ILLUSTRATIVE · NOT CLIENT DATA

# $2.35MM a year at stake. Ranked by dollars.

Example: a challenger snack brand spending about $15MM a year on media across Amazon, Walmart, Instacart, YouTube and social, with a creative agency and a media agency. Three weeks later, this is page one of what they get.

| $2.35MM | 4 | 1 | 90 days |
|---|---|---|---|
| a year at stake, about 16% of media | findings, ranked by dollars at stake | measurement standard for every network | of plan, kept either way |

| AREA | HEALTH | FINDING | AT STAKE / YR | MOVE | CONFIDENCE |
|---|---|---|---|---|---|
| **Retail media** | 4/10 | Three networks reported results on their own attribution windows; none had a holdout. About a third of spend reached repeat buyers who would have bought anyway. | $1.2MM | One measurement standard across networks; an incrementality test on the largest network before renewal; shift to new-to-brand targets. | High |
| **Media mix** | 6/10 | Upper-funnel video bought twice: the TV plan and the YouTube plan sat in separate budgets with overlapping reach. | $600K | One reach-and-frequency plan across linear, streaming and YouTube. | Medium |
| **Creative** | 5/10 | One cut running everywhere; no versions for Shorts or retail placements, so the best-performing formats were never tested. | $350K | A brief with fixed and flexible elements; variant tests agreed with media before production. | Medium |
| **Fees** | 7/10 | Hours billed against reporting and trafficking tasks the platforms now automate. | $200K | Re-scope to outcomes at the next renewal. | High |

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# Three moves, in order. One number to prove each.

DAYS 1–30

## Set the standard

— One attribution window, one holdout method and one new-to-brand definition, sent to every network

— Launch a store-level holdout on the largest network

— Merge the TV and YouTube plans into one reach plan

Measure: % of retail spend read against a holdout

DAYS 31–60

## Move the money

— Shift budget from repeat-buyer audiences to new-to-brand

— Brief one idea in two formats: living-room film and a Shorts series

— Test three creative variants per placement

Measure: incremental ROAS and cost per new-to-brand buyer

DAYS 61–90

## Lock it in

— Renew networks on the incrementality result, not the dashboard

— Re-scope agency fees to outcomes

— Hand over a monthly scorecard your team can run

Measure: dollars recovered against the $2.35MM at stake

THE MEASUREMENT STANDARD (EXCERPT)

| | |
|---|---|
| WINDOW | 14-day click, 1-day view, agreed before launch |
| HOLDOUT | 10% of stores or audiences, randomized |
| NEW-TO-BRAND | No purchase of the brand in 52 weeks |
| REPORTING | Incremental ROAS next to platform ROAS, every month |

WHAT HAPPENS NEXT

**You keep the plan either way.** Run it yourselves or with your agency (planned), or I run it with the platforms directly (managed).

The full Teardown fee is credited to any engagement signed within 30 days. **Teardowns from $9.5K.**

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Illustrative example. Figures are invented to show the format.