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Prepared for Mattel

Driving Global Brand Growth & Sales via Video/Programmatic

\$90.5K

Monthly Budget
(Peak)

\$2.5M+

Cumulative Managed
(Across Google Ads
& DV360)

92%

Lower CPC
(vs. **\$0.66**
Benchmark)

96%

Time Saved
(Automation)

FULL-FUNNEL OPTIMIZATION & BRAND DIFFERENTIATION

Visual-First Strategy for Premium Brand Positioning

Context: Luxury Segmentation

The Challenge

Tasked with digital campaigns for Genesis (Sep 2016), needing a distinct approach from the parent brand (Hyundai) to establish premium positioning.

The Constraint

Standard automotive media mix (Search-heavy approach) could not convey the luxury aesthetic required for high-end consumers.

Strategic Pivot

Shifted from standard text-based formats to high-impact visual experiences to evoke emotional connection.

Visual-First Rationale

Insight: "Luxury brands sell emotion, not specs."

Decision: Allocated **90% to Visual Formats**

(Display/Video) to build premium perception, reserving only **10% for Brand Search** protection.

Platform Evolution

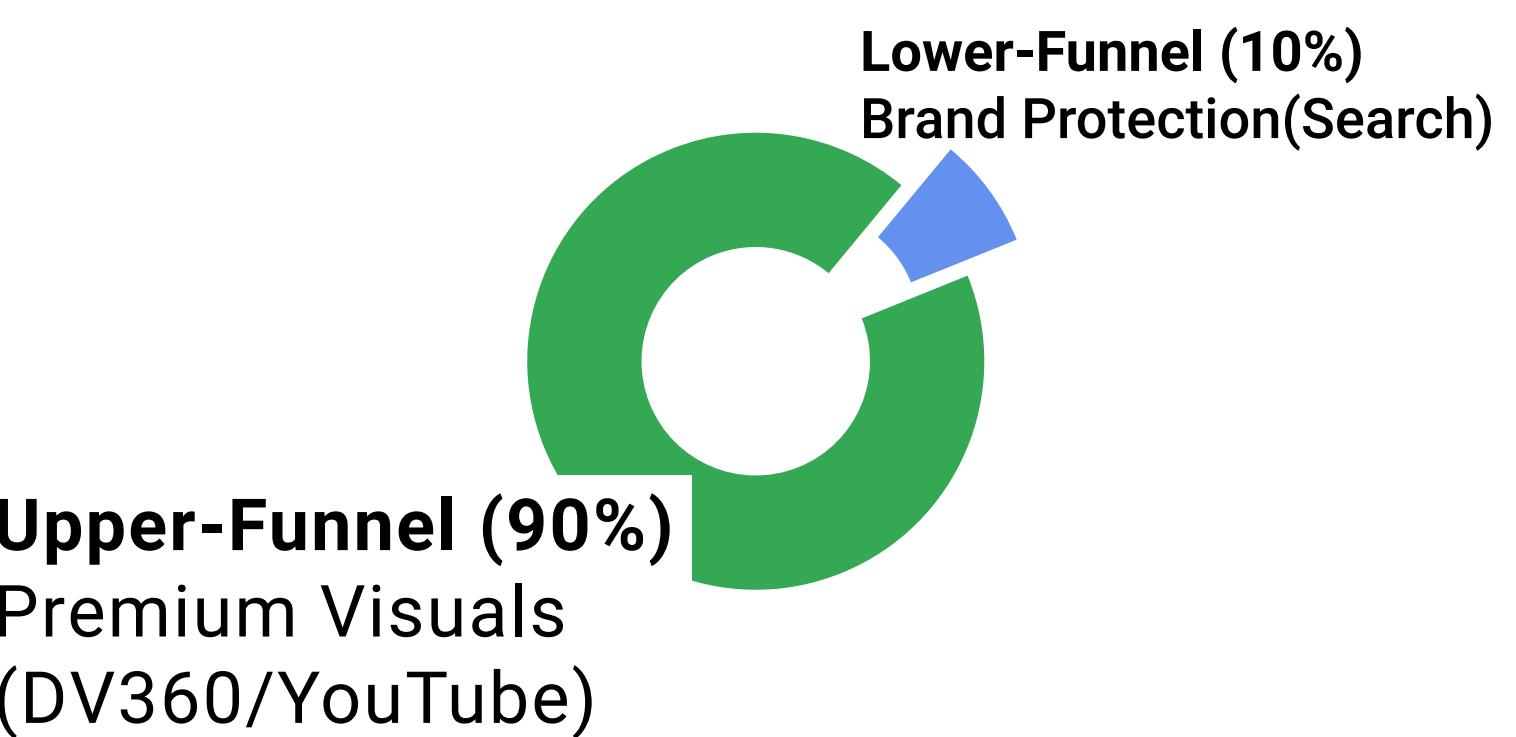
Phase 1 (Google Ads)

