Chartbeat

Can We Make Quality Pay Online?

MEASURING AND MONETIZING ATTENTION ON THE WEB

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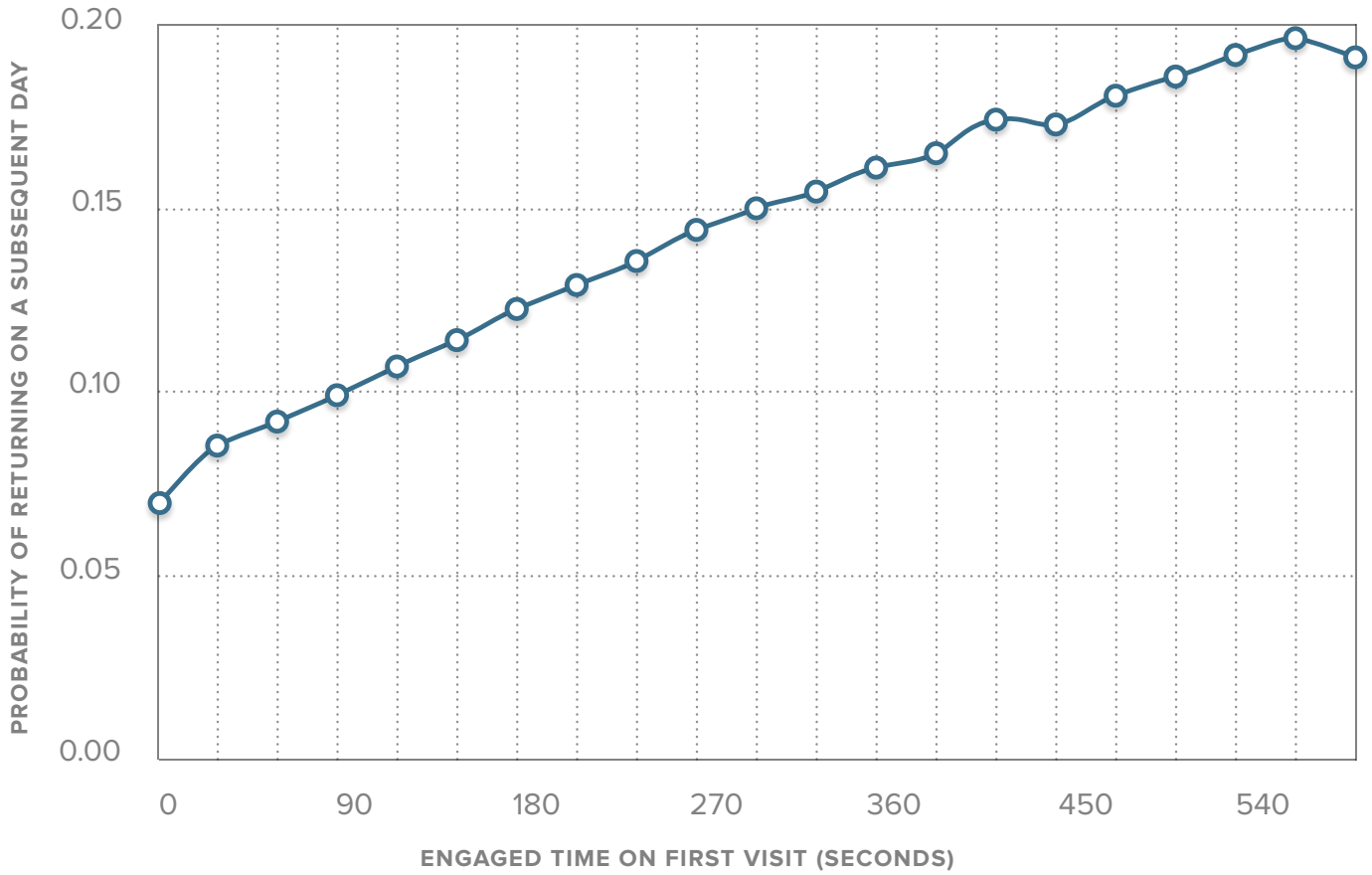
Engagement and Propensity to Return



