

Assignment: Test Drive of the Role- AI in AdTech

This assignment is a **test drive** of the Business Analyst – Sales Support role at Escape Velocity. In this role, you help our sales team identify **measurement gaps** for existing clients using Flashtalking and translate them into **ROI-driven upsell opportunities**. You are expected to understand how advertising performance is measured and communicate insights that help clients spend smarter.

Programmatic Advertising:

Digital advertising is shifting from buying more media to proving what works. Today, over 70% of global digital ad budgets run through programmatic systems, and brands are demanding independent verification of results because almost all major platforms report on their own performance. Third-party measurement is becoming a standard requirement in global media investments, as companies optimize budgets based on **viewability, attribution accuracy, cross-device reach, and creative performance data**. This shift is creating new roles at the intersection of business, analytics, and technology — roles that influence how multi-crore marketing decisions are made.

Supporting Curriculum

To prepare you with the required basics, we have provided a **3-part curriculum**:

- 1** Programmatic & Ad-server foundations
- 2 Metrics, funnels, and conversion event design
- 3 Third-party measurement, attribution, and Flashtalking capabilities

Once you complete the curriculum, you will work on the assignment in **two parts**:

- **Part A:** Understand the client's funnel, define what must be measured, analyze basic performance data, and identify where revenue is being lost.
- **Part B:** Recommend how additional Flashtalking measurement capabilities can fix those gaps and improve ROI, presented as a sales-support pitch.

PART A — Discovery & Measurement

Role Simulation: **Business Analyst – Sales Support** (Programmatic AdTech)

Client Industry Option: E-commerce

Business Context Given to Candidate

You have joined **Escape Velocity** as a Business Analyst to support sales teams working with existing clients who are already using **Flashtalking** (FT) as their ad server.

Your first assignment is for:

Brand Name: UrbanThreads

Category: Fashion e-commerce (website + app)

Current State: Using Flashtalking only for **basic ad serving** and **impressions tracking**, Media buying is done via a DSP (e.g., DV360 or The Trade Desk), They judge success based on clicks, They want more ROI but don't know what else FT can do

Your sales lead has asked you to:

- ✓ Understand the brand's funnel
- ✓ Identify important conversion events
- ✓ Review a **sample performance dataset**
- ✓ Suggest how **attribution** should guide optimization

This is **Phase 1** of discovering opportunities → later turned into a pitch.

Deliverables for Part A

A1 Brand & Funnel Understanding

Task: Based on the business context:

1 Identify **primary business goal** (e.g., revenue from online purchases)

2. Create a **customer funnel** for UrbanThreads

Minimum funnel stages: Awareness, Engagement, Consideration, Intent, Conversion, (Optional) Post-purchase / Loyalty

3 Highlight **3 key drop-off points** (risks)

Output Format:

- 1 funnel diagram (boxes + arrows)
- Bullet list of drop-off risks

A2 Conversion Event Taxonomy

Task: Design 8 conversion events UrbanThreads should track:

Breakdown: 3 macro conversions (direct business value)

5 micro conversions (behavior → intent indicator)

For each event specify:

- Event name
- Trigger (what action fires it)
- Page/screen or context
- Parameters captured (SKU, price, segment, etc.)
- Why it matters to business

Table Format (required)

Event Name	Type	Trigger	Parameters	Why it matters
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A3 Performance Metrics Interpretation

You are given sample campaign data from last quarter:

Creative Variant	Spend (₹)	Impressions	Clicks	Conversions	Revenue (₹)
Static A	60,000	1,200,000	6,000	120	2,70,000
Static B	30,000	600,000	4,200	105	1,80,000
Video C	20,000	300,000	1,500	45	1,35,000

Step 1 — Calculate the following for each creative

CTR, CPC, CPM, Conversion Rate, CAC/CPA, ROAS (or ACOS)

Step 2 — Write 5 performance insights + recommended business actions

Output Format:

1 Table of metrics

2 Insight sheet:

Insight	Metric Evidence	Recommended Action
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Examples (but do NOT copy-paste):

- "Video C drives highest CVR → allocate remarketing audience to it"
- "Static A has best ROAS → increase budget gearing here"

