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FULL-FUNNEL GROWTH MARKETING SPECIALIST

Paid Media Strategy (DV360) | Measurement Infrastructure | Scalable Growth

$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 Luxury 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

Lower-Funnel (10%)
Brand Protection(Search)

Upper-Funnel (90%)
Premium Visuals
(DV360/YouTube)
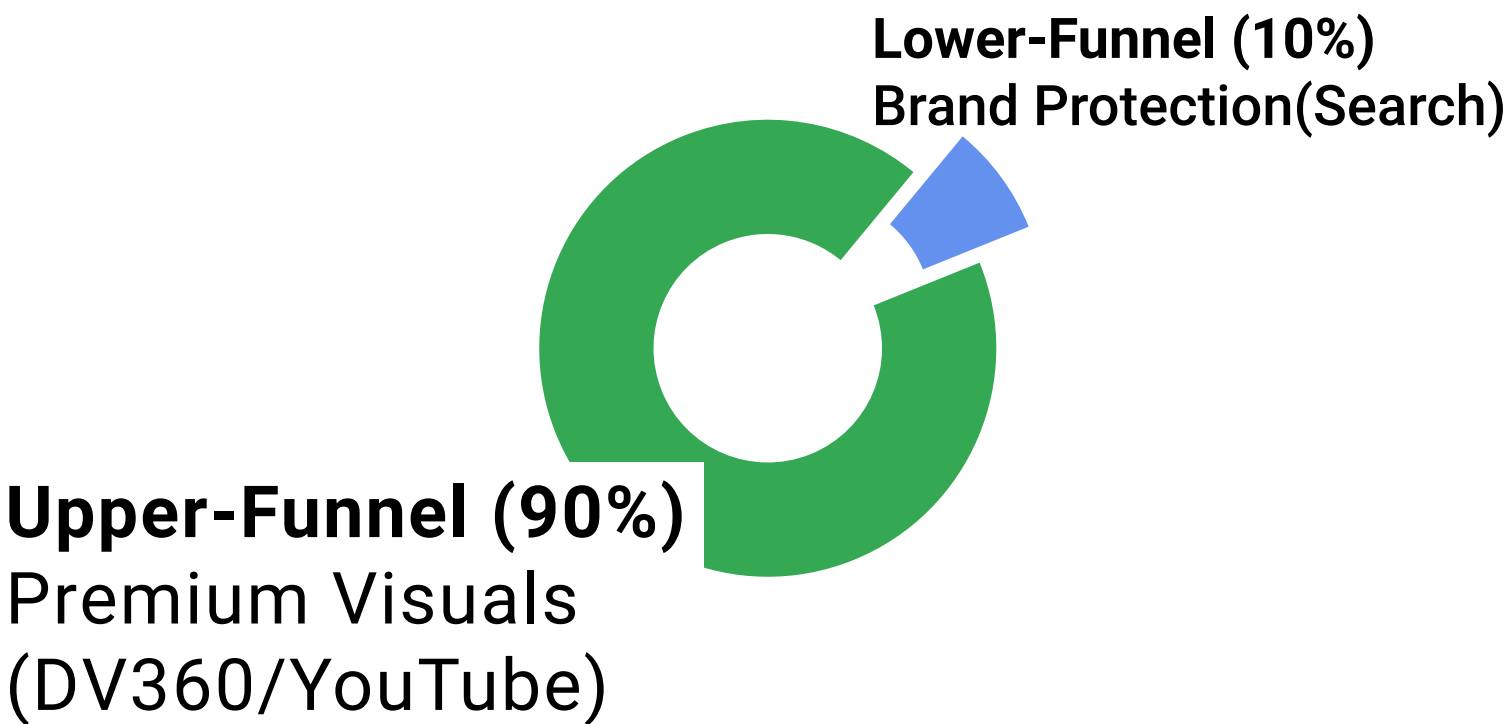
Execution

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.

How This Applies to Admob

• **Positioning Strategy**: Just as I differentiated Genesis from Hyundai, I can position AdMob as the **premium monetization partner** for quality-focused developers.
• **Visual Trust**: I will use high-quality visual formats to build credibility with top-tier app developers, demonstrating AdMob's value proposition.

