



Digital Marketing Report

Impressions

How many ads were served:

100,812

Clicks

Times a user clicked on an ad

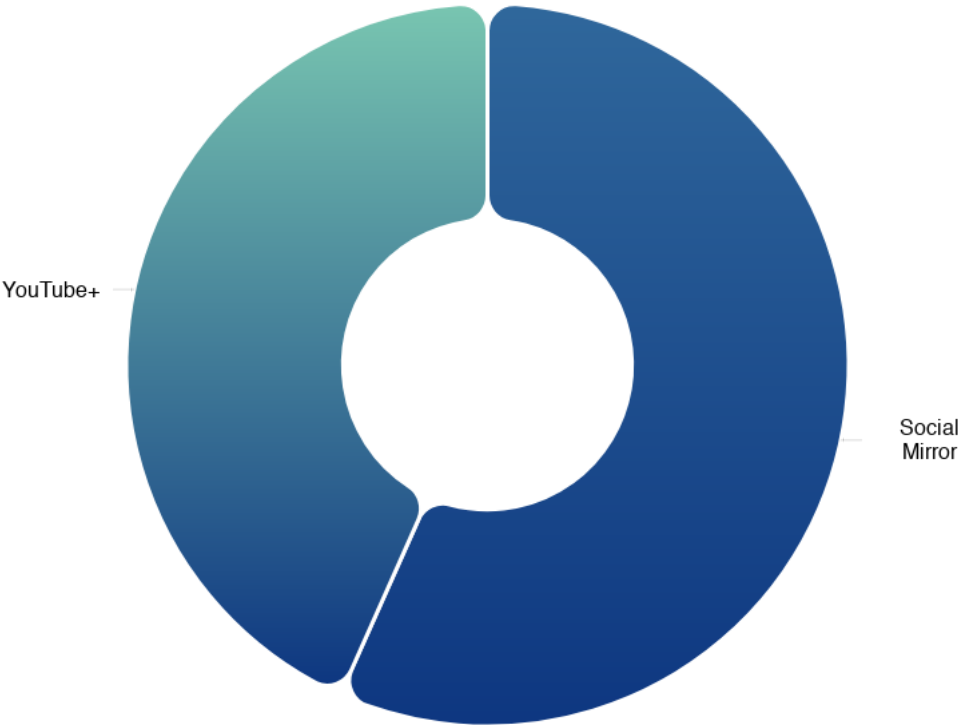
239

Click-Through Rate

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

0.41%

Your Product Breakout by Impressions



CTV Completion Rate

8.40%

Percentage of users who watched the video from start to finish

Total Engagement Rate

0.42%

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

X the National Average

3.39

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.

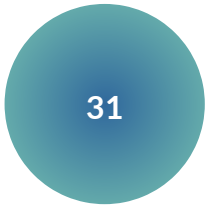


Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Hilbing Autobody - Auto Insurance/Collision & Auto Body Repair YouTube+	43,669	5	0.01%	0.16
Hilbing Autobody - AI Social Mirror	34,484	165	0.48%	6.84
Hilbing Autobody - Auto Parts/Classic Cars/Automobiles Social Mirror	20,134	62	0.31%	4.40
Hilbing Autobody - Retargeting Social Mirror	2,525	7	0.28%	3.96



Social Mirror Click Conversions

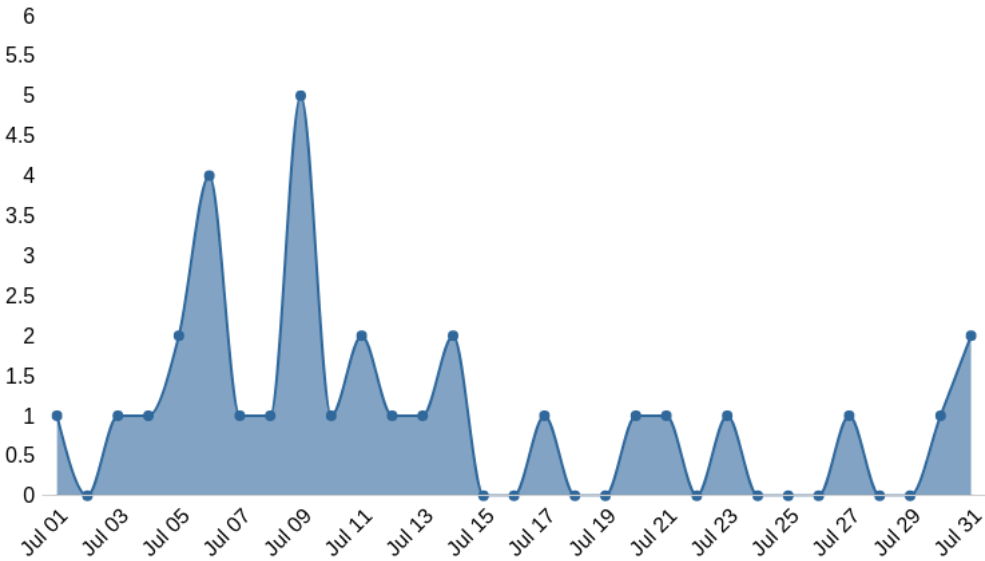


Times users clicked on an ad leading to your site and visited a page or completed an action

