

INDEPENDENT ROAS AND BUDGET ALLOCATION

Sample Advertiser

An independent, model-based read of what each creator campaign contributed to revenue, and a recommended budget allocation for the next period. Built from your spend and revenue exports. Decision support to prioritize, test, and calibrate with experiments, not a causal truth set.

HISTORY	CREATOR CAMPAIGNS	OUTCOME CHANNELS	PLANNING BUDGET
210 days	15	3	\$500,000

01 / EXECUTIVE READOUT

1 Nano creators lead the portfolio

@leo.fit (YouTube) ranks first at **8.83 modeled ROAS** across three outcome channels, followed by **@maya.edit** (8.41) and **@ivy.lab** (7.99), both on TikTok. All three are nano-tier creators currently holding under 3.5% of budget each.

2 The recommendation concentrates budget where evidence is strongest

The recommendation moves **@leo.fit** from 3.4% to 23.0% of budget (\$115,100), **@maya.edit** from 3.4% to 21.9% (\$109,350), and **@ivy.lab** from 3.1% to 20.8% (\$103,900).

3 Social commerce is the strongest outcome channel

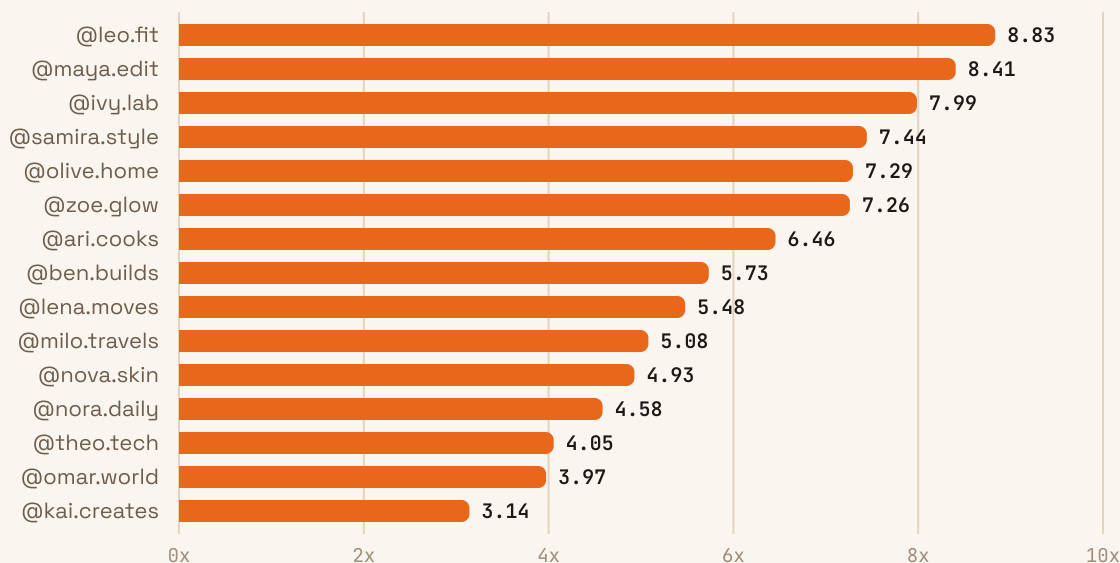
Creator spend shows the highest average modeled return in **social commerce**, ahead of DTC and online retail. Campaign revenue was not directly attributed in the input; each outcome channel is modeled independently.

Coverage: 2026-01-01 through 2026-07-29. Modeling and allocation methods, plus interpretation guardrails, are on the closing page. Complete campaign_roas.csv and budget_allocations.csv tables accompany this report.

One scale for every creator campaign.

Each business outcome channel is modeled separately against all campaign spend, after accounting for carryover and diminishing returns. Contributions sum into an estimated incremental revenue and a modeled ROAS per creator campaign, independent of platform-reported attribution.

