

P360 Display Advertising Platform - MVP Implementation Plan

Executive Summary

Project: Pipeline360 Display Advertising Platform MVP

Timeline: September 1, 2025 - January 19, 2026 (140 days)

Budget: \$540,000 (fixed fee with \$90K at risk)

Critical Deadline: January 9, 2026 (Production deployment)

Success Metric: First customer dollar processed by deadline

MVP Strategy: Phased Delivery Approach

Phase Strategy Overview

We recommend a **3-tier MVP approach** to ensure business continuity and manage risk:

1. **MVP-1 (Foundation):** Core platform capabilities for business operations
 2. **MVP-2 (Enhancement):** Advanced features for competitive differentiation
 3. **MVP-3 (Scale):** Marketplace and optimization features
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MVP-1: Foundation (Critical Path to Jan 9, 2026)

MVP-1 Objectives

- Replace Xandr functionality for business continuity
- Enable first customer dollar by January 9, 2026
- Establish core multi-tenant platform
- Implement essential integrations (TTD, Bombora, Salesforce)

MVP-1 Feature Scope

1. Core Infrastructure (Must-Have)

Tech Foundation

- ☐ Multi-tenant database architecture with org-level isolation
- ☐ Microsoft Entra ID SSO for internal users
- ☐ External user authentication (Auth0/OIDC)
- ☐ Role-based access control (Super Admin, Campaign Manager, Marketer)
- ☐ Data encryption (at rest/transit) and API security
- ☐ Basic system monitoring and health checks
- ☐ Sandbox/test mode for safe testing

2. User & Organization Management (Must-Have)

✓ User Management

- ☐ Organization creation (API + manual by Super Admin)
- ☐ User provisioning and role assignment
- ☐ TTD Advertiser API key management
- ☐ Basic audit logging for user actions
- ☐ Manual record reconciliation UI for unmapped SF records

3. Audience Management (Must-Have)

✓ Core Audience Capabilities

- ☐ CSV upload & ingestion (max 10K records, <30s processing)
- ☐ Audience builder with AND/OR logic trees
- ☐ Audience field-mapping service for Bombora data normalization
- ☐ Audience deduplication and validation
- ☐ TTD audience export with UID2 identifiers
- ☐ ICP audience type designation
- ☐ TTD seed creation from audiences (min 10K cookies)

4. Campaign Orchestration (Must-Have)

✓ Program & Campaign Management

- ☐ Program hierarchy (Program > Campaign > Line Item)
- ☐ Campaign configuration (budget, dates, KPIs, audiences)
- ☐ Line item configuration (bids, creatives, pacing)
- ☐ TTD campaign sync API with retry logic
- ☐ Campaign metadata enrichment
- ☐ Campaign status tracking and validation

5. Data Integration (Must-Have)

✓ Core Integrations

- ☐ Bombora daily file ingestion (20-60M records, <4hrs processing)
- ☐ Bombora taxonomy mapping engine
- ☐ TTD REDS file ingestion (hourly processing, <15min latency)
- ☐ Salesforce 3x daily sync (Accounts/Opportunities/Line Items)
- ☐ Billing reconciliation logic with spend discrepancy identification
- ☐ TTD Advertiser API key management per organization

6. Attribution & Reporting (Must-Have)

✓ Basic Reporting

- ☐ REDS data processing engine for attribution
- ☐ Attribution engine (REDS + audience + campaign data joining)
- ☐ Aggregated reporting tables for Metabase

- ☐ Metabase dashboard embedding via iFrames
- ☐ TTD Advertiser Pixel retrieval for conversion tracking

MVP-1 Sprint Plan (19 Sprints)

Sprint 0-1: Foundation Setup (Weeks 1-2)

Sprint 0 Goals: Infrastructure & Development Environment

- ☐ AWS environment setup (dev/staging/prod)
- ☐ CI/CD pipeline configuration
- ☐ Database schema design and setup
- ☐ Development team onboarding and access provisioning
- ☐ Initial security framework implementation

Sprint 1 Goals: Core Backend Architecture

- ☐ Multi-tenant database implementation
- ☐ Authentication framework (Entra ID + external)
- ☐ Basic API framework and security
- ☐ Initial user and organization models
- ☐ Health check and monitoring endpoints

