

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)

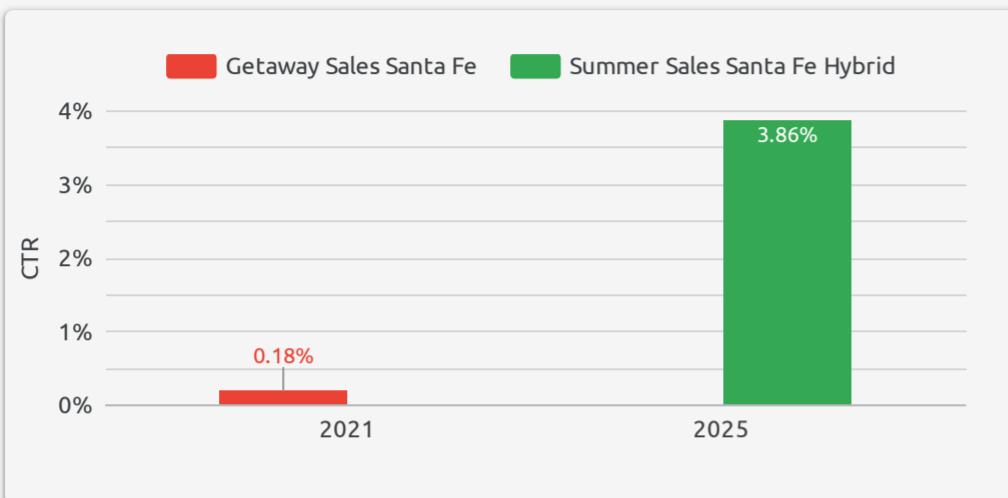
88.07%

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

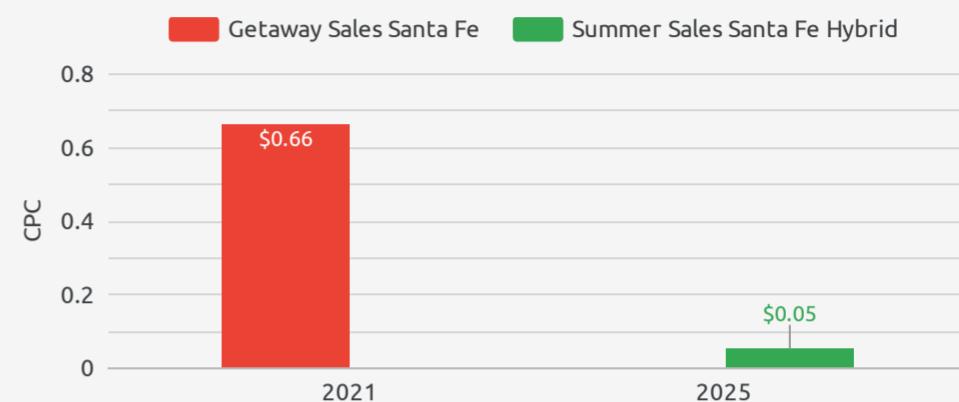
Data Notes: Campaign durations vary (14-29 days). Metrics as reported from client performance reports (2021-2025).

