

PRISE4US Saved Campaign Inputs

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

Brand	Holiday Retail Revenue Push 2026
Forecast	Holiday Retail Revenue Push 2026 v1
Version	Version 1
Campaign type	Seasonal
Historical basis	No historical dataset
Version ID	#106

Campaign and commercial brief

Industry	Retail
Category	Department Stores
Product Category	Not supplied
Historical Dataset	No historical dataset
Aov	95
Brand Name	Holiday Retail Revenue Push 2026
Campaign Type	Seasonal
Channels	CTV, Premium OTT, YouTube, FAST
Clv	280
End Date	2026-12-31
Margin	38
Start Date	2026-11-01
Total Budget	3,500,000

Audience

Age Ranges	18-24, 25-34, 35-44, 45-54, 55-64
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Attributes	sports_fans, parents, tech
Household Types	couples, families, multi_generational
Income Ranges	25k_50k, 50k_100k, 100k_150k
Tam	120,000,000

Creative

Attention Score	73
Attentive Seconds	10.20
Call To Action	Shop Now
Creative Variants	10
Length	6
Lengths	6, 15, 30
Message Strategies	Product, Price, Lifestyle
Previous Brand Lift	1.50
Previous Search Lift	3.80
Previous VCR	76
Talent Type	Influencer
Type	Offer Driven

Objectives

App	0
Brand	5
Consideration	15
Reach	10
Sales	45
Website	25

Targets

Brand Lift	1.50
Completed Views	105,000,000
Frequency	4.50
Reach	30,000,000
Sales Lift	4.50
Search Lift	5

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.