A4 Attribution Understanding

Assume the following two simplified customer journeys were observed:

Journey 1: Display Ad → Site Visit → Social Ad → Purchase

Journey 2: Video Ad → No Click → Retargeting Display Ad → Purchase

Task

For each journey:

- 1 Assign which touchpoint should receive **primary credit** and **why**
- 2 Explain what insights would change in a **Last-Click** model vs **Multi-Touch** model

Output Format:

Mini-cards:

Journey	Credit Assignment	Why?	What Last-Click Gets Wrong
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Submission Guidelines

- Total pages expected: 4–6
- Formats allowed: Google Doc
- Clarity > Length
- Replace assumptions with logic when unsure
- Use your own reasoning — AI-generated shortcuts will be obvious

PART B | Sales Support Pitch

Now, you are ready to **apply your findings** and show how **Flashtalking** can expand performance **AND** revenue for the client. This part is **sales-support enablement**.

Objective for Part B

Your job is to help the sales team increase adoption of **Flashtalking's measurement stack**, by showing the client:

- ✓ What they are blind to today
- ✓ Why relying only on DSP/platform reporting is dangerous
- ✓ How third-party measurement reveals **true ROI**
- ✓ Which insights lead to **actionable business outcomes**
- ✓ How attribution unlocks smarter spending decisions

Deliverables for Part B

B1 Measurement Gap Audit

Based on Part A outputs:

Identify 5 critical measurement blind spots, such as:

- They track clicks but not **purchases by product margin**
- They cannot **dedupe conversions across devices**
- They assume **last-click attribution**
- They don't track **Add-to-Cart stage**
- They lack **fraud & viewability transparency**

For each gap answer:

- What wrong decisions are they currently making?
- What revenue is being left on the table?

The **business fear** must be clear.

Format:

Blind Spot	What They Assume	Why It's Wrong	Revenue Risk
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B2 Flashtalking Measurement Expansion Plan

Now propose exactly which FT measurement capabilities they must adopt and what insight each will unlock:

- Event-level conversion tracking
- Cross-device user stitching
- Viewability & invalid traffic filtering
- Creative element performance measurement
- Log-level impression/click measurement
- Multi-touch attribution readiness

Output Format:

FT Capability	What It Measures	What Insight It Unlocks	Business KPI Improved
e.g., Spotlight tags	Add-to-cart value by SKU	Identify high-margin category	ROAS ↑ CAC ↓

B3 Attribution Truth vs Last-Click Fallacy

Pick 2 journeys from Part A or add new ones.

The evaluator wants to see defensible budget shift logic

For each:

- Show last-click result (wrong story)
- Show multi-touch result (correct story)
- Revenue difference implied

Format (required):

Touchpoints	Last-Click Story	Multi-Touch Story	Misallocated Budget Risk
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B4 Upsell Pitch One Pager (CMO Ready)

Template structure:

- **Headline:**
“Seeing the truth behind every rupee spent”
- **3 truths** Flashtalking will reveal
(e.g. wasted spend on poor viewability, device duplication, wrong creative narrative)
- **2 business outcomes**
 - Better allocation of ₹X budget
 - Lift ROAS by Y% without increasing spend
- **CTA:** Start with measurement overhaul pilot on current budget

No jargon. Only commercial logic.

Urban Threads: Strategy and Attribution Audit of E-commerce digital Marketing

Part A: Discovery & Measurement

Query 1 : Understand the brand's funnel

Part A: Brand & Funnel Understanding - Elements of the customer journey for the e-commerce fashion brand Urban Threads are as follows :

1) Identify Primary Business Goal : The primary business goal for Urban Threads is to increase revenue from online purchases and improve ROI.

2) Create a Customer Funnel : A standard e-commerce funnel can be adapted to the stages provided:

- a) Awareness: Customers attracted the Urban Threads brand through various channels
- b) Engagement: Users interact with the brand, via browsing the website, signing up for a newsletter, or following on social media.
- c) Consideration: Shoppers actively evaluate products, compare options, read reviews, and add items to their cart.
- d) Intent: The customer shows a strong intention to buy, often by the checkout process.
- e) Conversion: The user completes the purchase and becomes a customer.
- f) Post-purchase: The customer receives the product, and the brand works to ensure satisfaction and encourage repeat purchases and referrals.