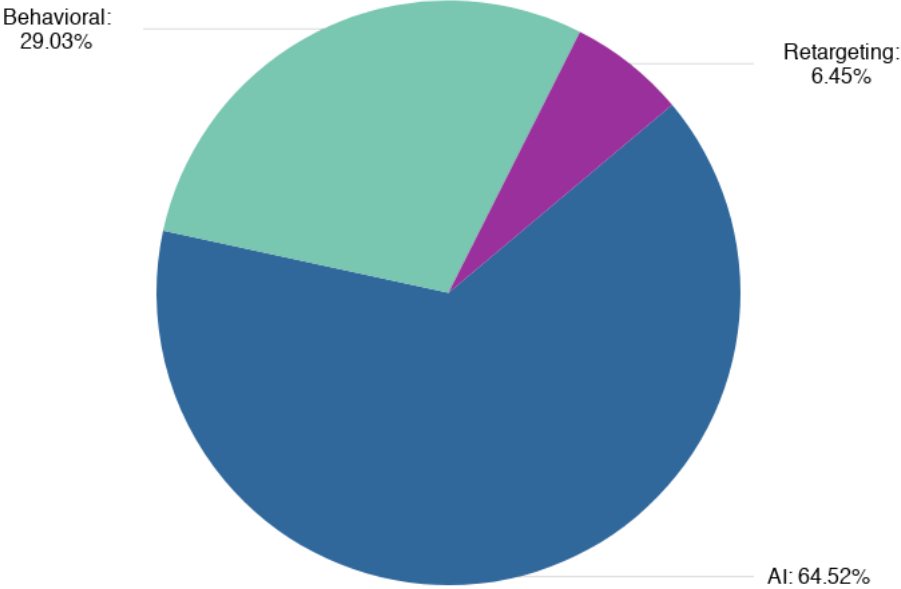
Social Mirror Click Conversion Performance Breakout

Conversion Name	Click Conversions ↓
Hilbing Autobody I-Car Gold Class Page View	27
Hilbing Autobody About Us Page View	4

