

The technical operating partner behind growth.

For founders, CMOs and growth teams that need strategy, media, measurement, automation and creative to work as one accountable service system.

SENIOR SPECIALISTS

PRODUCTIZED ECONOMICS

marketinglegendary.com



SELECTED PORTFOLIO / AGGREGATE FOOTPRINT

Built across brands, markets and operating contexts.

A conservative portfolio-wide count, paired with identities evidenced in the supplied case-study decks.

60+ **US\$43M+**

BRANDS

PAID MEDIA MANAGED

Portfolio aggregate stated conservatively; managed-media figure supplied by Marketing Legendary.

05

OPERATING GEOGRAPHIES

- US
- SOUTHEAST ASIA
- MIDDLE EAST
- INDIA
- NETHERLANDS

SELECTED BRAND AND IDENTITY WORK



SELECTED IDENTITIES SHOWN • GEOGRAPHIES SUPPLIED BY MARKETING LEGENDARY

EVIDENCE AT A GLANCE

Reported outcomes and documented analysis scope.

Client-supplied case studies. Commercial outcomes and analysis volume are labeled separately; detailed evidence follows.

OUTCOME

-36%

CUSTOMER ACQUISITION COST

OUTCOME

+28%

MONTHLY REVENUE

OUTCOME

+22%

QUARTERLY REVENUE

OUTCOME

-9%

CAMPAIGN COST

OUTCOME

-10%

COST PER CONVERSION

ANALYSIS SCOPE

5,600

ATTRIBUTION CONVERSIONS

EdTech and automation outcome periods not supplied · attribution scope: Dec 1, 2019-Feb 20, 2020.

PURCHASABLE CAPABILITY SYSTEMS

Buy the system your constraint requires.

Start with one commercial problem. Add connected capabilities only when the evidence requires them.

ACQUISITION

Paid media, audience and creative testing

Lower acquisition cost and stronger qualified demand

AUTOMATION

Rules, lifecycle and journey orchestration

Faster decisions with visible guardrails

CREATIVE PERFORMANCE

Concepts, variants and feedback loops

Turn creative production into measurable learning

MEASUREMENT

Events, attribution and operating dashboards

One decision-ready source of commercial truth

APP GROWTH

Install, activation, retention and ASO

Connect paid acquisition to retained product value

CONTENT AUTHORITY

Research, editorial and distribution systems

Convert expertise into sustained demand

FOUR WAYS TO START

Choose the level of operating ownership you need.

01

DIAGNOSE

A defined commercial
constraint

Evidence map + prioritized
operating plan

02

BUILD

A missing technical
capability

Deployed system +
documentation + transfer

03

OPERATE

An ongoing growth function

Senior operating cadence +
measurable outcomes

04

EMBED

Capacity inside the client
team

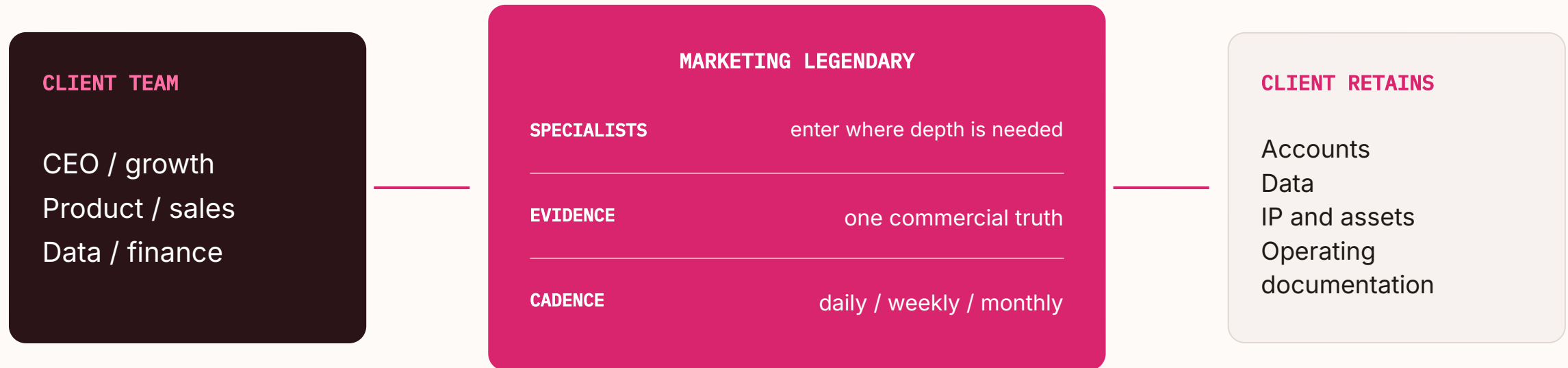
Specialists enter the exact layer
that needs depth

Productized scope and transparent economics at every level - without adding a layer of account-management overhead.

EXTENSION OF THE TEAM

An embedded operating layer, not another handoff.

Senior specialists join the client system with explicit ownership, shared evidence and a visible decision cadence.



CLEAR OWNERSHIP. SHARED DASHBOARDS. NO BLACK BOX. CAPABILITY STAYS WITH THE CLIENT.

A PRACTICAL FIRST MONTH

Thirty days turn one constraint into an operating plan.

WEEK 01	WEEK 02	WEEK 03	WEEK 04
ALIGN	EVIDENCE	DESIGN	ACTIVATE
Commercial question, owner and baseline	Access, instrumentation and system audit	Prioritized architecture and operating model	First deployment, dashboard and cadence

TECHNICAL EVIDENCE LIBRARY	STRATEGY	MEDIA	ANALYTICS	AUTOMATION	APP	CREATIVE	IMPACT
	08	23	36	49	61	66	76

01

Strategy & intelligence.

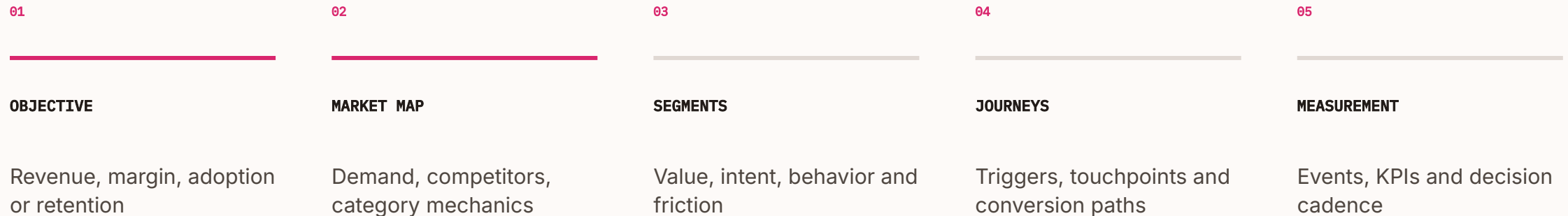
The brief is not the strategy. The strategy is the set of choices that makes the brief commercially true.



DECISION ARCHITECTURE

Strategy starts with the commercial constraint.

Before channel plans, creative formats or dashboards.



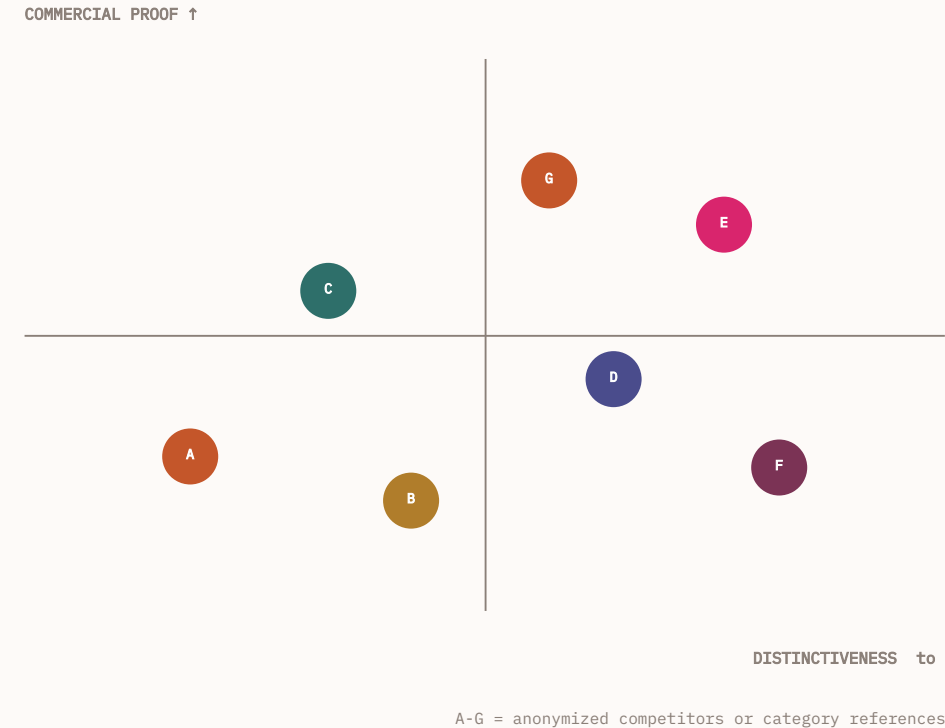
OUTPUT

A system of choices that can be deployed, measured and changed.

COMPETITIVE INTELLIGENCE

A market map reveals where sameness creates opportunity.

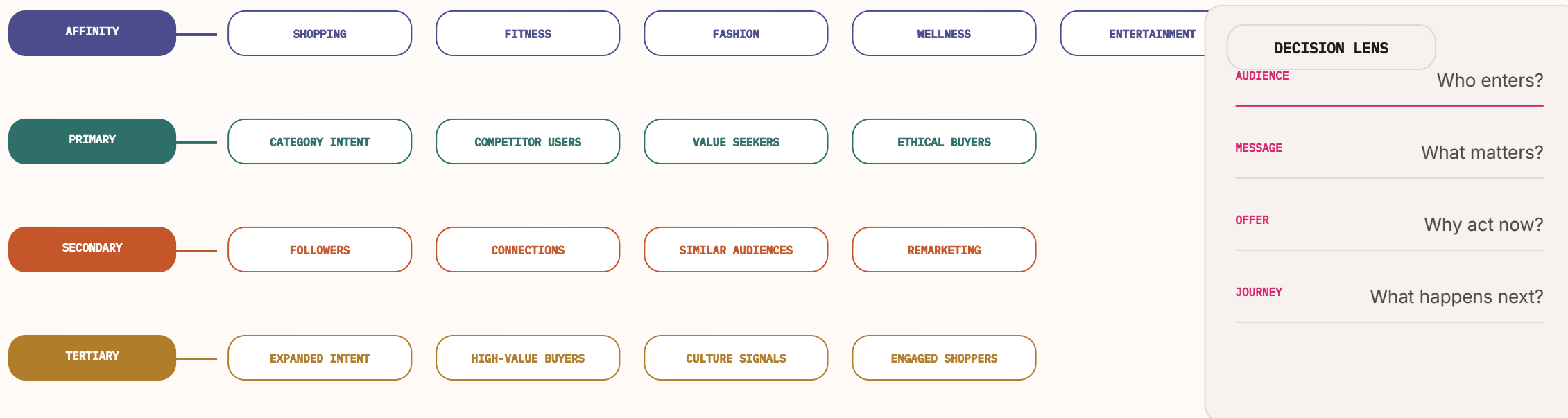
CATEGORY PROMISE	What everyone claims
PROOF SYSTEM	What buyers can verify
CREATIVE CODES	What the market recognizes
MEDIA BEHAVIOR	Where competitors invest
JOURNEY FRICTION	Where buyers fall away



AUDIENCE ARCHITECTURE

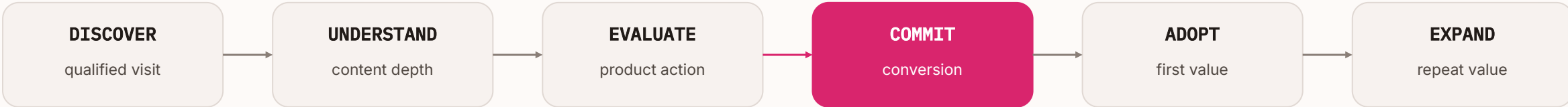
Segmentation must change a decision.

A demographic description becomes useful only when it changes audience, creative, offer or journey logic.

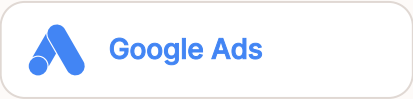


JOURNEY DESIGN

Every journey needs an observable state change.



SIGNAL	source	scroll / depth	product event	purchase	activation	repeat
DECISION	qualify	educate	de-risk	convert	onboard	cross-sell
OWNER	media	content	product	commerce	CRM	growth



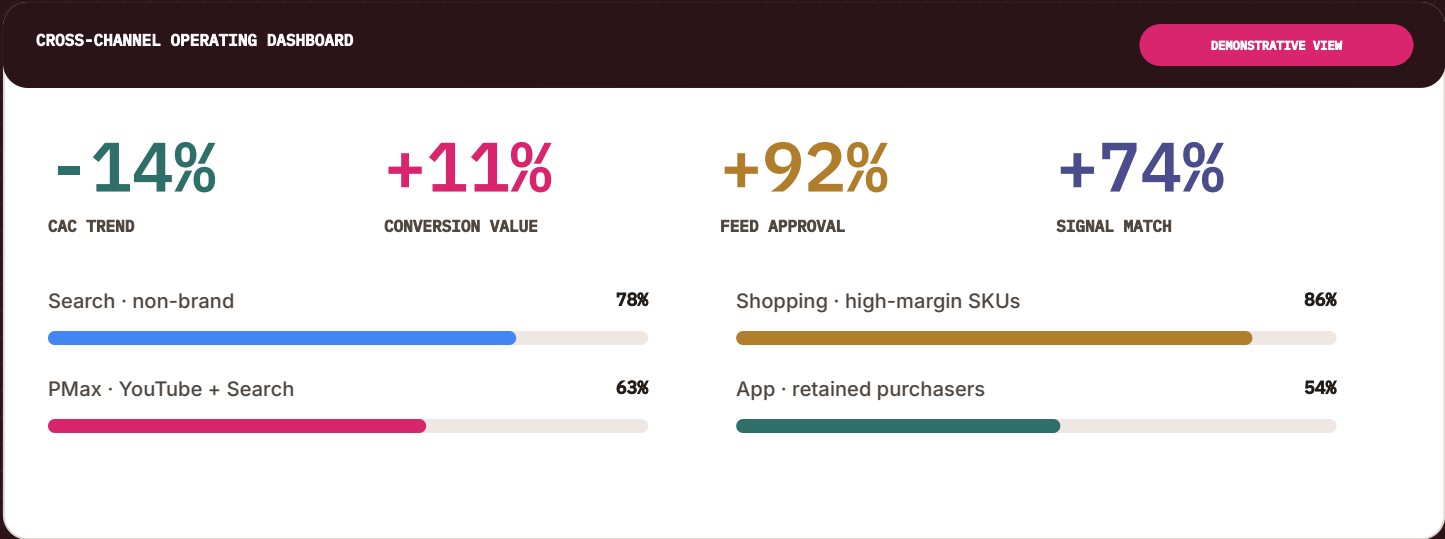
Google Ads needs five campaign types with five distinct jobs.

SEARCH	PERFORMANCE MAX	SHOPPING	APP	VIDEO
Capture declared intent	Expand across Google inventory	Monetize product demand	Acquire and retain users	Create and harvest demand
OBJECTIVE Sales · leads	OBJECTIVE Sales · leads · value	OBJECTIVE Revenue · margin	OBJECTIVE Installs · in-app value	OBJECTIVE Reach · consideration · action
SEGMENT Keywords + audience observation	SEGMENT Search themes + audience signals	SEGMENT Feed taxonomy + product groups	SEGMENT Event cohorts + remarketing	SEGMENT Custom segments + customer data
MEASURE DDA · value · impression share	MEASURE Channel · asset group · conversion	MEASURE ROAS · profit · feed health	MEASURE MMP/GA4 · retained value	MEASURE Views · engaged view · lift

OPERATING RULE · Search protects query control. PMax expands reach. Shopping protects feed economics. App optimizes to retained value. Video earns incremental demand.



Google measurement must reconcile channel, product and customer value.

