PyxiVisio iPRISM

India advertising forecast board pack

iPRISM Strategic Advertising Forecast

RIGHT-SIZE BEFORE APPROVAL

This PDF mirrors the iPRISM report page and adds the saved input brief so leadership can review the forecast, assumptions, decisions and execution guardrails in one document.

Campaign **Metro Performance Plan**	Advertiser **Zenith Bank**
Version **V1**	Budget **INR 1.80 Cr**
Reach **20M**	Confidence **80%**

Prepared on 2026-07-20 04:08:20 from the saved forecast version.

For CMO, CFO and board-room decision support.

1. Saved input brief

The campaign request, audience assumptions and version context used for this forecast.

Campaign name	Metro Performance Plan
Advertiser	Zenith Bank
Industry	BFSI & Insurance
Campaign goal	Lead Generation
Scope	REGIONAL
Budget	INR 1.80 Cr
Duration	45 days
Start date	2026-09-01
End date	2026-10-15
Audience size	20M
Target reach	14M
Target frequency	4.2

2. Executive decision snapshot

Leadership-level summary from the report page.

Do not approve this plan as written

The brief contains a strategic mismatch that must be corrected before board or client approval.

Metro Performance Plan is a BFSI & Insurance campaign for Zenith Bank with a INR 1.8 Cr budget across 45 days. The plan addresses 20.0 M audience members across 5 states and 4 platforms, with Lead Generation as its primary planning objective.

iPRISM projects 99.8 M impressions and 20.0 M reach at an effective CPM of INR 180.34. Average frequency is 4.99x, while 92.4 M completed views and a 92.5% VCR indicate premium video completion. The plan currently uses 100.0% of the addressable audience. The forecast carries a 80% confidence score.

Goal decision lens	Business inputs missing - Is the funnel believable from exposure to lead or conversion?
Reality check	BLOCKED - Board Decision Gate: revise before approval
Creative-commercial bridge	45% wear-out risk - Add 11 creative(s) or expect fatigue to pressure VCR and reach efficiency.
Investment case	Speculative - Do not use 6.7x ROMI as an approval headline. Sensitivity range: 1.7x-83.3x. Keep it as an appendix until business assumptions are validated.
Primary decision driver	Reach target and budget mismatch - This is the main planning issue the CMO should resolve before moving from forecast to approval.

2.1 India planning intelligence

The report-page planning intelligence translated into board-readable signals.

India market depth	5 states - Delhi is at 2.55x budget pressure versus audience opportunity. Explain or rebalance before board review.
Language strategy	State-led creative routing - Language is evaluated as a creative/state/content routing layer, not as a compulsory budget split.
Publisher resilience	4 publishers - Platform concentration risk is controlled.
Publisher rate validation	0 of 4 agreed CPMs - No agreed CPM was supplied. Treat reach, impressions and CPM as benchmark-led until publisher quotes are locked.
Device / inventory depth	3 device • 3 inventory - Device and inventory splits make delivery assumptions easier to challenge.
Creative evidence	4 creatives - Creative rotation gives the campaign more room to manage fatigue and VCR variance.
Historical evidence	75/100 - The saved report contains historical calibration evidence for this forecast.

2.2 Key forecast drivers

The main planning factors that shaped this forecast before the detailed planning intelligence.

CPM

Platform rate basis

No agreed CPM was supplied, so delivery uses calibrated iPRISM benchmark rates.

GEOGRAPHY

Geographic plan

Selected states apply a weighted regional CPM and reach adjustment.

DEMOGRAPHIC

Audience composition

Age, gender, NCCS and urbanicity allocations are weighted against the active demographic benchmark set.

LANGUAGE

Language mix

Language allocation affects inventory cost, relevance and reachable scale.

SEASONALITY

Campaign timing

Campaign dates are tested against active India festival, sports and demand windows.

CREATIVE

Creative readiness

4 CTV video asset(s), averaging 18.8 seconds, influence completion, attention and fatigue assumptions.

LEARNING

Historical calibration

Historical campaign delivery is blended with benchmarks using its data-quality weight.

2.3 Planning intelligence used in the forecast

State audience density	Audience-density aligned - State allocations are compared with OTT audience density and allocation-to-audience pressure.
State and language fit	50% - Telangana has weak match with selected campaign languages.
Inventory capacity	1.18x - Publisher and inventory selections are evaluated against capacity, quality, CPM and attention benchmarks.
Creative utilisation	Medium fatigue risk - Creative rotation is low for forecast frequency; add variants or cap exposure.

