

# Digital Marketing Report

## Impressions

How many ads were served:

93,497

## Clicks

Times a user clicked on an ad

1,103

## Click-Through Rate

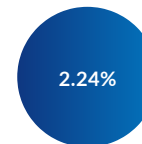
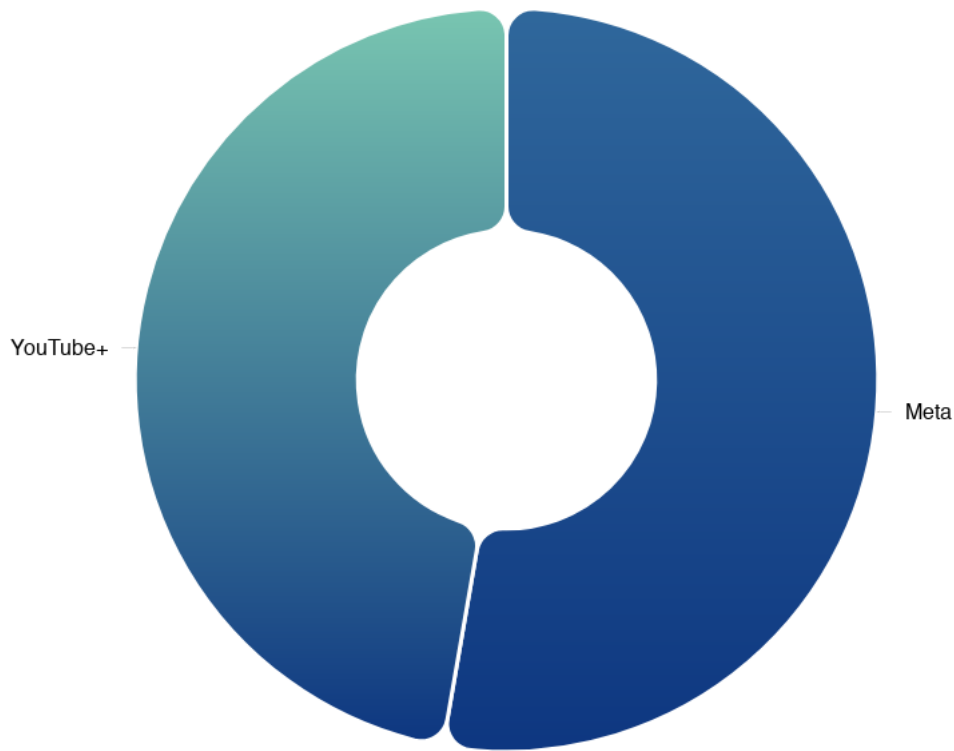
$(\text{Clicks} / \text{Impressions}) \times 100$

2.23%

## Your Product Breakout by Impressions

## Total Engagement Rate

## X the National Average



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



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%) |
|---------------------------------------------------------------|---------------|--------|-------|---------------------------|
| Allegheny Trucks - Employment/Truck Drivers YouTube+          | 44,180        | 5      | 0.01% | 0.16                      |
| Allegheny Trucks - Job Hunting/Auto Industry Premium Facebook | 41,058        | 960    | 2.34% | 33.40                     |
| Allegheny Trucks - Retargeting Premium Facebook               | 8,259         | 138    | 1.67% | 23.87                     |

