PyxiVisio PRISE4US

Professional forecast report

PRISE4US Strategic Advertising Forecast

Approve with launch governance

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

Scenario **Smart Home Security Launch 2026**	Version **V1**
Budget **$1.20M**	Campaign flight **62 days (Sep 15, 2026 to Nov 15, 2026)**
Reach **10.92M**	Confidence **69%**

Prepared on 2026-07-20 04:22:33 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.

Approve with launch governance

This forecast projects 10.92M reach at 4.1x frequency, with $4.09M revenue and $762.1K 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	86/100	Approve w...
Forecast confidence	69%	Low confidence
Goal attainment	122%	Objective-weigh...
ROAS	3.4x	Strong
Net contribution	$762.1K	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	Upload historical campaign results to improve forecast confidence.
Next actions	Upload delivery or lift data for a comparable campaign so the next forecast is evidence-led rather than benchmark-led. Use YouTube as the first allocation proof point at 18,899 reached users per $1,000, then confirm attention, completed views and lift before moving more budget. Challenge Premium OTT, the largest budget holder, against YouTube on reach efficiency, attention and lift before adding spend.

Investment
$1.20M
Total media budget

Projected Reach
10.92M
Audience covered

Impressions
45.05M
Forecast delivery

Completed Views
41.60M
Measured outcomes

Frequency
4.10x
Expected exposure pressure

ROAS
3.4x
Commercial return

2. Campaign context and assumptions

Inputs and planning assumptions captured for this scenario.

Brand Name	Smart Home Security Launch 2026
Campaign Type	Product Launch
Budget	$1.20M
Campaign flight	62 days (Sep 15, 2026 to Nov 15, 2026)
Audience TAM	35.00M
Channels	CTV, Premium OTT, YouTube
AOV	$399
Average Margin	48%
Conversion Rate	15%
Objective Brand	15%
Objective Reach	15%
Objective Consideration	30%
Objective Sales	25%
Objective App	0%
Objective Website	15%

3. Creative setup

Creative type	Product Demo
Creative variants	5
Creative length	15
Talent type	Expert
Call to action	Shop Now
Message strategy	Product, Problem Solution, Innovation
Attention score	81
Avg. attentive seconds	13.4

4. Strategic objectives

Brand Name	Smart Home Security Launch 2026
Campaign Type	Product Launch
Budget	$1.20M
Campaign flight	62 days (Sep 15, 2026 to Nov 15, 2026)
Audience TAM	35.00M
Channels	CTV, Premium OTT, YouTube
AOV	$399
Average Margin	48%
Conversion Rate	15%
Objective Brand	15%
Objective Reach	15%
Objective Consideration	30%
Objective Sales	25%
Objective App	0%
Objective Website	15%

5. Platform forecast

CTV	$399.6K | Reach 5.45M | VCR 93%
Premium OTT	$404.4K | Reach 4.12M | VCR 97%
YouTube	$396.0K | Reach 7.48M | VCR 89%

Budget allocation by platform

Budget and forecast reach by platform.

3 platform(s) are modelled, reaching 17.05M people with average attention of 91. Creative attention is strong. The mix is balanced enough to support complementary reach, attention and conversion roles. Highest reach efficiency currently sits with YouTube at about 18,899 reached users per $1,000.

Platform attention and VCR read

6. KPI dashboard

Revenue
$4.09M
Incremental outcome

Incremental customers
10.2K
Demand estimate

Gross contribution
$1.96M
Before media cost

Net contribution
$762.1K
After media

ROI
64.0%
Contribution multiple

Cost / customer
$117.13

Funnel traceability

Funnel Math: 10.92M Reach -> 5.10% Consideration -> 17.03% Engagement -> 15.00% Conversion = 10.2K 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	14.2K
Incremental customers	10.2K

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: 52%.

Revenue range	$1.96M / $4.09M / $5.68M
Net contribution range	$365.8K / $762.1K / $1.06M
ROAS range	1.64x / 3.41x / 4.73x

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 >=72/100 | Release larger scale only when Day-30 proxy quality supports the CLV case.
Effective conversion quality	Target >=15% modeled conversion with incrementality factor >=0.72 | Use holdout or geo-split evidence before treating attributed conversions as incremental.

