PyxiVisio PRISE4US

Professional forecast report

PRISE4US Strategic Advertising Forecast

Conditional approval after AOV validation

A C-suite decision pack covering investment posture, delivery economics, commercial sensitivity, risk signals and action governance.

Scenario	Version
National CPG Brand Rebuild 2026	**V1**

Budget	Campaign flight
$2.40M	**45 days (Sep 1, 2026 to Oct 15, 2026)**

Reach	Confidence
24.57M	**57%**

Prepared on 2026-07-20 04:21:01 for directional planning and decision support.

Generated from the saved forecast version and user-provided planning inputs.

1. Board-ready one-page summary

The opening page mirrors the PHP report memo: decision score, confidence, goal attainment, risks and immediate actions.

Conditional approval after AOV validation

This forecast projects 24.57M reach at 4.1x frequency, with $2.17M revenue and $-1.64M net contribution after media investment. Use this saved forecast as the version of record for approval, with validation gates before scaling budget.

Decision scorecard

Decision score	57/100	Conditio...
Forecast confidence	57%	Low confidence
Goal attainment	112%	Objective-weigh...
ROAS	Sensitivity	AOV required
Net contribution	$-1.64M	After me...

Leadership read	Use this forecast as a decision brief for spend approval, not only as a media estimate. Approval depends on goal attainment, contribution quality, commercial assumptions and delivery confidence.
Risk watch	Reach is a priority objective and is below target at 82%. This should lead the board discussion before secondary KPI over-delivery. Reach is below target at 82%. AOV is benchmark-led; advertiser-supplied commercial value is required before treating ROAS as final. Primary KPI warning: Reach is a priority objective and is below target at 82%. Fix this before celebrating secondary over-delivery.
Next actions	Upload delivery or lift data for a comparable campaign so the next forecast is evidence-led rather than benchmark-led. Use FAST as the first allocation proof point at 27,795 reached users per $1,000, then confirm attention, completed views and lift before moving more budget. Challenge Premium OTT, the largest budget holder, against FAST on reach efficiency, attention and lift before adding spend.

Investment

$2.40M

Total media budget

Projected Reach

24.57M

Audience covered

Impressions
100.59M
Forecast delivery

Completed Views
89.17M
Measured outcomes

Frequency
4.10x
Expected exposure pressure

ROAS
0.9x
Commercial return

2. Campaign context and assumptions

Inputs and planning assumptions captured for this scenario.

Brand Name	National CPG Brand Rebuild 2026
Campaign Type	Brand Building
Budget	$2.40M
Campaign flight	45 days (Sep 1, 2026 to Oct 15, 2026)
Audience TAM	90.00M
Channels	CTV, Premium OTT, YouTube, FAST
AOV	$60
Average Margin	0%
Conversion Rate	7.29%
Objective Brand	45%
Objective Reach	35%
Objective Consideration	15%
Objective Sales	5%
Objective App	0%
Objective Website	0%

3. Creative setup

Creative type	Brand Story
Creative variants	6
Creative length	15
Talent type	Customer
Call to action	Learn More
Message strategy	Product, Emotional, Lifestyle
Attention score	78
Avg. attentive seconds	12.5

