

# ATTENTION

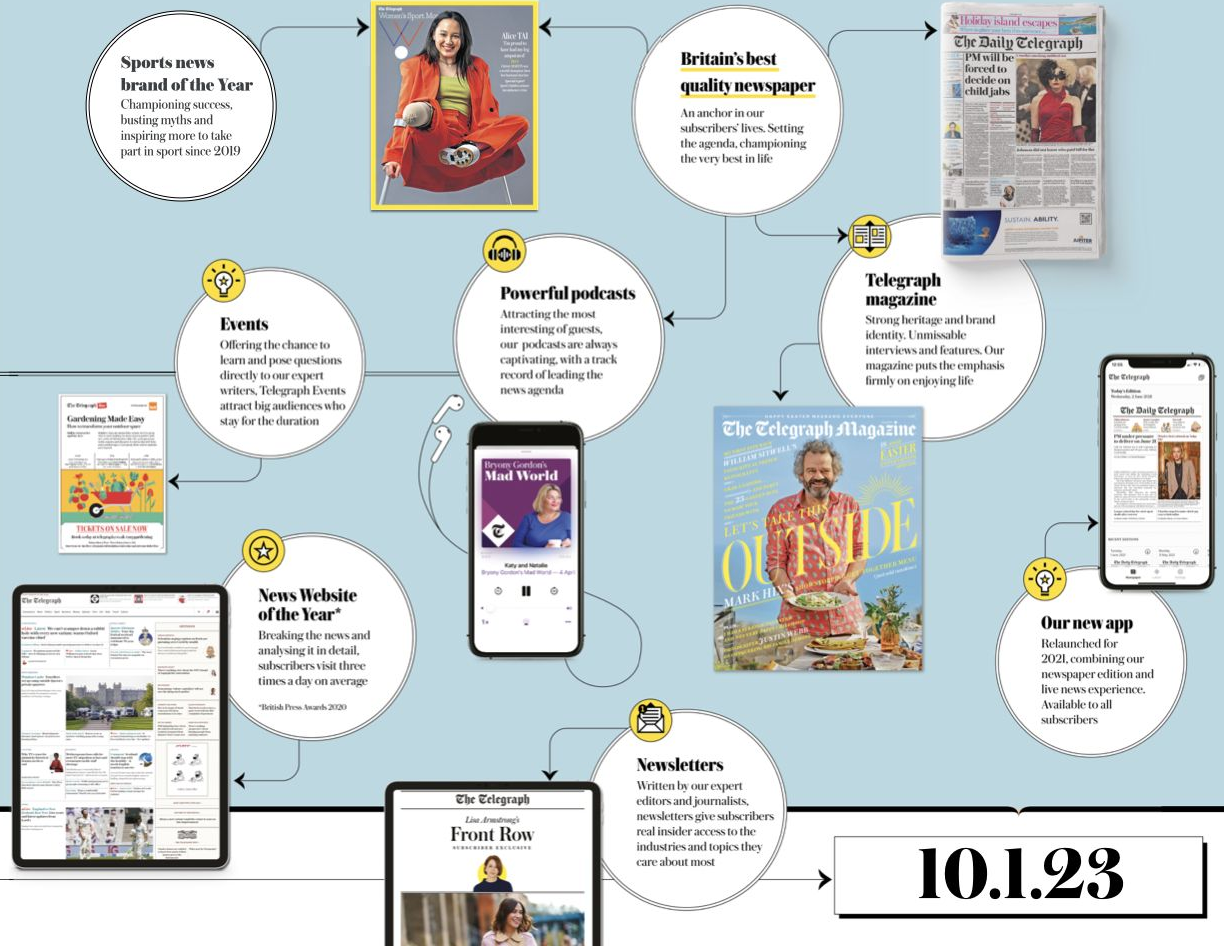
notice taken  
of something

*or*

the regarding  
of something  
as interesting  
or important

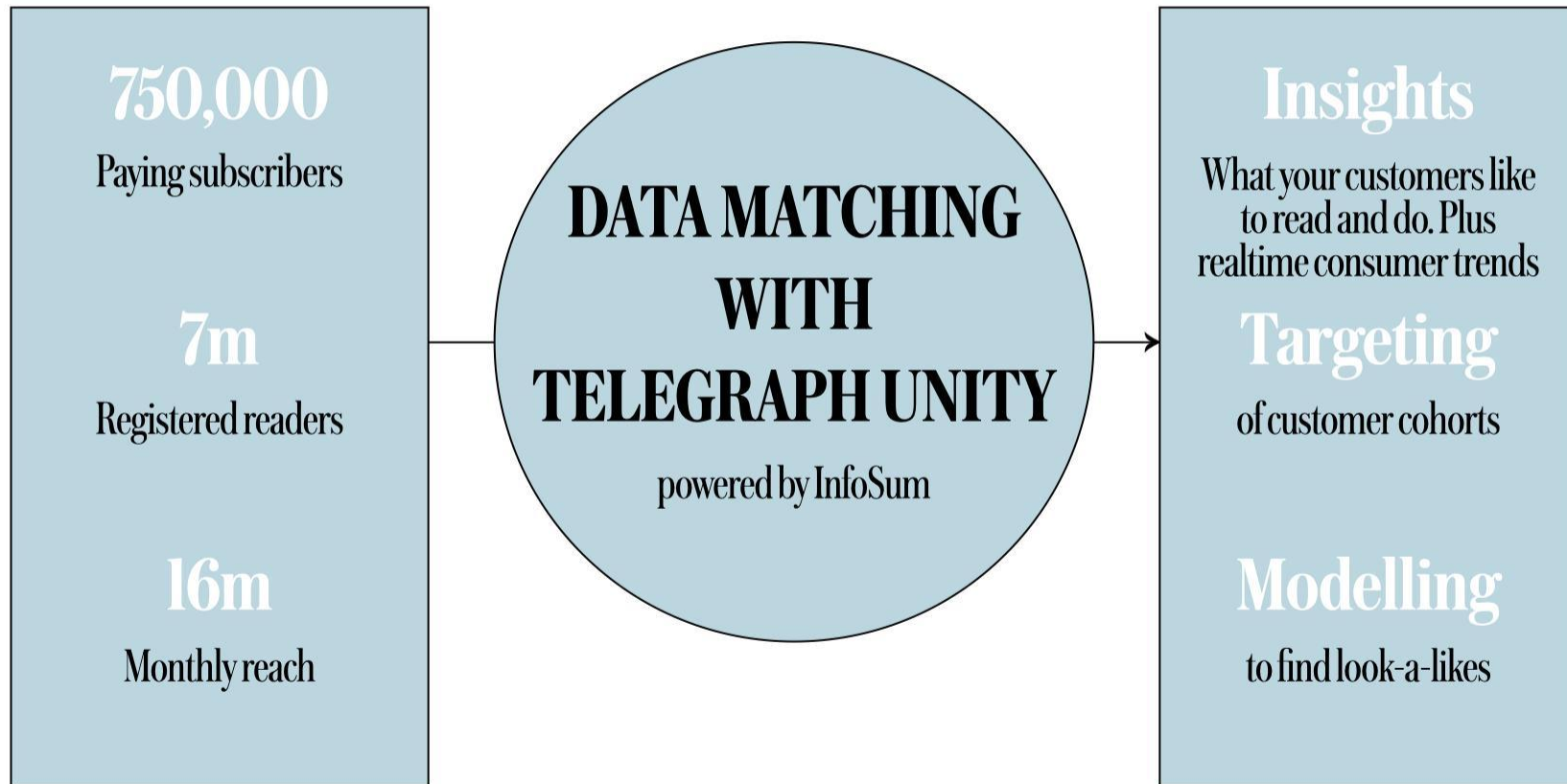
# OUR STRATEGY

To provide  
the very best  
subscriber  
experience  
in everything  
that we do



10.1.23

# FIRST-PARTY AUDIENCES: WE ARE A DATA BUSINESS



## TELEGRAPH 1: TARGETING Live first-party data, activated in real time across all browsers

+ **35%**

engagement metrics compared to ROS

+ **33%**

higher attention quality compared to ROS

Profiles

Interests

Seekers

Retargeting

Modelling

# METRICS THAT MATTER: TO PROVE SUBSCRIBERS VALUE

## Subscribers...

15% higher ad  
in view rates.

19% more likely  
to interact with  
your ad in a  
meaningful way.

