

Digital Marketing Report

Impressions

How many ads were served:

144,322

Clicks

Times a user clicked on an ad

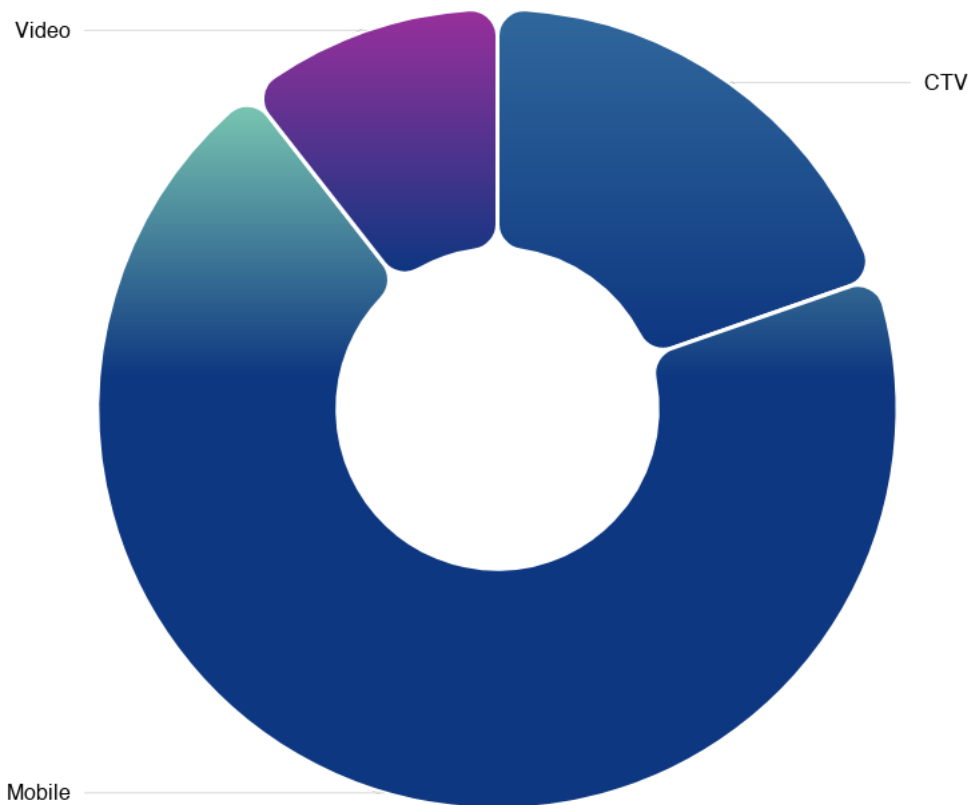
603

Click-Through Rate

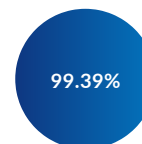
(Clicks/Impressions) x 100

0.52%

Your Product Breakout by Impressions



CTV Completion Rate



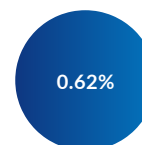
Percentage of users who watched the video from start to finish

CTV Cost Per Completed View



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

Total Engagement Rate



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

X the National Average



X the National Avg (.07%)

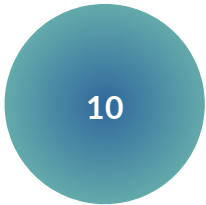
*Note: CTR and Total Engagement Rate do not include impressions or view-throughs from CTV, YouTube, or PMax campaigns. For TikTok campaigns, Total Engagement Rate includes both Click Conversions and View-throughs due to differences in Conversion tracking.



Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Bloomsburg Chevrolet - In-Market Auto/Chevrolet Mobile	99,178	488	0.49%	7.03
Bloomsburg Chevrolet - Retargeting Video	15,252	84	0.55%	7.87
Bloomsburg Chevrolet - In-Market For New Car/Used Car Shoppers/Auto Loan Behavioral CTV	14,946	30	0.20%	2.87
Bloomsburg Chevrolet - Retargeting CTV	13,452	3	0.02%	0.32
Bloomsburg Chevrolet - Geo-Retargeting Mobile	1,493	30	2.01%	28.71
Bloomsburg Chevrolet - Geo-Fencing Mobile	1	1	100.00%	1,428.57