Social Mirror Click Conversions by Day



Top Social Mirror Click Conversions by Strategy





Social Mirror View-through Conversions

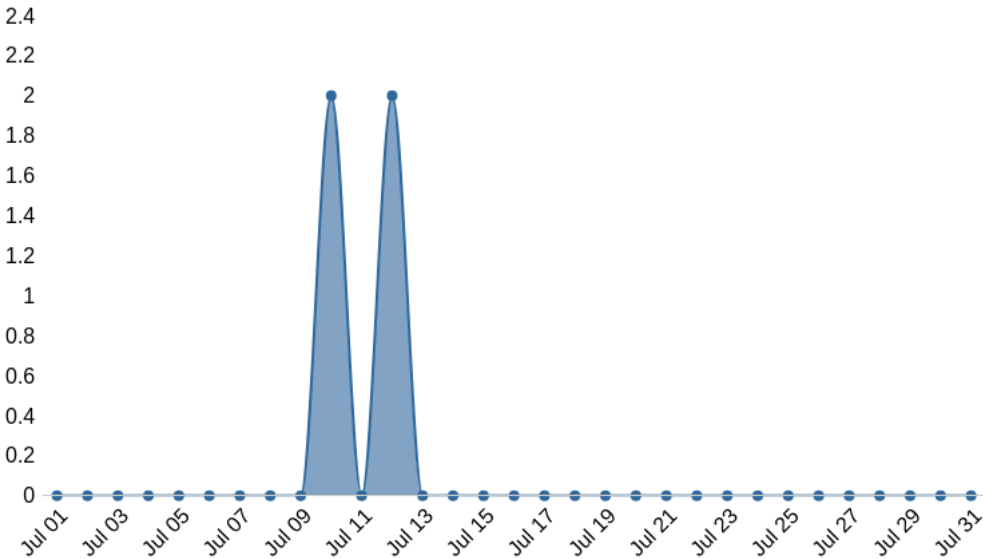


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

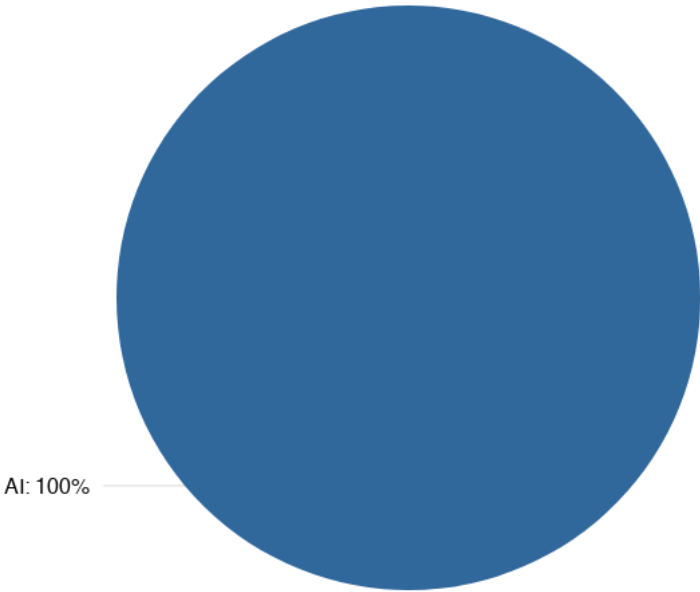
Social Mirror View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
Hilbing Autobody I-Car Gold Class Page View	4

Social Mirror View-through Conversions by Day



Top Social Mirror View-through Conversions by Strategy





YouTube+ View-Through Conversions

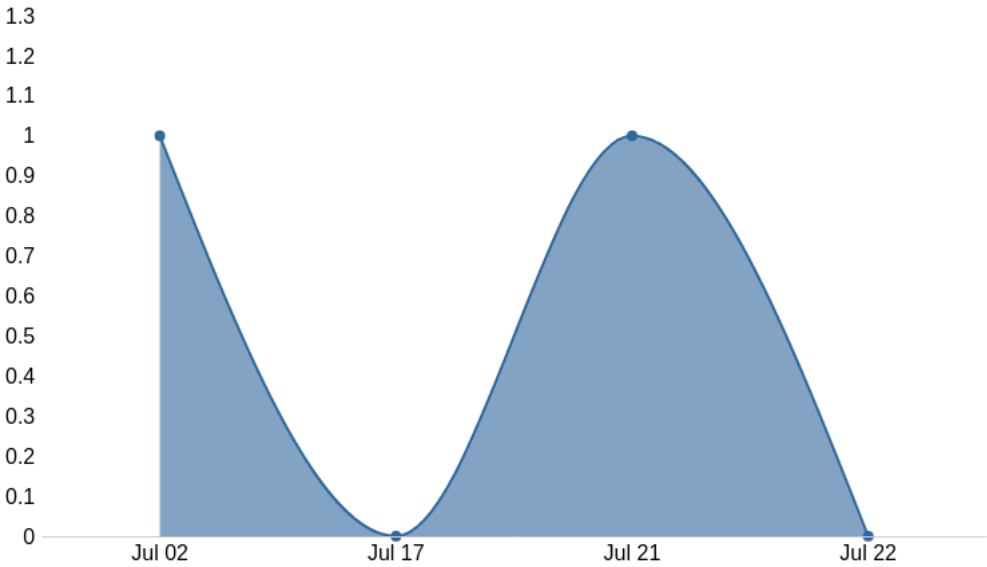


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

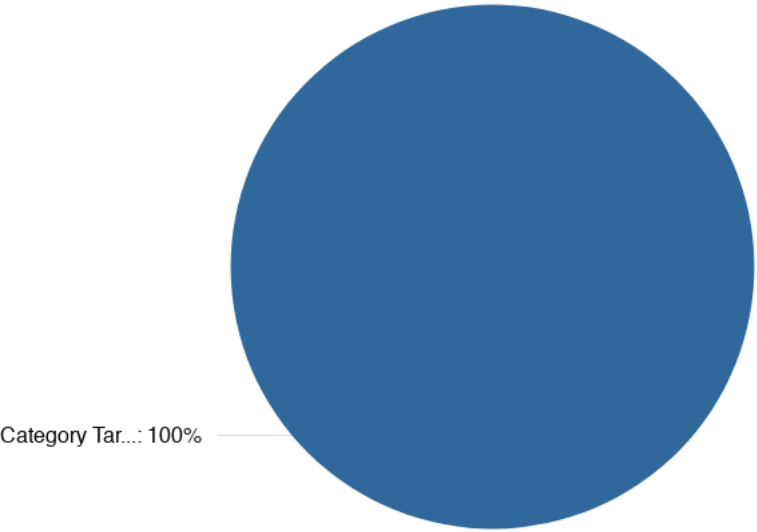
YouTube+ View-Through Conversion Performance Breakout

Conversion Name	View-throughs ↓
Hilbing Autobody I-Car Gold Pass Page View	1
Hilbing Autobody Services Page View	1

YouTube+ View-Through Conversions by Day



Top YouTube+ View-Through Conversions by Strategy





Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	Hilbing Autobody_7.6.26_Social Mirror_This is what goes into a quality repair	28,589	136	0.48%	6.80
	Hilbing Autobody_7.6.26_Social Mirror_Quality craftsmanship	20,852	67	0.32%	4.59
Thumbnail not available	Hilbing Autobody_6.1.26_Social Mirror_HA-GOLD CLASS-15-052726 FINAL.mp4	4,293	17	0.40%	5.66
Thumbnail not available	Hilbing Autobody_6.1.26_Social Mirror_Another day at the shop perfecting every detail.	3,409	14	0.41%	5.87