Programmatic Display: Quality Over Quantity

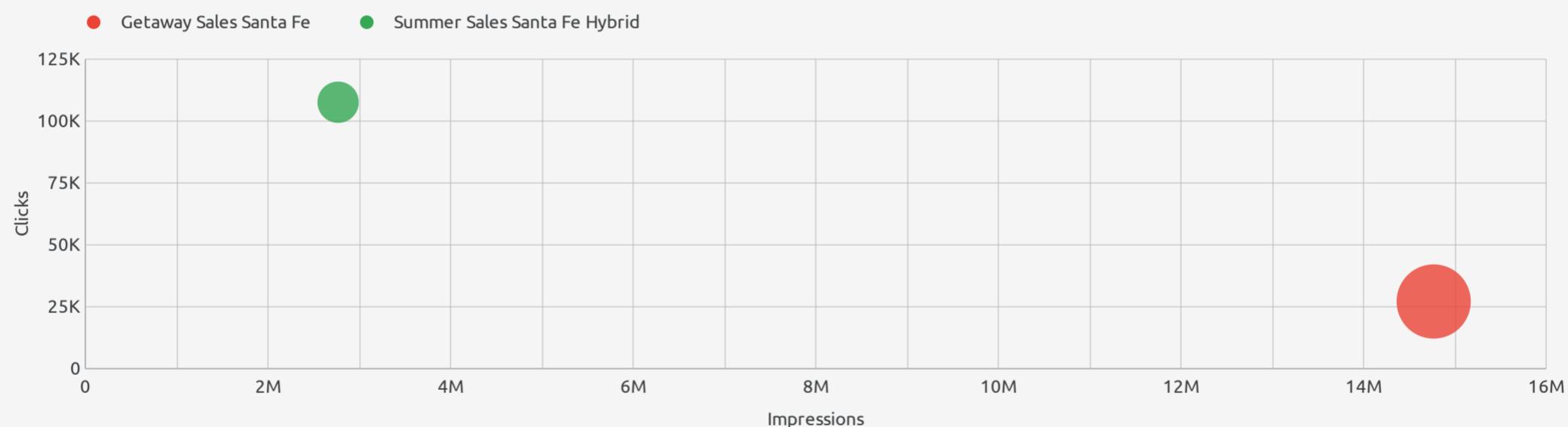
CTR: 2021 vs 2025



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:

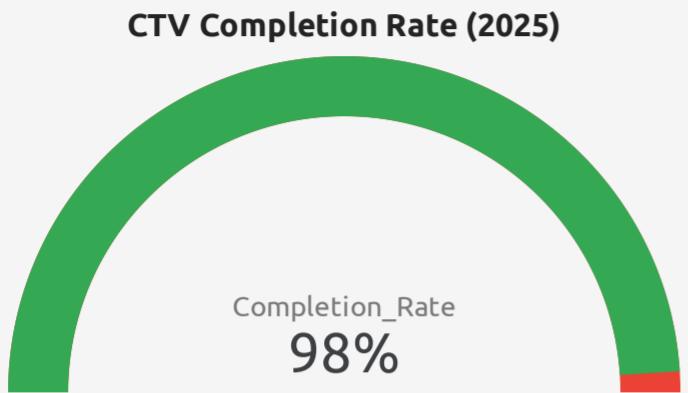
- ✓ Contextual targeting
- ✓ Behavioral audience segments
- ✓ 1st-party data activation
- ✓ Frequency capping optimization

Campaign Details Table

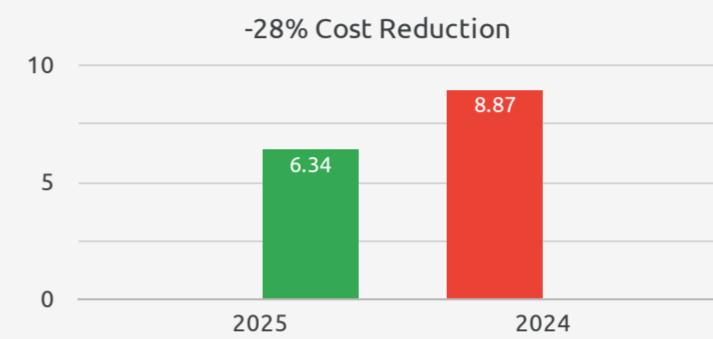
| Campaign | Type | Year | Impressions | Clicks | CTR | CPC | CPM | Budget |
|------------------------------|--------|------|-------------|--------|-------|------|------|--------|
| Santa Fe Launch | Launch | 2024 | 3.8M | 153.8K | 4% | 0.03 | 1.15 | 4.4K |
| IONIQ 9 Launch | Launch | 2025 | 2M | 75.2K | 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 |

Video Performance: Engagement & Efficiency

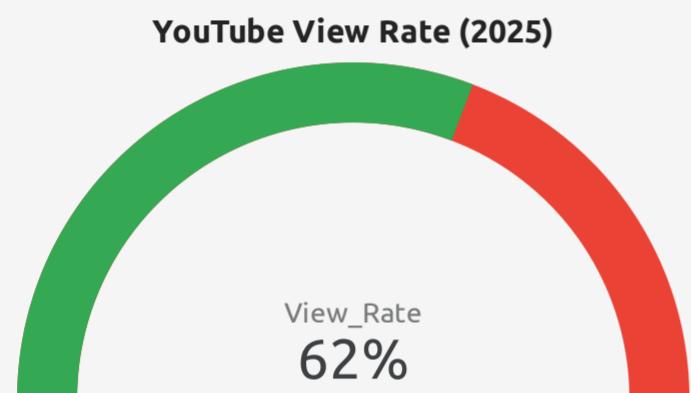
CTV Performance (Engagement & Cost)



