

# SOO HOON YU

Prepared for LegalZoom

## Programmatic Performance Specialist

### Scaling Trust-Driven Legal Conversions via Programmatic & First-Party Signals

**\$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

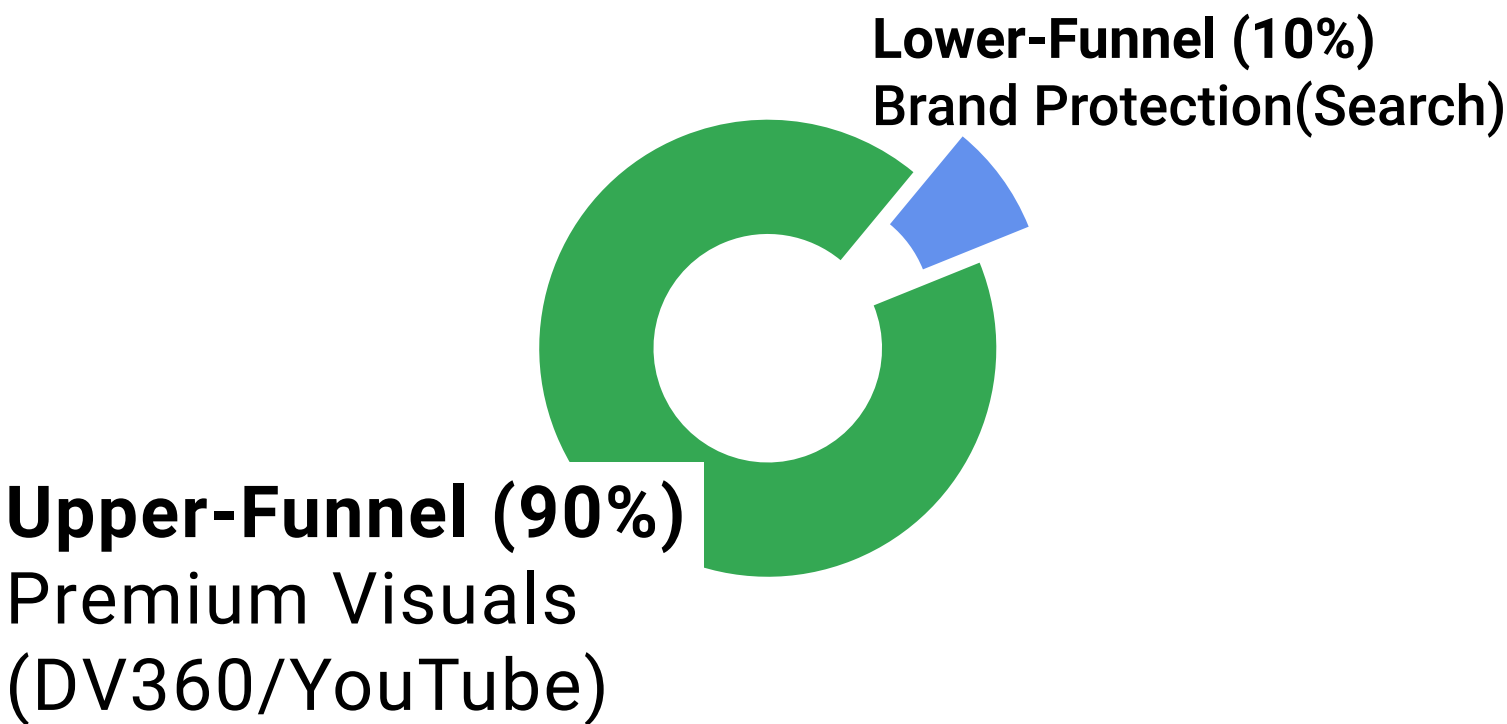
**Insight:** “Luxury brands sell emotion, not specs.”  
**Decision:** Allocated **90% to Visual Formats** (Display/Video) to build premium perception, reserving only **10% for Brand Search** protection.