Social Mirror Creative AI Performance

Creative			Preview Link	Percentage Served ↓	CTR
Creative Name	Variant Name	Creative Format			
Hilbing Autobody_7.6.26_Social Mirror_This is what goes into a quality repair.	Variant: Original	Story	Click to View	19.06%	2.11%
Hilbing Autobody_7.6.26_Social Mirror_Quality craftsmanship	Variant: V_00002	Video	Click to View	13.57%	2.98%
Hilbing Autobody_7.6.26_Social Mirror_This is what goes into a quality repair.	Variant: V_00003	Story	Click to View	12.14%	2.04%
Hilbing Autobody_7.6.26_Social Mirror_This is what goes into a quality repair.	Variant: V_00001	Story	Click to View	11.81%	2.04%
Hilbing Autobody_7.6.26_Social Mirror_Quality craftsmanship	Variant: Original	Video	Click to View	10.89%	2.58%
Hilbing Autobody_7.6.26_Social Mirror_This is what goes into a quality repair.	Variant: V_00002	Story	Click to View	10.58%	2.25%
Hilbing Autobody_7.6.26_Social Mirror_Quality craftsmanship	Variant: V_00003	Video	Click to View	9.09%	3.35%
Hilbing Autobody_7.6.26_Social Mirror_Quality craftsmanship	Variant: V_00001	Video	Click to View	6.34%	2.63%
Hilbing Autobody_6.1.26_Social Mirror_Another day at the shop perfecting every detail.	Variant: Original	Story	Click to View	1.69%	1.05%
Hilbing Autobody_6.1.26_Social Mirror_Another day at the shop perfecting every detail.	Variant: V_00002	Story	Click to View	1.64%	1.44%



YouTube+ Creative Performance

Ad (Headline)	Impressions ↓	Clicks	Completion Rate	Cost Per Completed View
Hilbing Autobody_6.1.26_I-Car Gold Class	22,313	3	97.04%	0.04
Hilbing Autobody_Since 1954	21,355	2	97.16%	0.04

YouTube+ Video Completion Performance by Creative

Ad (Headline)	25% Completed ↓	50% Completed	75% Completed	100% Completed
Hilbing Autobody_Since 1954	98.58%	97.88%	97.52%	97.16%
Hilbing Autobody_6.1.26_I-Car Gold Class	98.54%	97.82%	97.30%	97.04%



BARCK+ Zip Code Performance

Zip Code	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
62301	14,849	58	0.39%	5.58
63401	11,896	47	0.40%	5.64
62305	8,225	40	0.49%	6.95
63456	2,136	6	0.28%	4.01
63461	1,874	10	0.53%	7.62
63459	1,569	5	0.32%	4.55
63469	1,147	4	0.35%	4.98
62341	939	3	0.32%	4.56
63435	822	3	0.36%	5.21
62379	798	2	0.25%	3.58
63448	721	5	0.69%	9.91
63436	688	3	0.44%	6.23
62320	676	4	0.59%	8.45
62347	644	4	0.62%	8.87
62351	643	1	0.16%	2.22
62324	588	2	0.34%	4.86
62360	543	3	0.55%	7.89
63471	525	1	0.19%	2.72
63440	517	0	0.00%	0.00
63441	470	4	0.85%	12.16



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.	42,952	5	0.01%
Mobile	A portable electronic device that can connect to the internet.	42,088	186	0.44%
Desktop	A personal computing device that remains stationary at one location.	11,942	42	0.35%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	3,829	6	0.16%