YouTube+ View-Through Conversions

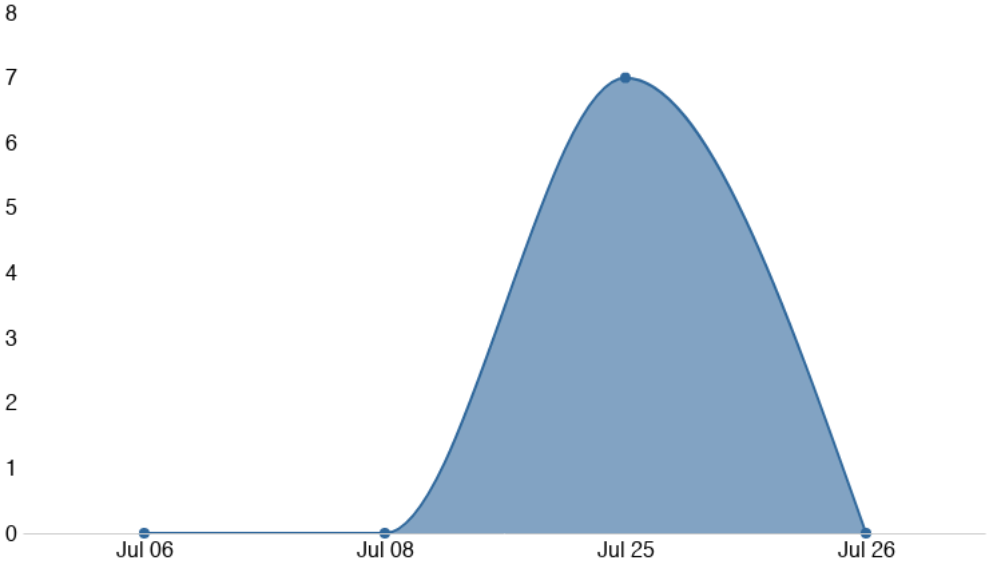


Times users saw an ad, did NOT click, but came to your site and visited a page  
or completed an action

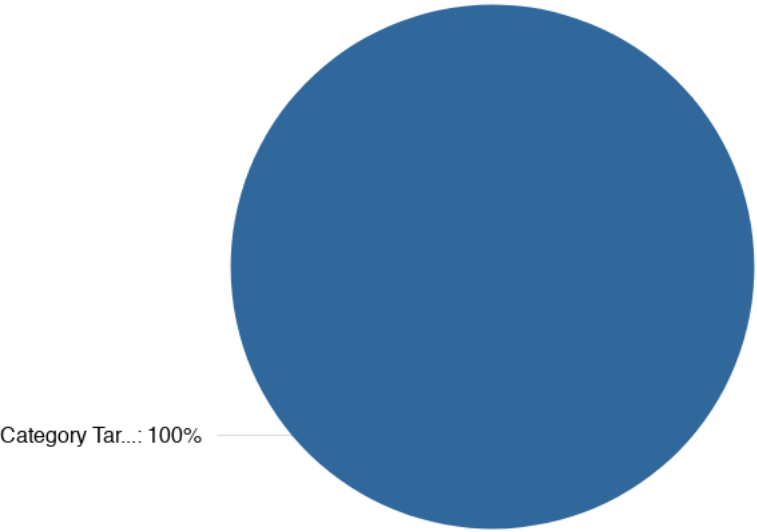
YouTube+ View-Through Conversion Performance Breakout

| Conversion Name                      | View-throughs ↓ |
|--------------------------------------|-----------------|
| Allegheny Trucks Careers Page View   | 2               |
| Allegheny Trucks Homepage Visits     | 2               |
| Allegheny Trucks About Page View     | 1               |
| Allegheny Trucks Body Shop Page View | 1               |
| Allegheny Trucks Contact Page View   | 1               |