Video Click Conversions

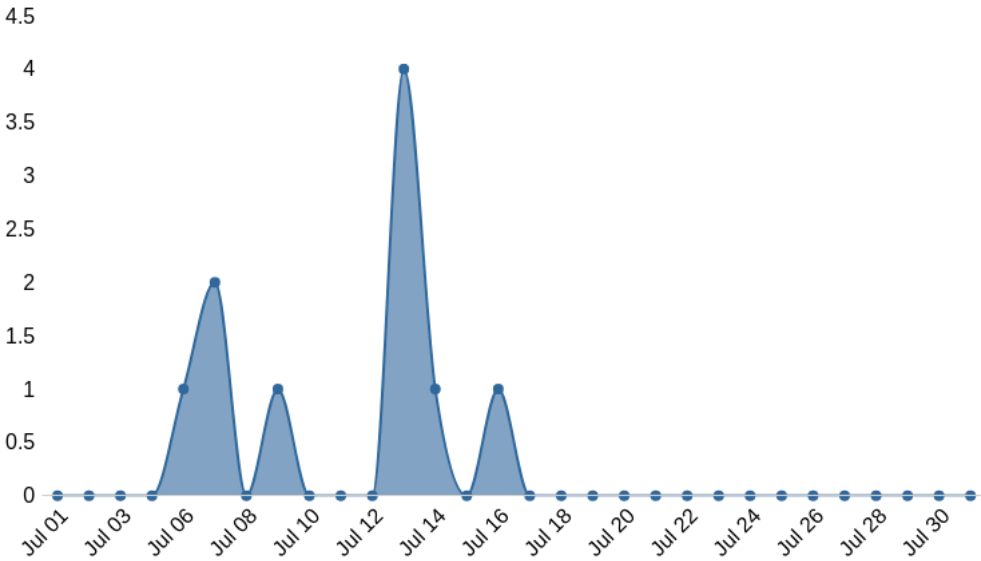


Times users clicked on an ad leading to your site and visited a page or completed an action

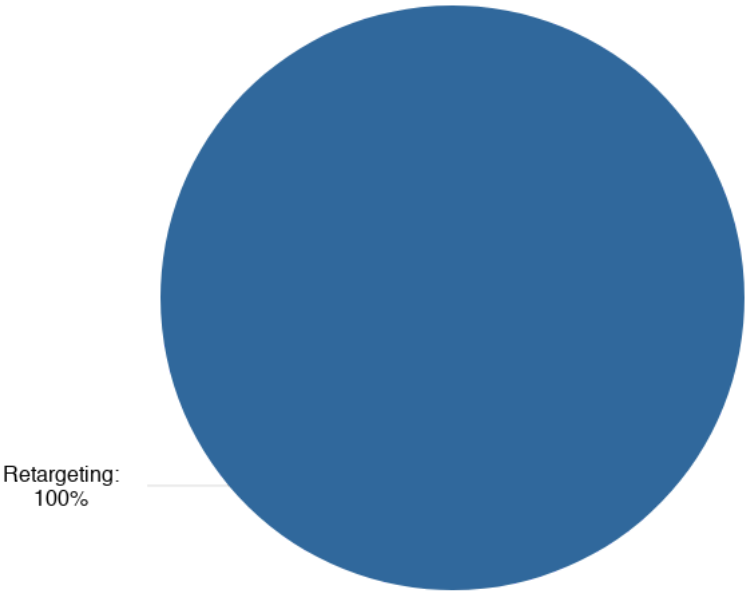
Video Click Conversion Performance Breakout

Conversion Name	Click Conversions ↓
Bloomsburg Chevrolet New Inventory Page View	9
Bloomsburg Chevrolet Used Inventory Page View	1

