

# IT'S ALL ABOUT ATTENTION



twitter vs. snapchat



# NOTE FOR SLIDEShare READERS

- **The following is an excerpt of a presentation I gave to the NextView team at our Spring 2016 team offsite on consumer behavior & tech.**
  - These slides largely focus on the topic of Snapchat vs. Twitter, especially the consumer behavior on each.
- **To learn more about similar topics, add me on Snapchat: [snapchat.com/add/jayacunzo](https://www.snapchat.com/add/jayacunzo)**



jayacunzo

# WHY WE AS CONSUMERS WON THE WAR FOR OUR OWN ATTENTION

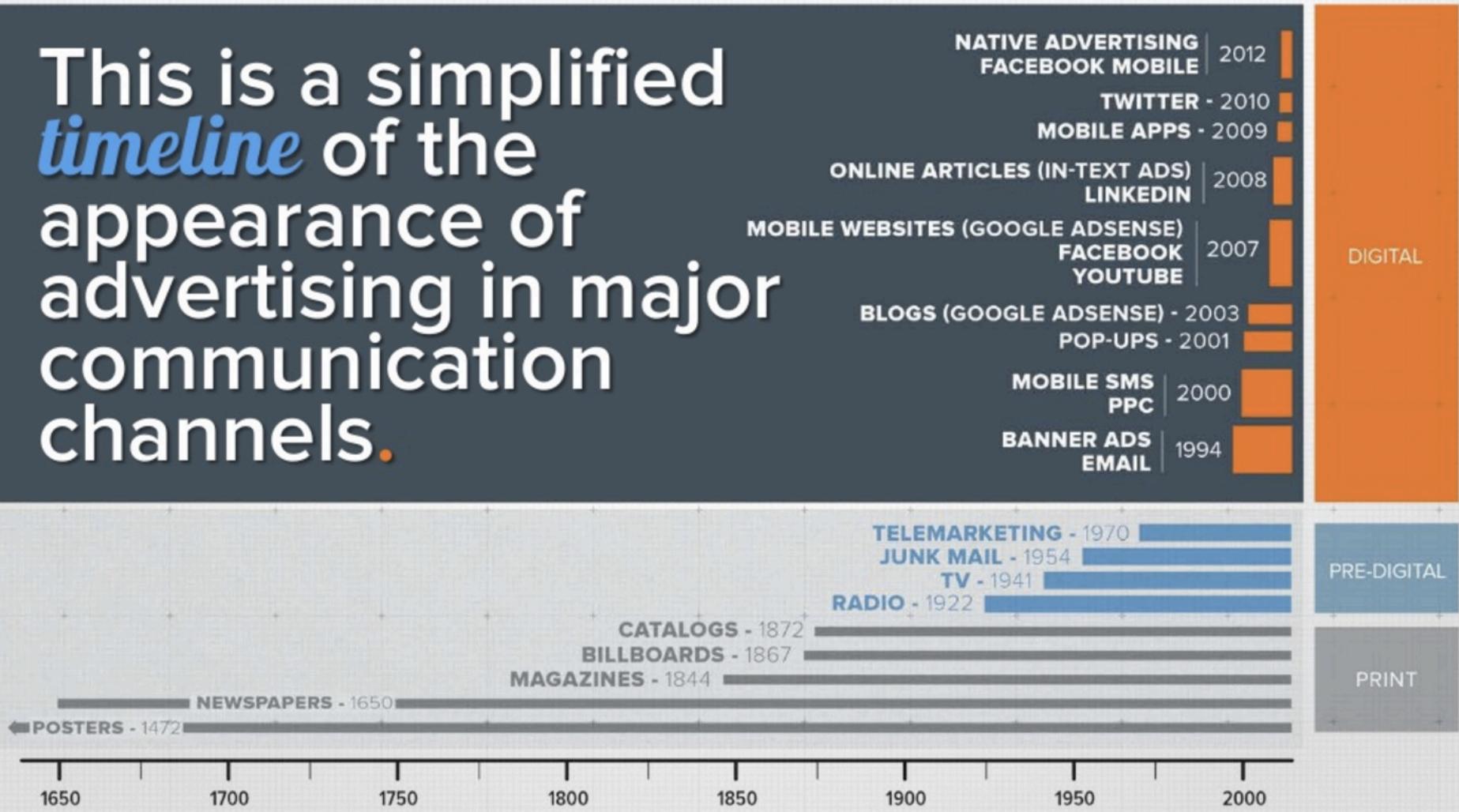


# SAMPLE STATS

- **TV and video:**
  - 1946: 12 TV stations in US
  - 2016: >2,000 TV stations
    - Plus Netflix + Hulu + Amazon + YouTube + Snapchat + Blab + Instagram video + Vine + Periscope + [etc.]
- **Tech built to avoid ads:**
  - Do Not Call lists, Caller ID, DVRs, ad blockers, etc.
- **Overwhelming digital content:**
  - 417 web pages for every 1 internet user
  - Online attention span: <9s (worse than a goldfish)