YouTube+ View-Through Conversions by Day



Top YouTube+ View-Through Conversions by Strategy



Meta Click Conversions

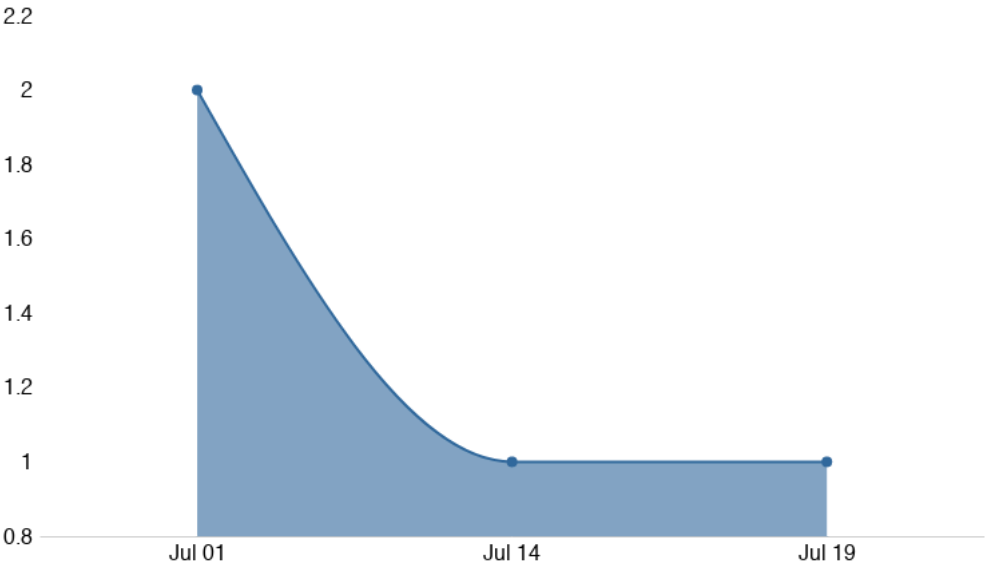


Times users clicked on an ad leading to your site and visited a page or completed an action

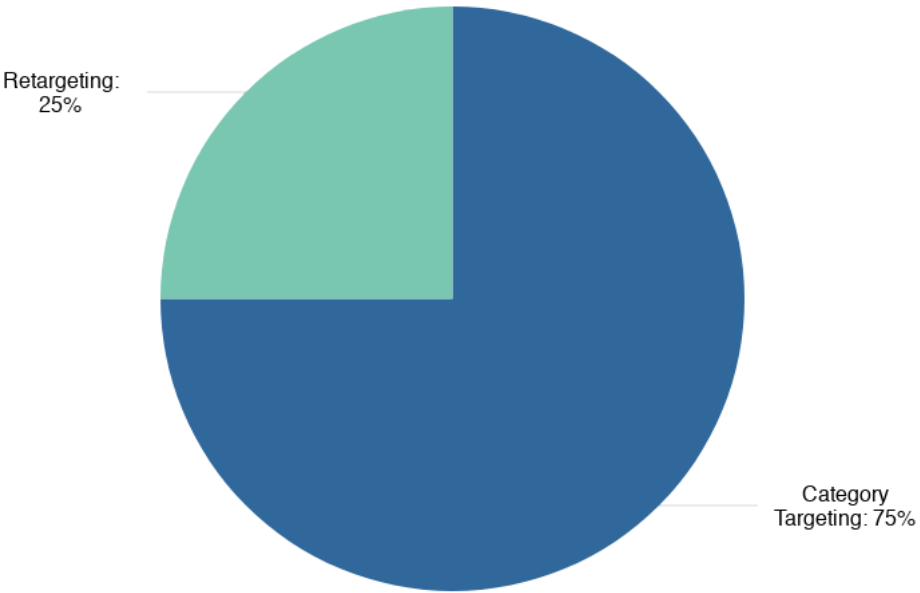
Meta Click Conversion Performance

| Conversion Name                      | Click Conversions <a href="#">↓</a> |
|--------------------------------------|-------------------------------------|
| Allegheny Trucks Careers Page View   | 2                                   |
| Allegheny Trucks About Page View     | 1                                   |
| Allegheny Trucks Body Shop Page View | 1                                   |