4. Strategic objectives

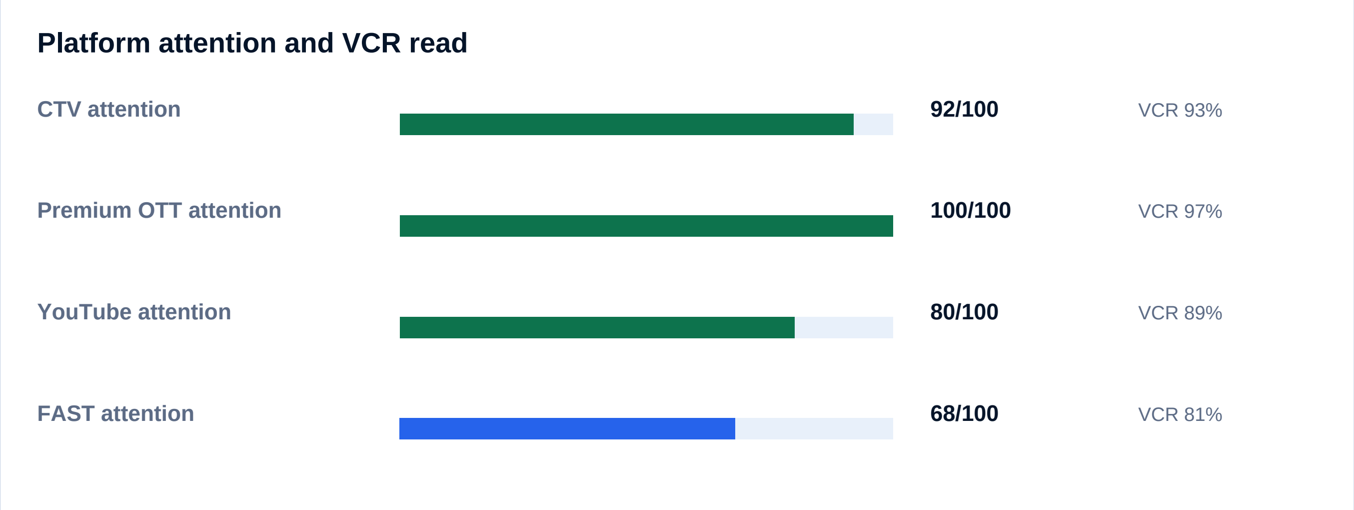
Brand Name	National CPG Brand Rebuild 2026
Campaign Type	Brand Building
Budget	$2.40M
Campaign flight	45 days (Sep 1, 2026 to Oct 15, 2026)
Audience TAM	90.00M
Channels	CTV, Premium OTT, YouTube, FAST
AOV	$60
Average Margin	0%
Conversion Rate	7.29%
Objective Brand	45%
Objective Reach	35%
Objective Consideration	15%
Objective Sales	5%
Objective App	0%
Objective Website	0%

5. Platform forecast

CTV	$602.4K | Reach 8.50M | VCR 93%
Premium OTT	$614.4K | Reach 6.43M | VCR 97%
YouTube	$588.0K | Reach 11.59M | VCR 89%
FAST	$595.2K | Reach 16.54M | VCR 81%

Budget and forecast reach by platform.

4 platform(s) are modelled, reaching 43.07M people with average attention of 85. Creative attention is strong. The mix is balanced enough to support complementary reach, attention and conversion roles. Highest reach efficiency currently sits with FAST at about 27,795 reached users per $1,000.



6. KPI dashboard

Revenue
$2.17M
Incremental outcome

Incremental customers
36.2K
Demand estimate

Gross contribution
$760.6K
Before media cost

Net contribution
$-1.64M
After media

ROI
-68.0%
Contribution multiple

Cost / customer
$66.26

Funnel traceability

Funnel Math: 24.57M Reach -> 10.59% Consideration -> 26.52% Engagement -> 7.29% Conversion = 36.2K Estimated Customers. Full funnel traceability is available in the Consultant Workbook export.

6.1 Incrementality and attribution control

Paid-media incrementality

No holdout test was supplied, so attributed conversions are conservatively discounted for organic demand, OEM merchandising, and cross-channel cannibalization risk.

Incrementality factor	0.72
Source	benchmark default
Attributed customers	50.3K
Incremental customers	36.2K

6.2 Board range discipline

Cold-start precision guardrail

Use downside/base/upside ranges for approval when historical data, AOV, or holdout incrementality evidence is incomplete. Approximate range width: 62%.

Revenue range	$825.8K / $2.17M / $3.18M
Net contribution range	$-2.66M / $-1.64M / $-877.1K
ROAS range	0.34x / 0.91x / 1.33x

6.3 Predictive proxy gates

Long-term CLV and payback cannot be fully proven in the first 30 days. Use these immediate proxy gates before unlocking larger scale budget.

Day-7 activation index	Target >=88/100 | Do not unlock scale budget if activation index misses this gate.
Day-14 retained-intent index	Target >=80/100 | Shift spend toward channels and creative cells that hold intent quality, not only cheap reach.
Day-30 value-confidence checkpoint	Target CLV input required | Add CLV before using lifetime ROAS as an approval argument.
Effective conversion quality	Target >=7.29% modeled conversion with incrementality factor >=0.72 | Use holdout or geo-split evidence before treating attributed conversions as incremental.