Video Click Conversions by Day



Top Video Click Conversions by Strategy



Video View-through Conversions

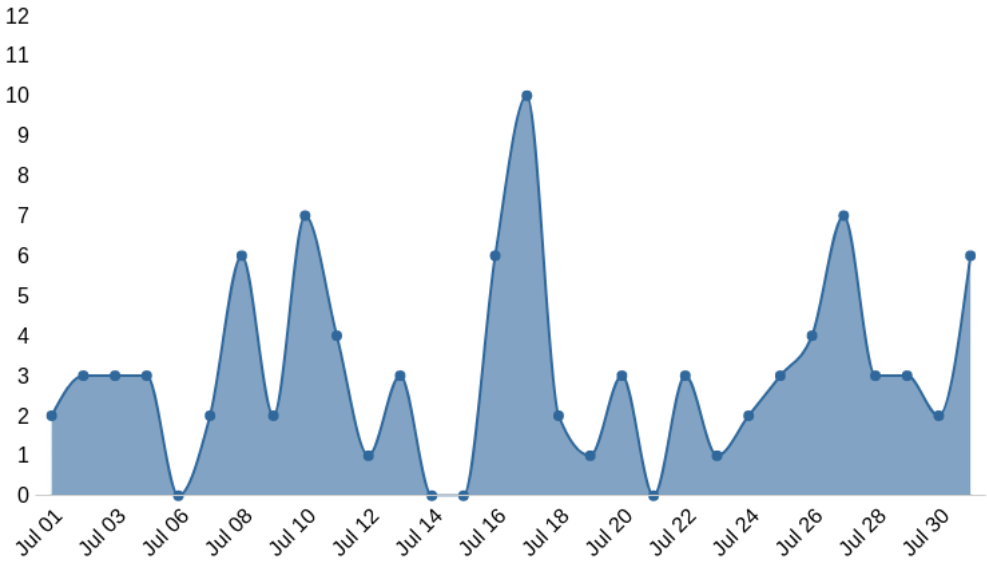


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

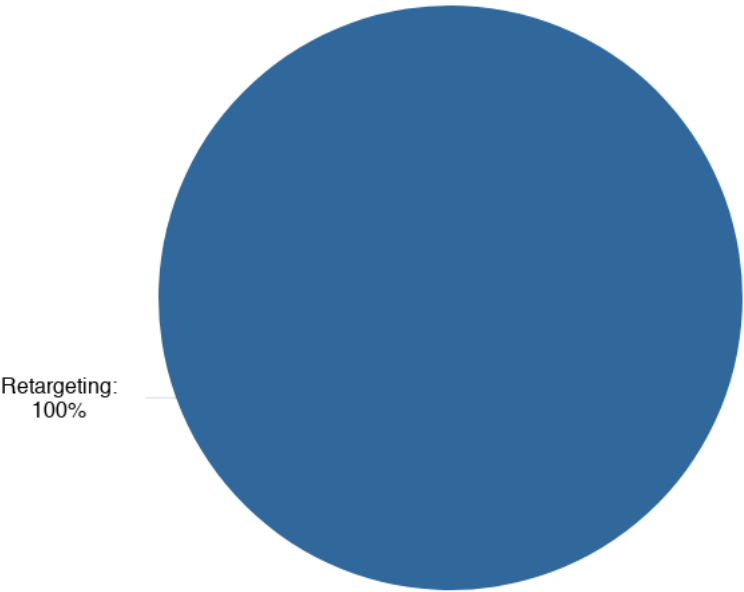
Video View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
Bloomsburg Chevrolet Homepage Visits	36
Bloomsburg Chevrolet Used Inventory Page View	26
Bloomsburg Chevrolet New Inventory Page View	14
Bloomsburg Chevrolet Service and Parts Specials Page View	11
Bloomsburg Chevrolet Service Page View	5