Sprints 2-3: User Management (Weeks 3-4)

Sprint 2 Goals: Authentication & Authorization

- ☐ Microsoft Entra ID integration
- ☐ External user authentication (Auth0/OIDC)
- ☐ Role-based access control implementation
- ☐ Session management and token handling
- ☐ Basic admin UI for user management

Sprint 3 Goals: Organization Management

- ☐ Organization creation and management
- ☐ User-organization mapping
- ☐ TTD Advertiser API key management
- ☐ Basic audit logging framework
- ☐ Organization provisioning workflows

Sprints 4-6: Data Integration Foundation (Weeks 5-7)

Sprint 4 Goals: Salesforce Integration

- ☐ Salesforce API connectivity
- ☐ 3x daily sync implementation
- ☐ Account/Opportunity/Line Item mapping
- ☐ Conflict resolution logic
- ☐ Sync monitoring and error handling

Sprint 5 Goals: Bombora Integration

- ☐ S3 file ingestion pipeline
- ☐ Daily processing automation (20-60M records)
- ☐ Schema validation and data quality checks
- ☐ Taxonomy mapping engine
- ☐ Error handling and retry logic

Sprint 6 Goals: TTD Foundation

- ☐ TTD API connectivity and authentication
- ☐ REDS file ingestion setup
- ☐ Basic TTD audience export framework
- ☐ API key management per organization
- ☐ TTD campaign sync foundation

Sprints 7-9: Audience Management (Weeks 8-10)**Sprint 7 Goals:** CSV Upload & Processing

- ☐ CSV upload UI and validation
- ☐ File processing engine (max 10K records)
- ☐ S3 storage integration
- ☐ Error logging and user feedback
- ☐ Deduplication logic implementation

Sprint 8 Goals: Audience Builder Core

- ☐ AND/OR logic tree UI
- ☐ Bombora data integration
- ☐ Audience field mapping
- ☐ Preview and validation features
- ☐ Audience versioning foundation

Sprint 9 Goals: TTD Audience Export

- ☐ TTD-compatible JSON output
- ☐ UID2 identifier integration
- ☐ Batch processing and API submission
- ☐ Retry logic and failure handling
- ☐ ICP audience type implementation

Sprints 10-12: Campaign Orchestration (Weeks 11-13)**Sprint 10 Goals:** Program Hierarchy

- ☐ Program creation and management UI
- ☐ Parent-child relationship implementation
- ☐ Budget validation and constraints
- ☐ Program-level reporting container

- ☐ Salesforce opportunity mapping

Sprint 11 Goals: Campaign Configuration

- ☐ Campaign creation and editing UI
- ☐ Budget allocation and flight dates
- ☐ KPI setting and audience assignment
- ☐ Real-time validation implementation
- ☐ Campaign status management

Sprint 12 Goals: Line Item Management

- ☐ Line item configuration UI
- ☐ Bid configuration and creative assignment
- ☐ Pacing controls implementation
- ☐ TTD constraint validation
- ☐ Line item status tracking

Sprints 13-15: TTD Integration (Weeks 14-16)**Sprint 13 Goals:** Campaign Sync to TTD

- ☐ TTD API campaign creation
- ☐ P360 to TTD object translation
- ☐ Sync status logging and monitoring
- ☐ Error handling and retry logic
- ☐ Campaign lifecycle management

Sprint 14 Goals: REDS Data Processing

- ☐ Hourly REDS file processing
- ☐ Schema validation and data joining
- ☐ Campaign ID reconciliation
- ☐ Performance monitoring (<15min latency)
- ☐ Data quality validation

Sprint 15 Goals: TTD Advanced Features

- ☐ Seed creation from audiences
- ☐ Advertiser pixel retrieval
- ☐ Advanced campaign metadata
- ☐ TTD status synchronization
- ☐ Conversion tracking setup

Sprints 16-17: Attribution & Reporting (Weeks 17-18)**Sprint 16 Goals:** Attribution Engine

- ☐ REDS + audience + campaign data joining
- ☐ Custom reconciliation rules
- ☐ Cookie-to-audience matching