3) Highlight 3 Key Drop-off Points (Risks)

Based on general e-commerce analysis, common high-risk drop-off points are:

- a) High Cart Abandonment Rate: Customers add items to their cart but leave before purchasing. This is often due to unexpected shipping costs, a complex checkout process, or a lack of guest checkout options.
- b) Low Product Page Conversion Rate: Users view products but do not add them to their cart. This may be due to poor product images, incomplete descriptions, or a lack of social proof (reviews).
- c) Low Repeat Purchase Rate (Post-purchase): Customers make a single purchase but do not return. This indicates a lack of effective retention strategies like loyalty programs or personalized follow-up communication.

Query 2: Identify important conversion events

A2 Conversion Event Taxonomy :

To approach this task, we design four macro conversions and five micro conversions specific to an e-commerce business named "Urban Threads".

- a) Macro conversions are primary goals that directly generate revenue (e.g., Purchase).
- b) Micro conversions are smaller actions indicating user engagement and intent to purchase later (e.g., signing up for a newsletter).

Macro Conversion

Event Name	Type	Trigger	Page/Screen or Context	Parameters	Why it matters (business value)
Purchase	Macro	User completes the checkout process	Checkout confirmation page	Transaction ID, total amount, SKU, price, user ID	Direct revenue generation, primary business goal
Subscription Activation	Macro	Subscription is activated of users	Subscription confirmation page/email	Subscription ID, user ID, plan type/duration, start date, amount	Generates predictable recurring revenue (MRR), builds customer loyalty, and increases customer lifetime value.
Drop-off at Payment	Macro	User abandons the checkouts process on the payment	Checkout / payment page	User ID, Transaction ID	Identifies critical friction points in the final step of the purchasing funnel
Full Application Completion	Macro	Process completed	Application confirmation page	User ID, appl'n ID, appl'n status, product applied	Indicates high user intent and commitment.

Micro Conversion:

Event Name	Type		Parameters	Why it matters (business value)
Product Page View	Micro	Product Page	product_id, product_name, category, price	Shows initial interest in specific products; helps with understanding product popularity
Add to Cart	Micro	Product page/catalog page	SKU, product name, price, quantity	Indicates strong product interest and purchase intent; high cart abandonment rate suggests checkout friction
Watching a product video.	Micro	Product Page , Landing page, blog post	video_title, video_url, video_provider, video_duration	Give interest in learning more about the brand/product; helps increase brand awareness
Applied Coupon	Micro	Shopping cart or checkout page	discount amount, currency	Signifies a high intent to purchase and a final nudge before conversion; provides data on effective promotions
Signing up for a newsletter.	Micro	Homepage, blog, exit-intent popup	Email subscriber count, opt-in rate, engagement	Allows for lead nurturing and building a direct communication channel; indicates a desire for ongoing engagement with the brand

Query 3: Review a sample performance dataset

A3 Performance Metrics Interpretation on Sample Dataset

Step 1 - Calculate Metrics : Here we calculated the following metrics for each creative variant (Static A, Static B, Video C):

Creative Variant	Spend (₹)	Impressions	Clicks	Conversions	Revenue (₹)
Static A	60,000	1,200,000	6,000	120	2,70,000
Static B	30,000	600,000	4,200	105	1,80,000
Video C	20,000	300,000	1,500	45	1,35,000

Outcomes :

KPI	FORMULA	RESULT For (STATIC A)	RESULT For (STATIC B)	RESULT For (STATIC C)	WHY IT MATTERS
CTR (Click-Through Rate)	$(\text{Clicks} / \text{Impressions}) * 100$	0.5	0.7	0.5	It indicates how relevant and engaging an ad or content is to the target audience. A high CTR generally leads to better ad positioning and lower costs per click.
CPC (Cost Per Click)	$\text{Spend (€)} / \text{Clicks}$	10	7.14	13.33	It helps control advertising costs and measures the price paid for each user engagement (click). Optimizing CPC is crucial for managing budget and maximizing return on investment (ROI) from paid traffic
CPM (Cost Per Thousand Impressions)	$(\text{Spend (€)} / \text{Impressions}) * 1000$	5	5	6.66	It is a key metric for brand awareness campaigns, measuring the cost of exposing the ad to a large audience. It helps compare the cost-efficiency of different advertising platforms for broad reach objectives.
Conversion Rate (CVR)	$(\text{Conversions} / \text{Clicks}) * 100$	2	2.5	3	It measures the effectiveness of a campaign or website in persuading users to take a desired action (e.g., purchase, sign-up). A higher CVR means more revenue or leads are generated from existing traffic.

