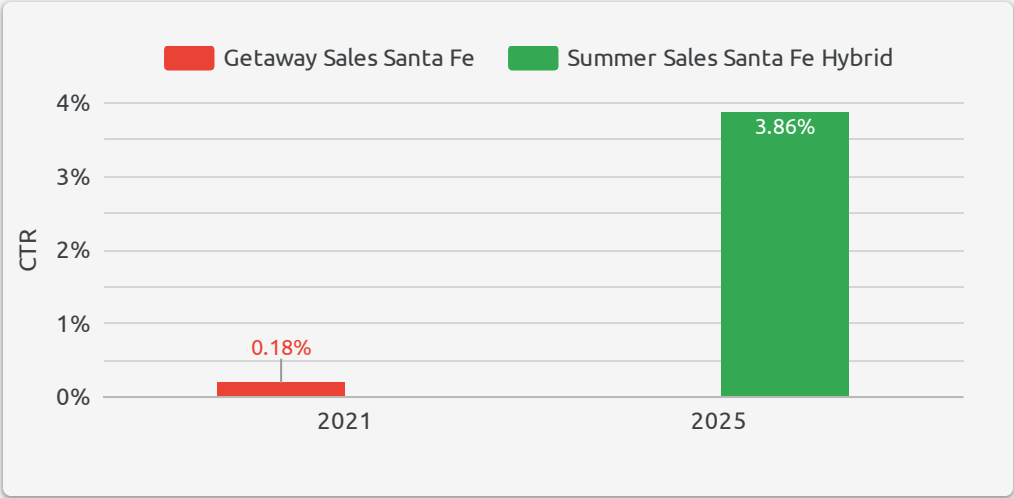
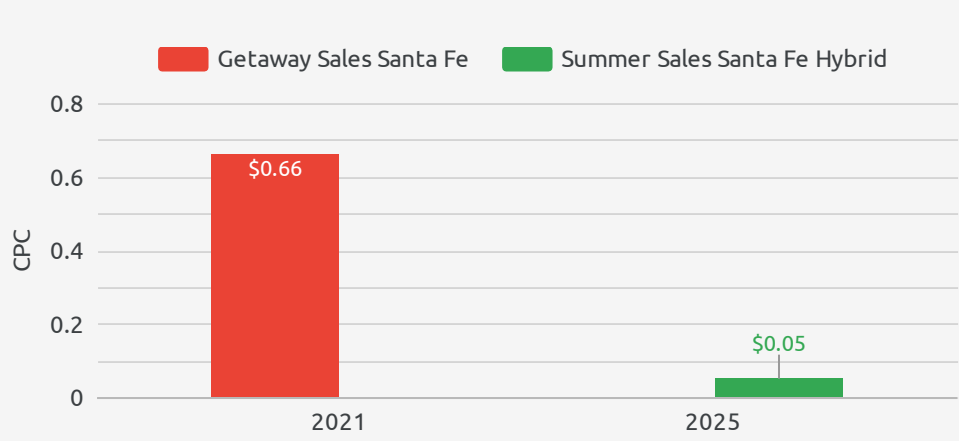


Programmatic Display: Quality Over Quantity

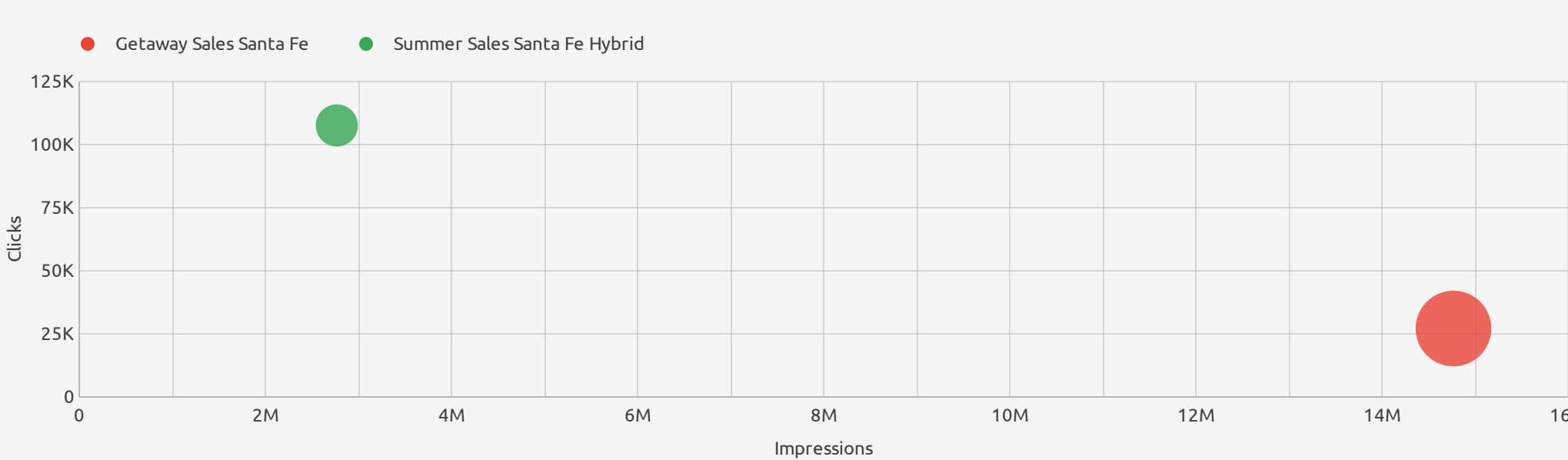
CTR: 2021 vs 2025



CPC: 2021 vs 2025



Efficiency Matrix: Impressions vs Clicks



What This Shows:

- 2021 (Red): High impressions, low clicks = wasted spend
- 2025 (Green): Lower impressions, higher clicks = precision targeting
- Strategy: Eliminated low-quality inventory, focused on high-intent audiences

Strategic Shift: Quality Over Quantity

2021 APPROACH (Broad Reach)

- Cast wide net with 14.8M impressions
- Low engagement: 0.18% CTR
- High cost: \$0.66 per click - Budget: \$17,726

2025 OPTIMIZATION (Precision)

- Focused targeting: 2.8M impressions (-81%)
- High engagement: 3.86% CTR (+2,044%)
- Low cost: \$0.05 per click (-92%) - Budget: \$5,499 (-69%)

KEY TAKEAWAY:

By eliminating low-quality inventory and focusing on high-propensity audiences, we achieved 4x more clicks at 1/3 the budget.

TACTICS APPLIED:

- ✓ Contextual targeting
- ✓ Behavioral audience segments
- ✓ 1st-party data activation
- ✓ Frequency capping optimization

Campaign Details Table

Campaign	Type	Year	Impressions	Clicks	CTR	CPC	CPM	Budget
Santa Fe Launch	Launch	2024	3.8M	153.8K	4%	0.03	1.15	4.4K
IONIQ 9 Launch	Launch	2025	2M	75.2K	3.7%	0.05	1.97	4K
Summer Sales Santa Fe Hybrid	Sales	2025	2.8M	107.1K	3.86%	0.05	1.98	5.5K
Getaway Sales Santa Fe	Sales	2021	14.8M	26.8K	0.18%	0.66	1.2	17.7K