

Digital Marketing Report

Impressions

How many ads were served:

83,284

Clicks

Times a user clicked on an ad

27

X the National Average

0.46

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 Acura - In-Market for Auto YouTube Channels	43,078	10	0.02%	0.33
Findlay Acura - In-Market for Auto Spanish YouTube Channels	40,206	17	0.04%	0.60

YouTube+ Creative Performance

Ad (Headline)	Impressions ↓	Clicks	Completion Rate	Cost Per Completed View
Findlay Acura_ZDX SPANISH AD FOR SOCIAL	35,772	17	34.46%	0.12
Findlay Acura_ADX PHASE 2	22,411	5	37.27%	0.11
Findlay Acura_INTEGRA	16,067	5	44.70%	0.09
Findlay Acura_7.28_ADX PHASE 2 TEAM USA_English	4,599	0	43.06%	0.09
Findlay Acura_7.28_ADX PHASE 2 TEAM USA_Spanish	4,433	0	41.78%	0.10

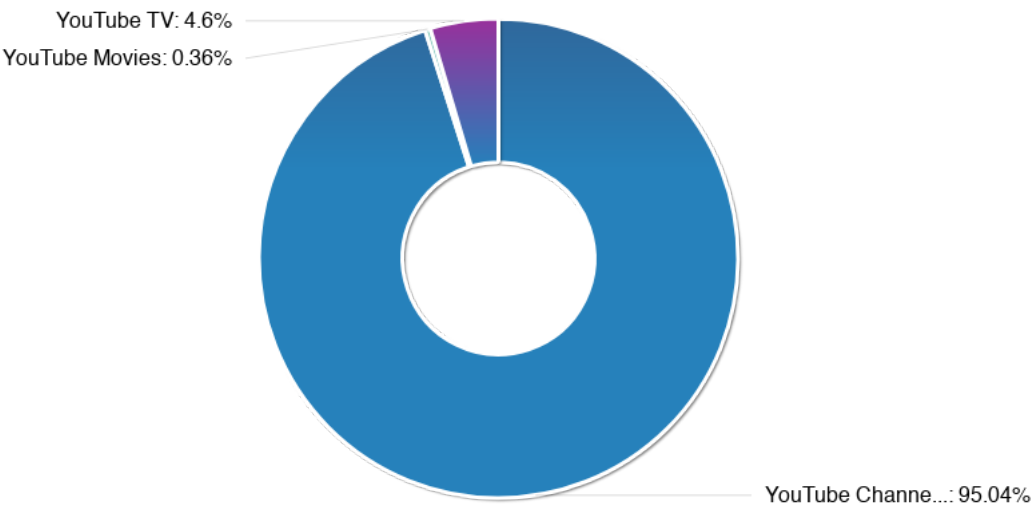
YouTube+ Video Completion Performance by Creative

Ad (Headline)	25% Completed ↓	50% Completed	75% Completed	100% Completed
Findlay Acura_7.28_ADX PHASE 2 TEAM USA_Spanish	95.41%	59.62%	45.70%	41.78%
Findlay Acura_INTEGRA	94.19%	58.66%	48.30%	44.70%
Findlay Acura_7.28_ADX PHASE 2 TEAM USA_English	93.89%	59.42%	46.75%	43.06%
Findlay Acura_ADX PHASE 2	85.33%	50.40%	40.57%	37.27%
Findlay Acura_ZDX SPANISH AD FOR SOCIAL	75.37%	47.47%	37.70%	34.46%

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.	56,790	16	0.03%
Mobile	A portable electronic device that can connect to the internet.	16,960	8	0.05%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	6,668	3	0.04%
Desktop	A personal computing device that remains stationary at one location.	2,864	0	0.00%

