

# SOO HOON YU

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 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

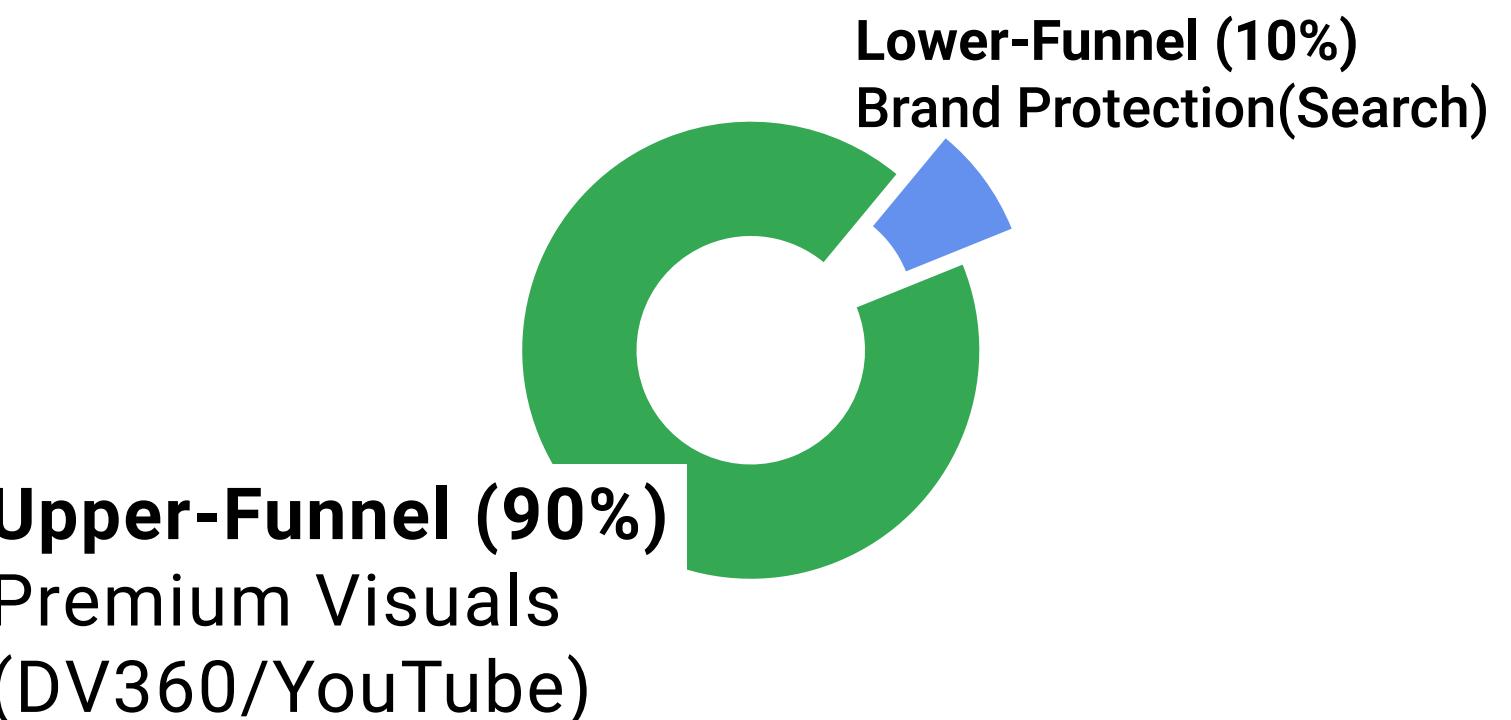
#### Phase 1 (Google Ads)

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 & Scalability

- **Premium Market Segmentation:** Applying the same differentiation strategy used to separate "Luxury" from "Mass Market" in automotive, I position the brand as the premier partner for high-value stakeholders, distancing it from commoditized competitors.
- **Visual Authority:** Utilize high-fidelity creative formats to establish immediate credibility with sophisticated audiences, ensuring the brand's visual identity communicates technical superiority and premium value.

# 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



**IMPACT: CPC \$0.66 → \$0.05 (92% Cost Reduction)**

### 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 & Scalability (B2B PUBLISHER ACQUISITION)

ECOSYSTEM HEALTH = BUSINESS GROWTH

**The Universal Challenge:** Every programmatic platform faces the same threat—fraudulent inventory draining budgets and eroding advertiser trust.