**MISSING: IoT + Voice + VR/AR...etc.**

This is a simplified  
*timeline* of the  
appearance of  
advertising in major  
communication  
channels.





# WHAT THIS MEANS FOR **CONSUMERS**

## CONSUMERS HAVE ALL THE POWER

- We have an **abundance** of **CHOICE**, and we're faced with more all the time. We control our time.
- But we have a **scarcity** of **TIME**, and we struggle to spend meaningful amounts anywhere. If we CHOOSE to spend our scarce time somewhere, it's strong signal of our sentiment & intent.

As a result...



# WHAT THIS MEANS FOR TECH

## ATTENTION IS THE CRITICAL ASSET/KEY SIGNAL

1. **Growing users?** Attention (time spent) is carbon. Without it, there can be no life.
  - Great tech, distro, “reach” don’t matter at first. Hurdle #1 is depth: Do people pay actual attention?
  - e.g. How to win at content: find small # of people reacting in big ways & lean in (vs. lots of people reacting in shallow ways)



# WHAT THIS MEANS FOR TECH

## ATTENTION IS THE CRITICAL ASSET/KEY SIGNAL

1. **Growing users?** Attention is carbon.
2. **Converting users?** People pay for more time.
  - Not the reverse – people don't spend time to save money.
  - e.g. Uber beats cabs (pay \$ to get back time) but loses to car ownership for now (pay time to get back \$ = not worth it. Won't spend time researching car ownership vs. Uber everywhere).  
Uber Boston GM: "This is a problem we're trying to solve"

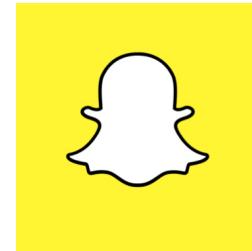
# HOW THIS AFFECTS TWITTER & SNAPCHAT

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WHY SNAPS ARE THE BEST CONTENT  
UNIT FOR THE ERA OF ATTENTION



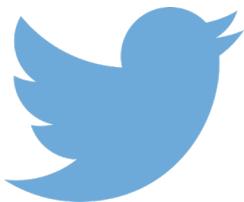
# TWITTER VS. SNAPCHAT



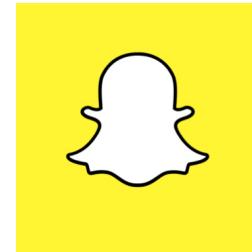
- >300M MAU
- >100M DAU
  - 32% 18-29
- 1B uniques/month
- \$710M rev
- ~~\$12B~~ mkt cap  
**11B**
- >300M MAU
- >100M DAU
  - 60% 13-24
- 8B views/day
- \$100M rev RR
- \$16B valuation



# TWITTER VS. SNAPCHAT



Built to scan.



Built to consume.

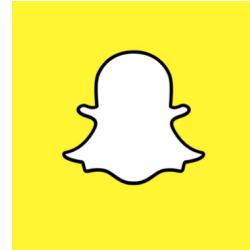
- **Noisy**
- **Evergreen**
- **Content Feed**
- **Passive**
- **Noisy**
- **Ephemeral**
- **People Feed**
- **Active**



# TWITTER VS. SNAPCHAT



Built to scan.



Built to consume.

For analysis on these and subsequent slides, watch my  
SnapClass.  
[bit.ly/snapclass](http://bit.ly/snapclass)

(SnapClasses: Mini-talks delivered on Snapchat about tech,  
content, and creativity.)



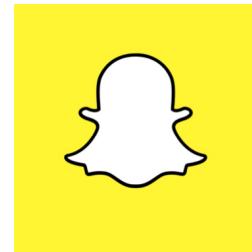
# TWITTER VS. SNAPCHAT



God Metric =  
Followers

Resulting Behavior =  
More Shit

(Spam Others, Buy Followers)



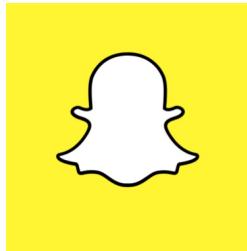
God Metric =  
Views  
(No Follower Counts!)

