# The Attention Funnel Explained

The top of the funnel checks if an ad appeared on the screen, even if only a small part of it was visible for a brief moment. Viewability standards determine if an ad meets the minimum requirements to be considered viewable, but these standards can be arbitrary and may not reflect actual viewing. Attention measures if people actively look at the ad.

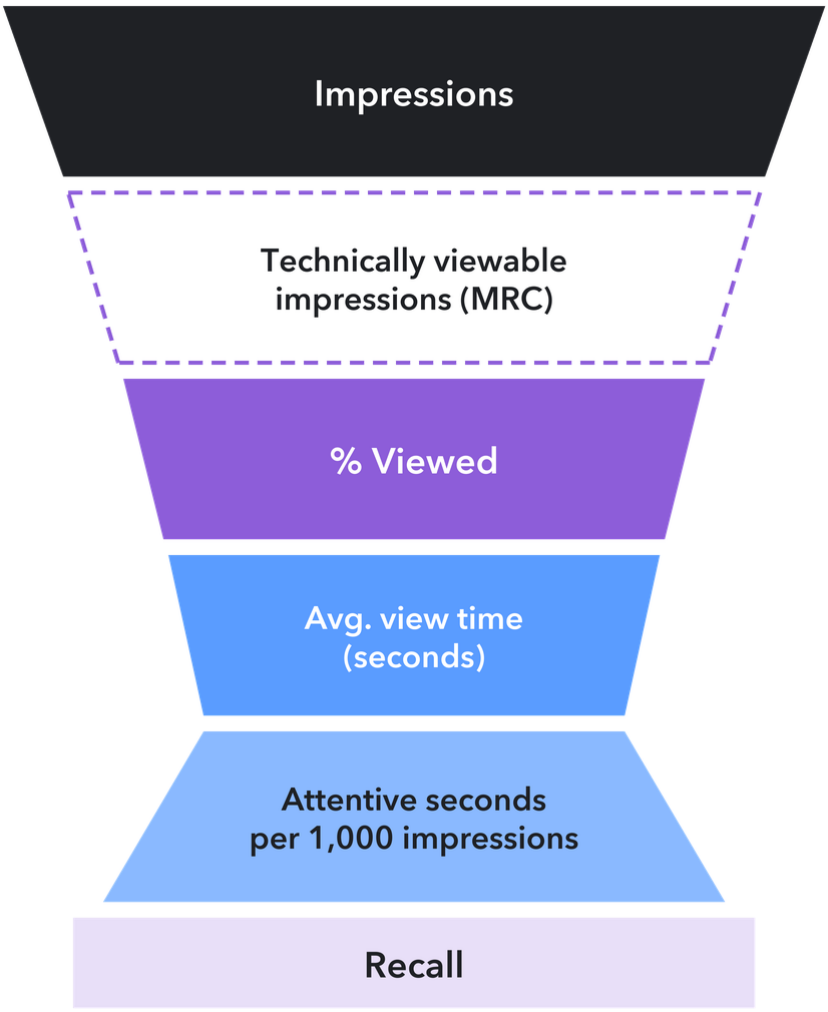
- **Impressions** - count of impressions detected by Lumen tag in the campaign.
- **Measured Impressions** - count of impressions with successful attention prediction based on the Lumen model.
- **Viewable Impressions** - count of impressions where 50% of the ads' pixels were on screen for at least 1" (display) or 2" (video).

# Eyes-On Dwell Time

Eyes-on dwell time measures how long people spend looking at an ad, even if it's not all at once. For example, if you watch the first and last two seconds of an ad, that counts as four seconds of attention. Attention data is averaged across all viewers and ads, providing an overall measure of how likely ads are to be viewed and how long they are looked at. Lumen combines the average likelihood of viewing with the average dwell time to calculate "attentive seconds per thousand impressions," which helps compare attention across different ad formats and platforms.

- **Total View Time (seconds or hours)** - the total duration that Lumen models predict the ad impressions will have been viewed for. "Viewing" here involves eye gaze on the ad. This metric records the total amount of visual attention the ads received.
- **Total Viewable Time (seconds or hours)** - the sum of the duration when viewable impressions had 50% of the ad's pixels on the screen (i.e. impressions not reaching 'Viewable' criteria are treated as 0). Viewable duration is capped at 180 seconds for each impression.
- **Average View Time** - the average amount of time an ad was viewed per measured impression.
  *Avg. View Time = (Total View Time / Viewed Impressions)*
- **View Rate (% Viewed)**
  *% Viewed = (Viewed Impressions / Measured Impressions)*
- **Measured Rate (% Measured)**
  % Measured = (Measured Impressions / Impressions)

- **Average Viewable Time (seconds)** - the average amount of time an ad was viewable per impression.
  *Avg. Viewable Time (Seconds) = (Total Viewable Time (Seconds) / Viewable Impressions)*
- **% Viewable**
  % Viewable = (Viewable Impressions / Impressions)
- **Attention Per 1000 Impressions (APM)** - the aggregate amount of ‘eyes on’ visual attention received per 1000 impressions.
  *APM (Attention Per 1000 Impressions) = (% Viewed * Avg. View Time) * 1000*
  Or
  *APM (Attention Per 1000 Impressions) = (Total View Time / Measured Impressions) * 1000*
- **Cost Per 1000 Seconds (aCPM)**
  *aCPM = Total Cost / Total View Time (Seconds) * 1000*




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