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 **Holiday Retail Revenue Push 2026**	Version **V1**
Budget **$3.50M**	Campaign flight **61 days (Nov 1, 2026 to Dec 31, 2026)**
Reach **35.66M**	Confidence **59%**

Prepared on 2026-07-20 04:23:54 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 35.66M reach at 4.2x frequency, with $16.06M revenue and $2.60M 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	89/100	Approve w...
Forecast confidence	59%	Low confidence
Goal attainment	128%	Objective-weigh...
ROAS	4.6x	Exceptional
Net contribution	$2.60M	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 historical delivery or lift data for at least one comparable campaign so confidence can move from benchmark-led to evidence-led. Use FAST as the first allocation proof point because it currently delivers 27,565 reached users per $1,000; the base forecast now uses an optimized split and live spend should move only if observed CPM, frequency and conversion signal stay within plan. Upload historical campaign results to improve forecast confidence.

Investment
$3.50M
Total media budget

Projected Reach
35.66M
Audience covered

Impressions
148.52M
Forecast delivery

Completed Views
136.06M
Measured outcomes

Frequency
4.20x
Expected exposure pressure

ROAS
4.6x
Commercial return

2. Campaign context and assumptions

Inputs and planning assumptions captured for this scenario.

Brand Name	Holiday Retail Revenue Push 2026
Campaign Type	Seasonal
Budget	$3.50M
Campaign flight	61 days (Nov 1, 2026 to Dec 31, 2026)
Audience TAM	120.00M
Channels	CTV, Premium OTT, YouTube, FAST
AOV	$95
Average Margin	38%
Conversion Rate	13.43%
Objective Brand	5%
Objective Reach	10%
Objective Consideration	15%
Objective Sales	45%
Objective App	0%
Objective Website	25%

3. Creative setup

Creative type	Offer Driven
Creative variants	10
Creative length	6
Talent type	Influencer
Call to action	Shop Now
Message strategy	Product, Price, Lifestyle
Attention score	73
Avg. attentive seconds	10.2

4. Strategic objectives

Brand Name	Holiday Retail Revenue Push 2026
Campaign Type	Seasonal
Budget	$3.50M
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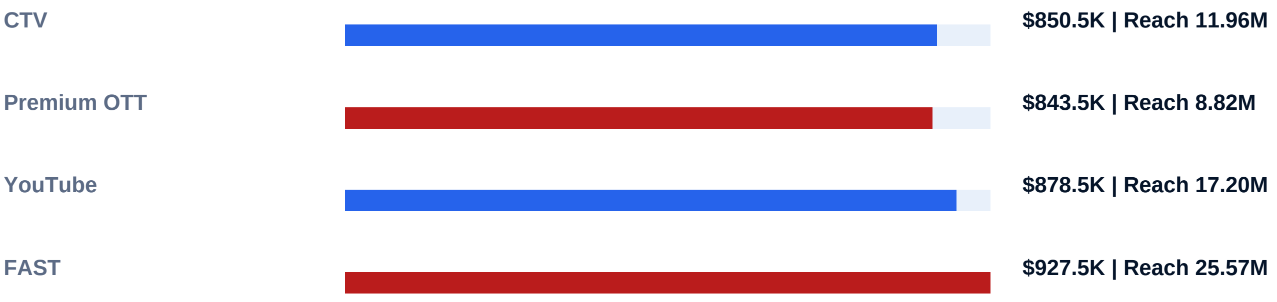
Audience TAM	120.00M
Channels	CTV, Premium OTT, YouTube, FAST
AOV	$95
Average Margin	38%
Conversion Rate	13.43%
Objective Brand	5%
Objective Reach	10%
Objective Consideration	15%
Objective Sales	45%
Objective App	0%
Objective Website	25%

5. Platform forecast

CTV	$850.5K | Reach 11.96M | VCR 96%
Premium OTT	$843.5K | Reach 8.82M | VCR 101%
YouTube	$878.5K | Reach 17.20M | VCR 92%
FAST	$927.5K | Reach 25.57M | VCR 84%

