

Digital Marketing Report

Impressions

How many ads were served:

511,325

Clicks

Times a user clicked on an ad

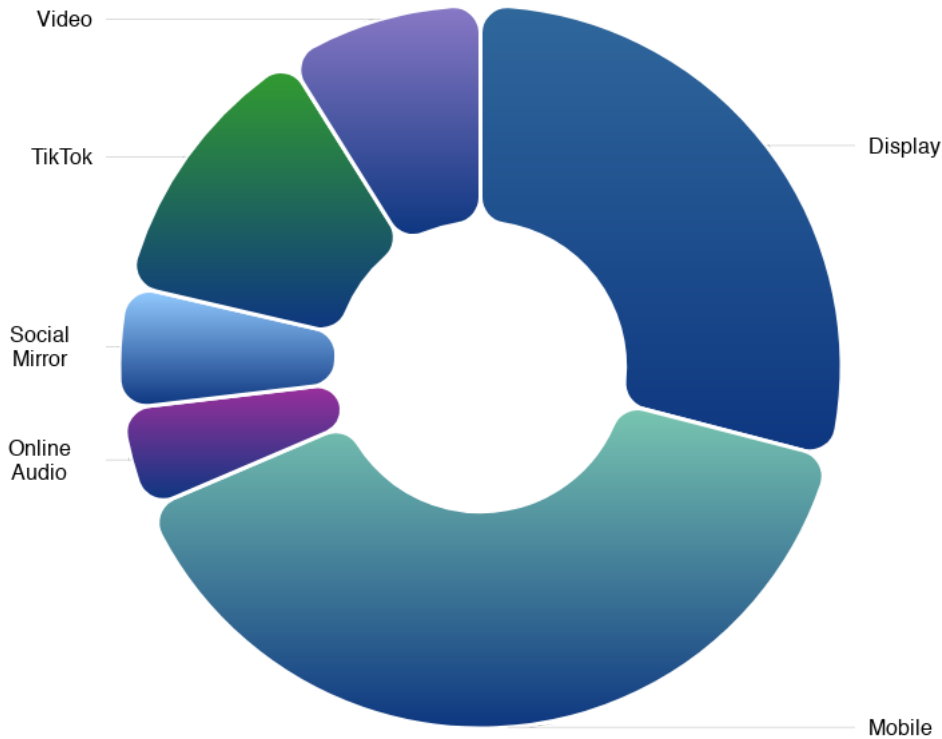
1,485

Click-Through Rate

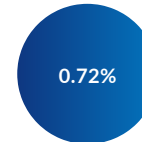
(Clicks/Impressions) x 100

0.29%

Your Product Breakout by Impressions



Total Engagement Rate



(Clicks+View-throughs)/Impressions x 100*

X the National Average



X the National Avg (.07%)

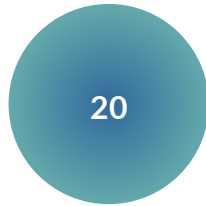
*Note: CTR and Total Engagement Rate do not include impressions or view-throughs from CTV, YouTube, or PMax campaigns. For TikTok campaigns, Total Engagement Rate includes both Click Conversions and View-throughs due to differences in Conversion tracking.



Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
W&L Subaru - A18+/In-Market for Auto Mobile	95,125	187	0.20%	2.81
W&L Subaru - Used Cars Mobile	85,607	202	0.24%	3.37
W&L Subaru - Auto Intenders/Subaru Behavioral Display	50,391	141	0.28%	4.00
W&L Subaru - Keyword Display	49,510	90	0.18%	2.60
W&L Subaru - Retargeting Display	48,549	169	0.35%	4.97
W&L Subaru - Used Cars/Automobiles TikTok	41,000	241	0.59%	8.40
W&L Subaru - Auto Intenders/Subaru Behavioral Video	31,923	104	0.33%	4.65
W&L Subaru - Mobile Cross Platform Social Mirror	28,095	137	0.49%	6.97
W&L Subaru - Retargeting TikTok	22,714	94	0.41%	5.91
W&L Subaru - CPO Geo-Retargeting Mobile	15,635	60	0.38%	5.48
W&L Subaru - Retargeting Video	13,631	29	0.21%	3.04
W&L Subaru - Auto Intenders/Subaru Behavioral Audio	8,986	0	0.00%	0.00
W&L Subaru - AI Audio	8,022	1	0.01%	0.18
W&L Subaru - Retargeting Audio	6,338	0	0.00%	0.00
W&L Subaru - Geo-Retargeting Mobile	5,730	28	0.49%	6.98
W&L Subaru - CPO Geo-Fencing Mobile	35	1	2.86%	40.82
W&L Subaru - CPO 933 Broad St Geo-Fencing Mobile	19	0	0.00%	0.00
W&L Subaru - Geo-Fencing Mobile	15	1	6.67%	95.24

Display Click Conversions

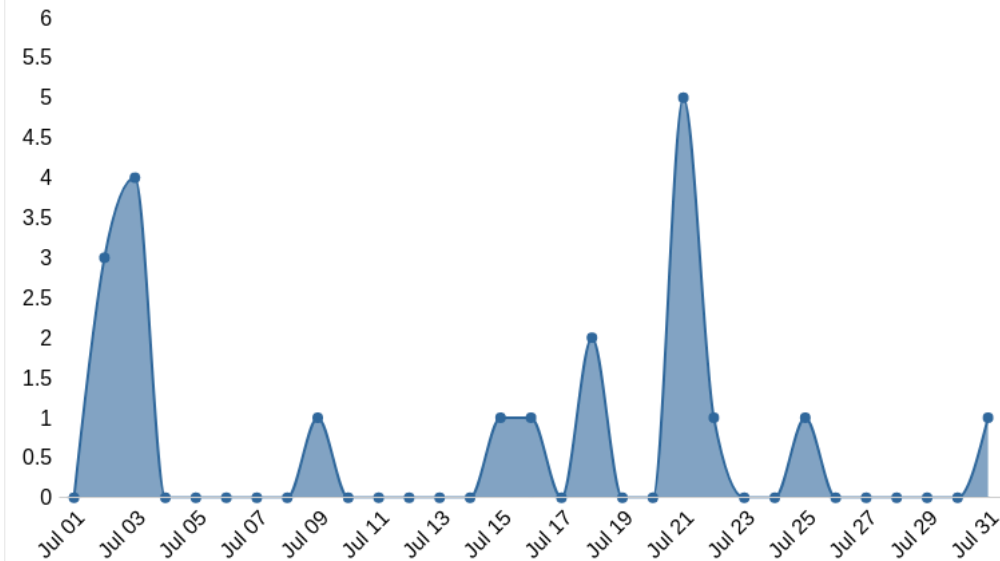


Times users clicked on an ad leading to your site and visited a page or completed an action

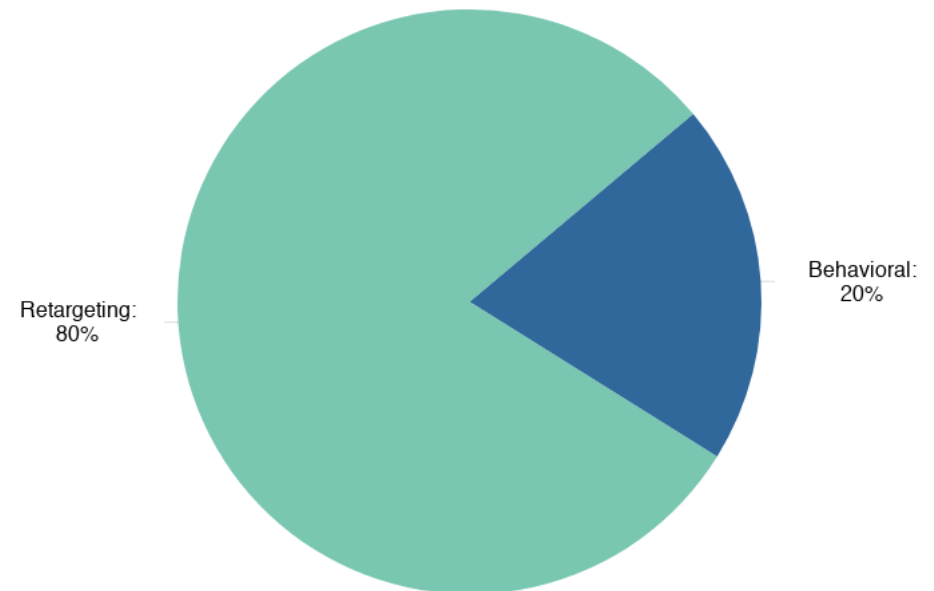
Display Click Conversion Breakout

Conversion Name	Click Conversions ↓
W&L Subaru Appointment Page View	4
W&L Subaru New Inventory Page View	4
W&L Subaru Used Inventory Page View	4
W&L Subaru Certified Page View	3
W&L Subaru Promotions Page View	3
W&L Subaru Contact Page View	1
W&L Subaru Used Promotions Page View	1

