Built For the Future of Human Behavior

Technology has completely changed human behavior online. In order to increase effectiveness, online advertising needs to adapt to human behavior.

The Reality

Our reliance on smart devices and technology has shortened our attention span down to **8 seconds** on average (which, by the way, is shorter than that of a goldfish).

The Solution

Ads need to grab our attention, but they also need to improve our lives and help us make better decisions within all the distractions.

The Solution

Ads must follow the path of primary focus.

The Reality

A single screen isn't enough anymore. **87% of us watch TV while browsing on our phones.**

87%

The Reality

We are navigating through **feeds**, not pages. No one searches Google for "what's going on with my sport's team?" — content (and ads) are discovered through feeds, not one-off pages. A study observed a **15+% lower** bounce rate with infinite scroll vs. paginated websites.

15+% lower

The Solution

All content needs to adapt to that reality.

The Reality

Silence, please! Our phones are on mute **99.9%** of the day. Additionally, a whopping **92% of us watch videos on mute.**
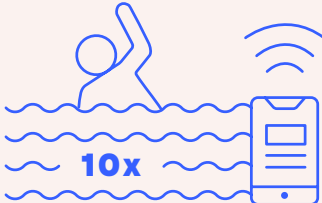
The Solution

The best ads are shared through the user experience, not inserted in the corners.

The Reality

We check our mobile devices **96 times a day** on average – that's once every 10 minutes. Our phones demand our attention **10x more often** than the simple act of eating a meal on any given day.

10x

The Solution

Ads that demand attention must weave into this UX.

The Solution

Long-term, attention must be earned, not forced.

The Reality

The way people consume content has changed, but also the way we buy media. If we dissect the definition of the word "Programmatic", it translates to a **program that acts by itself**.

Program: using a program, software
Matic: Refers to automatic, from the Greek "automatos": acting of itself

NEXT NEXT NEXT NEXT NEXT NEXT NEXT NEXT 90%
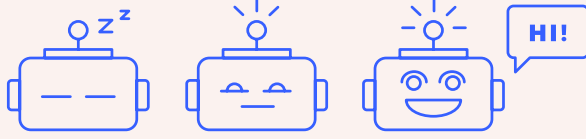
The Reality

Everything can be **skipped**, muted or blocked. In fact, **90% of us skip pre-roll ads.** If we all have metaphorical (or literal!) skip buttons, the traditional idea of ads that force attention will only work in limited moments.

Source: ORC International

The Solution

Instead of focusing solely on data and numbers, the program (which is run by humans) also needs to take into account the human experience.

The Solution

Intimate devices demand intimate advertising experiences.

The Reality

Phones are no longer viewed as inanimate objects, but rather an **extension of our own body**. If our phones are a physical extension of our brains, how would a brain react to a foreign object being inserted?

The purpose of online advertising is to share content with real humans.

When brands respect humans, humans respect brands, and ads perform better. This is our philosophy at Sharethrough. We put humans at the forefront of all that we do, with an emphasis on care & respect towards users.