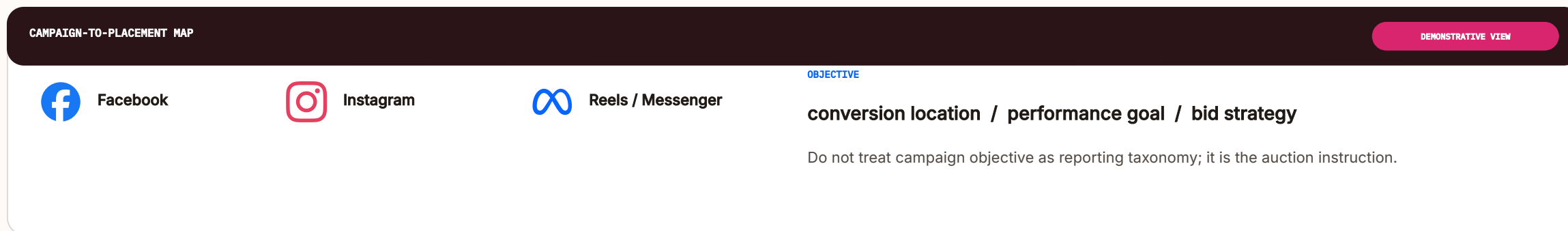
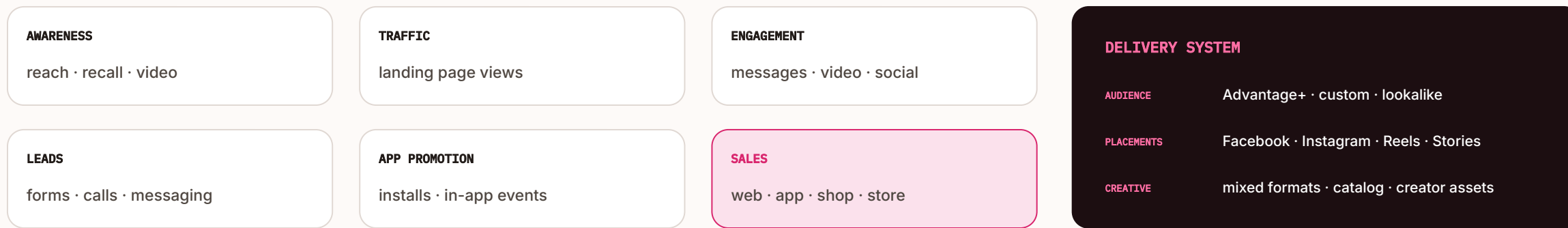


DECISION CADENCE	
DAILY	query waste · feed errors · pacing
2x WEEK	asset groups · creative decay · cohorts
WEEKLY	channel incrementality · marginal ROAS
MONTHLY	conversion governance · value model
All dashboard values are synthetic and illustrate the operating model.	

PLATFORM STRATEGY / OBJECTIVE AND DELIVERY ARCHITECTURE

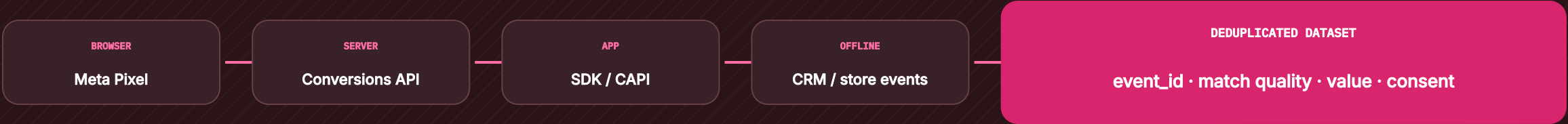


Meta wins when objective, conversion location and creative system agree.





Meta measurement starts with signal quality - then tests incrementality.



CREATIVE × PLACEMENT × AUDIENCE				DEMONSTRATIVE VIEW
HOOK	FORMAT	PLACEMENT	RESULT	QUALITY
Problem-first	UGC 9:16	Reels	PURCHASE	HIGH
Proof-first	Carousel	Instagram Feed	LEAD	MED
Offer-first	Static 1:1	Facebook Feed	PURCHASE	HIGH
Creator demo	Video 9:16	Stories	VIEW TO SALE	TEST

MEASUREMENT LADDER

01

Platform attribution

delivery decisions

02

A/B test

creative / audience causality

03

Conversion lift

incremental outcome

04

MMM / blended CAC

portfolio allocation

Dashboard values are synthetic.

STRATEGY SCORECARD

A strategy is complete when its assumptions can fail visibly.

ASSUMPTION	EVIDENCE	DECISION	KPI	REVIEW
High-intent category demand exists	Search + competitor traffic	Prioritize capture	Qualified sessions	Weekly
Value proof is weak	Page depth + objections	Rebuild proof system	CVR by message	Fortnightly
Creative fatigue drives CAC	Frequency + hook decay	Rotate hook families	CAC by creative	Twice weekly
CRM misses active intent	Event + lead latency	Trigger lifecycle routes	Speed to lead	Daily
Retention follows first value	Cohort activation	Optimize onboarding	D30 retained	Monthly

CONFIDENTIAL COMMERCE CASE

A cosmetics growth system built from objective to deployment.

India · D2C cosmetics · performance media, creative and automation planning

EVIDENCE AVAILABLE

Audience architecture · media plan · creative deployment · measurement setup

Final commercial outcome data was not included in the supplied source.



COMMERCE CASE / KICKOFF TARGETS

The engagement began with four explicit commercial targets.

These are source-stated objectives, not achieved-outcome claims.

-30%

CAC TARGET

within 4-6 months

+10-12%

ARPU TARGET

increase average value

END-TO-END

AUTOMATION TARGET

connect journey triggers

+20-25%

QUARTERLY REVENUE TARGET

after learning period

BUYER NOTE

The value of this source is the documented system design and deployment logic; reported result data was not supplied.

COMMERCE CASE / AUDIENCE DECISIONS

Segments were useful only when they changed execution.

01	AFFINITY	Shopping, fitness and fashion signals	Open demand with broad hooks	CREATIVE ENTRY
02	PRIMARY	Category, competitor and ethical intent	Increase bid and sharpen proof	BID + MESSAGE
03	RECOVERY	Followers, engaged visitors and cart behavior	Resume the interrupted journey	OFFER + ROUTE

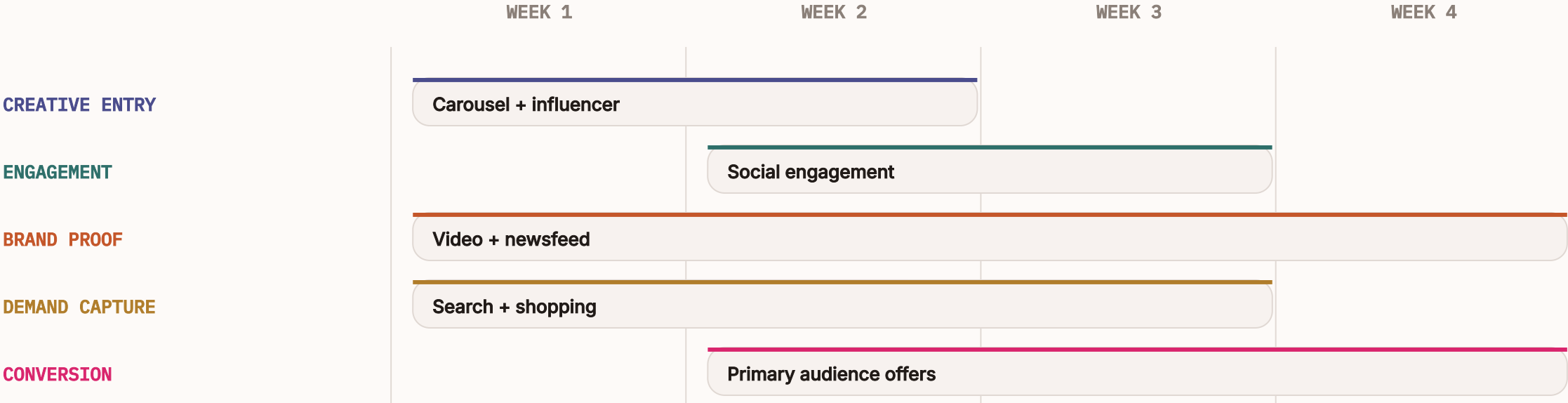
Reported audience signal: 43% of recorded sales came from ages 16-24; mobile represented 56% of device use.

COMMERCE CASE / TIMED DEPLOYMENT

The media plan made channel roles and learning windows explicit.

Selected allocation shown in source: Instagram 48%, Google 22% and Facebook 15% (85% identified; remaining 15% not labeled).

HISTORICAL DEPLOYMENT PLAN - JANUARY 2020



SOURCE DOCUMENTS FIVE CAMPAIGN JOBS; THE CHANNEL ALLOCATION IS PARTIAL (85% IDENTIFIED).

COMMERCE CASE / DEPLOYMENT EVIDENCE

Creative, channel and conversion evidence shared one taxonomy.

SUPPLIED CAMPAIGN CREATIVE

Campaign Objectives

Brand Awareness

Engagements

Purchases

Channels

G

Y

F

I

Creative Themes

Users: Influencers / Celebrities

Showcasing features Influencers using the products

Marketing Offer Campaigns

Black Friday Sale, Freaky Fridays

Feature Driven: Assertive

For e.g. Vegan, Chemical & Cruelty Free

Brand Values & Identity

Newsfeed / Single Image Ads

FLAT 20% OFF

SHOP NOW

Shop CLAEY: Now at 20% Off

Shop Now

FLASH SALE: Get your hands on dual brow filler and and colourful makeup to perk up your mood. Check out our special offer of up to 20% off on all our products. #ColourMeSummer

*Limited period offer

Shop now.

Carousel Ads

I need a mascara

But, also the thing that fills the brows

GET CLAEY NOW

NO MORE HIDING BEHIND FILTERS

REAL BEAUTY IS MUCH MORE JUST A SHADE

YOUR SKIN YOUR WAY

Search Ads

SALE

SUGRGRSH Build...

₹40 ₹69

Skinky.com

Flower Delivery

Ad - Skinky.com/cosmetics/matte_lipstick

Bulldoze Matte lipsticks that's skin & nature friendly

Protects And Nourishes Your Lips. With Lush Color That Lasts All Day. Get Yours Today

Ad - Skinky.com/cosmetics/mascara

Buy Vegan Mascara Online - 100% Organic

Now Shop Mascara and get your lashes and brows on. Wash with just one product. Give your lashes and brows the 171 and volume it didn't know it needed. No Cruelty. Completely Vegan. No Parabens.

Bulldoze Matte Lipsticks - from ₹299 - Vegan & Multi Use - More

Video Ads

GET CLAEY NOW!

Ad - 0:30

01 AWARENESS

Brand + video

02 ENGAGEMENT

Social + carousel

03 PURCHASE

Search + conversion

04 MEASURE

Add to cart + purchase events

Source proves deployment architecture; final result data was not supplied.

ML. / MASTER CAPABILITIES

SUPPLIED PERFORMANCE MARKETING CASE STUDY / DEPLOYMENT EVIDENCE

02

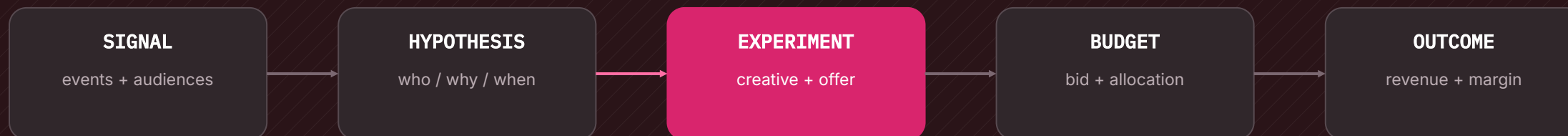
Performance media.

Every media decision becomes an instrumented loop: signal, hypothesis, experiment, budget and commercial outcome.



PERFORMANCE OPERATING LOOP

Optimization is a closed loop, not a weekly report.



TAXONOMY

CONVERSIONS

SPLIT TESTS

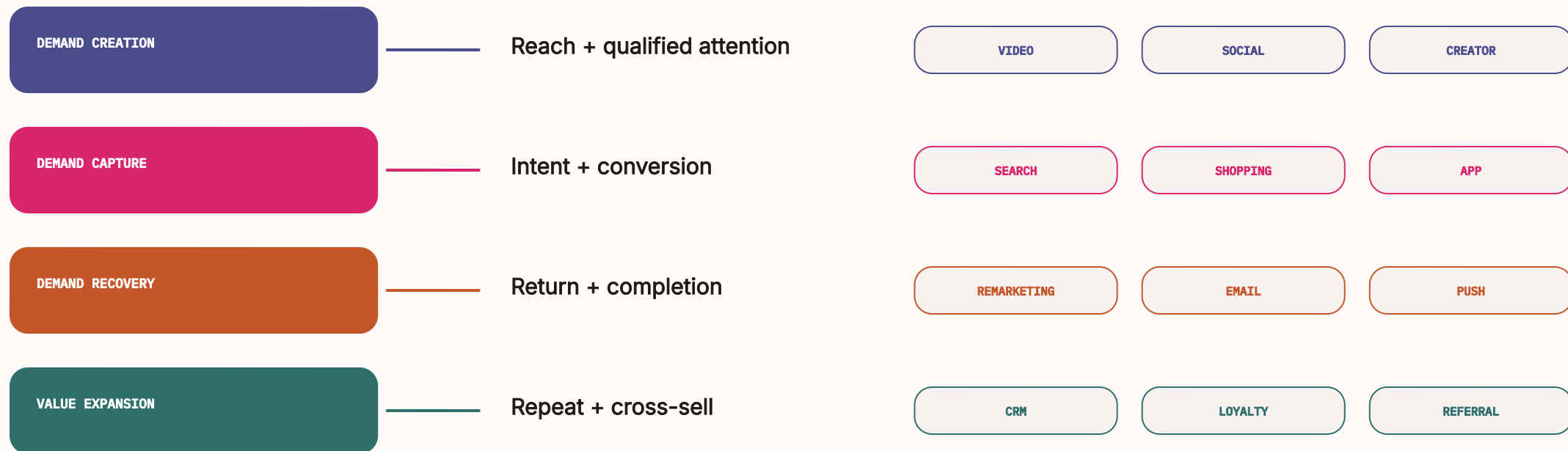
CROSS-CHANNEL

BID RULES

GOVERNANCE

FULL-FUNNEL MEDIA ARCHITECTURE

Different jobs require different buying logic.



ONE TAXONOMY • ONE CONVERSION MODEL • ONE COMMERCIAL SCORECARD

CAMPAIGN TAXONOMY

Naming conventions are infrastructure.

A campaign name should reveal the business decision without opening the platform.



IN_CONV_LIP_PRI_VID_200FF_V03

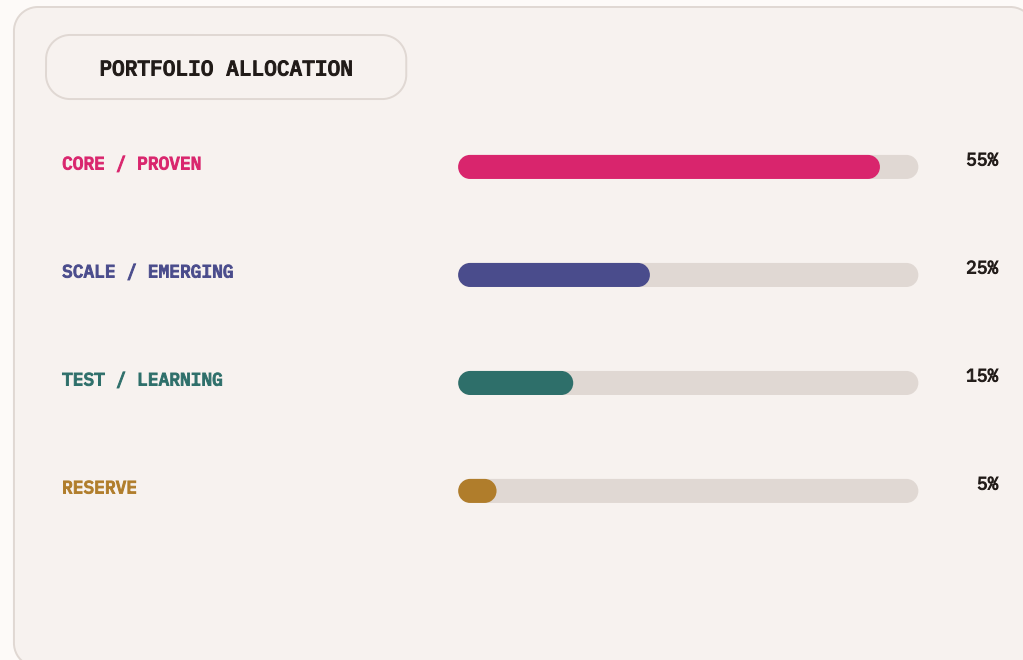
AUDITABLE

Market to objective to product to audience to format to offer to version

Taxonomy links cost, creative, audience and conversion data across platforms.

