

Halo Effect

Understanding TV's Impact on the Complete Media Mix



What is The Halo Effect?

The Halo Effect reveals how TV advertising influences conversions across all digital channels, providing a comprehensive view of the customer journey beyond TV's direct impact.

This analysis identifies which referral sources work in conjunction with TV campaigns, helping advertisers understand the true ROI multiplier associated with their TV investment.

The Business Problem

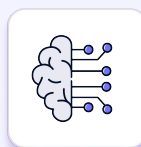
Traditional TV Measurement Falls Short



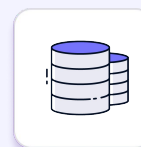
Most advertisers measure TV performance in isolation



Cross-channel interactions are ignored or undervalued



Media mix optimization decisions lack holistic user journey insights



Budget allocation misses TV's role in priming audiences for other channels

The Hidden Value of TV

TV advertising doesn't just drive direct conversions — **it primes audiences to engage with other marketing channels** more effectively, creating a "halo effect" that amplifies the performance of the entire media mix.



Key Insights Delivered

Attribution Source Breakdown



Direct traffic
(often 25-50%
of total attributions)



Search engines
(Google, Bing)



Social platforms
(Facebook,
Instagram, TikTok)



Retail partners
(Amazon)



Digital Ads
(Taboola, Rolt,
Celtra)



Other
channels

Cross-Channel Performance Metrics



Attributed Conversions:
Total conversions linked to TV
exposure



Channel Mix Analysis:
Percentage distribution of
attributed conversions across
referrer types



Attribution Window Impact:
How TV influence varies over
3, 7, 14, and 30-day windows



Campaign Comparison:
Performance analysis across
different TV campaigns
and metrics

Business Value

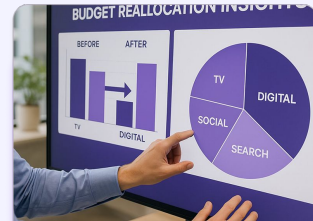
Holistic Media Mix Understanding



Reveals
TV's true ROI, including
cross-channel
impact



Identifies
most common
channel
Combinations
with TV



Provides
data-driven
insights for
budget reallocation
decisions

Strategic Planning Enhancement



Budget Optimization:
Allocate spend
to channels that work
synergistically
with TV



Creative strategy:
Develop integrated
campaigns that
maximize cross-channel
effectiveness



**Timing
Coordination:**
Optimize launch
timing across TV
and digital channels