Commercial validation risk: publisher CPMs are not agreed

0 of 4 agreed CPMs were supplied. Treat reach, impressions and CPM as benchmark-led until publisher quotes or rate cards are locked.

3. Forecast scorecard and delivery economics

Investment
INR 1.80 Cr
Total planned spend

Daily budget
INR 4.00 L
Pacing baseline

Impressions
100M
Forecast delivery

Reach
20M
100.0% of audience

Frequency
4.99x
Exposure pressure

Effective CPM
INR 180.34
Cost efficiency

Completed views **92M** Video completions	**VCR** **92.5%** Completion quality
Attention **92.7** Quality signal	**Confidence** **80%** Planning reliability

3.1 Consultant scorecard

Target reach sanity	20.0 M vs 14.0 M - Over-delivering - Forecast reach is 143% of target. Right-size spend or reset the target before approval.
Planning confidence	80% - Moderate confidence - Use publisher validation and in-flight checkpoints.
Frequency discipline	4.99x - Elevated - Monitor incremental reach closely as frequency builds.
Platform resilience	4 channels - Diversified - Platform concentration risk is controlled.
Video completion	92.5% - Premium quality - Projected completion is consistent with high-intent video inventory.
Geographic balance	Delhi 2.55x - Allocation pressure - Delhi is at 2.55x budget pressure versus audience opportunity. Explain or rebalance before board review.

4. Reality gate and goal directive

Approval blockers, warnings and goal-fit notes from the report page.

Commercial assumptions are not approval-ready	Missing advertiser-supplied conversion rate, lead value. - Do not present ROMI/CAC as an approval metric until these inputs are supplied.
Language-market fit is weak	Selected states and languages do not fully align. - Add regional languages or shift budget toward markets where creative language is ready.
Frequency and creative rotation are not aligned	Forecast frequency is 4.99x with 4 creative(s). Recommended creative rotation is at least 15. - Add 11 more creative(s), cap frequency near 5.0x, or move INR 0 into reserve/creative production.

ROMI is speculative and should not lead approval	Modelled ROMI is 6.7x, but sensitivity ranges from 1.7x-83.3x. - Move ROMI out of the headline decision unless the advertiser supplies verified conversion, AOV/value and margin assumptions.
Publisher CPMs are benchmark-led, not agreed	0 of 4 agreed CPMs were supplied. Forecast CPM is therefore based on benchmark logic. - Collect publisher CPM quotes or signed rate cards before treating reach, impressions and CPM as board-locked numbers.
State allocation pressure needs rationale	Delhi is at 2.55x budget pressure versus audience opportunity. - Document why this market deserves extra pressure or rebalance before presenting the plan.
Goal lens	Leads / Conversions
Primary question	Is the funnel believable from exposure to lead or conversion?
Primary metrics	Leads/conversions, CAC/CPL, Conversion rate, Audience quality, Publisher quality
Secondary metrics	Reach, VCR
ROMI policy	ROMI/CAC is primary only when user-supplied assumptions exist.

Reach target is materially over-delivered

Target reach is 14M, but the forecast reaches 20M (143% of target). Reduce spend toward INR 1.26 Cr at current efficiency, or formally approve a higher reach ambition.

4.1 Goal scoring lens

Approval status	REVISE BRIEF
Primary KPI	Business inputs missing - Commercial proof is the approval lens.
Goal alignment	55/100
Primary metrics	Leads/conversions, CAC/CPL, Conversion rate, Audience quality, Publisher quality
Secondary metrics	Reach, VCR
Do not lead with	Reach vanity metrics

- Validate the commercial funnel **|** Because this is a Leads / Conversions campaign, require finance or advertiser-owned funnel assumptions before approval.

4.2 Board approval conditions

- Do not present ROMI/CAC as an approval metric until these inputs are supplied.
- Right-size spend to the supplied reach target or formally approve a higher reach ambition.
- Add at least 11 more creatives before launch.
- Fix geographic allocation anomaly before board presentation.
- Explain or correct missing regional language coverage.
- Validate publisher CPMs because the current forecast uses benchmark-led rates only.

5. Platform, market and audience inputs

Saved media allocation inputs and delivery accountability.