- ☐ Attribution logic implementation
- ☐ Data aggregation for reporting

Sprint 17 Goals: Reporting Infrastructure

- ☐ Metabase setup and configuration
- ☐ Reporting table generation
- ☐ Dashboard embedding via iFrames
- ☐ Basic KPI calculation
- ☐ Report refresh automation

Sprint 18-19: Integration & Polish (Weeks 19-20)

Sprint 18 Goals: Admin Features

- ☐ Admin console implementation
- ☐ Manual record reconciliation UI
- ☐ System monitoring dashboard
- ☐ Audit trail UI implementation
- ☐ Basic user onboarding flow

Sprint 19 Goals: UAT Preparation

- ☐ End-to-end testing completion
- ☐ Performance optimization
- ☐ Security validation
- ☐ Documentation finalization
- ☐ UAT environment preparation

MVP-1 Success Criteria Checklist

Business Continuity Requirements

- ☐ Customer organization can be provisioned
- ☐ Audience can be uploaded and created
- ☐ Campaign can be launched with associated audience
- ☐ TTD integration operational with live campaigns
- ☐ Attribution data flowing from REDS service
- ☐ Attributed reporting tables created
- ☐ Salesforce billing reconciliation functional

Performance Requirements

- ☐ CSV processing: <30 seconds per file (max 10K records)
- ☐ Bombora ingestion: <4 hours for 20-60M records daily
- ☐ REDS processing: <15 minutes per hourly file
- ☐ Campaign actions: <5 seconds response time
- ☐ Salesforce sync: <15 minutes full sync
- ☐ Page loads: <2 seconds for reporting dashboards

Integration Requirements

- ☐ TTD API: Campaign creation, audience export, REDS ingestion
 - ☐ Bombora: Daily file processing and taxonomy mapping
 - ☐ Salesforce: 3x daily sync with conflict resolution
 - ☐ Authentication: Entra ID (internal) + Auth0 (external)
 - ☐ Monitoring: System health checks and error alerting
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MVP-2: Enhancement (February - March 2026)

MVP-2 Objectives

- Enhance user experience and operational efficiency
- Add advanced audience and campaign features
- Implement comprehensive monitoring and optimization

MVP-2 Feature Scope

1. Advanced Audience Features

- ☐ Audience expansion API for behavioral data enrichment
- ☐ Audience versioning and rollback capabilities
- ☐ Advanced deduplication with ML-based fuzzy matching
- ☐ Audience performance tracking and optimization

2. Campaign Optimization

- ☐ Forecast generation engine with TTD reach estimates
- ☐ Auto-creation of campaigns from Salesforce triggers
- ☐ Campaign performance summary cards
- ☐ Basic optimization suggestions

3. Enhanced Integration & Monitoring

- ☐ Integration health dashboard
- ☐ Advanced data export and API access
- ☐ Enhanced audit trail with comprehensive filtering
- ☐ On-demand Salesforce sync capabilities

4. User Experience Improvements

- ☐ Enhanced user onboarding flow with tutorials
 - ☐ Insight tags and annotations for campaigns
 - ☐ Improved navigation and user interface
 - ☐ Mobile-responsive design optimization
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MVP-3: Scale (April - June 2026)

MVP-3 Objectives

- Enable marketplace functionality
- Implement advanced AI/ML features
- Add enterprise-grade capabilities

MVP-3 Feature Scope

1. Marketplace Management

- ☐ Seller asset listing and management
- ☐ Buyer view of marketplace offerings
- ☐ Cross-org content syndication rules
- ☐ Marketplace-level reporting dashboard

2. Advanced Roles & Permissions

- ☐ Seller (external) role implementation
- ☐ Agency (external) role with multi-org access
- ☐ Advanced permission granularity
- ☐ Data masking and privacy controls

3. AI/ML Features

- ☐ Optimization suggestion engine
- ☐ Predictive reach and pacing models
- ☐ Automated record matching with ML
- ☐ Anomaly detection for campaign performance

4. Enterprise Features

- ☐ Open API for custom integrations
 - ☐ Advanced data management and export
 - ☐ Integrate sync services for campaign results
 - ☐ Enhanced forecasting with market data
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