

Digital Marketing Report

Impressions

How many ads were served:

93,559

Clicks

Times a user clicked on an ad

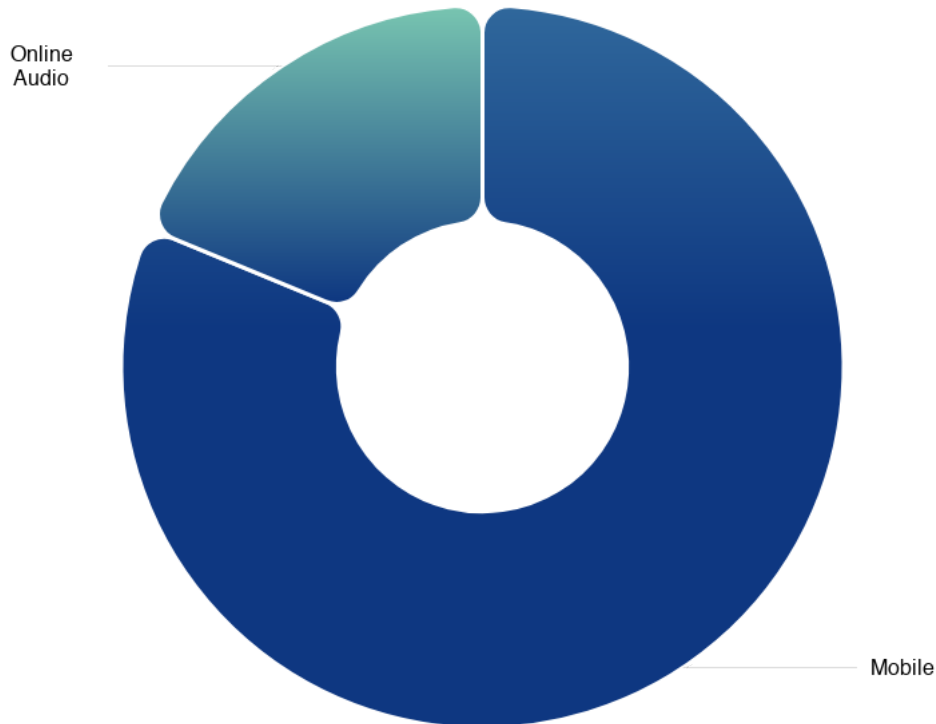
346

Click-Through Rate

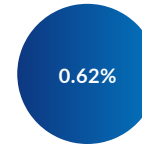
$(\text{Clicks}/\text{Impressions}) \times 100$

0.37%

Your Product Breakout by Impressions



Total Engagement Rate



$(\text{Clicks} + \text{View-throughs}) / \text{Impressions} \times 100^*$

X the National Average



X the National Avg (.07%)

*Note: CTR and Total Engagement Rate do not include impressions or view-throughs from CTV, YouTube, or PMax campaigns. For TikTok campaigns, Total Engagement Rate includes both Click Conversions and View-throughs due to differences in Conversion tracking.



Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
W&L Nissan - Nissan Shoppers/New Car Dealership Shoppers Mobile	73,471	287	0.39%	5.58
W&L Nissan - AI Audio	8,125	16	0.20%	2.81
W&L Nissan - Auto Buyers Behavioral Audio	8,014	6	0.07%	1.07
W&L Nissan - Site Retargeting Mobile	2,553	36	1.41%	20.14
W&L Nissan - Retargeting Audio	1,396	0	0.00%	0.00

