

# SOO HOON YU

Director of Paid Media, Ecommerce

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 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

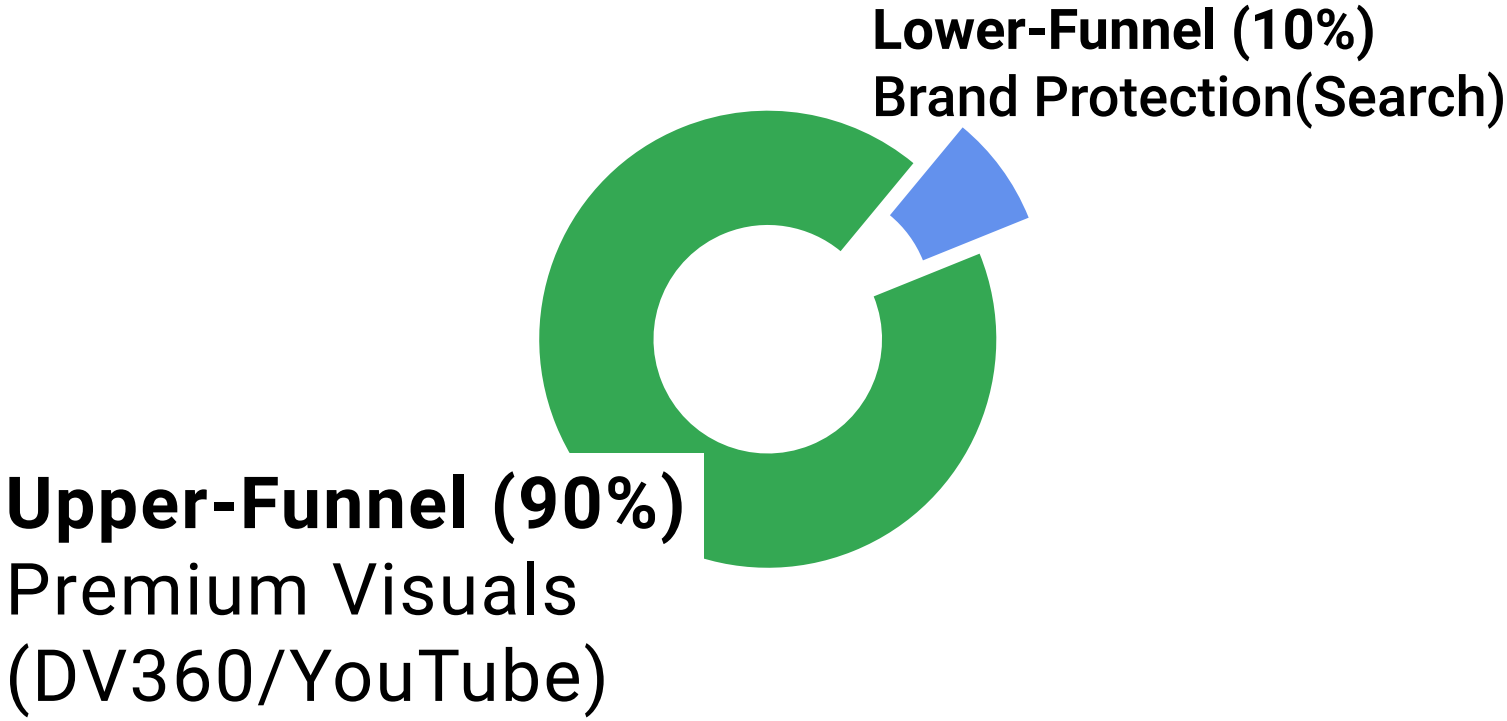
**Insight:** “Luxury brands sell emotion, not specs.”  
**Decision:** Allocated **90% to Visual Formats** (Display/Video) to build premium perception, reserving only **10% for Brand Search** protection.