Resulting Behavior =  
Better Shit

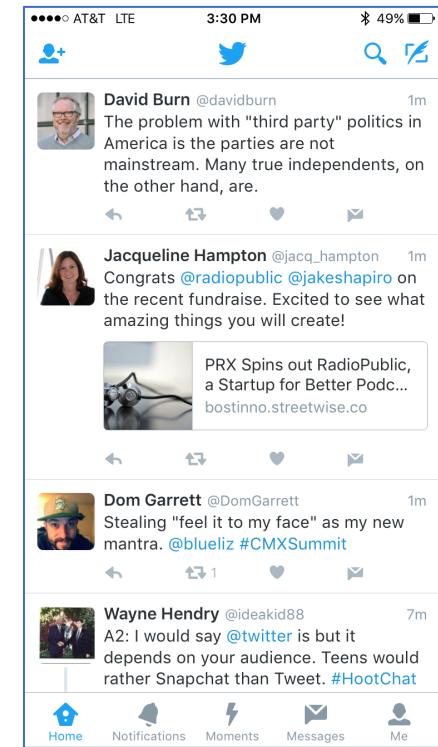
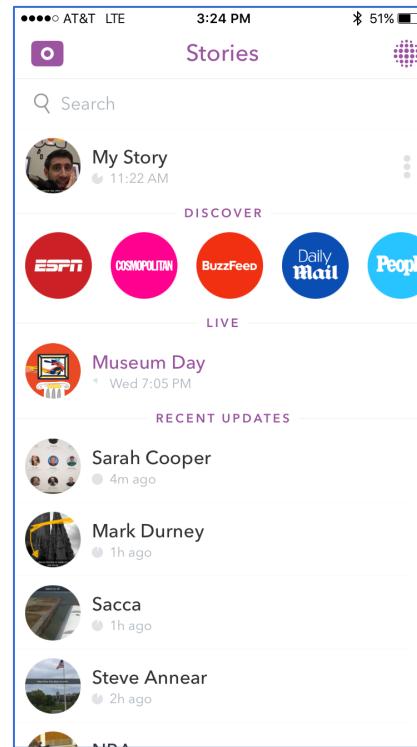
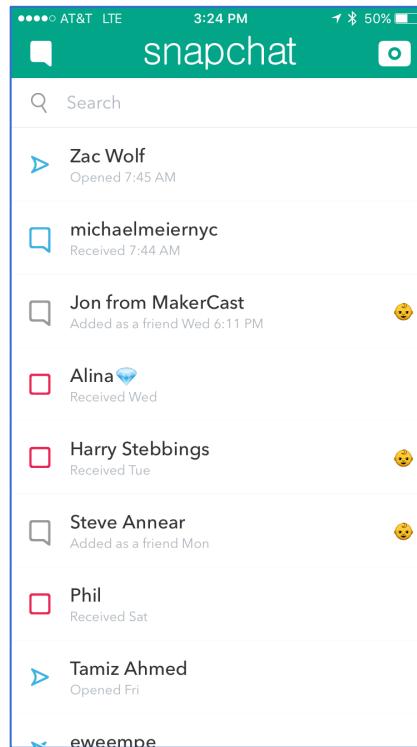
(Make Snaps People Want to Watch)