Meta Click Conversions by Day



Top Meta Click Conversions by Strategy



### Meta View-Through Conversions



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

#### Meta View-Through Conversion Performance

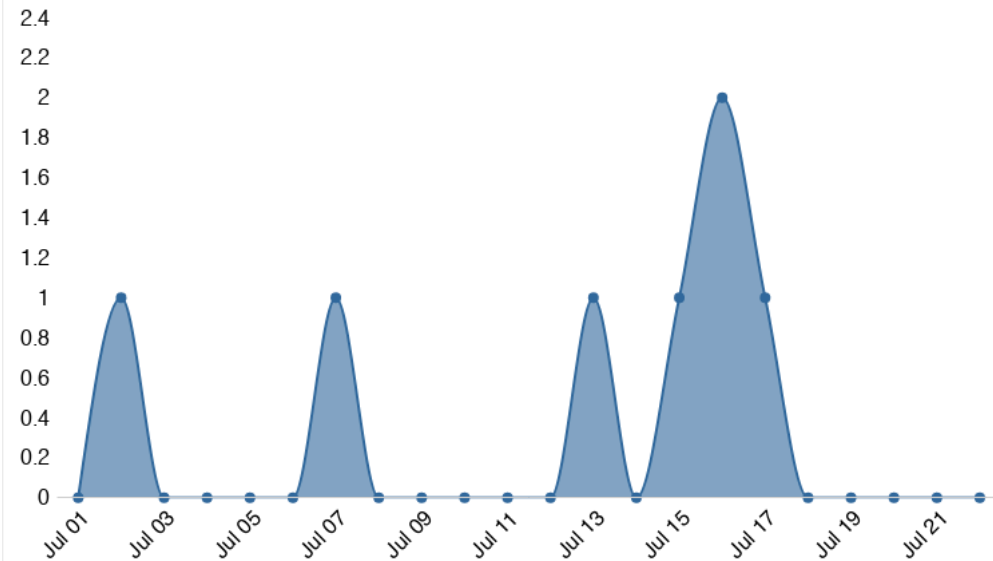
Conversion Name

View-Through Conversions ↓

Allegheny Trucks Homepage Visits

7

### Meta View-Through Conversions by Day



### Meta Post Engagements

1,843

The total number of actions people take involving your ads (clicks on CTA, clicks to profile, site clicks, etc.)

### Meta Post Comments

1

The total number of comments your ads received

### Meta Post Reactions

74

The total number of people who liked, or reacted to your ad, which shows up in their friends news feeds

### Meta Post Shares

8

The total number of people who shared your ad, giving your campaign free impressions

### YouTube+ Creative Performance

| Ad (Headline)              | Impressions ↓ | Clicks | Completion Rate | Cost Per Completed View |
|----------------------------|---------------|--------|-----------------|-------------------------|
| Allegheny Trucks_Come Join | 44,179        | 5      | 96.78%          | 0.04                    |

### YouTube+ Video Completion Performance by Creative

| Ad (Headline)              | 25% Completed ↓ | 50% Completed | 75% Completed | 100% Completed |
|----------------------------|-----------------|---------------|---------------|----------------|
| Allegheny Trucks_Come Join | 97.85%          | 97.35%        | 97.03%        | 96.78%         |

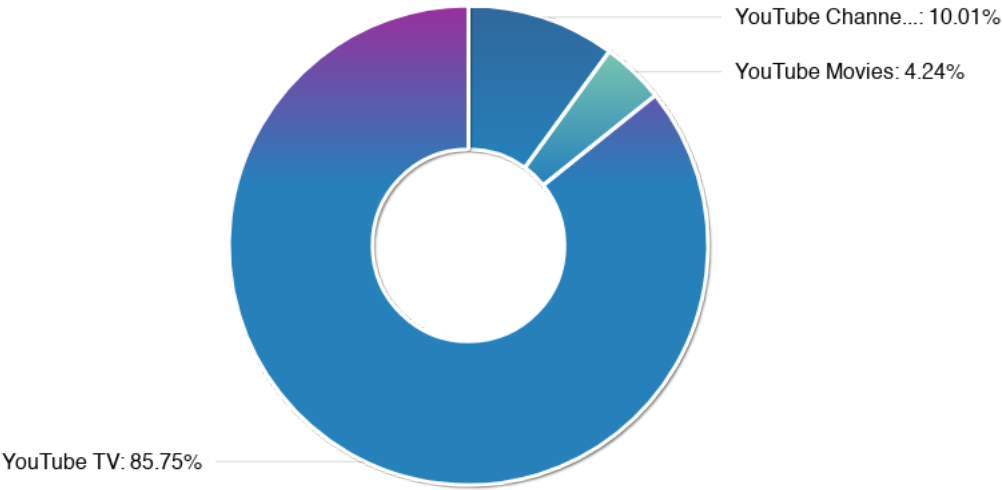
Meta Creative Performance

| Ad                                            | Impressions | Clicks ↓ | CTR   | X the National Avg (.07%) |
|-----------------------------------------------|-------------|----------|-------|---------------------------|
| Allegheny Trucks_Allegheny_MayAds01_1080x1080 | 23,556      | 486      | 2.06% | 29.47                     |
| Allegheny Trucks_Allegheny_MayAds04_1080x1080 | 9,151       | 234      | 2.56% | 36.53                     |
| Allegheny Trucks_Allegheny_MayAds02_1080x1080 | 7,120       | 204      | 2.87% | 40.93                     |
| Allegheny Trucks_Allegheny_MayAds03_1080x1080 | 9,490       | 174      | 1.83% | 26.19                     |