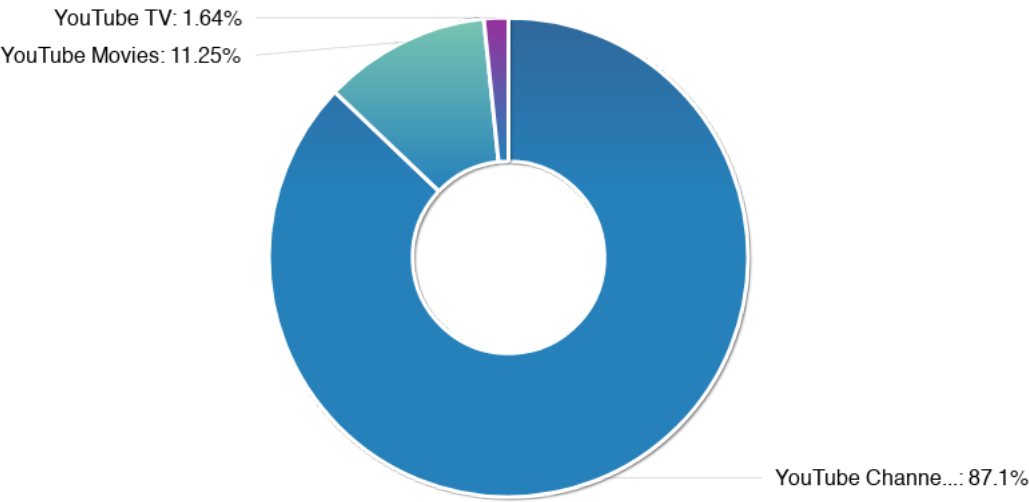


Site and App Performance

Name	Impressions ↓	Clicks	CTR
foxnews.com	3,107	21	0.68%
msn.com	1,595	0	0.00%
tmz.com	1,462	3	0.21%
Pinterest	1,236	6	0.49%
accuweather.com	842	0	0.00%
hollywoodpq.com	737	2	0.27%
buzzfeed.com	686	1	0.15%
huffpost.com	669	2	0.30%
Timehop - Memories Then & Now	667	2	0.30%
nypost.com	652	9	1.38%
dailymail.com	562	6	1.07%
baseball-reference.com	531	0	0.00%
apnews.com	514	2	0.39%
Fox News - Daily Breaking News	498	1	0.20%
washingtonpost.com	398	0	0.00%
BuzzFeed - Quiz, Trivia & News	373	0	0.00%
iHeartRadio: Radio, Podcasts & Music On Demand	366	0	0.00%
brezzamistica.info	352	0	0.00%
nytimes.com	340	0	0.00%
theguardian.com	336	0	0.00%



YouTube+ Placement Performance



Top 10 YouTube Channel Performance

Placement Display Name	Impressions ↓	Clicks	CTR
Midwest Safety	411	0	0.00%
CboysTV	339	0	0.00%
Joe Bart Games	316	0	0.00%
CaseOh	291	0	0.00%
Joe Bartolozzi	276	0	0.00%
Unspeakable Studios	261	0	0.00%
HISTORY	197	0	0.00%
Fox News	187	0	0.00%
Unspeakable	124	0	0.00%
Dr Insanity	124	0	0.00%



Top 10 YouTube TV Channel Performance

Placement Display Name	Impressions ↓
(YouTube TV) FOX News	96
(YouTube TV) GREAT	6



Google Analytics 4 Performance

1,670	1,513	160	10.58%	1,474	1,458	1,494
VIEWS	SESSIONS	ENGAGED SESSIONS	ENGAGEMENT RATE	ACTIVE USERS	NEW USERS	TOTAL USERS
		1.03	1:17:42			
		SESSIONS PER USER	TOTAL USER ENGAGEMENT			

Views: The number of mobile app screens or web pages your users saw. Repeated views of a single screen or page are counted.

Sessions: The number of sessions that began on your website or application. A session is a period of time during which a user interacts with your website or app.

Engaged Sessions: The number of sessions that lasted 10 seconds or longer, or had 1 or more conversion events or 2 or more page or screen views.

Engagement Rate: Engaged Sessions / Total Sessions

Active Users: The number of distinct users who visited your website or application. An active user is any user who has an engaged session.

New Users: The number of new unique user IDs who interacted with your site or launched your app for the first time.

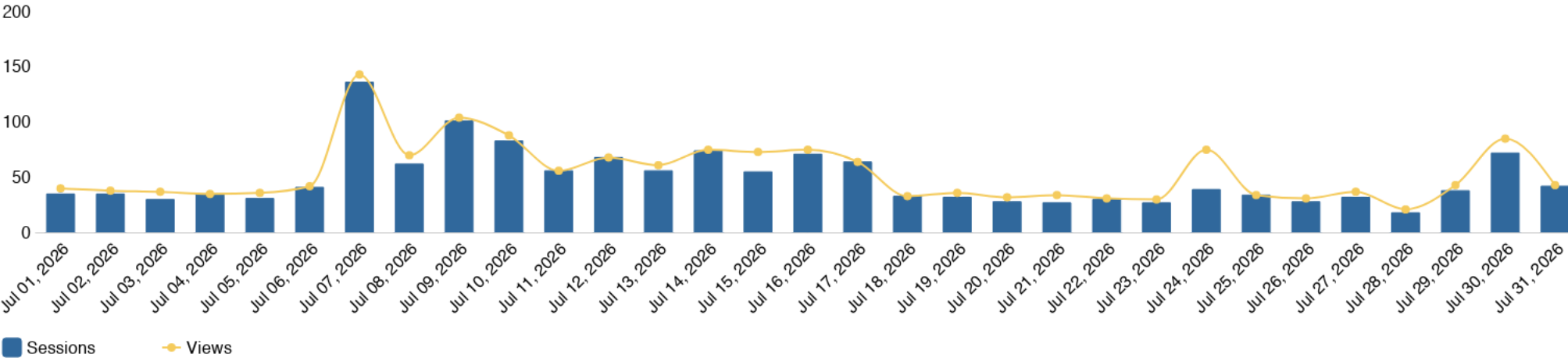
Total Users: The number of unique user IDs that triggered any events.