### 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



### 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 LegalZoom

- **High-Intent Segmentation:** I apply premium vs. mass-market segmentation to LegalZoom by prioritizing users facing **high-risk legal decisions**, where trust and clarity drive conversion quality and long-term value.
- **Visual Trust Signals:** In legal services, high-fidelity creative functions as a **credibility signal**, reducing perceived risk and accelerating confident decision-making.

# PROGRAMMATIC TRAFFIC QUALITY & RISK CONTROL

## Protecting LegalZoom’s Customer Acquisition Efficiency from Invalid Demand

### 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.

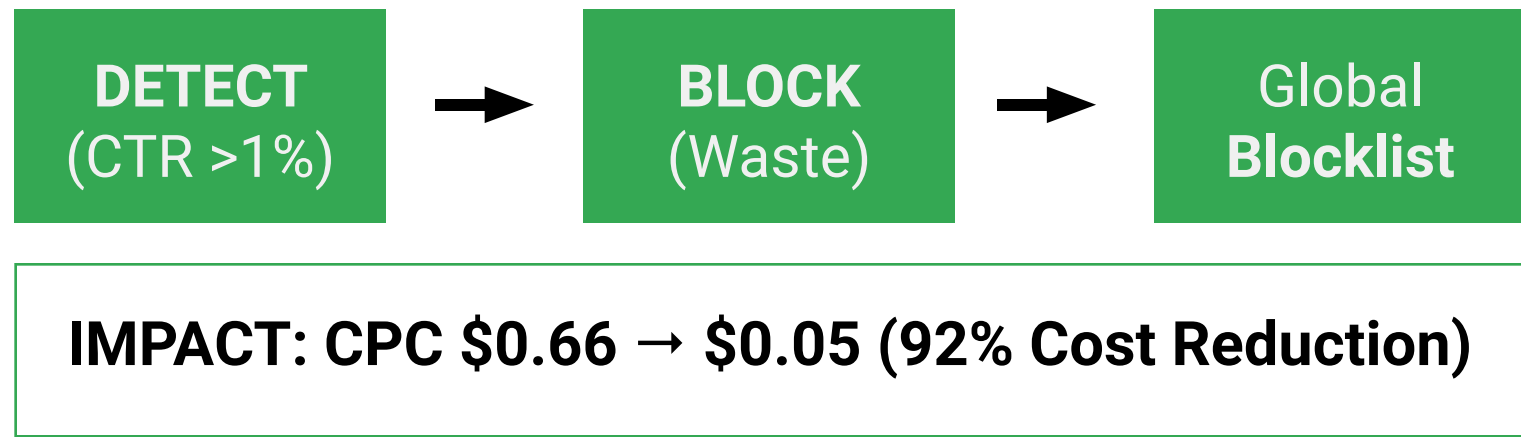
**The Goal**  
Implement a “**Traffic Validation Protocol**” to protect client investment and reward legitimate publishers.

### 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 & Scalability (LegalZoom Use Case)

ECOSYSTEM HEALTH = BUSINESS GROWTH

- The Universal Challenge:** In legal services, invalid or low-intent traffic doesn’t just waste spend — it distorts funnel metrics, inflates CAC, and degrades LTV forecasting..
- My Approach:**
- **Signal Hygiene:** Apply anomaly detection to identify traffic misaligned with genuine legal intent
  - **Intent Validation:** Optimize toward **verified engagement signals**, not surface-level clicks
  - **Growth Objective:** Ensure acquisition dollars flow to users most likely to convert, retain, and generate long-term value