CAC/CPA (Customer Acquisition Cost or Cost Per Acquisition)	Spend (€) / Conversions	500	285.71	444.44	It helps determine the total cost of acquiring a new paying customer or lead. A low CAC/CPA is essential for business profitability and sustainable growth, especially when compared to customer lifetime value.
ROAS (Return On Ad Spend)	Revenue (€) / Spend (€)	4.5	6	6.75	It measures the revenue generated for every euro spent on advertising, providing a direct indicator of campaign profitability. Tracking ROAS helps allocate budgets to the most effective and high-return campaigns.

Step 2 - Write Performance Insights + Recommended Business Actions

Based on the calculated metrics, here we provided five data-driven insights and actionable recommendations. And given insight should explain why something happened and the recommendation should suggest the next steps (the action).

Use the provided output format:

Insight	Metric Evidence	Recommended Action
Static B has highest CTR: A high click-through rate means the ad creative and targeting are effective at generating clicks.	0.7	The recommendation is to allocate the remarketing audience to it
Static C has good CPC: A good (low) cost per click means the ad is cost-efficient at driving traffic	13.33	. The recommended action is to increase budget and potential conversions at an efficient cost.
Static C has best CPM: A good Cost Per Mille indicates efficient brand visibility.	6.66	The action here would be to leverage for brand awareness or continue running the campaign.

Static C has good CVR: A good conversion rate means visitors are effectively completing the desired action on the website.	3	The action is to optimize landing page experience further to maintain this success and increase trust.
Static A has highest CAC\CPA : A high CPC /CPA means it is expensive to gain customer with an ad.	500	The action should be to pause or optimize underperforming ad to reduce wasted ad spend & improve efficiency
Static C has best ROAS: A high Return on Ad Spend indicates the campaign is profitable.	6.75	So increase the budget focusing here, which is the correct action to scale the success.

Query 4: Suggest how attribution should guide optimization

A4 Attribution Understanding

Journey	Credit Assignment	Why ?	What Last-Click Gets Wrong
Display Ad → Site Visit → Social Ad → Purchase	100% credit to Social Ad	The social ad was the last interaction. The customer had immediately prior for the purchase.	It ignores the initial brand awareness generated by the display ad.
Video Ad → No Click Retargeting Display Ad → Purchase	100% credit to Retargeting Display Ad	The display ad was the final ad interaction that led directly to the conversion.	It fails to recognize the crucial role of the initial video ad in creating awareness and initiating the customer journey.

PART B - Sales Support Pitch

Measurement Gap Audit

Blind Spot	What They Assume	Why it's Wrong	Revenue Risk
Assuming last-click attribution	The last ad clicked before a purchase deserves all the credit.	This ignores all prior "assist" touchpoints that influenced the customer journey	Misallocation of budget: Underinvesting in upper-funnel activities that build awareness ultimately reducing the total potential customer pipeline & growth.
They track clicks but not purchases by product margin	All conversions are of equal value or are measured simply as "sales".	Reporting only total conversions or value doesn't show which products are most profitable.	Inefficient optimization: Campaigns might be optimized for volume of low-margin sales rather than high-margin revenue.
They cannot disturb conversions across devices/platforms	Each platform reports its conversions accurately and independently	Customers interact with brands across multiple devices and channels; last-touch platform data leads to double-counting the same conversion multiple times.	Overstated performance : Believing that results are better than they are and continuing to invest in channels that are not incrementally driving new business.
They don't track the Add-to-Cart stage.	Only the final purchase matters for optimization	Not all engagement leads directly to a sale. Tracking micro-conversions helps identify where users drop off in the funnel	Missed optimization opportunities: Inability to identify friction points in the customer journey or leverage data for retargeting early-stage prospects, resulting in lower conversion rates.

