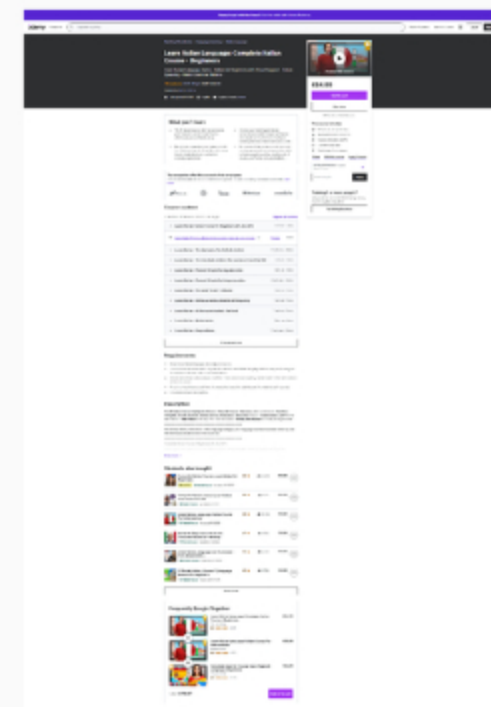


# Predict Report

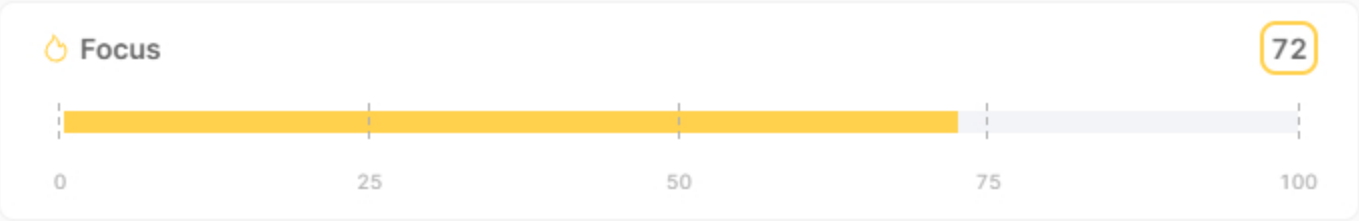
Main page 1

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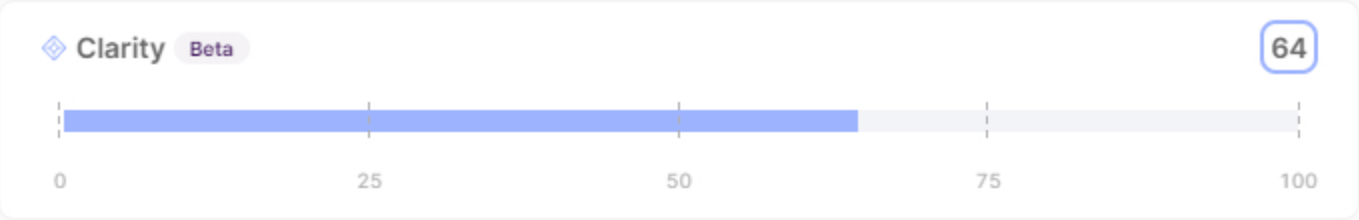
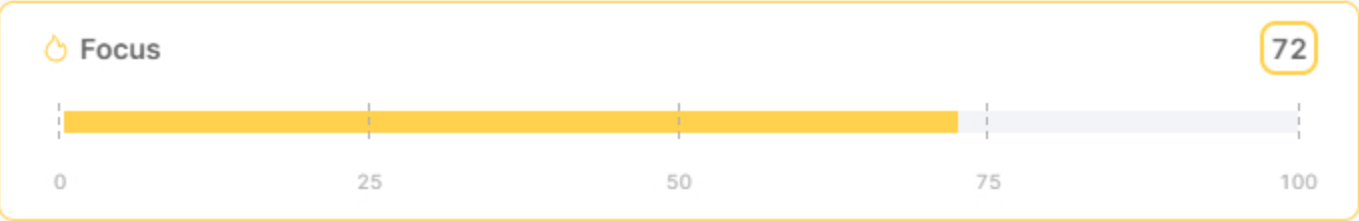
- |   |  |
|---|--|
|  Total Attention → |  End Attention →    |
|  Time Spent →      |  Cognitive Demand → |
|  Percentage Seen → |  Clarity →          |
|  Start Attention → |  Engagement →       |