# WHY SNAPCHAT IS WINNING

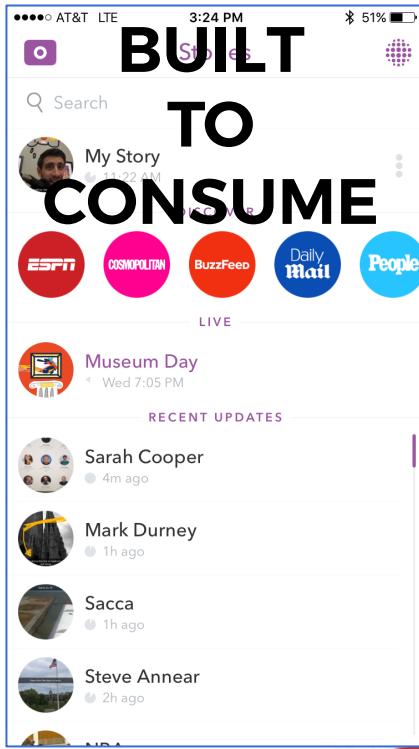


**THE ONLY WAY TO USE  
IS TO PAY ATTENTION.**





# SNAPS = PERFECT “ATTENTION UNIT”



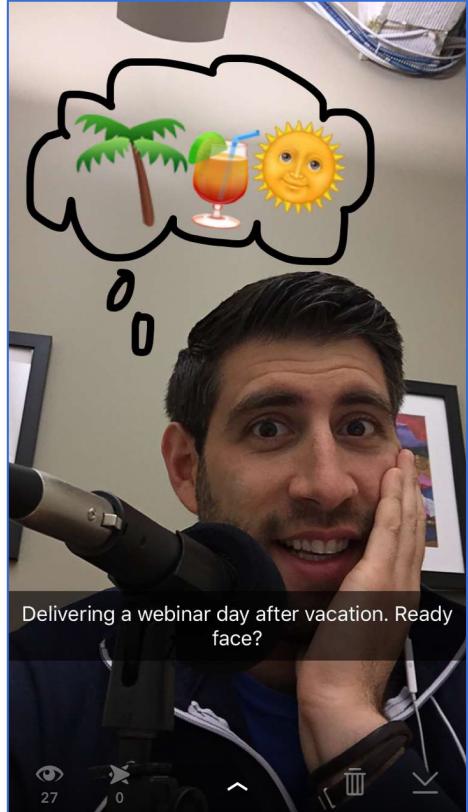
ACQUIRE



**SMS = 98%  
open rates!**



# SNAPS = PERFECT “ATTENTION UNIT”



## MULTIMEDIA

- Photo
- Video
- Text
- Drawing
- Emoji

## RETAIN





# SNAPS = PERFECT “ATTENTION UNIT”

**EPHEMERAL**

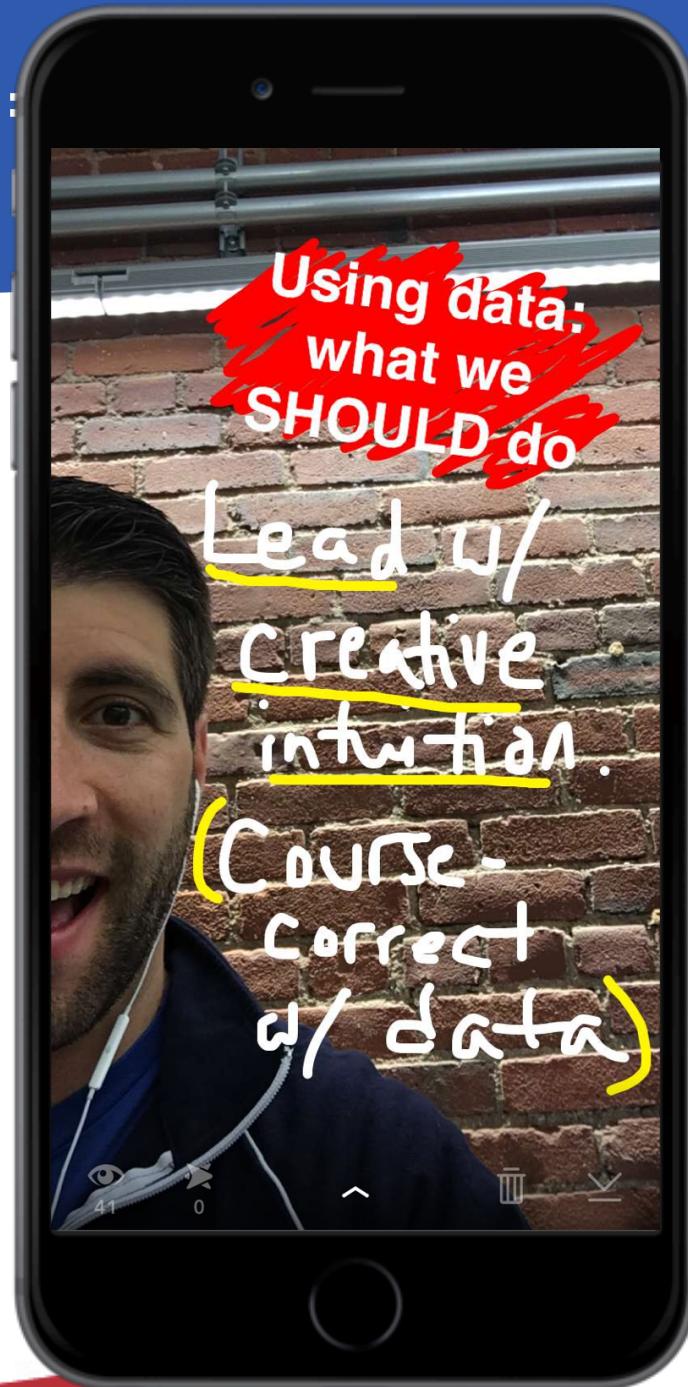


**RETAIN**



SNAPS :