BUDGET ARCHITECTURE

Budget follows evidence, not platform momentum.



REALLOCATION RULE

01	PROTECT	minimum learning volume
02	PROMOTE	stable marginal return
03	PUSH	creative and audience headroom
04	PAUSE	cost without signal quality
05	RECYCLE	losing budget to next best test

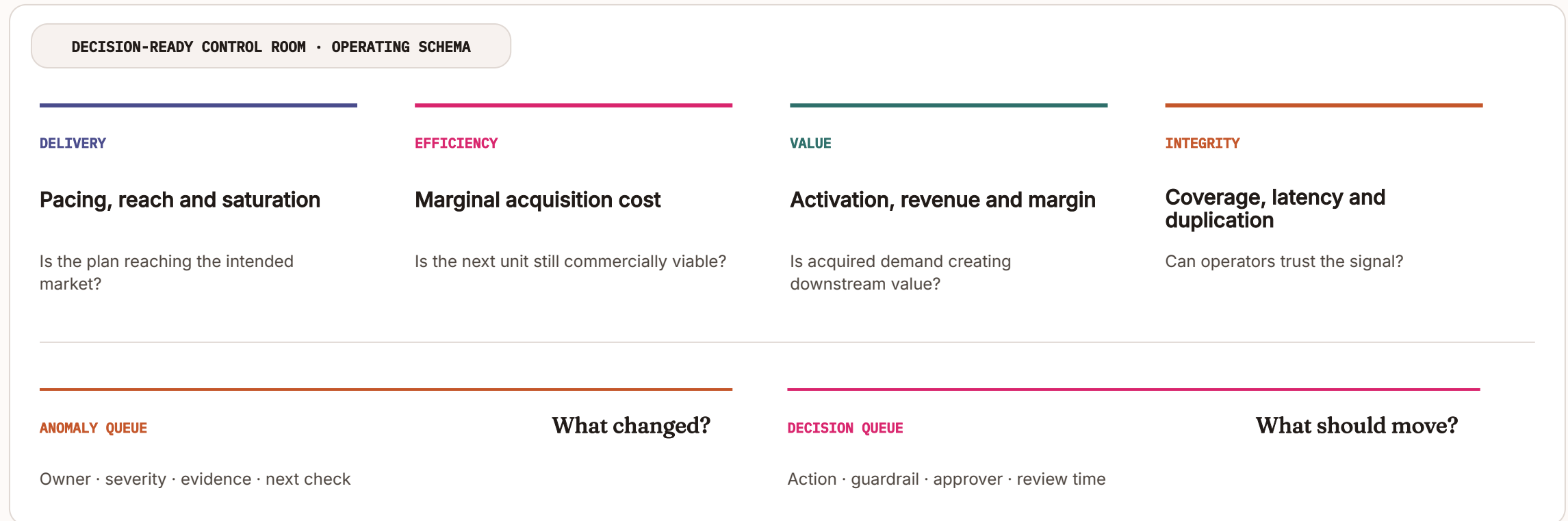
EXPERIMENT DESIGN

A test backlog makes assumptions and decision rules visible.

HYPOTHESIS	EVIDENCE NEEDED	CONTROLLED VARIABLE	DECISION RULE	OWNER
Proof-led hooks reduce hesitation	Qualified conversion signal	Hook family	Promote only after stable evidence	MEDIA
Short demos improve qualified attention	Watch depth + downstream action	Format	Hold audience and offer constant	CREATIVE
Price framing changes checkout intent	Checkout initiation quality	Offer frame	Read value, not click-through alone	GROWTH
Broader reach can preserve efficiency	Marginal acquisition quality	Audience scope	Scale only inside agreed guardrail	MEDIA
Creator treatment strengthens trust	Attention + commercial follow-through	Treatment	Archive the learning with the asset	CREATIVE

CONTROL ROOM

The dashboard exists to trigger a decision.





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APPLIED PERFORMANCE / MOBILE APP

Scaling an EdTech app from install to revenue.

Acquisition for K-12, test-prep and SAT
audiences, segmented between students and
parents.

PAID ACQUISITION × SDK × BRANCH × ANALYTICS

-36%

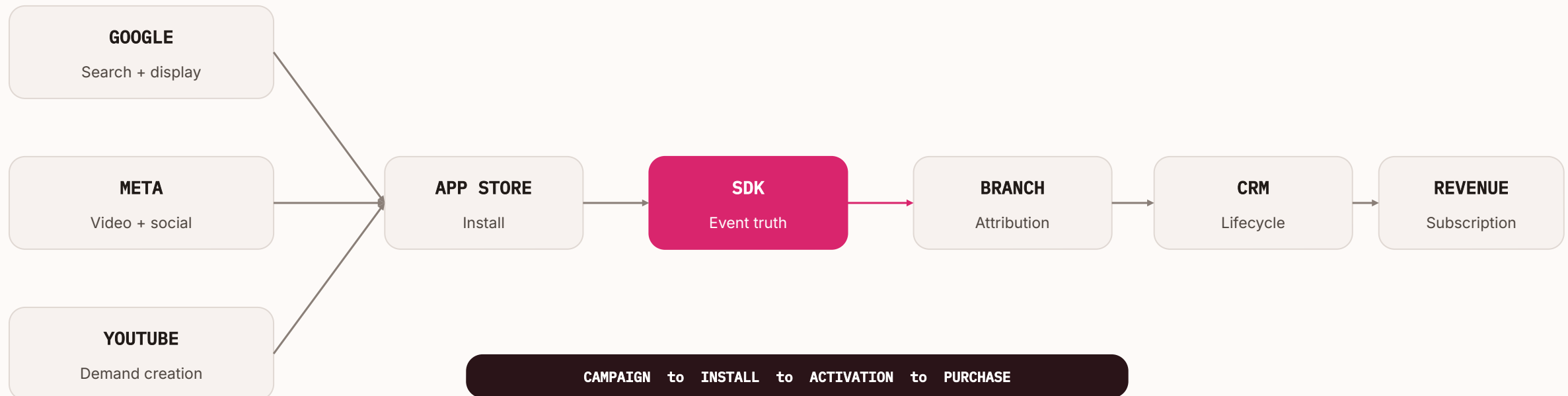
CUSTOMER ACQUISITION COST

+28%

MONTHLY REVENUE

EDTECH CASE / ACQUISITION SYSTEM

The acquisition architecture connected media to in-app value.



EDTECH CASE / AUDIENCE × CREATIVE

Parents and students required different proof systems.

PARENTS

35-50

DECISION DRIVERS

Outcomes · trust · price

CREATIVE + CHANNEL

Search · long-form · testimonial

STUDENTS

12-17

DECISION DRIVERS

Confidence · access · momentum

CREATIVE + CHANNEL

Video · carousel · creator

REMARKETING

All qualified
visitors

DECISION DRIVERS

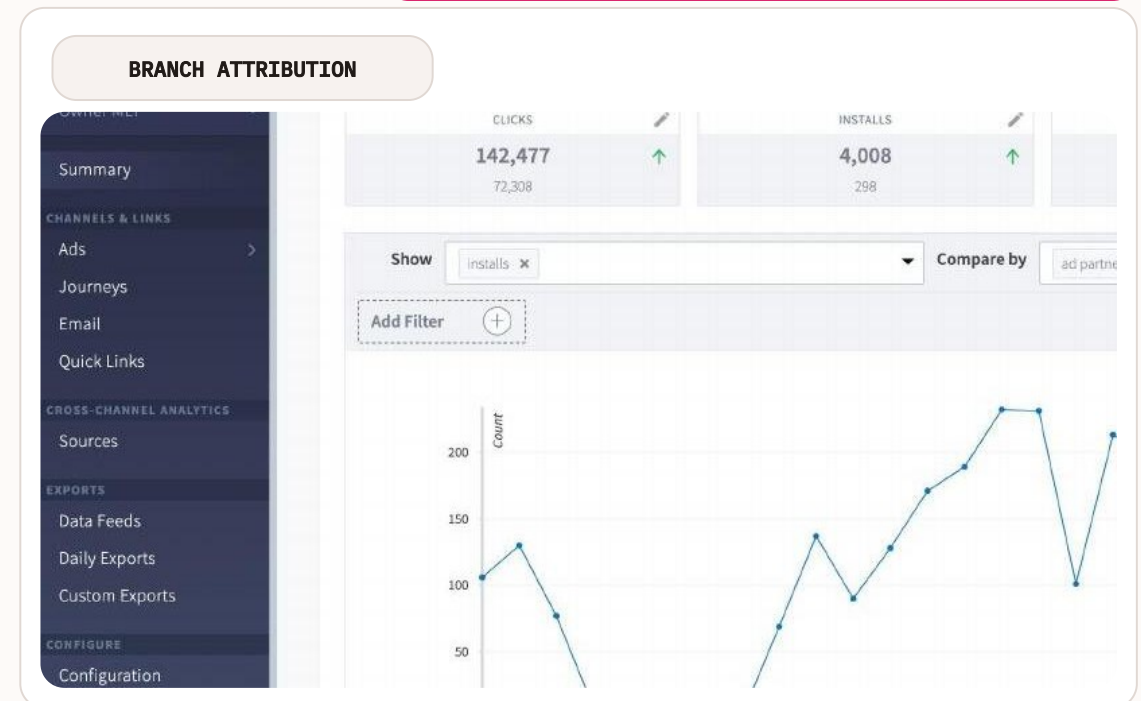
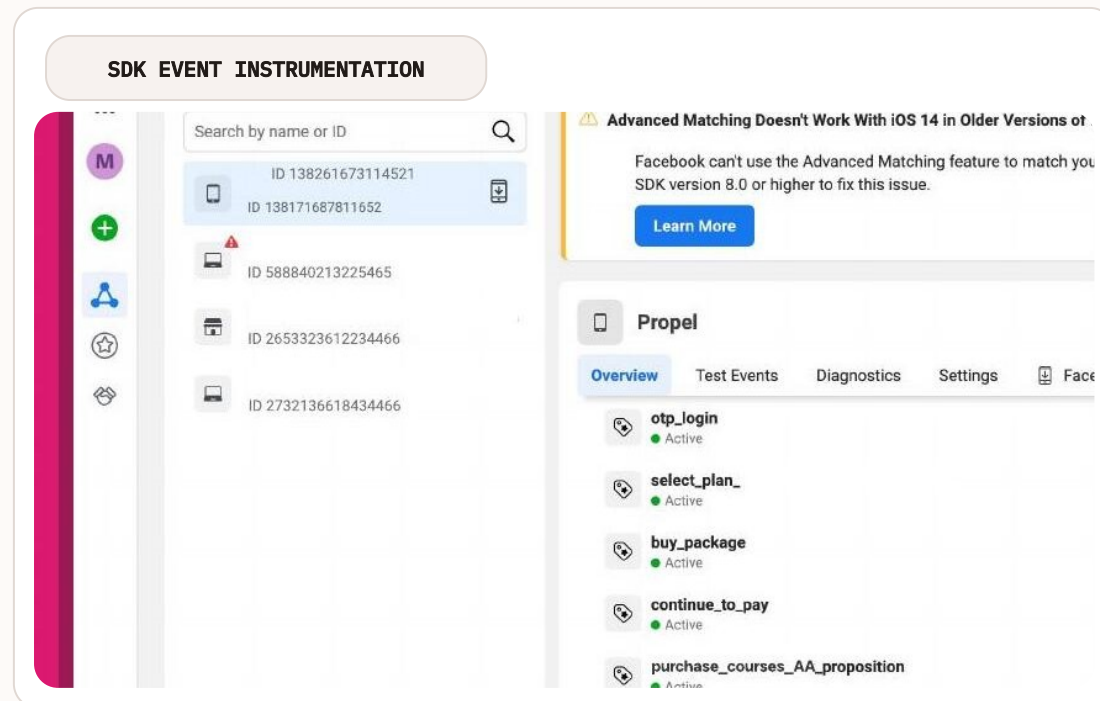
Urgency · reminder · completion

CREATIVE + CHANNEL

Offer · social proof · push

EDTECH CASE / INSTRUMENTATION

SDK and attribution setup made optimization commercially legible.



EDTECH CASE / REPORTED OUTCOMES

Connected acquisition improved efficiency and revenue.

-36%

CUSTOMER ACQUISITION COST

+12%

USERS

+17%

SALES

+28%

MONTHLY REVENUE

+22%

QUARTERLY REVENUE

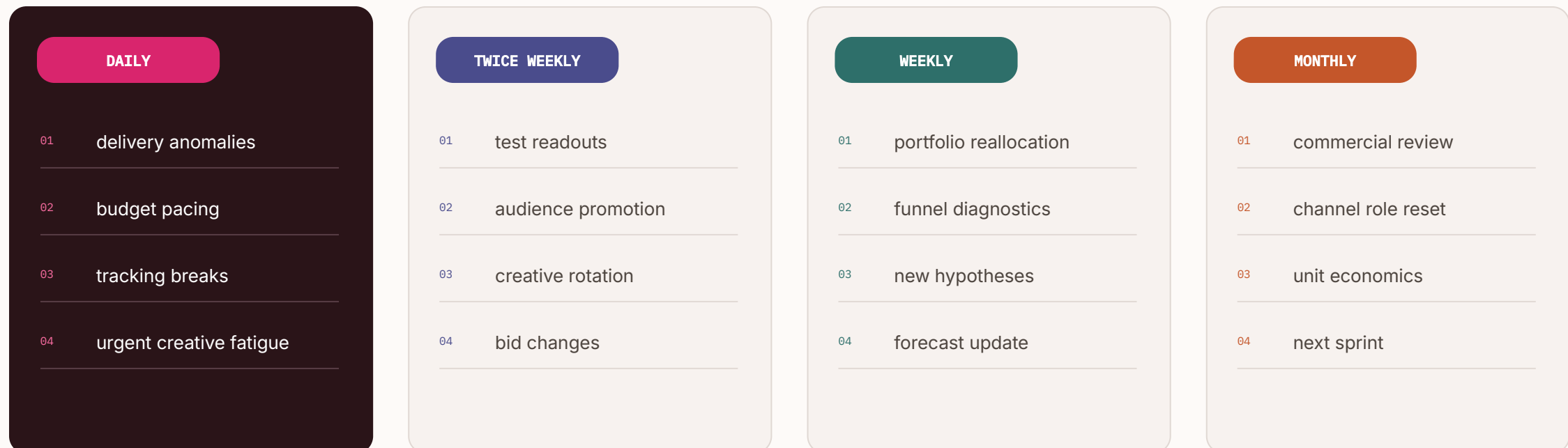
SYSTEM BEHIND THE RESULT

Campaign taxonomy · SDK events · Branch attribution · cross-channel optimization · creative testing

Reported client outcomes; client identity, spend baseline and measurement period were not specified in the supplied source.