22%  
spontaneously  
recall of brands  
advertised.

The Telegraph

# Metrics That Matter

BRAND SAFETY

BRAND ATTENTION

BRAND IMPACT

## CHANGES WE HAVE MADE TO BOOST ATTENTION

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Content  
renders  
first

Content  
does not  
move

One ad  
per screen as  
attention falls by  
half if more than  
two ads visible

No overlays

Ad space  
clearly  
defined

# BE PIONEERS AROUND OUR AGENDA-SETTING NEWS

COMMENT

## Michael Vaughan exclusive: I am named in the Azeem Rafiq report - but I totally deny any accusation of racism

The allegation hit me over the head like a brick but I have nothing to hide

**MICHAEL VAUGHAN**

4 November 2021 10:42pm



Michael Vaughan is a former team-mate of Azeem Rafiq. © 2021 Getty Images

**T**he Azeem Rafiq-Yorkshire story has dominated the news and as a pundit I would normally comment on what has happened.


But it has been very difficult for me to speak about it and I want to explain why that has been the case.

## BREAKING THE NEWS


The reason we are a daily anchor in 3m reader's lives

## The eye-watering bill to hit net-zero emissions


The multi-billion cost of hitting the UK's climate targets will ultimately be borne by taxpayers and business, writes Rachel Mitchell




**Revealed: The hidden head injury crisis in women's rugby**



**Water pipes can help rural homes tap in to broadband**



**VOGUE**



**The arts will help Britain bounce back**

COMMENT

Greta Thunberg on the cover of Vogue: hypocrite or eco-winner?

## AGENDA-SETTING NEWS

Global stories that readers are hugely passionate about



## BIG EVENTS

The go to for big event coverage: Tokyo 7M PVs



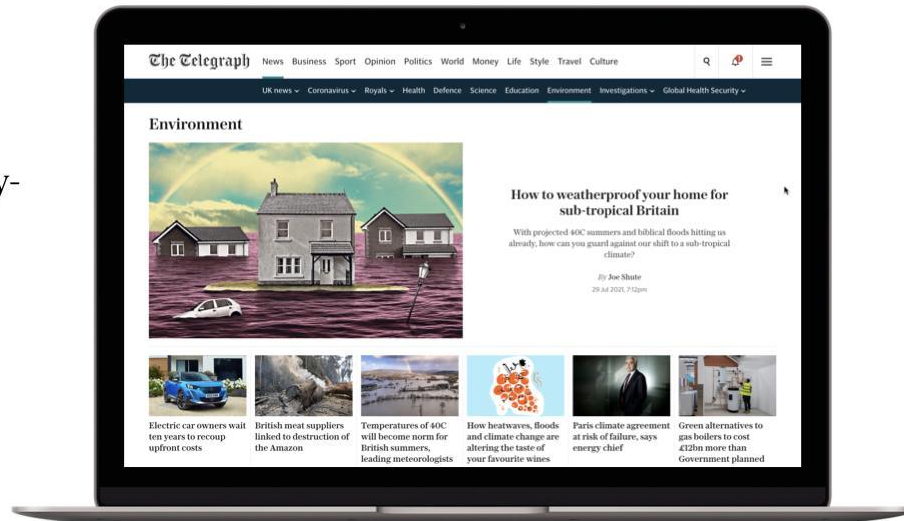
## THE BEST IN LIFE

Trusted advice that helps maximise free time and plan purchases

# REACHING PURPOSE *helping you to make the most of the stories that matter*



Brands often choose to take over a topic page but miss out on the highly-engaging article pages that links the issue to people's passions



94% of brand safe environment content

**The beginner's guide to buying an electric car**  
From how to charge to working out efficiency, Telegraph experts reveal everything you need to know about buying an EV

**3.25**  
ave dwell  
time

*cars*

**'Why is my pension being politicised?': all retirement pots to go green, Government warns**  
Pension funds are moving money into 'sustainable' stocks but future returns are questionable

**1:35**  
ave dwell  
time

*money*

**How to have a sustainable luxury holiday – and why it matters**  
An increasing number of hotels and operators are harnessing the power of responsible tourism – here are six who have led the way

**1:35**  
ave dwell  
time

*travel*

**How to make your clothes last longer and look better**  
Four experts share their top tips to reviving everything around you sustainably

