

**Table 2: Outcomes by Media Type Summary**

Attribute	Definition	Physical	Digital
<i>Attention</i>	A customer's focused attention for a sustained period of time on key components of the ad		X
<i>Review Time</i>	The amount of time a customer spends with an ad	X	
<i>Engagement</i>	The amount of information the customer processes or absorbs from an ad	X	X
<i>Stimulation</i>	An emotional reaction to an ad	X	
<i>Memory Retrieval Accuracy</i>	Accurately remembering the advertising source and content	X	X
<i>Memory Speed &amp; Confidence</i>	Quickly and confidently remember advertising source and content	X	
<i>Purchase &amp; Willingness to Pay</i>	Whether and how much the customer is willing to pay for a product	X	X
<i>Desirability</i>	A subconscious desire for the product or service	X	
<i>Valuation</i>	The subconscious value a participant places on the product or service	X	

Source: OIG analysis of study results.