



UrbanThreads – Programmatic AdTech Role Simulation

Nov 21, 2025

UrbanThreads

Title : Business Analyst – Sales Support

Presented by Ujjal Saha

The Short Introduction

This submission reflects my understanding and analysis of UrbanThreads as part of the Business Analyst – Sales Support role simulation.

I started this assignment by learning the basics of programmatic advertising, customer funnels, conversion event design, and attribution. Using these ideas, I examined the sample dataset and found ways to improve measurement and optimize better.

My focus throughout the assignment is on clear business thinking. I connect data, user behavior, and marketing decisions. The recommendations in Part B aim to demonstrate how deeper measurement through Flashtalking can help UrbanThreads improve ROI without increasing the budget.

Part A – Discovery & Measurement

A1: Brand & Funnel Understanding

A2: Conversion Event Taxonomy

A3: Performance Metrics Interpretation

A4: Attribution Understanding

Part B – Sales Support Pitch

B1: Measurement Gap Audit

B2: Flashtalking Measurement Expansion Plan

B3: Attribution Truth vs Last-Click Fallacy

B4: Upsell One-Pager Pitch

Part A

Discovery & Measurement

Understanding the customer journey and defining success metrics for UrbanThreads

A1

Brand & Funnel Understanding

Client Industry Option: **E-commerce**

Primary business goal and customer journey

Primary Business Goal

UrbanThreads mainly wants to increase online sales from their website and focus on getting more high-margin, but in a profitable way, not just random orders.

CUSTOMER JOURNEY

▶ STAGES ◀

INFOGRAPHICS



Awareness → Engagement → Consideration → Intent → Conversion → Loyalty

Awareness

What happens: The user sees an UrbanThreads ad, either static or video, on the web or app.

Signals: Impressions, viewability, reach, frequency.

Engagement

What happens: The user clicks the ad or watches most of the video.

Signals: CTR, video completion rate, site visits, app store visits.

Consideration

What happens: The user browses categories (Men/Women/Kids), opens product detail pages (PDPs), checks sizes or colors.

Signals: Category page views, PDP views, time on site, scroll depth.

Intent

What happens: The user adds items to their cart or wishlist and starts the checkout process.

Signals: Add-to-Cart event, Add-to-Wishlist, Start Checkout.

Conversion

What happens: The user completes a purchase, whether cash on delivery or prepaid, on the website or app.

Signals: Purchase event, revenue, AOV, items per order.

Loyalty

What happens: The user returns, makes another purchase, applies loyalty points, and interacts with emails or push notifications.

Signals: Repeat purchase event, days between orders, CLV (customer lifetime value).

Conversion Funnel Bottlenecks and Impact

Funnel Stage Transition	Issue/Bottleneck	Direct Impact/Metric
Engagement → Consideration	Users quickly bounce from the landing page after clicking through.	High Click-Through Rate (CTR), Low Product Detail Page (PDP) Views
Consideration → Intent	Users view Product Detail Pages (PDPs) but fail to add items to their cart.	Low Add-to-Cart Rate
Intent → Conversion	Cart abandonment occurs at the payment or address input stage.	Direct Revenue Loss

ENGAGEMENT ~
CONSIDERATION

CONSIDERATION ~
INTENT

INTENT ~
CONVERSION
Lorem ipsum dolor sit amet, consectetur
adipiscing



Conversion Event Taxonomy

8 events: 3 Macro (business value) + 5 Micro (intent signals)