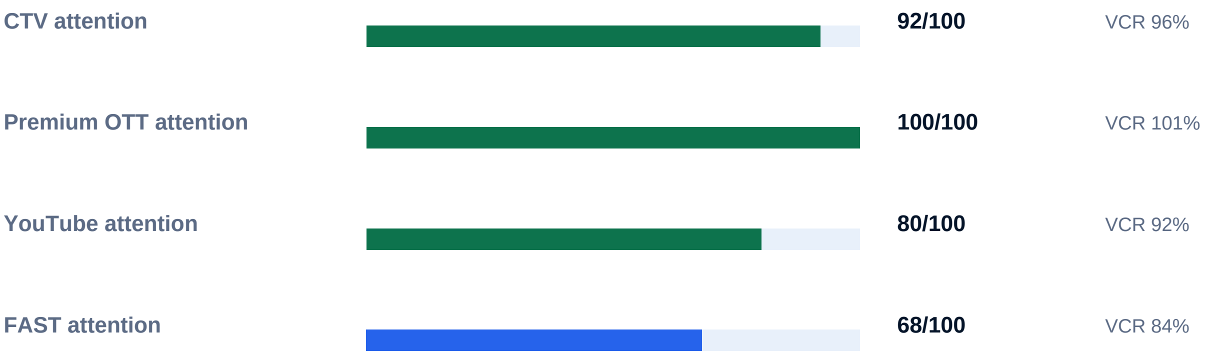
Budget allocation by platform



Budget and forecast reach by platform.

4 platform(s) are modelled, reaching 63.55M 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 27,565 reached users per $1,000.

Platform attention and VCR read



6. KPI dashboard

Revenue
$16.06M
Incremental outcome

Incremental customers
169.1K
Demand estimate

Gross contribution
$6.10M
Before media cost

Net contribution
$2.60M
After media

ROI
74.0%
Contribution multiple

Cost / customer
$20.70

Funnel traceability

Funnel Math: 35.66M Reach -> 14.00% Consideration -> 35.00% Engagement -> 13.43% Conversion = 169.1K 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	234.8K
Incremental customers	169.1K

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	$7.71M / $16.06M / $22.33M
Net contribution range	$1.25M / $2.60M / $3.62M
ROAS range	2.20x / 4.59x / 6.38x

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 >=13.43% modeled conversion with incrementality factor >=0.72 | Use holdout or geo-split evidence before treating attributed conversions as incremental.

7. Marketing outcomes

Brand Lift
6.2%
Upper funnel

Search Lift
10.8%
Intent signal

Consideration Lift
4.6%
Mid funnel

Sales Lift
8.6%
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.

FAST	26.5% recommended share | base forecast uses optimized split
YouTube	25.1% recommended share | base forecast uses optimized split
CTV	24.3% recommended share | base forecast uses optimized split
Premium OTT	24.1% recommended share | base forecast uses optimized split

9. Target attainment

Reach	Target 30000000% | Forecast 35664026% | Achievement 119% | Exceeded
Frequency	Target 4.5x | Forecast 4.2x | Achievement 93% | Near Target
Completed Views	Target 105000000 | Forecast 136062606 | Achievement 130% | Exceeded
Brand Lift	Target 1.5% | Forecast 6.18% | Achievement 412% | Exceeded
Search Lift	Target 5% | Forecast 10.76% | Achievement 215% | Exceeded
Sales Lift	Target 4.5% | Forecast 8.61% | Achievement 191% | Exceeded

10. Strategic assessment

Executive summary

This is a baseline planning hypothesis, not a funding guarantee. Forecast confidence is 59% because 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. The CLV case is strategically important: projected lifetime revenue is $47,338,200, equal to 13.5x CLV-based ROAS. 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. 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 73 with 10 creative variant(s), which should guide the first optimization cycle. Lifetime-value read: projected CLV revenue is $47,338,200, or 13.5x CLV-based ROAS, making customer quality a central part of the investment case. Decision implication: forecast confidence is 59% and ROAS is 4.6x; scale only after the highest-risk assumptions are replaced with observed data.