Sessions Per User: The average number of sessions per user.

Total User Engagement: The length of total time that your app screen was in the foreground or your web page was in focus.



Google Analytics 4 Performance by Day

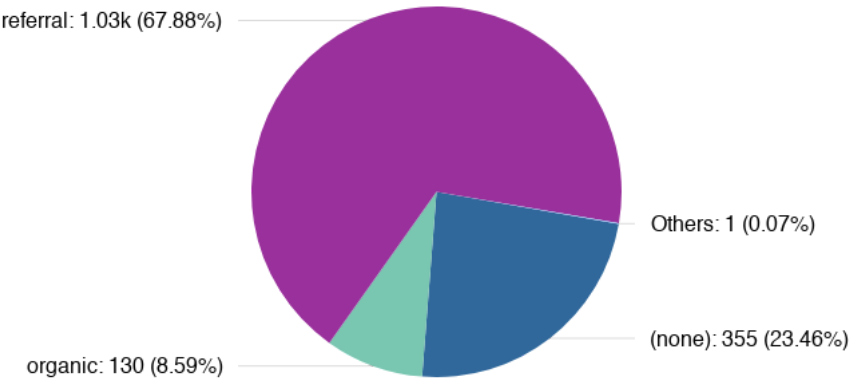


Google Analytics 4 Account Performance

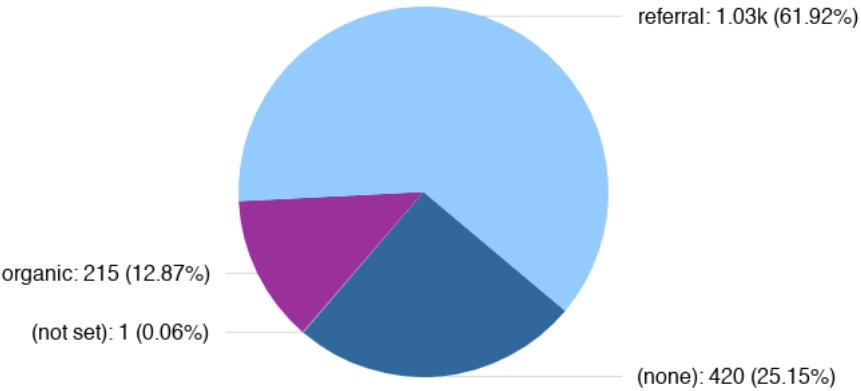
Analytics Account Name ↑	Sessions	Views	Total User Engagement	Pages / Session	Engagement rate
Total	1,513	1,670	1:17:42	1.10	10.58%
VWM / Rethink Sites	1,513	1,670	01:17:42	1.10	10.58%