OPERATING CADENCE

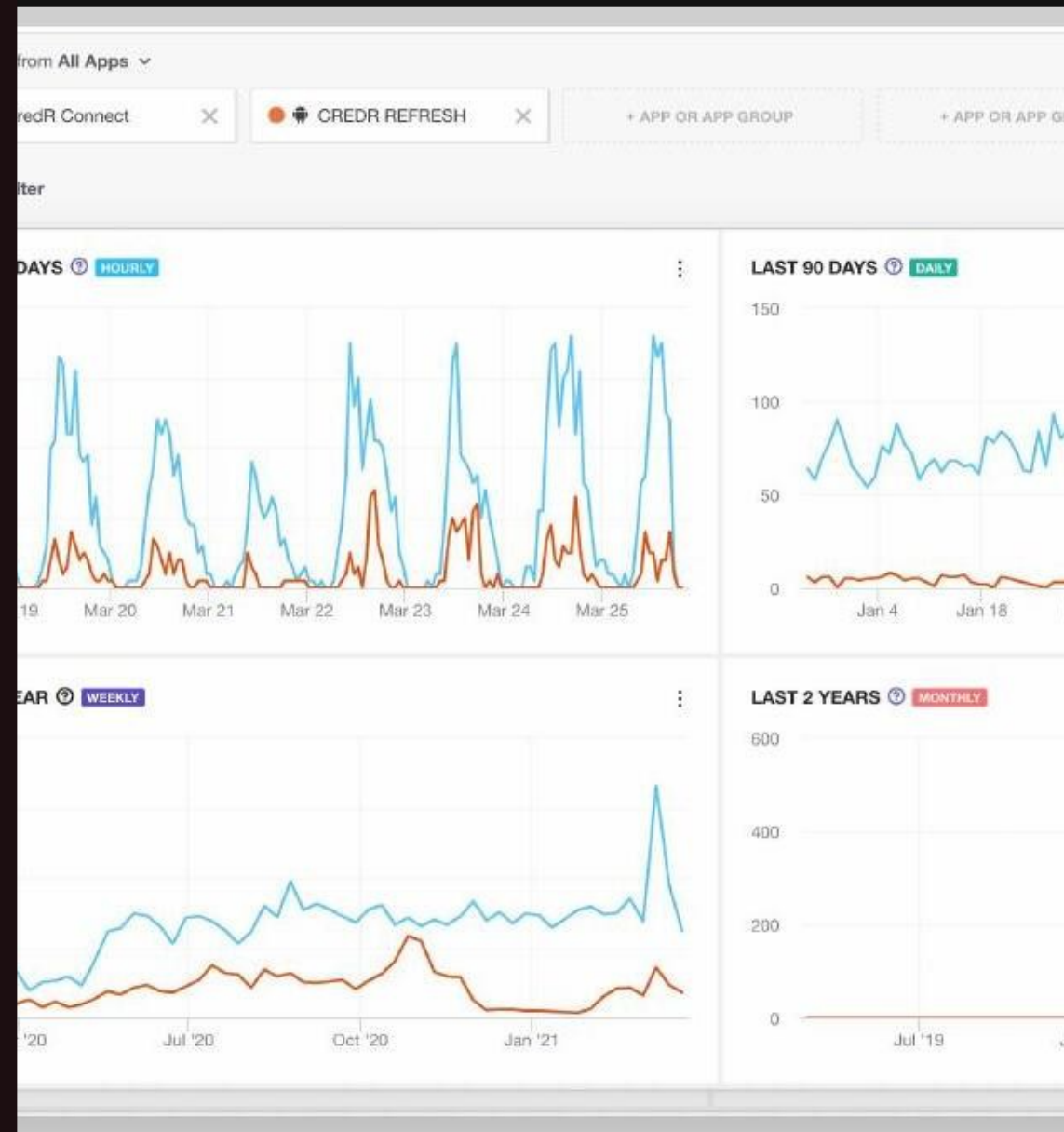
Performance compounds when decisions have a clock.



03

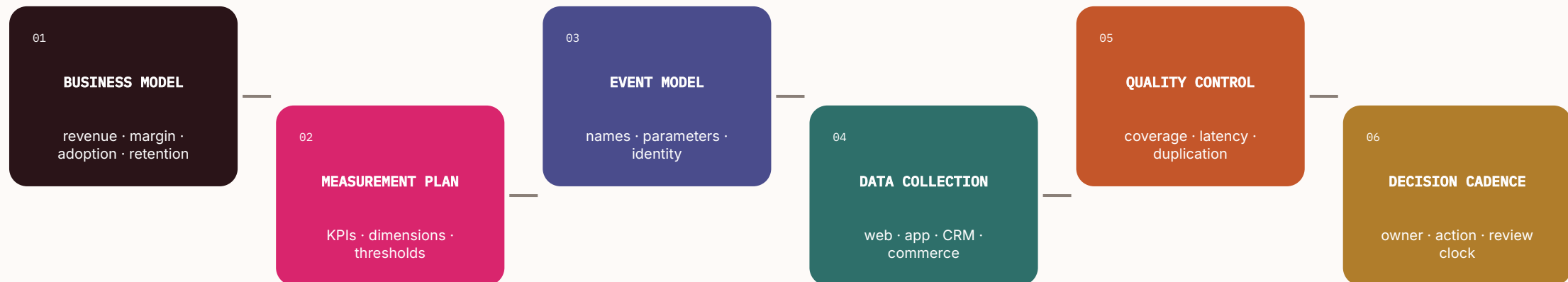
Analytics & attribution.

Measurement is not reporting. It is the architecture that decides which signals deserve belief.



MEASUREMENT SPINE

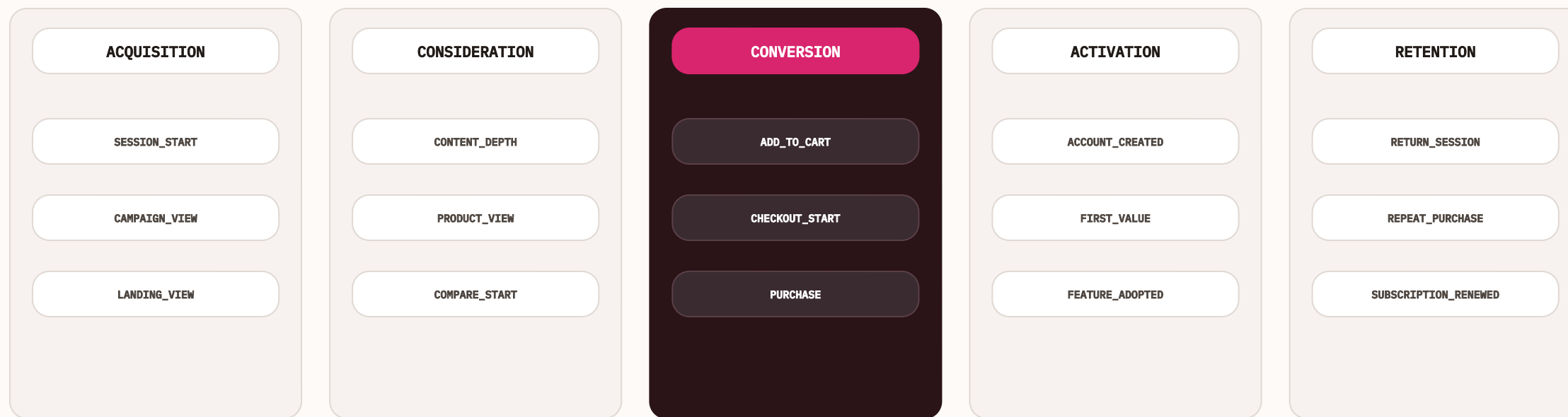
A trustworthy dashboard begins before the dashboard.



If the business question cannot be stated, the metric should not be on the dashboard.

EVENT TAXONOMY

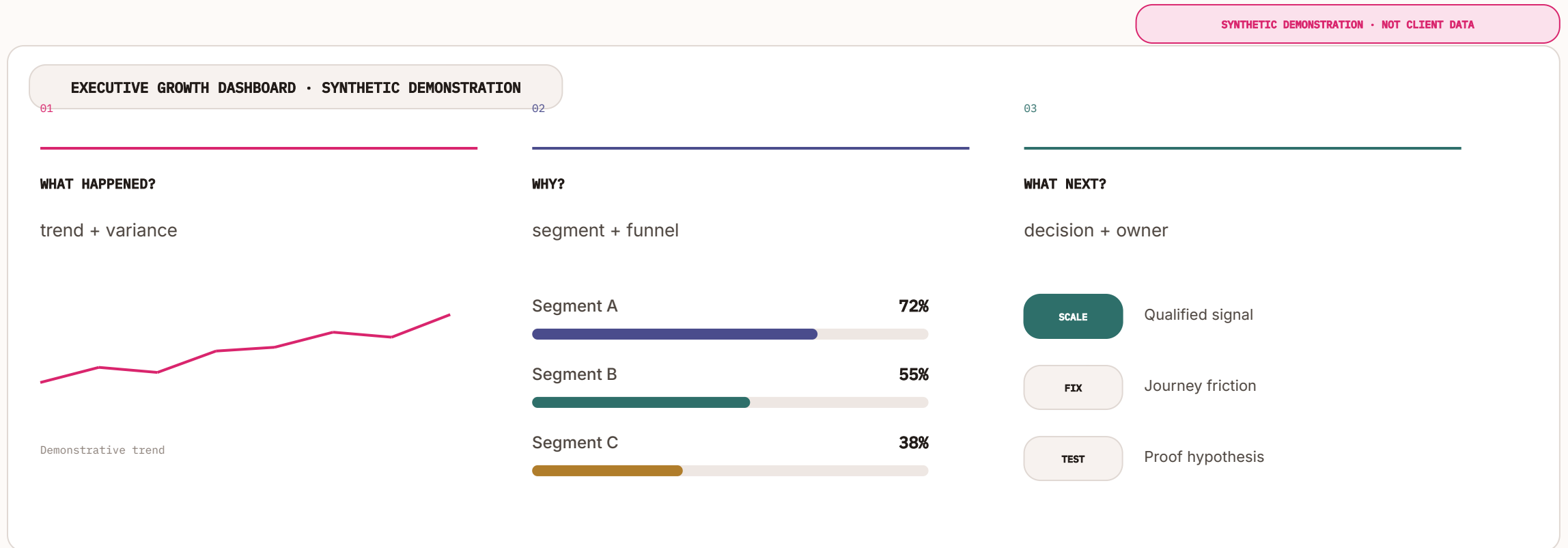
Events describe behavior; parameters explain value.



Required parameters: user_id • session_id • source • campaign • product • value • currency • timestamp

DASHBOARD ANATOMY

A useful dashboard answers three questions at once.



COHORT ANALYSIS

Cohorts separate growth quality from growth volume.

SYNTHETIC DEMONSTRATION • NOT CLIENT DATA

RETENTION BY ACQUISITION WEEK • SYNTHETIC DEMONSTRATION

W01	100%	54%	42%	34%	29%	25%
W02	100%	61%	49%	40%	34%	30%
W03	100%	58%	44%	36%	30%	27%
W04	100%	68%	55%	47%	41%	36%
W05	100%	70%	59%	51%	45%	40%
W06	100%	74%	64%	56%	50%	46%

READOUT

+21pp

D30 RETENTION • W01 TO W06

25% to 46%

The synthetic change becomes a diagnostic question: what did onboarding, source mix or first-value behavior do differently?

FUNNEL ANALYSIS

The funnel is a diagnostic map, not a conversion trophy.

OBSERVABLE STATE	EVIDENCE REQUIRED	DIAGNOSTIC QUESTION	OWNER
QUALIFIED VISIT	source + query + landing	Did the promise match the visitor's intent?	MEDIA
PRODUCT VIEW	depth + compare events	Was the proof sufficient to continue?	CONTENT
INTENT ACTION	CTA + form-start events	Was the next action clear and credible?	PRODUCT
CHECKOUT START	field + payment events	Where did friction or uncertainty appear?	UX
PURCHASE	value + currency + order ID	Was commercial value recorded correctly?	ANALYTICS

Read the break, verify the signal, assign the owner, then choose the fix.

HISTORICAL UNIVERSAL ANALYTICS EVIDENCE

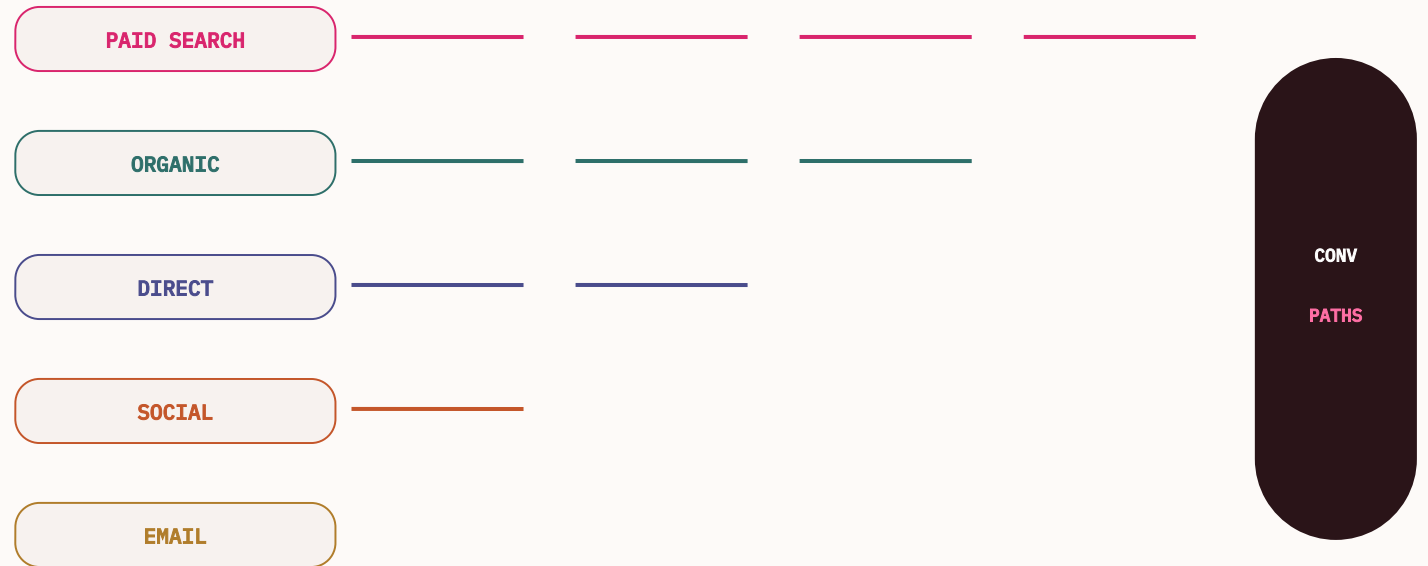
5,600 conversions carried more than one channel story.

5,600

TOTAL CONVERSIONS

DEC 1, 2019-FEB 20, 2020

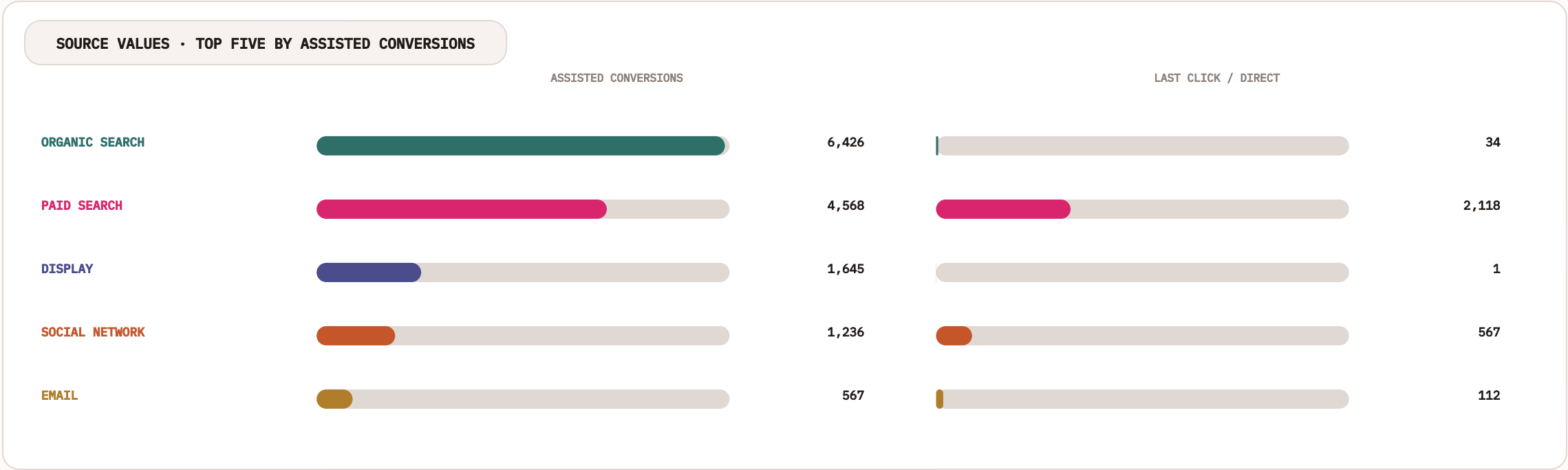
Last-click simplifies reporting. Path analysis explains influence.



