

PRISE4US Saved Campaign Inputs

The exact campaign, audience, channel, creative, objective and commercial assumptions stored for this forecast version.

Brand	Smart Home Security Launch 2026
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Forecast	Smart Home Security Launch 2026 v1
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Version	Version 1
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Campaign type	Product Launch
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Historical basis	No historical dataset
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Version ID	#105
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Campaign and commercial brief

Industry	Technology
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Category	Consumer Tech
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Product Category	Smart Home Devices (Ring, Nest)
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Historical Dataset	No historical dataset
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Aov	399
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Brand Name	Smart Home Security Launch 2026
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Campaign Type	Product Launch
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Channels	CTV, Premium OTT, YouTube
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Clv	650
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End Date	2026-11-15
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Margin	48
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Start Date	2026-09-15
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Total Budget	1,200,000
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Audience

Age Ranges	25-34, 35-44, 45-54
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Attributes	parents, tech
Household Types	couples, families
Income Ranges	100k_150k, 150k_250k
Tam	35,000,000

Creative

Attention Score	81
Attentive Seconds	13.40
Call To Action	Shop Now
Creative Variants	5
Length	15
Lengths	15, 30, 60
Message Strategies	Product, Problem Solution, Innovation
Previous Brand Lift	2.10
Previous Search Lift	2.80
Previous VCR	82
Talent Type	Expert
Type	Product Demo

Objectives

App	0
Brand	15
Consideration	30
Reach	15
Sales	25
Website	15

Targets

Brand Lift	2.50
Completed Views	35,000,000
Frequency	3.50
Reach	12,000,000
Sales Lift	2
Search Lift	3.50

Record integrity

This PDF reflects the immutable saved campaign input record. Editing and generating another forecast creates a new version without changing this document source.