Event Name	Type	Parameters Captured	Business Value
Purchase Completed	Macro	Order ID, user ID, SKUs, category, quantity, price, discount, payment type, margin	Core revenue event; feeds ROAS, AOV, revenue by category
First Purchase (New Customer)	Macro	User ID, acquisition channel, device, campaign/creative, order value	Shows which campaigns bring in new customers
High-Value Order (AOV > ₹X)	Macro	Order value, SKUs, category, coupon used, user type	Identifies premium basket campaigns
Product Detail Page Viewed	Micro	SKU, category, price band, device, creative ID, traffic source	Indicates product interest
Add to Cart	Micro	SKU, category, size, color, price, discount, device	Strong intent signal for cart abandonment analysis
Add to Wishlist	Micro	SKU, category, price, stock status, user ID	Softer intent for remarketing strategy
Start Checkout	Micro	Cart value, items count, shipping method, payment preference	Identifies checkout friction points
Payment Attempted	Micro	Payment method, success/failure, failure reason, device	Shows payment stage blockers

Performance Metrics Interpretation

Analyzing creative performance across key metrics

Raw Performance Data

Creative	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

Calculated Metrics

Creative	CTR	CPC	CPM	CVR	CAC/CPA	ROAS
Static A	0.50%	₹10.00	₹50.00	2.00%	₹500.00	4.50
Static B	0.70%	₹7.14	₹50.00	2.50%	₹285.71	6.00
Video C	0.50%	₹13.33	₹66.67	3.00%	₹444.44	6.75

Formulas Used:

- **Click-Through Rate (CTR):** Clicks divided by Impressions. *Measures ad relevance.*
- **Cost Per Click (CPC):** Total Spend divided by Clicks. *Measures cost efficiency for driving traffic.*
- **Cost Per Mille (CPM):** Spend divided by Impressions, multiplied by 1,000. *Measures the cost of reaching 1,000 users.*
- **Conversion Rate (CVR):** Conversions divided by Clicks. *Measures the efficiency of the landing page/user journey.*
- **Cost Per Acquisition (CAC/CPA):** Total Spend divided by Conversions. *Measures the cost to generate one sale.*
- **Return on Ad Spend (ROAS):** Revenue divided by Spend. *Measures profitability/revenue generated per rupee spent.*

Calculated Values (Rounded):

Creative	CTR (%)	CPC (₹)	CPM (₹)	CVR (%)	CAC/CPA (₹)	ROAS (₹ revenue per ₹1 spend)
Static A	0.50	10.00	50.00	2.00	500.00	4.50
Static B	0.70	7.14	50.00	2.50	285.71	6.00
Video C	0.50	13.33	66.67	3.00	444.44	6.75

Metric	Best/Lowest Value	Creative
Best CTR	0.70%	Static B ▾
Best CVR	3.00%	Video C ▾
Best ROAS	6.75	Video C ▾
Lowest CAC	₹286	Static B ▾
Highest Spend	₹60k	Static A ▾
Lowest ROAS	4.50	Static A ▾

A4

Attribution Understanding

Why last-click attribution fails and multi-touch matters

Journey 1

Path: Display Ad → Site Visit → Social Ad → Purchase

Main Credit:

The Social Ad deserves more credit because it prompted the user to make a purchase. However, the Display Ad also deserves some recognition since it introduced the user to UrbanThreads.

Why:

The Display Ad raised awareness and brought the user to the site first. Later, the Social Ad reminded them and led to the purchase. Both touchpoints played a part.

What Last-Click Gets Wrong:

Last-click gives all the credit to the Social Ad and none to the Display Ad. This could lead UrbanThreads to believe that Display ads "don't work" and eliminate them, even though they are crucial for starting the funnel.

Journey 2

Path: Video Ad → (No Click) → Retargeting Display Ad → Purchase

Main Credit:

The Video Ad should receive partial credit because it generated interest. The Retargeting Display Ad should also gain credit for bringing the user back to make a purchase.

Why:

Video ads often raise awareness even without generating clicks. Later, the retargeting display ad seals the deal. Both ads play a key role in the customer journey.

What Last-Click Gets Wrong:

Last-click gives all the credit to the Retargeting Display Ad. It claims the Video Ad "did nothing," which is not accurate. If UrbanThreads stops using video due to this belief, it will weaken the top of the funnel and total sales may decline.