Utilized Lightbox Ads (CPE Model) for high engagement



Phase 2 (My Proposal)

Proposed & Implemented DV360 to access Brand-Safe, Premium Inventory unavailable on standard networks



Execution

Platform Strategy

- DV360 (90%):** Targeted PMP (Private Marketplace) & HD Inventory for premium brand safety.
- Google Ads (10%):** Strictly managed for high-intent brand capture.

Key Results

- 92% Cost Efficiency:** Achieved \$0.05 Avg. CPC via programmatic optimization.
- 4.3M+ Engaged Audience:** Delivered massive reach in premium environments.
- Successful Differentiation:** Established a distinct luxury identity separate from the parent brand.

Strategic Application: Visual-First Discovery

Applying "Luxury Visuals" to "Toy Discovery" Just as luxury cars rely on high-fidelity visuals to create desire, Mattel's brands (Barbie, Hot Wheels) thrive on video-first storytelling.

- Visual Authority:** I will apply this same programmatic architecture to dominate YouTube & CTV inventory, ensuring Mattel products capture imagination and drive "pester power" (child influence) and parental approval.
- Shoppable Media:** Moving beyond brand awareness, I will integrate Shoppable Video formats to shorten the path from "Watching" to "Buying."

PROGRAMMATIC QUALITY ASSURANCE & FRAUD PREVENTION

Protecting Budget Integrity Through Active Traffic Validation

Context:

The “FRAUD TAX”

The Scope

Managed **\$2.5M+** in programmatic spend, maximizing efficiency solely within the **Open Exchange** environment through aggressive optimization.

The Problem

Initial audits detected anomalous placements spiking to **5%+ CTR** in low-quality apps, draining daily budgets within hours.

- Impact:** These placements consumed disproportionate daily budget within hours, leaving no room for legitimate publishers.

The Goal

Implement a “**Traffic Validation Protocol**” to protect client investment and reward legitimate publishers.

Active Quality Control Framework

Detection Criteria (Red Flags)

- CTR > 1.0%:** Flagged for immediate manual review (3x Industry Avg of 0.35%)
- Zero Conversions:** High click volume but 0% Conversion Rate (Empty Spend)
- Budget Velocity:** Single app consuming >20% of daily spend rapidly

Weekly Audit Process

- MONITOR:** Identify high-velocity budget drainers
- VERIFY:** Manually inspect app environment for “Fat Finger” placements (accidental click traps)
- BLOCK:** Add confirmed low-quality apps to the Global Exclusion List

The Efficiency Formula



IMPACT: CPC \$0.66 → \$0.05 (92% Cost Reduction)

Key Results

- Zero Ad Fraud:** Eliminated fraudulent sources, ensuring 100% of budget funded genuine human interactions.
- 4.3M+ Validated Reach:** Secured impressions verified by behavioral checks, prioritizing quality over raw view counts.
- Engagement Lift:** Optimization for Quality Visits drove significantly higher product page traffic than standard runs compared to standard programmatic runs.

Strategic Application: Brand Safety & Efficiency

Ecosystem Health = Brand Trust

For a kid-first company like Mattel, media quality is not just about efficiency—it’s about ethics and safety (COPPA compliance).

My Approach:

- Signal Hygiene:** I will apply my “Anomaly Detection Logic” to filter out not just fraud, but unsafe content environments, ensuring Barbie & Hot Wheels ads only appear in brand-suitable contexts.
- Optimization Goal:** The objective is to ensure marketing investment flows exclusively to verified, high-quality publishers that drive genuine engagement and parent trust, maximizing working media dollars.