Display Click Conversions by Day



Top Display Click Conversions by Strategy



Display View-through Conversions

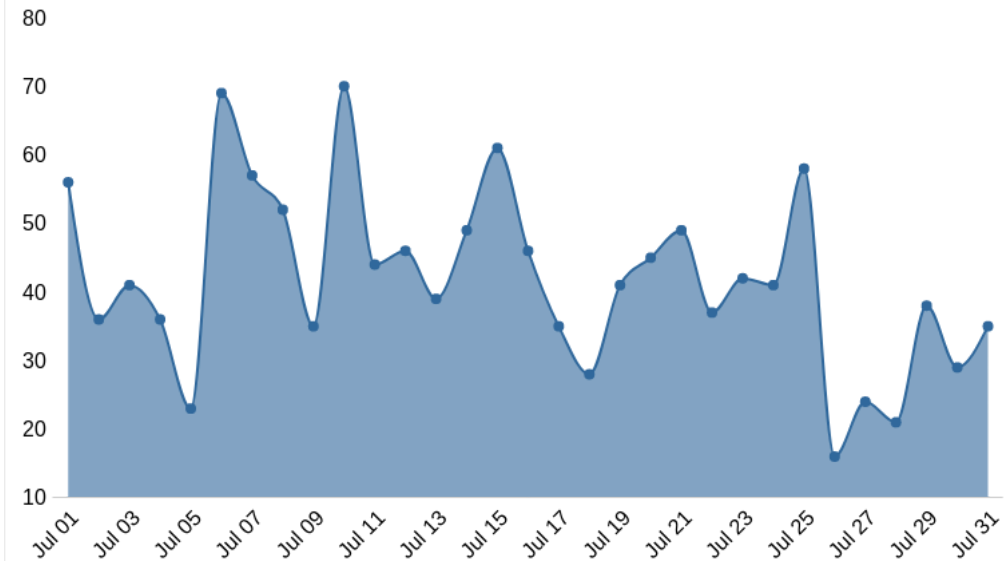
1,299

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

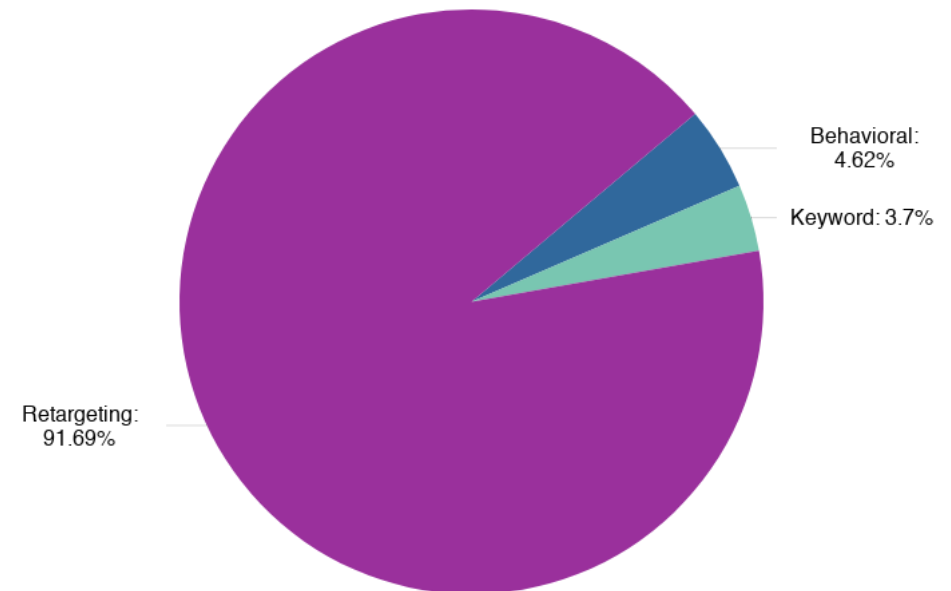
Display View-through Conversion Breakout

Conversion Name	View-through Conversions ↓
W&L Subaru Homepage Visits	396
W&L Subaru Used Inventory Page View	391
W&L Subaru New Inventory Page View	162
W&L Subaru Certified Page View	151
W&L Subaru Promotions Page View	85
W&L Subaru Appointment Page View	56
W&L Subaru Used Promotions Page View	45
W&L Subaru Contact Page View	12
W&L Subaru Service Center Page View	1

Display View-through Conversions by Day



Top Display View-through Conversions by Strategy



Social Mirror Click Conversions

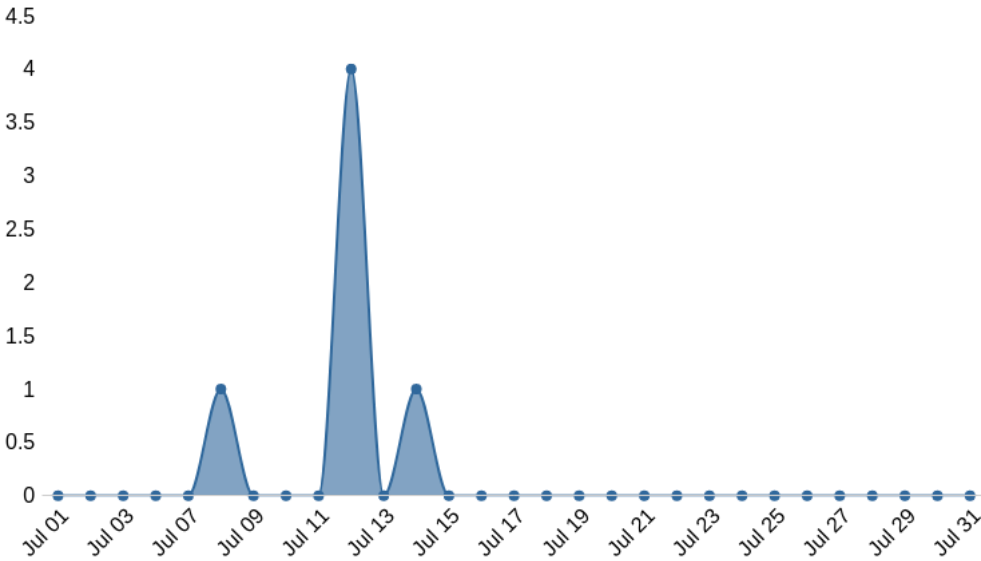


Times users clicked on an ad leading to your site and visited a page or completed an action

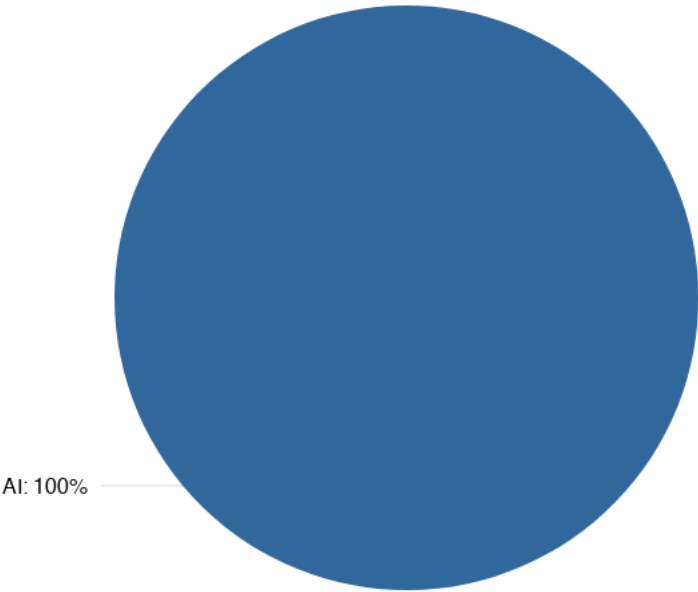
Social Mirror Click Conversion Performance Breakout