Google Analytics 4 Sessions by Medium



Google Analytics 4 Page Views by Medium

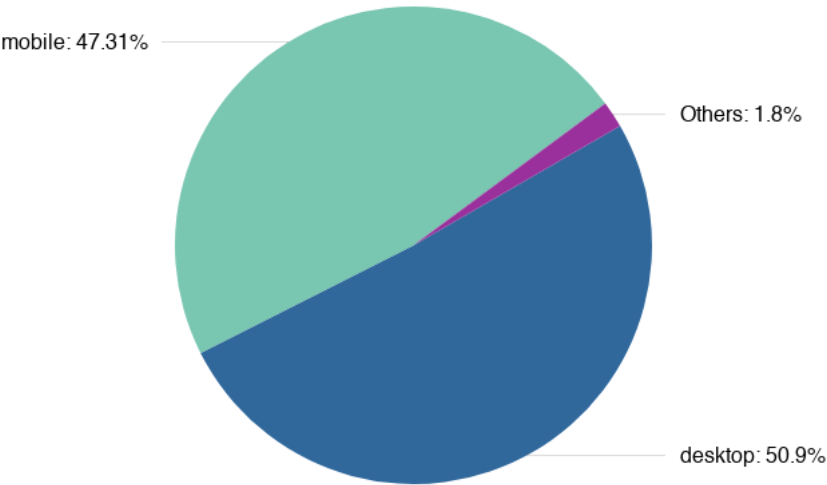


Google Analytics 4 Event Performance

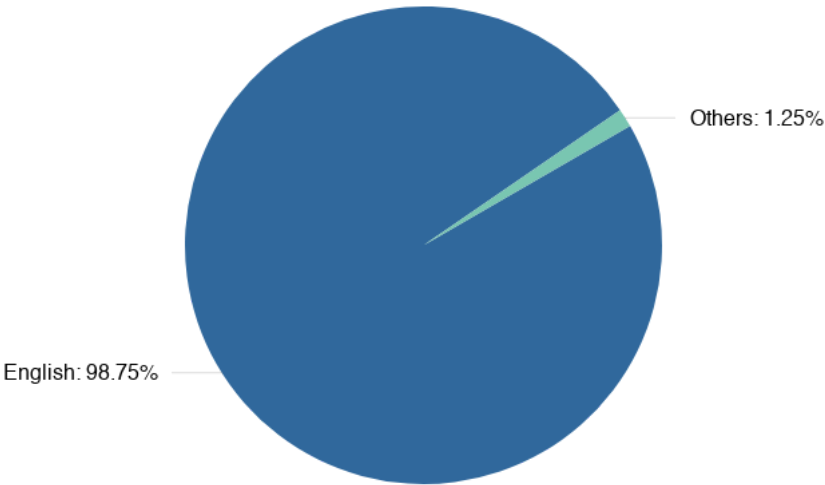
Event name	Event count ↓
Total	5,305
page_view	1,670
session_start	1,512
first_visit	1,458
user_engagement	264
scroll	261
video_progress	71
video_start	56
video_complete	7
click	6



Google Analytics 4 Engaged Sessions by Device



Google Analytics 4 Sessions by Language



Google Analytics 4 Top Browser Performance

Browser	Sessions ↓	Views	Engaged sessions	Engagement rate	Total User Engagement
Total	1,521	1,670	167	10.98%	1:17:42
Chrome	923	1,014	84	9.10%	00:45:30
Safari	301	347	42	13.95%	00:17:36
Android Webview	112	112	5	4.46%	00:01:07
Edge	64	75	27	42.19%	00:11:51
Firefox	51	52	6	11.76%	00:01:17



Google Analytics 4 Page Path Performance

Page path	Engaged sessions ↓
Total	257
/	113
/services/	29
/contact-us/	26
/i-car-gold-class/	19
/about-us/	15
/services/rental-cars/	10
/services/paintless-dent-removal/	9
/reviews/	6
/services/waterborne-technology/	6
/24-hour-towing/	5

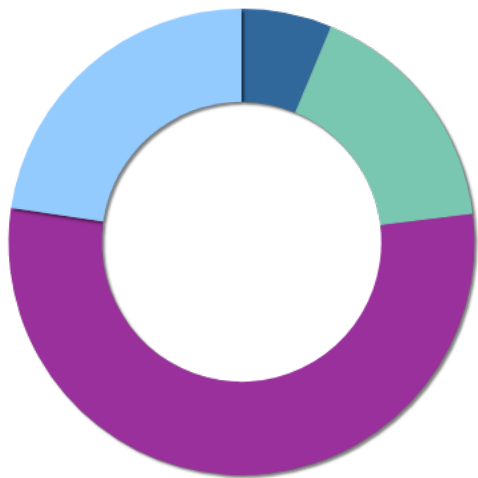


Google Analytics 4 Performance by Geo

City	Region	Sessions ↓	Views	Engaged sessions	Engagement rate	Total User Engagement
Total		1,523	1,670	169	11.10%	1:17:42
New York	New York	302	302	3	0.99%	00:00:18
(not set)	(not set)	158	159	4	2.53%	00:00:49
(not set)	New York	108	108	0	0.00%	00:00:00
Chicago	Illinois	96	110	13	13.54%	00:07:10
Boardman	Oregon	66	66	0	0.00%	00:00:14
(not set)	(not set)	64	64	3	4.69%	00:01:19
Quincy	Illinois	56	85	28	50.00%	00:19:55
Las Vegas Valley	Nevada	53	53	1	1.89%	00:00:00
(not set)	California	21	20	1	4.76%	00:00:49
Miami	Florida	17	17	0	0.00%	00:00:02
St. Louis	Missouri	17	23	7	41.18%	00:04:18
Los Angeles	California	12	12	0	0.00%	00:00:07
(not set)	Florida	11	11	1	9.09%	00:00:13
(not set)	Colorado	11	11	3	27.27%	00:00:24
Ashburn	Virginia	11	11	0	0.00%	00:00:00



How customers search for your business on Google



Business Impressions Desktop Maps	31	Business Impressions Desktop Search	83
Business Impressions Mobile Search	268	Business Impressions Mobile Maps	112

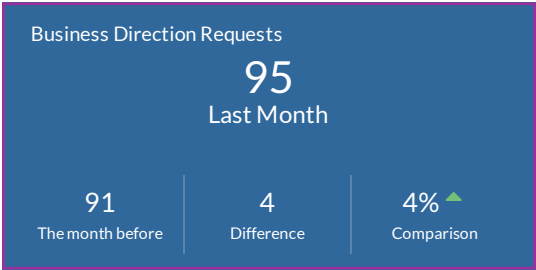
Business Impressions Desktop Search: Business impressions on Google Search on Desktop devices

Business Impressions Mobile Search: Business impressions on Google Search on Mobile devices.

