



Campaign Halo Effect (Last 60 Days)

Logo placeholder

Campaign Set Exposure							
Uniques Overlap Brand 5,302,403 Product 1 6,059,026 Product 2 631,234 Brand & Product 1 2,091,093 Brand & Product 2 338,296 Product 1 & Product 2 79,918 Brand, Product 1 & Product 2 102,015		% of Impressions	Impressions	CTR	CVR	VCR	Engagement Rate *
	1 Product 1	41.49%	6,059,026	0.36%	0.0328%	81.80%	0.39%
	2 Brand	36.31%	5,302,403	1.16%	0.0000%	93.80%	1.15%
	3 Brand, Product 1	14.32%	2,091,093	1.76%	0.0309%	94.30%	1.78%
	4 Product 2	4.32%	631,234	0.54%	0.0097%	84.64%	0.54%
	5 Brand, Product 2	2.32%	338,296	3.55%	0.0455%	90.35%	3.59%
	6 Brand, Product 2, Product 1	0.70%	102,015	9.77%	0.3098%	89.22%	10.08%
	7 Product 2, Product 1	0.55%	79,918	2.10%	0.1627%	86.86%	2.27%
Channel Exposure							
	% of Impressions	Impressions	CTR	CVR	VCR	Engagement Rate *	
1 Display	61.23%	8,941,306	1.13%	0.0080%	0.00%	1.14%	
2 PreRoll	7.28%	1,063,560	0.20%	0.0191%	85.98%	0.22%	
3 CTV	7.04%	1,027,663	0.00%	0.0000%	97.64%	0.00%	
4 Display, PreRoll	6.93%	1,012,430	1.67%	0.0868%	87.96%	1.75%	
5 Display, Native	5.86%	856,155	0.68%	0.0057%	0.00%	0.68%	
6 Native	5.80%	846,991	0.27%	0.0019%	0.00%	0.27%	
7 Display, Native, PreRoll	4.63%	676,022	2.69%	0.2105%	85.32%	2.90%	
8 Native, PreRoll	1.18%	172,578	0.14%	0.0058%	81.18%	0.15%	
9 CTV, Display	0.03%	4,083	1.40%	0.0000%	97.12%	1.40%	
10 CTV, PreRoll	0.01%	1,620	0.12%	0.0000%	97.50%	0.12%	
11 CTV, Display, PreRoll	0.00%	547	1.10%	0.0000%	94.38%	1.10%	
12 CTV, Native	0.00%	370	0.27%	0.0000%	98.13%	0.27%	
13 CTV, Display, Native	0.00%	354	3.95%	0.0000%	98.51%	3.95%	
14 CTV, Display, Native, PreRoll	0.00%	219	0.46%	0.0000%	91.13%	0.46%	
15 CTV, Native, PreRoll	0.00%	87	0.00%	0.0000%	87.90%	0.00%	
Top 30 Campaign Exposure Paths							
	% of Impressions	Impressions	CTR	CVR	VCR		
1 Brand Q2-Q3-Q4 2023 - Display	34.38%	4,213,872	1.19%	0.0000%	0.00%		
2 Product 1 Q3-Q4 2023 Display/RM/AV	26.82%	3,287,654	0.33%	0.0046%	0.00%		
3 Product 1 Q3 Q4 2023 Native	7.05%	864,116	0.22%	0.0022%	0.00%		
4 Product 1 Q3-Q4 2023 PreRoll	4.62%	566,176	0.15%	0.0021%	68.90%		
5 Brand Q2-Q3-Q4 2023 - Preroll	3.88%	475,227	0.28%	0.0000%	92.33%		
6 Product 2 Q3-Q4 2023 Display	2.44%	298,670	0.28%	0.0050%	0.00%		