Video View-through Conversions by Day



Top Video View-through Conversions by Strategy



Mobile Conquesting Click Conversions

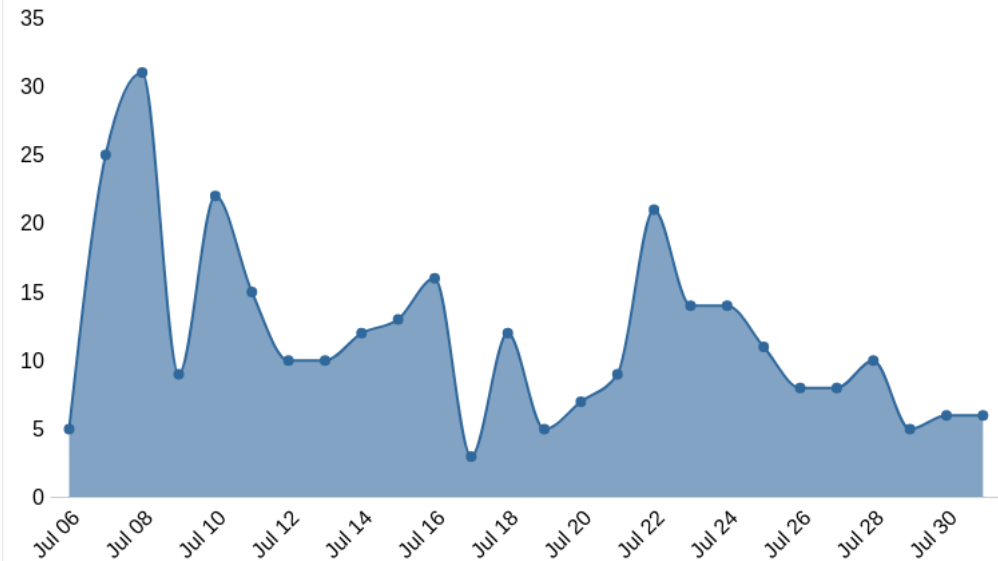


Times users clicked on an ad leading to your site and visited a page or completed an action

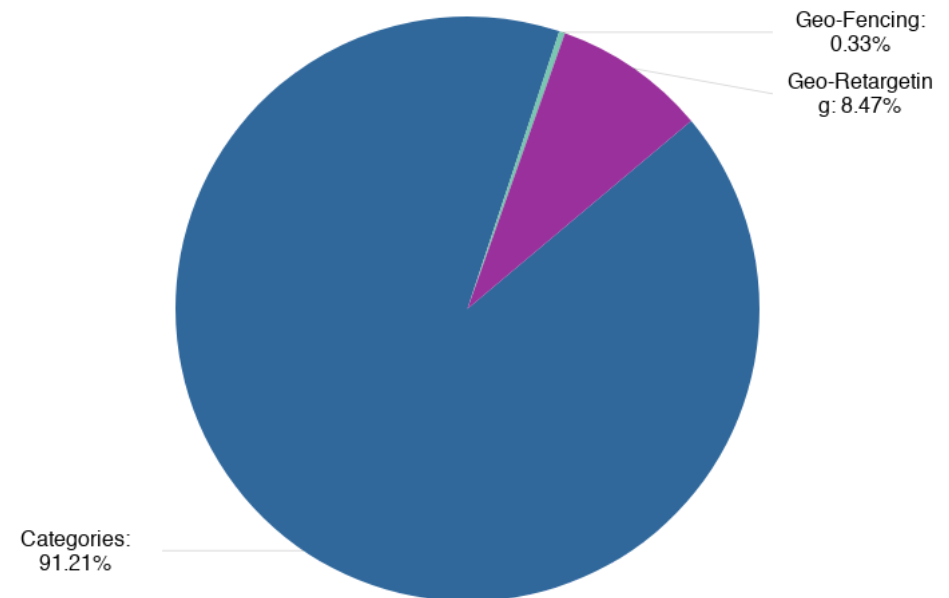
Mobile Conquesting Click Conversion Performance Breakout

Conversion Name	Click Conversions ↓
Bloomsburg Chevrolet Service and Parts Specials Page View	306
Bloomsburg Chevrolet Used Inventory Page View	1