5.1 Platform allocation

JioHotstar	35.1% share - INR 0 - Benchmark CPM
Prime Video Ads	18.7% share - INR 0 - Benchmark CPM
Sony LIV	15.0% share - INR 0 - Benchmark CPM
YouTube CTV	31.2% share - INR 0 - Benchmark CPM

5.2 State / market allocation

Delhi	18.0% share - INR 32.42 L
Haryana	9.9% share - INR 17.89 L
Karnataka	22.4% share - INR 40.25 L
Telangana	17.1% share - INR 30.74 L
Maharashtra	32.6% share - INR 58.70 L

5.3 Device and inventory inputs

Connected TV	39.1%
Desktop / Laptop	31.3%
Mobile	29.7%
Premium OTT	34.7%
Programmatic CTV	32.7%
YouTube CTV	32.7%

5.4 Platform delivery forecast

Read this as publisher accountability: expected delivery, quality and the rate basis that must be validated before approval.

35.1% allocation | INR 63.18 L

JioHotstar

Portfolio role: contributes reach diversification and inventory resilience. Rate basis: CALIBRATED. Validate CPM and supply with the publisher before board lock.

Reach **10M**	Impressions **32M**
Frequency **3.25x**	Applied CPM **INR 200.11**
VCR **97%**	Attention **98/100**

18.7% allocation | INR 33.73 L

Prime Video Ads

Quality role: strongest directional attention and completion signal. Rate basis: CALIBRATED. Validate CPM and supply with the publisher before board lock.

Reach **6M**	Impressions **16M**
Frequency **2.52x**	Applied CPM **INR 217.55**
VCR **98%**	Attention **100/100**

15.0% allocation | INR 27.02 L

Sony LIV

Portfolio role: contributes reach diversification and inventory resilience. Rate basis: CALIBRATED. Validate CPM and supply with the publisher before board lock.

Reach 6M	Impressions 15M
Frequency 2.45x	Applied CPM INR 182.67
VCR 94%	Attention 95/100

31.2% allocation | INR 56.07 L

YouTube CTV

Efficiency role: strongest applied impression economics in the selected mix. Rate basis: CALIBRATED. Validate CPM and supply with the publisher before board lock.

Reach 12M	Impressions 38M
Frequency 3.06x	Applied CPM INR 147.79
VCR 86%	Attention 84/100

6. Language, creative and geography fit

6.1 Creative launch gate and readiness

Video creatives
4
Saved creative count

Average length
18.8 sec
Planned creative length

Rotation uplift
2.7%
Directional rotation benefit

Asset compliance
94/100
Creative readiness signal

Language tags
100%
Creative language coverage

Creative readiness needs correction before scale

Creative rotation is low for forecast frequency; add variants or cap exposure.

6.2 Language mix and routing

Hindi	25.0% - Derived from creative language routing rather than a fixed media allocation.
English	25.0% - Derived from creative language routing rather than a fixed media allocation.
Kannada	25.0% - Derived from creative language routing rather than a fixed media allocation.
Marathi	25.0% - Derived from creative language routing rather than a fixed media allocation.

- Use state pacing to verify that state-specific creative delivery is actually occurring.

6.3 Creative plan

Each creative is shown as a launch asset, not as raw input data. Missing language tags are called out because they weaken language-routing confidence.

25.0% delivery allocation

Hindi Card Benefits 15-sec

Prepared as a 15-second Hindi CTV / OTT creative in Full HD 1920x1080 16:9. Use this card to confirm language, format and readiness before launch.

Duration	Language
15 sec	Hindi
Readiness	**Variants**
90	1

25.0% delivery allocation

English Premium Lifestyle 30-sec

Prepared as a 30-second English CTV / OTT creative in Full HD 1920x1080 16:9. Use this card to confirm language, format and readiness before launch.

Duration	Language
30 sec	English
Readiness	**Variants**
88	1

25.0% delivery allocation

Kannada Metro Offer 15-sec

Prepared as a 15-second Kannada CTV / OTT creative in Full HD 1920x1080 16:9. Use this card to confirm language, format and readiness before launch.

Duration **15 sec**	Language **Kannada**
Readiness **84**	Variants **1**

25.0% delivery allocation

Marathi Metro Offer 15-sec

Prepared as a 15-second Marathi CTV / OTT creative in Full HD 1920x1080 16:9. Use this card to confirm language, format and readiness before launch.

Duration **15 sec**	Language **Marathi**
Readiness **84**	Variants **1**

6.4 Geography pressure audit

How to read pressure index

Pressure compares budget share with audience opportunity. Around 1.00x is broadly aligned; 1.25x needs review; 1.35x or above needs a clear market rationale or rebalance conversation.

