

Digital Marketing Report

Impressions

How many ads were served:

84,321

Clicks

Times a user clicked on an ad

74

X the National Average

1.25

X the National Avg (.07%)

Your Product Breakout by Impressions



YouTube+

**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%)
Findlay Lincoln - 35+/HHI \$65K+/New Vehicle YouTube	84,321	74	0.09%	1.25

YouTube+ View-Through Conversions

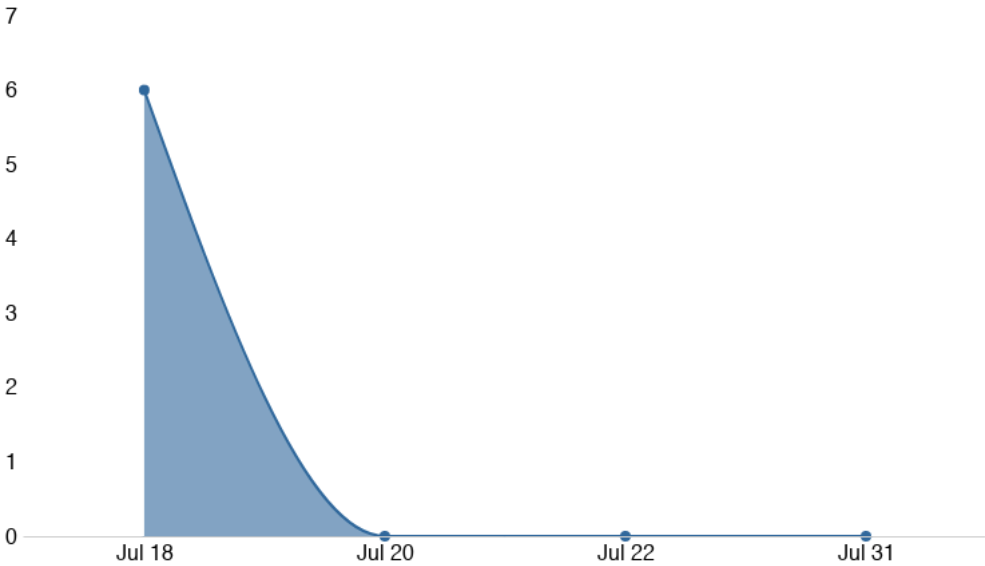


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

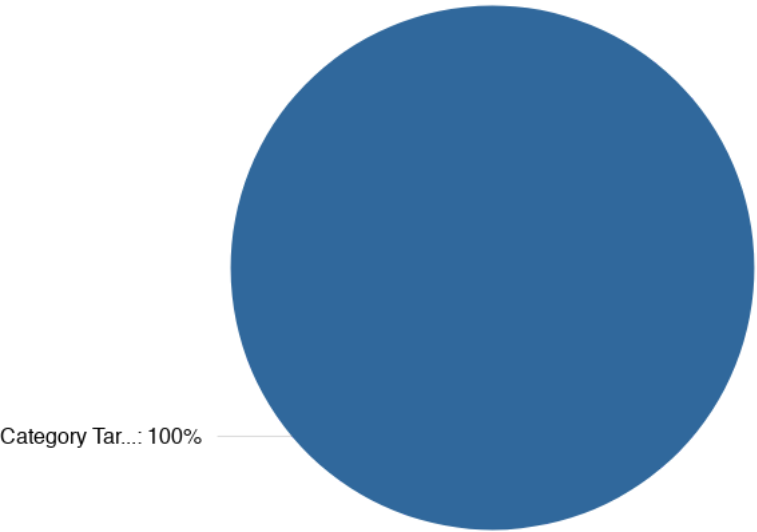
YouTube+ View-Through Conversion Performance Breakout

Conversion Name	View-throughs ↓
Findlay Lincoln Homepage Visits	6

YouTube+ View-Through Conversions by Day



Top YouTube+ View-Through Conversions by Strategy



YouTube+ Creative Performance

Ad (Headline)	Impressions ↓	Clicks	Completion Rate	Cost Per Completed View
Findlay Lincoln_Certified Sales Event	44,596	35	20.40%	0.20
Findlay Lincoln_7.17_Summer sales event	39,724	39	21.56%	0.19

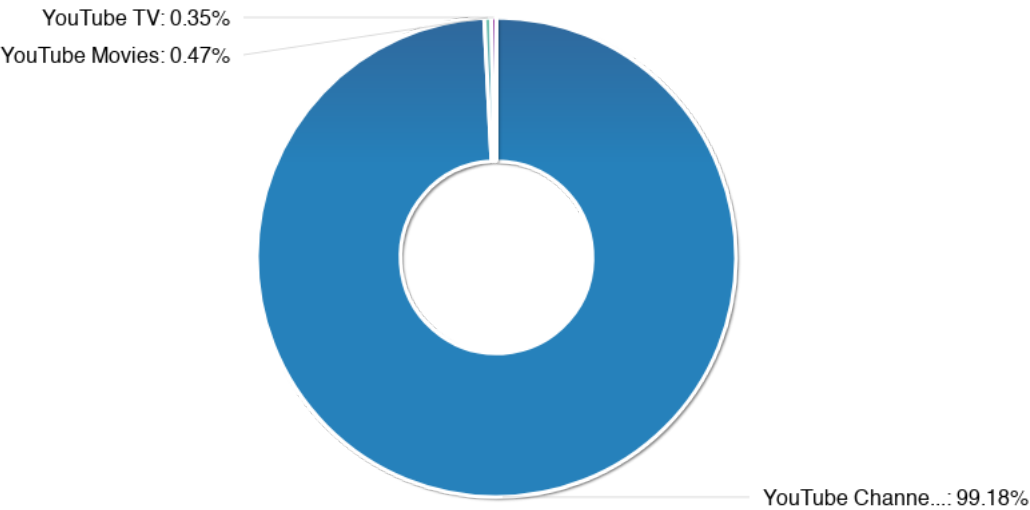
YouTube+ Video Completion Performance by Creative