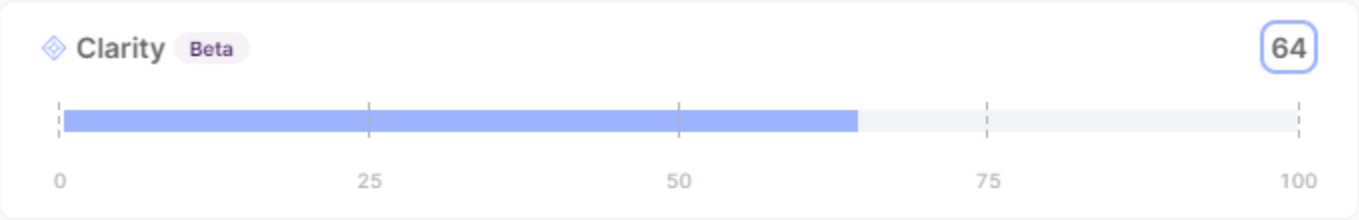
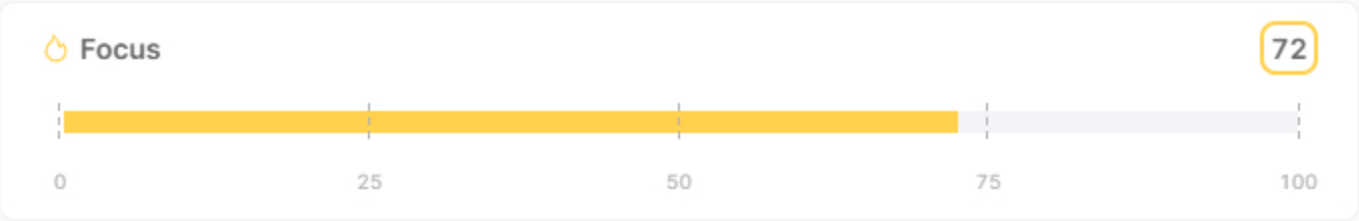
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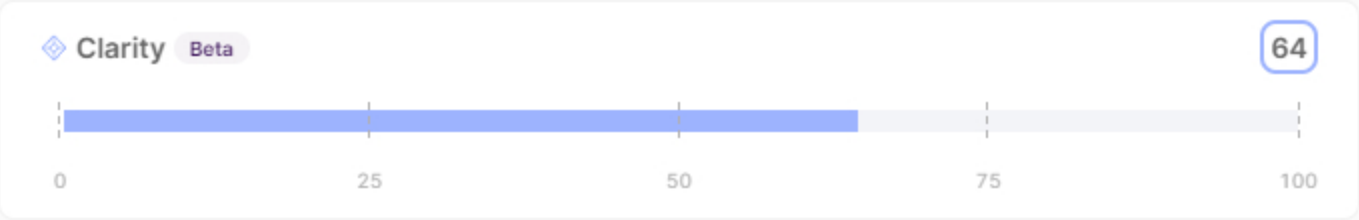
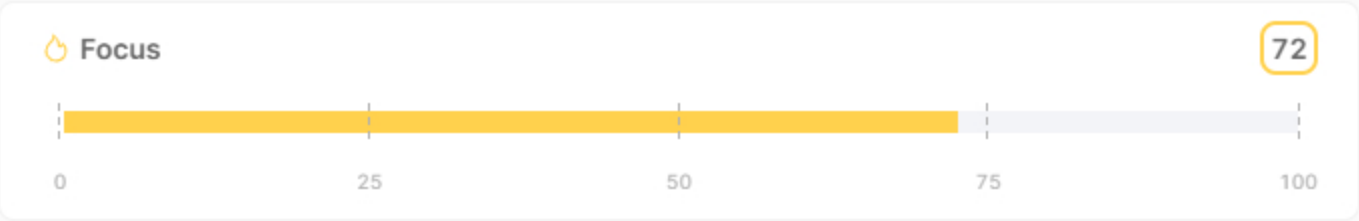
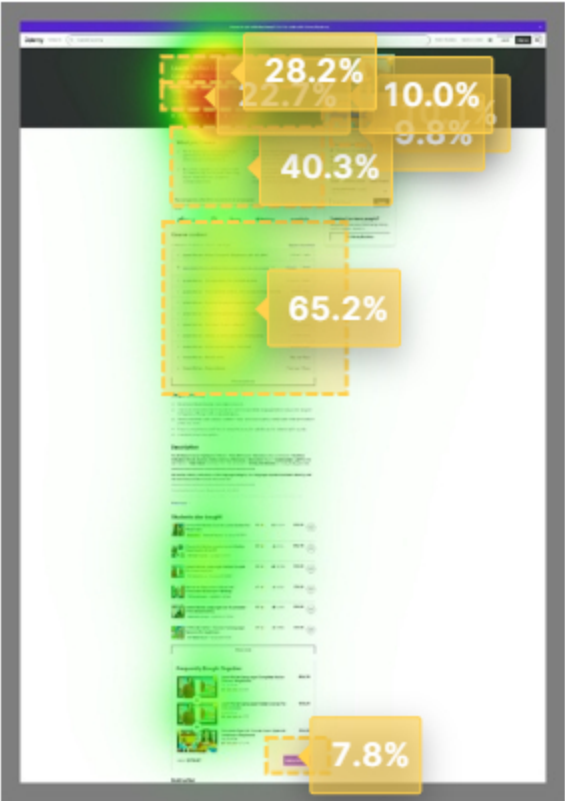