Conversion Name	Click Conversions ↓
W&L Subaru Promotions Page View	4
W&L Subaru Appointment Page View	1
W&L Subaru Contact Page View	1

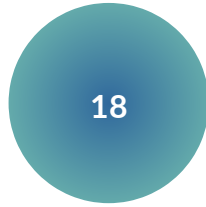
Social Mirror Click Conversions by Day



Top Social Mirror Click Conversions by Strategy



Social Mirror View-through Conversions

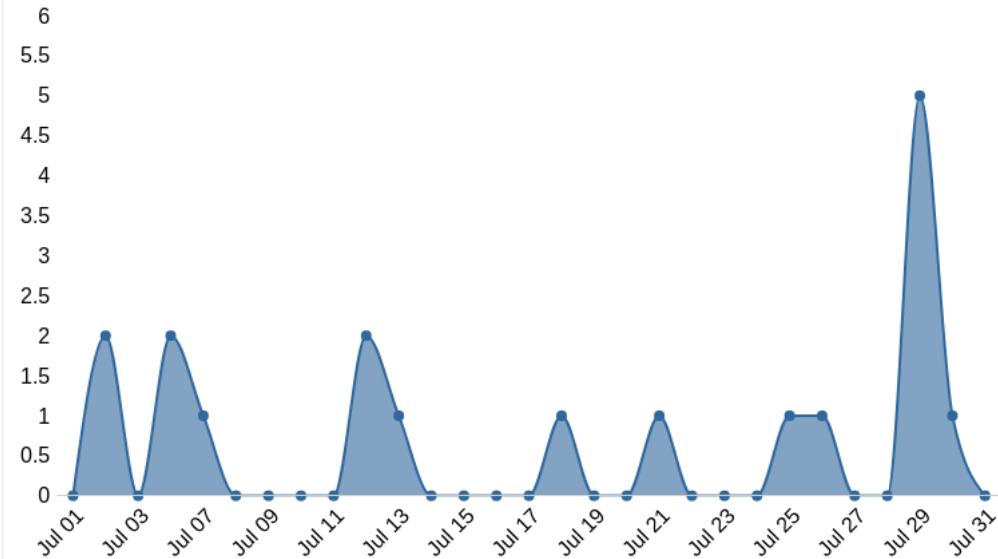


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

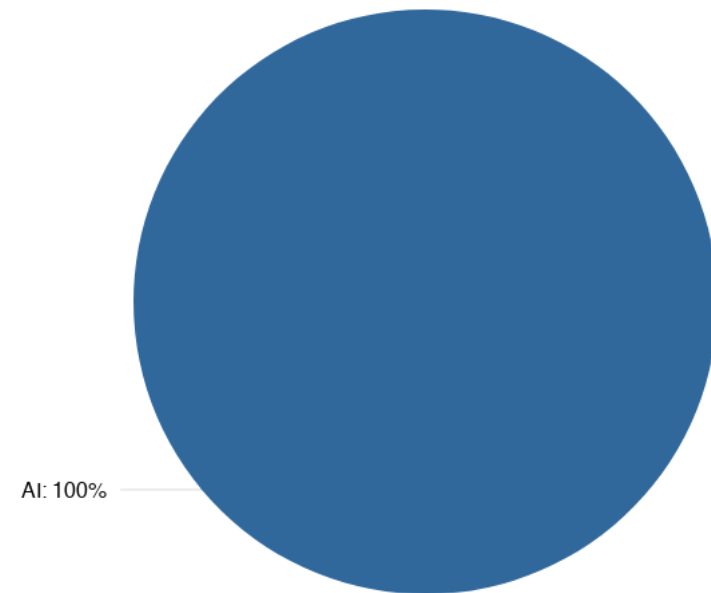
Social Mirror View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
W&L Subaru Used Inventory Page View	7
W&L Subaru Appointment Page View	4
W&L Subaru Homepage Visits	3
W&L Subaru Certified Page View	2
W&L Subaru New Inventory Page View	1
W&L Subaru Service Center Page View	1

Social Mirror View-through Conversions by Day



Top Social Mirror View-through Conversions by Strategy



Video Click Conversions

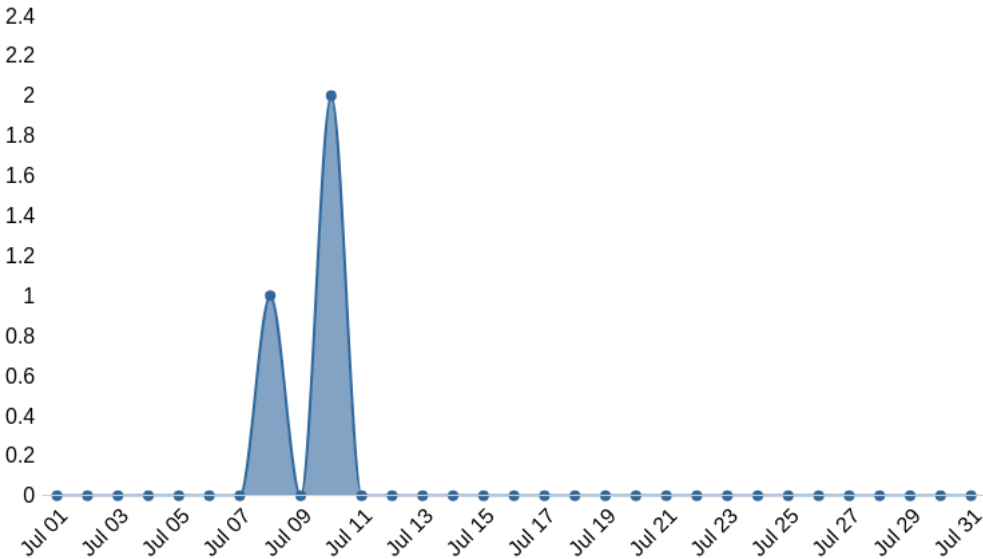


Times users clicked on an ad leading to your site and visited a page or completed an action

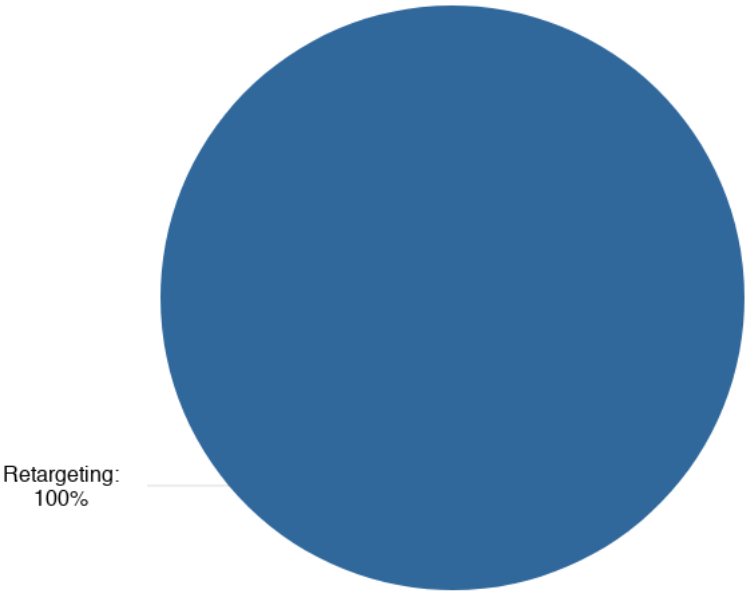
Video Click Conversion Performance Breakout

Conversion Name	Click Conversions ↓
W&L Subaru New Inventory Page View	2
W&L Subaru Certified Page View	1

