

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.”

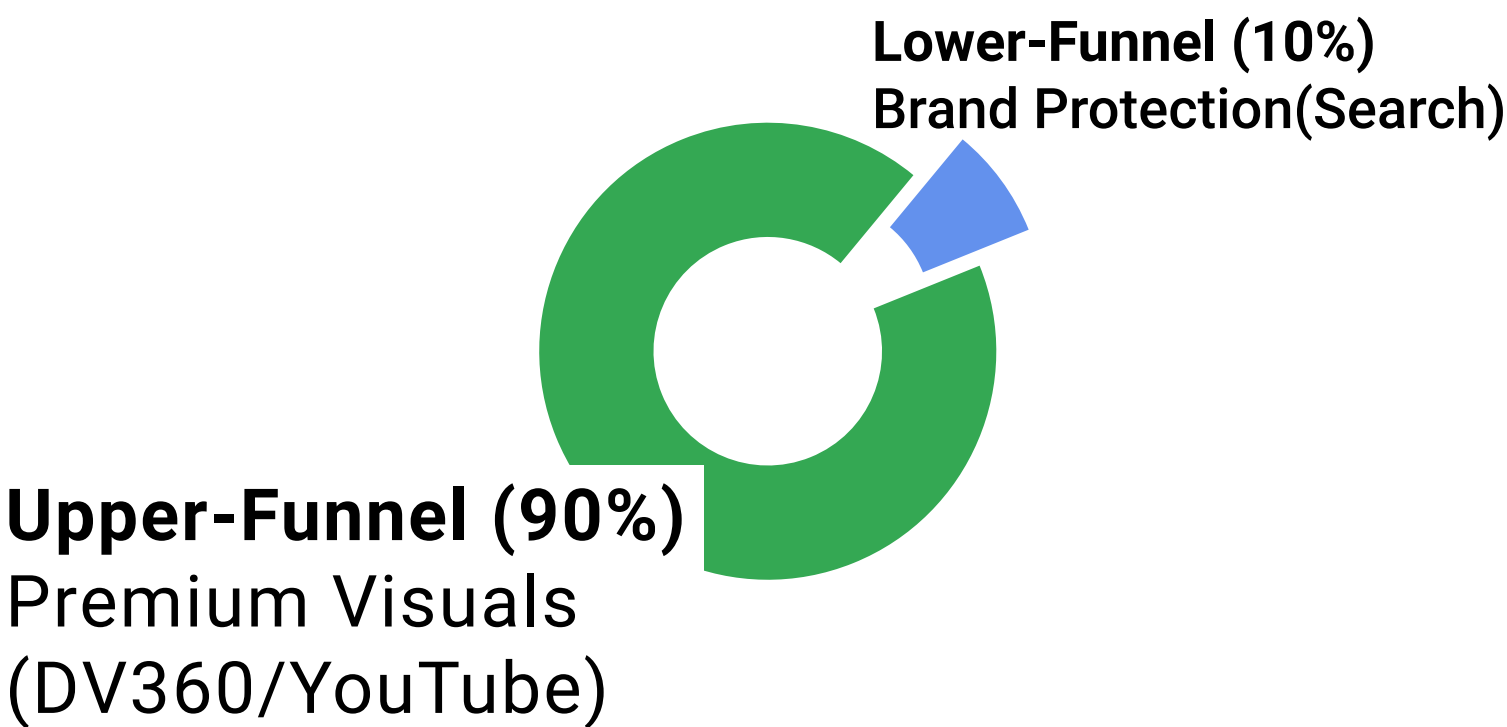
Decision: Allocated **90% to Visual Formats** (Display/Video) to build premium perception, reserving only **10% for Brand Search** protection.

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.