7. Marketing outcomes

Brand Lift
10.2%
Upper funnel

Search Lift
21.3%
Intent signal

Consideration Lift
7.6%
Mid funnel

Sales Lift
20.7%
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	33.7% recommended share | base forecast uses optimized split
CTV	33.3% recommended share | base forecast uses optimized split
YouTube	33.0% recommended share | base forecast uses optimized split

9. Target attainment

Reach	Target 12000000% | Forecast 10924375% | Achievement 91% | Near Target
Frequency	Target 3.5x | Forecast 4.1x | Achievement 117% | Exceeded
Completed Views	Target 35000000 | Forecast 41598458 | Achievement 119% | Exceeded
Brand Lift	Target 2.5% | Forecast 10.18% | Achievement 407% | Exceeded
Search Lift	Target 3.5% | Forecast 21.3% | Achievement 609% | Exceeded
Sales Lift	Target 2% | Forecast 20.72% | Achievement 1.0K% | Exceeded

10. Strategic assessment

Executive summary

This is a baseline planning hypothesis, not a funding guarantee. Forecast confidence is 69% because no historical campaign data is attached, forecast confidence is just below the 70% scale threshold. Treat the revenue and ROAS outputs as directional until the missing inputs are validated. The CLV case is strategically important: projected lifetime revenue is $6,659,250, equal to 5.6x CLV-based ROAS. Approve a controlled test flight now, then release the remaining budget only after observed data closes the confidence gap.

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. 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 52% range width rather than as a single guaranteed number. Creative signal: attention score is 81 with 5 creative variant(s), which should guide the first optimization cycle. Lifetime-value read: projected CLV revenue is $6,659,250, or 5.6x CLV-based ROAS, making customer quality a central part of the investment case. Decision implication: forecast confidence is 69%, just below the 70% scale threshold; use a test flight to close the evidence gap before releasing the full budget.

11. Forecast diagnostics

Funnel math trace

Funnel Math: 10.92M Reach -> 5.10% Consideration -> 17.03% Engagement -> 15.00% Conversion = 10.2K 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	69%
Reach confidence	75.0% (Medium)
Brand lift confidence	70.0% (Medium)
Sales lift confidence	65.0% (Low)
Commercial confidence	67.0% (Low)

Reach to consideration rate	5.1
Consideration audience	557133
Engagement rate	17.03
Engaged audience	94858
Customer formula	94,858 engaged audience x 15% conversion
Base conversion rate	0.3
Conversion multiplier	6
Estimated customers	10245
Estimated revenue	4087755
Estimated gross contribution	1962122
Estimated net contribution	762122
Estimated ROAS	3.41
Estimated profit	1962122
CLV entered by user	Yes
CLV used	650

Lifetime revenue	6659250
CLV-based ROAS	5.55
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 $319 | Customers 11.0K | Revenue $3.50M | ROAS 2.9x
AOV scenario	AOV $399 | Customers 10.2K | Revenue $4.09M | ROAS 3.4x
AOV scenario	AOV $479 | Customers 9.5K | Revenue $4.56M | ROAS 3.8x

13. Executive recommendation

Strength	The campaign has a defined objective, addressable audience and measurable delivery plan.
Weakness	No material template weakness is flagged from the supplied inputs. Attention is 81/100 and creative rotation is adequate; the management focus should be allocation discipline and live KPI validation.
Opportunity	Continue optimization and performance monitoring.
Threat	5 creative variants over a 62-day flight imply roughly one refresh every 12 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 5 variant(s), 15 length and attention score 81. CTA: Shop Now.

Primary objective	Consideration
Alignment	Strong
Assessment	Consideration alignment is strong because weighted objective attainment is 165%. 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.

Creative • High	Increasing Attention Score from 81 to 91 could boost revenue by $695,457. Focus on improving creative hooks and early engagement.
Channel • Medium	YouTube delivers the most reach per $1,000 (18899 reach). Shifting 15% of budget from lower-efficiency channels could add ~2834795 additional reach.
Creative • Medium	The 6s creative length has the highest VCR (96.3%). Prioritise this length and test it against other lengths to confirm its superiority.
Performance • Low	Your Brand Lift exceeds target by 307%. This is strong, but monitor for diminishing returns and consider reallocating surplus to underperforming metrics.
Performance • Low	Your Search Lift exceeds target by 509%. This is strong, but monitor for diminishing returns and consider reallocating surplus to underperforming metrics.
Performance • Low	Your Sales Lift exceeds target by 936%. This is strong, but monitor for diminishing returns and consider reallocating surplus to underperforming metrics.