Path sequence • assists • overlap • time lag

HISTORICAL UNIVERSAL ANALYTICS EVIDENCE

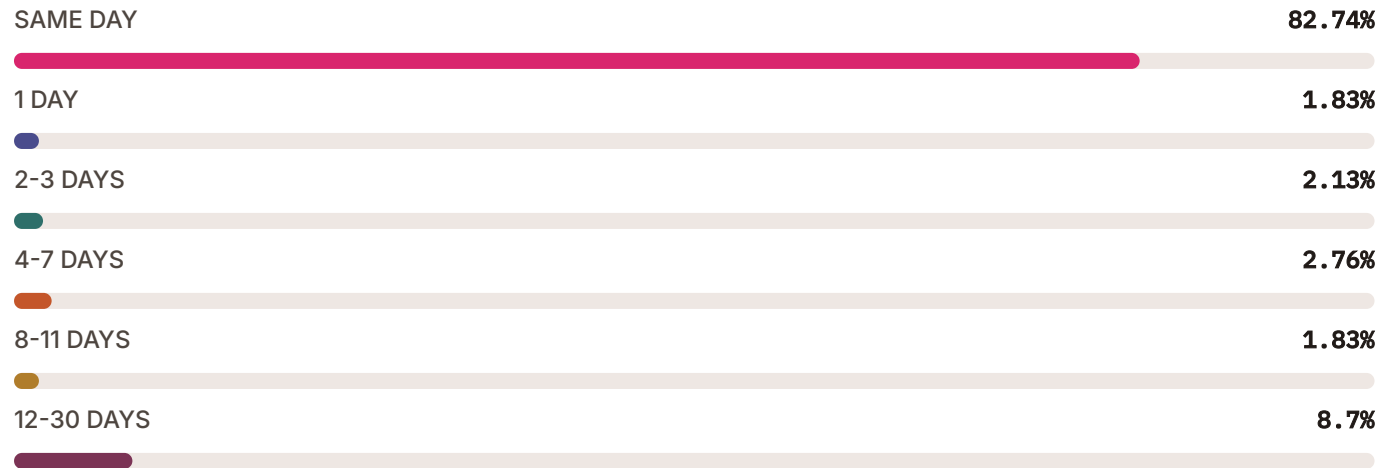
Influence appears when channels are allowed to assist.



HISTORICAL UNIVERSAL ANALYTICS EVIDENCE

Conversion delay changes bidding, remarketing and forecasting.

SHARE OF CONVERSIONS BY DELAY • SEPARATE SOURCE REPORT



DECISION IMPLICATIONS

BIDDING	Protect same-day value signals
REMARKETING	Sequence the 12-30 day tail
FORECAST	Model delayed value separately
CREATIVE	Match urgency to elapsed time

SOURCE SNAPSHOT WARNING

Time-lag counts total 6,075 versus 5,600 in the attribution snapshot. Percentages are shown as a separate report and are not reconciled.



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APPLIED ANALYTICS / MOBILE COMMERCE

App analytics built a map from behavior to value.

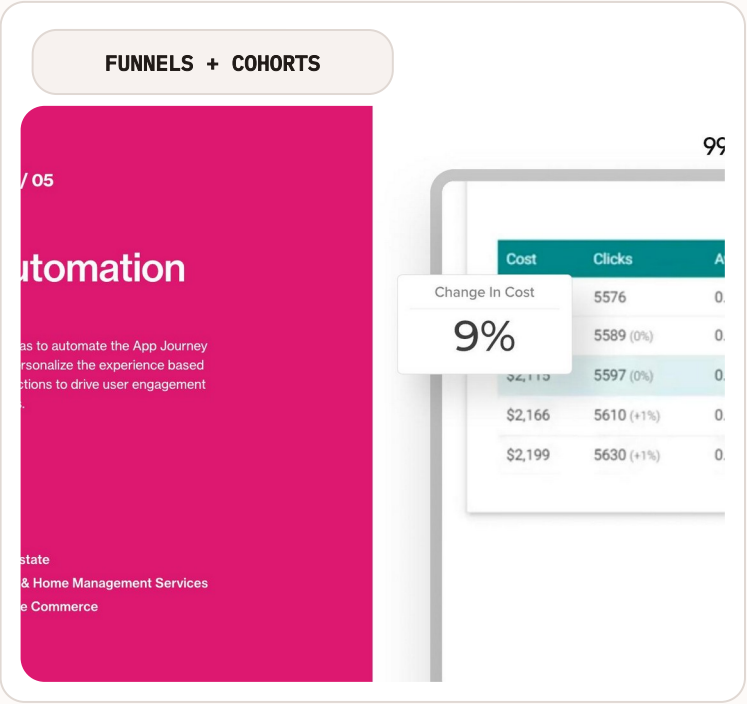
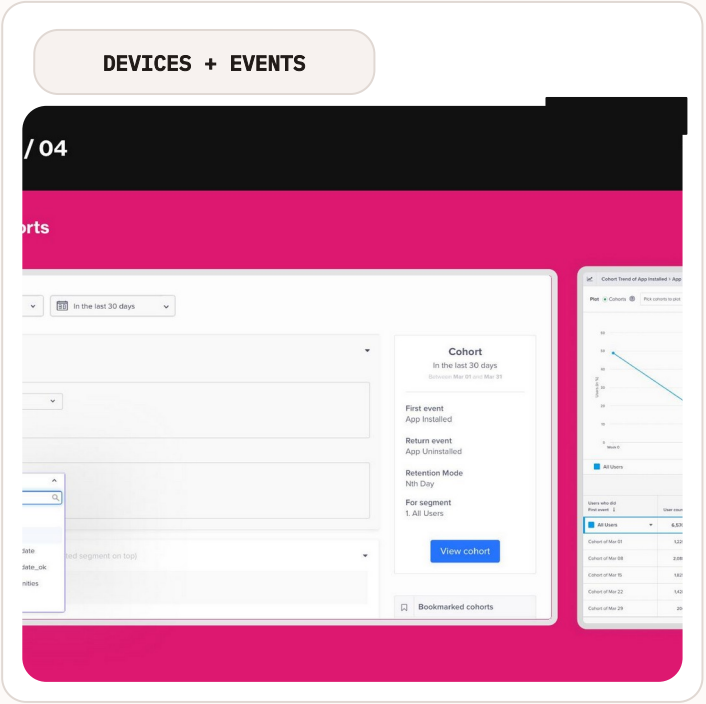
Custom events, dashboards, cohorts and funnels made user behavior operable across acquisition and lifecycle decisions.

EVENTS × COHORTS × FUNNELS × JOURNEYS

HISTORICAL APP ANALYTICS EVIDENCE

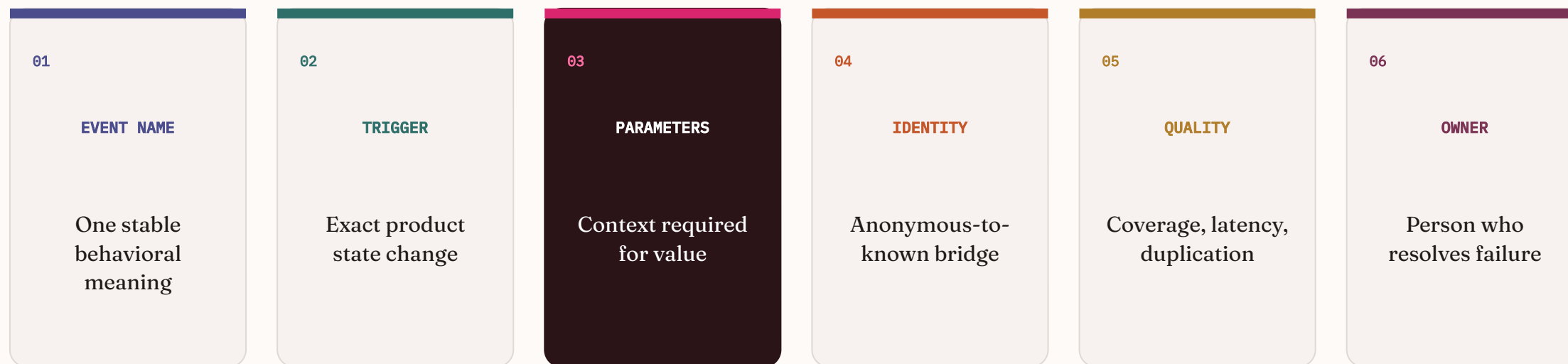
Dashboards, events and cohorts exposed different layers of behavior.

SOURCE DATE NOT SUPPLIED



IMPLEMENTATION CONTROLS

Every app signal needs a contract before it enters a dashboard.

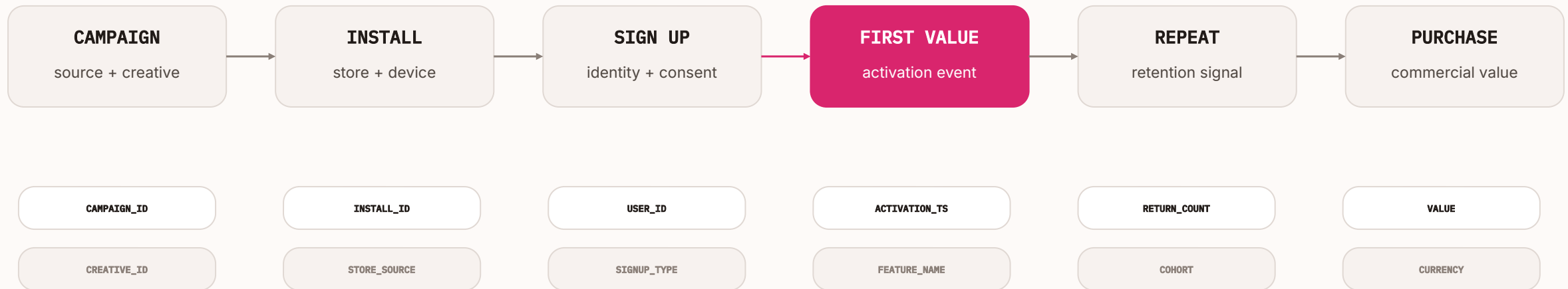


RELEASE GATE

spec approved · test event received · identity verified · dashboard reconciled · owner assigned

APP ANALYTICS / JOURNEY MAP

Campaign journeys joined acquisition context to product behavior.

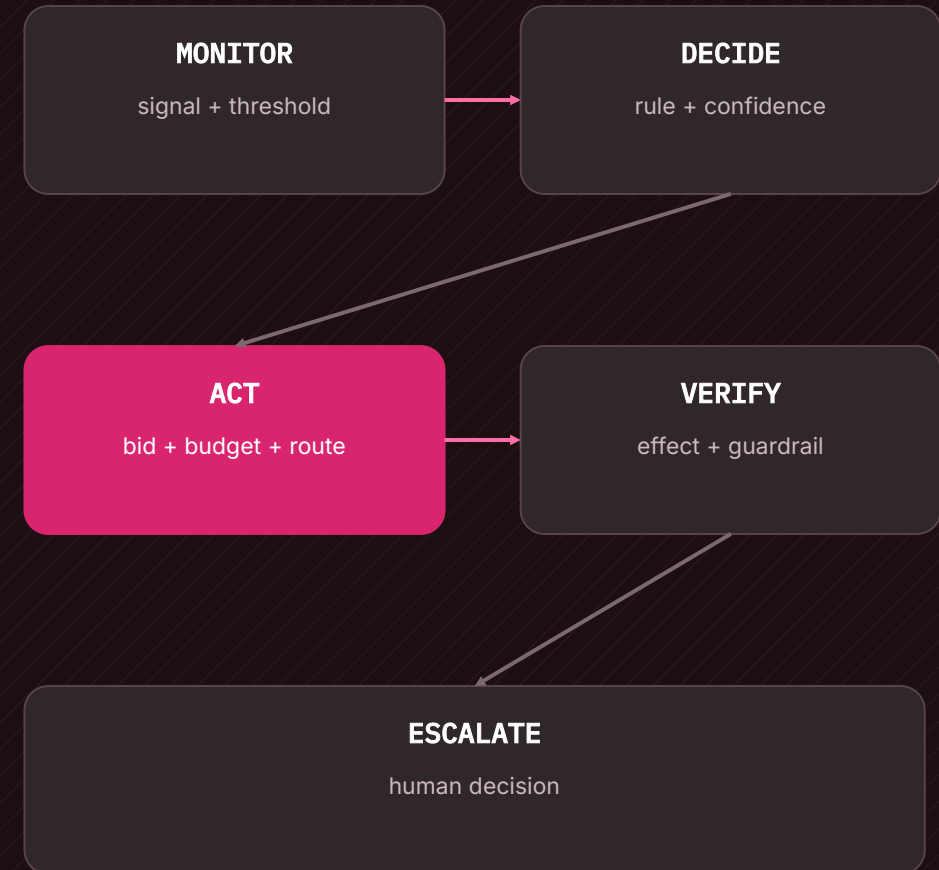


One user journey. Six operational owners. One measurement spine.

04

Automation & lifecycle.

Automate repetitive mechanics while keeping thresholds, exceptions and commercial judgment visible.



Rules run quickly. Decision rights remain human.

DECISION RIGHTS

Good automation knows what it may do - and when it must ask.

MAY ACT

- 01 Pace within approved budget
- 02 Trigger consented journey
- 03 Pause on tracking failure

MUST ASK

- 01 Material budget shift
- 02 New commercial threshold
- 03 Change to audience policy

NEVER AUTOMATE

- 01 Invent value assumptions
- 02 Bypass consent or governance
- 03 Hide the action history

Every action retains an owner, threshold, exception, cooling period and audit trail.

BID AUTOMATION

Rules automate the mechanics of value-based bidding.

KEYWORD

First-page bridge

Raise within CPC guardrail

CONVERSION

Conversion grabber

Increase when value signal strengthens

TARGET

CPA / ROAS optimizer

Move toward commercial threshold

TIME

Hour-of-week adjustment

Shift to proven conversion windows

GEO

Geo bid adjustment

Weight local demand + economics

DEVICE

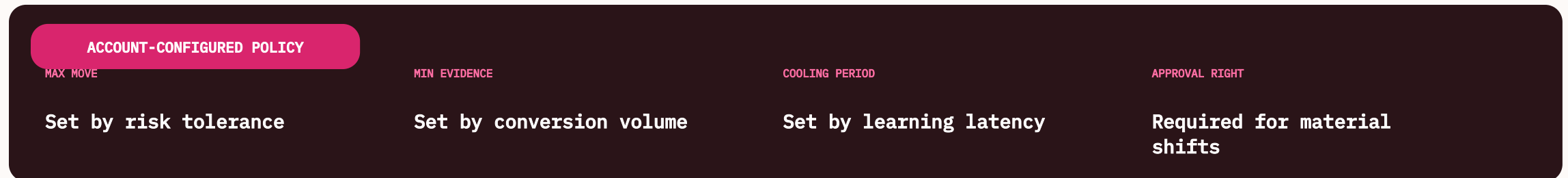
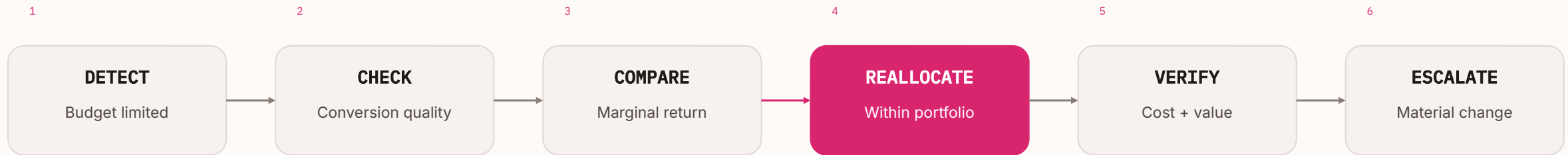
Device adjustment

Correct for device-level value

For every rule: trigger • scope • action • cap • cooling period • audit log • owner

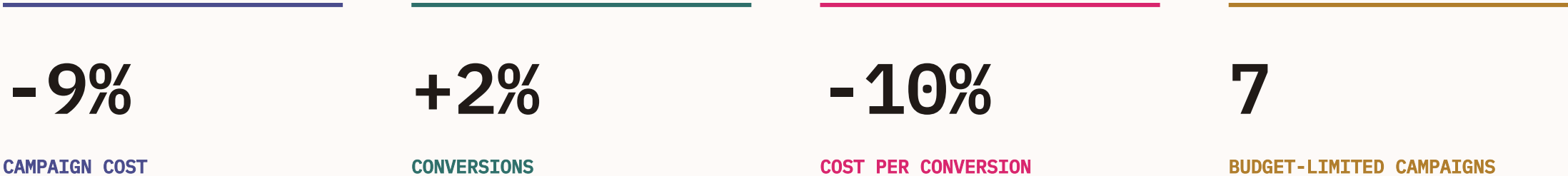
BUDGET AUTOMATION

Budget rules must protect learning and commercial guardrails.