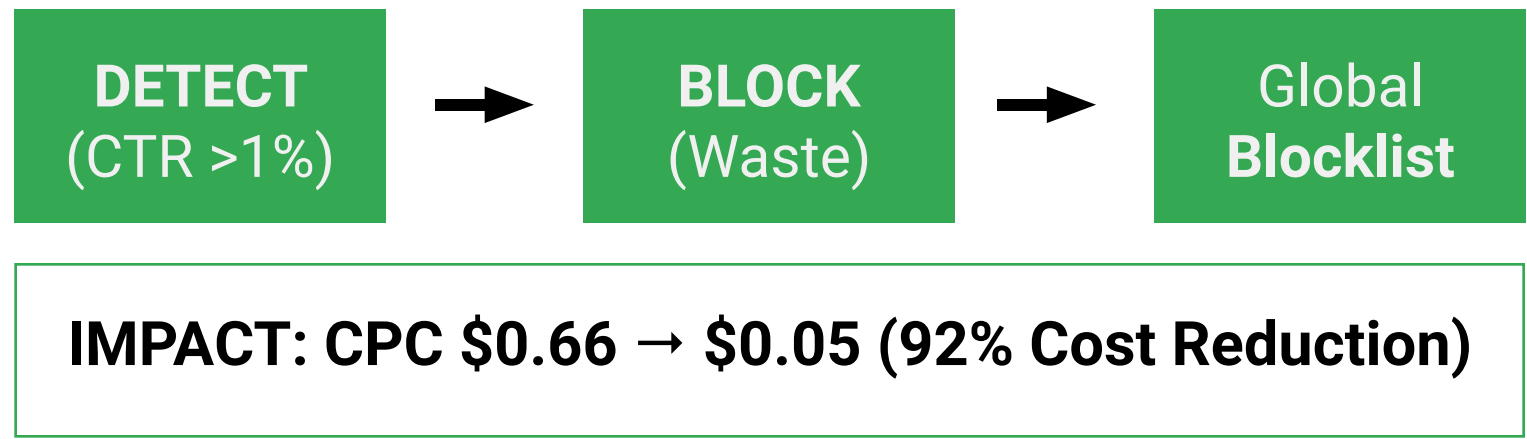
The Goal
Implement a “**Traffic Validation Protocol**” to protect client investment and reward legitimate publishers.

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

- **92% Cost Efficiency:** Achieved **\$0.05 Avg. CPC** by eliminating fraudulent inventory
- **Quality Traffic Protection:** Systematically removed anomalous placements, protecting the budget
- **4.3M+ Validated Traffic:** Secured high-volume traffic that passed behavioral validation standards

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)