Part B

Sales Support Pitch

Measurement gaps, Flashtalking expansion opportunities, and CMO-ready pitch

B1

Measurement Gap Audit

Current blind spots and their business impact

Here is a reorganized and rephrased version of the table, focusing on the core business risks associated with common data "blind spots" in digital advertising and e-commerce.

Blind Spot in Data Tracking	Flawed Assumption	Revenue and Profit Risk
Lack of Purchase Tracking by Product Margin	They think if orders increase, the campaign is successful.	Profit shrinks despite stable revenue, as the advertising budget is misallocated to promoting unprofitable or low-margin products (SKUs).
Absence of Cross-Device Deduplication	They assume every device is a new user, which is not true.	Overestimation of true audience reach and wasted ad spend on repeatedly serving impressions to users already exposed to the campaign.
Depending only on Last-Click Attribution	They believe the last ad did all the work.	Weakening of the future sales pipeline and reduced long-term demand creation due to budget cuts for early-stage awareness and consideration efforts.
No Tracking of Add-to-Cart or Checkout Steps	The conclusion that "A low order volume is purely a media spending problem.	Lost conversions because critical user experience (UX) and technical issues in the checkout process remain undetected and unresolved.
Ignoring Viewability and Ad Fraud Transparency	They assume every impression is real and viewable.	Financial loss from paying for impressions that are either unseen by users or generated by fraudulent bots.

Flashtalking Measurement Expansion Plan

Right now, UrbanThreads is using Flashtalking only for basic ad serving and impression tracking. Below is my plan for how they can use more of Flashtalking's measurement features to gain better insights and improve ROI:

Measurement Capability	Unlocked Insight	Improved Key Performance Indicator (KPI)
Event-level conversion tracking	A full view of the funnel and where users drop off, including cart abandonment and high-value categories.	Return on Ad Spend (ROAS), Conversion Rate (CVR), Customer Acquisition Cost (CAC), Average Order Value (AOV)
Cross-device user stitching	Accurate understanding of reach and frequency across web, app, and various devices.	True reach, effective frequency, CAC
Viewability & Invalid Traffic filtering	Helps reduce spend on unseen ads and bot impressions by focusing on better placements.	Actual ROAS, reduced waste
Creative element performance	Identification of the most effective creative combinations for specific audience segments.	CVR, AOV, Creative ROI
Log-level measurement	Analysis of frequency vs. CVR curves, path analysis, and publisher optimization opportunities.	Media efficiency, Publisher ROI
Multi-touch attribution	Fair assignment of credit to different channels and stages in the customer journey.	Budget allocation, long-term revenue

Bottom line: We turn Flashtalking from a pipe that "just serves ads" into a measurement engine that tells us exactly which rupee is working. This helps UrbanThreads spend smarter without increasing budget



B3

Attribution Truth vs Last-Click Fallacy

Real examples showing budget misallocation

The examples below illustrate how different attribution models credit channels for a conversion, and the potential budget risks of solely relying on Last-Click attribution.----

Scenario 1: Prospecting Display → Social Retargeting → ₹2,500 Order

Attribution Model	Credit Allocation (₹2,500 Order)	Budget Risk (Over 1,000 Journeys)
Last-Click	100% to Social Retargeting (₹2,500)	Last-click credits ₹25L to Social. Reality: Display influenced ₹10L. Cutting Display chokes the funnel.
Multi-Touch	Display 40% (₹1,000) + Social 60% (₹1,500)	

-----Scenario 2: Video View → Static Retargeting → ₹3,000 Order

Attribution Model	Credit Allocation (₹3,000 Order)	Budget Risk (Over 500 Journeys)
-------------------	----------------------------------	---------------------------------

Last-Click	100% to Static Retargeting (₹3,000). Video is recorded as "0 conversions."	Last-click credits ₹15L to Retargeting. Reality: Video influenced ₹7.5L. Stopping video kills the retargeting pool.
Multi-Touch	Video 50% (₹1,500) + Display 50% (₹1,500)	

B4

Upsell Pitch One-Pager

CMO-ready executive summary

Right now, UrbanThreads is optimizing based only on clicks and platform reports. This method is like evaluating a fashion show solely on attendance while ignoring actual sales. Flashtalking offers the clear measurement needed to understand the reality behind every rupee spent and drive real profit.