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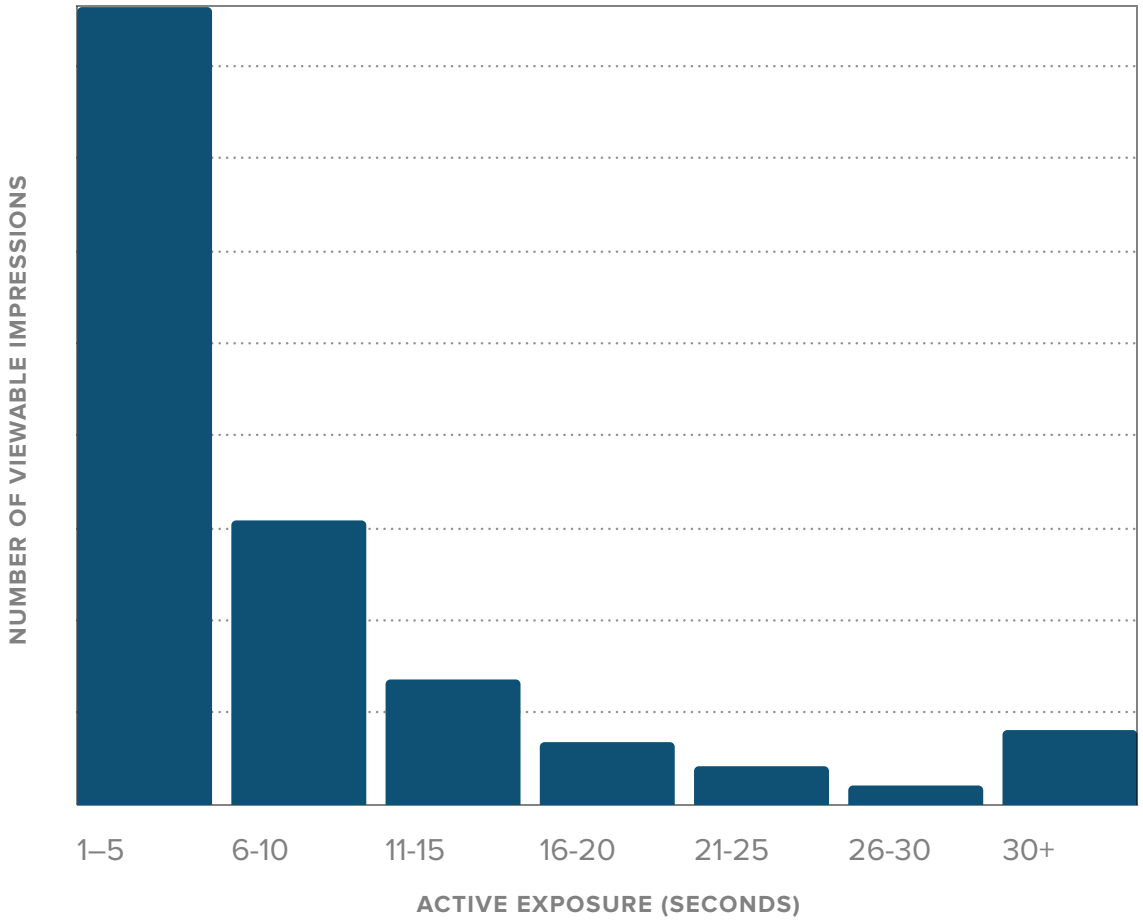
How Long are Viewable Impressions Actually Seen?



