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STRATEGIC ACCOUNT MANAGEMENT

Executive QBRs that *shape* the next quarter

How I turned quarterly reviews with top gaming publishers into growth plans with owners, numbers and next steps.

05

Based on 7 QBRs/YBRs and client workshops with three global gaming publishers · 2020–2022 · Anonymized

THE APPROACH

A QBR is a *decision meeting*, not a report

01

Context

Platform and product updates that matter to this client: new supply, ad units, targeting options.

02

Performance

Installs, CPI and ROI by title, GEO, age, gender and OS, against the client’s own targets.

03

Benchmarks

Share of voice and CPI against the client’s competitors on the same platform.

04

Decisions

Sized opportunities, each with an action, a decision and a next step.

Every chart answers one question: where is the next dollar most likely to create value for this client?

EXAMPLE · TOP SOCIAL CASINO PUBLISHER · Q2 2021

One quarter of a *seven-figure* monthly account

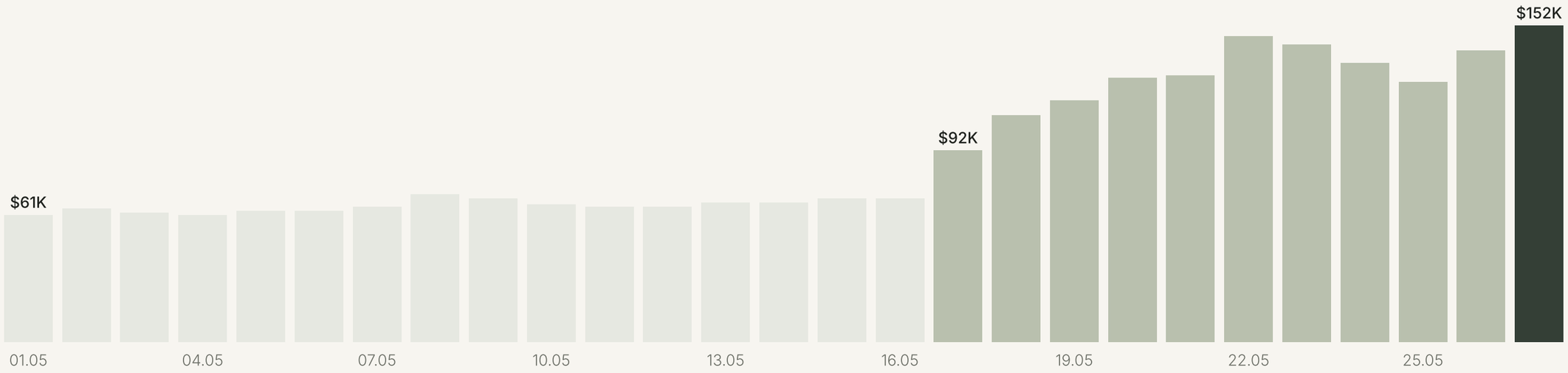
~7.5M
Installs in the quarter

~$1
Average CPI

100
Active countries
2× the previous quarter

~9×
Monthly users vs January

Daily spend in May 2021 · a reach boost from mid-May more than doubled daily spend within days



Client data anonymized. Team outcomes on an account I owned.

BENCHMARKS

Share of voice shows *how much room* is left

0.5%

Client share of installs on the platform

Top casual competitor: 4.8%

~10×

Headroom to match the category leader

$5.11

Client CPI, US

$10.64

Biggest competitor’s CPI, US

What I told the client

The low CPI was good news and a warning: it also explained the small share of voice. In the markets where ROAS was on target (US and Germany), a higher bid would improve ranking, bring more volume and reach new users.

Mid-size casual game publisher · Q1 2021 · Client data anonymized.

DECISIONS

Every opportunity leaves the room with *an owner and a date*

ACTION	DECISION	NEXT STEP
Higher bids on well-performing target groups	**Run a test**	Email follow-up with campaign and CPI suggestions
More granular bidding and targeting (age group, sub-ID)	**Yes**	Optimise existing campaigns
App-targeting campaigns	**Run a test**	Email follow-up with campaign and CPI suggestions
New GEOs: Japan, Hong Kong, Eastern Europe, Middle East	**Yes**	Launch and review performance after 14 days

Growth plan from a Q1 review with a casual game publisher.

DIVERSIFICATION

Moving a portfolio *beyond one market*

The diagnosis

70–80% of installs for the main campaign type came from the US.

Only 4–5 GEOs per title.

Proven GEOs with healthy D7 ROI were not targeted at all.

The plan

Open tier-1 GEOs that already performed on the platform for similar titles.

Move proven segments from reach campaigns into performance campaigns.

New options: device targeting for high-IAP devices; blocking low-ROI regions.

75%

Installs from LATAM + APAC

With 48% of spend

2×

Active countries vs prior quarter

#1

Category rank in Germany

For another publisher after a Germany push

Client data anonymized. Team outcomes on accounts I owned.