Video View-through Conversions

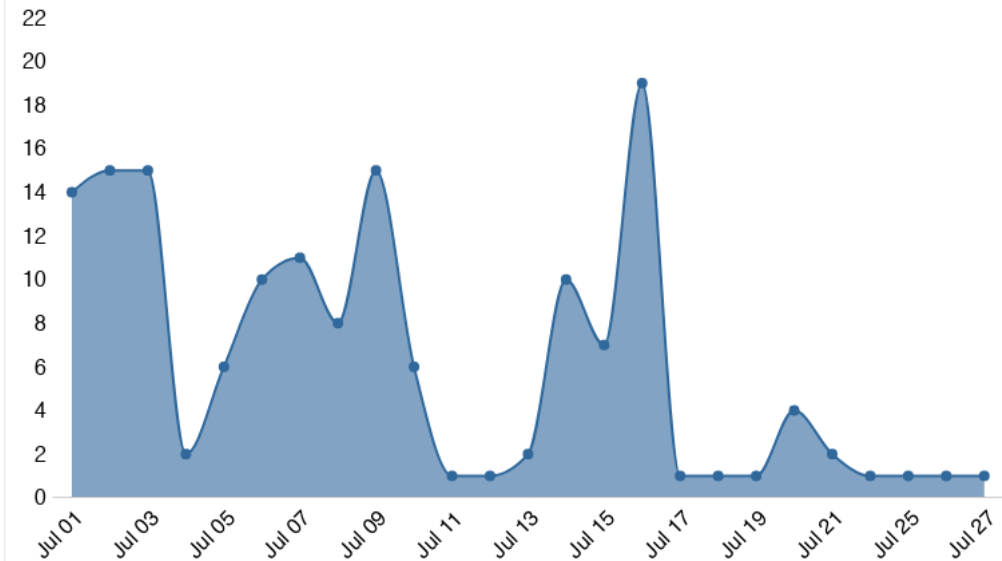


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

Video View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
W&L Nissan Used Inventory Page View	87
W&L Nissan Homepage Visits	32
W&L Nissan New Inventory Page View	29
W&L Nissan Service Page View	4
W&L Nissan About Page View	2
W&L Nissan Promotions Page View	1

