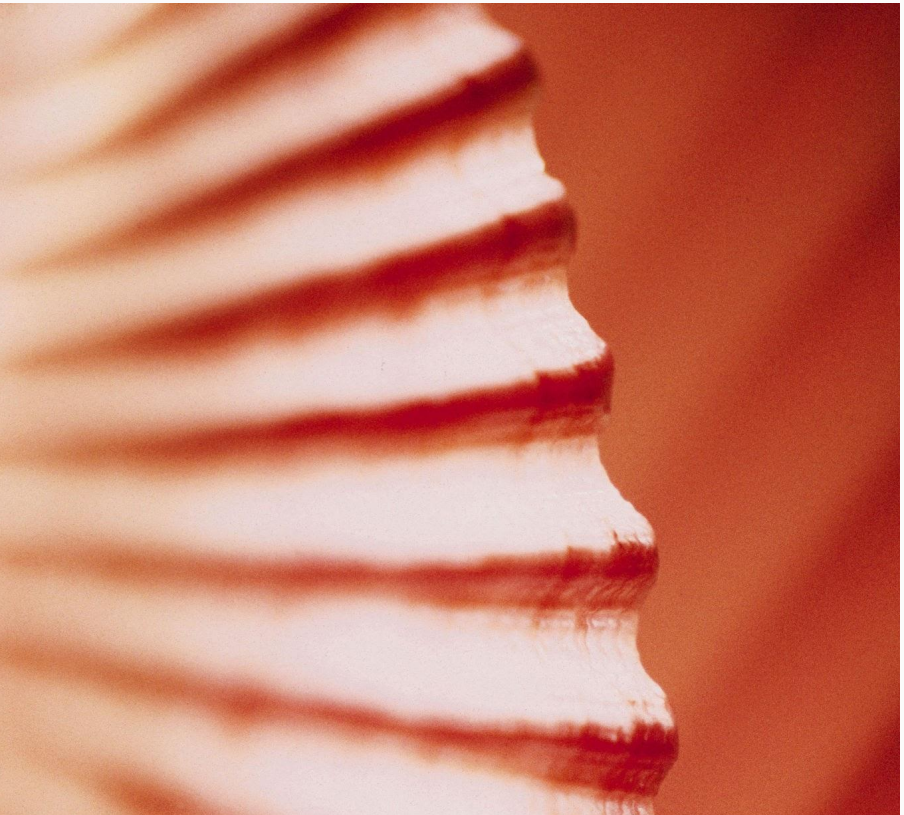
Campaign Review + Expansion Path

Nov 2025

XYZ Company



Agenda



01 Key Wins: 10-Week Performance

02 Optimization Roadmap

03 Low Effort Growth Opportunities

04 High Effort Growth Opportunities

05 Next Steps

06 Next quarter’s goals

WOW

Highlight 1

- D3 ROAS improved **50%**, peaking at **8%**, more revenue in a shorter period (vs. 5% goal)

Highlight 2

- **247K installs** with efficient spend, $1.39 CPI (below industry average $3.)

Highlight 3

- **CTR (avg) 12.1%**, highly interested audience, (above 9% industry benchmark)

Highlight 4

- **eCPM +50%** → competitive placements but higher revenue per customer

50% ROAS Growth – Profitable Scale Achieved

Optimization Path

Creative Refresh

- Rotate new benefit-driven ads to reduce fatigue

Source Optimization

- Shift spend toward high-D3 ROAS sources

Budget Strategy

- Control frequency, protect premium placements

Sustain Efficiency Through Creative & Budget Controls, Maintain focus on quality over quantity to protect D3 ROAS.

Growth Levers

New Markets (Quick-Win Growth Opportunities)

- Tier-1 English regions (CA, UK, AU, NZ)

New Platforms (Quick-Win Growth Opportunities)

- Extend success to iOS and Android

New Channels (Quick-Win Growth Opportunities)

- PMP

New Channels (Strategic Growth Levers.)

- Retargeting

New Channels (Strategic Growth Levers.)

- CTV

Expand to Tier-1 Markets + iOS and Android + PMP + CTV

Forecast & Ask

Phase 1

Launch: Tier-1 English regions, iOS and Android, and PMP

Month 1

Phase 2

Launch: Retargeting and CTV

Month 2

Expected Performance

3-Month campaign
CTR (avg): 10%
Avg eCPM: $9
CTI: 4%
Avg CPI: $1.75

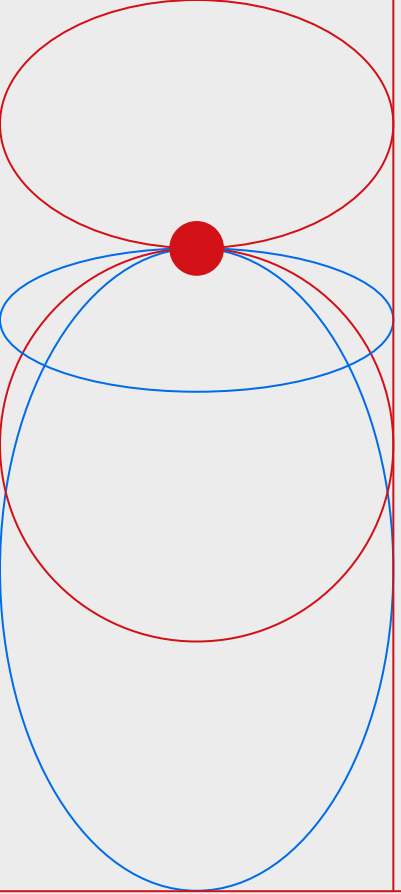
Expected D3 ROAS 7.8%

Spend Per Month for Q3

Country + OS: $80,000
PMP: $8,000
Retargeting: $10,000
CTV: $30,000

Spend for Q3: $384,000

$384K Q3 Plan → 7.8% D3 ROAS Target



Thank you