Budget pressure 2.55x

Delhi

Budget pressure is above audience opportunity. Explain why this market deserves extra weight or rebalance.

Budget share **18.0%**	Audience weight **7.1%**
Budget **INR 32.42 L**	Per capita **INR 0.16**

Budget pressure 1.21x

Telangana

Budget share is broadly aligned with the audience opportunity proxy.

Budget share **17.1%**	Audience weight **14.1%**
Budget **INR 30.74 L**	Per capita **INR 0.08**

Budget pressure 0.97x

Haryana

Budget share is broadly aligned with the audience opportunity proxy.

Budget share	Audience weight
9.9%	10.2%
Budget	**Per capita**
INR 17.89 L	INR 0.06

Budget pressure 0.93x

Karnataka

Budget share is broadly aligned with the audience opportunity proxy.

Budget share	Audience weight
22.4%	24.0%
Budget	**Per capita**
INR 40.25 L	INR 0.06

Budget pressure 0.73x

Maharashtra

This market may be under-weighted versus audience opportunity. Review if regional growth matters.

Budget share	Audience weight
32.6%	44.5%
Budget	**Per capita**
INR 58.70 L	INR 0.05

6.5 State audience-density audit

This converts market allocation into an audience-density read: where spend is heavier or lighter than the reachable OTT opportunity.

Allocation-to-audience ratio 1.31x

Delhi

Allocation is broadly aligned to audience density.

Allocation	Audience share
18.0%	13.8%
OTT audience	**Ratio**
13M	1.31x

Allocation-to-audience ratio 1.10x

Haryana

Allocation is broadly aligned to audience density.

Allocation	Audience share
9.9%	9.0%
OTT audience	**Ratio**
8M	1.10x

Allocation-to-audience ratio 0.97x

Karnataka

Allocation is broadly aligned to audience density.

Allocation	Audience share
22.4%	23.2%
OTT audience	**Ratio**
21M	0.97x

Allocation-to-audience ratio 1.00x

Telangana

Allocation is broadly aligned to audience density.

Allocation	Audience share
17.1%	17.1%
OTT audience	**Ratio**
16M	1.00x

Allocation-to-audience ratio 0.88x

Maharashtra

Allocation is broadly aligned to audience density.

Allocation	Audience share
32.6%	36.9%
OTT audience	**Ratio**
34M	0.88x

7. Investment case and optimisation

Commercial interpretation and recommended pre-scale improvements.

Modelled revenue
INR 12.00 Cr
Revenue / value impact

Gross contribution
INR 7.80 Cr
Margin-adjusted view

ROMI
6.7x
Revenue / media investment

Contribution return
4.3x
Gross contribution / media investment

ROI
333.3%
Contribution vs investment

CAC / CPL
INR 1.1K
Acquisition efficiency

Conversion rate
0.08%
User supplied

AOV / lead value	INR 7.5K - User supplied
Gross margin	65.0% - User supplied
Modelled customers	16K
Break-even conversion	0.02% - 4K customers needed
Target ROMI	2.0x - meets target
Target CAC / CPL	INR 1.8K - meets target
Target payback	6.0 months - meets target
Payback indicator	0.7 months

7.1 Creative and commercial optimisation

Recommended creative count	15 creatives - Current 4 | Gap 11
Fatigue waste risk	22.0% - VCR upside +8.0 pts
Recommendation	Add 11 more creative variants before scale, prioritising language and format rotation.
Commercial validation	Client inputs supplied - Conversion, AOV/value and margin move the board case materially.

7.2 State and language optimisation

- State allocation pressure **|** Expected to improve reach efficiency and reduce board questions on geography fairness.

7.3 ROMI waterfall

Investment	INR 1.80 Cr - Media budget committed to this scenario
Reach	20M - Modelled unique audience reached
Conversions	16K - Based on 0.08% conversion assumption
Revenue	INR 12.00 Cr - Modelled revenue / value impact
ROMI	6.7x - Revenue divided by media investment

7.4 Sensitivity tornado

Full conversion sensitivity range	Low 1.7x - High 83.3x - Spread 81.7x
Conversion rate	Low 5.3x - High 8.0x - Spread 2.7x
AOV / value	Low 5.7x - High 7.7x - Spread 2.0x
CPM efficiency	Low 6.0x - High 7.3x - Spread 1.3x