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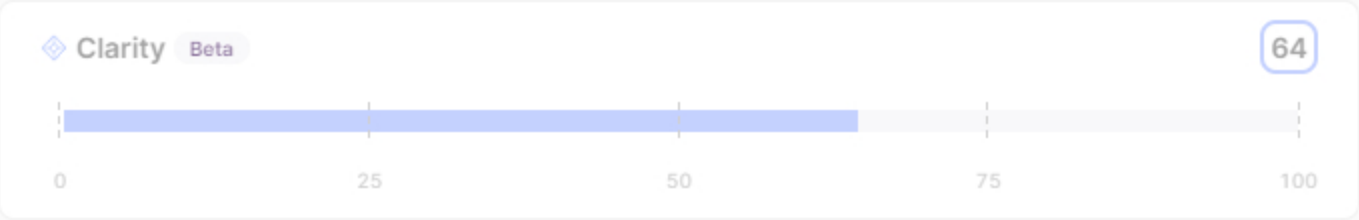
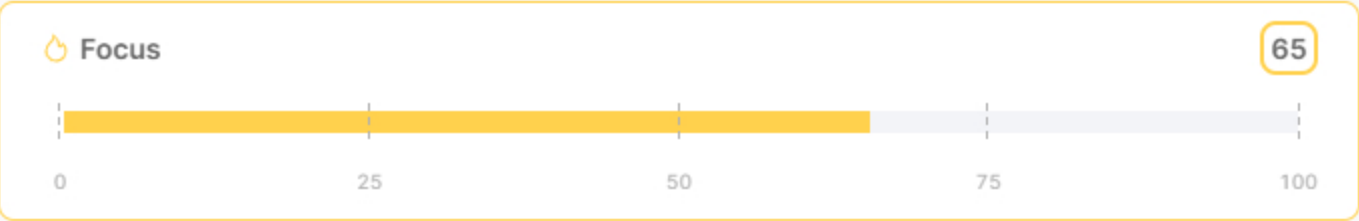
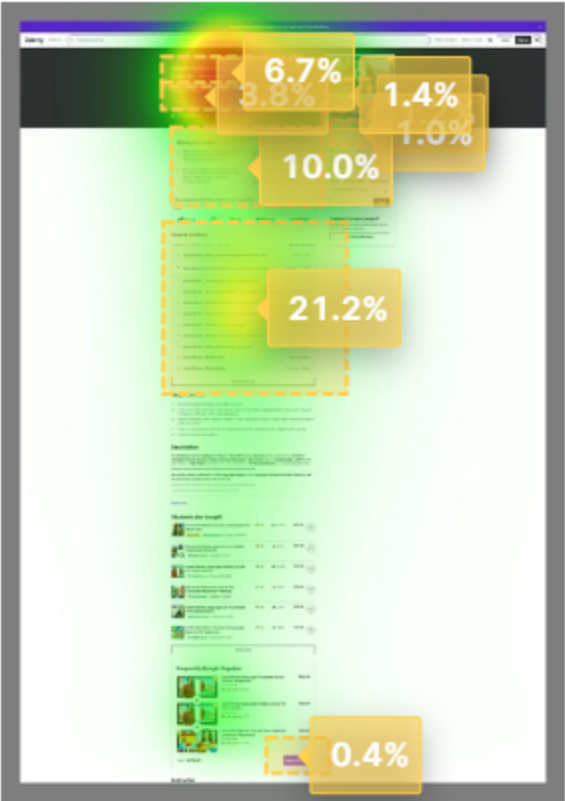
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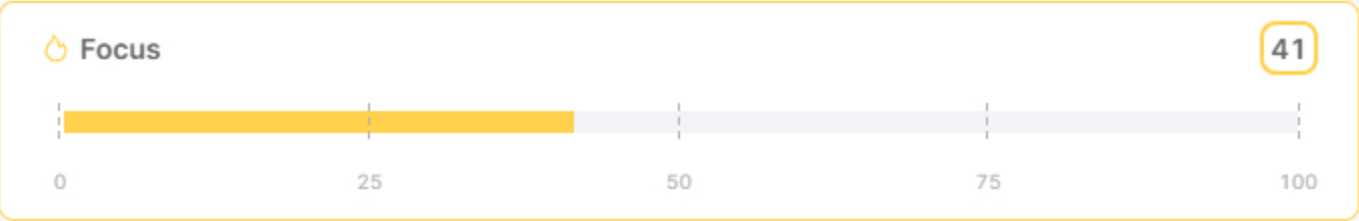
