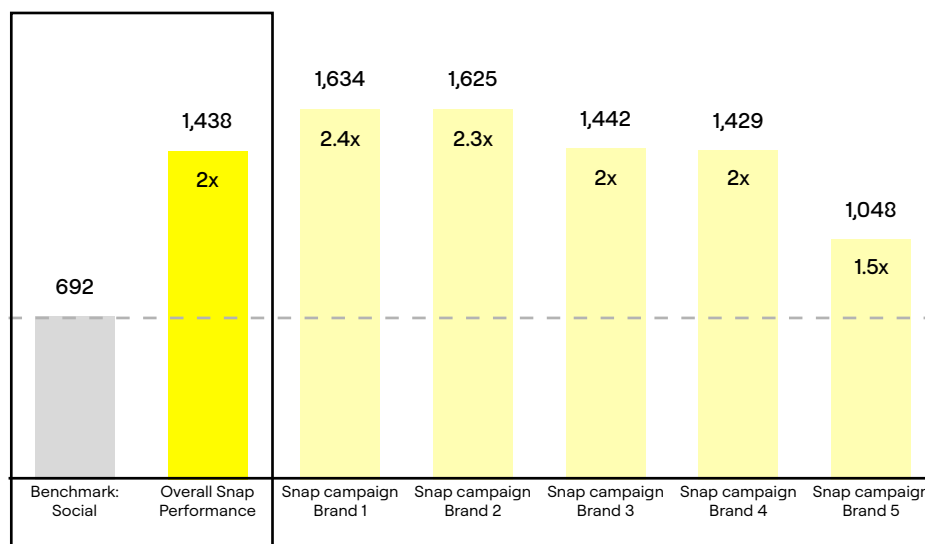Data below is dummy data and not from this study

Key Results

03

On average,
the campaigns on
==Snapchat achieved==
==2x higher Attention==
Vs. Social Average APM.

Further, these campaigns also surpass other benchmarks too, such as Web Static and Web Video.

Overall campaign performance
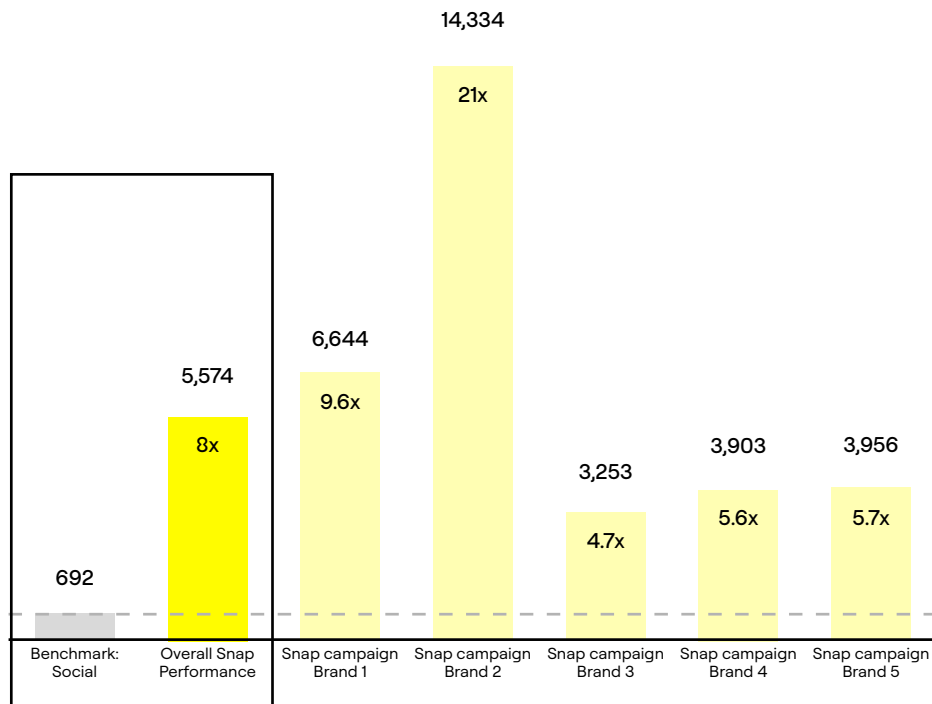
Attention Per Mille (APM)

The campaigns featured in this white paper were designed with a multi-ad product mix, wherein at least 30% share of spend was on Snap AR, to observe the campaign impact on Attention. The results reveal that Snapchat's **AR Lenses outperform all benchmarks, with an average APM 8x Vs. Social average APM**. The top performing campaign resulted in 21x higher APM driven by AR vs. Social average benchmark.