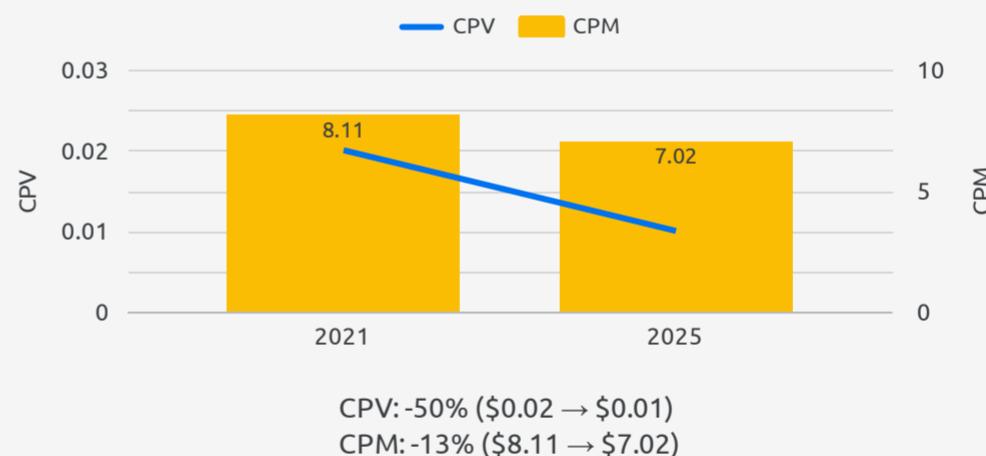
CPM Efficiency Trend



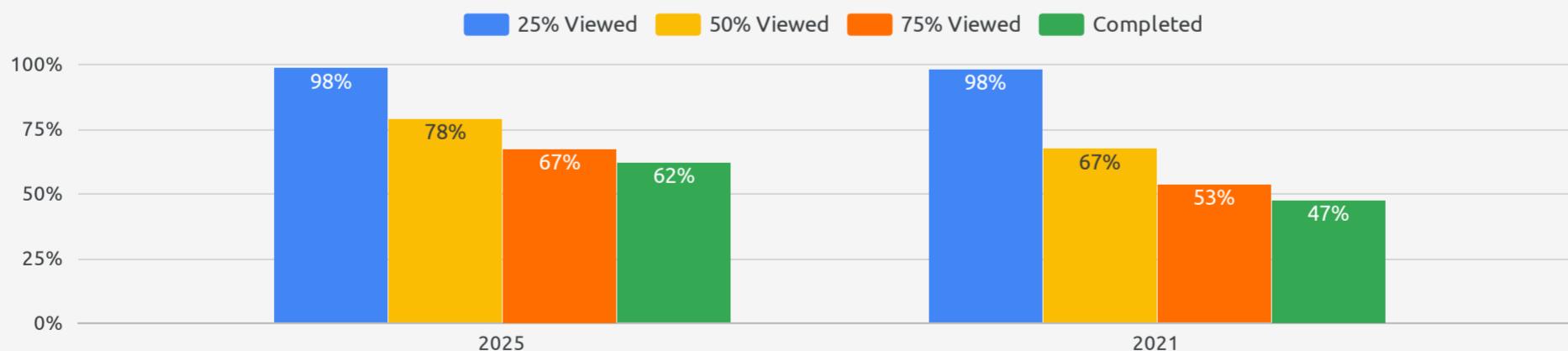
YouTube Performance (Quality & Retention)