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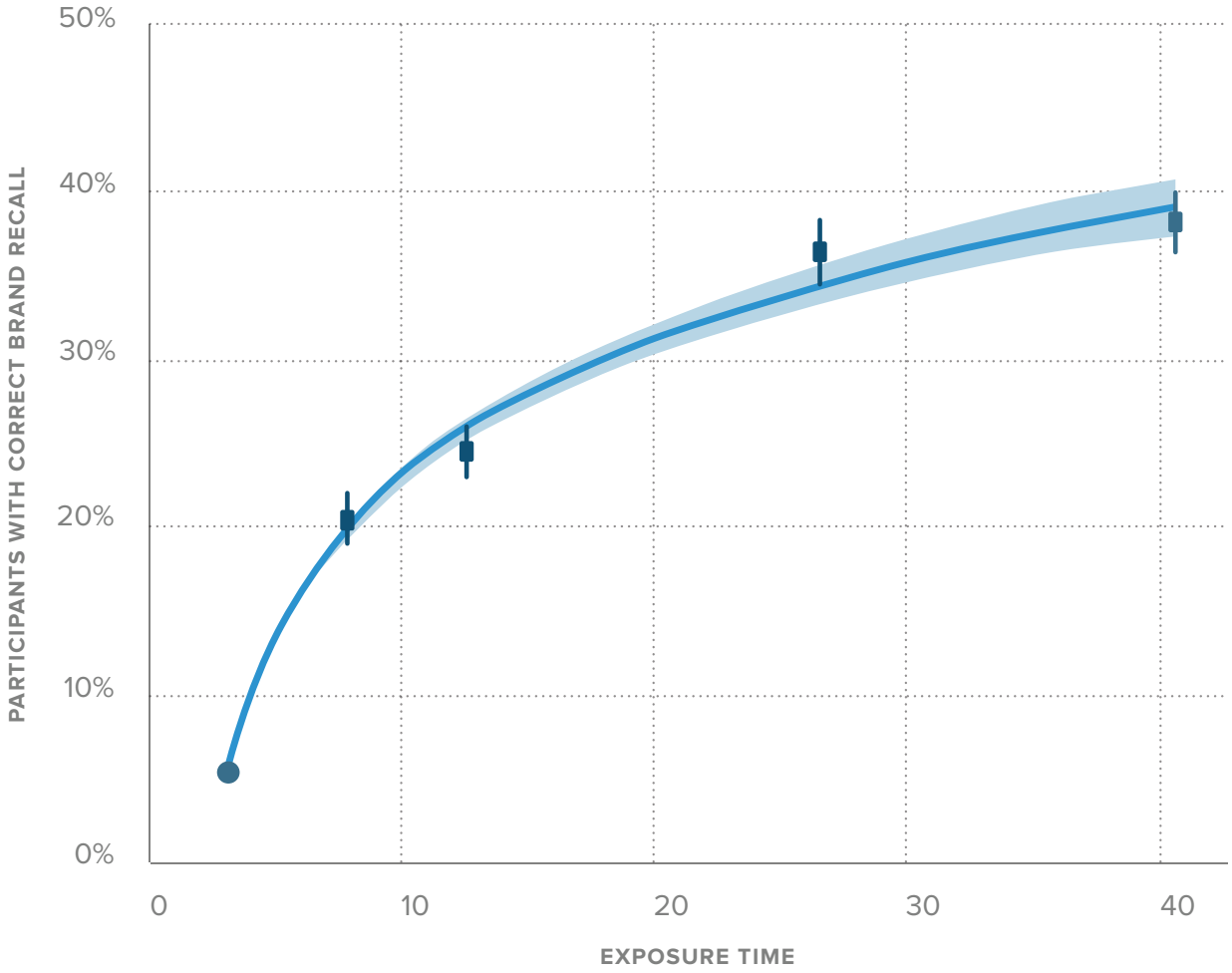
YAHOO! RESEARCH

