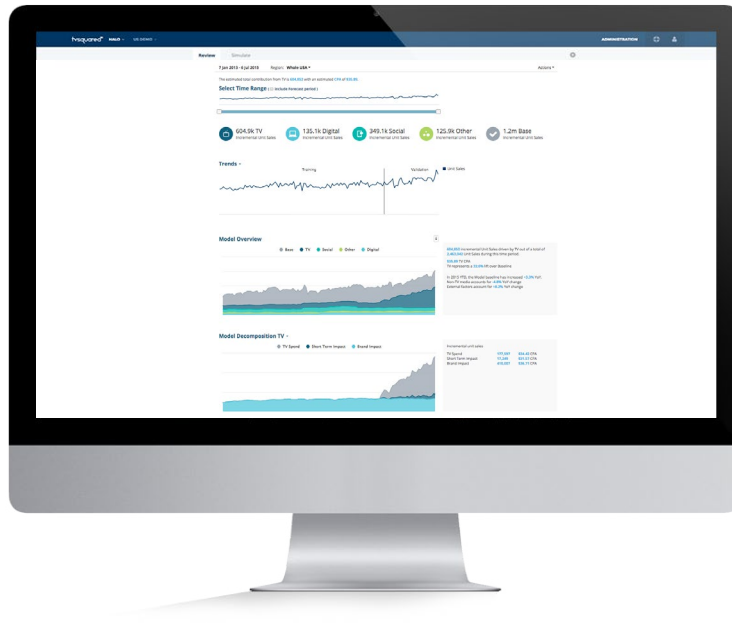


Halo

MEASURE TOTAL TV IMPACT AS PART OF THE OVERALL MARKETING MIX

Halo answers the question, ‘how much should I spend on TV?’
 Applying advanced analytics and marketing mix modeling to quantify the impact of TV across all online and offline channels, enabling you to assess TV as part of your marketing mix and optimize future investment.



+ Optimize investment

Accurately measure the impact of TV on critical business outcomes like sales, registrations and overall awareness and determine the optimal level of investment.

+ Inform media strategy

Gain clear insight into how TV influences other channels, and the impact of externalities on performance. Identify the most effective mix and run “what-if” scenarios to assess changes before putting them into flight.

+ Uncover brand impact

Uncover TV’s long-term impact in the weeks, months and years following exposure, quantify the carryover effect (adstock) and the point of diminishing returns, to prevent overspending.