Ad (Headline)	25% Completed ↓	50% Completed	75% Completed	100% Completed
Findlay Lincoln_7.17_Summer sales event	36.51%	25.88%	23.02%	21.56%
Findlay Lincoln_Certified Sales Event	32.60%	24.02%	21.73%	20.40%

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.	48,340	19	0.04%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	15,469	35	0.23%
Desktop	A personal computing device that remains stationary at one location.	10,705	4	0.04%
Mobile	A portable electronic device that can connect to the internet.	9,806	16	0.16%

YouTube+ Placement Performance



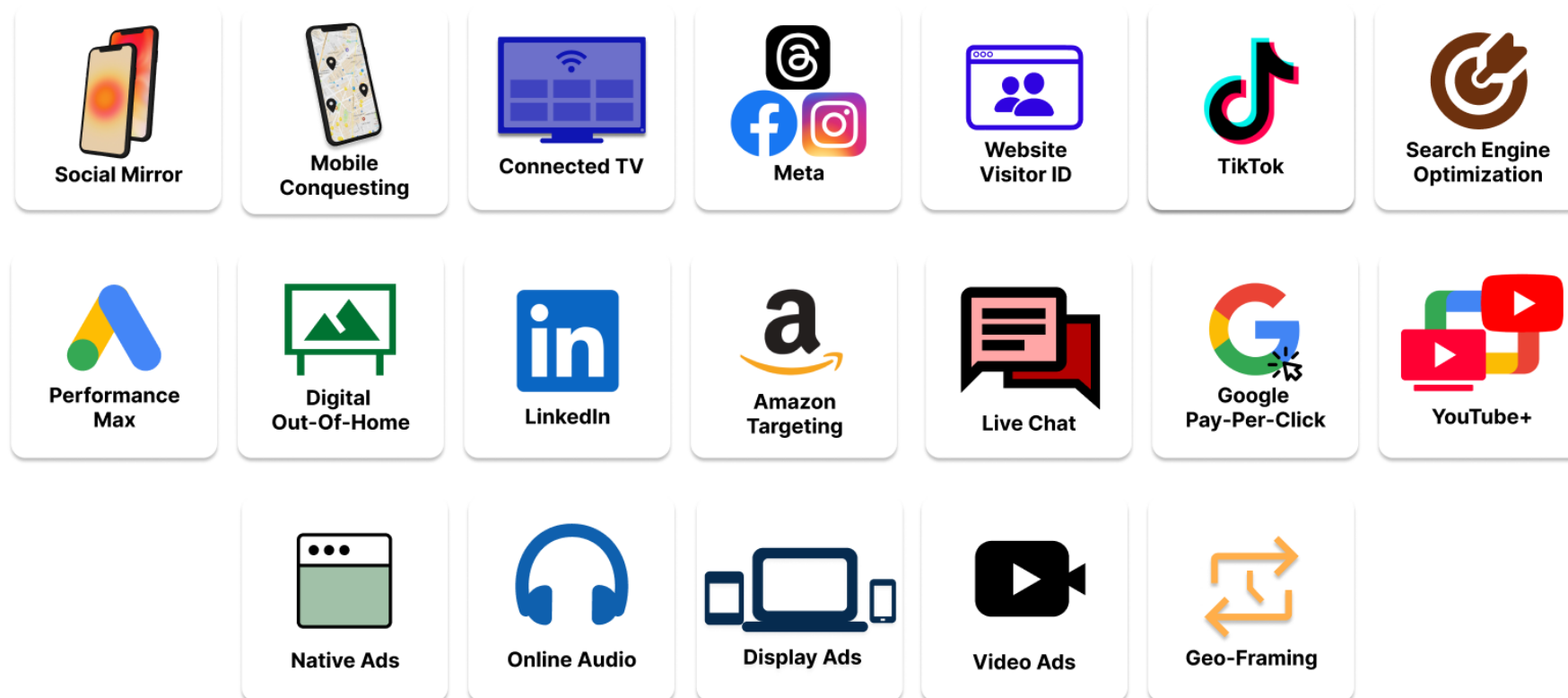
Top 10 YouTube Channel Performance

Placement Display Name	Impressions ↓	Clicks	CTR
ABC News	292	1	0.34%
Fox News	243	0	0.00%
ABS-CBN News	238	0	0.00%
Midwest Safety	221	0	0.00%
Kai Cenat Live	173	1	0.58%
MeidasTouch	139	0	0.00%
SML	109	0	0.00%
Joe Bart Games	105	0	0.00%
GMA News	104	0	0.00%
MS NOW	85	0	0.00%

Top 10 YouTube TV Channel Performance

Placement Display Name	Impressions ↓
(YouTube TV) FOX News	61
(YouTube TV) MS NOW	19
(YouTube TV) CNN	18
(YouTube TV) CNBC	8
(YouTube TV) NewsNation	4
(YouTube TV) FOX Business	2
(YouTube TV) Investigation Discovery	2
(YouTube TV) POP	2
(YouTube TV) VSiN	1
(YouTube TV) Discovery	1

All available products in our *toolbox*.



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