Mobile Conquesting Click Conversions by Day



Top Mobile Conquesting Click Conversions by Strategy



Mobile Conquesting View-through Conversions

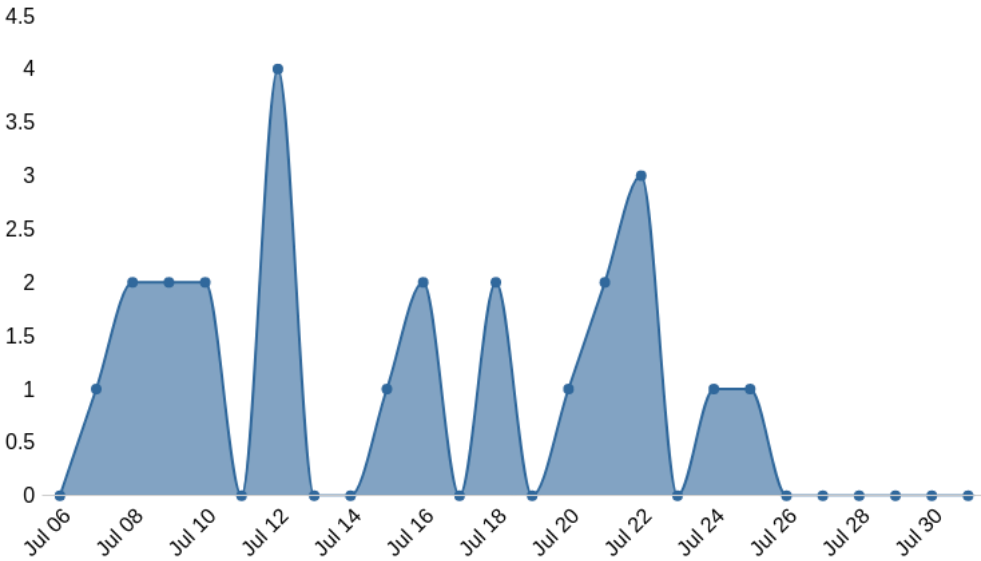


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

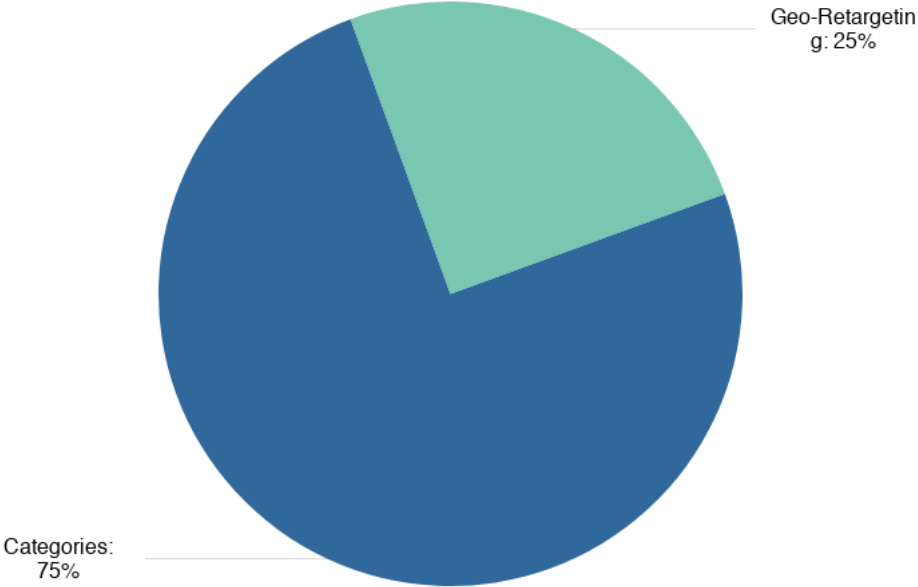
Mobile Conquesting View-through Conversion Performance Breakout

Conversion Name	View-throughs ↓
Bloomsburg Chevrolet Service and Parts Specials Page View	24