7. Marketing outcomes

Brand Lift
7.4%
Upper funnel

Search Lift
7.7%
Intent signal

Consideration Lift
5.5%
Mid funnel

Sales Lift
6.2%
Conversion signal

8. Recommended budget allocation

Base forecast allocation

The platform forecast is no longer an equal-budget default. The base case uses the objective-weighted split below, bounded for practical test-and-learn governance.

Premium OTT	25.6% recommended share | base forecast uses optimized split
CTV	25.1% recommended share | base forecast uses optimized split
FAST	24.7% recommended share | base forecast uses optimized split
YouTube	24.5% recommended share | base forecast uses optimized split

9. Target attainment

Reach	Target 30000000% | Forecast 24568110% | Achievement 82% | Below Target
Frequency	Target 3x | Forecast 4.1x | Achievement 137% | Exceeded
Completed Views	Target 75000000 | Forecast 89165106 | Achievement 119% | Exceeded
Brand Lift	Target 4% | Forecast 7.36% | Achievement 184% | Exceeded
Search Lift	Target 1.5% | Forecast 7.74% | Achievement 516% | Exceeded
Sales Lift	Target 0.5% | Forecast 6.18% | Achievement 1.2K% | Exceeded

10. Strategic assessment

Executive summary

This is a baseline planning hypothesis, not a funding guarantee. Forecast confidence is 57% because AOV is benchmark-based rather than user-provided, no historical campaign data is attached, forecast confidence is below the scale threshold. Treat the revenue and ROAS outputs as directional until the missing inputs are validated. Do not release the full campaign budget without a test-and-learn gate, observed delivery data, and a refreshed forecast.

Strategic read: use this forecast as a decision-control document. The plan should be evaluated against three gates: input quality, media/creative readiness, and commercial economics. Primary limitation: AOV is not user-provided, so the financial forecast must be interpreted through the sensitivity table rather than as a single-point prediction. Evidence gap: no historical campaign records are attached, so benchmark assumptions carry more weight than observed brand performance. Attribution read: the model applies an incrementality factor of 0.72 from benchmark default, so board numbers distinguish attributed response from likely paid-media incrementality. Precision read: this is a benchmark-led cold start forecast, so financial outputs should be discussed as downside/base/upside ranges with approximately 62% range width rather than as a single guaranteed number. Creative signal: attention score is 78 with 6 creative variant(s), which should guide the first optimization cycle. Decision implication: forecast confidence is 57% and ROAS is 0.9x; scale only after the highest-risk assumptions are replaced with observed data.

11. Forecast diagnostics

Funnel math trace

Funnel Math: 24.57M Reach -> 10.59% Consideration -> 26.52% Engagement -> 7.29% Conversion = 36.2K Estimated Customers. Full funnel traceability is available in the Consultant Workbook export.

Profit definition

Gross contribution is before media cost. Net contribution is gross contribution minus the planned media investment.

Overall confidence score	57%
Reach confidence	63.0% (Low)
Brand lift confidence	58.0% (Low)
Sales lift confidence	53.0% (Low)
Commercial confidence	55.0% (Low)

Reach to consideration rate	10.59
Consideration audience	2601580
Engagement rate	26.52
Engaged audience	689902
Customer formula	689,902 engaged audience x 7.29% conversion
Base conversion rate	1.1
Conversion multiplier	2.92
Estimated customers	36219
Estimated revenue	2173140
Estimated gross contribution	760599
Estimated net contribution	-1639401
Estimated ROAS	0.91
Estimated profit	760599
CLV entered by user	No
CLV used	0

Lifetime revenue	0
CLV-based ROAS	0
Model logic	Reach x consideration rate x engagement rate x effective conversion rate. Effective conversion responds to attention, CTA, creative depth, audience value, channel mix, sales objective, historical evidence, and pricing elasticity in sensitivity scenarios.

