

SEENTHIS ATTENTION SNAPSHOT – AUTOMOTIVE

The hidden *driver of* *attention*

Discover why delivery, quality and speed matter more than many automotive advertisers realize.
It's time to change gears.

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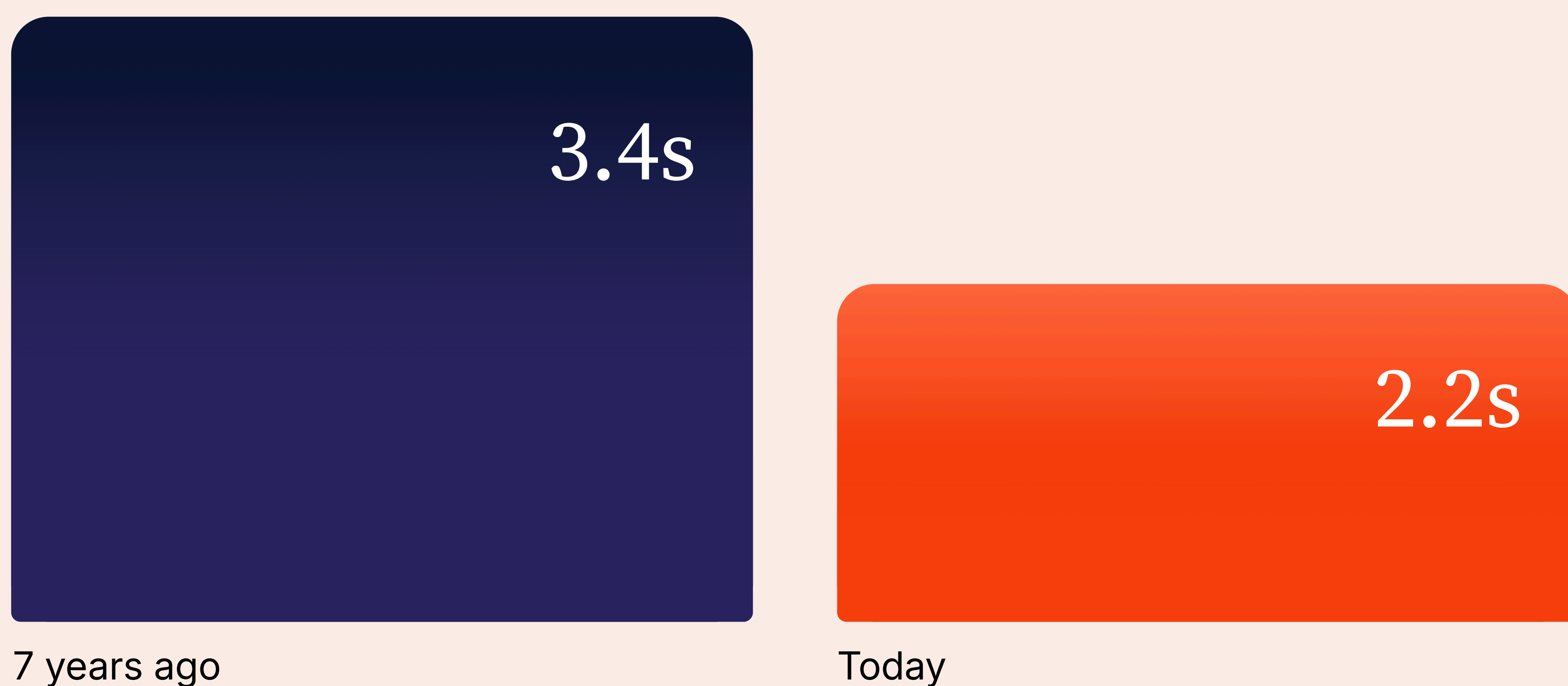
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Written in collaboration with Lumen Research Data

2.2 seconds

The average ad now has just 2.2 seconds to make an impression - down from 3.4 seconds only seven years ago.

For automotive advertisers, every fraction of a second matters. In a category built on consideration, brands have a narrow window to stop the scroll, spark interest and earn the attention needed to influence purchase decisions.



Attention at every junction

Most media plans treat delivery as an afterthought. This snapshot quantifies just how much attention is at stake when speed and quality aren't.