11. Forecast diagnostics

Funnel math trace

Funnel Math: 35.66M Reach -> 14.00% Consideration -> 35.00% Engagement -> 13.43% Conversion = 169.1K 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	59%
Reach confidence	65.0% (Low)
Brand lift confidence	60.0% (Low)
Sales lift confidence	55.0% (Low)
Commercial confidence	57.0% (Low)

Reach to consideration rate	14
Consideration audience	4993708
Engagement rate	35
Engaged audience	1747798
Customer formula	1,747,798 engaged audience x 13.43% conversion
Base conversion rate	1.2
Conversion multiplier	5.37
Estimated customers	169065
Estimated revenue	16061175
Estimated gross contribution	6103247
Estimated net contribution	2603247
Estimated ROAS	4.59
Estimated profit	6103247
CLV entered by user	Yes
CLV used	280

Lifetime revenue	47338200
CLV-based ROAS	13.53
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 $76 | Customers 180.9K | Revenue $13.75M | ROAS 3.9x
AOV scenario	AOV $95 | Customers 169.1K | Revenue $16.06M | ROAS 4.6x
AOV scenario	AOV $114 | Customers 157.2K | Revenue $17.92M | ROAS 5.1x

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 73/100 and creative rotation is adequate; the management focus should be allocation discipline and live KPI validation.
Opportunity	Continue optimization and performance monitoring.
Threat	10 creative variants over a 61-day flight imply roughly one refresh every 6 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 10 variant(s), 6 length and attention score 73. CTA: Shop Now.

Primary objective	Sales
Alignment	Strong
Assessment	Sales alignment is strong because weighted objective attainment is 179%. 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 73 to 83 could boost revenue by $3,986,960. Focus on improving creative hooks and early engagement.
Channel • Medium	FAST delivers the most reach per $1,000 (27565 reach). Shifting 15% of budget from lower-efficiency channels could add ~4134749 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.
Performance • Low	Your Completed Views exceeds target by 30%. This is strong, but monitor for diminishing returns and consider reallocating surplus to underperforming metrics.
Performance • Low	Your Brand Lift exceeds target by 312%. This is strong, but monitor for diminishing returns and consider reallocating surplus to underperforming metrics.
Performance • Low	Your Search Lift exceeds target by 115%. This is strong, but monitor for diminishing returns and consider reallocating surplus to underperforming metrics.
Performance • Low	Your Sales Lift exceeds target by 91%. This is strong, but monitor for diminishing returns and consider reallocating surplus to underperforming metrics.
Business • Low	Your ROAS is 4.6x - well above average. Consider scaling budget to capture more volume while maintaining efficiency.

- Upload historical campaign results to improve forecast confidence.

- Upload historical delivery or lift data for at least one comparable campaign so confidence can move from benchmark-led to evidence-led.
- Use FAST as the first allocation proof point because it currently delivers 27,565 reached users per $1,000; the base forecast now uses an optimized split and live spend should move only if observed CPM, frequency and conversion signal stay within plan.
- Media allocation - FAST currently shows the strongest reach efficiency at 27,565 reached users per $1,000.
- Move 10-15% of test budget toward the highest reach-efficiency platform.
- Review CPM, reach, attention, and frequency every week before further scale.
- Keep a holdout budget for under-tested but strategically important channels.
- Creative effectiveness - Current plan uses 10 creative variant(s) with an attention score of 85. 10 creative variants over a 61-day flight imply roughly one refresh every 6 days, which is adequate for a controlled brand campaign. Monitor fatigue weekly.
- Keep weekly creative fatigue reads tied to VCR, attention, reach, and frequency.
- Promote the winning hook or CTA only after it beats the forecast on both attention and business signal.
- Refresh the weakest creative cell first rather than adding production volume by default.
- Audience expansion - The forecast reaches 29.7% of TAM with 4.2 average frequency.