Gross margin	Low 6.7x - High 6.7x - Spread 0.0x

7.5 Conversion sensitivity

Sensitivity	0.25% - Customers 50K - ROMI 20.8x
Base	0.08% - Customers 16K - ROMI 6.7x
Sensitivity	0.65% - Customers 130K - ROMI 54.2x
Sensitivity	1.00% - Customers 200K - ROMI 83.3x
Breakeven	0.02% - Customers 4K - ROMI 1.7x

7.6 Competitive and market context

Planning category spend pool	180 Cr
Market position	High-value lead-growth investor
Your modelled SOV	1.00%
Top competitor SOV benchmark	13.0%
Investment for SOV parity	INR 21.60 Cr
Category CPM range	INR 140 - INR 240
Seasonality / timing lens	Campaign window

8. Scenario intelligence

What changes when the plan is optimised, protected or scaled.

Recommended path: right-size reach or raise ambition

The forecast over-delivers the supplied target by 143%. Reduce spend toward about INR 1.3 Cr at current efficiency, or formally reset the target before approval.

Efficiency	Negotiated CPM improvement - Impressions 111M - Reach 20M | Frequency 5.54x - Modelled at an effective CPM of INR 162.31.
Base	Current planning case - Impressions 100M - Reach 20M | Frequency 4.99x - Modelled at an effective CPM of INR 180.34.
Downside	Auction pressure sensitivity - Impressions 91M - Reach 19M | Frequency 4.86x - Modelled at an effective CPM of INR 198.37.

8.1 Commercial scenario language

These are board-ready decision options showing how investment, reach, CPM, conversion, revenue and ROMI move under each case.

Investment INR 1.80 Cr

Base case

Decision case: validate with normal campaign governance. This is the current saved forecast.

Reach **20M**	Frequency **4.99x**
CPM **INR 180.34**	Conversion **0.08%**
Revenue **INR 12.00 Cr**	ROMI **6.7x**

Investment INR 1.80 Cr

Optimistic

Decision case: scale only if early CPM, VCR and incremental reach are healthy.

Reach **20M**	Frequency **5.55x**
CPM **INR 162.31**	Conversion **0.10%**
Revenue **INR 14.40 Cr**	ROMI **8.0x**

Investment INR 1.80 Cr

Conservative

Decision case: protect downside. Hold reserve and fix delivery before releasing more budget.

Reach **17M**	Frequency **5.74x**
CPM **INR 198.37**	Conversion **0.06%**
Revenue **INR 7.65 Cr**	ROMI **4.3x**

Investment INR 2.16 Cr

Scaled +20%

Decision case: approve only if incremental reach does not flatten into excess frequency.

Reach **20M**	Frequency **5.39x**
CPM **INR 180.34**	Conversion **0.08%**
Revenue **INR 12.60 Cr**	ROMI **5.8x**

Investment INR 1.80 Cr

Frequency-capped plan

No extra budget required. Use the current budget and monitor frequency; this row is a control rule, not a spend increase.

Reach **20M**	Frequency **5.00x**
CPM **INR 180.34**	Conversion **0.08%**
Revenue **INR 11.40 Cr**	ROMI **6.3x**

Frequency-capped scenario note: No additional budget is required for frequency control. The current plan is already within or near the recommended cap; use the original budget and monitor frequency in flight.

9. Strategy, risk and governance

SWOT: Strength	A well-specified plan and strong input coverage support confident directional decisions.
SWOT: Weakness	Monitor incremental reach closely as frequency builds.
SWOT: Opportunity	YouTube CTV offers the lowest benchmark CPM in the selected mix and is the clearest controlled efficiency test.
SWOT: Threat	High audience penetration means incremental reach may flatten quickly; excess delivery could convert into frequency rather than new reach.

9.1 Risk register

CPM inflation above 10%	Probability 45% - Value at risk INR 78.00 L - Hold reserve, renegotiate CPM, and reallocate toward platforms with controlled pricing.
Reach below 80% of forecast	Probability 30% - Value at risk INR 2.40 Cr - Expand inventory, rebalance state/language splits, and watch incremental reach.
VCR below quality threshold	Probability 15% - Value at risk INR 96.00 L - This is a downside risk, not a statement that current VCR is weak. Monitor auction pressure, placement quality, ad load and creative fatigue in the first 3-7 days.
Regional or language skew	Probability 25% - Value at risk INR 1.20 Cr - Review state and language delivery weekly and rebalance only after scale evidence.

9.2 Execution roadmap

Step 01 | Before launch

Validate inventory and measurement

Confirm platform CPM ranges, regional availability, frequency controls, completion definitions, and reporting access before budget is committed.