12. AOV sensitivity

AOV scenario	AOV $36 | Customers 41.3K | Revenue $1.49M | ROAS 0.6x
AOV scenario	AOV $60 | Customers 36.2K | Revenue $2.17M | ROAS 0.9x
AOV scenario	AOV $84 | Customers 31.1K | Revenue $2.62M | ROAS 1.1x

13. Executive recommendation

Strength	The campaign has a defined objective, addressable audience and measurable delivery plan.
Weakness	No material strategic weaknesses identified.
Opportunity	Continue optimization and performance monitoring.
Threat	6 creative variants over a 45-day flight imply roughly one refresh every 8 days, which is adequate for a controlled brand campaign. Monitor fatigue weekly. The bigger governance risk is missing delivery or conversion actuals, not an automatic creative-fatigue assumption.
Final verdict	The campaign demonstrates promising strategic characteristics, although additional optimization opportunities remain.

Final governance stance: The campaign demonstrates promising strategic characteristics, although additional optimization opportunities remain.

14. Recommendations and execution plan

Creative variant guidance

Creative system is directionally credible: rotate a fresh variant roughly every two weeks, keep the strongest opening hook, and monitor attention, VCR, brand lift and search lift together. Current plan shows 6 variant(s), 15 length and attention score 78. CTA: Learn More.

Primary objective	Brand
Alignment	Strong
Assessment	Brand alignment is strong because weighted objective attainment is 123%. The rating follows objective outcomes rather than treating ROAS as the universal success measure.

Optimization priority guide

High means act now before scaling; Medium means refine and monitor; Low means optional enhancement for the next phase.

Channel • High	Average frequency is 2.5 - below the optimal 3-5 for CTV/OTT. Increase frequency by concentrating budget on fewer segments or using frequency capping effectively.
Creative • High	Increasing Attention Score from 78 to 88 could boost revenue by $855,660. Focus on improving creative hooks and early engagement.
Business • High	Your ROAS is 0.9x, which is 70% below industry average (3x). Focus on higher-value audience segments and post-click optimisation.
Business • High	Your contribution multiple is 0.32x, which is below the break-even threshold. Review cost structure, targeting, and creative to improve profitability.
Channel • Medium	FAST delivers the most reach per $1,000 (27795 reach). Shifting 15% of budget from lower-efficiency channels could add ~4169284 additional reach.
Creative • Medium	The 6s creative length has the highest VCR (93.2%). Prioritise this length and test it against other lengths to confirm its superiority.
Creative • Low	Your CTA is 'Learn More'. For direct response campaigns, consider 'Shop Now' or 'Get Offer' to drive immediate conversions.
Performance • Low	Your Frequency exceeds target by 37%. This is strong, but monitor for diminishing returns and consider reallocating surplus to underperforming metrics.
Performance • Low	Your Brand Lift exceeds target by 84%. This is strong, but monitor for diminishing returns and consider reallocating surplus to underperforming metrics.

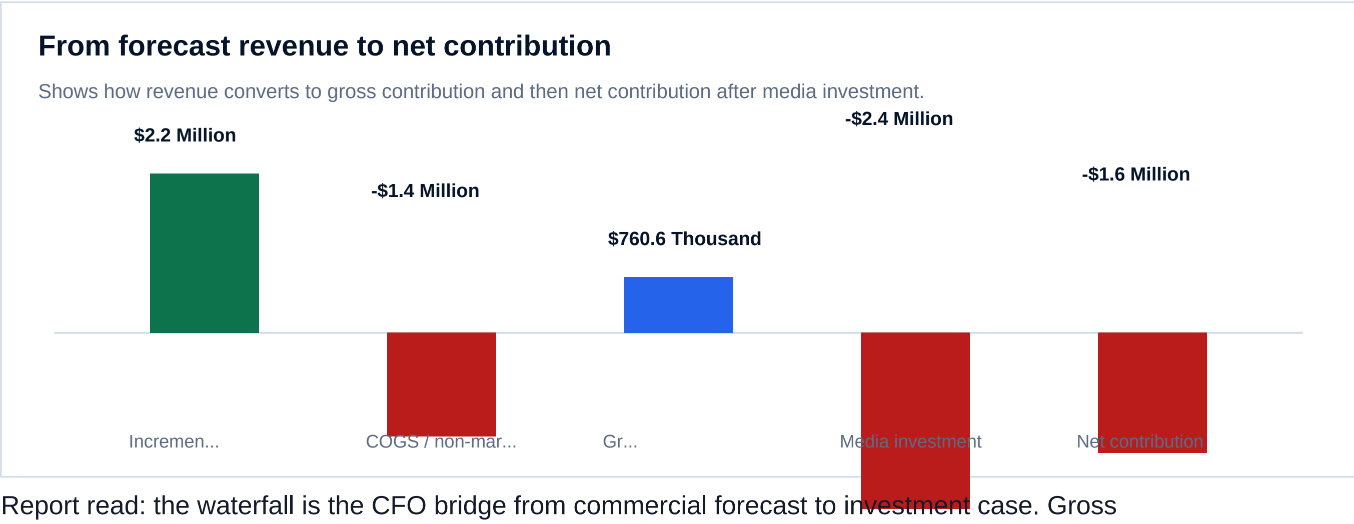
Performance • Low	Your Search Lift exceeds target by 416%. This is strong, but monitor for diminishing returns and consider reallocating surplus to underperforming metrics.
Performance • Low	Your Sales Lift exceeds target by 1136%. This is strong, but monitor for diminishing returns and consider reallocating surplus to underperforming metrics.