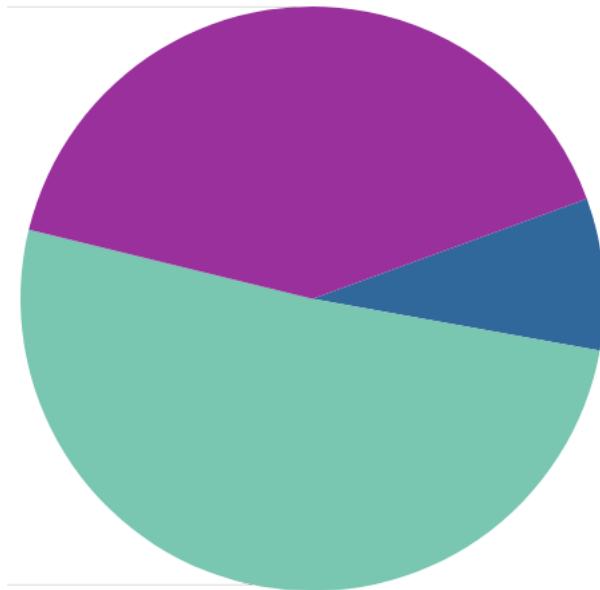
Video View-through Conversions by Day



Top Video View-through Conversions by Strategy

Retargeting:
40.65%

Keyword:
50.97%

Behavioral:
8.39%


Online Audio View-through Conversions

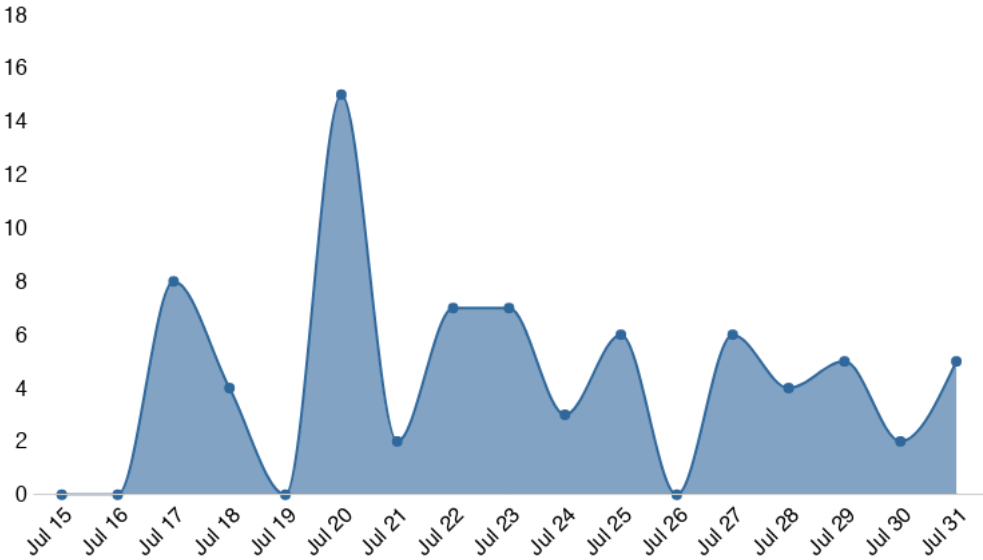


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

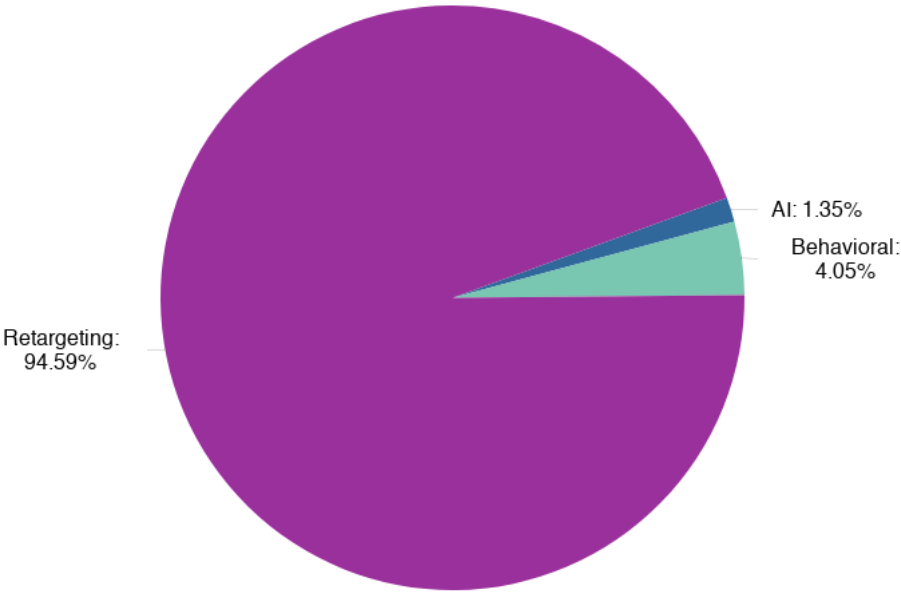
Online Audio View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
W&L Nissan Used Inventory Page View	38
W&L Nissan Homepage Visits	25
W&L Nissan New Inventory Page View	11

Online Audio View-through Conversions by Day



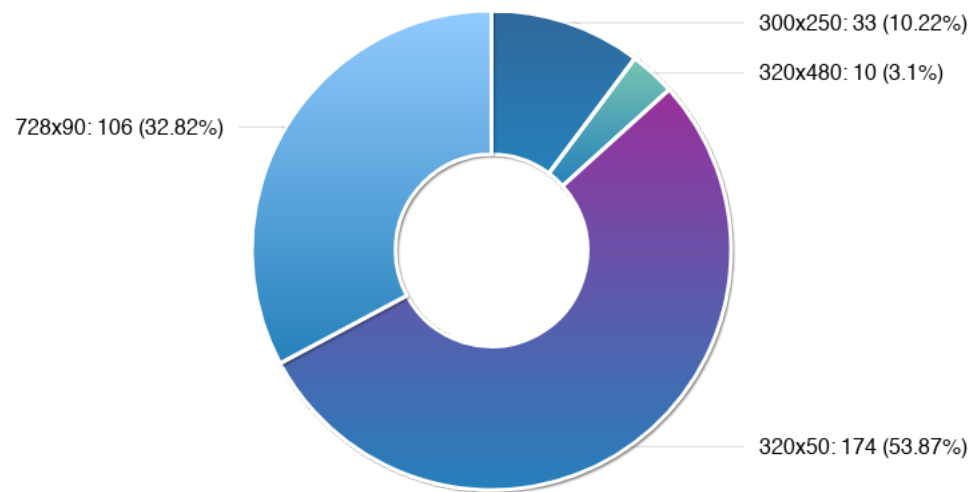
Top Online Audio View-through Conversions by Strategy



Mobile Conquesting Creative Performance

Preview	Creative Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
	W&L Nissan_320x50.gif	50,170	174	0.35%	4.95
	W&L Nissan_728x90.gif	22,413	106	0.47%	6.76
	W&L Nissan_300x250.gif	3,091	33	1.07%	15.25
	W&L Nissan_320x480.png	350	10	2.86%	40.82

Mobile Conquesting Click Performance by Ad Size





Online Audio Creative Performance

Creative Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
W&L Nissan_WbL Nissan 2026 July 30 (1).mp3	17,535	22	0.13%	1.79

Online Audio Completion Performance by Line Item

Line Item Name	25% Completed ↓	50% Completed	75% Completed	100% Completed
W&L Nissan - Retargeting Audio	99.43%	99.14%	98.71%	98.28%
W&L Nissan - Auto Buyers Behavioral Audio	95.94%	91.43%	88.22%	85.95%
W&L Nissan - AI Audio	89.69%	86.70%	84.53%	81.97%

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	8,964	19	0.21%
Connected TV	An internet enabled device that provides streaming content directly on the TV, without the use of an external streaming device.	3,243	0	0.00%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	1,322	1	0.08%
Desktop	A personal computing device that remains stationary at one location.	989	0	0.00%
Connected Audio	An internet enabled device, like Smart Speakers, Connected Cars, or Streaming Boxes, that allow audio content.	509	0	0.00%
Streaming Device	A stick/dongle device that connects to a TV and provides streaming content, such as a Fire TV Stick, Roku Streaming Stick, and Google Chromecast.	39	0	0.00%