Reported Recognition & Recall

EXPERIMENT 2



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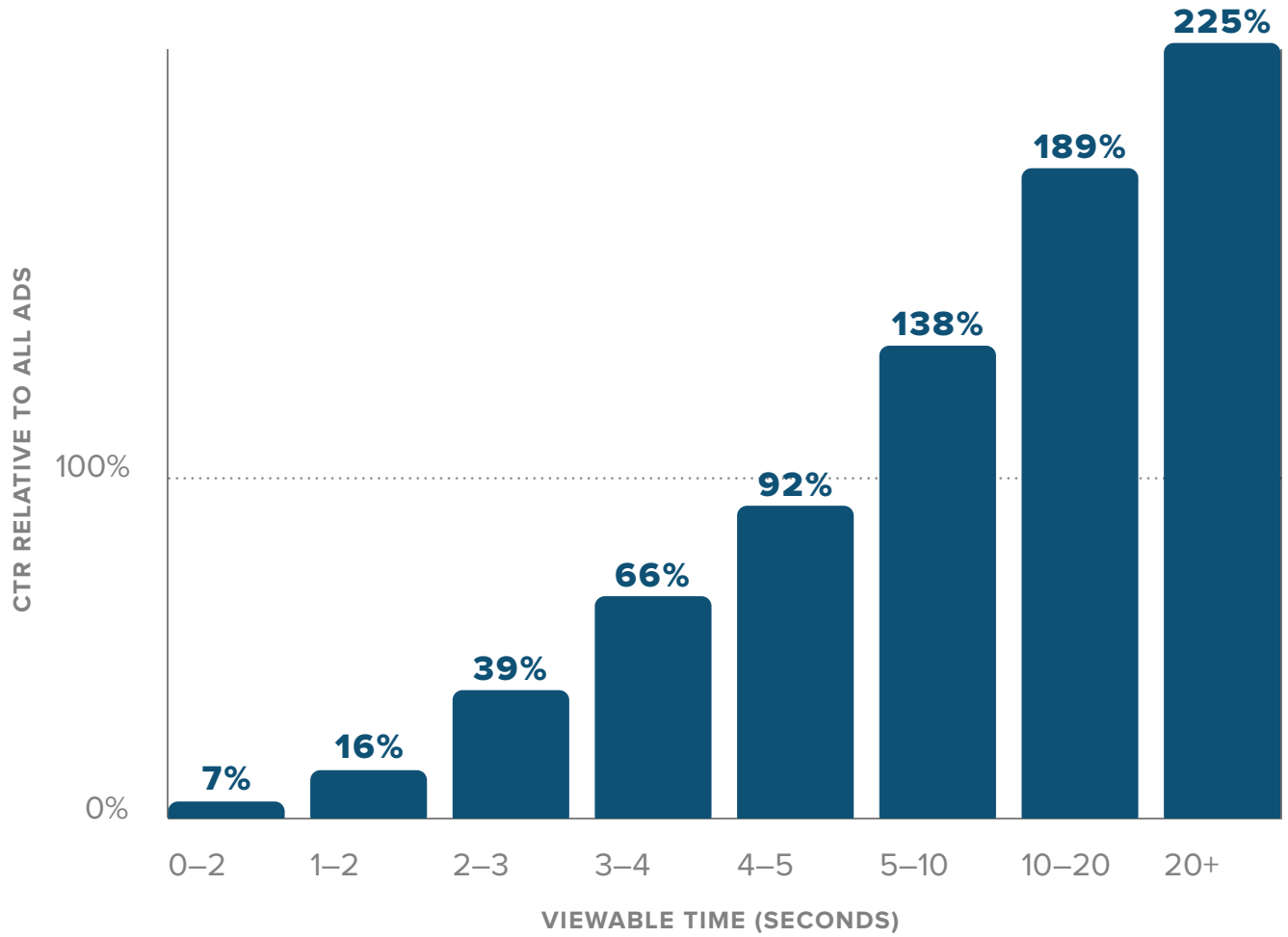
Google CTR Relative to all Ads



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Thank you, **Lima**!

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