AD AUTOMATION / REPORTED OUTCOMES

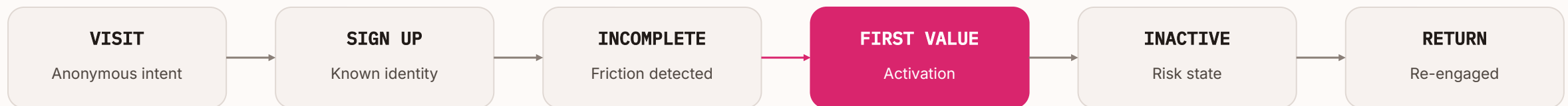
Automated campaign changes improved efficiency without hiding control.



SOURCE BASELINE to SELECTED RULE SCENARIO			
COST	\$2,319 to \$2,115	CONVERSIONS	454 to 462
	-8.8% · rounded -9%		+1.8% · rounded +2%
		COST PER CONV.	5.107 to 4.577
			-10.4% · rounded -10%

LIFECYCLE ORCHESTRATION

Lifecycle automation responds to behavior, not a calendar.



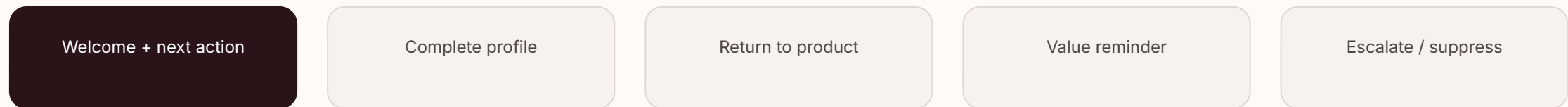
INSTANT

T+5 MIN

T+1 HR

T+24 HR

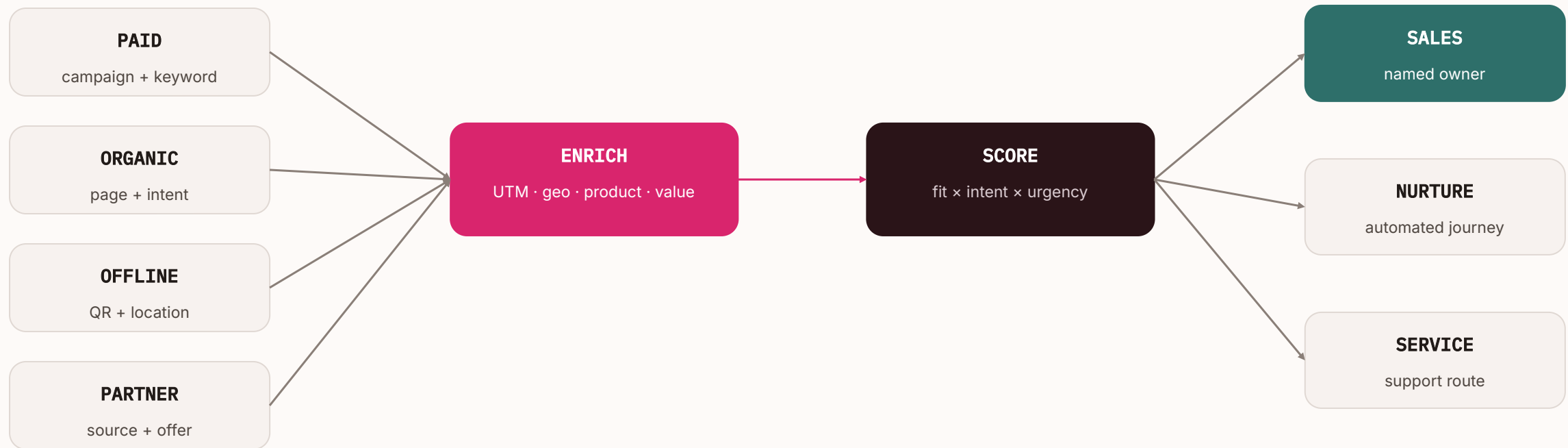
T+72 HR



Channels follow consent, urgency and value: email • push • SMS • sales task • in-product message

LEAD-ROUTING ARCHITECTURE

The fastest route is the one that understands context.



Routing inputs

location · occupancy · product · source · behavior · score · availability



CONFIDENTIAL AUTOMOTIVE CASE

Web, offline and CRM became one lead architecture.

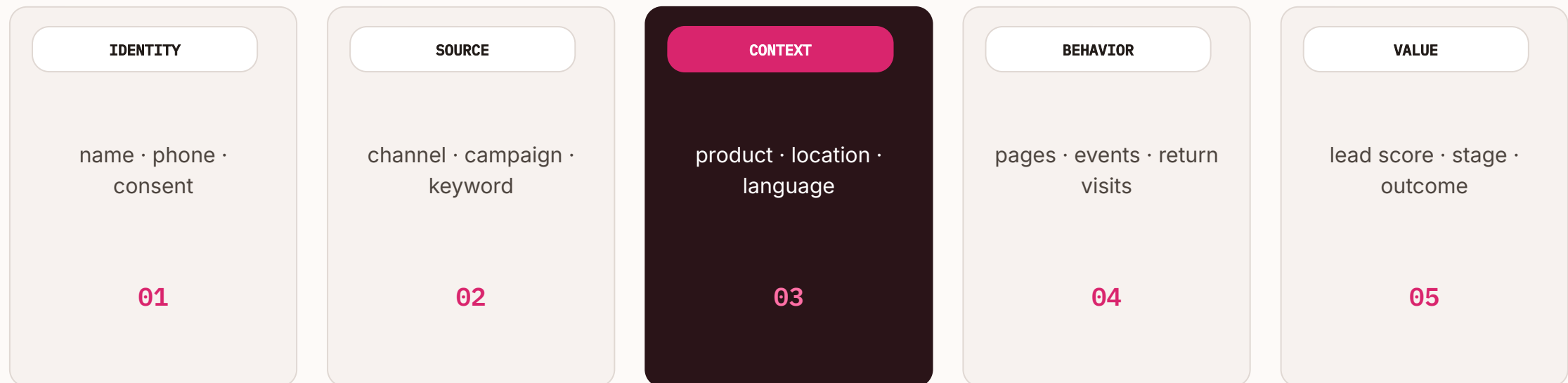
Tracking, decentralized CRM, hyperlocal routing, offline lead magnets and lifecycle automation were connected around one enriched lead record.

OMNICHANNEL × HYPERLOCAL × CRM

The supplied source documents architecture and deployment; no verified commercial outcome was included.

AUTOMOTIVE CASE / DATA ARCHITECTURE

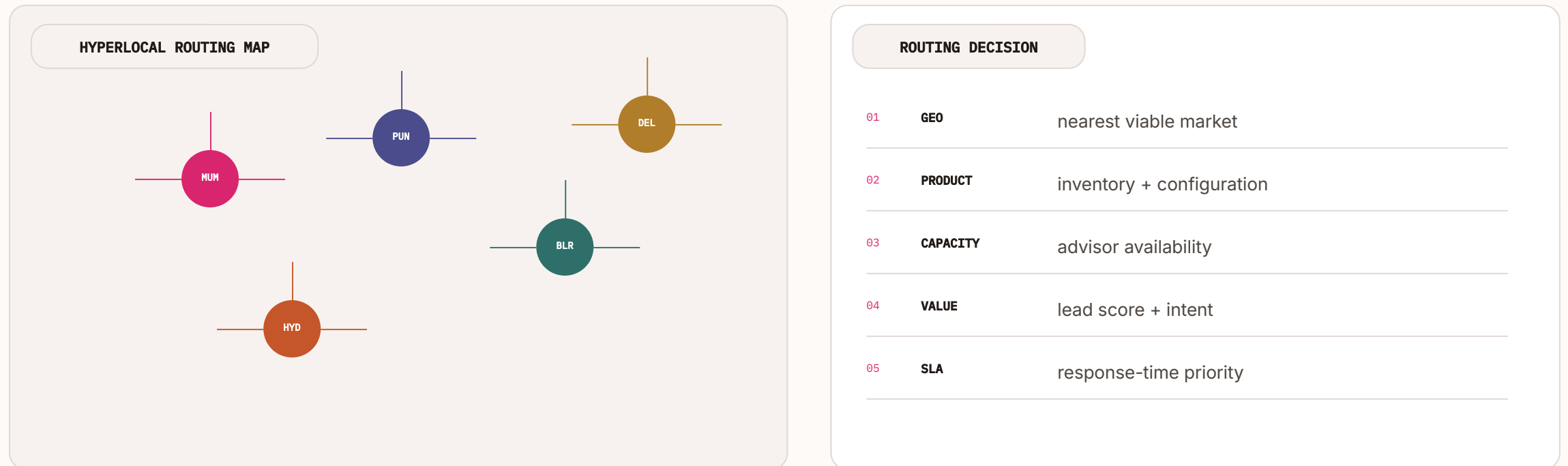
Every lead carried the context required for action.



Captured once · passed through UTM + forms · persisted into CRM · returned to campaign reporting

AUTOMOTIVE CASE / HYPERLOCAL

Location, inventory and advisor capacity shaped the route.



Lifecycle decisions were conditional, not calendar-based.

OBSERVED STATE	EVIDENCE	NEXT BEST ACTION	OWNER	SUPPRESSION
ANONYMOUS INTENT	product + location	Show locally viable inventory	MEDIA	frequency cap
KNOWN LEAD	identity + consent	Confirm route and advisor	CRM	invalid contact
INCOMPLETE PROFILE	missing field + return	Resume the exact step	LIFECYCLE	recent completion
HIGH INTENT	repeat product action	Create advisor task	SALES	owner unavailable
BOOKED	appointment event	Stop acquisition prompts	SERVICE	booking cancelled

AUTOMOTIVE CASE / INSTALLED CAPABILITY

The lasting output was a transferable lead operating model.

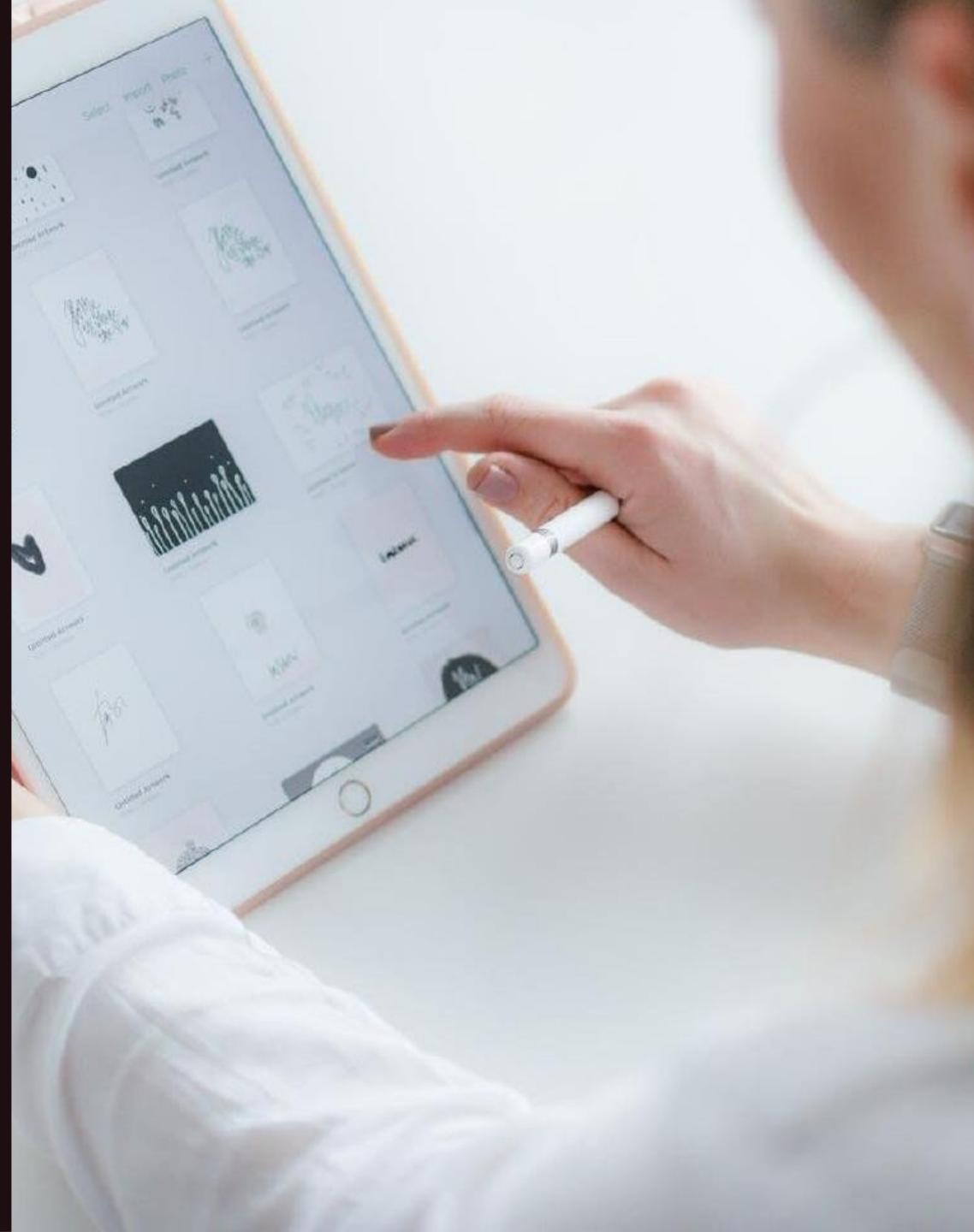
01	ENRICHED LEAD RECORD	Source, product, location, behavior and value context
02	HYPERLOCAL ROUTING	Inventory, advisor capacity and response priority
03	BEHAVIORAL STAGES	Trigger logic from anonymous intent to sales action
04	AUDIENCE UPDATES	Web, CRM and offline membership changed with behavior
05	OPERATING DOCUMENTATION	Fields, routes, messages, owners and escalation rules

Architecture and deployed capability evidenced in source; commercial outcome not supplied.

05

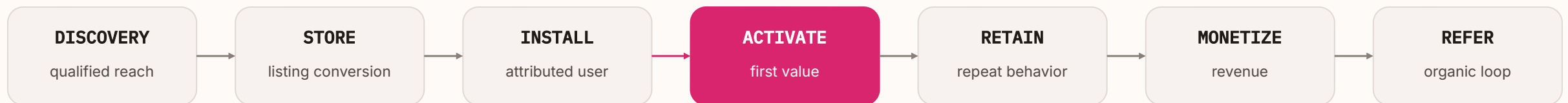
App & mobile growth.

The app funnel is one connected system:
discovery, install, activation, value,
retention and revenue.



MOBILE GROWTH LIFECYCLE

Install is a handoff, not the outcome.