## Device Performance

| Device       |                                                                                                                                 |               |        |       |
|--------------|---------------------------------------------------------------------------------------------------------------------------------|---------------|--------|-------|
| Device Name  | Description                                                                                                                     | Impressions ↓ | Clicks | CTR   |
| Mobile       | A portable electronic device that can connect to the internet.                                                                  | 46,004        | 996    | 2.17% |
| Connected TV | An internet enabled device that provides streaming content directly on the TV, without the use of an external streaming device. | 43,532        | 5      | 0.01% |
| Tablet       | A portable personal computer with a touchscreen interface that can connect to the internet.                                     | 2,795         | 64     | 2.29% |
| Unknown      | ---                                                                                                                             | 950           | 30     | 3.16% |
| Desktop      | A personal computing device that remains stationary at one location.                                                            | 215           | 8      | 3.72% |

YouTube+ Placement Performance



Top 10 YouTube Channel Performance

| Placement Display Name | Impressions ↓ | Clicks | CTR   |
|------------------------|---------------|--------|-------|
| Midwest Safety         | 469           | 0      | 0.00% |
| GFAM                   | 312           | 0      | 0.00% |
| GLIV                   | 222           | 0      | 0.00% |
| Joe Bartolozzi         | 99            | 0      | 0.00% |
| CaseOh                 | 93            | 0      | 0.00% |
| Joe Bart Games         | 71            | 0      | 0.00% |
| Sam and Colby          | 57            | 0      | 0.00% |
| CboysTV                | 44            | 0      | 0.00% |
| SMii7Y                 | 38            | 0      | 0.00% |
| EWU Bodycam            | 36            | 0      | 0.00% |