Video Click Conversions by Day



Top Video Click Conversions by Strategy



Video View-through Conversions

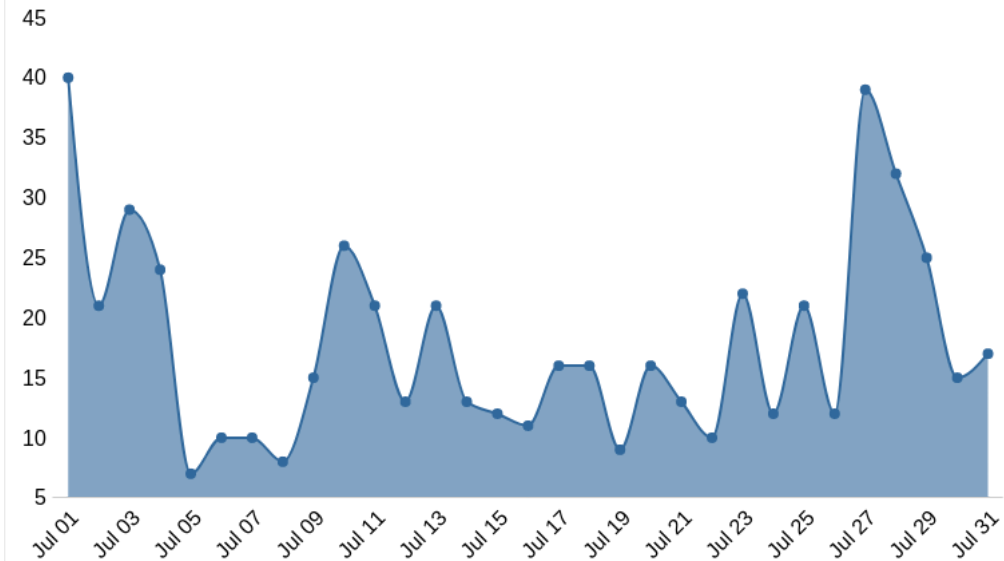


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

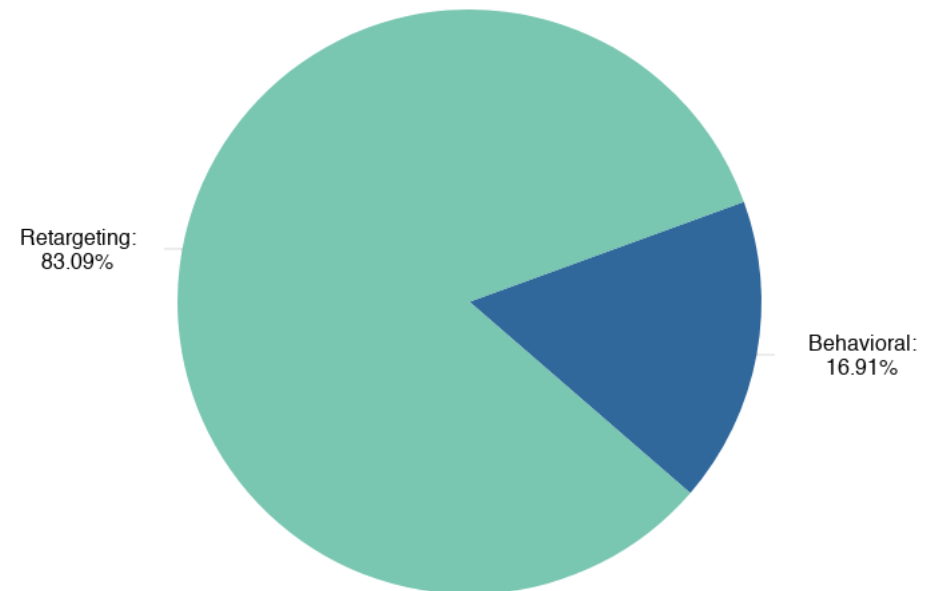
Video View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
W&L Subaru Used Inventory Page View	169
W&L Subaru Homepage Visits	159
W&L Subaru New Inventory Page View	69
W&L Subaru Certified Page View	68
W&L Subaru Promotions Page View	52
W&L Subaru Appointment Page View	19
W&L Subaru Used Promotions Page View	16
W&L Subaru Contact Page View	3
W&L Subaru Service Center Page View	1

Video View-through Conversions by Day



Top Video View-through Conversions by Strategy



Mobile Conquesting Click Conversions



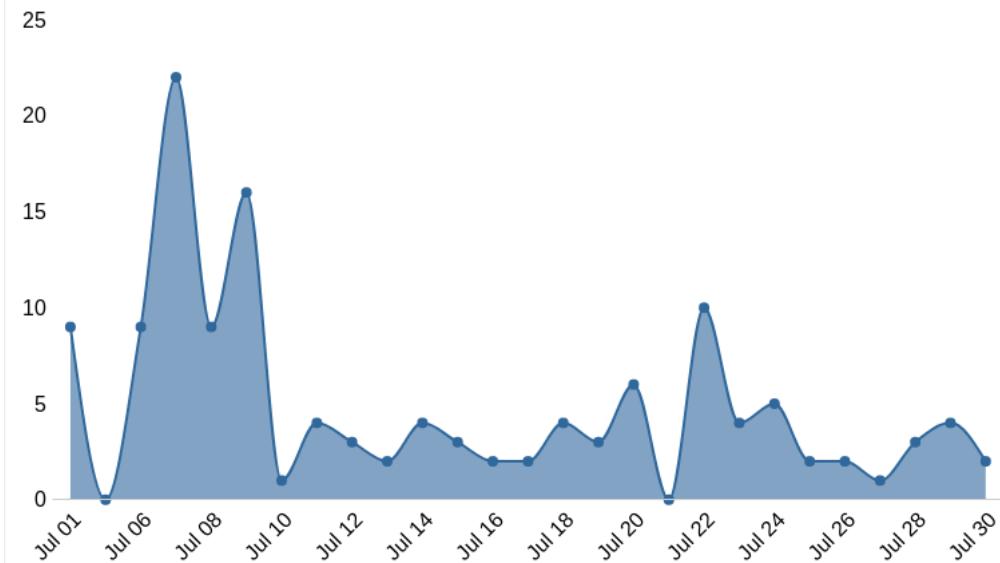
132

Times users clicked on an ad leading to your site and visited a page or completed an action

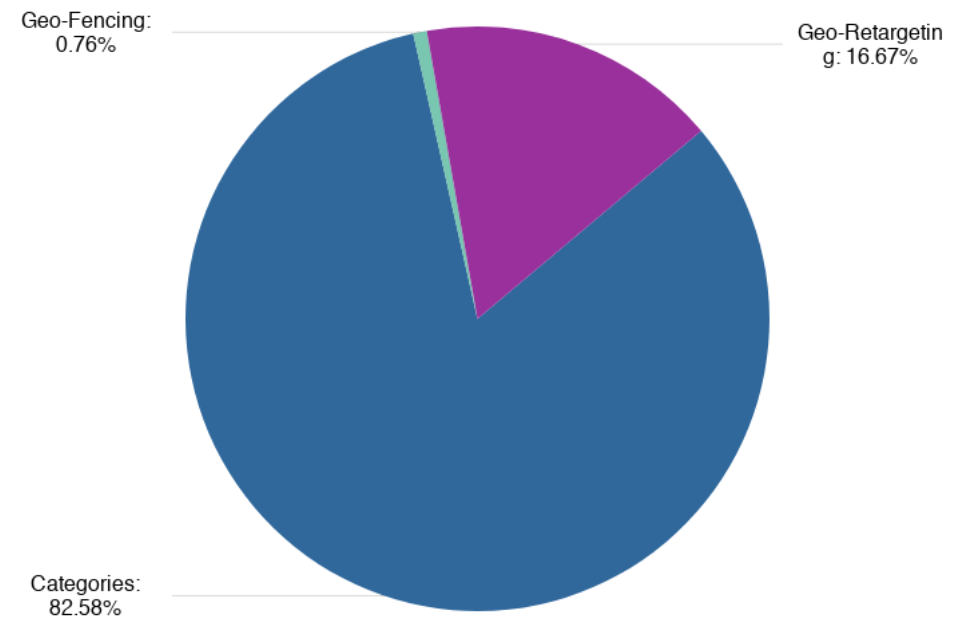
Mobile Conquesting Click Conversion Performance Breakout