# 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)

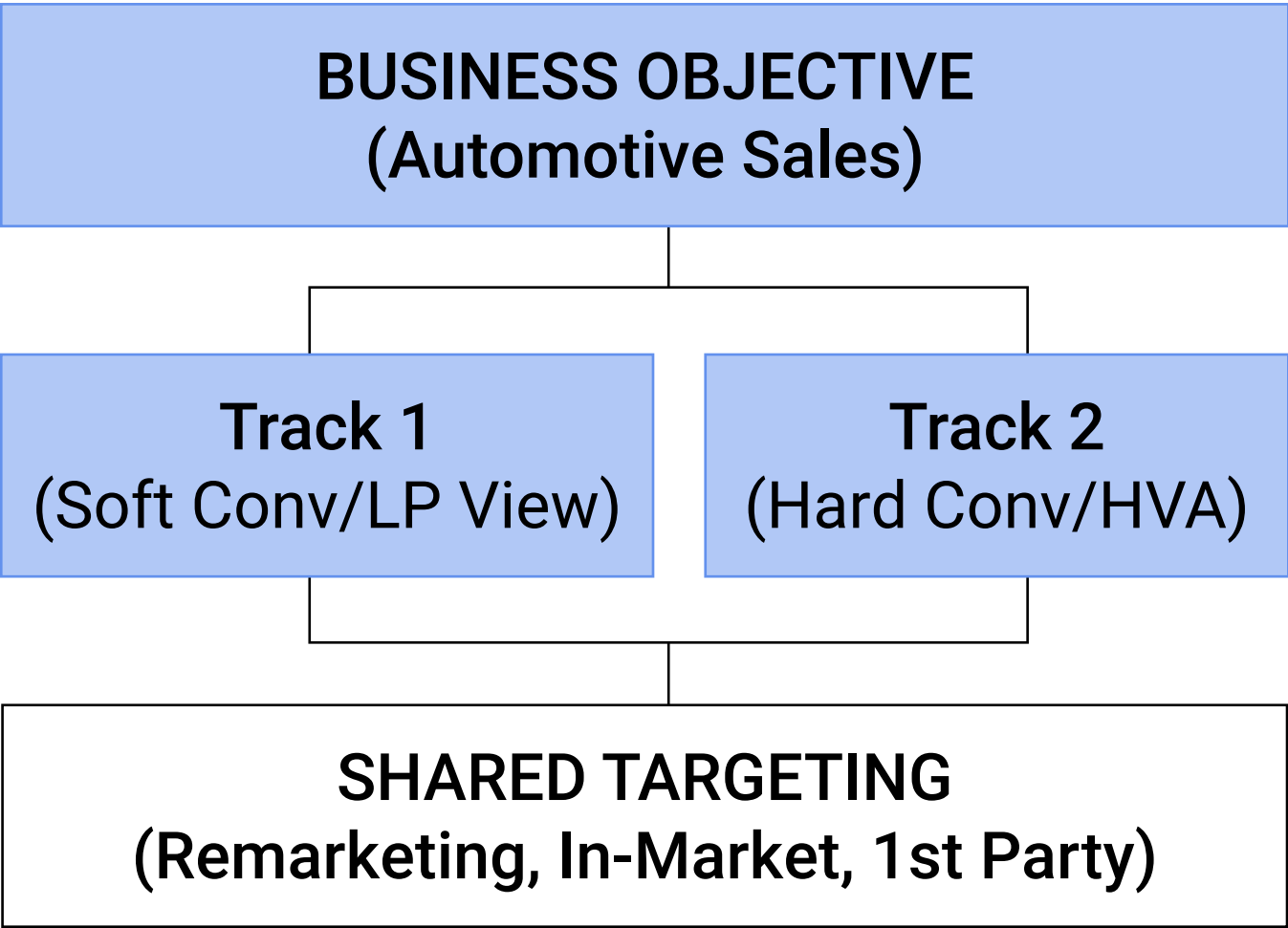
- **Goal:** Maximize Business Results
- **KPI:** HVA (High-Value Action-Build & Price, etc)