Conversion Architecture & Performance Tracking

End-to-End Data Pipeline for Multi-Channel Reporting

The Challenge: Beyond “Clicks”

The Problem: Optimizing solely for “Clicks” brought low-quality traffic with zero engagement

The Solution: Engineered a “Dual-Track” Framework using a **Unified Targeting Structure** across two distinct optimization goals to isolate performance variables

Dual-Track Optimization Framework

Track 1: Soft Conversion (Traffic)

- Goal: Maximize Qualified Traffic
- KPI: Landing Page View (Duration >10s)

Track 2: Hard Conversion (Action)

- Goal: Maximize Business Results
- KPI: HVA (High-Value Action-Build & Price, etc)

SHARED TARGETING

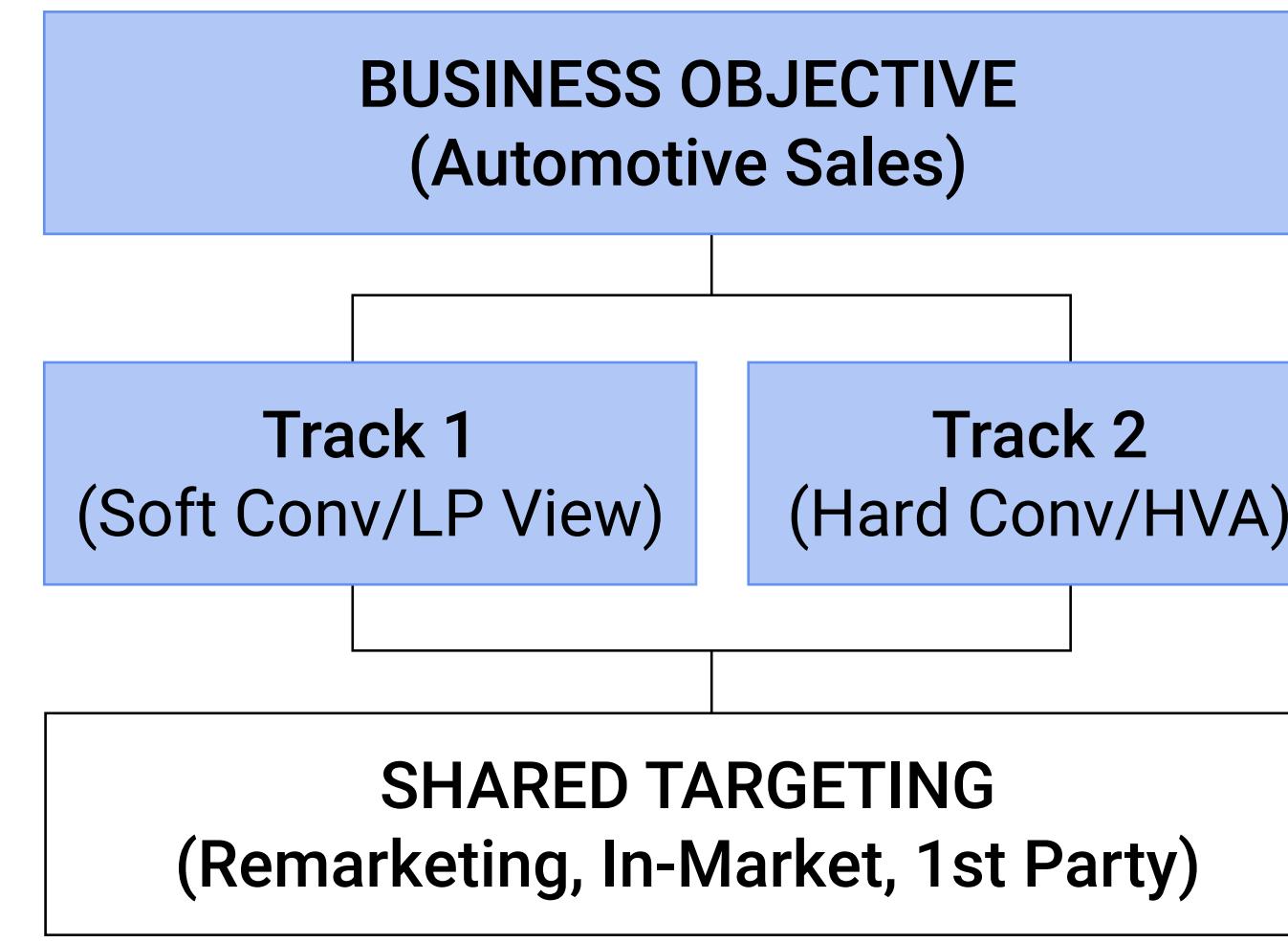
Strategy: Segregated audiences into 3 standardized groups for precise comparative analysis

- **Remarketing:** High-intent site visitors
- **3rd Party Audiences:** In-Market Auto Shoppers
- **DV360 Bid Manager Audiences:** Google Intent Signals