REACH QUALITY

discovery

STORE CVR

listing

CPI

install cost

ACTIVATION RATE

first value

D1 / D7

retention

LTV / PAYBACK

value

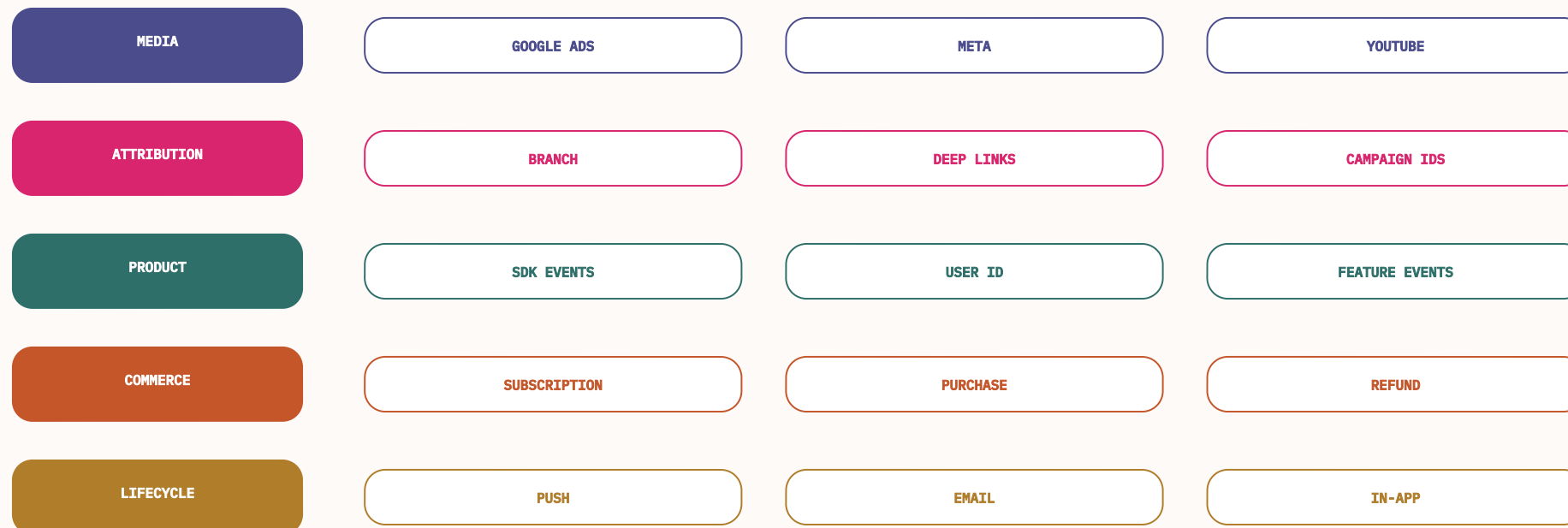
K-FACTOR

referral coefficient

CPI belongs to the install handoff; K-factor is the referral coefficient that describes organic propagation.

INSTRUMENTATION STACK

Mobile measurement requires identity across systems.

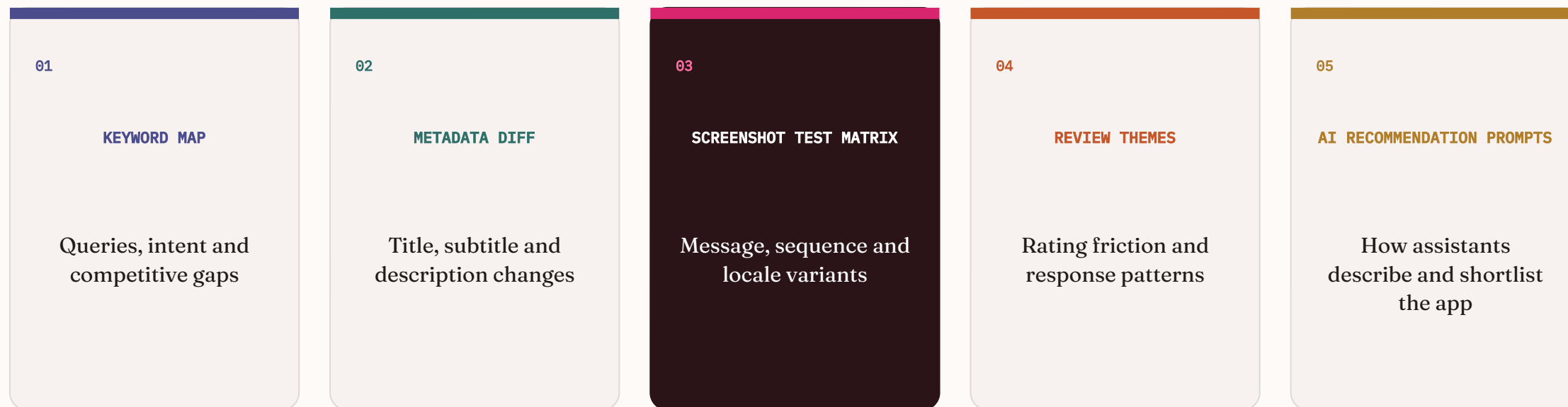


Identity bridge: click_id · install_id · anonymous_id · user_id · subscription_id

ASO CAPABILITY EXAMPLE

A store-growth evidence pack turns listing decisions into a release plan.

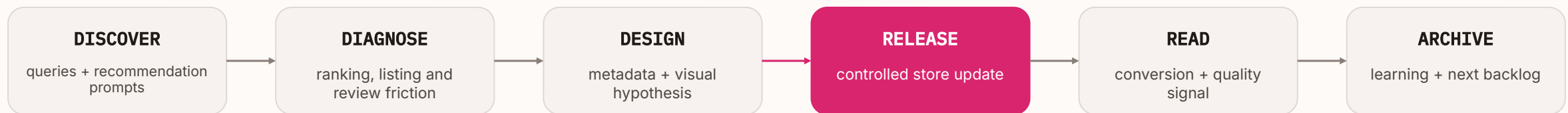
Capability example - no client outcome claim.



DELIVERABLE: prioritized release backlog • measurement plan • experiment archive • handoff documentation

ASO RELEASE WORKFLOW

Store experiments move from query evidence to a release decision.



QUERY

rank + relevance

LISTING

store CVR + quality

REVIEWS

theme + rating

AI DISCOVERY

share of recommendation

Every release records the hypothesis, changed asset, market, date, signal and decision.

06

Creative production.

Craft becomes a growth system when concepts, formats, variants, rights and performance signals share one operating model.



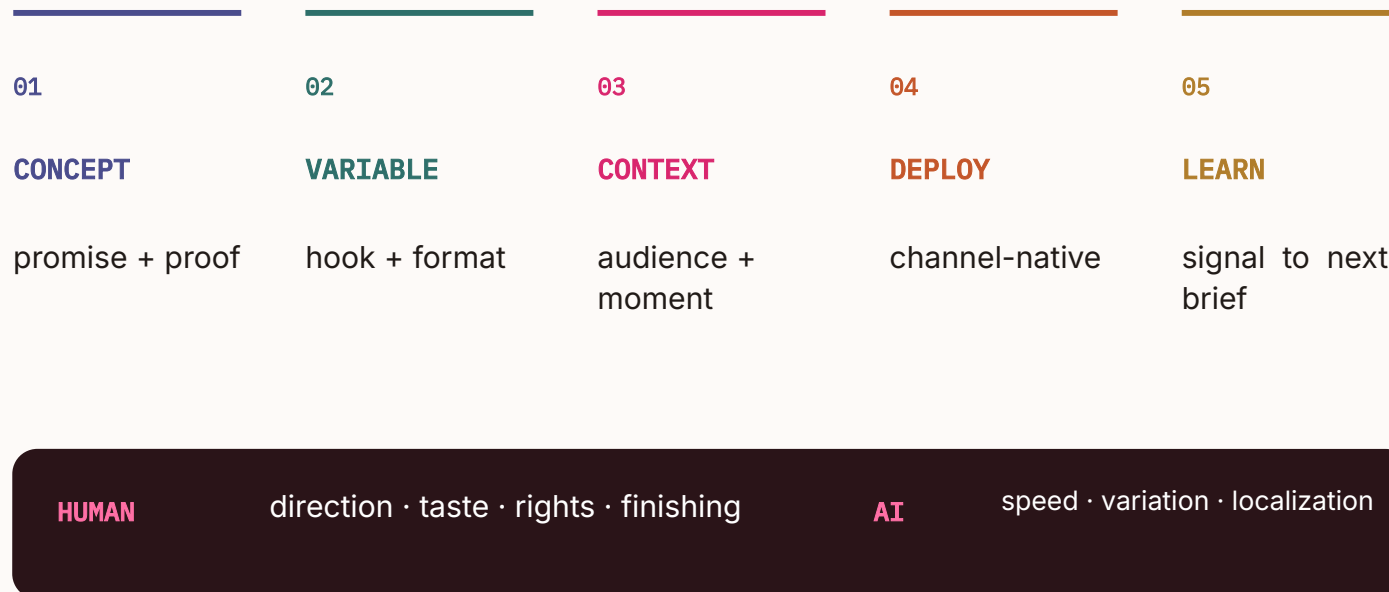
AI-NATIVE CREATIVE EXPERIMENTATION

Scale matters only when every variation carries a hypothesis.

3,000+

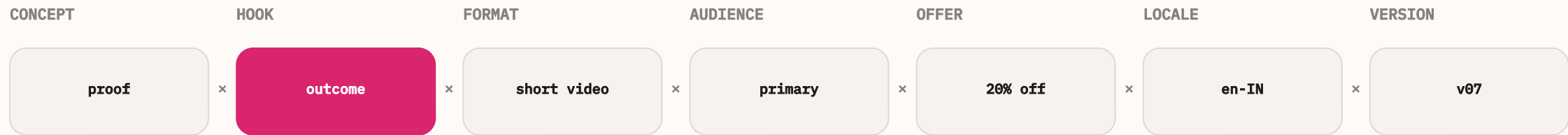
AI-ASSISTED WORKING CREATIVE VARIANTS GENERATED / MONTH

This count includes working variations for testing, adaptation and localization - not 3,000 client-approved final deliverables. Final assets pass human brand, rights and finishing review.



CREATIVE TAXONOMY

Every asset should reveal what changed.



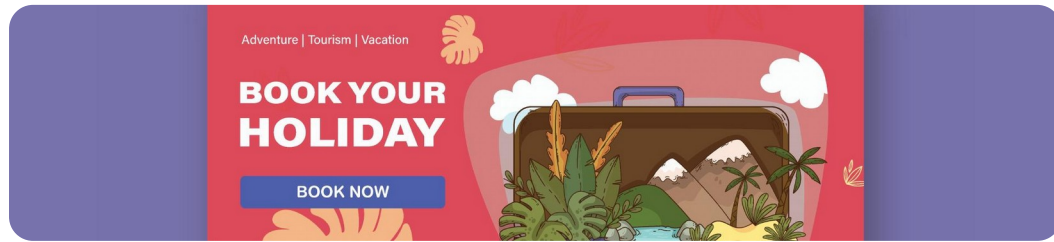
PROOF_OUTCOME_VIDEO_PRIMARY_200FF_EN-IN_V07

TRACEABLE

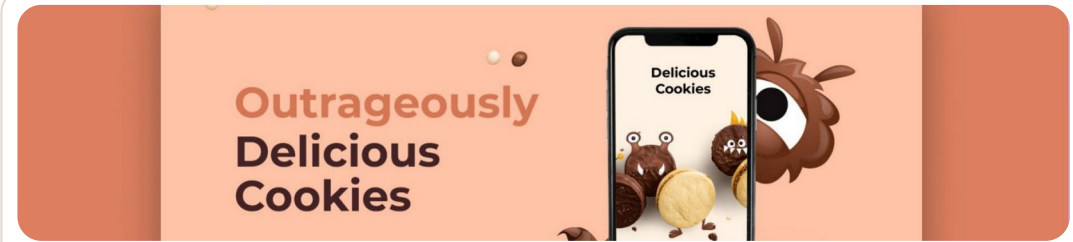
Performance data returns to the exact creative variable - not just the file name.

CREATIVE EVIDENCE

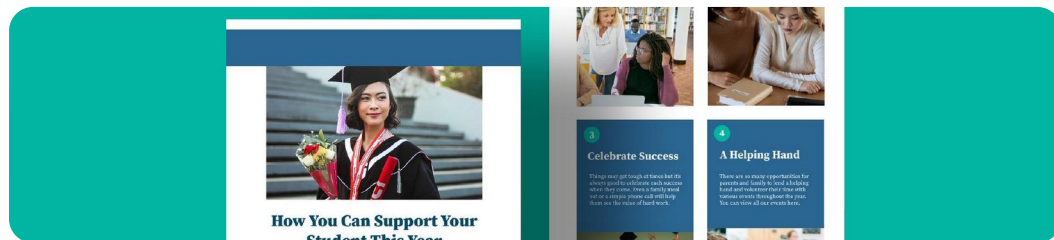
The work spans brand, social, lifecycle and performance contexts.



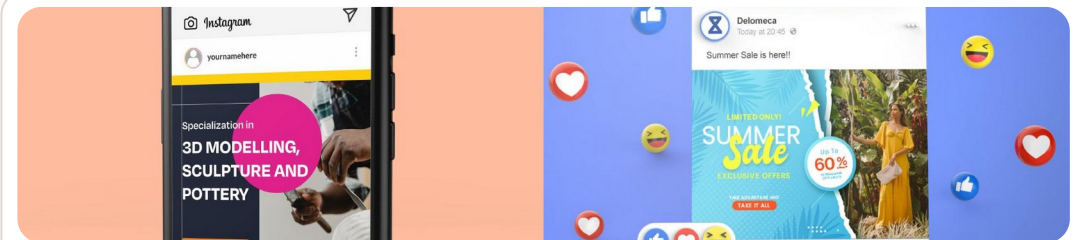
SOCIAL CAMPAIGN SYSTEM



PACKAGING + BRAND WORLD



LIFECYCLE + EMAIL



PERFORMANCE CREATIVE

SOCIAL CONTENT SYSTEM

A feed scales when pillars, formats and signals share one grammar.

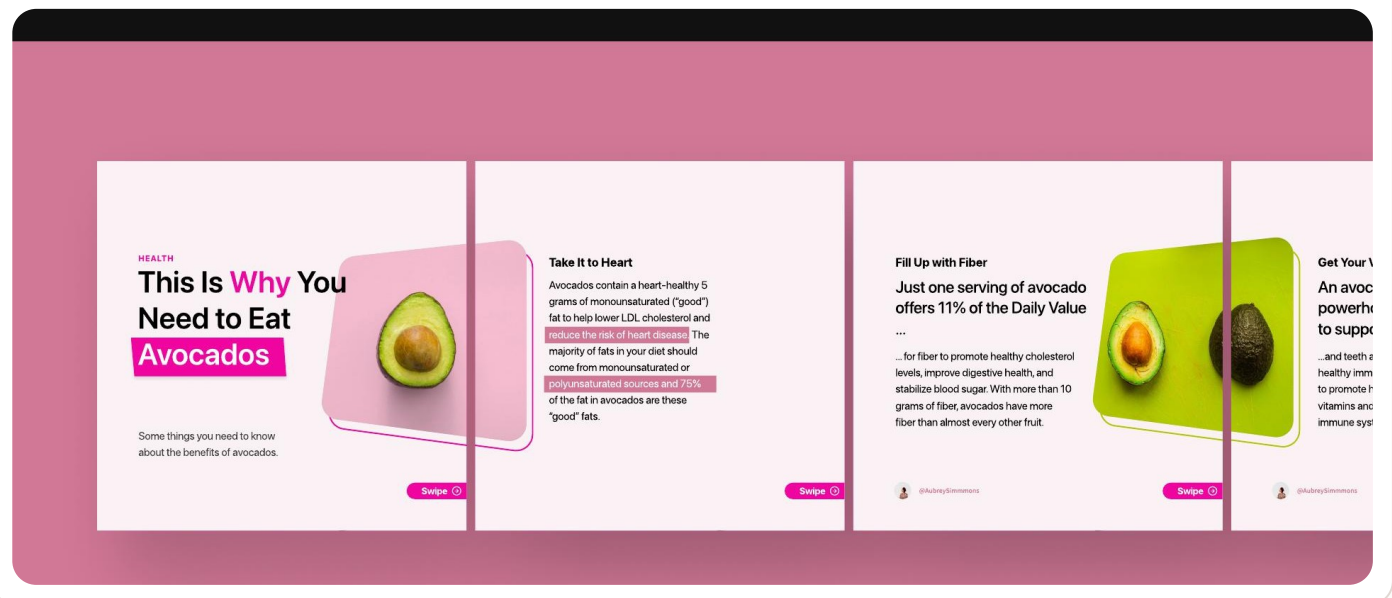
PILLARS Educate · entertain · prove · convert

FORMATS Reel · carousel · static · story

CADENCE Always-on · campaign · moment · response

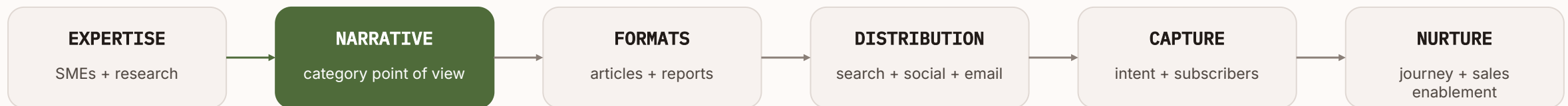
SIGNALS Hold rate · saves · comments · clicks

SUPPLIED SOCIAL SYSTEM EVIDENCE



CONTENT AUTHORITY SYSTEM

Expertise becomes demand through a connected content system.



