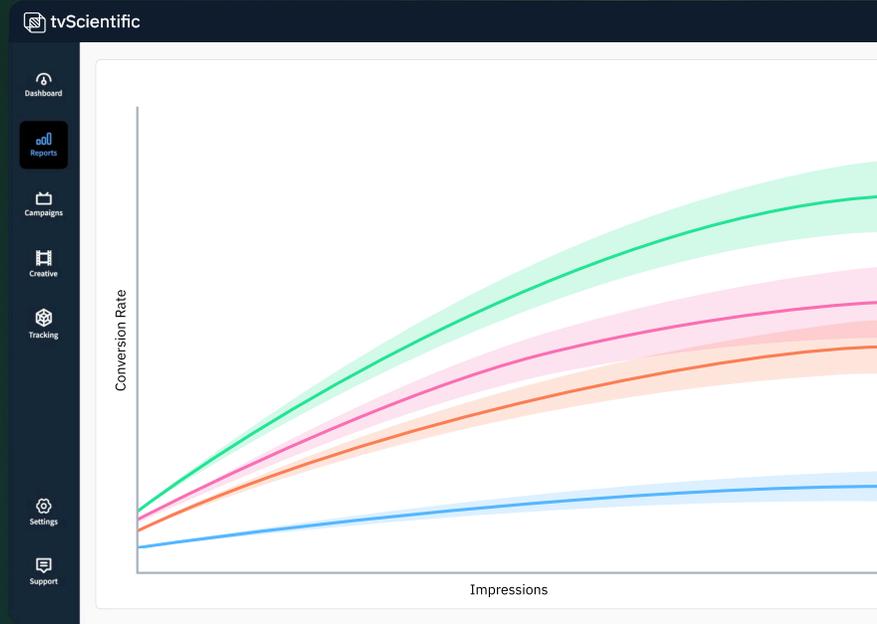


# Halo Report

Halo Report measures the cross-channel impact of your CTV campaign by comparing conversion behavior between users exposed to your TV ads and those who were not. It reveals how CTV increases conversion rates across your broader media mix.



## Measure of Cross-Channel Lift



### Transparent & Actionable

Provides a clear view of the additional lift CTV delivers across all paid channels, helping quantify incremental value across the funnel.



### Accelerated Customer Journey

Shows how TV impressions increase intent across channels, leading to faster and more efficient conversions.



### Clear ROI

Captures conversions influenced by CTV to help you maximize the impact of all marketing spend.

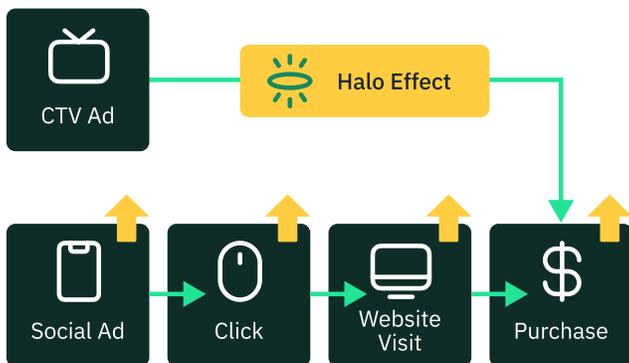


### Turn Exposure Into Conversion

Demonstrates how CTV raises the likelihood of conversion wherever customers choose to convert.

## How It Works

Halo Report compares conversion performance between users who were exposed to your CTV ads and those who were not across paid search, paid social, and direct/organic traffic. As frequency increases, conversion efficiency improves, revealing the cross-channel lift attributed to TV-driven exposure.



## When to Use It



### Understanding Cross-Channel Impact

Measure CTV's influence beyond last click to understand how it boosts performance across all channels.



### Optimizing Blended ROAS

Identify how CTV impressions contribute to overall lift, enabling smarter budget allocation and media mix decisions.

## Limitations

- 1 Requires assisted-conversion data** beyond last-click reporting to ensure accurate measurement.
- 2 Dependent on statistical significance** between exposed and unexposed user groups.
- 3 Lift is measured independently by channel**, meaning aggregated lift requires channel-level interpretation.