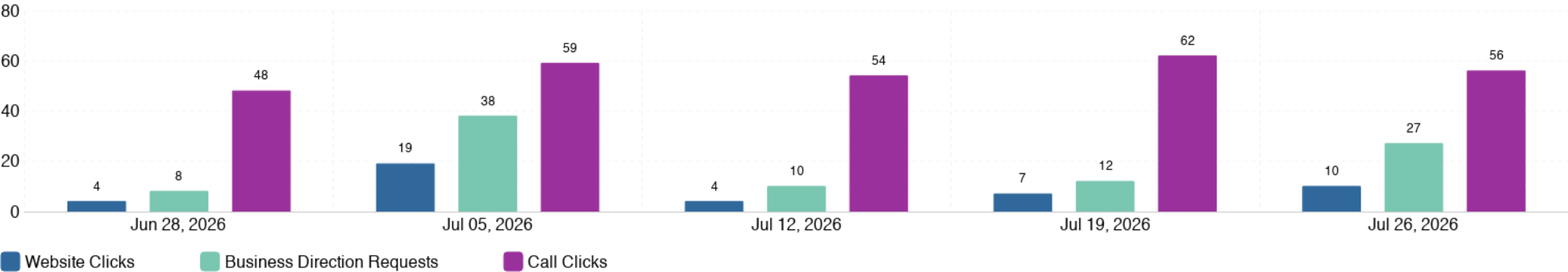
Business Impressions Maps Desktop: Business impressions on Google Maps on Desktop devices

Business Impressions Mobile Maps: Business impressions on Google Maps on Mobile devices

What actions customers take on your listing

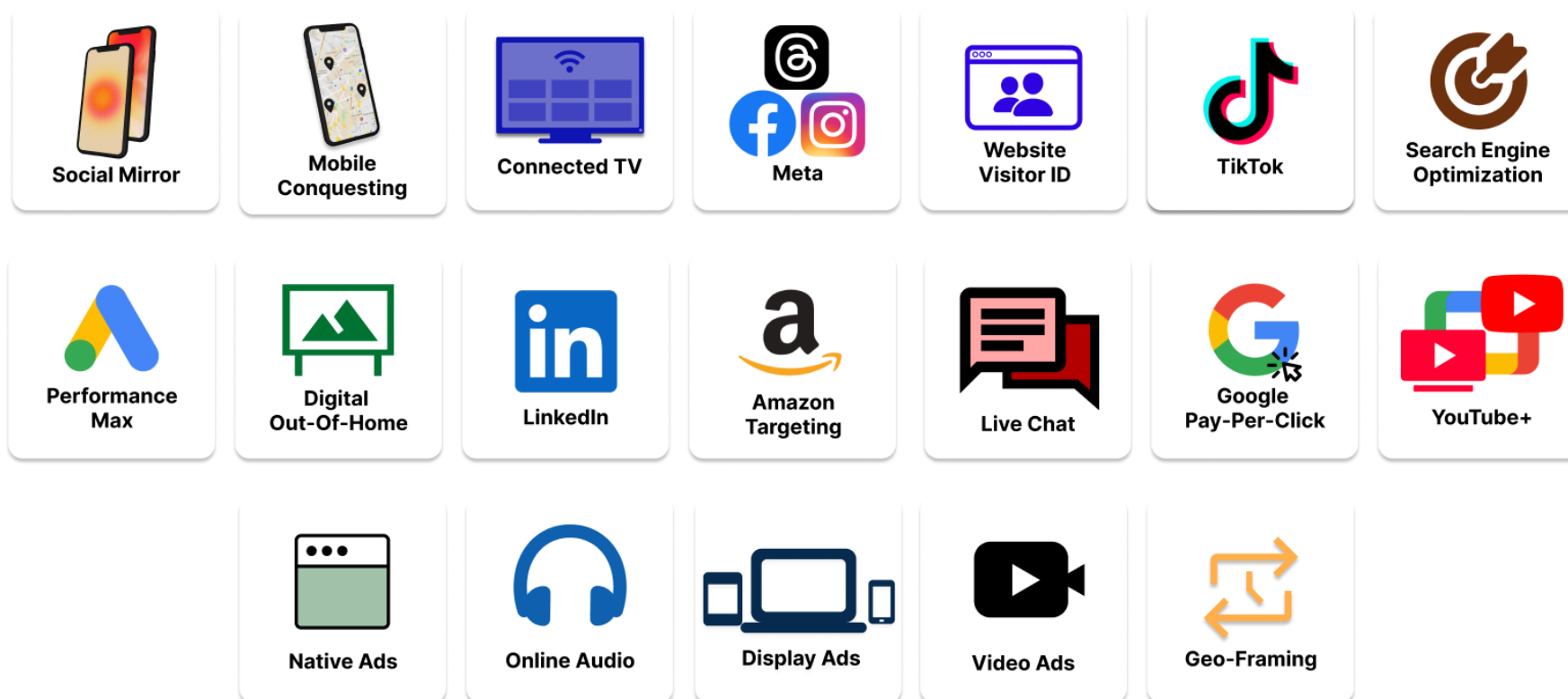


What actions customers take on your listing





All available products in our *toolbox*.



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