	1,438	1,634	1,625	1,442	1,429	1,048
692	2x	2.4x	2.3x	2x	2x	1.5x
Benchmark: Social	Overall Snap Performance	Snap campaign Brand 1	Snap campaign Brand 2	Snap campaign Brand 3	Snap campaign Brand 4	Snap campaign Brand 5

AR's performance
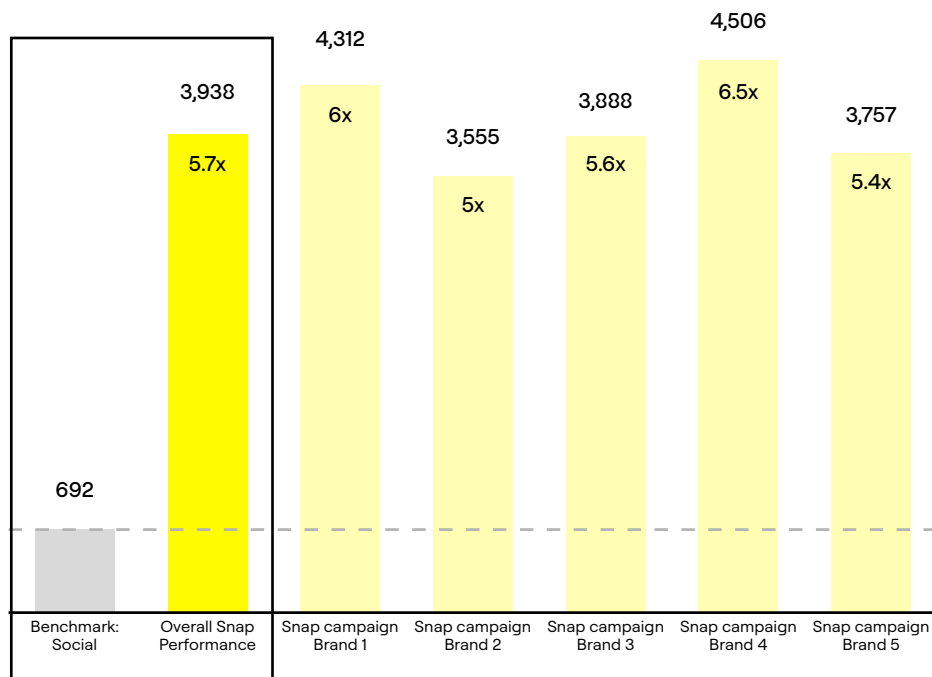## (user level)

Attention Per Mille (APM)

Snapchat's premium video ad format Commercials also outperforms all benchmarks, with an **average APM 5.7x Vs. Social average APM**. The top performing campaign resulted in 6.5x higher APM driven by Commercials vs. Social average benchmark.

Benchmark: Social	Overall Snap Performance	Snap campaign Brand 1	Snap campaign Brand 2	Snap campaign Brand 3	Snap campaign Brand 4	Snap campaign Brand 5
692	5,574 (8x)	6,644 (9.6x)	14,334 (21x)	3,253 (4.7x)	3,903 (5.6x)	3,956 (5.7x)

Commercial's performance
(impr. level)

Attention Per Mille (APM)

The campaigns featured in this white paper were designed with a multi-ad product mix, wherein at least 30% share of spend was on Snap AR, to observe the campaign impact on Attention. The results reveal that Snapchat's **AR Lenses outperform all benchmarks, with an average APM 8x Vs. Social average APM**. The top performing campaign resulted in 21x higher APM driven by AR vs. Social average benchmark.

692	3,938 5.7x	4,312 6x	3,555 5x	3,888 5.6x	4,506 6.5x	3,757 5.4x
Benchmark: Social	Overall Snap Performance	Snap campaign Brand 1	Snap campaign Brand 2	Snap campaign Brand 3	Snap campaign Brand 4	Snap campaign Brand 5

High Attention Drives Meaningful Brand Impact Across All Campaigns[3]

All featured campaigns surpassed **1000 Attention per Mille (APM)** threshold– demonstrating that when attention levels are high, brand outcomes follow. In every case, exceeding this benchmark correlated with statistically significant lifts in **Ad Awareness and Action Intent**, reinforcing the role of attention as a predictive driver of brand impact.

Brand lift (in percentage points)	Ad Awareness	Br. Awareness	Br. Favorability	Action Intent
Nivea B&W	-	-	N/A	+4
CPG Brand 1	+2	N/A	-	+3^
CPG Brand 2	+3	-	N/A	-
CPG Brand 3	+5*	-	N/A	-
Defender	+3	N/A	+4	+3

■ Increase (95%)　■ Increase (90%)　■ Increase (80%)　☐ No lift detected

*driven by Commercials, ^driven by AR.

