

BigAds Launches A Revolutionary Model for Driving Engagement in Advertising - AttentionArc

Tech harnesses the power of advanced AI to dynamically customize campaign strategies using context and attention

SYDNEY, NSW, AUSTRALIA, May 7, 2024 /EINPresswire.com/ -- [BigAds](#) has launched AttentionArc, a groundbreaking initiative to transform the way advertisers engage with their audience.



We are committed to innovation and excellence in advertising"

David Green, CEO BigAds

In an era where capturing and retaining audience attention is paramount, AttentionArc harnesses the power of advanced AI technology to dynamically customise campaign strategies using context and attention to ensure

consistently high levels of engagement.

"At BIG, we recognize the importance of attention in today's crowded advertising landscape," said David Green, CEO. "AttentionArc is our answer to the challenge of effectively engaging audiences and driving meaningful results for our clients."

AttentionArc is one more tool in the BigAds armoury which includes automatic decarbonizing of each advertising campaign to reduce carbon emissions by up to 30% in its partnership with [Scope3](#).

Key features of AttentionArc include:

1. **Dynamic Customisation:** AttentionArc dynamically customises campaign strategies based on factors such as placement in the marketing funnel, ad format complexity, and audience behaviour. This ensures that each campaign is tailored to maximise audience engagement and drive desired outcomes.
2. **Continuous Optimisation:** The model continuously learns and optimises based on real-time feedback and performance data, allowing advertisers to adapt and refine their strategies to achieve optimal results.

3. Measurement and Accountability: AttentionArc provides transparent reporting and accountability, allowing advertisers to track the performance of their campaigns and understand the impact of their advertising efforts.

4. Alignment with Business Goals: AttentionArc is designed to align with advertisers' business goals, ensuring that campaigns are not only engaging but also driving tangible results and delivering a positive return on investment.

"At BigAds, we are committed to innovation and excellence in advertising," added Green. "AttentionArc represents the culmination of our efforts to provide advertisers with the tools and strategies they need to succeed in today's competitive landscape."

For more information about AttentionArc and how it can elevate your advertising strategy, please visit bigads.co.

About BIG:

BigAds is an Australian based company which is a leader in innovation in the advertising industry, dedicated to driving engagement and delivering results for clients through cutting-edge technologies and strategies.

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