

HALO

MEASURE THE TOTAL IMPACT OF TV

Quantify the impact of TV across all online and offline channels, identify externalities affecting performance and use insights to make better mix and spend decisions.

+ IDENTIFY TV'S IMPACT

Measure the impact of TV on critical outcomes like sales, registrations, foot traffic and overall awareness. A machine-learning model, HALO is always on, continuously evolving with a business as mixes and priorities change.

+ INFORM MEDIA-MIX STRATEGIES

Understand how TV influences other channels like digital, radio and print. Identify the most effective mix and conduct “what-if” scenarios to foresee the impact of mix changes before putting into flight.

+ UNDERSTAND CARRYOVER EFFECT

Uncover TV's impact in the weeks and months following exposure and determine carryover effect (adstock) to find the point of diminishing returns and prevent overspending.

+ SEE IMPACT OF EXTERNALITIES

Assess how seasonality, competitor activity and regional differences like weather, income, age and gender impact effectiveness and use findings to inform media strategies.

