

DoubleVerify Debuts First-of-Its-Kind Attention Measurement for Social, Launching with Snap

Developed with Lumen Research, the launch brings DV Authentic Attention measurement to social platforms for the first time, now spanning Social, CTV, and the open web

NEW YORK--(BUSINESS WIRE)-- [DoubleVerify](#) ("DV") (NYSE: DV), the leading software platform to verify media quality, optimize ad performance, and prove campaign outcomes, today announced the launch of DV Authentic Attention[®] for Social. The product will first launch with Snap, combining timely platform signals with eye-tracking insights. The new solution marks an expansion of DV's attention measurement capabilities, now spanning open web, connected TV (CTV), and social media—unlocking a more complete view of cross-platform effectiveness.

"Snap's immersive, high-impact environment makes it an ideal platform to demonstrate how attention can drive better outcomes across social environments," said Mark Zagorski, CEO of DoubleVerify. "This will give advertisers further visibility into how users engage with their campaigns, transforming how performance is measured and empowering smarter, more impactful media investment decisions."

The new offering combines DV's scalable ad exposure data, including key metrics such as viewable time and screen share, with eyes-on-screen ad signals from Lumen Research, creating the most holistic attention solution available for advertisers seeking to measure their performance on Snapchat at scale. This is the first solution on Snapchat to combine impression-level ad exposure metrics with eyes-on-screen data, delivering an unprecedented level of attention insight across their platform.

The solution enables advertisers to assess media performance on Snapchat with greater precision, helping inform budget decisions, validate campaign impact, and drive stronger ROI. DV Authentic Attention offers three main metrics to provide brands with actionable insights into their campaign performance:

- **Ad Focus** – Evaluates the ad's ability to capture eye gaze, helping marketers understand the likelihood of an ad reaching users.
- **Dwell Time** – Measures how long an ad holds a user's attention, quantifying in seconds the focus each ad receives to inform creative optimization.
- **Attention Index** – Offers an overall measure of attention on Snap and enables advertisers to benchmark their results against peer performance within their vertical.

By measuring at the impression level, DV captures granular data that reveals the specific drivers of attention within each campaign, which powers insights that surpass the aggregated reporting used by other attention offerings on Social. For Snap advertisers, this

enables a deeper understanding of how creative, placements, and activation strategies ultimately impact user attention.

DV Authentic Attention is a key component of DV's Media AdVantage Platform, which combines media verification, ad optimization, and campaign outcomes measurement to maximize media performance and ROAS. As part of media verification, DV Authentic Attention helps advertisers understand how effectively their ads capture attention and drive user engagement — data signals that are correlated with campaign performance.

With this release, DV and Snap are expanding their joint measurement capabilities, building on DV's existing fraud, brand suitability, and viewability measurement on Snapchat, while bringing DV's attention measurement capabilities to Social for the first time, alongside coverage on the open web and CTV.

DV Authentic Attention for Social is now globally available on Snapchat, with additional platform integrations coming throughout 2025.

To learn more, visit www.doubleverify.com.

About DoubleVerify

DoubleVerify ("DV") (NYSE: DV) is the industry's leading media effectiveness platform that leverages AI to drive superior outcomes for global brands. By powering media efficiency and performance, DV strengthens the online advertising ecosystem, preserving the fair value exchange between buyers and sellers of digital media. Learn more at www.doubleverify.com.

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