Statistically Significant Ad Awareness Uplift:

+2 points for CPG Brand 1 (x1.5 vs. Benchmark)

+3 points for CPG Brand 2 (x2 vs. Benchmark)

+5 points for CPG Brand 3, via multi-format exposure (x2 vs. Benchmark)

+3 points for Defender (x2 vs. Benchmark)

Statistically Significant Action Intent Uplift:

+4 points for Nivea Black & White (AR activation)

+4 points for CPG Brand 1 (AR exposure)

+5 points for CPG Brand 2 (AR exposure)

+3 points for CPG Brand 3 (multi-format exposure)

+3 points for Defender (+4pt via AR exposure)

Recommendations
for Marketers

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Recommendations for Marketers

For advertisers aiming to drive **brand outcomes such as Awareness, Consideration, and Brand Impact,** we recommend a **hybrid media planning approach that integrates both reach and attention-based strategies,** anchored in Snapchat's proven **Performance Pillars** Framework4. Drawing on learnings from campaigns across various verticals and time periods, we've identified five foundational levers critical to advertising success on Snapchat: **signal optimization, bidding, attribution, targeting, and creative format.**

A key recommendation is to adopt a media mix that combines **high-reach formats** (such as **Snap Ads** and **Story Ads**) with **attention-driving placements** (including **Commercials** and **AR Lenses**). This dual approach has consistently proven effective in capturing user attention while maximizing scale across the full brand funnel.

The recommended format allocation is as follows:

Snap Ads: 50%+
Commercials: 20%+
Augmented Reality (AR): 20%+
Other formats: 10%+

Integrating AR into your video strategy unlocks measurable benefits. In the **MENA region,** the inclusion of AR on Snapchat in 2024 has delivered **Incremental Reach gains of up to +19.6%[6],** while also driving an **additional +14% in Earned Reach[7]** through organic sharing.

Notably, **AR consistently outperforms other formats in generating high attention,** making it a powerful addition to any video campaign. By enhancing engagement, emotional resonance, and memorability, AR not only elevates user experience but also contributes significantly to measurable brand lift.

Snapchat's Measurement Framework

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Snapchat's Measurement Framework

Driving success in digital advertising depends on mastering three essential layers of measurement and optimization. Each layer builds on the previous- Experimentation guides Execution, which then informs Evaluation.

Experimentation involves using incrementality techniques, like multi-cell lift testing, to uncover and refine best practices. These findings serve as the foundation for ongoing optimization strategies.

Execution refers to the hands-on, daily management of campaigns. This includes optimizing bids, refining audience targeting, managing attribution, and integrating data to ensure campaigns perform efficiently and effectively.

Evaluation focuses on assessing performance at a broader level using privacy-conscious, comprehensive tools. On a quarterly or annual basis, methods such as Marketing Mix Modeling (MMM) and Multi-Touch Attribution (MTA) are used to evaluate channel performance and the overall return on marketing investment.

About Snap

Snap is a technology company. We believe the camera presents the greatest opportunity to improve the way people live and communicate. Snap contributes to human progress by empowering people to express themselves, live in the moment, learn about the world, and have fun together. The Company's three core products are Snapchat, a visual messaging app that enhances your relationships with friends, family, and the world; Lens Studio, an augmented reality platform that powers AR across Snapchat and other services; and its AR glasses, Spectacles.

For more information, visit snap.com

About Lumen

Lumen Research is an eye-tracking technology company expanding our understanding of human attention and helping brands turn attention into action.

Since 2013, Lumen Research has collected attention data from over 700,000+ individuals, measuring millions of ads and billions of eye movements. This dataset trains a predictive attention algorithm that enables brands to plan, buy, measure, and optimize their media investments based on attention across all media types, reducing waste, and increasing ROI.

For more information, visit lumen-research.com

About OMG

Omnicom Media Group MENA (OMG) is the media services division of Omnicom Group Inc. (NYSE: OMC), the leading global advertising, marketing and corporate communications company, comprised of global, award-winning agencies OMD, PHD and Hearts & Science, as well as consultancies specializing in data, technology, eCommerce, research, social, search and programmatic. With more than 21,000 employees globally and over 1000 in MENA, OMG has the talent, expertise and clout to deliver unprecedented levels of innovation for its clients and elevate their relationships from transactional to transformational. COMvergence recently named OMG the new business leader among holding groups in 2023 in the GCC, along with OMD at network level, in both the GCC and Egypt. As well as being awarded for its agencies' creativity and innovation at the Dubai Lynx and their performance and effectiveness at the MENA Effies and other festivals, OMG MENA has also been celebrated for its efforts in talent management and Environmental/Social/Governance activities (ESG).

For more information about OMG MENA, visit
www.omnicommediagroup.com/markets/mena

References:

1. Augmented Video with AR: AR's Impact on Attention (link)

2. Attention Branding linkage mode from Amplified Intelligence.

3. Snap Inc. Brand Lift Studies.

4. A set of data-backed guidelines that help make your ad campaigns successful on Snapchat

5. Augmented Video with AR- A research by Amplified Intelligence, in collaboration with Omnicom Media Group and Snap Inc. (Link)

6. Snap Inc. Internal data (AR Meta Analysis 2024- MENA)

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