Mobile Conquesting View-through Conversions by Day



Top Mobile Conquesting View-through Conversions by Strategy



CTV View-through Conversions

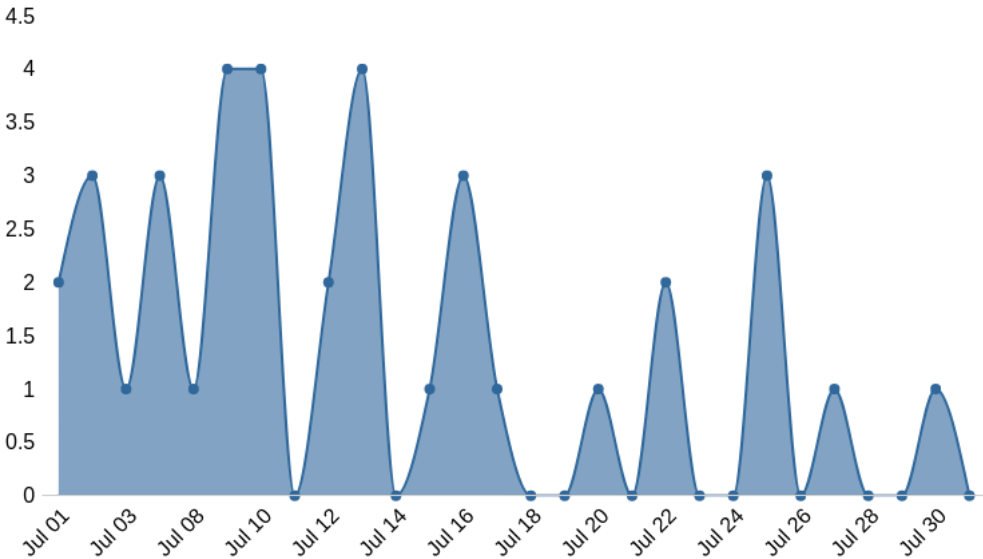


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

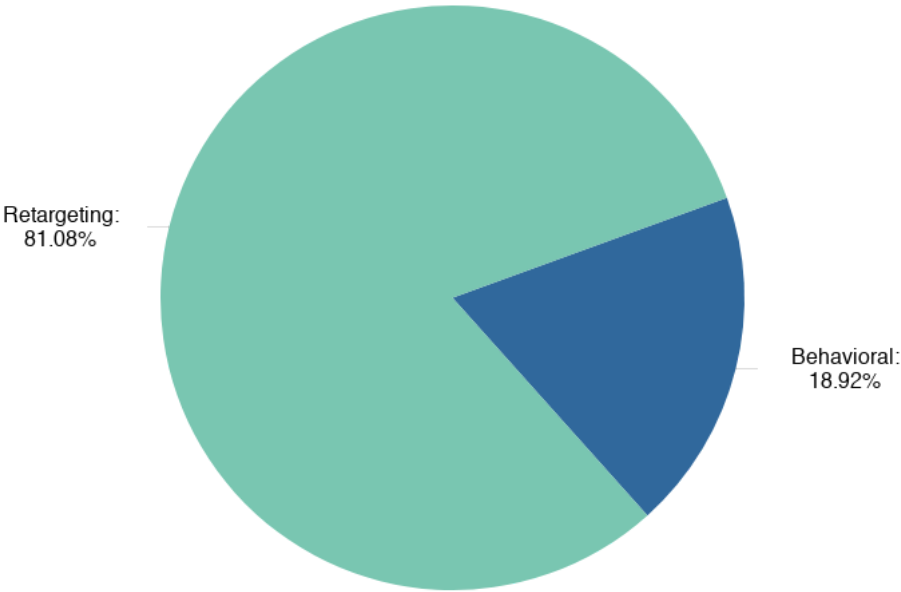
CTV View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
Bloomsburg Chevrolet Service and Parts Specials Page View	14
Bloomsburg Chevrolet Used Inventory Page View	10
Bloomsburg Chevrolet Homepage Visits	9
Bloomsburg Chevrolet New Inventory Page View	3
Bloomsburg Chevrolet Service Page View	1

CTV View-through Conversions by Day



Top CTV View-through Conversions by Strategy



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



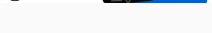
Estimated Visits (4x Verified Data)

Mobile Conquesting Visits by Store Location

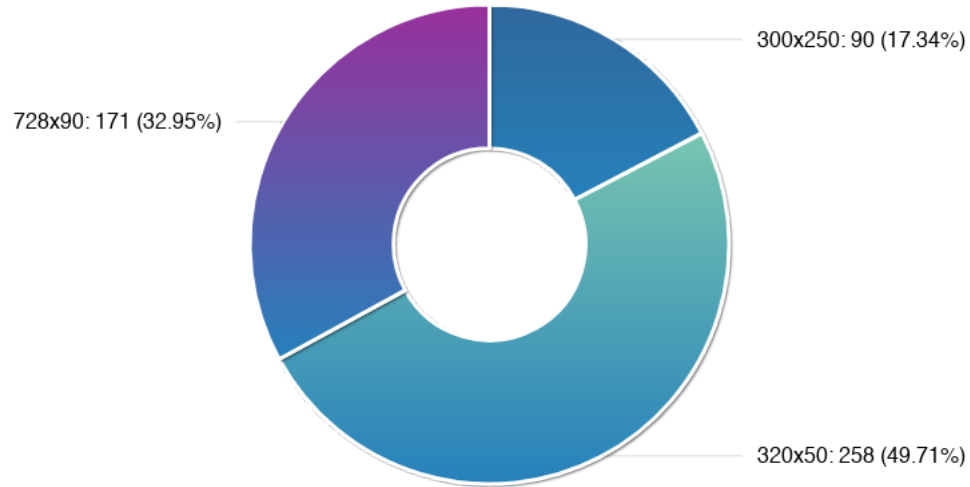
Business Name	Address	City	State	Zip	Visits ↓
CHEVROLET OF BLOOMSBURG	420 Central RD	Bloomsburg	PA	17815	5

Grid contains more rows, but they have been clipped.