Conversion Name	Click Conversions ↓
W&L Subaru Promotions Page View	126
W&L Subaru New Inventory Page View	5
W&L Subaru Certified Page View	1

Mobile Conquesting Click Conversions by Day



Top Mobile Conquesting Click Conversions by Strategy



Mobile Conquesting View-through Conversions

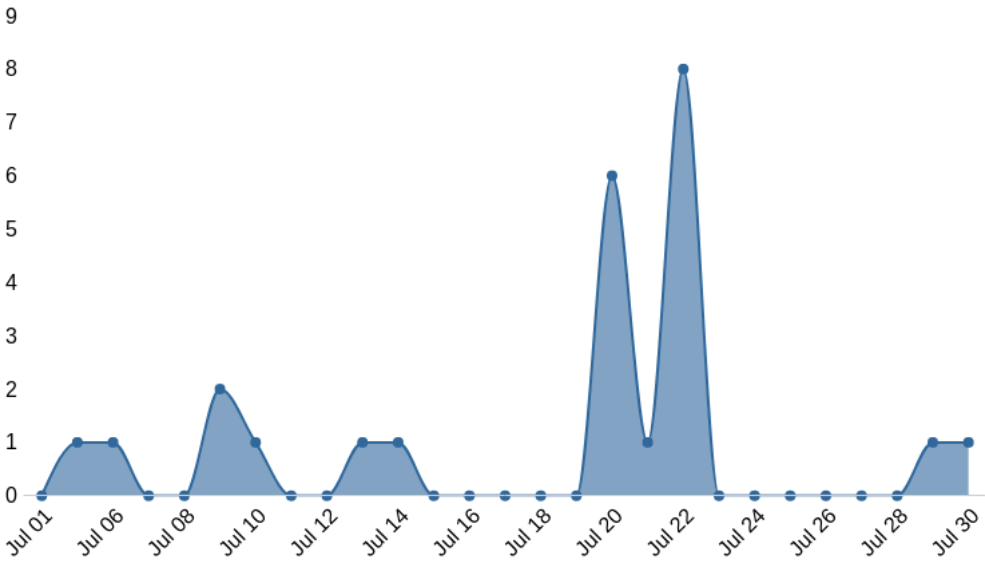


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

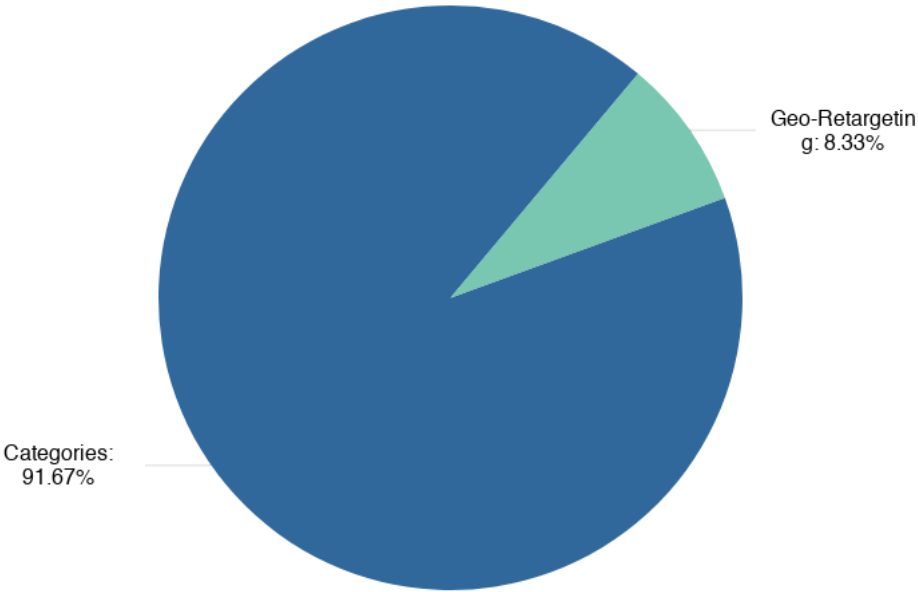
Mobile Conquesting View-through Conversion Performance Breakout

Conversion Name	View-throughs ↓
W&L Subaru Promotions Page View	24

Mobile Conquesting View-through Conversions by Day



Top Mobile Conquesting View-through Conversions by Strategy



Online Audio View-through Conversions

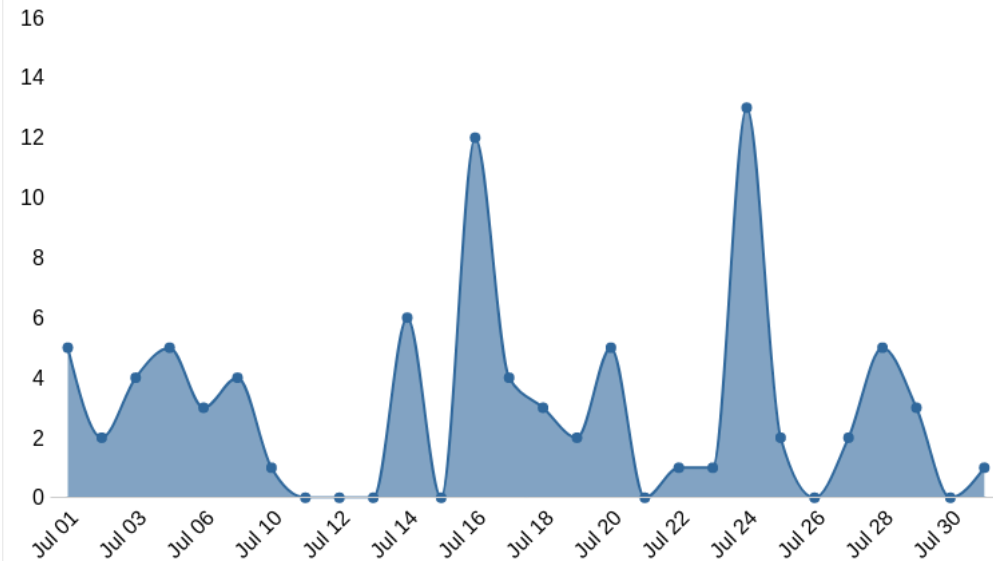
84

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

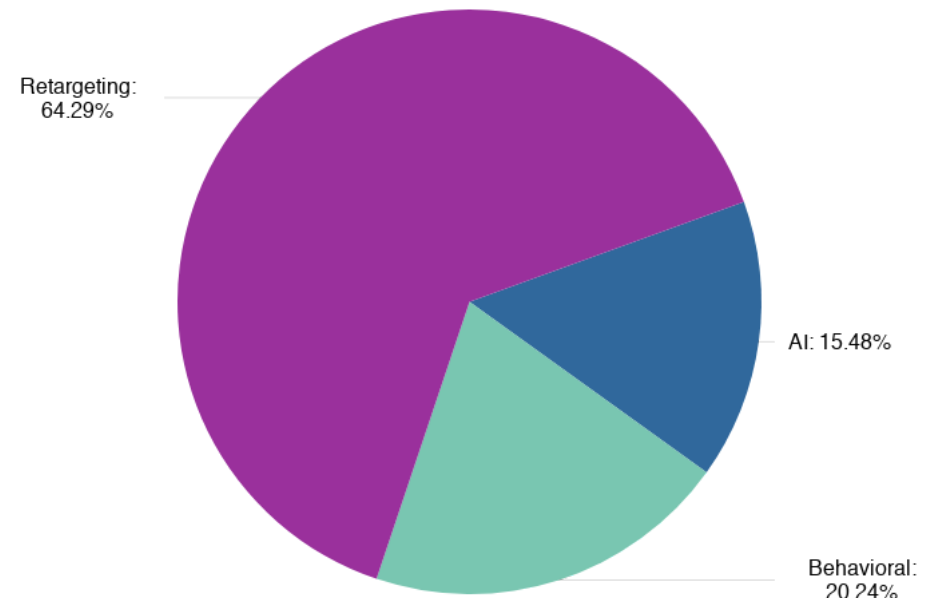
Online Audio View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
W&L Subaru Used Inventory Page View	29
W&L Subaru New Inventory Page View	17
W&L Subaru Appointment Page View	12
W&L Subaru Homepage Visits	11
W&L Subaru Promotions Page View	8
W&L Subaru Certified Page View	4
W&L Subaru Used Promotions Page View	3

