

## ShowHeroes Group Unveils Hat Trick of Ad Attention Products for a “New Era of Transparency and Reach”

- ShowHeroes partners with [Lumen Research](#) and [Adelaide Metrics](#), providing clients with a cutting-edge choice of independent attention models
- The collaborations complement the Attention Index – ShowHeroes’ new in-house attention product that further expands the metric’s potential
- Together, the three platforms form a suite of attention-focused solutions as the currency of next-level accountability and impact

*Berlin, March 21, 2023* – [ShowHeroes Group](#), a global leader in digital video content, tech, and advertising solutions, today announces a partnership with two market-leading attention science brands as part of its wider mission to prioritize the metric in a new era of transparent user reach.

ShowHeroes’ portfolio of global advertisers will now have the choice of running their campaigns verified by [Lumen Research](#) or [Adelaide Metrics](#) – both highly-respected names in the attention economy sphere – in order to augment performance in an accountable and sustainable way.

“Our new partnerships with Lumen and Adelaide form part of our broader roadmap to set a new standard in robust attention metrics – the kind that unpacks the nuance of user behavior in a cookieless, user-centric age,” says **Kay Schneider, senior vice president at ShowHeroes**. “Zeroing in on attention as a deeper measure of ad performance also means we can help clients cut carbon-heavy ad emissions by cutting waste and making every interaction count.”

“The digital advertising sector has been shifting focus for some time now, as key industry players look to optimize inventory using meaningful, user-centric insights,” adds **ShowHeroes Group CEO Ilhan Zengin**. “Attention is the glue that centers this vision. It means we can deliver on our [Better Media](#) manifesto to create world-class user experiences, as proven by transparent, accountable data drawn from a wide range of variables.”

By providing the option of two independent, third-party attention models – with the possibility of adding new names to their portfolio in the future – ShowHeroes aims to provide advertisers with as much choice as possible, depending on their individual tech or targeting needs. Lumen Research, for example, is a major player in the attention field. The [IAB-cited platform](#) uses its proprietary biometric data to understand attention value, placing it as a core driver of brand recall and choice.

“Our new partnership with ShowHeroes broadens our ability to explore the potential of a new, more authentic attention-first engagement model for advertisers and publishers alike,” says **Mike Follett, CEO at Lumen Research**. Attention technology, powered by innovative eye-tracking technology and predictive attention modeling, offers a new and much-needed layer of measurement and optimization for next-level user engagement.”

Adelaide uses machine learning to score a media placement’s probability of attention and outcomes on a 0-100 scale of AU, its omnichannel measure. AU is calculated using hundreds of variables with an emphasis on media quality indicators and outcome data. A/B testing has shown that higher AU media leads to [a 57% hike in ad recall, an 83% increase in brand awareness](#), and [69% higher conversions](#). Global brands, publishers, and agencies currently use AU as a currency.

“Attention metrics provide a more precise alternative to easily gamed metrics like viewability and video completion rate, empowering advertisers to chart a new path forward,” said Marc Guldemann, CEO and founder of Adelaide. “By partnering with ShowHeroes, we’re offering their clients the opportunity to secure higher-quality media through AU measurement and activation. We’re eager to help the ShowHeroes team achieve superior outcomes for the brands they support.”

Finally, and in order to round out its comprehensive attention offering, ShowHeroes is also unveiling its own proprietary measurement tool. Known as the “Attention Index,” the new device uses ShowHeroes’ deeply integrated tech stack to understand the contextual and semantic relevance of ads run via its publishing partners with a high degree of detail and accuracy.

The [Attention Index](#) also provides customers with full-scale transparency over all the determining factors of the calculation model. This includes direct access to data points such as view time, player size, ad engagement, user interaction with the player, ad position, and more. It’s designed to acknowledge the strong relationship between the contextual alignment and the memorability of any given ad to maximize user receptivity.

“By building this triad of models – including our own in-house index – we’re acknowledging how attention has become a byword for veracity in the global ad ecosystem,” says Kay Schneider. “It’ll be a huge focus this year as the ad world sharpens up its act, with a view to filter out older legacy metrics that are susceptible to fraud and wastefulness.

“Our hat-trick suite of solutions will appeal to brands that share our sense of entrepreneurial ambition,” Kay continues. “Working together, we can elevate the role of attention-based metrics to spark an uplift in meaningful and transparent user interactions. It’s also important to acknowledge that this vision of tomorrow is a work in progress, so we’ll continue to explore and experiment with best-in-class attention products that give advertisers real-world, tangible outcomes.”

Discover the dedicated [press video](#) announcing the partnerships and ShowHeroes Attention Index.

## **ABOUT SHOWHEROES GROUP**

ShowHeroes is a global leader in digital video, offering content, tech, and advertising solutions.

As a co-publisher to leading online media outlets, the company upholds editorial excellence across a network of over 6000 websites, promoting quality journalism from the most reliable information and entertainment sources.

With a privacy-first approach, ShowHeroes' cookieless solutions, such as contextual and semantic targeting technology, paired with matched video content, drive value and relevance for both users and advertisers.

Founded in 2016 by Ilhan Zengin, Mario Tiedemann, and Dennis Kirschner with headquarters in Berlin, the company launched ShowHeroes Group in 2020. Composed of its core brand ShowHeroes, production entity ShowHeroes Studios, performance marketing solutions provider Agon Digital, SaaS video solution Viralize, and The Digital Distillery, a networking event and content platform, the group employs more than 450 people worldwide with operations in 29 strategic hubs throughout Europe, LATAM, and the US.

Deloitte recognizes ShowHeroes Group as one of the 50 fastest-growing technology companies in Germany, winning the "Technology Fast 50" prize in 2021 and 2022. More information on [showheroes-group.com](https://showheroes-group.com)