- Primary KPI warning: Reach is a priority objective and is below target at 82%. Fix this before celebrating secondary over-delivery.
- Upload historical campaign results to improve forecast confidence.
- Provide Average Order Value for more accurate revenue forecasts.
- Upload delivery or lift data for a comparable campaign so the next forecast is evidence-led rather than benchmark-led.
- Use FAST as the first allocation proof point at 27,795 reached users per $1,000, then confirm attention, completed views and lift before moving more budget.
- Challenge Premium OTT, the largest budget holder, against FAST on reach efficiency, attention and lift before adding spend.
- Resolve primary objective gaps before scale: reach at 82% of target.
- Media allocation - FAST currently provides the strongest forecast reach efficiency at 27,795 reached users per $1,000.
- Compare platforms on reach efficiency, attention, completed views and lift.
- Move test budget only after observed delivery confirms the forecast advantage.
- Keep a protected learning budget for strategically important secondary channels.
- Creative effectiveness - The plan has 6 creative variant(s) and a forecast-weighted attention score of 85/100.

15. Consultant visuals and decision charts

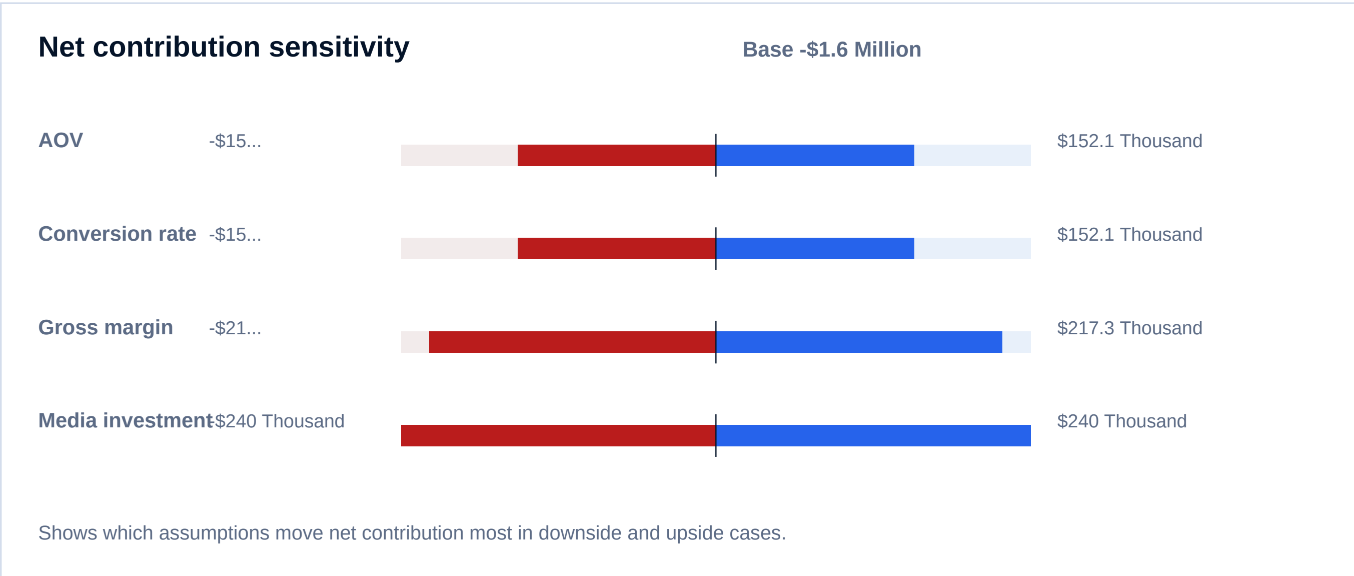
Native PDF charts corresponding to the PHP report visuals, with board-facing interpretation.