Online Audio View-through Conversions by Day



Top Online Audio View-through Conversions by Strategy





TikTok Click and View-through Conversion Performance

Campaign Name ↓	Custom Event Type	Total Custom Page Event
W&L Subaru #14885 - 132231	W and L Subaru Appointment Page View	8
W&L Subaru #14885 - 132231	W and L Subaru Certified Page View	14
W&L Subaru #14885 - 132231	W and L Subaru Contact Page View	3
W&L Subaru #14885 - 132231	W and L Subaru Homepage Visits	60
W&L Subaru #14885 - 132231	W and L Subaru New Inventory Page View	21
W&L Subaru #14885 - 132231	W and L Subaru Promotions Page View	6
W&L Subaru #14885 - 132231	W and L Subaru Service Center Page View	2
W&L Subaru #14885 - 132231	W and L Subaru Used Inventory Page View	70
W&L Subaru #14885 - 132231	W and L Subaru Used Promotions Page View	8

TikTok Likes

82

The number of likes your video creative received

TikTok Comments

7

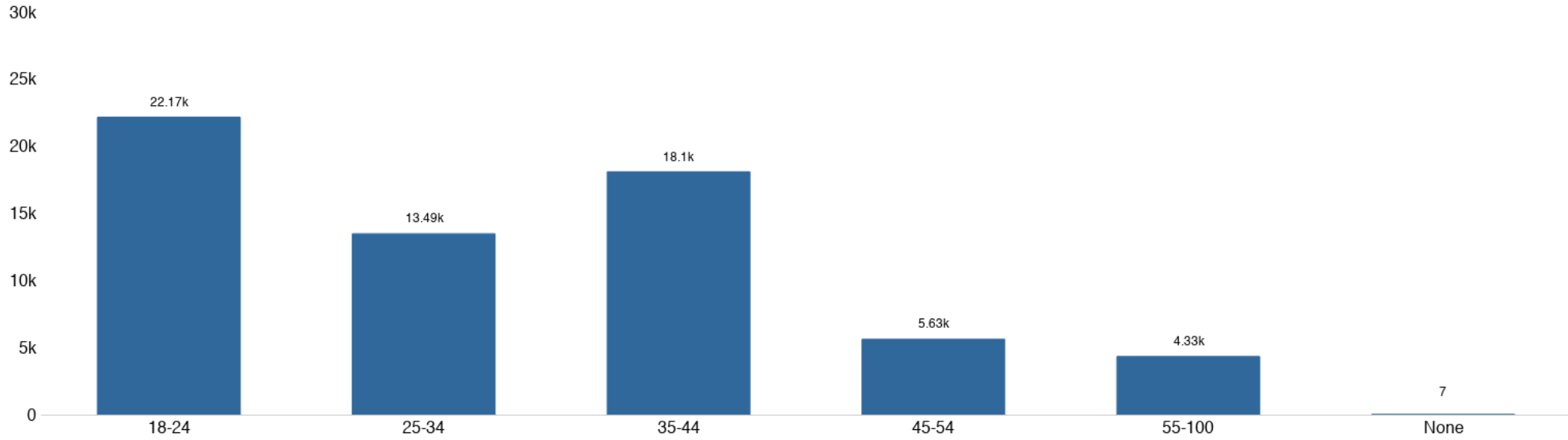
The number of comments your video creative received

TikTok Profile Visits

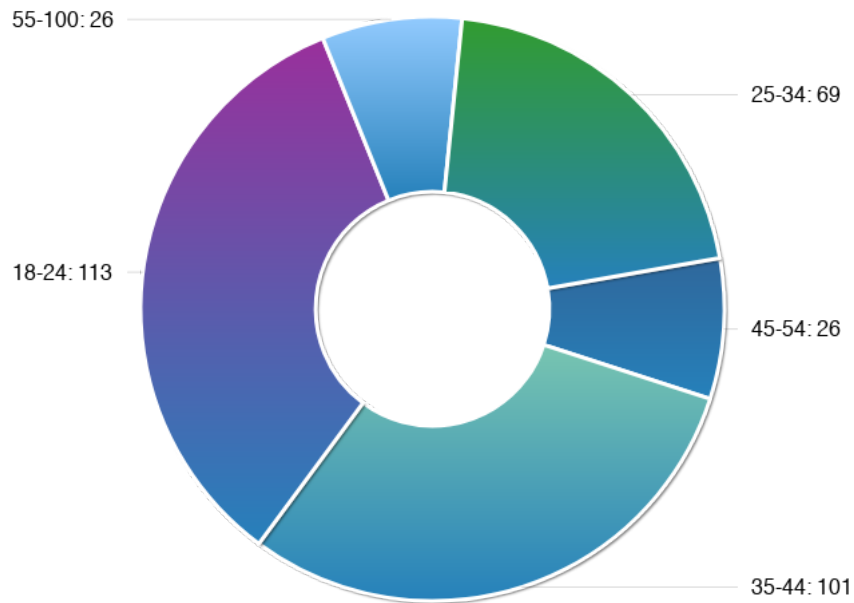
405

The number of profile visits the ad drove

Impression Performance by Age



Click Performance by Age



Impression Performance by Gender

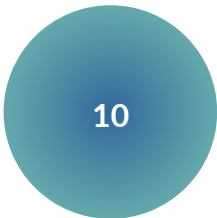


Mobile Conquesting Visit Performance: *To be counted as a "Verified Visit", the user must have GPS on and be browsing at the store location.*

Mobile Conquesting Number of Store Locations

1

NUMBER OF LOCATIONS THAT TRACKED A VISIT



Visits



Estimated Visits (4x Verified Data)

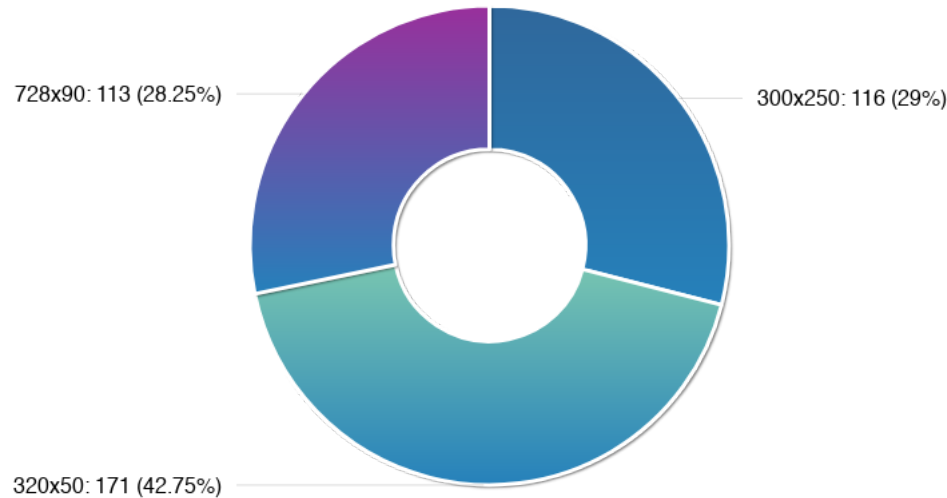
Mobile Conquesting Visits by Store Location

Business Name	Address	City	State	Zip	Visits ↓
W & L Subaru	535 Point Township DR	Northumberland	PA	17857	10