CREATOR	PLATFORM	TIER	DTC	ONLINE RETAIL	SOCIAL COMMERCE	MODELED ROAS	SPEND
@leo.fit	YouTube	Nano	3.33	2.34	3.74	8.83	\$42,516
@maya.edit	TikTok	Nano	2.80	2.23	3.71	8.41	\$42,646
@ivy.lab	TikTok	Nano	4.54	1.12	2.55	7.99	\$38,361
@samira.style	TikTok	Micro	3.26	1.45	2.86	7.44	\$80,795
@olive.home	Meta	Micro	3.64	1.25	2.67	7.29	\$70,985
@zoe.glow	Meta	Macro	3.18	1.47	2.85	7.26	\$106,850
@ari.cooks	TikTok	Macro	2.99	1.18	2.24	6.46	\$106,951
@ben.builds	YouTube	Micro	2.71	0.99	2.05	5.73	\$70,717
@lena.moves	Meta	Micro	2.32	1.07	2.03	5.48	\$59,280
@milo.travels	YouTube	Macro	1.80	1.15	2.03	5.08	\$123,554
@nova.skin	Meta	Nano	1.55	0.77	2.43	4.93	\$33,624
@nora.daily	YouTube	Mega	1.60	1.01	1.77	4.58	\$160,189
@theo.tech	YouTube	Micro	1.87	0.34	1.50	4.05	\$58,201
@omar.world	Meta	Mega	1.50	0.68	1.47	3.97	\$163,348
@kai.createes	TikTok	Macro	0.79	0.41	1.20	3.14	\$81,699



Modeled ROAS by creator campaign, revenue contribution per dollar of historical spend

Reading the total: per-channel columns are raw model estimates. The Modeled ROAS total is the evidence-adjusted score used for allocation: creator campaigns with limited history are pulled toward their platform average until repeated observation earns them confidence.

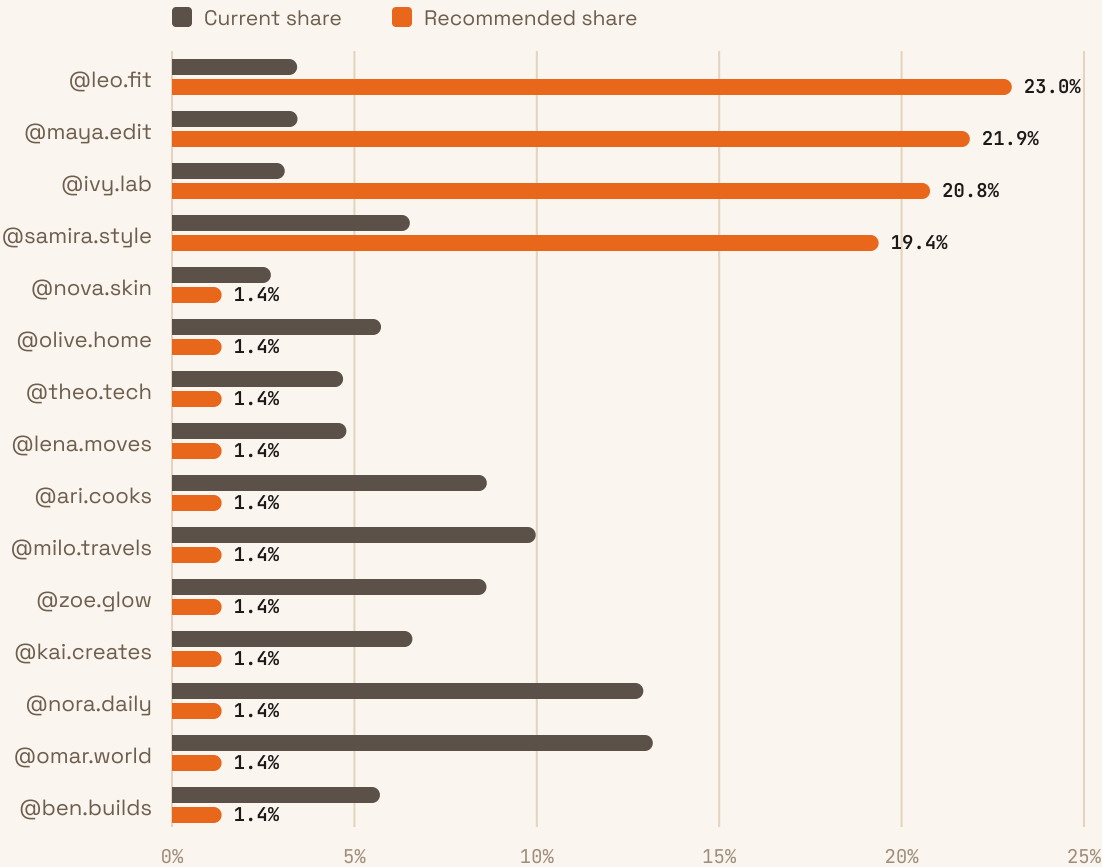
Where the next \$500,000 goes.