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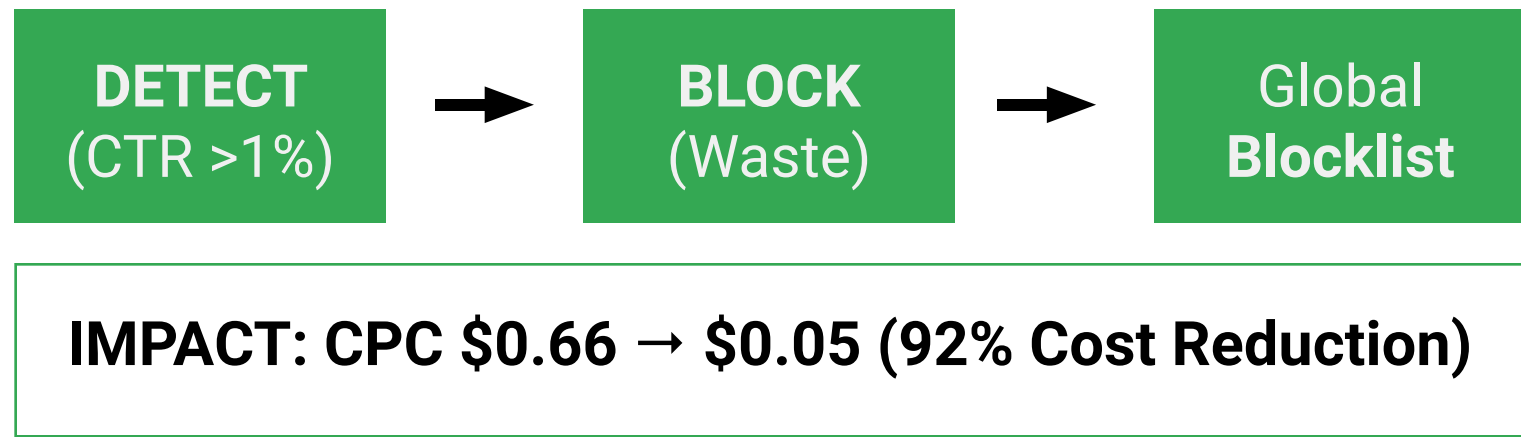
The Goal
Implement a "**Traffic Validation Protocol**" to protect client investment and reward legitimate publishers.

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

| DETECT (CTR >1%) | → | BLOCK (Waste) | → | Global Blocklist |

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.product pages compared to standard programmatic runs.

How This Applies to Admob
(B2B PUBLISHER ACQUISITION)

ECOSYSTEM HEALTH = BUSINESS GROWTH

The Common Threat: AdMob faces the same challenge - fraudulent apps draining advertiser budgets and damaging trust.

My Approach:
- **Placement Hygiene**: Apply the same 5%+ CTR anomaly detection logic to identify suspicious app traffic in AdMob's publisher acquisition campaigns
- **Context Matters**: Analyze developer behavior patterns to distinguish hobbyist spam apps from professional publishers
- **Protect the Good Actors**: Goal isn't just to block fraud, but to ensure AdMob's marketing budget reaches LEGITIMATE developers who deserve the partnership

