

Copy of Optimus 2025

Kirthika.R

Category	Confidence	Q4 2024	Q1 2025	Q2 2025	Q3 2025	Q4 2025	Q1 2026	Q2 2026	Q3 2026	Q4 2026	Dependencies (Team + Work)
Additional Optimization Levers – T. com	High	<ul style="list-style-type: none">• Inflight Audience Recommendation (Dev & A/B Test) – T. com • Inventory Optimization – Category Expansion (Dev) - T. com 	<ul style="list-style-type: none">• Inflight Audience Recommendation – TCOM Enhancement mode I • Inventory Optimization – Search & audience• Inflight Audience Recommendation – TCOM Enhancement mode I - To support add/replacement of the audience segments completed.• Inventory Optimization – Search & audience - Moved to Q4 as CMP hasn't prioritized for integration, OBB additional requirements & waiting on the keyword recommendation model in preflight for leverage.	<ul style="list-style-type: none">• Inventory Optimization - A/B Test Completion • Holistic optimization across levers – MVP 1• Inflight Audience Recommendation – CMP Integration in progress, Measurement committed timeline is currently Sept.• Inventory Optimization – Category Expansion - A/B test completed. Results have been shared with broader teams. Planned for CMP integration as part of PPR release. - Inventory Optimization• Holistic optimization across levers – MVP 1 - Change in scope and resource moved for a different project. Hence this will be delivered by Q3	<ul style="list-style-type: none">• Inflight Audience Recommendation - CMP Integration for RoA and Contextual Lines• Inflight Audience Recommendation – TCOM• Bespoke audience generation• Holistic Optimization across levers – MVP 1 – Discovery & Development• Inflight Audience Recommendation – CMP Integration in progress, Measurement committed timeline is currently Sept. Inflight Audience for Contextual Lines - GTM & PSG Read• Inflight Audience Recommendation• Holistic optimization across levers – MVP 1 - Creative weightage has been brought in as an additional mandatory requirement by MAG team. Hence Holistic will be delivered by Q2 2026 post completion of PPR requirements		<ul style="list-style-type: none">• Inventory optimization for awareness and consideration campaigns	Holistic Optimization across levers - MVP 1 - A/B Test & Deployment Cross Channel Optimization - (Low Confidence)	Inventory Optimization - Search	<ul style="list-style-type: none">• Audience Recommendation Strategy & Campaign• CMP (U/I)• GTM, T & O (AB Test, Ad optimization)• OBB (Optimization strategy to be finalized)••	

Adoption Improvement – All channels	High	<ul style="list-style-type: none">•	<ul style="list-style-type: none">• Custom Optimization based on media brief filters• Other rejection reason enhancements (Lines Ending Early & others) ✓• Other rejection reason enhancements (Lines Ending Early & others)• Custom Optimization based on media brief filters - Deprioritized as CMP did not pick up for delivery	<ul style="list-style-type: none">• Explainability - GenAI ✓		Holistic optimization across levers – MVP 2					<ul style="list-style-type: none">• CMP (for campaign structure)• Measurement (Media plan, Campaign details)• GTM, T & O (AB Test, Adoption)
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OBB	Low				<ul style="list-style-type: none"> Audience Optimization for Reach & CTR - Dev Inventory Optimization for Reach & CTR - Dev 	<ul style="list-style-type: none"> Audience Optimization for Reach & CTR - CMP Integration Inventory Optimization for Reach & CTR - CMP Integration 				<ul style="list-style-type: none"> OB (Optimization strategy to be finalized) GTMA alignment T & O Alignment Measurement (Meridian, Candela)
Other Product Support	High	<ul style="list-style-type: none"> Audience RoAS prediction for MPR budget allocation  	<ul style="list-style-type: none"> Audience recommendation from existing pool (Conversion) — Catalog & custom segments Upsell recommendation for Kiosk Audience recommendation from existing pool (Conversion) — Catalog & custom segments — Deprioritized as CMP did not pick up for delivery Upsell Recommendation for Kiosk - On track 	<ul style="list-style-type: none"> Optimus integration with Radeus Optimus integration with Radeus - Deprioritized as per Radeus roadmap. Will be revisited in Q4 Upsell Recommendation for Kiosk - On track 	<ul style="list-style-type: none"> Self-Service campaign Recommendations — Phase 1 (Low Confidence) 	<ul style="list-style-type: none"> Radeus Integration Custom audience recommendation for MPR Self-Service campaign Recommendations — Phase 2 (Low Confidence) 	<ul style="list-style-type: none"> Self-Service campaign Recommendations — Phase 2 (Low Confidence) 			<ul style="list-style-type: none"> GTMA (AB Test, Adoption)