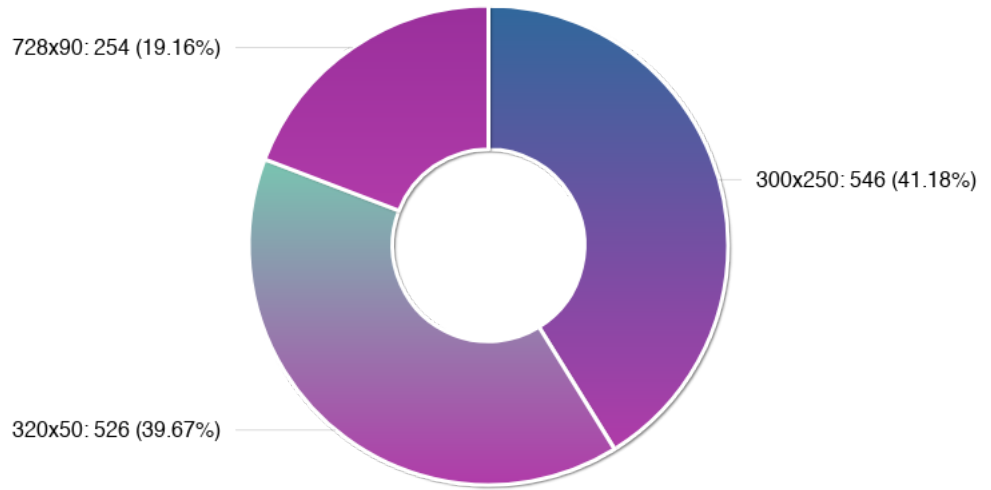
Display Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	W&L Subaru_7.6.26_26JUL320x50GIF.gif_320x50	53,994	147	0.27%	3.89
	W&L Subaru_7.6.26_26JUL728x90.gif_728x90	27,278	102	0.37%	5.34
	W&L Subaru_7.6.26_26JUL300x250GIF.gif_300x250	41,683	100	0.24%	3.43
	W&L Subaru_6.4.26_26JUN-GiftCard-V2-300x250.jpg_300x250	8,471	16	0.19%	2.70
	W&L Subaru_6.4.26_26JunCrosstrek.gif_320x50	6,560	16	0.24%	3.48
	W&L Subaru_6.4.26_26JUN-GiftCard-V2-320x50.jpg_320x50	5,922	8	0.14%	1.93
Thumbnail not available	W&L Subaru_6.4.26_26Jun728x90.gif_728x90	2,150	7	0.33%	4.65
	W&L Subaru_6.4.26_26JUN-GiftCard-V2-728x90.jpg_728x90	2,392	4	0.17%	2.39

Display Click Performance by Ad Size



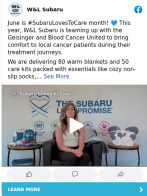
Display Conversion Performance by Ad Size



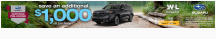
Display Ad Screenshots

	W&L Subaru_7.6.26_26JUL300x250GIF.gif_300x250	
Screenshot Urls		

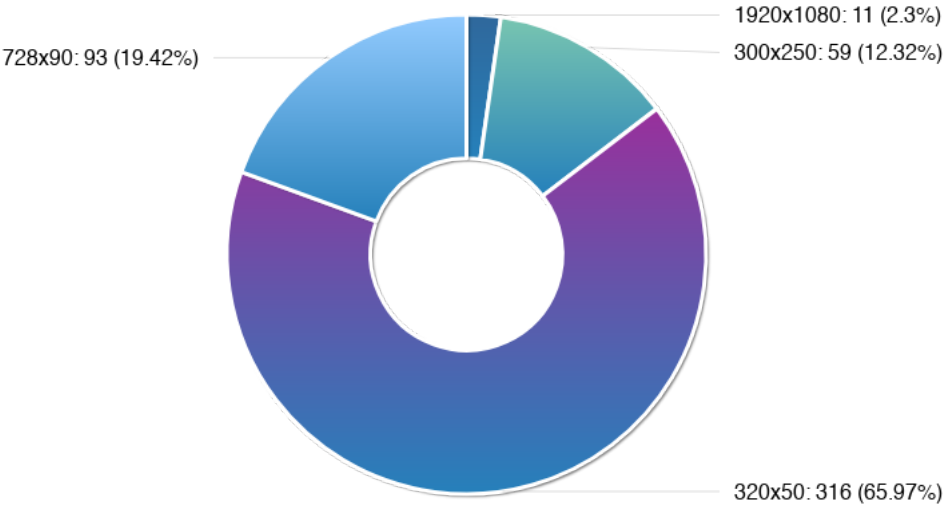
Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	W&L Subaru_6.18.26_FB_Social Mirror_June is #SubaruLovesToCare month	13,382	71	0.53%	7.58
Thumbnail not available	W&L Subaru_6.18.26_IG_Social Mirror_No one fights cancer alone	13,445	63	0.47%	6.69
	W&L Subaru_6.8.26_FB_Social Mirror_You're Invited: Exclusive 2026 Subaru	1,268	3	0.24%	3.38

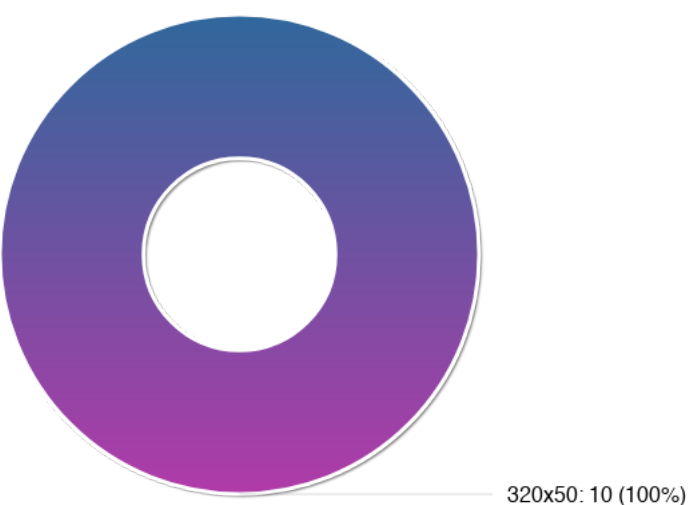
Mobile Conquesting Creative Performance

Preview	Creative Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
	W&L Subaru_7.6.26_26-JULCPO320x50.gif	70,088	137	0.20%	2.79
	W&L Subaru_7.6.26_26JUL320x50GIF.gif	69,735	135	0.19%	2.77
	W&L Subaru_7.1.26_SBON5025200H_2025_SOA_LP_ROT-Y-WINNER-WLSUBARU_30_16X9_WEB_YT (1)(2).mp4	17,118	11	0.06%	0.92
	W&L Subaru_7.6.26_26JUL728x90.gif	9,391	34	0.36%	5.17
	W&L Subaru_7.6.26_26JUL-CPO-728x90.jpg	9,079	41	0.45%	6.45
	W&L Subaru_6.4.26_26JUN-CPO-320x50 Offer.jpg	8,346	16	0.19%	2.74
	W&L Subaru_6.4.26_26Jun-CPO-320x50GIF.gif	8,172	20	0.24%	3.50
	W&L Subaru_7.6.26_26JUL-CPO-300x250.jpg	3,440	34	0.99%	14.12
	W&L Subaru_7.6.26_26JUL300x250GIF.gif	2,918	23	0.79%	11.26
	W&L Subaru_6.4.26_26JUN-CPO-728x90.jpg	2,171	15	0.69%	9.87

Mobile Conquesting Click Performance by Ad Size



Mobile Conquesting Visit Performance by Ad Size

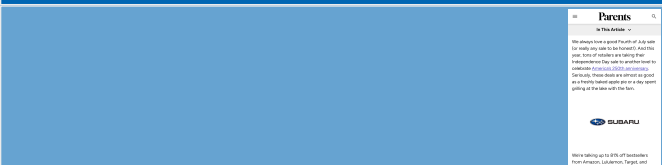


Video Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	W&L Subaru_7.10.26_WL Subaru July 2026.mp4	34,241	127	0.37%	5.30
Thumbnail not available	W&L Subaru_7.1.26_SBON5025200H_2025_SOA_LP_ROT-Y-WINNER-WLSUBARU_30_16X9_WEB_YT(1).mp4	11,240	6	0.05%	0.76
Thumbnail not available	W&L Subaru_6.11.26_WL Subaru June 2026.mp4	73	0	0.00%	0.00

Video Completion Performance by Line Item

Line Item Name	25% Completed ↓	50% Completed	75% Completed	100% Completed
W&L Subaru - Auto Intenders/Subaru Behavioral Video	82.13%	78.82%	76.72%	72.35%
W&L Subaru - Retargeting Video	72.25%	64.71%	59.77%	54.71%