YouTube+ Placement Performance



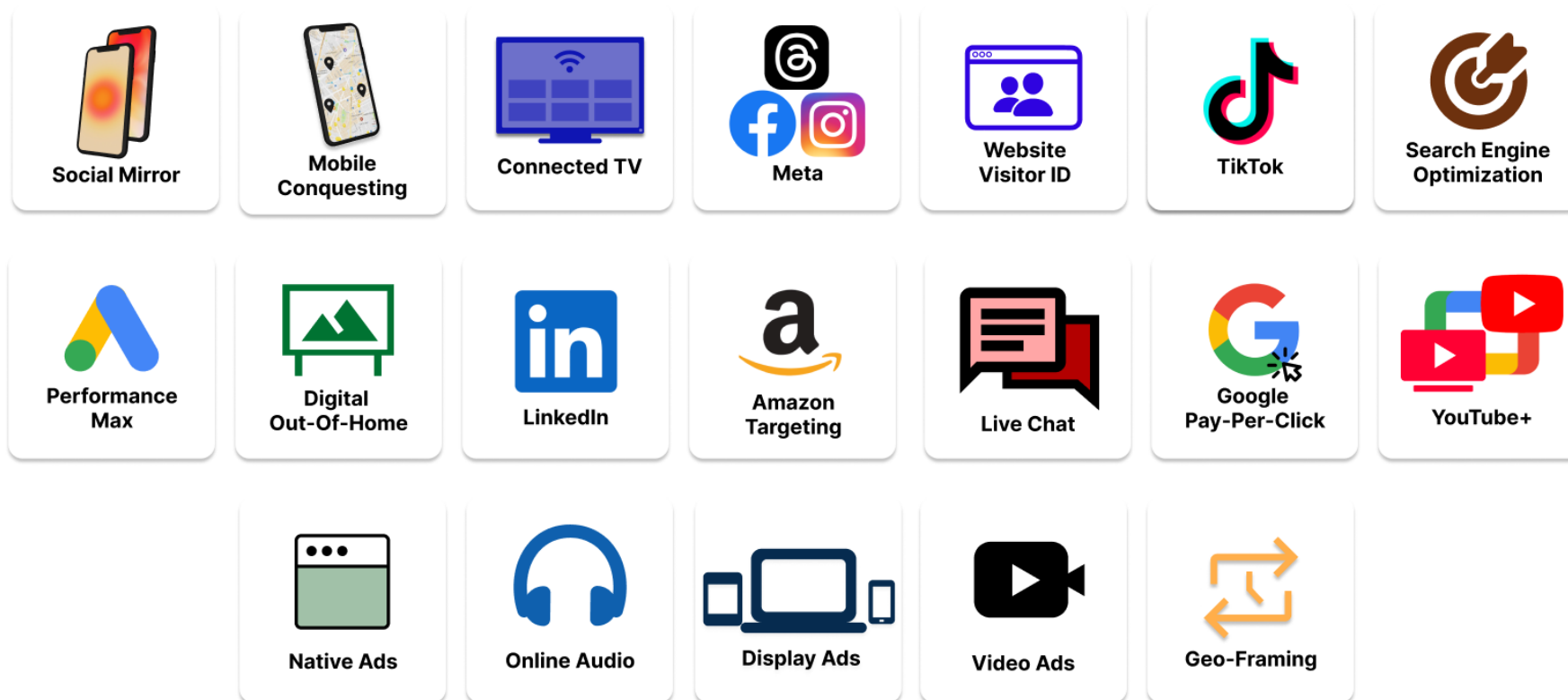
Top 10 YouTube Channel Performance

Placement Display Name	Impressions ↓	Clicks	CTR
Noticias Telemundo	251	0	0.00%
Midwest Safety	235	0	0.00%
Destino Tolk	166	1	0.60%
Fox News	133	0	0.00%
ABC News	127	0	0.00%
Cuando Los Ángeles Caen	105	1	0.95%
MeidasTouch	98	0	0.00%
CaseOh	93	0	0.00%
MAZA CLAN OFICIAL	91	0	0.00%
48 Hours	86	0	0.00%

Top 10 YouTube TV Channel Performance

Placement Display Name	Impressions ↓
(YouTube TV) FOX News	763
(YouTube TV) MS NOW	393
(YouTube TV) CNN	264
(YouTube TV) ESPN	87
(YouTube TV) Investigation Discovery	63
(YouTube TV) CNBC	36
(YouTube TV) FOX Business	30
(YouTube TV) Hallmark TV	29
(YouTube TV) TLC	21
(YouTube TV) FOX Weather	21

All available products in our *toolbox*.



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