"INFORMATION UNIT"



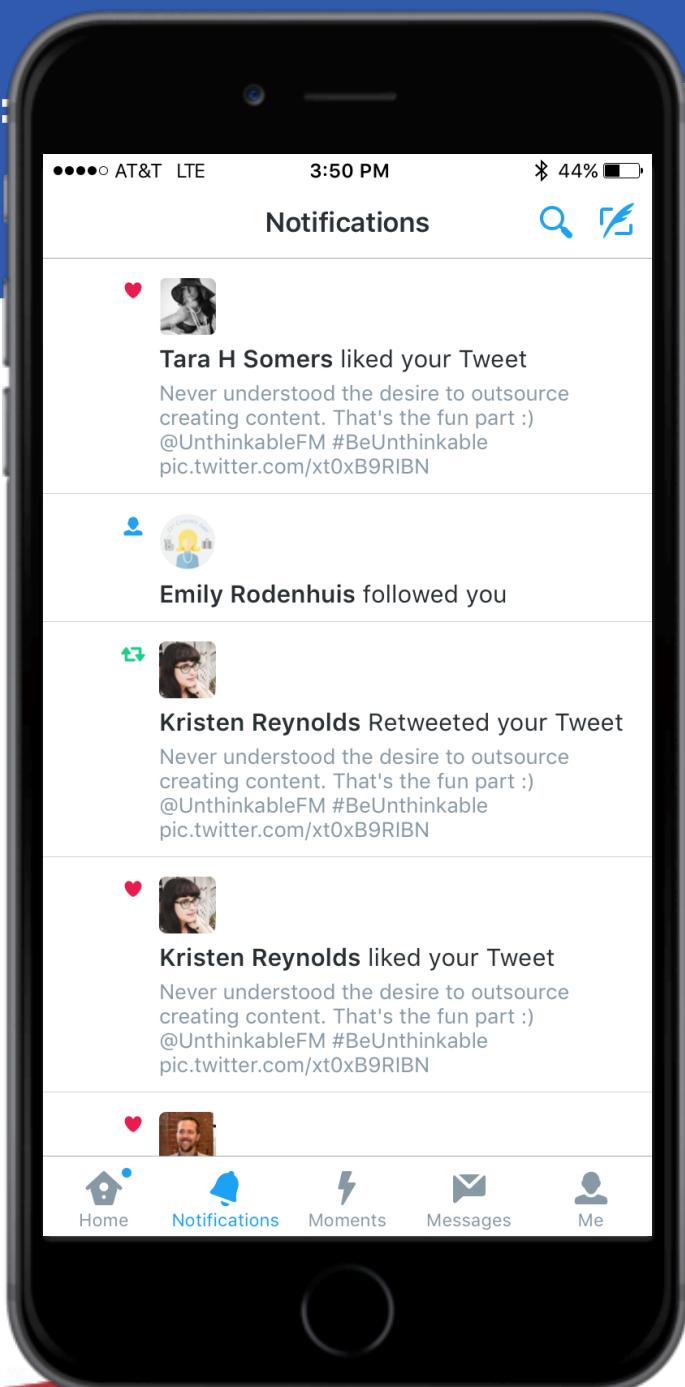
## FULL SCREEN

- Your world is here. Look away and you'll miss it.