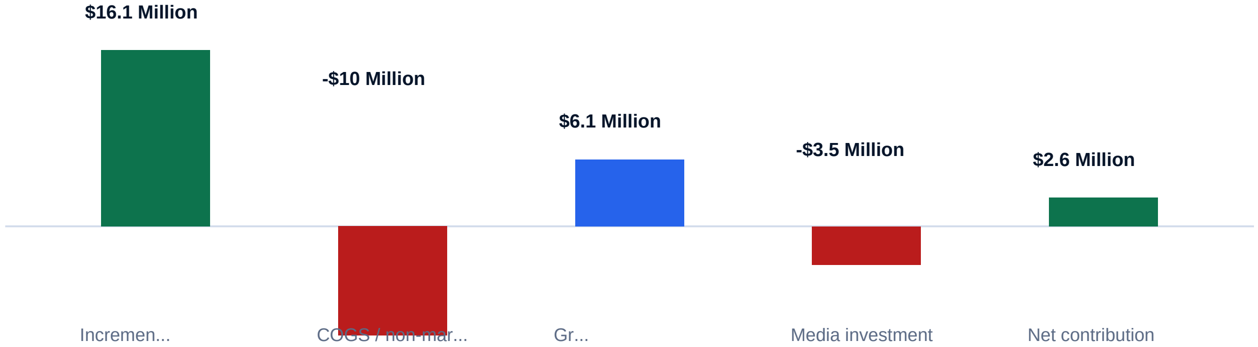
15. Consultant visuals and decision charts

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

15.1 Revenue build waterfall

From forecast revenue to net contribution

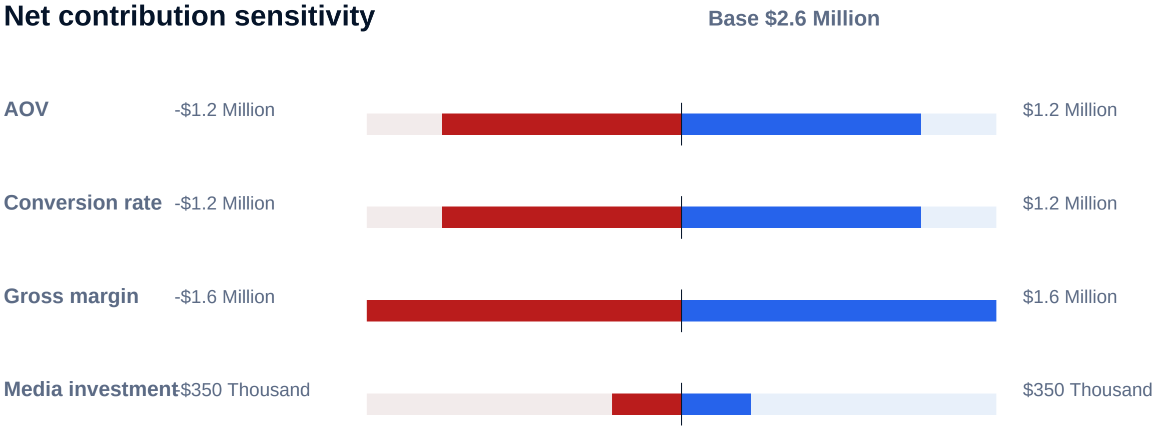
Shows how revenue converts to gross contribution and then net contribution after media investment.



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



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

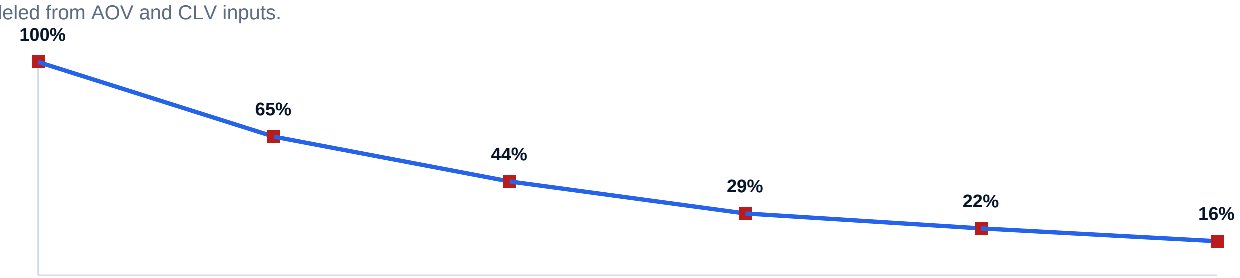
Payback inside campaign flight

35 days payback | 61 day flight | Gross contribution pool $6.1 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	73
Improved attention	83
Revenue uplift	3986960