### 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.

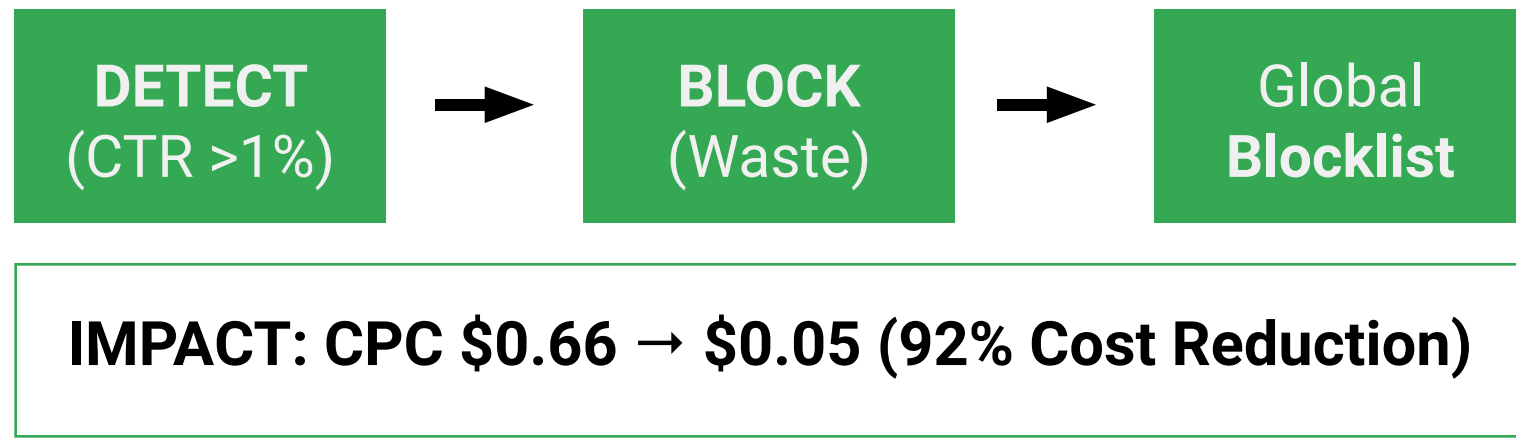
**The Goal**  
Implement a “**Traffic Validation Protocol**” to protect client investment and reward legitimate publishers.

### 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



### 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.product pages 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)

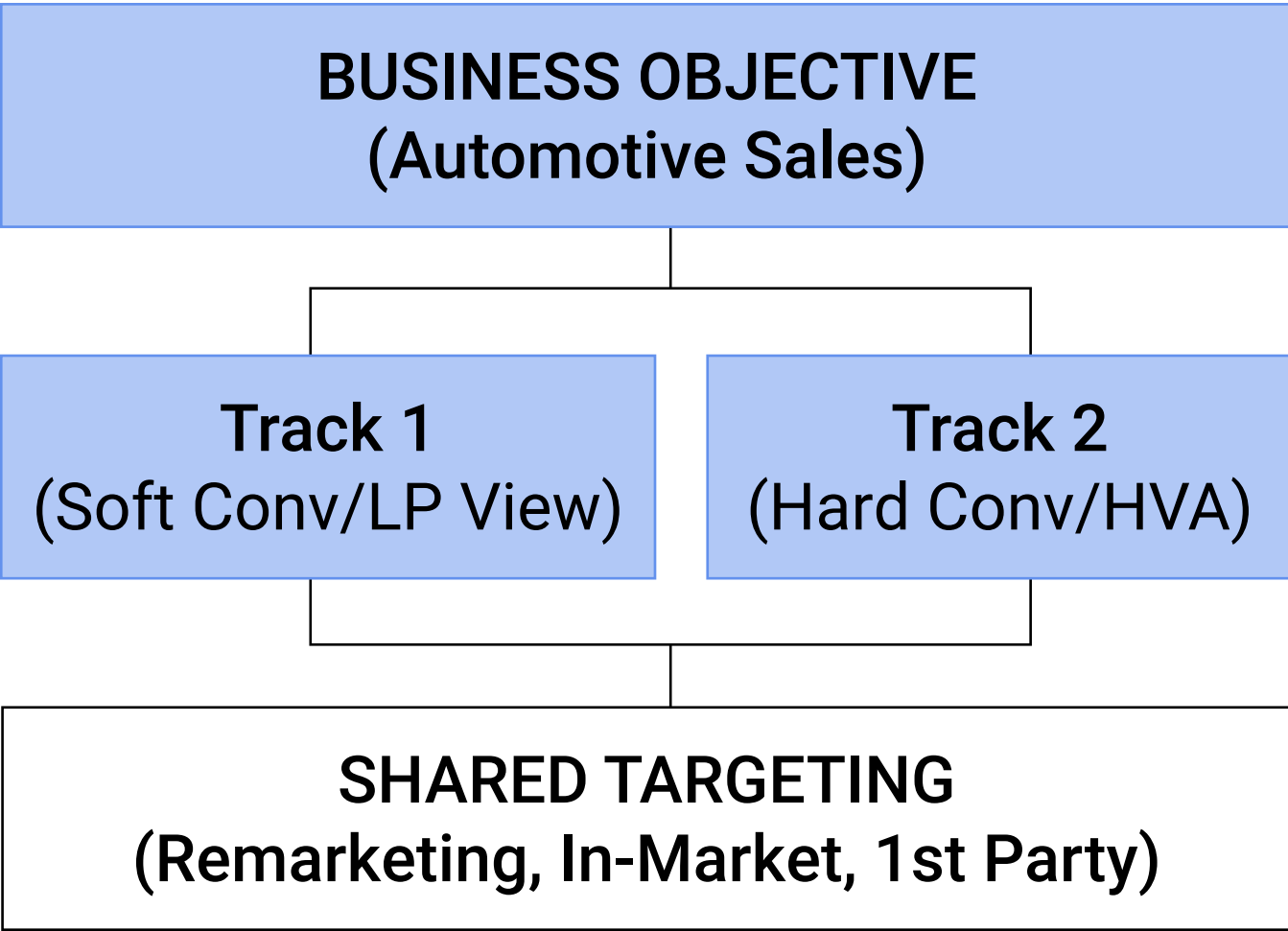
- **Goal:** Maximize Business Results
- **KPI:** HVA (High-Value Action-Build & Price, etc)