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)
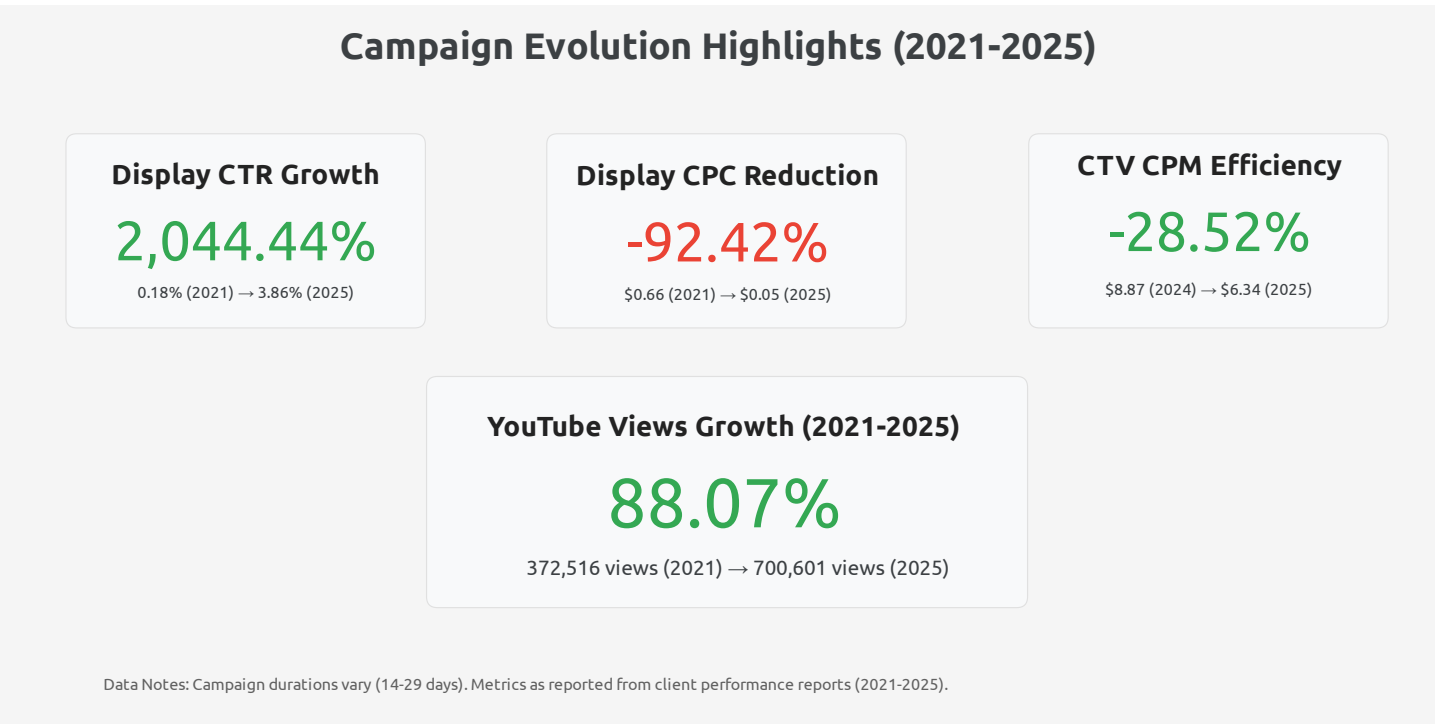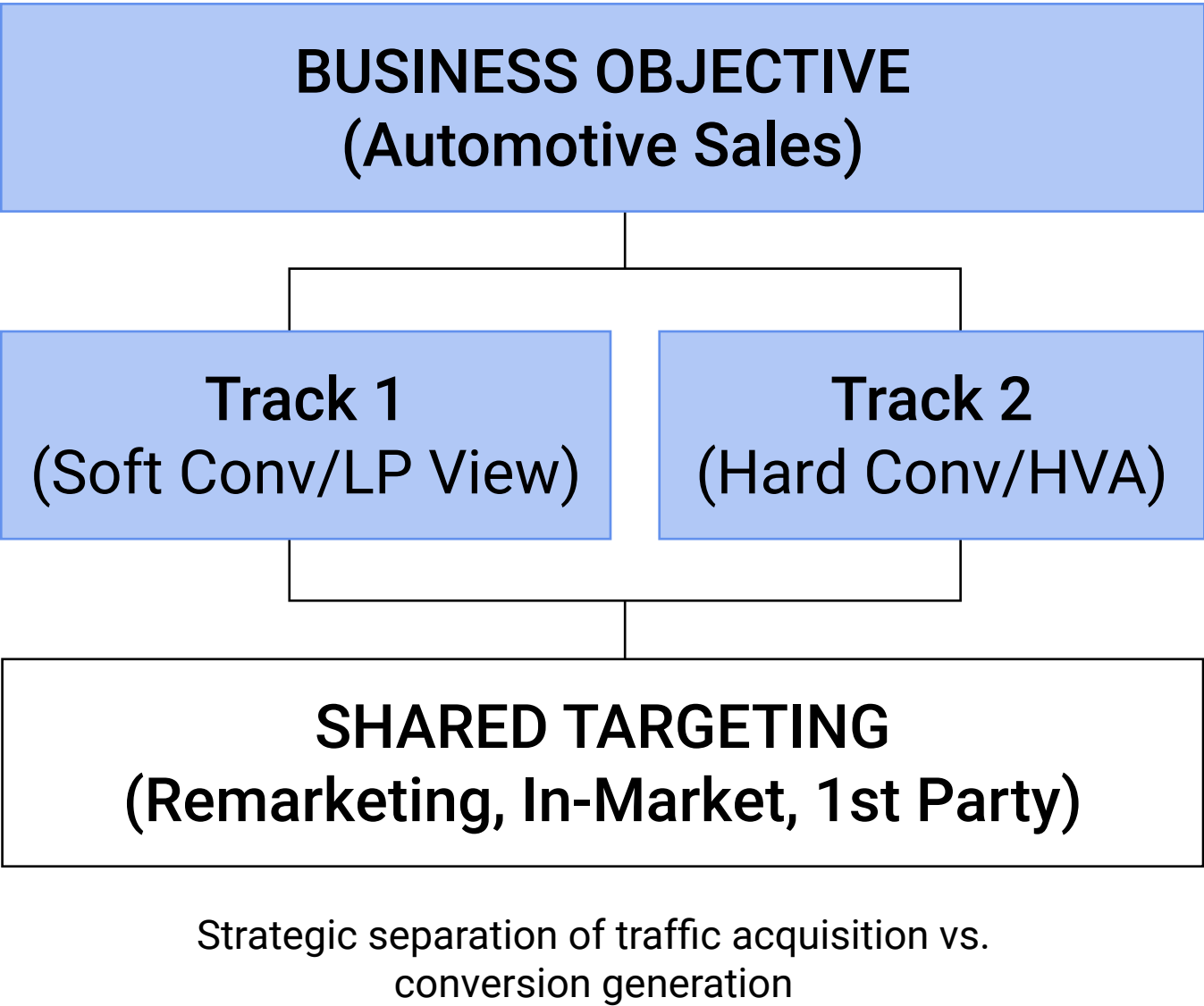
SHARED TARGETING