7 Product 1 Q3-Q4 2023 Display/RM/AV, Brand Q2-Q3-Q4 2023 - Display	2.40%	294,640	4.69%	0.0024%	0.00%		
8 Brand Q2-Q3-Q4 2023 - CTV	2.30%	281,700	0.00%	0.0000%	98.74%		
9 Product 1 Q3-Q4 2023 CTV	2.29%	280,300	0.00%	0.0000%	97.53%		
10 Product 1 Q3 Q4 2023 Native, Product 1 Q3-Q4 2023 Display/RM/AV	1.44%	176,591	0.93%	0.0034%	0.00%		
11 Product 1 Q3-Q4 2023 CTV, Brand Q2-Q3-Q4 2023 - CTV	1.39%	169,870	0.00%	0.0000%	97.40%		
12 Product 1 Q3-Q4 2023 Display/RM/AV, Product 1 Q3 Q4 2023 Native	1.23%	150,273	0.58%	0.0020%	0.00%		
13 Product 1 Q3-Q4 2023 PreRoll, Product 1 Q3-Q4 2023 Display/RM/AV	0.54%	66,464	0.67%	0.0316%	70.86%		
14 Product 1 Q3-Q4 2023 Display/RM/AV, Product 1 Q3-Q4 2023 PreRoll	0.54%	65,598	0.64%	0.0808%	72.27%		
15 Brand Q2-Q3-Q4 2023 - Display, Product 1 Q3-Q4 2023 Display/RM/AV	0.51%	62,177	5.13%	0.0096%	0.00%		
16 Brand Q2-Q3-Q4 2023 - Preroll, Brand Q2-Q3-Q4 2023 - Display	0.43%	52,267	2.23%	0.0000%	92.89%		
17 Brand Q2-Q3-Q4 2023 - Display, Brand Q2-Q3-Q4 2023 - Preroll	0.41%	49,925	3.30%	0.0000%	89.64%		
18 Product 2 Q3 2023 Native	0.40%	49,415	0.28%	0.0020%	0.00%		
19 Product 2 Q3-Q4 2023 Display, Brand Q2-Q3-Q4 2023 - Display	0.36%	43,543	8.21%	0.0000%	0.00%		
20 Product 2 Q3-Q4 2023 PreRoll	0.35%	43,142	0.25%	0.0046%	81.84%		
21 Product 1 Q3 Q4 2023 Native, Product 1 Q3-Q4 2023 PreRoll	0.34%	41,118	0.18%	0.0049%	76.50%		
22 Brand Q2-Q3-Q4 2023 - CTV, Product 1 Q3-Q4 2023 CTV	0.33%	40,065	0.00%	0.0000%	98.41%		
23 Product 1 Q3-Q4 2023 Display/RM/AV, Brand Q2-Q3-Q4 2023 - Preroll	0.31%	38,296	1.46%	0.0000%	93.53%		
24 Product 1 Q3-Q4 2023 PreRoll, Product 1 Q3 Q4 2023 Native	0.30%	36,841	0.21%	0.0000%	75.52%		
25 Product 1 Q3 Q4 2023 Native, Brand Q2-Q3-Q4 2023 - Display	0.21%	25,733	1.19%	0.0000%	0.00%		
26 Product 2 Q3-Q4 2023 Display, Product 2 Q3-Q4 2023 PreRoll	0.20%	24,150	1.33%	0.0290%	83.82%		
27 Product 1 Q3-Q4 2023 PreRoll, Brand Q2-Q3-Q4 2023 - Preroll	0.17%	20,258	0.37%	0.0197%	91.35%		
28 Product 1 Q3 Q4 2023 Native, Product 1 Q3-Q4 2023 Display/RM/AV, Brand Q2-Q3-Q4 2023 - Display	0.15%	18,496	4.34%	0.0000%	0.00%		
29 Brand Q2-Q3-Q4 2023 - Preroll, Product 1 Q3-Q4 2023 Display/RM/AV	0.14%	17,466	1.53%	0.0000%	95.32%		
30 Product 1 Q3-Q4 2023 Display/RM/AV, Product 1 Q3 Q4 2023 Native, Brand Q2-Q3-Q4 2023 - Display	0.12%	14,353	3.53%	0.0139%	0.00%		