3 Key Truths Flashtalking Measurement Reveals

Wasted Spend on Unseen Ads:

Our viewability and invalid traffic reporting shows the budget assigned to impressions that real people never see.

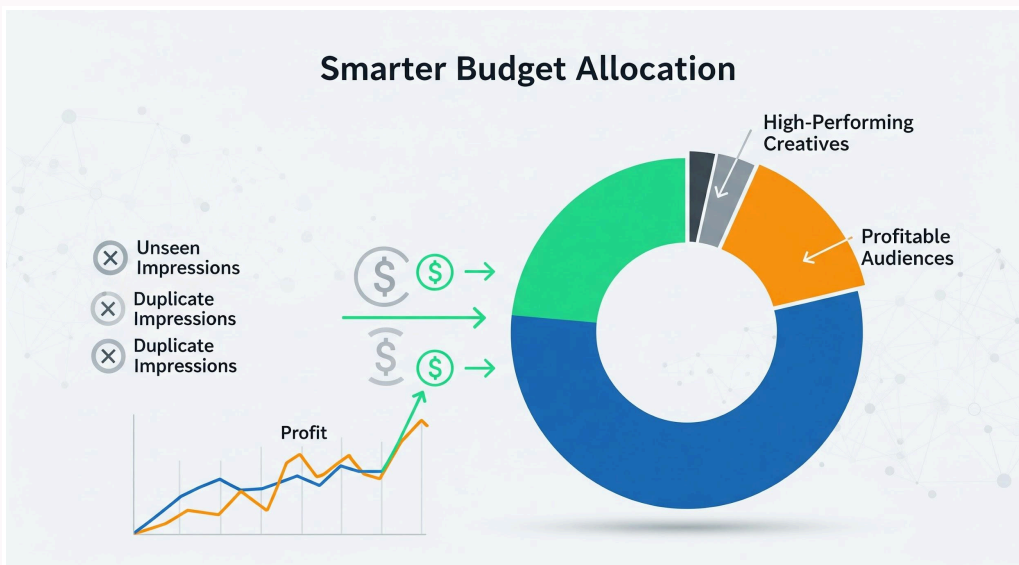
Device Duplication Hiding True Reach:

Cross-device identity tracks users across app, mobile, and desktop. This reveals the true number of unique individuals instead of counting the same person multiple times.

Wrong Creatives Get Budget Priority:

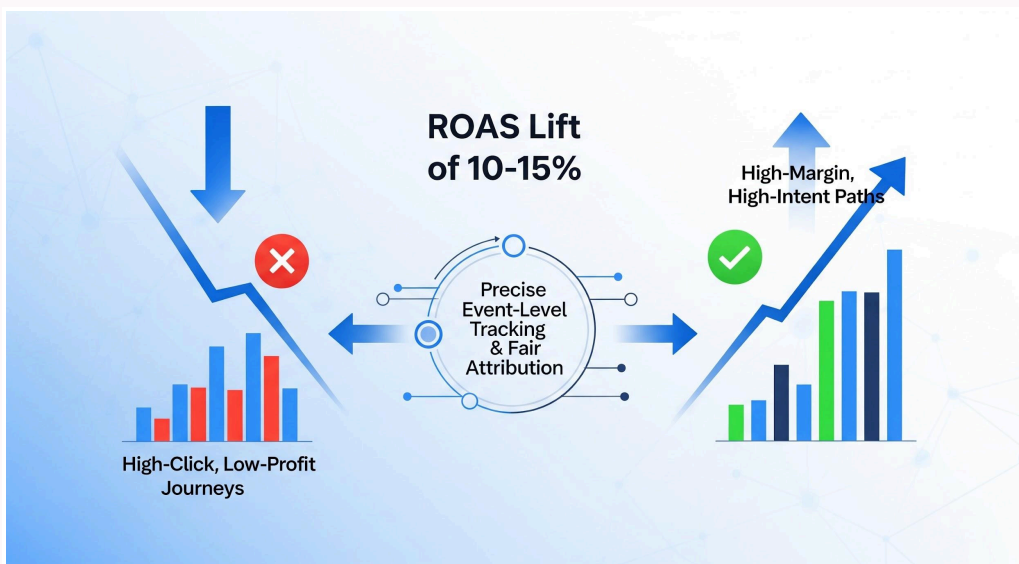
Creative intelligence analyzes performance to show which jackets, headlines, and offers lead to high-value actions like Add-to-Cart and Purchases versus those that only generate clicks.