# SNAPS:

# NOTIFICATION UNIT"

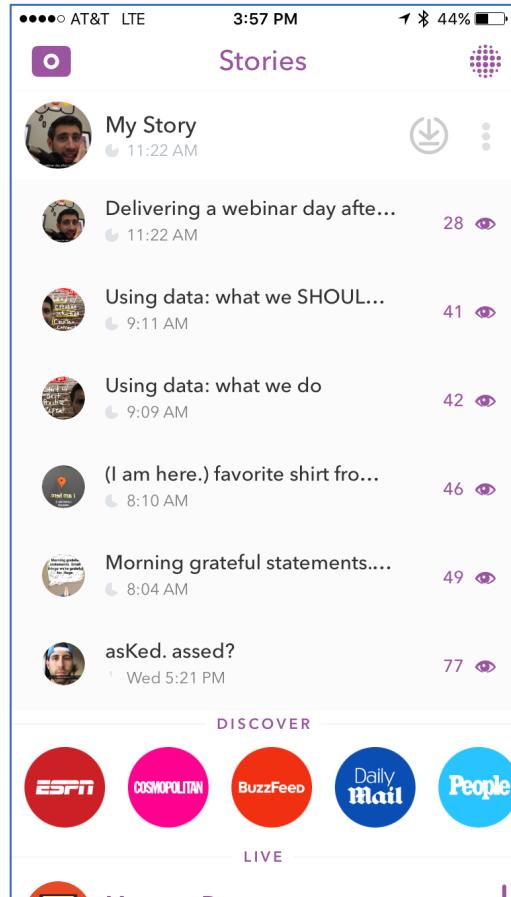


## FULL SCREEN

- Your world is all over. Look away or you'll miss it.



# SNAPS = PERFECT “ATTENTION UNIT”



## LINEAR STORIES

GROW →





# SNAPS = PERFECT “ATTENTION UNIT”

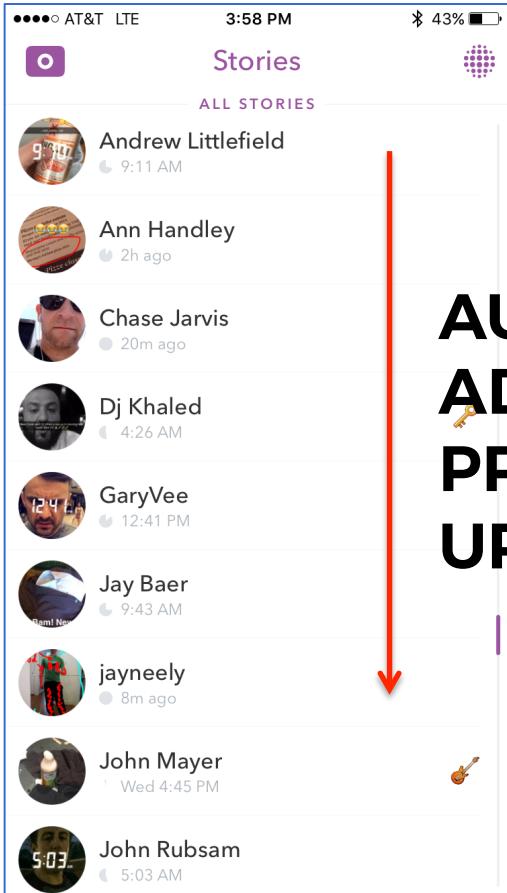
## LINEAR STORIES



GROW →



# SNAPS = PERFECT “ATTENTION UNIT”



**AUTO-  
ADVANCE  
PRODUCT  
UPDATE**

**GROW**





# HOW NEXTVIEW MIGHT USE SNAPCHAT

CONFIDENTIAL SECTION

## HOW TO MAKE SNAPPING EASIER

1. Schedule it + Outline a rough script
2. Create appointment viewing and/or content brand (e.g. “Tactical Tuesdays” from Suster; my SnapClasses)
3. Not comfortable on video? Treat as mini SlideShare, not mini YouTube



# HOW NEXTVIEW MIGHT USE SNAPCHAT

CONFIDENTIAL SECTION



# FOR NEXT SESSION...



## FB Messenger

- 900M users
- Rise of bots
- Ecomm/cust.support
- SMS = 98% opens



## Podcasting

- 1 in 5 Americans
- Intimacy that scales
- In-car tech/urban dwelling
- Multi-tasking-friendly
- \$2.75B in ads + big brands



## Medium

- Quality-based
- The Ringer, others
- Tech play?
- Don't use ONLY this



## Tastemakers

- Influencers
- Newsletters as asset
- Skimm, REDEF, Term Sheet, Mattermark
- “People over publishers”



# SAY HI ON SNAPCHAT

**Go behind-the-scenes at NextView and in making my show about creativity in business, Unthinkable.**

**[snapchat.com/add/jayacunzo](https://www.snapchat.com/add/jayacunzo)**

1. Open Snapchat
2. Take photo of this image →
3. Swipe left/move right to view my story
4. And say hi to let me know you found me here!

Thanks to Gary Vaynerchuk for this idea. Add him on Snapchat: garyvee (like he needs my help... ☺ )



**jayacunzo**