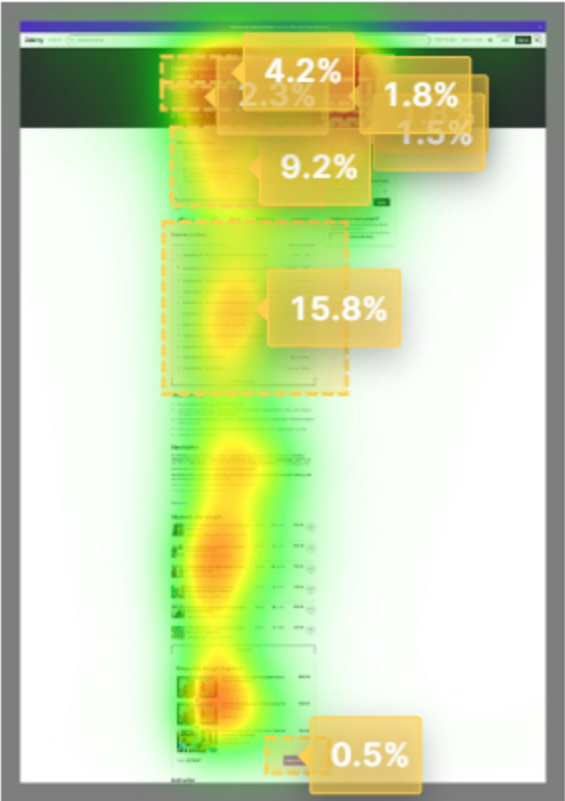
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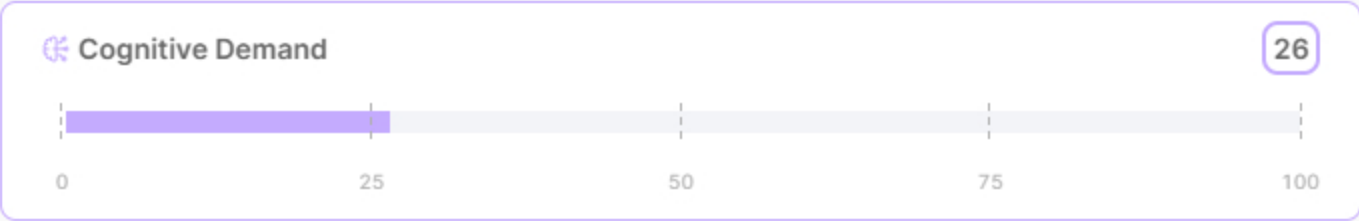
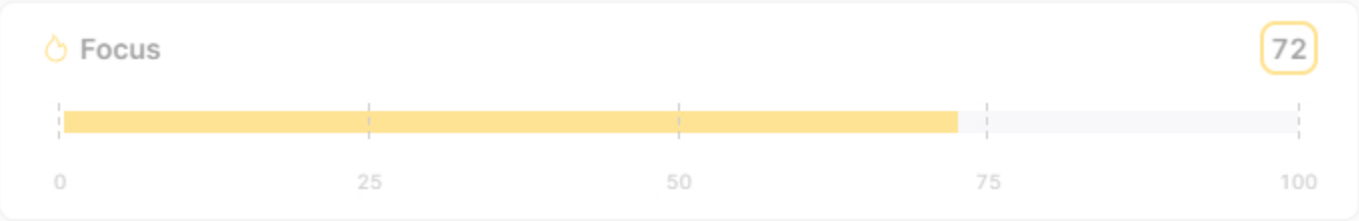
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Main page 1