**2:45**  
ave dwell  
time

*fashion*

**Tories making Britain greener than before Industrial Revolution, says Natural England boss**  
Tony Juniper, talking exclusively to The Telegraph, praises government plans and calls for a 'major shift in public opinion' on the environment

**2:45**  
ave dwell  
time

*politics*

**How to rid the food aisles of plastic? It'll take more than milk bottles and the 3p bag charge**

**2:45**  
ave dwell  
time

*food&drink*



**Not all  
attention  
is welcome**



# THE RIGHT ATTENTION DELIVERS REAL UPLIFTS IN BRAND METRICS

**YOUR NUMBERS MAKE AMAZING HAPPEN**  
**YOU HELP OUR ATHLETES A LOT**  
 FIND OUT MORE

TEAM GB

The Telegraph News Business Sport Opinion Politics World Money Life Style Travel Culture

Football Rugby Union Cricket FI Women's Sport Cycling Tennis Golf Boxing Racing More...

**Sport**

Tennis: Two female tennis players celebrating on court.

Rugby law row: Barrett cleared of red card for kick to head.

Cricket: England always wilt under pressure – they need to get tough and show some bottle.

## Compared to Brand Metrics benchmarks we delivered:

- +55% awareness
- +40% consideration
- +2x preference
- +3.5x action intent

## We don't just check for awareness and action but deep understanding:

- 51% agreed the National Lottery is making Britain better
- 50% agreed the National Lottery has a positive impact on lives
- 56% agreed playing the National Lottery supports good causes