### SHARED TARGETING

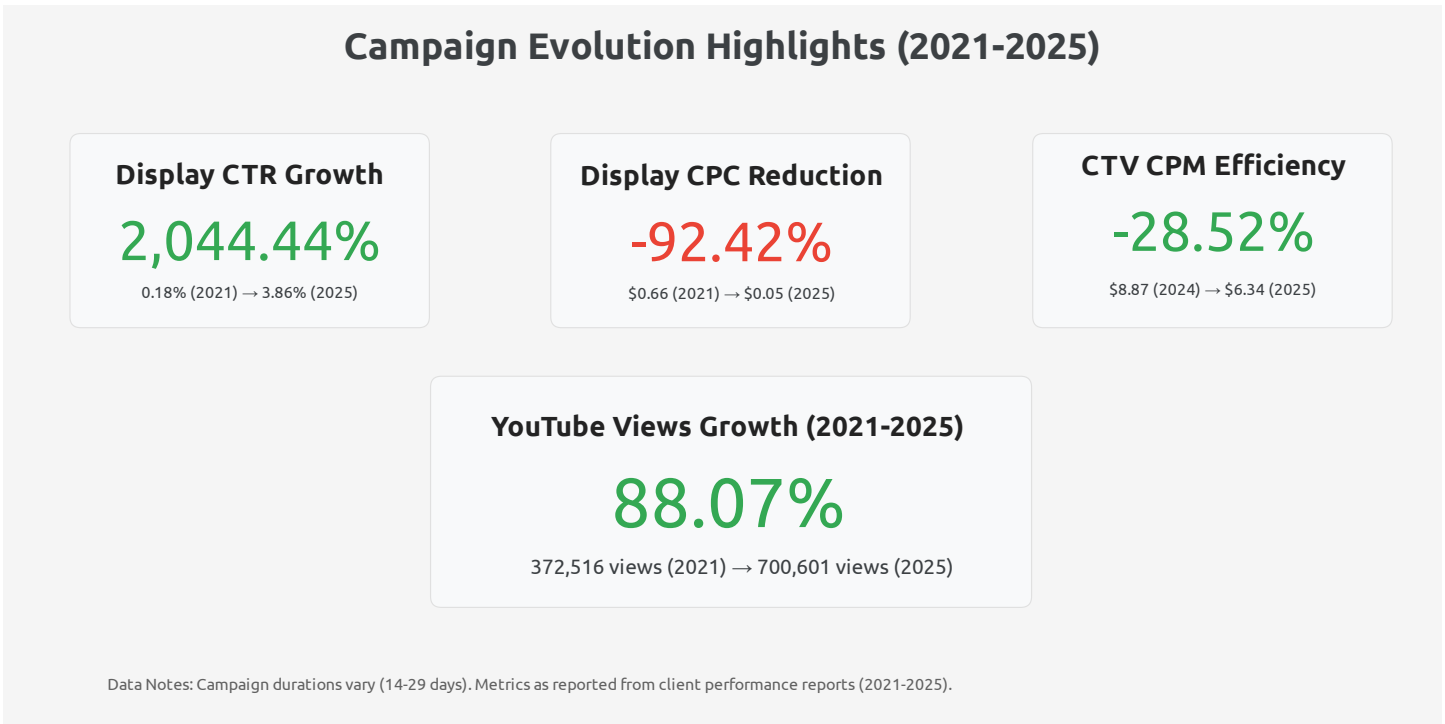
**Strategy:** Segregated audiences into 3 standardized groups for precise comparative analysis

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

**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*



Strategic separation of traffic acquisition vs. conversion generation



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.

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

# 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.