15.1 Revenue build waterfall



Report read: the waterfall is the CFO bridge from commercial forecast to investment case. Gross contribution is before media cost; net contribution is after the planned media investment.

15.2 Sensitivity tornado



Report read: this is the investment-risk view. AOV, conversion, margin and media investment are the variables most likely to change the approval case.

15.3 Payback period

Payback period

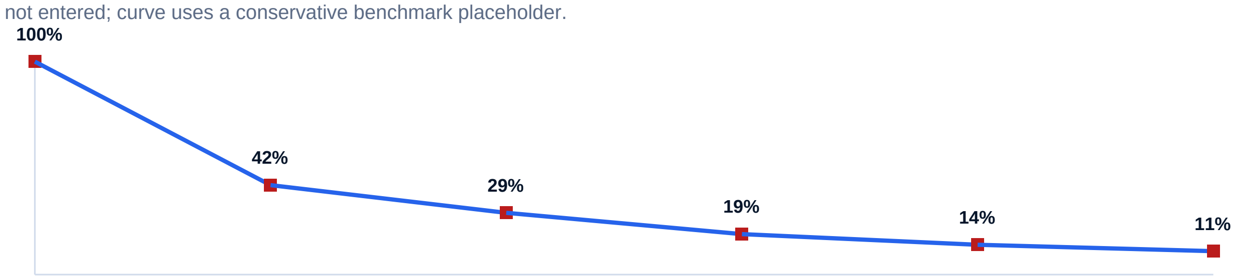
Payback not reached inside campa...

142 days payback | 45 day flight | Gross contribution pool $760.6 Thousand

15.4 Cohort retention curve

Modeled customer retention over 12 months

CLV not entered; curve uses a conservative benchmark placeholder.



Report read: retention is included to keep the Board discussion tied to customer quality, not only first-order ROAS.

16. Forecast intelligence and drivers

Scenario analysis, executive assessment, model drivers and diagnostic logic shown on the report page.

Current attention	78
Improved attention	88
Revenue uplift	855660

Executive assessment

This forecast should be treated as a baseline hypothesis. Confidence is 57% because AOV is benchmark-based, historical campaign data is not attached. The recommended management action is to validate these assumptions through a controlled test before using the forecast for high-stakes budget approval.

16.1 Forecast drivers

Historical performance data	No
Attention metrics	Yes - score 78
Creative length	Yes - 15
Talent type	Customer
Call to action	Learn More
Message strategy	Product, Emotional, Lifestyle
Creative variants	6
Audience size (TAM)	90.00M
Platform mix	Yes - 4 platforms
Industry benchmarks	Yes

17. Goals and target achievement

Executive goal summary and the same target attainment metrics visible in the Goals tab.

Goal achievement analysis

Reach	82%	Below Target
Frequency	137%	Exceeded
Completed Views	119%	Exceeded
Brand Lift	184%	Exceeded
Search Lift	516%	Exceeded
Sales Lift	1,236%	Exceeded

Reach
24.57M
Target 30000000

Completed Views
89.17M
Target 75000000

Brand Lift
7.4%
Target 4%

Search Lift
7.7%
Target 1.5%

Sales Lift
6.2%
Target 0.5%

Frequency
4.10x
Target 3

Reach	Target 30000000% | Forecast 24568110% | Achievement 82% | Below Target
Frequency	Target 3x | Forecast 4.1x | Achievement 137% | Exceeded
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Sales Lift	Target 0.5% | Forecast 6.18% | Achievement 1.2K% | Exceeded

18. Recommendations and management actions

Concise board-ready guidance from the Recommendations tab.