THE IMPACT

- **CTR Growth:** +2,044% (0.18% → 3.86%)
- **CPC Efficiency:** -92% (\$0.66 → \$0.05)
- **Quality Volume:** 158K+ High-Intent Clicks

Building on Page 3’s Quality Foundation
After eliminating fraudulent traffic (Page 3), I evolved the strategy to optimize for what matters: Conversions, not just Clicks



Campaign Evolution Highlights (2021-2025)

Display CTR Growth
2,044.44%
0.18% (2021) → 3.86% (2025)

Display CPC Reduction
-92.42%
\$0.66 (2021) → \$0.05 (2025)

CTV CPM Efficiency
-28.52%
\$8.87 (2024) → \$6.34 (2025)

YouTube Views Growth (2021-2025)

88.07%
372,516 views (2021) → 700,601 views (2025)

Data Notes: Campaign durations vary (14-29 days). Metrics as reported from client performance reports (2021-2025).

Real-time Performance Scorecard tracking key efficiency metrics (CTR, CPC) across campaign evolution (2021-2025)

CAPABILITY	TOOLS & PLATFORMS
Performance Tracking	GA4, GTM, DV360 Reporting
Data Visualization	Looker Studio, Tableau
Analysis & Opt.	SQL, A/B Testing, Custom Bidding Rules

Strategic Application: Ecommerce Measurement

Dual-Funnel Architecture for Retail Growth

Universal Challenge: Distinguishing “Content Viewers” from “Active Buyers.”

My Approach: Apply the Dual-Track Logic:

- Track 1 (Brand): **Target broad interest** (e.g., YouTube Views, Game Plays) to build franchise love.
- Track 2 (Commerce): Focus budget on **high-intent actions** (e.g., Add-to-Cart, Retailer Search) using Retail Media data (Amazon/Target).
- **Result: Maximize ROAS** by connecting upper-funnel video views to bottom-line ecommerce revenue via Incrementality Testing.

Financial Ownership & Crisis Management

Context: Pandemic Pivot (Dec 2021)

The Scenario: In December 2021, due to COVID-19 restrictions, unused offline event budgets were suddenly reallocated to digital marketing.

The Challenge: I had to execute a record-breaking \$90,572 surplus (approx. 4.5x normal monthly spend) within a single month.

The Constraint: Year-end timing meant limited inventory availability and high competition, requiring **autonomous decision-making** without standard approval cycles.

The Decision: I took **full fiduciary ownership** to deploy the funds, pivoting from “Event Marketing” to “Aggressive Digital Acquisition.”

Execution

Strategy: “Controlled Velocity Scaling”

Instead of recklessly “dumping” budget, I executed a **Bid-to-Volume Optimization Strategy** to balance speed and efficiency.

Step 1: Aggressive Market Entry (Bid Strategy)

- Tactic:** Launched with High Max CPC (\$5.00) to maximize Auction Win Rates and secure immediate inventory access in a volatile holiday market.
- Why:** To gauge market depth and ensure delivery velocity in the first 48 hours.

Step 2: Dynamic Price Walk-Down (Optimization)

- Tactic:** Once spend velocity was confirmed, I executed a systematic bid walk-down (\$5.00 → Market Floor) to secure inventory at the lowest possible clearing price.
- Result:** Minimized waste by paying only enough to clear the daily budget, rather than overpaying for every click.

Step 3: Surgical Audience Expansion (Scale)

- Tactic:** Expanded targeting from core “In-Market” to “**Custom Intent & Likely**” segments to widen the pool without resorting to low-quality “Run-of-Network” audiences.
- Safety:** Maintained strict Exclusion Lists (Page 3) throughout to block fraud.

Key Results

- Full Budget Utilization:** Successfully deployed **\$90K surplus** within December deadline
- Controlled Efficiency:** Prevented cost blowout through daily **Bid Walk-Down optimization**
- Trust Secured:** Earned contract renewal and expanded budget authority based on execution

Strategic Application: Seasonal Scalability (Q4)

Mastering the Holiday Peak

- Holiday Readiness:** The “Bid Walk-Down” logic I used to land budgets precisely is critical for Mattel’s high-stakes **Holiday Season (Q4)**.
- Efficiency at Scale:** I ensure maximum budget utilization during peak shopping weeks without blowing CPA, securing prime inventory before costs spike.
- Fiduciary Mindset:** Treating every corporate dollar as if it were my own, I balance aggressive seasonal spending with strict ROAS protection, ensuring profitable growth during the most critical quarter of the year.