

Digital Marketing Report

Impressions

How many ads were served:

98,861

Clicks

Times a user clicked on an ad

27

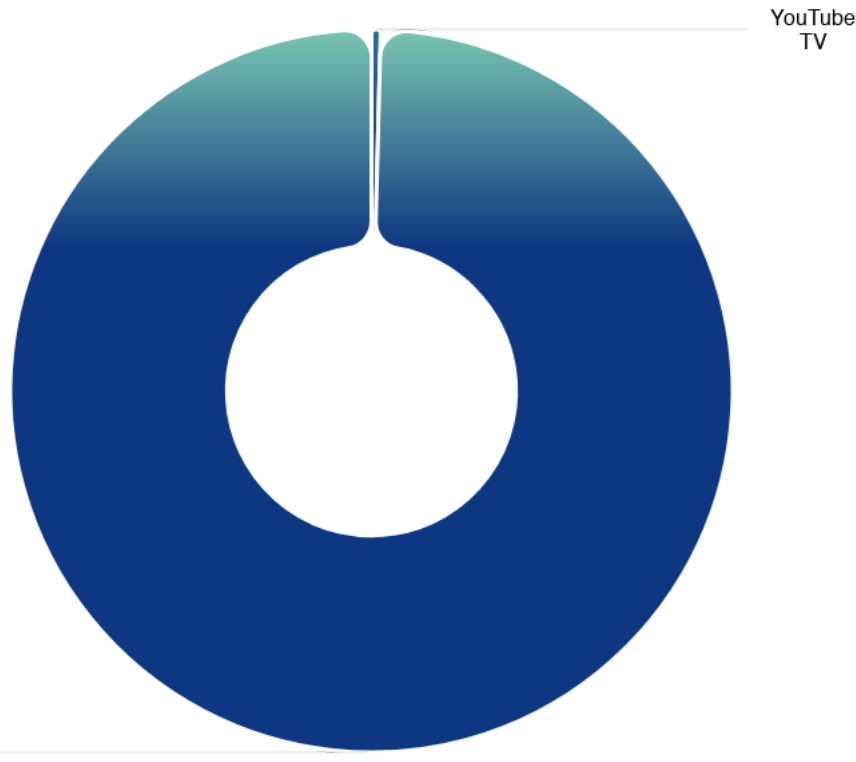
CTV Cost Per Completed View

10.05

The cost of each completed video view across full-screen CTVs

Your Product Breakout by Impressions

X the National Average



X the National Avg (.07%)



Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Fiesta Subaru - In-Market Subaru YouTube Channels	56,648	27	0.05%	0.68
Fiesta Subaru - In-Market Subaru YouTube+	41,809	0	0.00%	0.00
Fiesta Subaru - In-Market Subaru YouTube TV	404	0	0.00%	0.00

YouTube+ Creative Performance

Ad (Headline)	Impressions ↓	Clicks	Completion Rate	Cost Per Completed View
Fiesta Subaru July 2026 Commercial YT+	41,809	0	91.96%	0.04
Fiesta Subaru July 2026 Commercial - Channels	34,402	10	45.38%	0.09
Fiesta Subaru Summer 2026 Evergreen - Channels	22,245	17	31.42%	0.13

YouTube+ Video Completion Performance by Creative

Ad (Headline)	25% Completed ↓	50% Completed	75% Completed	100% Completed
Fiesta Subaru July 2026 Commercial YT+	95.07%	93.45%	92.57%	91.96%
Fiesta Subaru July 2026 Commercial - Channels	82.66%	57.22%	48.61%	45.38%
Fiesta Subaru Summer 2026 Evergreen - Channels	53.22%	37.73%	33.91%	31.42%

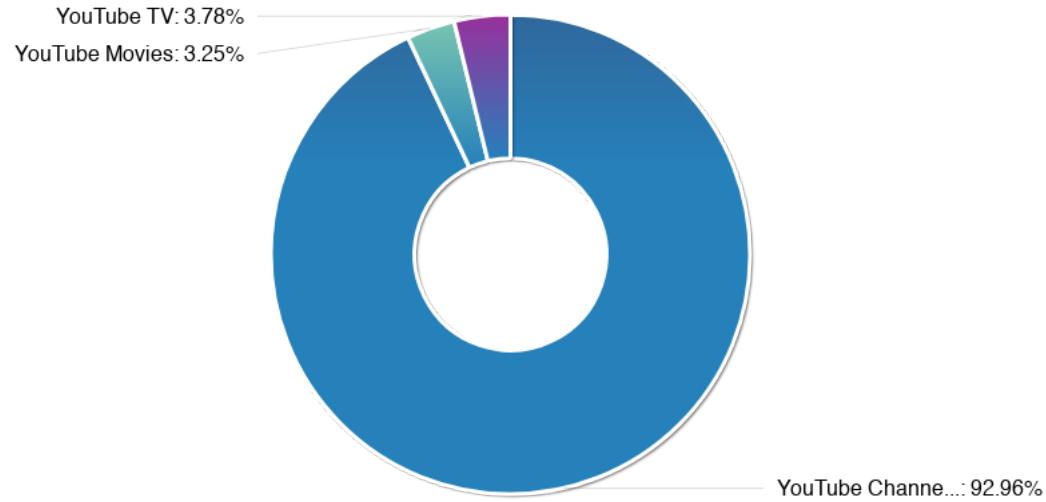
YouTube TV Video Completion Performance by Creative