- Upload historical campaign results to improve forecast confidence.
- Upload delivery or lift data for a comparable campaign so the next forecast is evidence-led rather than benchmark-led.
- Use YouTube as the first allocation proof point at 18,899 reached users per $1,000, then confirm attention, completed views and lift before moving more budget.
- Challenge Premium OTT, the largest budget holder, against YouTube on reach efficiency, attention and lift before adding spend.
- Media allocation - YouTube currently provides the strongest forecast reach efficiency at 18,899 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 5 creative variant(s) and a forecast-weighted attention score of 91/100.
- Score each creative route on attention, VCR and lift rather than clicks alone.
- Refresh weak opening hooks before frequency pressure builds.
- Promote a creative winner only after it improves the primary objective metrics.

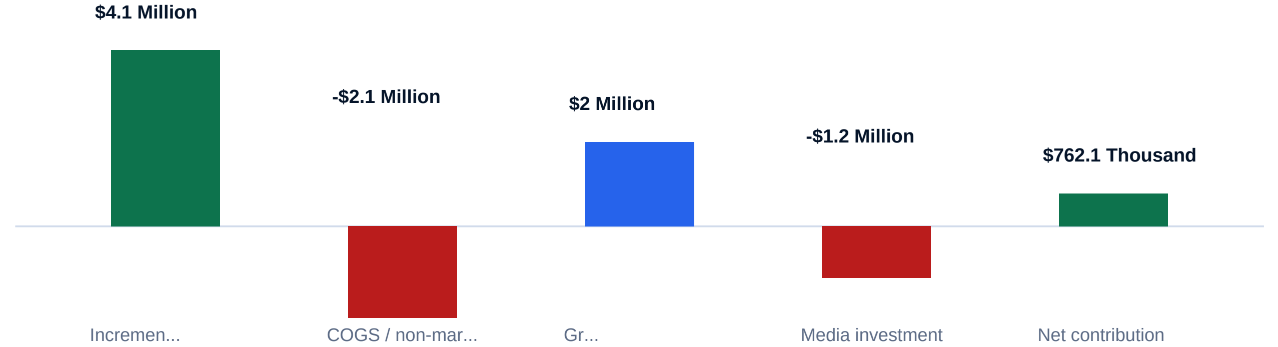
15. Consultant visuals and decision charts

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

15.1 Revenue build waterfall

From forecast revenue to net contribution

Shows how revenue converts to gross contribution and then net contribution after media investment.

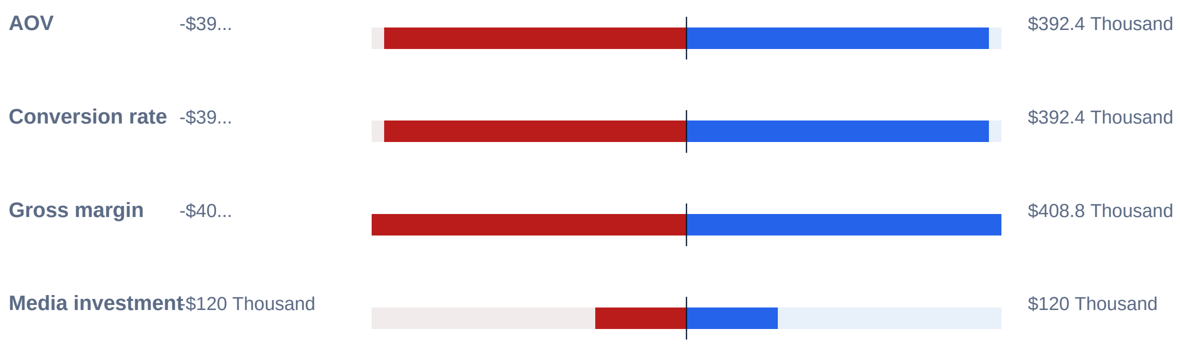


Report read: the waterfall is the CFO bridge from commercial forecast to investment case. Gross contribution is before media cost; net contribution is after the planned media investment.

15.2 Sensitivity tornado

Net contribution sensitivity

Base $762.1 Thousand



Shows which assumptions move net contribution most in downside and upside cases.