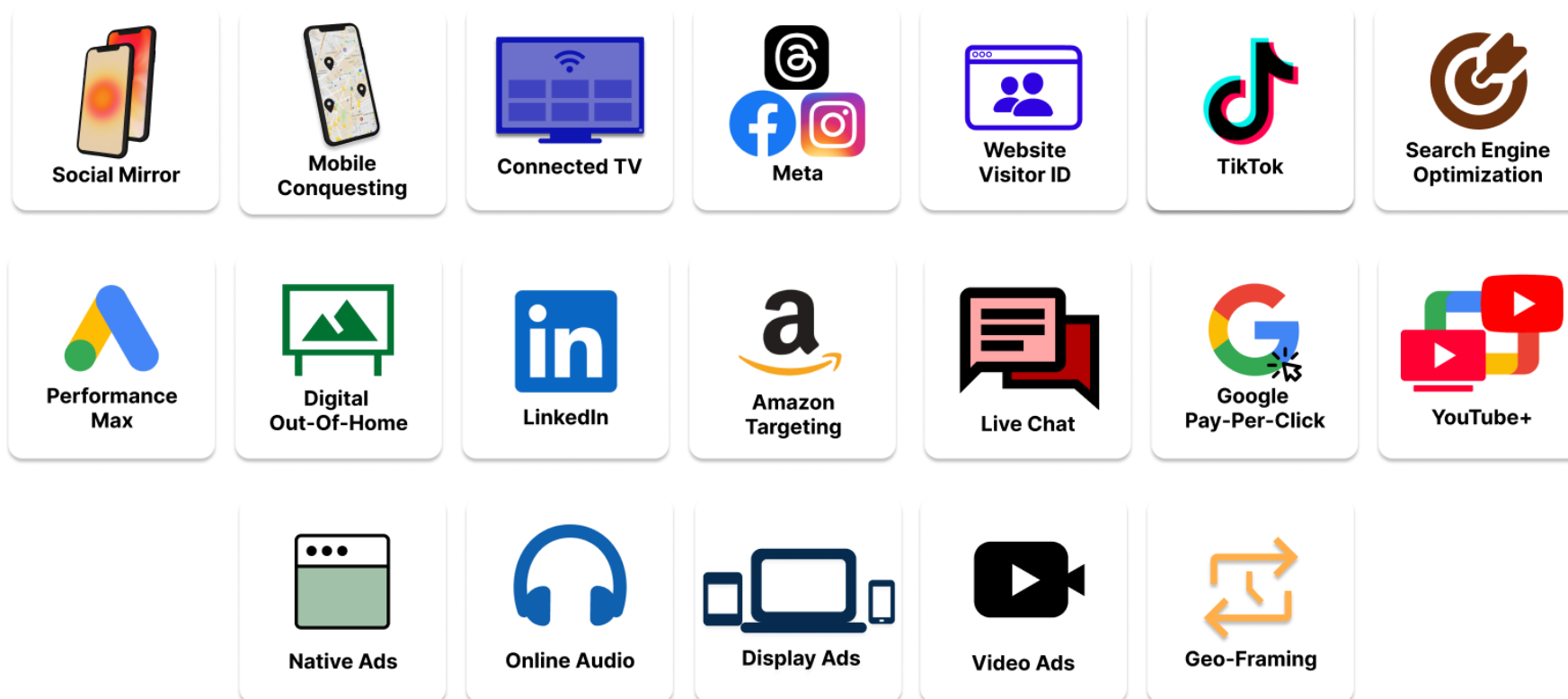
Top Online Audio Device Makes

Device Make	Impressions ↓	Clicks	CTR
Samsung	5,162	12	0.23%
Apple	2,759	0	0.00%
Vizio	2,623	0	0.00%
Motorola	978	1	0.10%
Google	357	4	1.12%
Huawei	10	0	0.00%
Oppo	10	0	0.00%
LG	9	0	0.00%
Xiaomi	5	0	0.00%
Amazon	4	0	0.00%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
Spotify - Music and Podcasts	445	0	0.00%
Pocket FM: Audio Series	296	0	0.00%
wfmz.com	251	0	0.00%
idobi.com	207	0	0.00%
Spotify: Play music & podcasts	169	0	0.00%
Treasure Masters	140	0	0.00%
spreaker.com	122	0	0.00%
newsitem.com	105	0	0.00%
familyhandyman.com	101	0	0.00%
iheart.com	74	0	0.00%
TuneIn Radio: Music & Sports	65	0	0.00%
cumulusmedia.com	63	0	0.00%
radio.ht	53	0	0.00%
tasteofhome.com	52	0	0.00%
audiomob.io	39	0	0.00%
Word Kitchen	37	0	0.00%
979x.com	30	0	0.00%
gotradio.com	29	0	0.00%
live365.com	28	0	0.00%
powerhitz.com	26	0	0.00%

All available products in our *toolbox*.



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