Flashtalking Measurement Expansion Plan

FT Capability	What It Measures	What Insight It Unlocks	Business KPI
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			Improved
Event-level conversion tracking	Specific user actions after an ad exposure.	Understanding which campaigns, ads, or creative versions are driving the most desired actions	Conversion Rate (CVR)↑, Revenue↑
Cross-device user stitching	User journeys and actions across different devices (desktop, mobile)	A unified view of performance across channels to improve attribution accuracy	Return on Ad Spend (ROAS)↑, Reach & Frequency metrics↑
Creative element performance measurement	The performance of specific parts of an ad (e.g., button color, image, headline)	Identifying which creative elements resonate best with the audience to optimize future ad design & content	Engagement Rate↑, Click-Through Rate (CTR)↑
Log-level impression/click measurement	Granular data for every single ad impression and click delivered	The ability to perform deep-dive customer path analysis and build attribution models	Data Granularity↑, Multi-touch attribution readiness↑
Multi-touch attribution readiness	The contribution of each marketing touchpoint in a user's conversion path	Optimizing budget allocation across different channels and campaigns based on their true contribution to revenue	Marketing Mix Optimization↑, ROAS↑

Attribution Truth vs Last-Click Fallacy

	Last-Click Result (Wrong Story)	Multi-Touch Result (Correct Story)	Misallocated Budget Risk
Touchpoints	Social Ad -> Blog Post -> Email -> Purchase	Social Ad -> Blog Post -> Email -> Purchase	-----
Credit	Email gets 100% credit	Credit is distributed (40% Social, 20% Blog, 40% Email)	-----
Conclusion	Email is the only effective channel for sales	Social and Email are both crucial for the conversion path	High risk of cutting budget from the Social Ad that initiates the customer purchasing

Seeing the Truth Behind Every Rupee Spent

Urban Threads is currently made for clicks, which is like driving with only the speedometer. You know how fast you're going, but not if you're headed to the right destination. By integration, we shift your focus from inexpensive clicks to profitable customers, ensuring every marketing rupee works harder for you. Here are the three critical truths about your current spend as follows:

1. Wasted Spend on Invisible : Investing on ads which are not seen by human

- **The Truth:** Flashtalking's **Viewability & Invalid Traffic Filtering** shows you the exact percentage of your ads that are non-viewable or fraudulent.
- **The Revelation:** You'll uncover media spend wasted on poor viewability, allowing you to stop paying for fake or unseen impressions.

2. Device Duplication: We are thinking that we are converting multiple customers, while the same customer is seen many times.

- **The Truth:** Your customers often interact with Urban Threads across their mobile, tablet, and desktop devices. Your current platform data counts this as multiple conversions.
- **The Revelation:** Cross-device user switching provides a unified view of the customer journey, revealing that your performance is currently overstated. You will stop double-counting the same person's purchase and see your true conversion rate.

3. The Wrong Creative Narrative: we are emphasizing on the final touchpoint when the initial ad did all work.

- **The Truth:** Relying on the last click leads to the wrong conclusion that the last touchpoint is the only effective channel for sales. It risks cutting the budget for the ad that actually initiates the customer journey.
- **The Revelation:** Multi-touch attribution shows you the true contribution of every ad, from the first time they saw you 'Social Ad' to the final purchase 'Email'.

Key Business Outcomes :

By acting on these truths, we can achieve quickly by following:

1. **Better Allocation of Your ₹110,000 Budget:** We can pause or optimize the underperforming Static A campaign, which has the highest CAC of **500** euro currency, & re-route that inefficient spend to campaigns like Video C, which has the best Return on Ad Spend (ROAS) of **6.75**. This ensures your money is always going to the most profitable channel.
2. **Lift ROAS by 10% Without Increasing Spend:** By ensuring your media is viewable (Truth 1) and your creative elements are optimized (Truth 3), we improve the efficiency of your current budget. Every rupee will generate more revenue, moving you past simple click-tracking to focus on high-margin revenue generation.

Call to Action (CTA): We can start by tracking the valuable **Add-to-Cart** micro-conversion and move away from the clicks-only mindset today.