PyxiVisio iPRISM

India advertising forecast board pack

iPRISM Strategic Advertising Forecast

CONDITIONAL APPROVAL - DO NOT SCALE AS-IS

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	Advertiser
Premium Market Mix	**Aurum Motors**

Version	Budget
V1	**INR 5.00 Cr**

Reach	Confidence
18M	**80%**

Prepared on 2026-07-20 04:09:13 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	Premium Market Mix
Advertiser	Aurum Motors
Industry	Automotive
Campaign goal	Consideration
Scope	NATIONAL
Budget	INR 5.00 Cr
Duration	61 days
Start date	2026-10-01
End date	2026-11-30
Audience size	18M
Target reach	17M
Target frequency	5

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.

Premium Market Mix is a Automotive campaign for Aurum Motors with a INR 5.0 Cr budget across 61 days. The plan addresses 18.0 M audience members across PAN India and 5 platforms, with Consideration as its primary planning objective.

iPRISM projects 278.3 M impressions and 18.0 M reach at an effective CPM of INR 179.66. Average frequency is 15.46x, while 261.4 M completed views and a 93.9% 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	93.9% VCR - Will the creative and inventory mix create qualified attention and completed views?
Reality check	BLOCKED - Board Decision Gate: revise before approval
Creative-commercial bridge	60% wear-out risk - Add 42 creative(s) or expect fatigue to pressure VCR and reach efficiency.
Commercial appendix	Appendix only - ROMI/CAC remains appendix-only unless verified downstream action data is supplied.
Primary decision driver	Frequency and creative readiness pressure - 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	PAN India - Use publisher reach validation to avoid national delivery hiding regional skew.
Language strategy	State-led creative routing - Language is evaluated as a creative/state/content routing layer, not as a compulsory budget split.
Publisher resilience	5 publishers - Platform concentration risk is controlled.
Publisher rate validation	0 of 5 agreed CPMs - No agreed CPM was supplied. Treat reach, impressions and CPM as benchmark-led until publisher quotes are locked.
Device / inventory depth	2 device • 4 inventory - Device and inventory splits make delivery assumptions easier to challenge.
Creative evidence	5 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

PAN India planning applies a neutral national modifier.

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

5 CTV video asset(s), averaging 21.0 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	PAN India - Add state audience density data in the next version to improve allocation accountability.
State and language fit	100% - Selected languages are checked against the selected state footprint where the planning matrix exists.
Inventory capacity	1.24x - Publisher and inventory selections are evaluated against capacity, quality, CPM and attention benchmarks.
Creative utilisation	Critical fatigue risk - Creative rotation is low for forecast frequency; add variants or cap exposure.

Commercial validation risk: publisher CPMs are not agreed

0 of 5 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 5.00 Cr
Total planned spend

Daily budget
INR 8.20 L
Pacing baseline

Impressions
278M
Forecast delivery

Reach
18M
100.0% of audience

Frequency
15.46x
Exposure pressure

Effective CPM
INR 179.66
Cost efficiency

Completed views	VCR
261M	**93.9%**
Video completions	Completion quality

Attention	Confidence
96.2	**80%**
Quality signal	Planning reliability

3.1 Consultant scorecard

Target reach sanity	18.0 M vs 17.0 M - On target - Forecast reach is within a practical 90-120% target band.
Planning confidence	80% - Moderate confidence - Use publisher validation and in-flight checkpoints.
Frequency discipline	15.46x - Saturation risk - High repetition could create waste and audience fatigue.
Platform resilience	5 channels - Diversified - Platform concentration risk is controlled.
Video completion	93.9% - Premium quality - Projected completion is consistent with high-intent video inventory.
Geographic balance	PAN India - PAN India - The plan uses national scope without artificial state splits.

4. Reality gate and goal directive

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

Creative launch gate is blocked	Creative readiness, rotation, format or language coverage is below launch quality. - Fix creative readiness before this plan is presented for approval.
Frequency and creative rotation are not aligned	Forecast frequency is 15.46x with 5 creative(s). Recommended creative rotation is at least 47. - Add 42 more creative(s), cap frequency near 4.5x, or move INR 3.5 Cr into reserve/creative production.

ROMI is speculative and should not lead approval	Modelled ROMI is 1.8x, but sensitivity ranges from 1.8x-90.0x. - Move ROMI below the primary goal scorecard. Use the campaign goal metrics as the approval lens.
Publisher CPMs are benchmark-led, not agreed	0 of 5 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.
Goal lens	Consideration / Video Engagement
Primary question	Will the creative and inventory mix create qualified attention and completed views?
Primary metrics	Engaged reach, VCR, Completed views, Attention, Audience / publisher quality
Secondary metrics	Reach, CPM
ROMI policy	ROMI/CAC remains appendix-only unless verified downstream action data is supplied.

