THE SPEED OF MOBILE ADS

#1secondstrategy

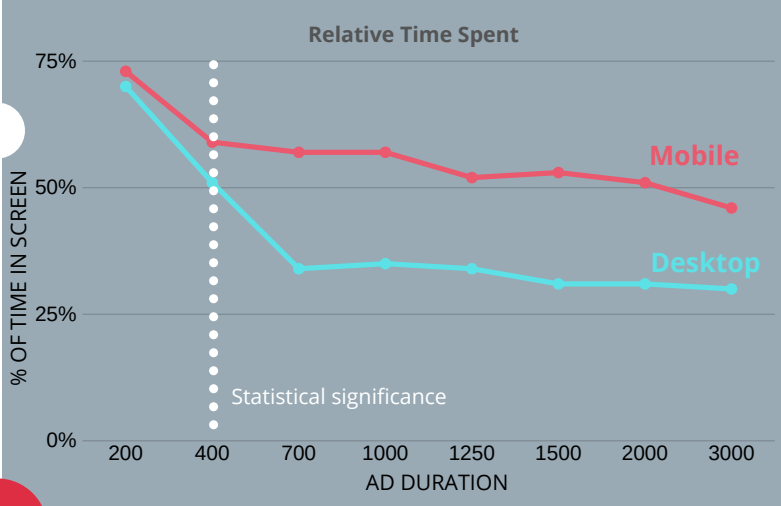
NEURONS INC

900+
neuroscience tests

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

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



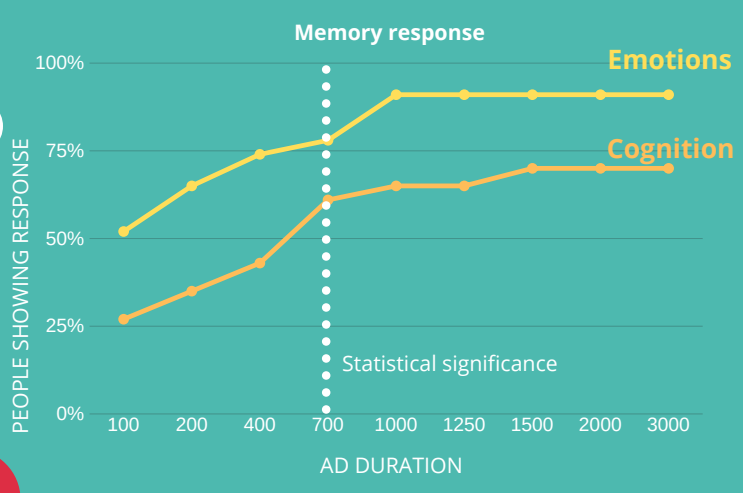
200 MILLISECONDS

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 (right).

67%
of all ads
are seen

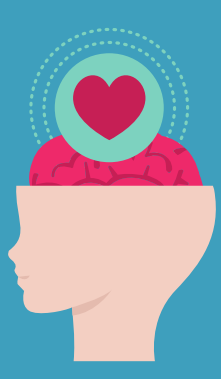
400 MILLISECONDS

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.



700 MILLISECONDS

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



>50%
of ads produce an
emotional response

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.

1250 MILLISECONDS

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

3.4 SECONDS
Average time spent with ad on mobile

In collaboration with:

YAHOO! NEWS · ESPN · MMA MOBILE MARKETING ASSOCIATION

HOW DOES YOUR AD PERFORM ON **MOBILE**?
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