Between December 1, 2025 and May 20, 2026, SeenThis campaigns for leading global auto brands were measured across 38 million impressions using Lumen's independently audited LAMP methodology.

Built to be seen.
Proven to hold *attention*.

+128%

Higher attention per mille

+106%

Higher viewed impressions

+11%

More attentive time per viewed impression



“We’ve proven time and again that attention is one of the most reliable indicators of business success.”

“By guaranteeing attention, advertisers can have greater confidence that their media investment is delivering the outcomes that matter. We’re pleased to support this initiative with independent attention measurement.”

Mike Follett, CEO
Lumen Research

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The cost of legacy delivery

Most media plans focus on targeting, inventory, placement and creative. But delivery plays an equally important role in capturing attention. That split second can be the difference between an ad being served and actually being seen.

SeenThis combines media and proprietary adaptive streaming technology to reduce delivery inefficiency and maximize attentive reach.

128%

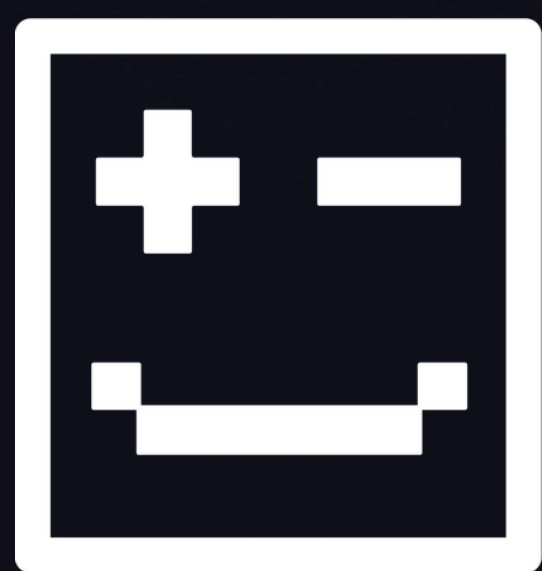
Higher attention, same investment

Compared to Lumen's static display benchmark, SeenThis automotive campaigns generated 128% more attentive seconds from the same media spend.

	Static Banners	SeenThis
Impressions	100m	100m
Attentive Seconds (Indexed, Benchmark =	100	228
Uplift	—	128%

Same budget.
Fundamentally
different outcomes.

Velocity × Quality = **Attention**



Three attention signals automotive teams shouldn't ignore:



Fast delivery wins attention

Attention is won or lost before creative even appears.



Viewable isn't enough

Opportunity to see does not guarantee attention.



Efficiency matters

More attentive seconds means more value from every impression.

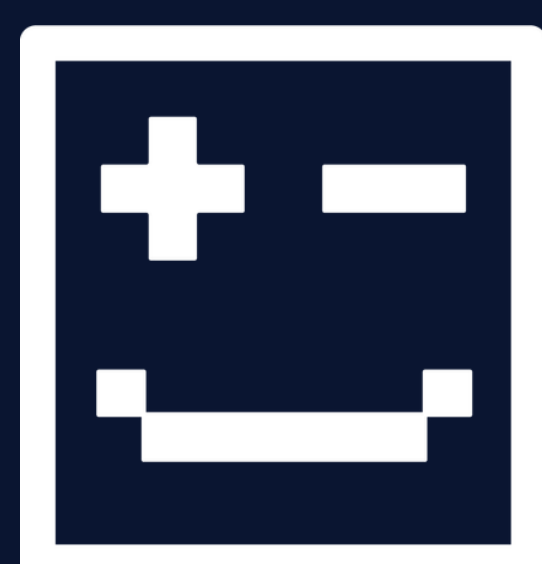


“We built SeenThis because we believed attention would become the currency of advertising, long before the industry caught up.”

“Automotive is proving that thesis, brands here have always invested in world-class creative, and this report shows what happens when the industry finally has the data to match that ambition.”

Kristofer Ljungdahl

VP, Global Platform Partnerships
& Co-founder, SeenThis



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Ready to make attention *a planning signal?*

SeenThis Attention is available globally across managed service and self-serve campaigns, with a minimum volume of 3 million impressions.

Speak to your SeenThis contact or get in touch at info@seenthis.co

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