#### My Approach:

- Signal Hygiene:** Apply the same “5%+ CTR” anomaly detection logic to identify suspicious app traffic in patterns across any inventory source or acquisition campaign.
- Contextual Analysis:** Analyze publisher behavior signals to distinguish **low-quality spam** from legitimate, high-value partners.
- Optimization Goal:** The objective isn’t just to block fraud, but to ensure **marketing investment flows** exclusively to verified partners who drive genuine business growth

# 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

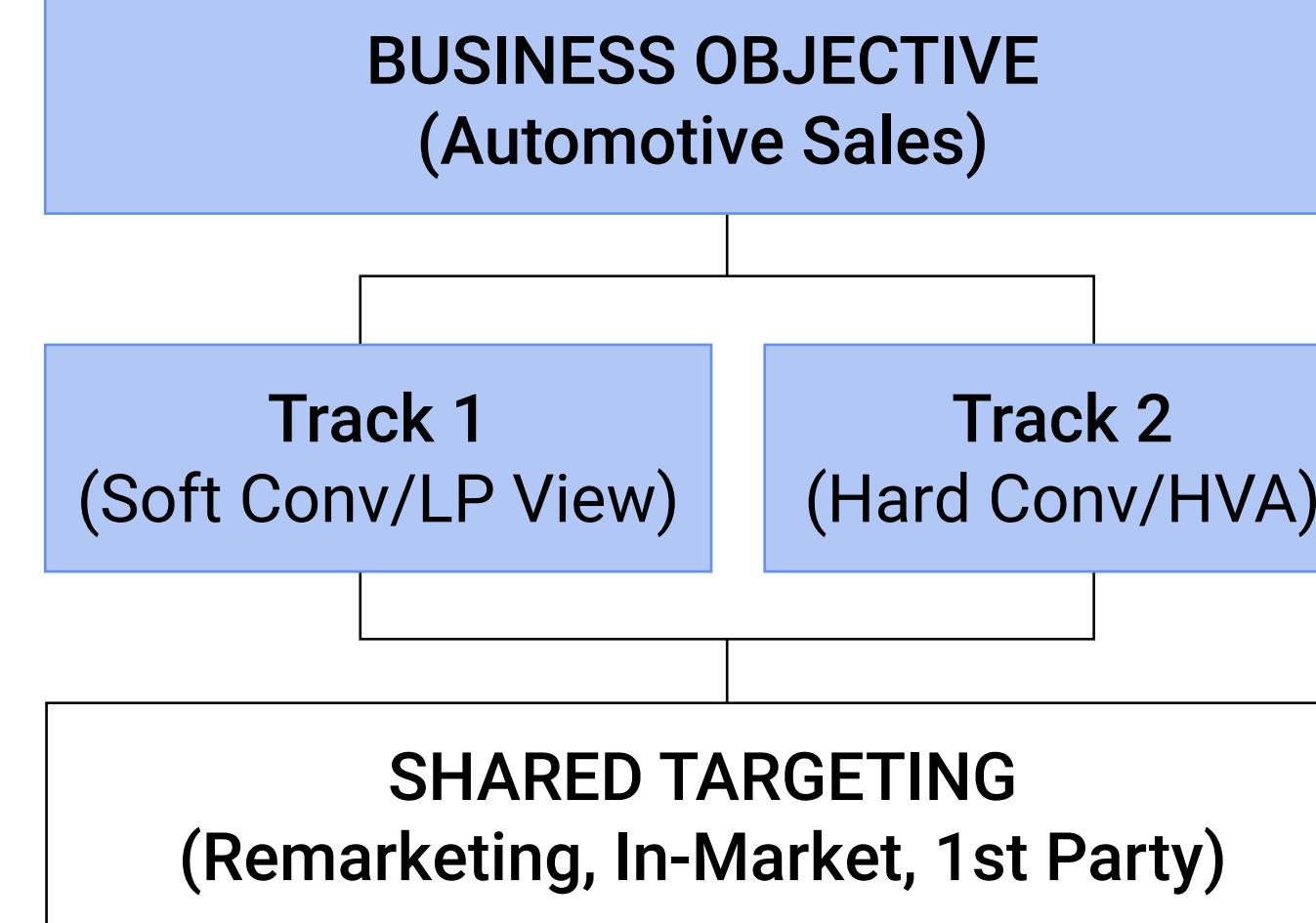
- **Remarketing:** High-intent site visitors
- **3rd Party Audiences:** In-Market Auto Shoppers
- **DV360 Bid Manager Audiences:** Google Intent Signals

### 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



Strategic separation of traffic acquisition vs. conversion generation

### 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).

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 & Scalability

#### Dual-Funnel Architecture for Scalable Growth

**Universal Challenge:** Distinguishing “Passive Browsers” from “High-Intent Buyers”

**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

## 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 post-pandemic roadmap.