***FAQ’s from Growth Manager***

**Performance & ROI**

1. **When will ROI of 100% be achieved on this channel? D15? D30? D90?**
2. **Should we continue running this campaign or pause it?**
3. **What is the projected ROAS if we keep spending at the same pace?**
4. **Which channels are driving the highest quality players long-term?**
5. **How does actual performance compare to AI forecast from Day 3?**

**User Acquisition & Cost**

1. **What CPI do we need to hit to achieve profitability by D30/D90?**
2. **Which campaign is overspending without delivering value?**
3. **What’s the optimal budget allocation across channels to maximize ROAS?**
4. **Which geo is giving us the lowest CPI with strong retention?**
5. **Which ad network/creative is driving the highest LTV users?**

**Retention & Engagement**

1. **What retention rate do we need at D7/D15 to hit D30 ROAS goals?**
2. **Which levels are causing the biggest drop-offs in player progression?**
3. **What’s the predicted churn rate of players from this cohort?**
4. **If retention improves by X%, what impact will it have on revenue?**
5. **Which player segments are most likely to become high-value users?**

**Revenue & Monetization**

1. **What ARPU do we need by D15/D30 to achieve break-even?**
2. **Which country is monetizing best (highest ARPPU)?**
3. **Are players engaging more with IAP or ad monetization?**
4. **What changes in ad placement or IAP pricing can boost revenue?**
5. **If ARPU increases by $0.10, how will it affect D90 ROAS?**

**Scaling & Strategy**

1. **Which geo is ready to scale aggressively?**
2. **Which campaigns should we cut immediately?**
3. **If we double UA spend, what’s the projected long-term ROI?**
4. **What’s the safest budget increase to avoid overspending on bad cohorts?**
5. **Which channels are future-proof vs. short-term wins?**