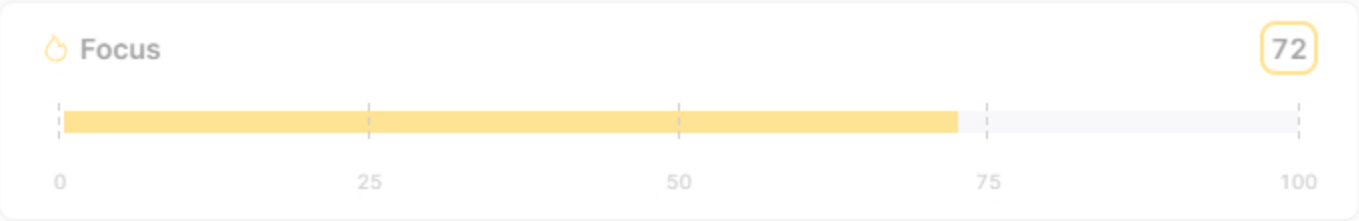


Main page 1

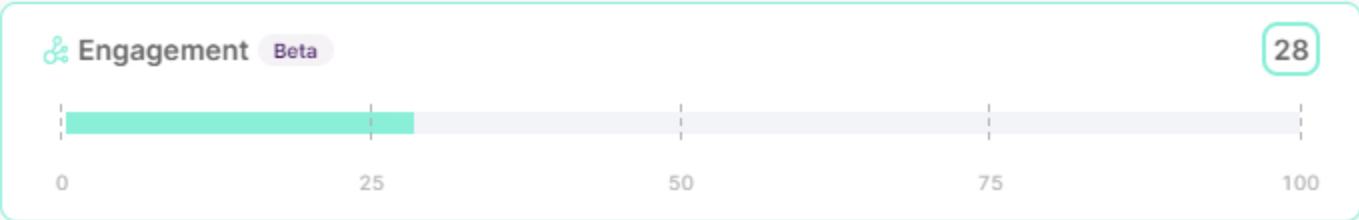
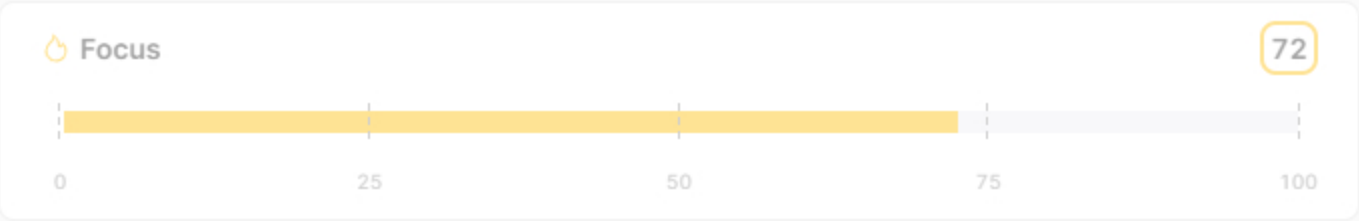
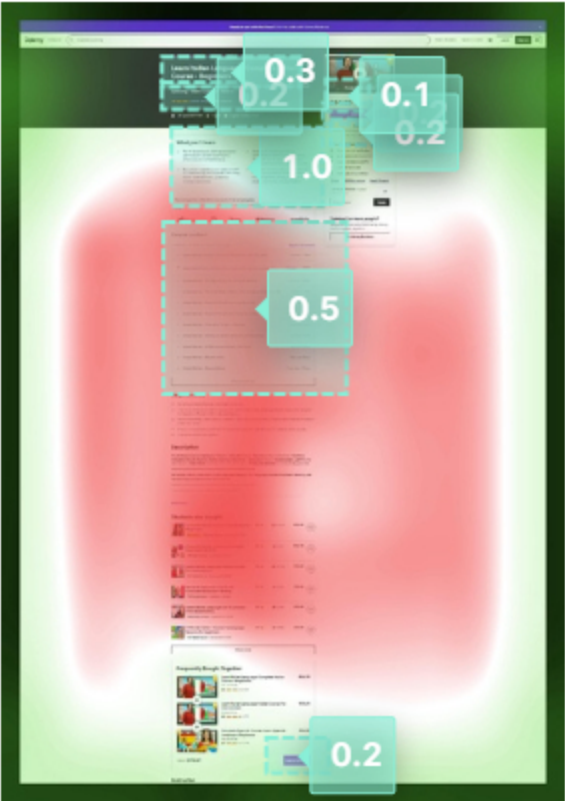




Main page 1



Main page 1



# Appendix



**Total Attention Heatmap**

Attention heatmaps highlight areas of an asset that will attract the most of your customers' attention. Warmer colors indicate more attention, and ranges from green (less attention) to red (highest attention).



