

CESP Attention Grid



Category	How is your Attention Measurement Solution used by your clients?	Adelaide	Adloox - Peer39	DoubleVerify	IAS	Xpln.ai
Use cases	Campaign measurement (Yes/No)	Yes	Yes	Yes	Yes	Yes
	Real time campaign optimisation (Yes/No)	Yes	Yes	Yes	Yes	Yes
	Campaign planning (Yes/No)	Yes	Yes	Yes	Yes	Yes
	Trading (Yes/No)	Yes	Yes	Yes	Yes	Yes
	Input in marketing mix modeling (econometry) (Yes/No)	Yes	No	Yes	Yes	Yes