Top creators earn the bulk of next-period budget by evidence-adjusted score. Every other creator keeps a small exploration budget, so the portfolio keeps generating information instead of permanently starving current non-winners.

CREATOR	ACTION	CURRENT	RECOMMENDED	CHANGE	NEXT-PERIOD BUDGET
@leo.fit	Increase	3.4%	23.0%	+19.6 pp	\$115,100
@maya.edit	Increase	3.4%	21.9%	+18.4 pp	\$109,350
@ivy.lab	Increase	3.1%	20.8%	+17.7 pp	\$103,900
@samira.style	Increase	6.5%	19.4%	+12.8 pp	\$96,850
@nova.skin	Reduce	2.7%	1.4%	-1.4 pp	\$6,800
@olive.home	Reduce	5.7%	1.4%	-4.4 pp	\$6,800
@theo.tech	Reduce	4.7%	1.4%	-3.3 pp	\$6,800
@lena.moves	Reduce	4.8%	1.4%	-3.4 pp	\$6,800
@ari.cooks	Reduce	8.6%	1.4%	-7.3 pp	\$6,800
@milo.travels	Reduce	10.0%	1.4%	-8.6 pp	\$6,800
@zoe.glow	Reduce	8.6%	1.4%	-7.3 pp	\$6,800
@kai.createes	Reduce	6.6%	1.4%	-5.2 pp	\$6,800
@nora.daily	Reduce	12.9%	1.4%	-11.6 pp	\$6,800
@omar.world	Reduce	13.2%	1.4%	-11.8 pp	\$6,800
@ben.builds	Reduce	5.7%	1.4%	-4.3 pp	\$6,800

The shift, side by side.

Current share of spend against the recommendation, per creator campaign. Actions are triggered only when the recommended share moves more than one percentage point, so rounding noise never becomes a managerial action.



Share of creator budget, current vs recommended

How to read these numbers.

METRIC	VALUE
Input campaign rows	2,462
Input outcome rows	630
Outcome channels	DTC, Online Retail, Social Commerce
Total outcome revenue	\$4,132,796
Measurement	Carryover (adstock) and diminishing-returns (saturation) transforms with regularized regression, fitted separately for each outcome channel
Allocation policy	Explore and exploit: top-quartile creators funded by evidence-adjusted score, all others keep a shared exploration budget
Holdout predictive fit (R^2)	0.73. Clears the 0.25 directional-use bar.

INTERPRETATION GUARDRAILS

No forced joins. Campaign records are never matched one-to-one to revenue records. Separate daily outcome channels are modeled against all campaign spend, which avoids inheriting any platform’s attribution rules.

Observational estimates. Reporting lag, pricing, promotions, distribution, and unmodeled demand can affect results. Treat the numbers as decision support, then calibrate with experiments.

Evidence adjustment. Creator ROAS is pulled toward platform averages before allocation, so a creator with a short history earns confidence through repeated observation rather than one lucky stretch.

Fit clears the bar. Holdout predictive fit (R^2) of 0.73 is well above the 0.25 directional-use threshold. Rankings separated by small differences should still be treated as ties or test candidates.

Estimates are regularized observational decision support, not proof of causation. Validate material changes with lift studies, geo holdouts, or platform experiments before treating them as causal. Questions: shriyam@goupstream.media