

# **Confidential**

Your self-review and feedback about you can be downloaded for personal use  
but please use judgment and be mindful of any confidential projects that  
may be mentioned.



**Vikash Rungta**  
Product Manager @ Menlo Park, USA  
2024

# Peer Review



Mandeepak Singh • Product Manager

Shared with Vikash • Submitted 2025-01-04

**What are 1-2 things Vikash is doing well?** Consider their impact and how they collaborated with you. Use bullets and share specific examples and suggestions.

Vikash has demonstrated capability in managing multiple priorities and driving key initiatives. He played a key role in conceptualizing the Website Custom Audience (WCA), developing & launching the first targeting product for Marketing Messages, and directly onboarding customers for WCA. His efforts increased risk awareness in the Regulated vertical and helped unblock the Finserv vertical.

## Accomplishments:

1. **WCA Project:** Vikash took ownership of the Estimated Reach Card and ensured its successful completion. He also ensured that the architecture makes it easy to build for future Custom Audience types, not just WCA.
2. **Regulated Vertical:** Vikash proactively identified and addressed risks associated with Finserv, HEC, and other areas, helping to unblock these challenges.
3. **Anonymized-Business-Signal (Read, Delivered & Clicks) project:** Vikash also contributed to this project, successfully unblocked these signals from WhatsApp. This work was crucial in prioritizing the messages that are delivered to users in WhatsApp Inbox.

Overall, Vikash helped to advance Marketing Messages in the right direction.

**What are 1-2 things Vikash could be doing better?** Consider their work and impact, and how they collaborated with you. Use bullets and share specific examples and suggestions.

I do not have any specific areas.