



## **Cavai and Lumen Research Show How Attention Drives Genuine Engagement and Better Advertising Outcomes**

**Cavai**, the leading interactive and conversational advertising platform, has unveiled compelling new findings from a report conducted in partnership with **Lumen Research**. The report delves into the pivotal role of **attention** in driving **real engagement** within conversational ad formats, underscoring that attention isn't just a media metric—it's a direct catalyst for better outcomes across a range of advertising objectives.

### **The Power of Attention: A Game-Changer for Advertising**

Cavai has long been at the forefront of developing ad formats that engage users in meaningful ways. To better understand the impact of attention on their campaigns, Cavai commissioned **Lumen Research** to explore the link between attention and tangible advertising results across multiple sectors. The findings were striking: campaigns optimised for attention led to significant improvements in engagement metrics and ultimately drove stronger outcomes for brands.

**Sophie Gunyon**, Sales Director at Cavai, explained:

*"Attention has been a buzzword in the industry for some time, but we wanted to go beyond theory. Our goal was to uncover whether optimising for attention could lead to real, measurable engagement with our conversational ads. If attention doesn't translate into action, it risks being just another vanity metric. This report shows that attention is not only valuable but is a real driver of success."*

## Impressive Results Across Multiple Campaigns

The study explored a range of campaigns, revealing a consistent and statistically significant correlation between **attention** and **engagement**. Notable examples include:

- **Vitality (Insurance)**: A campaign for this well-known insurance brand saw a **56% increase** in engagement within Cavai's conversational ad units when optimised using Lumen's attention data.
- **HMRC (Government Tax Services)**: Another campaign, this time for HMRC, saw a **40% rise** in users initiating conversations when the campaign was focused on attention-based optimisation.

These findings are particularly significant because they highlight the potential for **attention-driven optimisation** to not only boost engagement but also improve key business metrics such as **attribution**, **interest**, **consideration**, and **purchase intent**.

## A Clear Link Between Attention and Action

The study underscores that **attention** is more than just a passive metric—it leads to active consumer engagement. **Mike Follett**, CEO of Lumen Research, stated:

*"Attention is a means to an end, not the end itself. It's crucial to prove that attention leads to measurable outcomes. This study, along with others we've conducted, shows that when campaigns are optimised for attention, we see tangible increases in user interaction and brand outcomes."*

## Focus on Continued Learning and Improvement

Cavai and Lumen Research are committed to further refining their understanding of how attention drives engagement. With a growing body of data and insights, Cavai plans to continue testing how increasing attention can lead to even greater engagement and, ultimately, better outcomes for their clients. This iterative approach ensures that **Cavai's conversational ad formats** continue to deliver value, providing brands with measurable results that align with their broader marketing goals.

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## Key Takeaways:

1. **Attention is Key:** The study reaffirms that optimising for **attention** delivers measurable improvements in user engagement and campaign performance, transforming attention from a vague metric to a strategic asset.
2. **Real Results:** Campaigns optimised for attention saw **56% more engagement** and **40% more conversation starts**, illustrating the tangible benefits for brands and advertisers.
3. **Beyond Metrics to Meaningful Actions:** By proving that attention directly drives engagement and brand lift (across metrics like **attribution, interest, and purchase intent**), this research challenges the industry to rethink how attention is measured and applied.
4. **Ongoing Innovation:** Cavai is committed to refining its ad units to maximise attention and engagement, ensuring better outcomes for brands while enhancing the overall effectiveness of conversational advertising.