4.1 Goal scoring lens

Approval status	REVISE BRIEF
Primary KPI	93.9% VCR - Video completion and attention are the approval lens.
Goal alignment	80/100
Primary metrics	Engaged reach, VCR, Completed views, Attention, Audience / publisher quality
Secondary metrics	Reach, CPM
Do not lead with	ROMI or CAC as approval metrics

- Use the Consideration / Video Engagement lens | Optimise qualified attention, completion quality and audience fit before scale.

4.2 Board approval conditions

- Fix creative readiness before this plan is presented for approval.
- Add 42 more creative(s), cap frequency near 4.5x, or move INR 3.5 Cr into reserve/creative production.
- Apply a frequency-capped plan before full-scale approval.
- Add at least 42 more creatives before launch.
- 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	30.0% share - INR 0 - Benchmark CPM
Prime Video Ads	16.0% share - INR 0 - Benchmark CPM
Sony LIV	12.8% share - INR 0 - Benchmark CPM
YouTube CTV	26.7% share - INR 0 - Benchmark CPM
Zee5	14.4% share - INR 0 - Benchmark CPM

5.3 Device and inventory inputs

Connected TV	56.8%
Mobile	43.2%
Broadcaster OTT	22.8%
Live Sports	30.1%
Premium OTT	24.2%
YouTube CTV	22.8%

5.4 Platform delivery forecast

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

30.0% allocation | INR 1.50 Cr

JioHotstar

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

Reach 18M	Impressions 75M
Frequency 4.16x	Applied CPM INR 200.41
VCR 98%	Attention 100/100

16.0% allocation | INR 80.20 L

Prime Video Ads

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

Reach 11M	Impressions 37M
Frequency 3.43x	Applied CPM INR 217.88
VCR 98%	Attention 100/100

12.8% allocation | INR 64.20 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 11M	Impressions 35M
Frequency 3.33x	Applied CPM INR 182.94
VCR 96%	Attention 100/100

26.7% allocation | INR 1.33 Cr

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 18M	Impressions 90M
Frequency 5.01x	Applied CPM INR 148.01
VCR 88%	Attention 89/100

14.4% allocation | INR 72.05 L

Zee5

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

Reach **13M**	Impressions **41M**
Frequency **3.30x**	Applied CPM **INR 174.21**
VCR **95%**	Attention **98/100**

6. Language, creative and geography fit

6.1 Creative launch gate and readiness

Video creatives
5
Saved creative count

Average length
21.0 sec
Planned creative length

Rotation uplift
3.6%
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	20.0% - Derived from creative language routing rather than a fixed media allocation.
English	20.0% - Derived from creative language routing rather than a fixed media allocation.
Tamil	20.0% - Derived from creative language routing rather than a fixed media allocation.
Telugu	20.0% - Derived from creative language routing rather than a fixed media allocation.
Marathi	20.0% - 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.

20.0% delivery allocation

Hindi Electric SUV Hero 30-sec

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

Duration **30 sec**	Language **Hindi**
Readiness **92**	Variants **1**

20.0% delivery allocation

English Technology Story 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 **30 sec**	Language **English**
Readiness **90**	Variants **1**

20.0% delivery allocation

Tamil Premium Drive 15-sec

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

Duration **15 sec**	Language **Tamil**
Readiness **85**	Variants **1**

20.0% delivery allocation

Telugu Premium Drive 15-sec

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

Duration **15 sec**	Language **Telugu**
Readiness **85**	Variants **1**

20.0% delivery allocation

Marathi City Drive 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**

7. Investment case and optimisation

Commercial interpretation and recommended pre-scale improvements.

Modelled revenue

INR 9.00 Cr

Revenue / value impact

Gross contribution

INR 2.70 Cr

Margin-adjusted view

ROMI

1.8x

Revenue / media investment

Contribution return

0.5x

Gross contribution / media investment

ROI

-46.0%

Contribution vs investment

CAC / CPL

INR 13.9K

Acquisition efficiency

Conversion rate

0.02%

User supplied

AOV / lead value	INR 25.0K - User supplied
Gross margin	30.0% - User supplied
Modelled customers	4K
Break-even conversion	0.04% - 7K customers needed
Target ROMI	1.5x - meets target
Target CAC / CPL	INR 5.0K - above target
Target payback	12.0 months - meets target
Payback indicator	5.6 months

7.1 Creative and commercial optimisation

Recommended creative count	16 creatives - Current 5 | Gap 11
Fatigue waste risk	35.0% - 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

- Allocation plan is directionally balanced | Use governance gates rather than pre-launch reallocation.