Mobile Conquesting Creative Performance

Preview	Creative Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
	Bloomsburg Chevrolet_7.22.26_Bloomsburg_Chevy_HighCountry_320x50.png	18,787	70	0.37%	5.32
	Bloomsburg Chevrolet_7.6.26_Bloomsburg_Chevy-JulyACService-320x50.png	17,794	74	0.42%	5.94
	Bloomsburg Chevrolet_7.6.26_Bloomsburg_Chevy-JulyWheelAlignment-320x50.png	17,783	77	0.43%	6.19
	Bloomsburg Chevrolet_6.12.26_Bloomsburg_June2026_320x50.gif	12,490	37	0.30%	4.23
	Bloomsburg Chevrolet_7.22.26_Bloomsburg_Chevy_HighCountry_728x90.png	11,238	58	0.52%	7.37
	Bloomsburg Chevrolet_7.6.26_Bloomsburg_Chevy-JulyWheelAlignment-728x90.png	7,077	51	0.72%	10.29
	Bloomsburg Chevrolet_7.6.26_Bloomsburg_Chevy-JulyACService-728x90.png	6,799	41	0.60%	8.61
	Bloomsburg Chevrolet_6.12.26_Bloomsburg_June2026_728x90.gif	5,106	21	0.41%	5.88
	Bloomsburg Chevrolet_6.12.26_Bloomsburg_June2026_300x250 (1).gif	962	10	1.04%	14.85
	Bloomsburg	897	28	3.12%	44.59

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%)
  BLOOMSBURGCHEVY.COM 570-245-0542	Bloomsburg Chevrolet_7.1.26_Chevy of Bloom Anniversary 2026 QR.mp4	15,011	84	0.56%	7.99
Thumbnail not available	Bloomsburg Chevrolet_5.4.26_chevy_of_bloom_a nniversary_2026_v1 (1080p).mp4	241	0	0.00%	0.00

Video Completion Performance by Line Item

Line Item Name	25% Completed ↓	50% Completed	75% Completed	100% Completed
Bloomsburg Chevrolet - Retargeting Video	70.57%	61.66%	53.94%	42.01%

Connected TV (CTV) Creative Performance

Preview Image	Creative Name	Impressions	Video Completion Rate ↓
Thumbnail not available	Bloomsburg Chevrolet_5.4.26_chevy_of_bloom_anniversary_2026_v1 (1080p).mp4	370	99.72%
	Bloomsburg Chevrolet_7.1.26_Chevy of Bloom Anniversary 2026 QR.mp4	28,028	99.38%

Connected TV (CTV) Completion Performance by Strategy

Strategy	25% Completion Rate	50% Completion Rate	75% Completion Rate	100% Completion Rate ↓
Bloomsburg Chevrolet - Retargeting CTV	100.00%	99.71%	99.56%	99.42%
Bloomsburg Chevrolet - In-Market For New Car/Used Car Shoppers/Auto Loan Behavioral CTV	100.00%	99.71%	99.52%	99.36%



Mobile Conquesting Geo-Fencing Performance

Business Name	Address	City	State	Zip	Latitude	Longitude	Impressions ↓	Clicks	CTR
Hawkins	1856 Montour Blvd #11	Danville	PA	17821			1	1	100.00%



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.	18,465	23	0.12%
Mobile	A portable electronic device that can connect to the internet.	12,351	63	0.51%
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.	9,933	10	0.10%
Desktop	A personal computing device that remains stationary at one location.	2,087	16	0.77%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	814	5	0.61%

