

Roadmap - Optimus

How To Use This Template

- Copy this page to your own Confluence space for use within your own Product
- Tables below should incorporate tech-driven work, feature work, and discovery track efforts
- Each initiative should go in its own row within a table
- Your roadmap should consist of the next 3 years of work (through 2026). As you project further out, fewer initiatives and associated details will be listed.
- You may not have initiatives that fall into each of the 3 categories below, and that's ok. Only use the tables that apply to your Product area.
- Watch this template page so that you're alerted when we make updates to definitions, or as process evolves over the long-term

Key Terms

Term	Definition
Directly Measurable Impact	This is the KPI that product directly drives. It may not be a financial metric.
Financial Impact to Revenue or Cost Inputs	This is the Financial KPI input that product directly/indirectly drives and in most cases it will NOT be an output metric (such as revenue). Financial KPI inputs include concepts such as ad traffic (clicks or impressions) , ad requests (aka ad traffic opportunities), ad traffic sell-thru-rate (paid sold ad traffic / total ad requests), price (eCPM or eCPC), ad load per page view, bid density, etc. All of these connect to the equation that governs our business: Ad Revenue = Ad Requests (x) Sell-Thru-Rate (x) effective Price Paid
Measurable 3-year Financial Opportunity Cost if Not Executed	If we don't do this, what are we forgoing? We can't do everything, but we certainly need to understand tradeoffs.

PRODUCT PORTFOLIO NAME:

Commercial Ad Programs: ad products/programs that are buyable for an ad campaign, show up in the content delivered to guests, and appear in the IO/ contract, whether as a line item on a campaign or as an associated campaign fee. *Examples: TPA, CTV Ads, Clean Room*

Priority	Product	Initiative	Timeframe	Level of Effort	Business Value			Dependencies	Prioritization Challenge?	Top Initiative?	Change Driver?	Know Deliv Risks
Ascending order; lower is more important; no ties	Which product team will work on this?	Initiative name as it appears in Monday.com	Half-year or Quarter	T-shirt size estimate	Directly Measurable Impact	Financial Impact to Revenue or Cost Inputs	3-yr Financial Opportunity Cost if Not Executed	List dependent teams and initiatives	Place an X in this column if you've been struggling to get this effort prioritized.	Place an X in this column if it doesn't have dependencies, but is a top 1-3 priority for your team	Place an X in this column if the initiative will require major change management. This could include team member behavior changes, upskilling and /or intense client/partner commits because they also are impacted by change.	Other factors that may impact delivery
					using Key Result language Examples: 1) Kiosk: X% of clients with active campaigns used Kiosk at least once during the campaign period. 2) Clean Room: Double number of tech partnerships by launching Habu.	using Key Result language Examples: 1) Kiosk: the more a person uses Kiosk, the more likely they are to buy another campaign, increasing self-through rate (STR). 2) Video: New Shoppable Unit ad format on YouTube will drive \$Y in revenue in FY2023	quantifiable dollar amount Examples: 1) RMS: projected loss of \$Z revenue if RMS launch is not completed 2) PbR: Incremental \$X revenue if Xandr launch is not completed					

Client Utility Ad Programs: ad products/program touch clients in the client-facing campaign workflow, from end2end, but are NOT Commercial Ad Products/Programs. *Examples: RMS, Kiosk*

Priority	Product	Initiative	Timeframe	Level of Effort	Business Value			Dependencies	Prioritization Challenge?	Top Initiative?	Ch Dri
Ascending order; lower is more important; no ties	Which product team will work on this?	Initiative name as it appears in Monday.com	Half-year or Quarter	T-shirt size estimate	Directly Measurable Impact	Financial Impact to Revenue or Cost Inputs	3-yr Financial Opportunity Cost if Not Executed	List dependent teams and initiatives	Place an X in this column if you've been struggling to get this effort prioritized.	Place an X in this column if it doesn't have dependencies, but is a top 1-3 priority for your team	Place in this column if the ir will r majo chan mane t. Thi coulc inclu team mem beha chan upsk and/c inten clien /part comr beca they are impa by cf
					using Key Result language	using Key Result language	quantifiable dollar amount				

Core Capability Ad Programs: ad products and ad tech capabilities that support the end2end conception, delivery, optimization and results reporting of ad campaigns but are NOT Client Utility NOR Commercial Ad Products/Programs. Examples: Meridan, iROAS, Business Health, Identity, Salesforce

Priority	Product	Initiative	Timeframe	Level of Effort	Business Value			Dependencies	Prioritization Challenge?	Top Initiative?	Ch Dri
Ascending order; lower is more important; no ties	Which product team will work on this?	Initiative name as it appears in Monday.com	Half-year or Quarter	T-shirt size estimate	Directly Measurable Impact	Financial Impact to Revenue or Cost Inputs	3-yr Financial Opportunity Cost if Not Executed	List dependent teams and initiatives	Place an X in this column if you've been struggling to get this effort prioritized.	Place an X in this column if it doesn't have dependencies, but is a top 1-3 priority for your team	Place in this column if the ir will r majo chan mane t. Thi coulc inclu team mem beha chan upsk and/c inten clien /part comr beca they are impa by cf
					using Key Result language	using Key Result language	quantifiable dollar amount				
1	Optimus	In-flight Social (Pinterest)	Q3-2023	Large	<ul style="list-style-type: none"> ~\$200Mn in Incremental Sales in 2023 4,167 hrs savings annually through Automation 			MDF - "Audience Pool Size" for Pinterest CMP - UI Changes to intake Pinterest recommendations XForce - Ability to implement Pinterest updates /recommendations	X	X	X

5	Optimus	Max-Bid Optimization (BMP)	Q2-2023	Large	<ul style="list-style-type: none"> 2052 hrs savings annually through automation. \$10- \$12 Mn in Margin Increase 	MDF - Providing necessary TTD inputs (eg: Inventory Contracts) at necessary cadence to synthesize bid recommendations at scale XForce - Support with Bid Changes in Bulk (Auto approval) CMP - UI Changes to intake changes & modify values across Variables	X		X
2	Optimus	Cross-platform Optimization	Q3-2023	Medium	<ul style="list-style-type: none"> ~\$30 Mn Additional revenue from T.com + BMP \$5mn Additional margins (extrapolated from Q4) 	CMP - UI Changes to intake cross-platform optimization recommendations XFORCE - Ability to implement updates /recommendations across channels	X		X
3	Optimus	Optimization KPI (iROAS)	H1-2024	Large	TBD		X		X
4	Optimus	Upselling	Q2-2023	Medium	\$27 Mn Additional revenue from upselling process (delivered ~3 Mn via Manual Upselling in Q1-2023)	T&O - Feedback on upselling recommendations and additional business constraints		X	X
	Optimus	Creative Optimization	H1-2024	Large	TBD	CMP, XForce			
	Optimus	In-flight Audience Selection	Q4-2023	Large		CAP			
	Optimus	Inventory Management	H2-2024	Medium					
	Optimus	Bid price Optimization (TPA)			TBD	RMS, XForce			