2 Profound Business Outcomes



Smarter Budget Allocation:

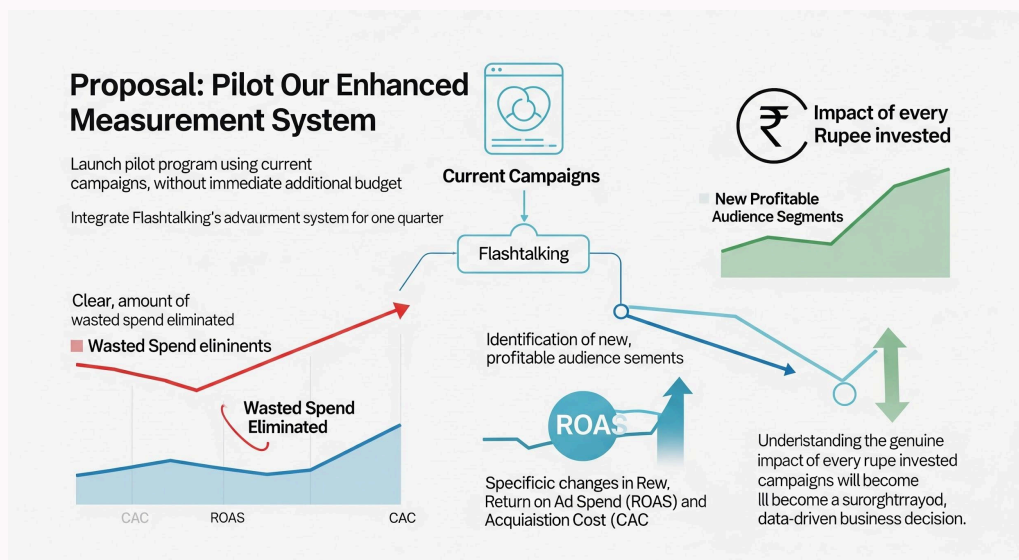
Remove unseen and duplicate impressions, then shift that money to the most profitable audiences and highest-performing creatives. Focus the current budget on placements that clearly yield profits.



ROAS Lift of 10-15%:

Using precise event-level tracking and fair attribution allows you to redirect spending from "high-click, low-profit" journeys to "high-margin, high-intent" customer paths.

Proposal: Pilot Our Enhanced Measurement System



Let's immediately launch a pilot program using your current campaigns, without requiring any immediate additional budget.

We propose integrating Flashtalking's advanced measurement system into your existing media strategy for one quarter. This will provide you with a clear, evidence-based analysis detailing:

- The exact amount of wasted spend eliminated.
- Identification of new, profitable audience segments.
- Specific changes in Return on Ad Spend (ROAS) and Customer Acquisition Cost (CAC).

By understanding the genuine impact of every rupee invested, scaling your most successful campaigns will become a straightforward, data-driven business decision.