Site and App Performance

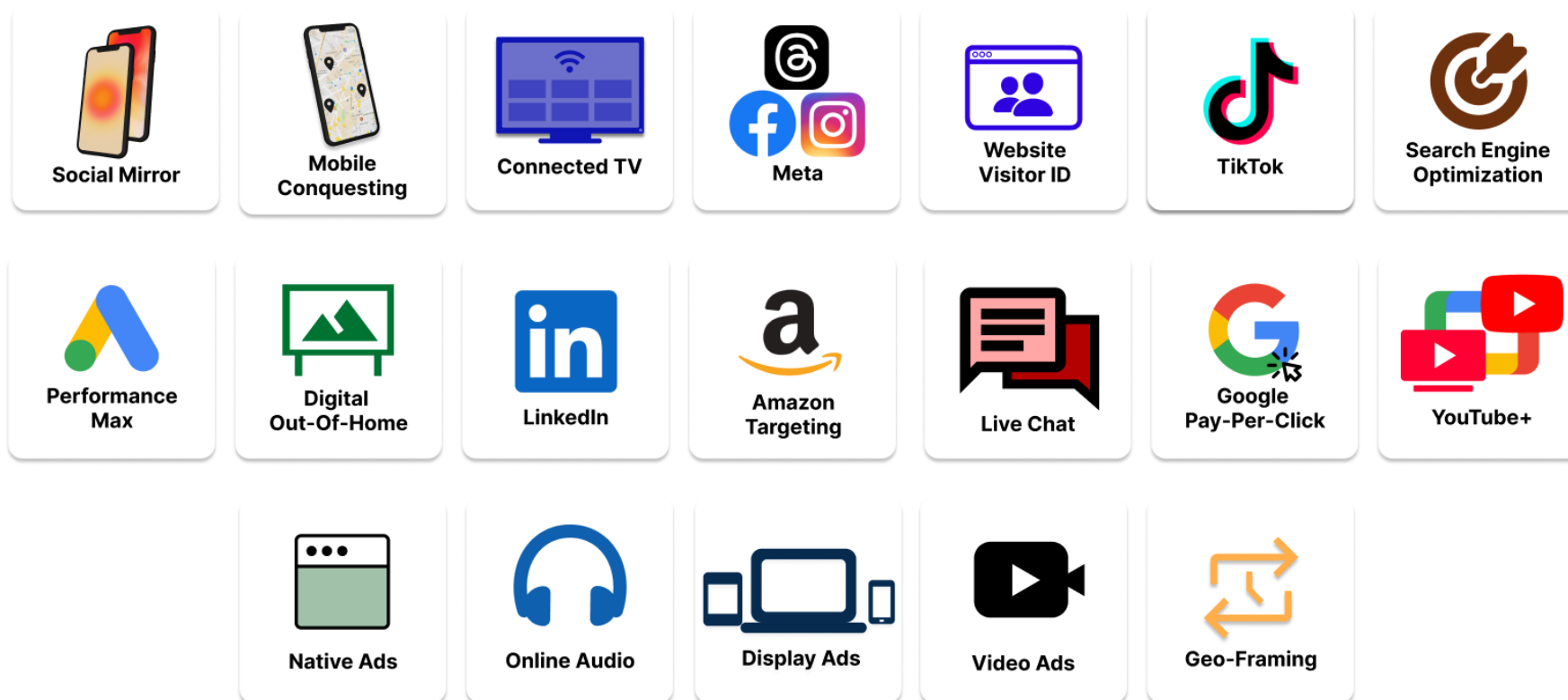
Name	Impressions ↓	Clicks	CTR
nypost.com	783	18	2.30%
huffpost.com	452	2	0.44%
abcnews.com	281	0	0.00%
biblegateway.com	226	0	0.00%
lakemchenryscanner.com	210	0	0.00%
abc27.com	181	5	2.76%
imdb.com	173	0	0.00%
merriam-webster.com	162	0	0.00%
foxnews.com	157	0	0.00%
Pinterest	156	0	0.00%
w3schools.com	155	0	0.00%
merriam.com	141	0	0.00%
accuweather.com	122	2	1.64%
acadiaforum.net	120	0	0.00%
tmz.com	119	0	0.00%
people.com	102	0	0.00%
6abc.com	101	0	0.00%
theguardian.com	101	0	0.00%
usatoday.com	98	1	1.02%
thedailybeast.com	93	0	0.00%

Top CTV Publishers

Publisher Image	Publisher Name	Impressions↓	Completion Rate
	Vizio - Vizio WatchFree+	4,176	95.05%
	SAMSUNG TV PLUS	3,093	95.68%
	Tubi - Movies & TV Shows	2,394	93.42%
	Tubi - Free Movies & TV	1,104	99.37%
	Pluto TV - Live TV and Movies	840	97.08%
	DIRECTV	604	98.36%

	DISH Anywhere	350	96.23%
	Pluto TV - It's Free TV	161	98.41%
	DIRECTV STREAM	111	100.00%
	MEGOGO: TV, Movies, Audiobooks	45	98.25%

All available products in our *toolbox*.



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