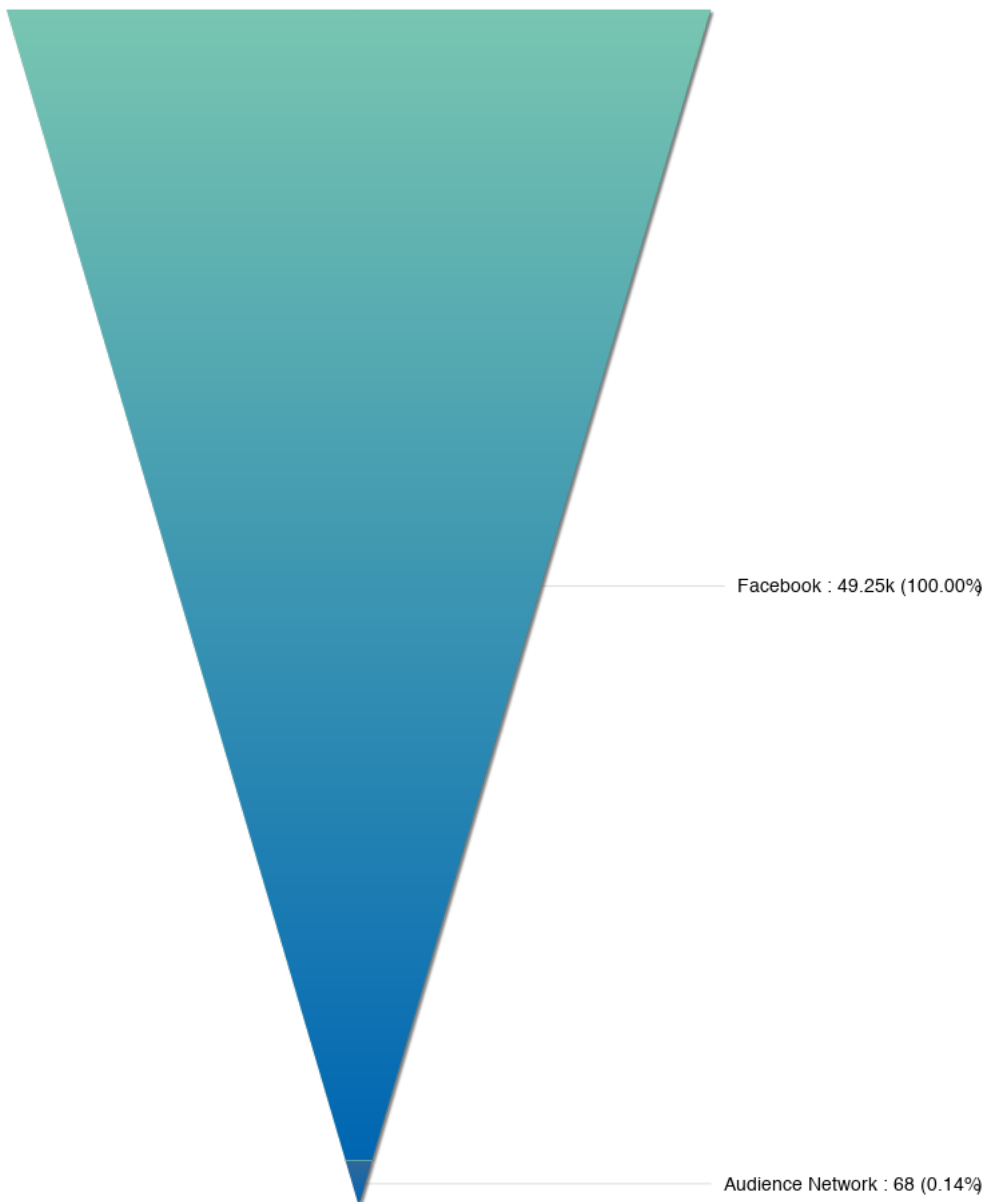
Top 10 YouTube TV Channel Performance

| Placement Display Name               | Impressions ↓ |
|--------------------------------------|---------------|
| (YouTube TV) FOX News                | 9,781         |
| (YouTube TV) MS NOW                  | 1,490         |
| (YouTube TV) CNN                     | 472           |
| (YouTube TV) Investigation Discovery | 424           |
| (YouTube TV) ESPN                    | 372           |
| (YouTube TV) TV Land                 | 331           |
| (YouTube TV) Hallmark TV             | 295           |
| (YouTube TV) GREAT                   | 261           |
| (YouTube TV) FOX Business            | 240           |
| (YouTube TV) Game Show Network       | 191           |

## Social Placement Performance

|                                                     |                                                                                                                                                                                                                                                | Impressions ↓ | Clicks | CTR   |
|-----------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|--------|-------|
| Placement                                           | Where your ads appear                                                                                                                                                                                                                          |               |        |       |
| Facebook Reels                                      | Your ads appear in the Reels tab on Facebook.                                                                                                                                                                                                  | 34,140        | 584    | 1.71% |
| Facebook Feed                                       | Your ads appear in the desktop Feed when people access the Facebook website on their computers. Your ads appear in the mobile Feed when people use the Facebook app on mobile devices or access the Facebook website through a mobile browser. | 11,342        | 466    | 4.11% |
| Facebook Marketplace                                | Your ads appear in the Marketplace home page or when someone browses Marketplace in the Facebook app.                                                                                                                                          | 1,553         | 12     | 0.77% |
| Facebook In-stream Videos                           | Your ads appear in video on demand and in a select group of approved partner live streams on Facebook.                                                                                                                                         | 1,368         | 28     | 2.05% |
| Facebook Search Results                             | Your ads appear next to relevant Facebook and Marketplace search results.                                                                                                                                                                      | 715           | 1      | 0.14% |
| Facebook Stories                                    | Your ads appear in people's Stories on Facebook.                                                                                                                                                                                               | 131           | 7      | 5.34% |
| Audience Network (Native, Banner, and Interstitial) | Your ads appear on apps on Audience Network.                                                                                                                                                                                                   | 68            | 0      | 0.00% |

## Social Placement Performance by Impressions



## Facebook News Feed Performance



## Audience Network Performance



# All available products in our *toolbox*.



Social Mirror

Mobile  
Conquesting

Connected TV



Meta

Website  
Visitor ID

TikTok

Search Engine  
OptimizationPerformance  
MaxDigital  
Out-Of-Home

LinkedIn

Amazon  
Targeting

Live Chat

Google  
Pay-Per-Click

YouTube+



Native Ads



Online Audio



Display Ads



Video Ads



Geo-Framing

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