Ad (Headline)	25% Completed ↓	50% Completed	75% Completed	100% Completed
Fiesta Subaru Summer 2026 Evergreen - YT TV	95.61%	94.54%	94.08%	93.76%
Fiesta Subaru July 2026 Commercial - YT TV	95.11%	93.77%	93.07%	92.71%

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Connected TV	An internet enabled device that provides streaming content directly on the TV, without the use of an external streaming device.	64,118	17	0.03%
Mobile	A portable electronic device that can connect to the internet.	24,460	9	0.04%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	5,633	1	0.02%
Desktop	A personal computing device that remains stationary at one location.	4,245	0	0.00%

YouTube+ Placement Performance



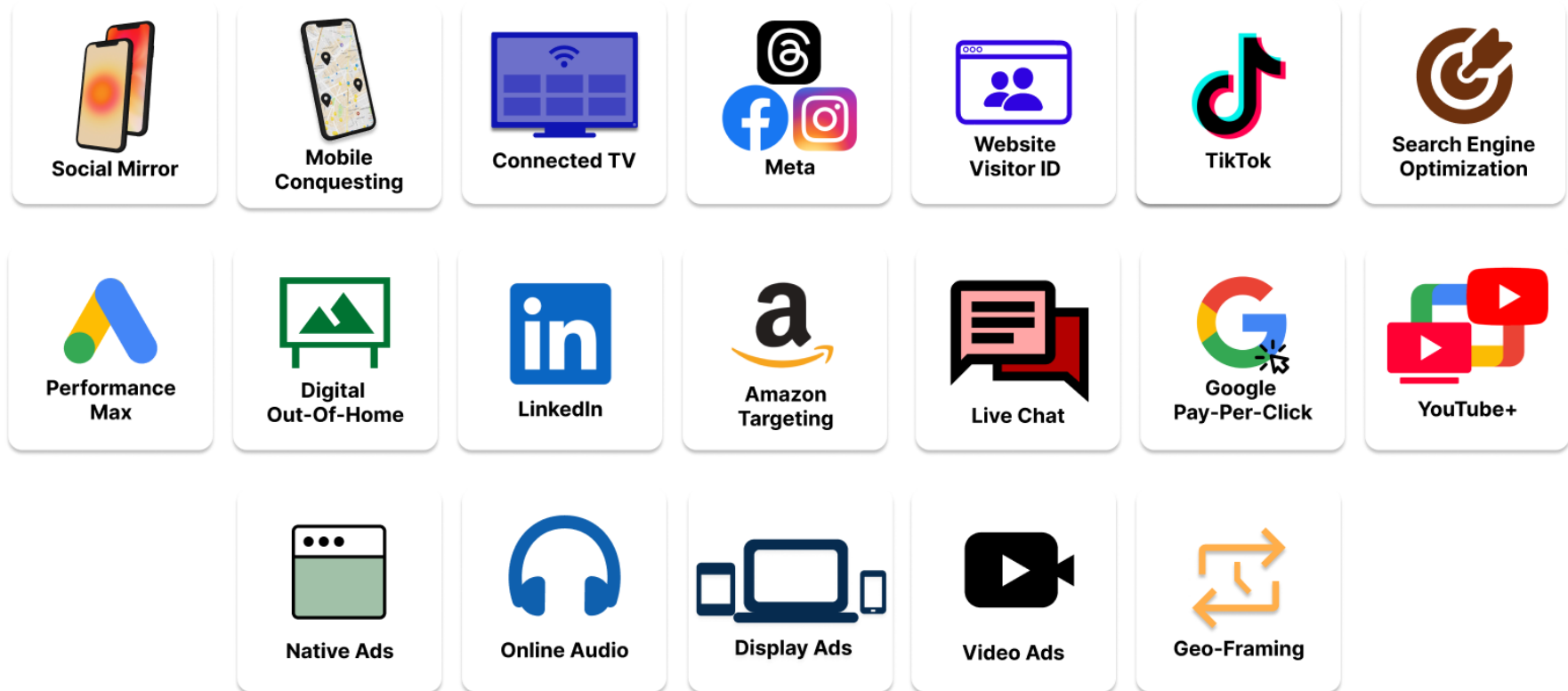
Top 10 YouTube Channel Performance

Placement Display Name	Impressions ↓	Clicks	CTR
Midwest Safety	493	0	0.00%
Fox News	308	0	0.00%
CboysTV	244	0	0.00%
ABC News	217	0	0.00%
Kai Cenat Live	191	0	0.00%
HISTORY	176	0	0.00%
Joe Bartolozzi	158	0	0.00%
The Daily Show	142	0	0.00%
Matt's Off Road Recovery	130	0	0.00%
Tommy G	122	0	0.00%

Top 10 YouTube TV Channel Performance

Placement Display Name	Impressions ↓
(YouTube TV) MS NOW	1,193
(YouTube TV) Investigation Discovery	228
(YouTube TV) IFC	128
(YouTube TV) CNBC	100
(YouTube TV) HLN	47
(YouTube TV) FOX News	46
(YouTube TV) CNN	37
(YouTube TV) ESPN	30
(YouTube TV) JusticeCentral.TV	20
(YouTube TV) FOX Sports	18

All available products in our *toolbox*.



? Your account team is [here to help](#) - reach out with any questions or to explore new ideas.