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

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**BUSINESS OBJECTIVE
(Automotive Sales)**

**Track 1
(Soft Conv/LP View)** | **Track 2
(Hard Conv/HVA)**

**SHARED TARGETING
(Remarketing, In-Market, 1st Party)**

Strategic separation of traffic acquisition vs. conversion generation

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Campaign Evolution Highlights (2021-2025)

Display CTR Growth	**Display CPC Reduction**	**CTV CPM Efficiency**
2,044.44%	-92.42%	-28.52%
0.18% (2021) → 3.86% (2025)	$0.66 (2021) → $0.05 (2025)	$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

How this Applies to Admob (B2B)

Dual-Funnel Thinking For B2B Growth
AdMob Challenge: Distinguishing "Browsers" from "Builders"
My Approach: Apply the **Dual-Track Logic**:
- Track 1 (Awareness): Target broad developer interest (SDK downloads, Content views)
- Track 2 (Action): Focus budget on high-intent actions (API Docs, Integration Requests)
Result: Maximize ROI by focusing spend where it drives real partnership value, not just volume

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

How This Applies to Admob
(FIDUCIARY DUTY)

Treating Budget Like My Own Money

- **The Core Value**: At Google, managing marketing spend is a **fiduciary responsibility**.
- **Ownership**: I don't wait for instructions when opportunity arises. I have the **judgment** to make high-stakes decisions autonomously when needed.
- **Risk Management**: My confidence comes from preparation. Because I had built robust **Safety Infrastructure** (Page 3), I could accelerate spend without crashing the car.
- **Trust**: This execution proved that I could handle enterprise-level budgets with precision, securing expanded authority for the post-pandemic roadmap.