7.3 ROMI waterfall

Investment	INR 5.00 Cr - Media budget committed to this scenario
Reach	18M - Modelled unique audience reached
Conversions	4K - Based on 0.02% conversion assumption
Revenue	INR 9.00 Cr - Modelled revenue / value impact
ROMI	1.8x - Revenue divided by media investment

7.4 Sensitivity tornado

Full conversion sensitivity range	Low 1.8x - High 90.0x - Spread 88.2x
Conversion rate	Low 1.4x - High 2.2x - Spread 0.7x
AOV / value	Low 1.5x - High 2.1x - Spread 0.5x
CPM efficiency	Low 1.6x - High 2.0x - Spread 0.4x
Gross margin	Low 1.8x - High 1.8x - Spread 0.0x

7.5 Conversion sensitivity

Sensitivity	0.25% - Customers 45K - ROMI 22.5x
Base	0.02% - Customers 4K - ROMI 1.8x
Sensitivity	0.65% - Customers 117K - ROMI 58.5x
Sensitivity	1.00% - Customers 180K - ROMI 90.0x
Breakeven	0.04% - Customers 7K - ROMI 3.6x

7.6 Competitive and market context

Planning category spend pool	240 Cr
Market position	Challenger / growth investor
Your modelled SOV	2.08%
Top competitor SOV benchmark	14.0%
Investment for SOV parity	INR 28.60 Cr
Category CPM range	INR 110 - INR 180
Seasonality / timing lens	Campaign window

8. Scenario intelligence

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

> **Recommended path: frequency-capped plan plus creative correction**
> Use the frequency-capped plan, add the required creative rotation, and keep saved budget as reserve or creative production money.

Efficiency	Negotiated CPM improvement - Impressions 309M - Reach 18M | Frequency 17.18x - Modelled at an effective CPM of INR 161.69.

Base	Current planning case - Impressions 278M - Reach 18M | Frequency 15.46x - Modelled at an effective CPM of INR 179.66.
Downside	Auction pressure sensitivity - Impressions 253M - Reach 17M | Frequency 15.05x - Modelled at an effective CPM of INR 197.63.

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 5.00 Cr

Base case

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

Reach **18M**	Frequency **15.46x**
CPM **INR 179.66**	Conversion **0.02%**
Revenue **INR 9.00 Cr**	ROMI **1.8x**

Investment INR 5.00 Cr

Optimistic

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

Reach **18M**	Frequency **17.18x**
CPM **INR 161.69**	Conversion **0.02%**
Revenue **INR 10.80 Cr**	ROMI **2.2x**

Investment INR 5.00 Cr

Conservative

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

Reach **15M**	Frequency **17.78x**
CPM **INR 197.63**	Conversion **0.02%**
Revenue **INR 5.74 Cr**	ROMI **1.1x**

Investment INR 6.00 Cr

Scaled +20%

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

Reach **18M**	Frequency **16.70x**
CPM **INR 179.66**	Conversion **0.02%**
Revenue **INR 9.45 Cr**	ROMI **1.6x**

Investment INR 1.46 Cr

Frequency-capped plan

Recommended guardrail; releases about INR 3.5 Cr into reserve or reach expansion.

Reach **18M**	Frequency **4.50x**
CPM **INR 179.66**	Conversion **0.02%**
Revenue **INR 8.55 Cr**	ROMI **5.9x**

Frequency-capped scenario note: Estimated media budget after reducing exposures to the recommended cap at the same CPM. Any difference becomes reserve or creative-production budget.

9. Strategy, risk and governance

SWOT: Strength	A well-specified plan and strong input coverage support confident directional decisions.
SWOT: Weakness	High repetition could create waste and audience fatigue.
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 75.00 L - Hold reserve, renegotiate CPM, and reallocate toward platforms with controlled pricing.
Reach below 80% of forecast	Probability 30% - Value at risk INR 1.80 Cr - Expand inventory, rebalance state/language splits, and watch incremental reach.
VCR below quality threshold	Probability 15% - Value at risk INR 72.00 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 90.00 L - 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 JioHotstar.

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

Use the Consideration / Video Engagement lens

Optimise qualified attention, completion quality and audience fit before scale.

Step 06 | Goal directive

Protect video completion quality

Judge the plan on VCR, completed views, attention and creative readiness. Reduce low-quality inventory even if it looks efficient on CPM.

Step 07 | Delivery

Control audience pressure

Broaden qualified reach, rotate creative and apply platform frequency caps.

Step 08 | 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 197.63 - Decision: Hold / correct setup before scaling
Day 7	Quality checkpoint - Trigger: VCR below 88.9% or frequency above 16.5x - 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 170.68	Accelerate if VCR and reach are healthy
CPM within –10%	Maintain and keep monitoring
CPM above INR 197.63	Reallocate or renegotiate
VCR below 88.9%	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 170.68**
VCR	**>= 93.9%**
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 170.68-INR 197.63**
VCR	**88.9%-93.9%**
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 197.63**
VCR	**< 88.9%**
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 5 agreed CPMs - Platforms without agreed CPM use calibrated or benchmark rates.
Geographic scope	PAN India - 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	5 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 179.66 - iPRISM platform benchmark and saved agreed CPM mix - Directional; validate with publisher proposal
VCR	93.9% - iPRISM inventory / creative quality model - Tighten after first 3-7 days of delivery
Conversion	0.02% - User supplied - Client-owned assumption
AOV / value	INR 25,000 - User supplied - Client-owned assumption
Margin	30.0% - 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.