	W&L Subaru_7.1.26_SBON5025200H_2025_SOA_LP_ROTY-WINNER-WLSUBARU_30_16X9_WEB_YT (1).mp4	W&L Subaru_7.10.26_WL Subaru July 2026.mp4
Screenshot Urls		



Online Audio Creative Performance

Creative Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
W&L Subaru_7.10.26_W&L Subaru July 2026 30 CPO.mp3	9,713	1	0.01%	0.15
W&L Subaru_7.10.26_W&L Subaru July 2026 30 Crosstrek.mp3	7,177	0	0.00%	0.00
W&L Subaru_7.10.26_W&L Subaru July 2026 60 Crosstrek.mp3	3,305	0	0.00%	0.00
W&L Subaru_7.10.26_W&L Subaru July 2026 60 Outback Ascent.mp3	3,024	0	0.00%	0.00
W&L Subaru_6.8.26_W&L Subaru June 2026 30 Outback June 20.mp3	78	0	0.00%	0.00
W&L Subaru_6.8.26_W&L Subaru June 2026 30 CPO.mp3	49	0	0.00%	0.00

Online Audio Completion Performance by Line Item

Line Item Name	25% Completed ↓	50% Completed	75% Completed	100% Completed
W&L Subaru - Auto Intenders/Subaru Behavioral Audio	99.61%	99.45%	99.15%	98.15%
W&L Subaru - Retargeting Audio	99.40%	98.91%	98.42%	97.10%
W&L Subaru - AI Audio	98.64%	98.25%	97.81%	96.67%

TikTok Creative Performance

Ad Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
W&L Subaru_7.1.26_SBON5025200H_2025_SOA_LP_ROT-Y-WINNER-WLSUBARU_30_16X9_WEB_YT (1).mp4	38,747	210	0.54%	7.74
W&L Subaru_7.10.26_WL Subaru July 2026 2.mp4	20,380	110	0.54%	7.71
W&L Subaru_7.10.26_WL Subaru July 2026.mp4	4,587	15	0.33%	4.67

Mobile Conquesting Geo-Fencing Performance

Business Name	Address	City	State	Zip	Latitude	Longitude	Impressions ↓	Clicks	CTR
	201 S Centre Ave	Leesport	PA	19533			38	2	5.26%
	933 Broad St	Montoursville	PA	17754			23	0	0.00%
	4611 Hamilton Blvd	Allentown	PA	18103			6	0	0.00%
	2650 Paxton St	Harrisburg	PA	17111			2	0	0.00%
	10 N Susquehanna Trail	Selinsgrove	PA	17870			0	0	-
	3233 Paxton St	Harrisburg	PA	17111			0	0	-
	Carlisle Pike	Mechanicsburg	PA				0	0	-

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	213,798	751	0.35%
Desktop	A personal computing device that remains stationary at one location.	59,457	205	0.34%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	19,107	50	0.26%
Connected TV	An internet enabled device that provides streaming content directly on the TV, without the use of an external streaming device.	14,392	0	0.00%
Connected Audio	An internet enabled device, like Smart Speakers, Connected Cars, or Streaming Boxes, that allow audio content.	1,155	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.	115	0	0.00%
Media Player	A personal device, either mobile or stationary, that plays media, such as Smart Speakers and iPods.	96	0	0.00%

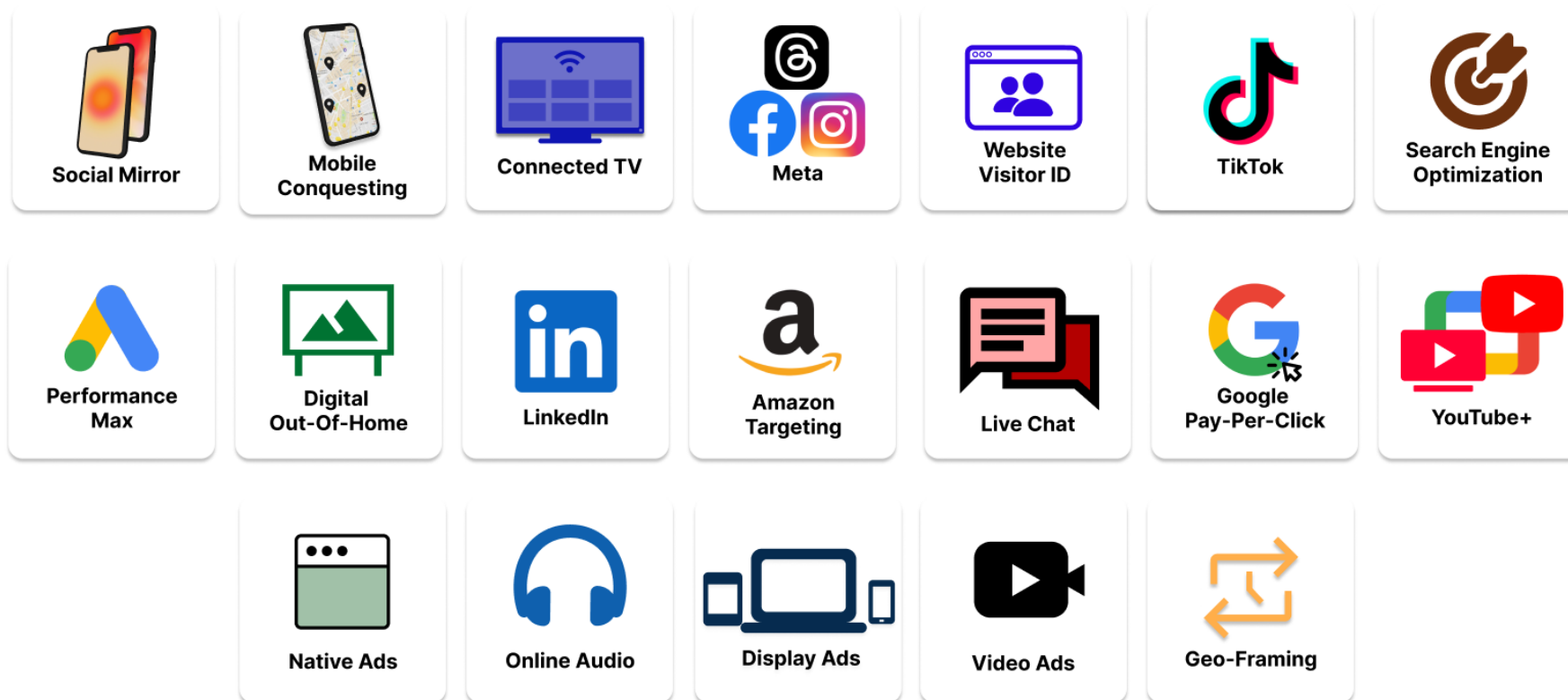
Top Online Audio Device Makes

Device Make	Impressions ↓	Clicks	CTR
Vizio	11,452	0	0.00%
Apple	2,750	0	0.00%
Samsung	1,215	1	0.08%
Google	194	0	0.00%
Motorola	164	0	0.00%
Roku	63	0	0.00%
Lenovo	51	0	0.00%
LG	36	0	0.00%
Oppo	36	0	0.00%
Huawei	24	0	0.00%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
nypost.com	8,630	20	0.23%
Tubi - Movies & TV Shows	7,536	2	0.03%
imdb.com	5,823	10	0.17%
usatoday.com	4,731	6	0.13%
msn.com	4,172	55	1.32%
The Scoop	3,604	14	0.39%
Pluto TV - Live TV and Movies	3,095	2	0.06%
abcnews.com	2,780	4	0.14%
tmz.com	1,869	6	0.32%
dailymail.com	1,816	3	0.17%
T-Mobile Play	1,803	25	1.39%
foxnews.com	1,721	6	0.35%
theguardian.com	1,651	3	0.18%
screenrant.com	1,443	0	0.00%
spinmagazine.com	1,315	1	0.08%
huffpost.com	1,245	5	0.40%
Tubi - Watch Movies & TV Shows	1,226	0	0.00%
spotify.com	1,048	3	0.29%
Scanner Radio - Police Scanner	1,001	0	0.00%
x.com	997	1	0.10%

All available products in our *toolbox*.



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