### SHARED TARGETING

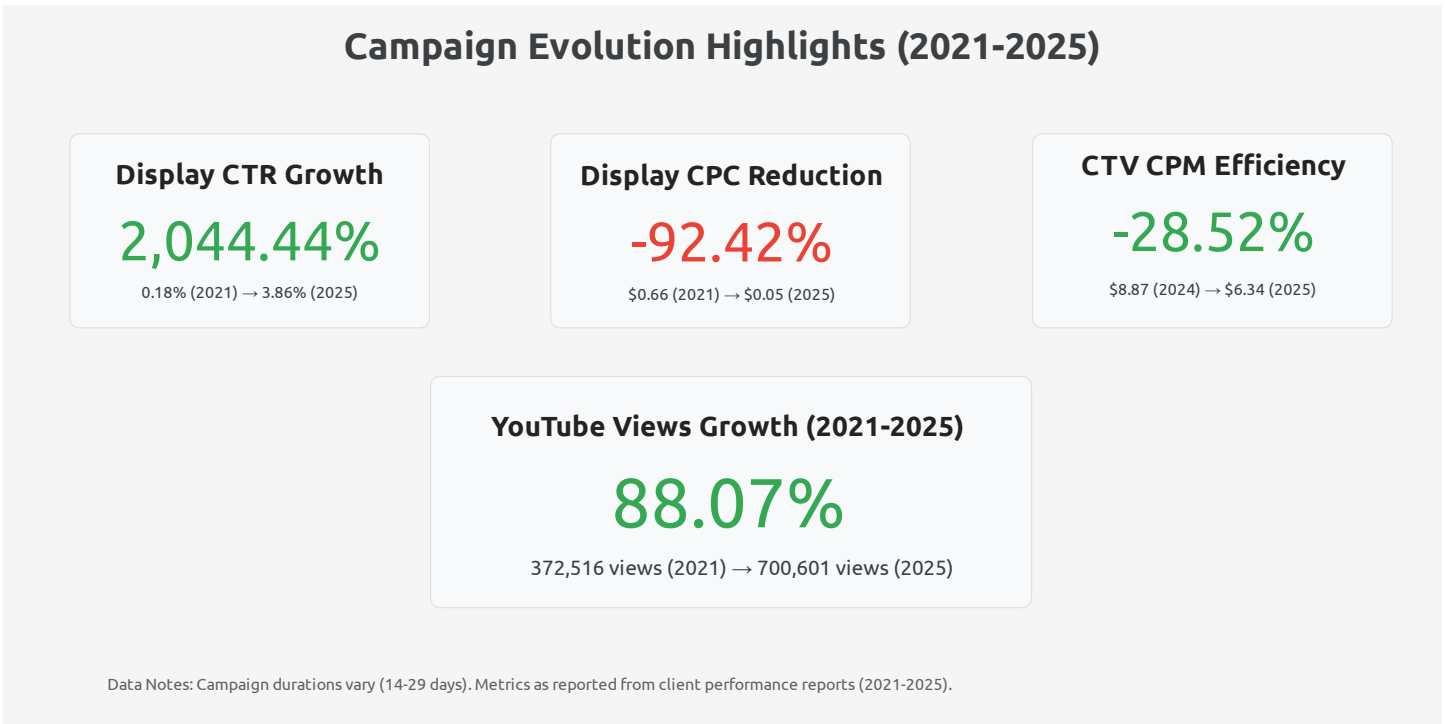
**Strategy:** Segregated audiences into 3 standardized groups for precise comparative analysis

- **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

### How this Applies to LegalZoom

#### Dual-Funnel Architecture for Scalable Growth

**Universal Challenge:** Distinguishing General Researchers from **Ready-to-File Customers**

**My Approach:** Apply the **Dual-Track Logic**:

- **Track 1 (Awareness):** Target broad legal service interest (LLC formation guides, Legal resource views)
- **Track 2 (Action):** Focus budget on high-intent actions (Business Formation starts, Legal Consultation requests)

**Result:** Maximize ROI by focusing spend where it drives real partnership value, not just volume

- 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 & Scalability (FIDUCIARY DUTY)

### Treating Budget Like My Own Money

- **Fiduciary Mindset:** Managing marketing investment is not just about spending budget, but exercising strict fiduciary responsibility to maximize return on capital, treating every corporate dollar as if it were my own.
- **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 sustainable growth roadmap.