CPV & CPM Efficiency



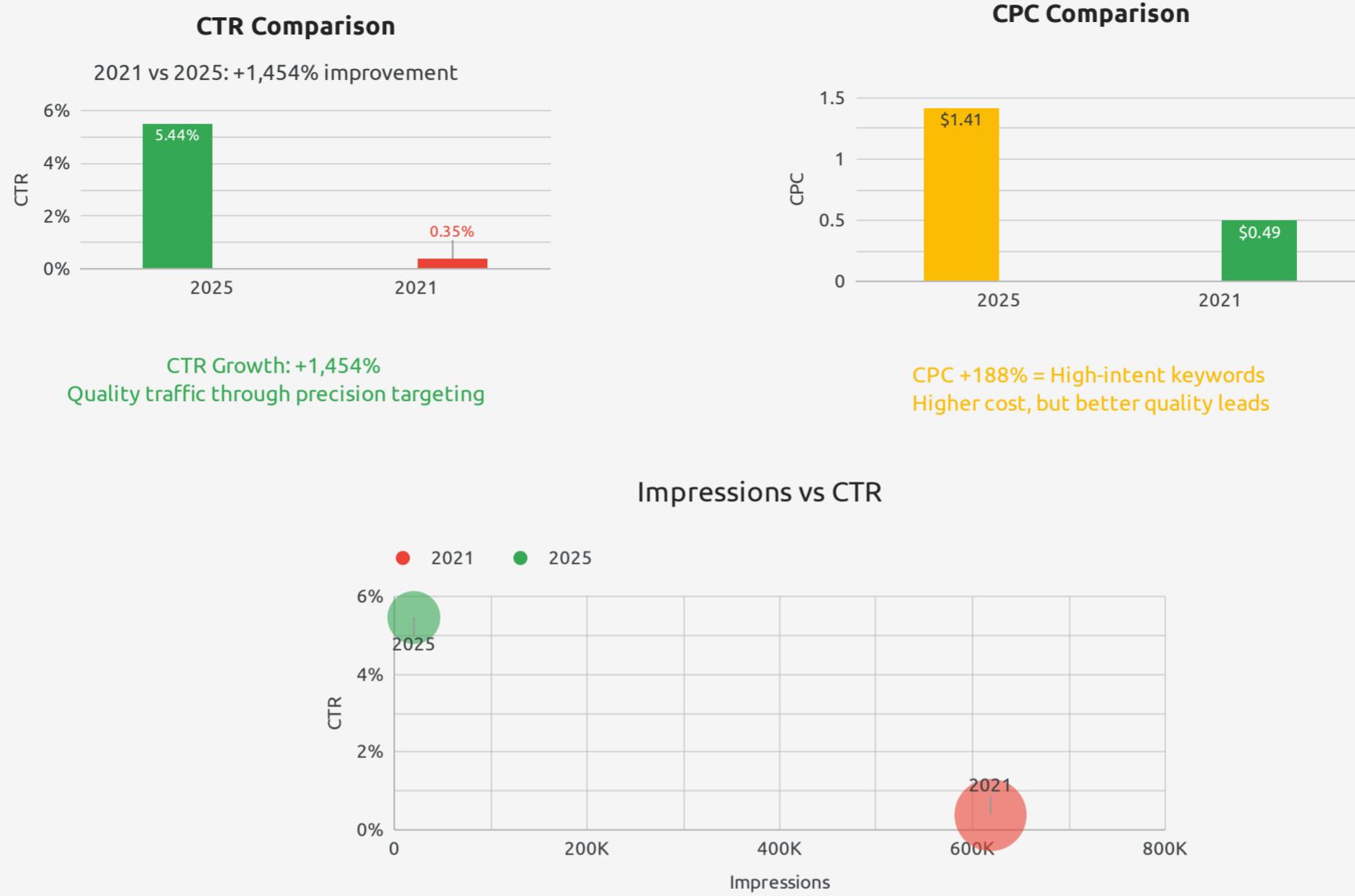
Video Completion Funnel



Key Insight:

- 2021: 47% completed entire video
- 2025: 62% completed entire video (+14 percentage points)
- Improved targeting → Higher-quality, more engaged viewers

Paid Search: High-Intent Targeting



What This Shows:

- 2021 (Red): 620K impressions, 0.35% CTR → Broad targeting = wasted impressions
 - 2025 (Green): 21K impressions, 5.44% CTR → Exact/phrase match = high-intent traffic
- Strategy: Eliminated 96% of low-quality impressions**

| Year | Clicks | Impressions | CTR | CPC | CPM | Budget |
|---------|--------|-------------|-------|--------|---------|------------|
| 1. 2021 | 2,184 | 620,322 | 0.35% | \$0.49 | \$1.74 | \$1,080.21 |
| 2. 2025 | 1,177 | 21,630 | 5.44% | \$1.41 | \$76.88 | \$1,662.88 |

Strategic Shift: Broad to Exact Match

2021 APPROACH (Broad Match)

- 620K impressions (broad reach)
- 0.35% CTR (low relevance)
- \$0.49 CPC (low-intent clicks)
- Many impressions, few conversions

KEY INSIGHT:
Higher CPC is intentional - we're bidding on high-intent keywords (e.g., "buy [model] near me") vs. broad terms (e.g., "suv review").

Result: Better qualified leads despite higher cost per click.

2025 OPTIMIZATION (Exact/Phrase)

- 21K impressions (-96.5%)
- 5.44% CTR (+1,454%)
- \$1.41 CPC (+188%)
- Fewer impressions, higher intent

TACTICS APPLIED:

- ✓ Exact & phrase match keywords
- ✓ Negative keyword lists
- ✓ Location-based bidding
- ✓ Device targeting (mobile focus)
- ✓ Ad schedule optimization