Executive assessment

This forecast should be treated as a baseline hypothesis. Confidence is 59% because 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 73
Creative length	Yes - 6
Talent type	Influencer
Call to action	Shop Now
Message strategy	Product, Price, Lifestyle
Creative variants	10
Audience size (TAM)	120.00M
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	119%	Exceeded
Frequency	93%	Near Target
Completed Views	130%	Exceeded
Brand Lift	412%	Exceeded
Search Lift	215%	Exceeded
Sales Lift	191%	Exceeded

Reach
35.66M
Target 30000000

Completed Views
136.06M
Target 105000000

Brand Lift
6.2%
Target 1.5%

Search Lift
10.8%
Target 5%

Sales Lift
8.6%
Target 4.5%

Frequency
4.20x
Target 4.5

Reach	Target 30000000% | Forecast 35664026% | Achievement 119% | Exceeded
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18. Recommendations and management actions

Concise board-ready guidance from the Recommendations tab.

18.1 Executive decision

Decision	Validate assumptions before scale
Tone	risk
Confidence	Low (59%)
Strategic Thesis	The forecast does not yet justify aggressive scaling; the immediate priority is to validate assumptions, creative quality, and conversion economics before larger spend is released.
Financial Implication	At the current forecast, $3,500,000 in media is expected to generate about $16,061,175 in incremental revenue, $6,103,247 in gross contribution, and $2,603,247 in net contribution after media. On a lifetime-value basis, the same acquisition pool represents approximately $47,338,200 in CLV revenue and 13.5x CLV-based ROAS.
Board Summary	Management should treat this forecast as a controlled investment case with a clear lifetime-value upside, staged budget release, learning milestones, and explicit scale/stop gates.

18.2 Why this is the right call

- Forecast ROAS is 4.6x versus a benchmark of 3.0x.
- Forecast gross contribution multiple is 1.74x versus a benchmark of 2.00x.
- Planned reach covers 29.7% of the addressable audience at 4.2 average frequency.
- Incrementality factor is 0.72 from benchmark default, separating attributed response from likely paid-media incrementality.
- Financial outputs should be presented as downside/base/upside ranges with approximately 52% range width.
- Customer lifetime value is $280, creating approximately $47,338,200 in projected lifetime revenue and 13.5x CLV-based ROAS.

18.3 Specific management actions

- Upload historical delivery or lift data for at least one comparable campaign so confidence can move from benchmark-led to evidence-led.
- Use FAST as the first allocation proof point because it currently delivers 27,565 reached users per $1,000; the base forecast now uses an optimized split and live spend should move only if observed CPM, frequency and conversion signal stay within plan.

18.4 Value creation levers

- Media allocation: FAST currently shows the strongest reach efficiency at 27,565 reached users per $1,000.
- Creative effectiveness: Current plan uses 10 creative variant(s) with an attention score of 85. 10 creative variants over a 61-day flight imply roughly one refresh every 6 days, which is adequate for a controlled brand campaign. Monitor fatigue weekly.
- Audience expansion: The forecast reaches 29.7% of TAM with 4.2 average frequency.
- Commercial economics: Revenue, gross contribution, net contribution, ROAS, contribution multiple, and CLV-based ROAS should be reviewed as a single commercial scorecard.

18.5 30/60/90 action plan

- First 30 days: Validated launch scorecard with baseline versus forecast variance.
- Days 31-60: Optimization memo showing what changed, why it changed, and the financial impact.
- Days 61-90: Board-ready scale recommendation with investment gates and expected return.

18.6 Risks and controls

- Benchmark dependency - Control: Upload historical campaign data or import first-party performance history.
- Attribution and incrementality gap - Control: Run holdout, geo-split, or exposed-versus-control testing to separate paid media lift from organic/OEM merchandising effects.

18.7 Measurement gates

- Forecast confidence: Use the next test cycle to replace benchmark assumptions with observed campaign evidence.
- ROAS and contribution: Scale only when commercial metrics stay above benchmark after the first optimization cycle.
- Lifetime value: Use CLV to justify the strategic value of acquired customers, while validating realized contract value over time.
- Brand, search, and sales lift: Use lift movement to decide whether the campaign is building demand, harvesting demand, or doing both.
- Audience and frequency: Expand audience if reach is constrained; cap frequency if lift softens.
- Day-7 activation index: Do not unlock scale budget if activation index misses this gate.

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.