**Total Attention Fogmap**

Also referred to as a "reversed heatmap", this map visualizes the predicted attention by covering the whole asset with white fog and having clear areas where there is significant visual attention - if it can't be seen on this map, neither will customers!



**Start & End Attention maps**

Heatmaps and fogmaps for Start and End Attention are visualized the same way as the maps for Total Attention, but instead of representing the full exposure, these maps show you customer attention during the first and last two seconds of an exposure.



**Cognitive Demand Heatmap**

A Cognitive Demand Heatmap shows how much information a customer has to process in an image, red indicating high complexity, while green shows low complexity. This allows you to easily identify how to reduce the Cognitive Demand in your asset.



**Clarity Heatmap**

The Clarity Heatmap is a visualization of how the Predict AI model determined the overall Clarity score, and highlights the areas customers will experience as very clear with green, and unclear areas with red.

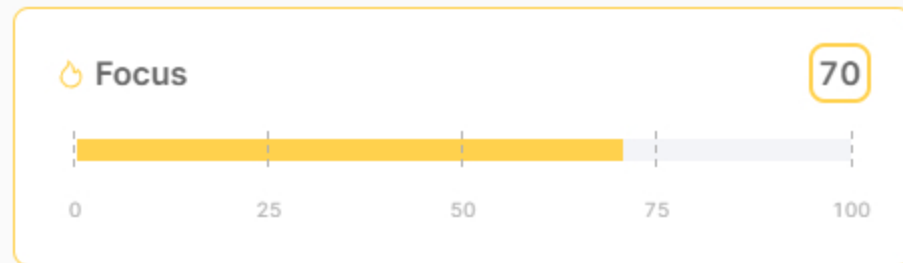


**Engagement Heatmap**

The Engagement heatmap uses the same method as the Clarity Heatmap to visualize how the Predict AI model predicted the score. Elements in green areas will make customers feel more immersed, whereas red areas will feel less engaging.

## Focus

Index of focused attention in your asset. Low Focus (0-24) means many elements compete for attention, while high Focus (75-100) means one or few narrow areas draw the most attention and will be more likely to be noticed.



## Cognitive Demand

Measures how much information viewers have to process in your asset. High scores (75-100) indicate complexity that can overwhelm customers, while low scores (0-24) mean it is easy to process, which may also decrease viewing time.



## Clarity

Predicts how clear customers will find your asset. In most cases, Clarity should be high, although low scores are acceptable if you are showcasing many offers where no single element is meant to grab attention.



## Engagement

Shows you customer excitement and immersion when seeing your asset. High Engagement boost brand recall and purchasing behavior, and is often driven by emotional elements and clear visuals. Increase Engagement by simplifying your messaging; less is more!





Transform  
your space with  
home decor

32.4%  
0-41%

Visit website

12.5%  
5-30%



## Benchmarks

Benchmarks allows you to compare your creative against the best practice ranges based on your selected objective, industry and use case. They show the recommended range of Predict scores within a selected category, making it easy to determine whether the asset and its individual components need to be adjusted to reach the best practice ranges.

A score outside the range means adjustments to the creative or elements of it might be advantageous to improve the chances of success in the market.

## Areas Of Interest

Area of Interests calculates the performance inside a specific area of a creative. The measured performance is different for each predicted map:

### ● Attention Heatmap & Attention Fogmap

AOIs measure the percentage of visual attention within the area to show what attracts attention and goes unnoticed.

### ● Cognitive Demand Heatmap

AOIs measure Cognitive Demand within the area to identify the most complex and demanding elements.

### ● Clarity Heatmap

AOIs measure Clarity within the area, helping you understand what will be experienced as the clearest.

### ● Engagement Heatmap

AOIs measure Engagement within the area, so you can see what elements make customers feel the most excited.