Step 02 | First 7 days

Run an early quality checkpoint

Compare CPM, VCR, completion cost, reach growth and frequency against forecast. Reallocate only after a meaningful delivery sample.

Step 03 | Mid-flight

Move budget using evidence

Test incremental budget on YouTube CTV while protecting the premium-quality role of Prime Video Ads.

Step 04 | Post-campaign

Close the forecasting loop

Reconcile actual delivery with forecast by platform and state, document variance drivers, and feed observed CPM/VCR data into the next planning cycle.

Step 05 | Goal directive

Validate the commercial funnel

Because this is a Leads / Conversions campaign, require finance or advertiser-owned funnel assumptions before approval.

Step 06 | Goal directive

Validate funnel assumptions

Do not approve a commercial forecast unless conversion rate, value and margin/CAC assumptions are supplied or explicitly accepted as benchmark assumptions.

Step 07 | Commercial

Complete rate validation

Obtain advertiser or publisher-agreed CPMs for every selected platform before commitment.

9.3 Governance calendar

Day 3	Delivery health check - Trigger: Pacing below 70% or CPM above INR 198.37 - Decision: Hold / correct setup before scaling
Day 7	Quality checkpoint - Trigger: VCR below 87.5% or frequency above 6.0x - Decision: Rotate creative or reallocate inventory
Day 14	Mid-flight review - Trigger: Reach below 80% of forecast run-rate - Decision: Rebalance platform/state/language plan
Day 21	Performance update - Trigger: Efficiency or quality gap persists - Decision: Release reserve or cut low-quality cells
Post-flight	Reconciliation and learning capture - Trigger: Actuals available - Decision: Update historical calibration for next forecast

9.4 Decision rules

CPM below INR 171.32	Accelerate if VCR and reach are healthy
CPM within –10%	Maintain and keep monitoring
CPM above INR 198.37	Reallocate or renegotiate
VCR below 87.5%	Trigger creative or placement review
Reach below 80% run-rate	Expand inventory or adjust frequency controls

9.5 Success framework

Use this as the live campaign operating model: green means maintain, amber means watch and correct, red means escalate before releasing more scale.

GREEN

Maintain plan and consider controlled scale.

This zone defines the action threshold for in-flight governance.

Reach
>= 90% of forecast run-rate

CPM
<= INR 171.32

VCR
>= 92.5%

ROMI
>= 0.9x

AMBER

Watch daily and reallocate only with evidence.

This zone defines the action threshold for in-flight governance.

Reach
80-90% of run-rate

CPM
INR 171.32-INR 198.37

VCR
87.5%-92.5%

ROMI
0.5x-0.9x

RED

Escalate within 48 hours and hold scale budget.

This zone defines the action threshold for in-flight governance.

Reach
< 80% of run-rate

CPM
> INR 198.37

VCR
< 87.5%

ROMI
< 0.5x

10. Methodology, assumptions and explainability

iPRISM uses platform budget and agreed or calibrated CPM to estimate impressions, then applies benchmark reach curves, cross-platform overlap, geography, language, demographics, creative readiness, seasonality and historical evidence.

10.1 Frozen assumptions

Benchmark version	IAFP India Planning Baseline 2026.1 - Frozen active benchmark used for this forecast.
Rate coverage	0 of 4 agreed CPMs - Platforms without agreed CPM use calibrated or benchmark rates.

Geographic scope	Selected states - State allocations are applied as budget weights.
Language routing	State-led creative routing - Manual language split is not required; language is evaluated through creative tags, state/content routing and localisation coverage.
Creative rotation	4 video asset(s) - Creative count, length, allocation and readiness influence completion, attention and fatigue assumptions.
Historical calibration	Applied - Historical evidence is blended according to data quality.

10.2 Benchmark transparency

CPM	INR 180.34 - iPRISM platform benchmark and saved agreed CPM mix - Directional; validate with publisher proposal
VCR	92.5% - iPRISM inventory / creative quality model - Tighten after first 3-7 days of delivery
Conversion	0.08% - User supplied - Client-owned assumption
AOV / value	INR 7,500 - User supplied - Client-owned assumption
Margin	65.0% - User supplied - Client-owned assumption

Use notes

PyxiVisio planning tools provide directional forecasts, diagnostics and recommendations based on user-provided inputs, benchmark ranges and modelled logic. They support planning and decision review, but do not guarantee campaign, revenue, reach or conversion outcomes.