

Snippet 1: "For FMCG clients, always pitch our 'In-Store Digital Screen' network as the primary channel to increase brand visibility."

Snippet 2: "If a client's total YTD spend is below 150k, do not push for premium video ads. Instead, focus strictly on up-selling 'Mobile App Banners' only, no other options, just 'Mobile App Banners'."

Snippet 3: "Never discuss '2026 Q3 Pricing' until official approval is granted by the Finance Head."

Snippet 4: "For Electronics clients, prioritize performance-first products such as 'Mobile App Banners' and 'Online Display Ads' to capture comparison-driven demand; only propose premium formats if spend-based eligibility rules allow."

Snippet 5: "For Retail clients with total YTD spend at or above 150k, propose a cross-channel bundle combining 'Mobile App Banners' with 'In-Store Digital Screens' to drive both online traffic and in-store conversion."

Snippet 6: "For Automotive clients with total YTD spend between 150k and 300k, propose a mid-tier package starting with 'Online Display Ads' and add limited premium formats only when a measurable upsell goal (e.g., lead volume or conversion lift) is defined."

Snippet 7: "For Healthcare clients with total YTD spend below 150k, focus on compliant, non-premium placements such as 'Mobile App Banners' and avoid premium video recommendations regardless of campaign urgency."

Snippet 8: "For Finance clients with total YTD spend above 300k, propose a full-funnel plan that includes premium video and branded content placements, provided it does not conflict with any restricted-topic policies."

Snippet 9: "For Education clients, default to cost-efficient awareness channels; if total YTD spend is below 150k, recommend only 'Mobile App Banners' and avoid premium formats entirely."

Snippet 10: "If a client's last meeting date is older than 90 days, prioritize a re-engagement pitch (recap value delivered + propose a low-risk next step) before introducing any upsell package; spend-based constraints still apply."