18.1 Executive decision

Decision	Run a controlled brand awareness test before scale
Tone	watch
Confidence	Low (57%)
Strategic Thesis	Use brand lift, forecast-weighted attention, completed views, qualified reach and frequency as the approval hierarchy. Commercial outputs remain useful as scenario sensitivities, but they do not decide whether a brand awareness campaign is working.
Financial Implication	Supporting commercial sensitivity only: the base forecast shows 0.9x ROAS and -$1.6 Million net contribution after media. This secondary view must not replace the campaign objective scorecard.
Board Summary	Approve and optimize this brand awareness plan against brand lift, forecast-weighted attention, completed views, qualified reach and frequency. Treat revenue, ROAS and contribution as supporting sensitivities rather than the primary funding case.

18.2 Why this is the right call

- Brand awareness is the dominant campaign objective at 45% of the objective mix.
- The plan reaches 27.3% of the addressable audience at 4.1 average frequency and 89,165,106 completed views.
- Forecast-weighted attention is 85/100, with 7.4% brand lift, 5.5% consideration lift and 7.7% search lift.
- Primary objective gaps require action: reach at 82% of target.
- No comparable historical campaign is attached, so the first flight should replace benchmark assumptions with observed reach, attention and lift evidence.

18.3 Specific management actions

- Upload delivery or lift data for a comparable campaign so the next forecast is evidence-led rather than benchmark-led.
- Use FAST as the first allocation proof point at 27,795 reached users per $1,000, then confirm attention, completed views and lift before moving more budget.
- Challenge Premium OTT, the largest budget holder, against FAST on reach efficiency, attention and lift before adding spend.
- Resolve primary objective gaps before scale: reach at 82% of target.

18.4 Value creation levers

- Media allocation: FAST currently provides the strongest forecast reach efficiency at 27,795 reached users per $1,000.
- Creative effectiveness: The plan has 6 creative variant(s) and a forecast-weighted attention score of 85/100.
- Audience and frequency: 27.3% of TAM is reached at 4.1 average frequency.
- Measurement evidence: The decision scorecard should lead with brand lift, forecast-weighted attention, completed views, qualified reach and frequency.

18.5 30/60/90 action plan

- First 30 days: Objective-led launch scorecard with forecast variance and learning questions.
- Days 31-60: Optimization memo showing which changes improved the primary objective.
- Days 61-90: Board-ready scale recommendation led by objective evidence, with commercial sensitivity shown separately.

18.6 Risks and controls

- Benchmark dependency - Control: Attach a comparable campaign or replace benchmarks with observed first-flight delivery.
- Primary objective under-delivery - Control: Review reach at 82% of target every week.

18.7 Measurement gates

- Forecast confidence: Use observed delivery and lift evidence to replace benchmark assumptions.
- Brand awareness scorecard: Scale only when the metrics relevant to the selected objective meet their agreed targets.
- Reach and frequency: Expand qualified reach when constrained and cap repetition when attention or lift softens.
- Creative quality: Refresh weak creative before increasing media pressure.
- Commercial sensitivity (secondary): Use this for scenario planning only; it is not the approval gate for this objective.

19. Historical and benchmark context

Historical benchmark dataset not provided for this scenario.

20. Use notes and legal

PyxiVisio planning tools provide directional forecasts, diagnostics and recommendations based on user-provided inputs, benchmark ranges, historical evidence where available and modelled logic. They are intended for planning and decision support only, not as a guarantee of revenue, profit, subscriber growth, reach, conversions, campaign performance, valuation or financing outcome. Actual outcomes may vary due to market conditions, competitor behaviour, creative quality, data freshness, inventory and execution. The final decision and responsibility for actions based on this scenario rests with you.

If you use benchmark AOV or benchmark conversion assumptions, validate with actual post-pilot performance before committing budget.