TECHNICAL ARTICLES

search + credibility

REPORTS / E-BOOKS

depth + capture

EMAIL JOURNEYS

nurture + return

SOCIAL COPY

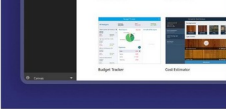
distribution + response

CONTENT EVIDENCE / TECHNICAL WRITING

Technical content translated complexity into useful authority.

and drop and build apps in a few steps.

The Apps can be built for Android, iOS and any business use cases varying from a simple 3-Step Workflow App to a complex Supply-Chain Application.

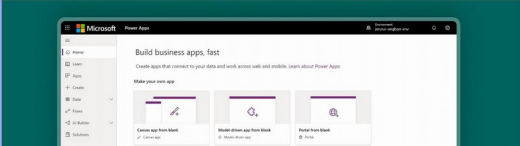


Canvas vs Model Drive Apps: How are they different?

Canvas: PowerApps started as a Visual Tool to drag and drop components in a Canvas to build apps on the fly.

You can connect to a Data Source, Select Elements such as Search, Sort, Form, Contacts etc. and Edit, Customize them on the canvas in your desired way.

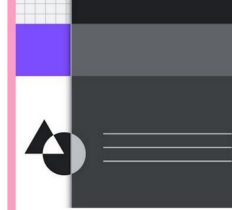
Model-Driven Apps: In 2018, Microsoft launched the Model Driven Approach to build complex applications with integrations to core Microsoft Products. This app type composes multiple component types including dashboards, forms, views, charts, and business processes.



ENTERPRISE TECHNOLOGY

Power Apps: canvas vs. model-driven apps

PUBLISHED APR 2, 2019



UX, UNUSUAL, CAN YOU GIVE ME AN EXAMPLE of Design System in the Digital Context?

Look no further than Google's material design. The Digital design system by Google has gained widespread adoption across Startups and Enterprise alike.

Tell me this, Why is it Important & how can I leverage?

From poor product descriptions on web-pages, to inconsistent product specs to conflict between designers and engineers, these are the many challenges individuals faced because of the absence of design system.

Here's how all of them can be managed efficiently with this framework

- A Design system can be used to build several digital products and applications collaboratively
- Design systems allow Designers and UI engineers to work together efficiently on any product with components designed for consistency
- Without design systems, every product or business owner has their own product philosophy not aligned with the brand itself
- Design systems are not just limited to Designers and Engineers but to Marketers, Business Leaders, Customer Experience teams and more
- Want to ship your Products fast and in a consistent manner? Look no further.

So, usually, what are the components of a Design System?

- Colors (Could be different for Social, Web, etc. etc. etc.)

DESIGN SYSTEMS

UX design-system primer

PUBLISHED APR 2, 2021

Selling price (Rs. / unit)	100	110	90
Variable cost (Rs. / unit)	80	80	80
Margin %	20%	27%	11%
Fixed costs (Rs.)	4,00,000	4,00,000	4,00,000
Break-even (Rs.)	20,00,000	20,000	36,00,000
Break-even units Nos	20,000	13,333	40,000

At a market price of Rs. 100, Mr. X needs to sell 20,000 calculators to survive. Assuming the Mr. X is currently selling 35,000 units, if the prices go up to Rs. 110 / calculator due to higher demand, Mr. X can take this opportunity of gaining market share since he is already earning handsome margins on existing sales units. Assuming that Mr. X sells at 105 instead of 110, and gains market share of additional 5,000 units [new sales is 40,000 units].

Assuming that prices later down to Rs. 90/calculator, since Mr. X now has a market share of 40,000 calculators, he is still breaking-even in a difficult market.

If Mr. X had not adjusted his pricing when prices were high, he would've now reported negative profits at Rs. 90 / calculator. This makes the business vulnerable to market forces, and confidence of bankers / lenders on such businesses may get dented.

Benefits of knowing your break-even

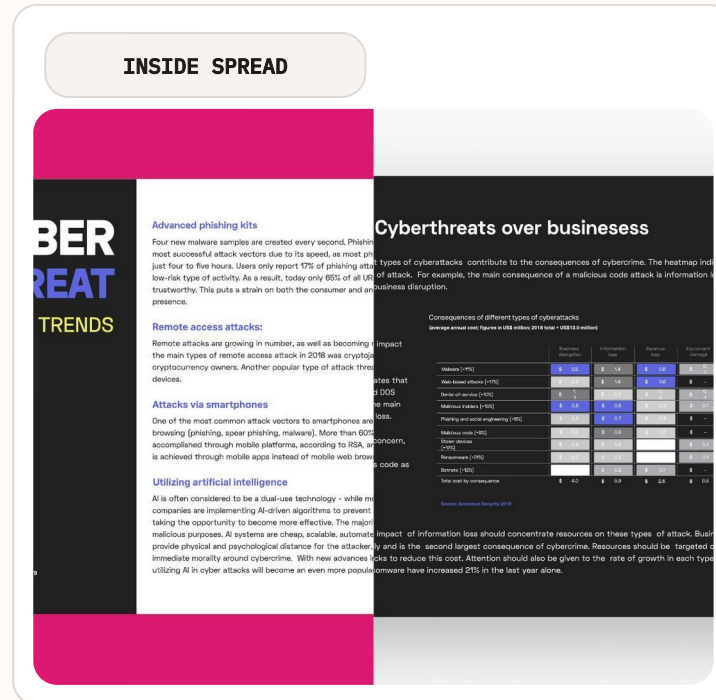
FINANCIAL SERVICES

Break-even analysis for SMEs

PUBLISHED APR 2, 2021

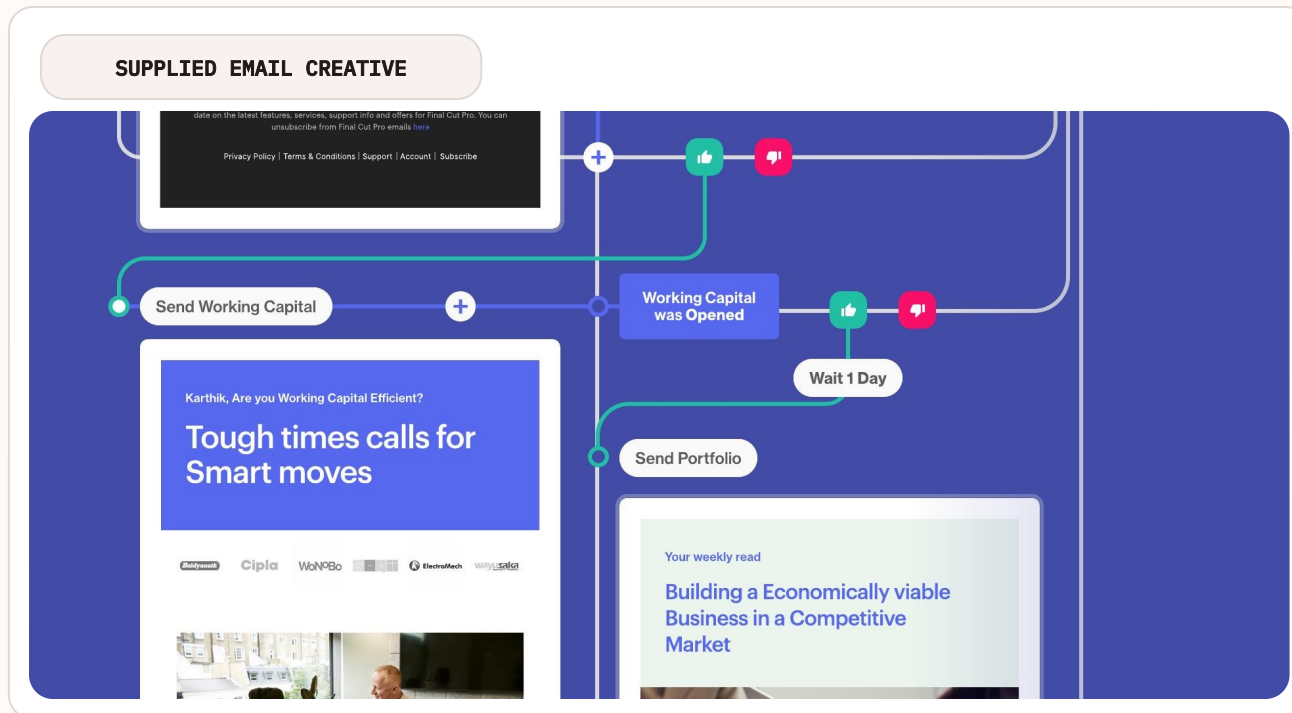
CYBERSECURITY THREAT REPORT • 2020

A 2020 report combined research, narrative and information design.



CONTENT EVIDENCE / EMAIL JOURNEY

Email connects authority to a measurable return path.



01 **CAPTURE** report or article

02 **ENGAGE** open + click

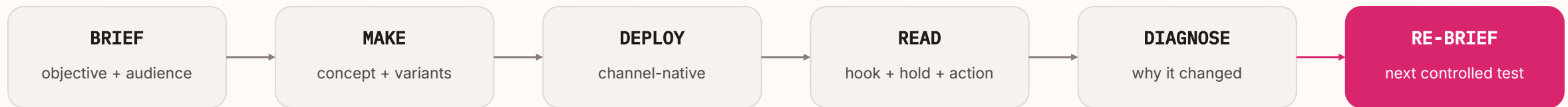
03 **INTENT** page + event

04 **VALUE** lead + revenue

Creative is accountable to the return path.

CREATIVE PERFORMANCE LOOP

Performance data should write the next creative brief.



HOOK

3-sec hold

STORY

watch depth

PROOF

save / click

OFFER

ATC / lead

FORMAT

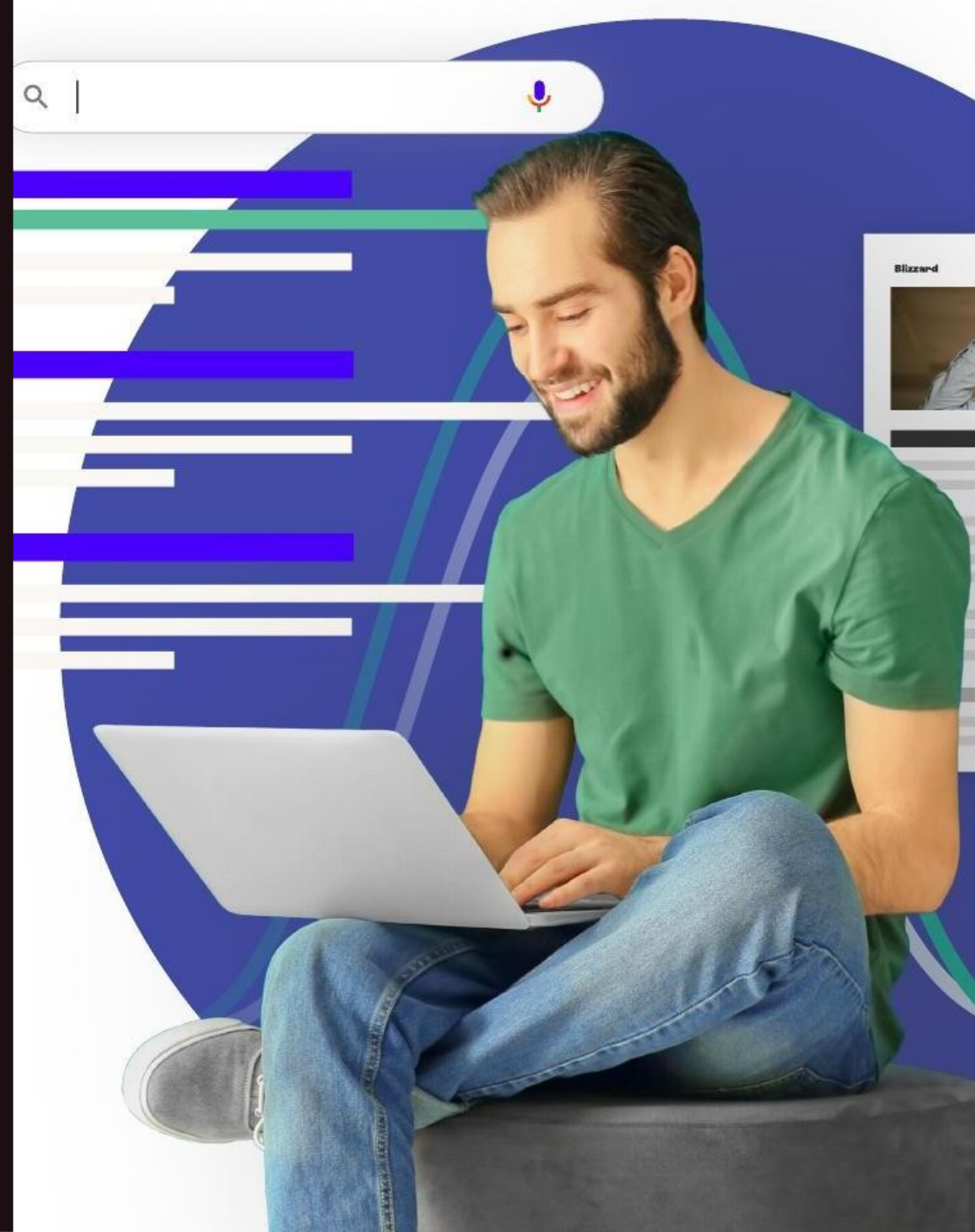
cost + scale

The winning unit is the learning system, not a single winning ad.

07

Commercial impact.

The final output is not a campaign, dashboard or content asset. It is a better commercial decision made faster.



CROSS-CASE SYNTHESIS

The proof is the installed capability behind each commercial change.

CONSTRAINT	INSTALLED CAPABILITY	COMMERCIAL EFFECT
EDTECH APP Acquisition disconnected from in-app value	SDK events + Branch attribution + campaign taxonomy	Lower acquisition cost and stronger revenue efficiency
AD AUTOMATION Manual bid and budget actions lacked control	Rules + guardrails + approval rights + audit log	Lower cost per conversion with controlled reallocation
WEB ATTRIBUTION Last-click hid channel influence	Assisted conversions + multi-path + time-lag analysis	Clearer bidding, remarketing and forecasting decisions

EdTech and ad automation outcome periods were not supplied • Web attribution evidence: Dec 1, 2019-Feb 20, 2020

CHOOSE THE STARTING OFFER

Begin with the smallest engagement that can change the evidence.

01	02	03	04
DIAGNOSE	BUILD	OPERATE	EMBED
One hard commercial constraint	One missing technical capability	An ongoing growth function	Specialist depth inside the client team
Evidence map + prioritized operating plan	Deployment + documentation + transfer	Senior cadence + measurable ownership	Shared scorecard + client-side operating capacity

CLIENT RETAINS ACCOUNTS, DATA, IP, ASSETS AND OPERATING DOCUMENTATION.

THE COMMERCIAL NEXT STEP

Bring us one growth constraint.

We will map the evidence, define the system and return a practical operating plan - then build, operate or embed only where the problem requires it.

SENIOR TECHNICAL DEPTH

PRODUCTIZED ECONOMICS

BUILT TO OPERATE WITH YOUR TEAM

START THE DIAGNOSTIC

marketinglegendary.com