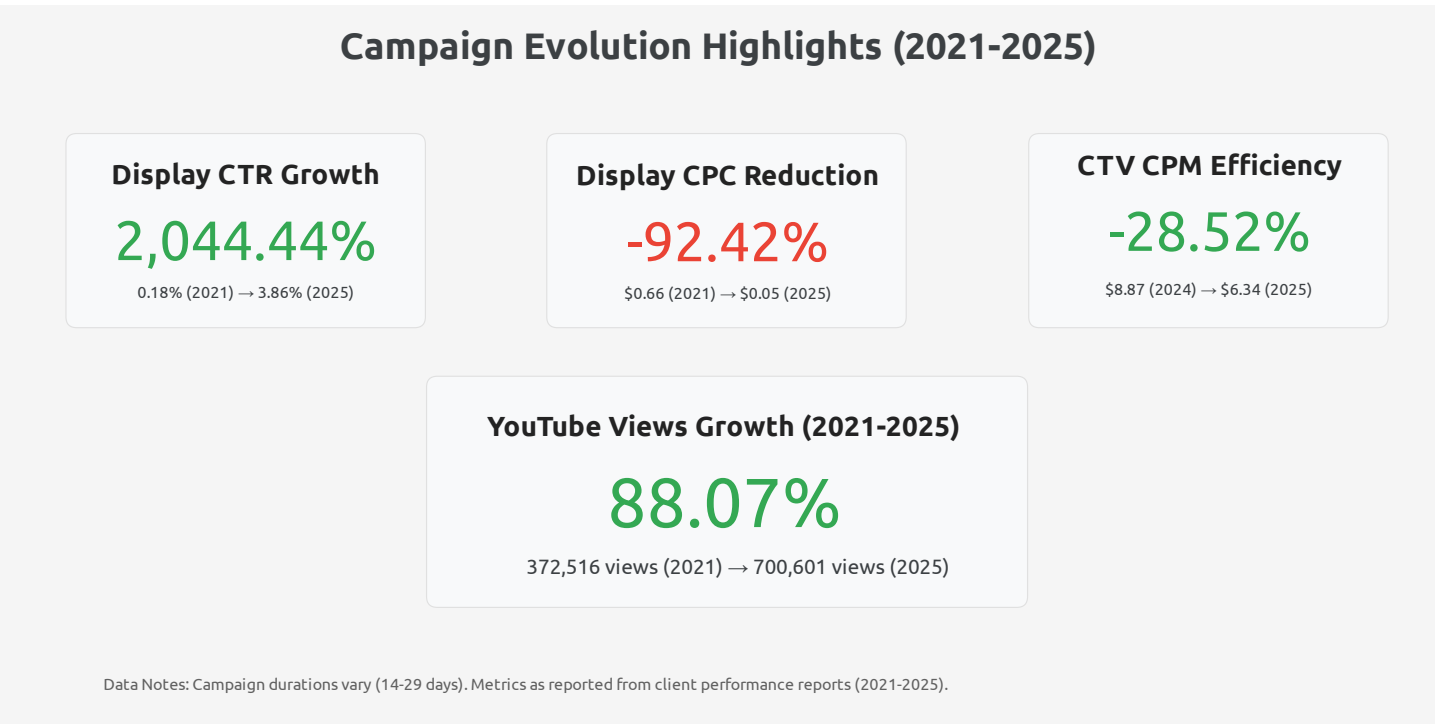
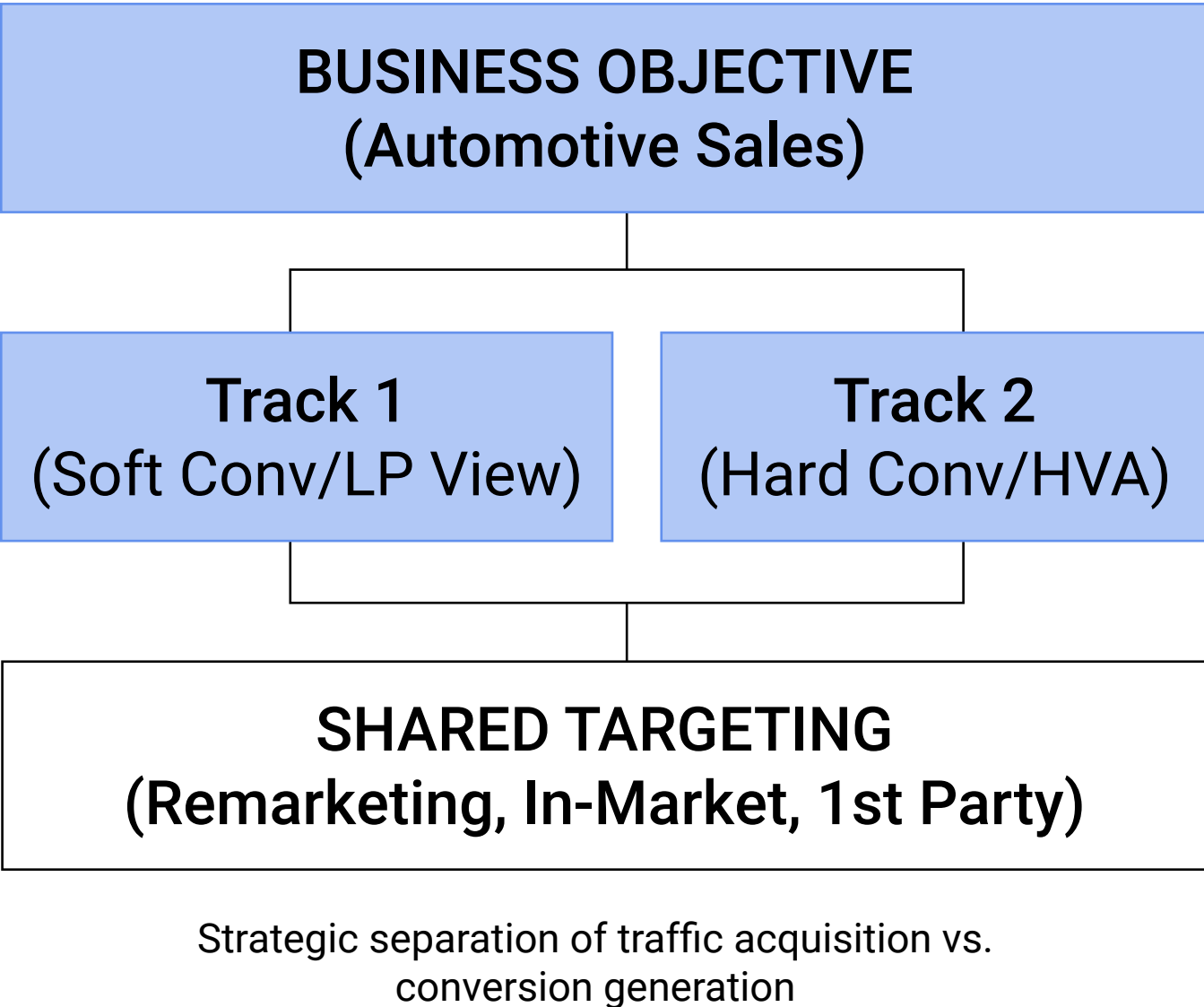
- **Goal:** Maximize Business Results
- **KPI:** HVA (High-Value Action-Build & Price, etc)

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



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.