



Content Hub Quick Guide Attention Boosters



Introduction

Attention Boosters can be used to automatically achieve specific goals or to generate more exposure for your content. Create various types of campaigns to accomplish different goals, such as enhancing the visibility of your article, ensuring employees complete a poll, or verifying that employees have received crucial information.

1. Add Attention Booster

After completing your article, you can add an Attention Booster by clicking on **'Add Attention Booster'** in the bottom right corner of the article window.

2. Goal

Start with selecting a specific goal for your booster:*

- **Awareness** – Get your audience to notice and read your article
- **Reaction** – Encourage your audience to react to this article
- **Discussion** – Encourage your audience to comment on this article
- **Acknowledgement** – Request you audience to acknowledge this article

* *Tip: an Attention Booster continues until a goal is reached, and automatic retargeting ensures you reach only those employees who have yet to take a specific action.*

3. Number of Attempts

You have the option to add subsequent attempts to reach your audience at varying intervals. Decide on the number of attempts you'd like to make and click on the **'+'** tab to add an extra attempt. You can add up to eight different attempts.

Attention Boosters

Reach your goals by automating notifications and measuring their effect.

[+ Add Attention Booster](#)





4. Configuring Attempts

Each attempt can be configured separately with specific settings and customized messages.

- A. Decide when the first attempt begins. Choose a duration post-publishing or select a custom date and time. Subsequent attempts can also have their start time set based on the previous attempt;
- B. Create a custom message for the notification of each attempt;
- C. Choose the notification type: either as a standard notification or have the article open as a pop-up (desktop app only);
- D. Optionally, set an attempt to repeat until the goal is achieved.

** Tip: don't disturb your employees too often. Wisely determine the number of attempts and disturbance level. Start simple and add attempts as needed unless immediate visibility of crucial information is desired.*

5. Duration

Finally, determine when the Attention Booster should end. This Attention Booster can be set to stop after a certain number of minutes, hours, or days after the last attempt.

6. Save Attention Booster

Once all attempts are configured, click the **'Save Attention Booster'** button. A summary box will show up in the bottom right corner of your article window. As soon as you publish the article, the Attention Booster will become active.*

** Tip: you can edit or delete the Attention Booster at any time. To do this, first click on **'Edit'** to modify the article, then adjust the active Attention Booster as needed.*

7. Performance

To see the performance and effectiveness of your Attention Booster, click on your published article. Detailed information about the Attention Booster appears in the summary box, indicating if it's scheduled, active, or finished, and the percentage of the goal achieved.

For more insights like audience size at creation, goal achievement percentage, made attempts, their start and end times, each notification's message, and delivery method, click on **'More details'**.

Attempts to reach audience

1 2 +

A. 2 hours after previous attempt

B. Notification
Write a message to improve awareness for your article

C. Desktop app
Open article in app

D. Repeats every 2 hours (until goal has been reached)

[Delete this attempt](#)

End attention booster

7 days after last attempt

[Cancel](#) [Save Attention Booster](#)

Attention Booster Details

DISCUSSION ATTENTION BOOSTER

Details		Statistics	
Status	Active	Total Targeted	Completed Goal
Started on	Today - 11:53 am	11	0% (0)
Ends in	23h 52m		2 of 2

Attempts

1 2

First attempt

Started on	Today - 11:53 am	Targeted	11
Ended on	Today - 2:53 pm	Completed Goal	0% (0)



Whenever you have questions or need support, feel free to contact us at techsupport@netpresenter.com. **We are happy to help!**