



TV ROI =  $\frac{\text{Revenue}}{\text{Spends}}$

$\frac{\text{Pred TV Imps} \times \text{ASP}}{\text{TV Spends}}$

Dig ROI =  $\frac{\text{Rev}}{\text{Spends}} = \frac{\text{Pred Imp} \times \text{ASP}}{\text{TV Spends.}}$

TV Eff =  $\frac{\text{Pred hRRs}}{\text{Act hRRs}}$

Dig Eff =  $\frac{\text{Pred Imp}}{\text{Actual Impressions}}$