### RIGHT TIME

	In-view (%)	Avg In-view time (sec)
Ad visibility	81.49%	20.52
Benchmark	63.6%	7

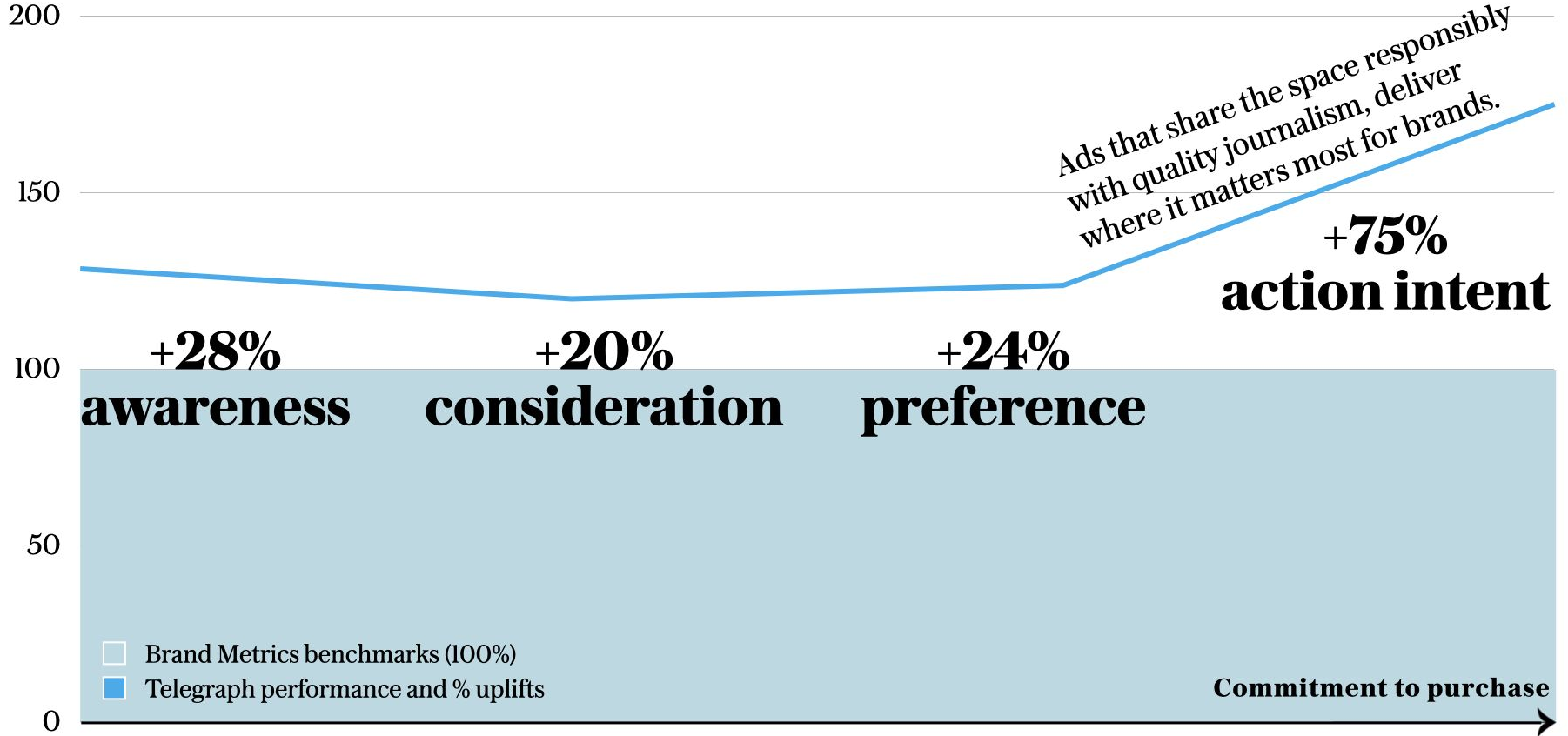
### RIGHT PLACE

	Scroll rate (%)	Time to scroll (sec)
Editorial engagement	96.22%	6.72
Benchmark	73.7%	-

### RIGHT PEOPLE

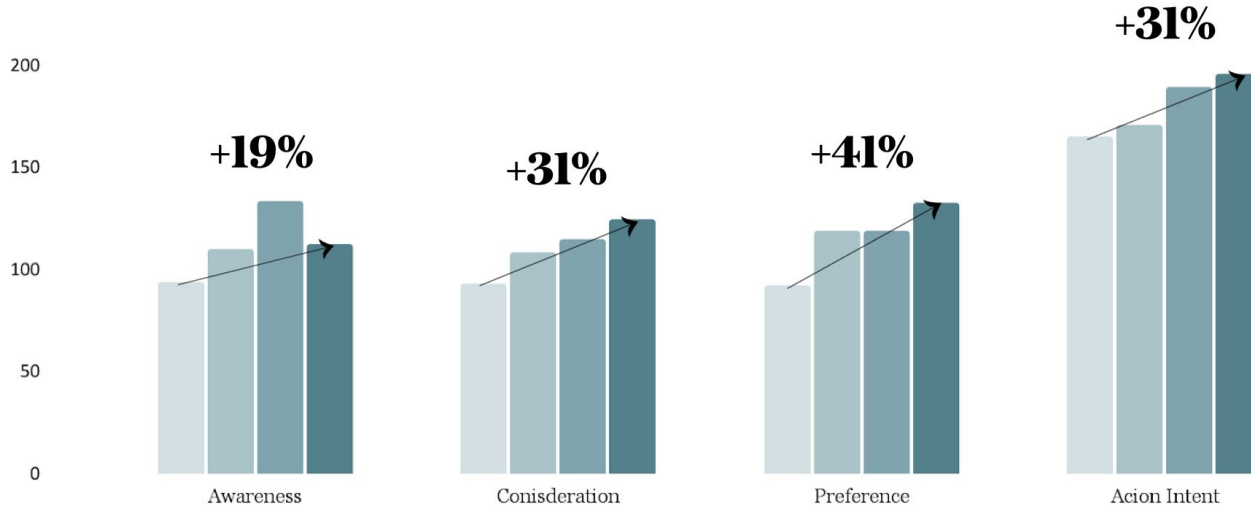
	Exposure (hr)	Universal Touch (%)
Ad engagement	43.340	14.91%
Benchmark	-	13.3%

# LEARNINGS: WE DELIVER STRONGER OUTCOMES THROUGH THE FUNNEL



# LEARNINGS: SUSTAINED CAMPAIGNS BOOST ALL METRICS

1 month 2 months 3 months 4 months



Positive attention and sustained campaigns deliver better results

Industry studies have shown that 7-11 exposures are optimum for driving all brand metrics

Because our ads share the space responsibly and do not delay content enjoyment this will be okay

Source: Brand Metrics post campaign research

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