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

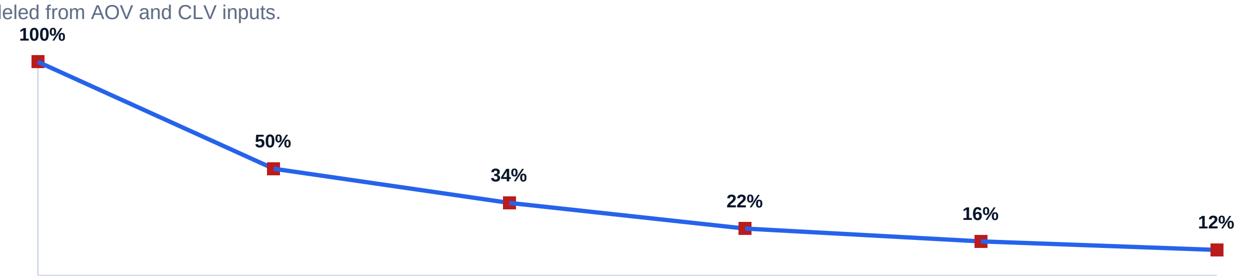
Payback inside campaign flight

38 days payback | 62 day flight | Gross contribution pool $2 Million

15.4 Cohort retention curve

Modeled customer retention over 12 months

Modeled from AOV and CLV inputs.



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	81
Improved attention	91
Revenue uplift	695457

Executive assessment

This forecast should be treated as a baseline hypothesis. Confidence is 69% because historical campaign data is not attached. The forecast is one validation cycle away from the 70% scale threshold; approve a controlled test flight now and release the remaining budget after observed delivery and conversion data closes the gap.

16.1 Forecast drivers

Historical performance data	No
Attention metrics	Yes - score 81
Creative length	Yes - 15
Talent type	Expert
Call to action	Shop Now
Message strategy	Product, Problem Solution, Innovation
Creative variants	5
Audience size (TAM)	35.00M
Platform mix	Yes - 3 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	91%	Near Target
Frequency	117%	Exceeded
Completed Views	119%	Exceeded
Brand Lift	407%	Exceeded
Search Lift	609%	Exceeded
Sales Lift	1,036%	Exceeded

Reach
10.92M
Target 12000000

Completed Views
41.60M
Target 35000000

Brand Lift
10.2%
Target 2.5%

Search Lift
21.3%
Target 3.5%

Sales Lift
20.7%
Target 2%

Frequency
4.10x
Target 3.5

Reach	Target 12000000% | Forecast 10924375% | Achievement 91% | Near Target
Frequency	Target 3.5x | Forecast 4.1x | Achievement 117% | Exceeded
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18. Recommendations and management actions

Concise board-ready guidance from the Recommendations tab.

18.1 Executive decision

Decision	Run a controlled balanced brand growth test before scale
Tone	watch
Confidence	Medium (69%)
Strategic Thesis	Use reach, frequency, attention, completed views, brand lift and search lift as the approval hierarchy. Commercial outputs remain useful as scenario sensitivities, but they do not decide whether a balanced brand growth campaign is working.
Financial Implication	Supporting commercial sensitivity only: the base forecast shows 3.4x ROAS and $762.1 Thousand net contribution after media. This secondary view must not replace the campaign objective scorecard.
Board Summary	Approve and optimize this balanced brand growth plan against reach, frequency, attention, completed views, brand lift and search lift. Treat revenue, ROAS and contribution as supporting sensitivities rather than the primary funding case.

18.2 Why this is the right call

- Balanced brand growth is the dominant campaign objective at 30% of the objective mix.
- The plan reaches 31.2% of the addressable audience at 4.1 average frequency and 41,598,458 completed views.
- Forecast-weighted attention is 91/100, with 10.2% brand lift, 7.6% consideration lift and 21.3% search lift.
- 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 YouTube as the first allocation proof point at 18,899 reached users per $1,000, then confirm attention, completed views and lift before moving more budget.
- Challenge Premium OTT, the largest budget holder, against YouTube on reach efficiency, attention and lift before adding spend.

18.4 Value creation levers

- Media allocation: YouTube currently provides the strongest forecast reach efficiency at 18,899 reached users per $1,000.

- Creative effectiveness: The plan has 5 creative variant(s) and a forecast-weighted attention score of 91/100.
- Audience and frequency: 31.2% of TAM is reached at 4.1 average frequency.
- Measurement evidence: The decision scorecard should lead with reach, frequency, attention, completed views, brand lift and search lift.

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.

18.7 Measurement gates

- Forecast confidence: Use observed delivery and lift evidence to replace benchmark assumptions.
- Balanced brand growth 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.