

QUIRKSNYC-JULY2025

DECODING THE HALO EFFECT:

Visa & Toluna's Multi-Brand Approach to Advertising Impact



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"The views expressed in this presentation and commentary **are solely my (our) own** and does not represent or reflect the opinions of Visa Inc or their respective affiliates or employees."





VISA



The Questions



What's the brand impact of media exposure?



Which channels, publishers, or messages work best?



What's the added value and duration of halo effects?
Where do campaigns create synergy?



How can we boost mutual benefits and limit negative spillover?



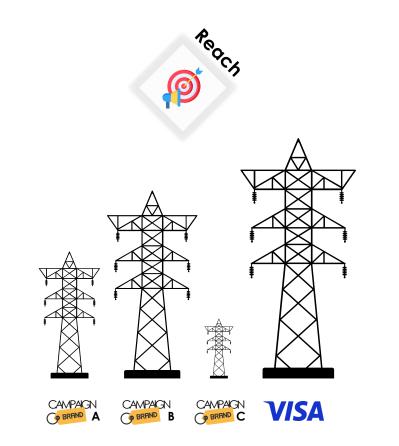
How do halo effects vary by channel or audience?





The Campaigns we measured











Our approach



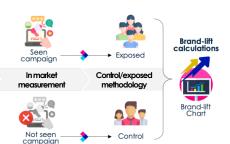


The Core Framework



The Campaign Contribution Tool





Control – Exposed methodology using a probabilistic model to estimate exposure to each campaign



Advanced
analytical model
leveraging the
Shapley Value
algorithm to isolate
each campaign's
unique impact



- Total brand gains generated by both campaigns, measured through significant brand lifts
- Unique contribution of each campaign to the collective brand gains

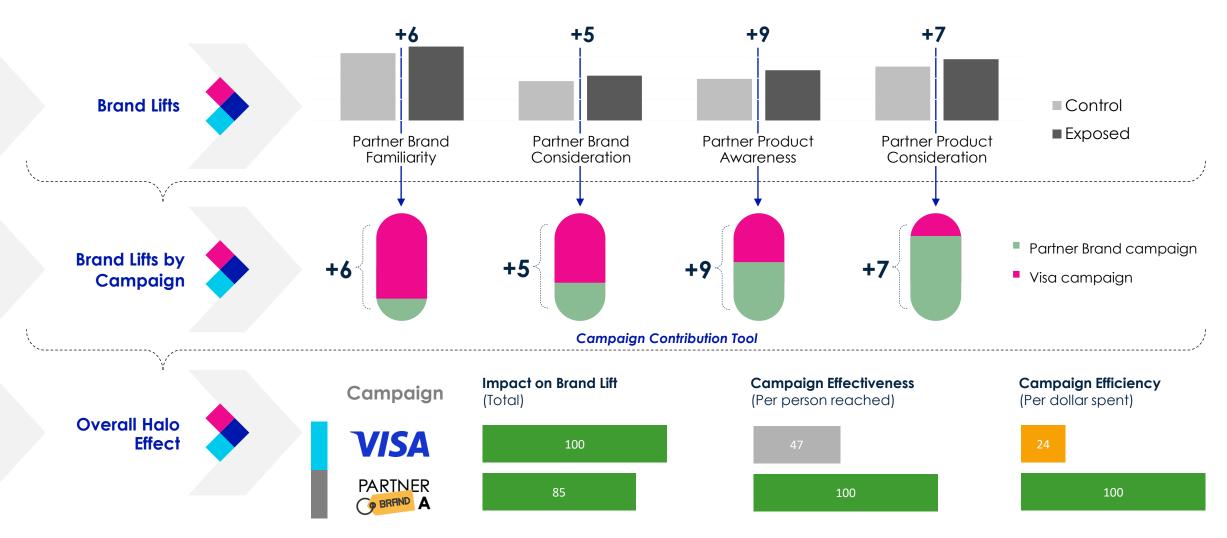
Toluna's Campaign Contribution Tool quantified how much each campaign contributed to every significantly moved brand KPI







Halo Effect of Visa Campaign on Visa's Partner



Illustrative data. Example only

Lowest Performance

0-20 20-4

40

60-8

0-80

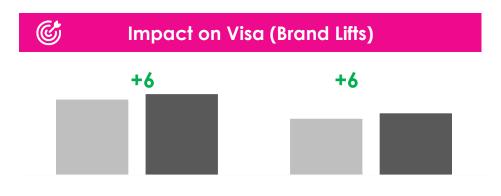
80-100 Hig

00 Highest Performance



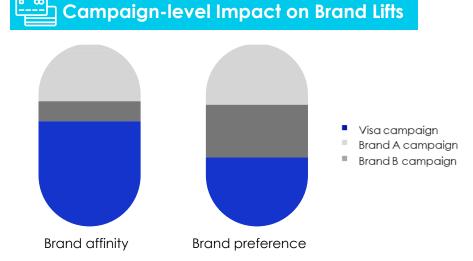


Halo Effect of Brand Campaigns on Visa

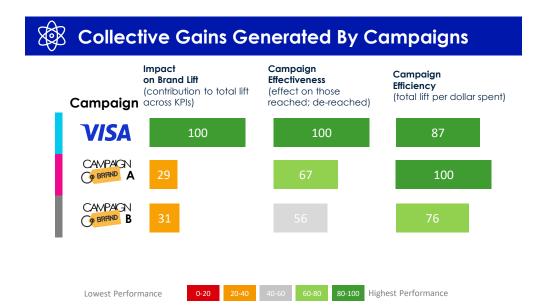


Brand preference





Illustrative data. Example only







Unlocking Collective Gains

From diagnostic depth to scalable strategy — a framework for today's complex marketing ecosystems.





- Campaign-level impact
- Brand-specific gains
- Visa-specific gains



Smarter Spend, Stronger Strategy

- Repeatable measurement
- Improved media efficiency
- Media partner and channel selection



Better Together

- Multi-brand synergy
- Halo effects
- Co-branding insights



VISA × * toluna





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