



Digital Marketing Report

Impressions

How many ads were served:

119,084

Clicks

Times a user clicked on an ad

2,431

Click-Through Rate

(Clicks/Impressions) x 100

3.87%

Your Product Breakout by Impressions



Total Engagement Rate

3.92%

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

X the National Average

29.16

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 ITEMS - SUMMARY GRIDS

Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Kirk Brothers Toyota - In-market Toyota YouTube+	56,348	0	0.00%	0.00
Kirk Brothers Toyota - Toyota Facebook Premium	46,341	2,375	5.13%	73.22
Kirk Brothers Toyota - Website Visitor ID Facebook Premium	16,395	56	0.34%	4.88



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

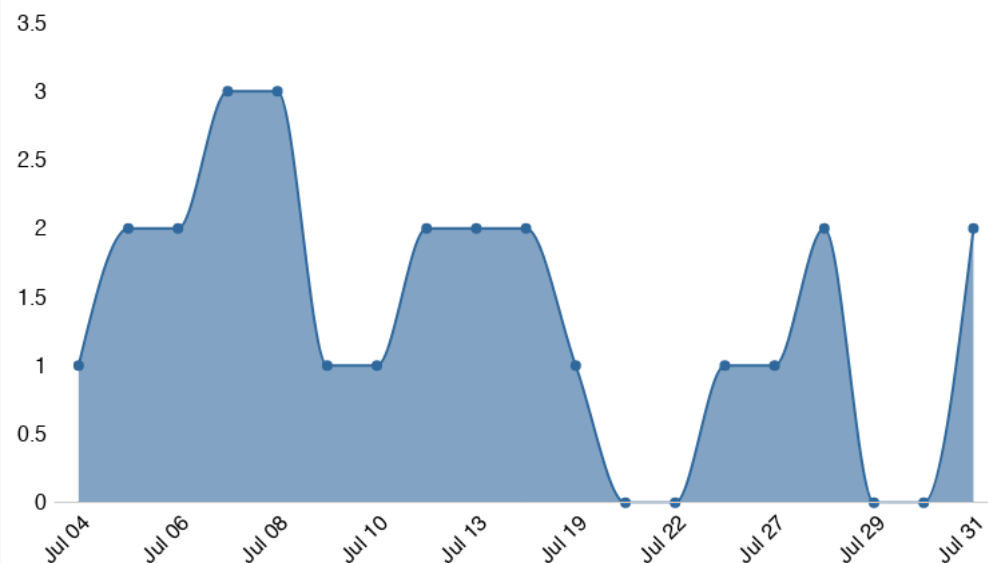
Conversion Name

[View-Through Conversions](#) ↓

Kirk Brothers Auto Homepage Vists

26

Meta View-Through Conversions by Day





Meta Post Engagements

22,973

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

Meta Post Comments

3

The total number of comments your ads received

Meta Post Reactions

52

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

Meta Post Shares

3

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
Big Toyota Savings This Summer	46,151	0	96.52%	0.04
Beat the Mississippi Heat	10,192	0	97.06%	0.04

YouTube+ Video Completion Performance by Creative

Ad (Headline)	25% Completed ↓	50% Completed	75% Completed	100% Completed
Beat the Mississippi Heat	98.10%	97.57%	97.29%	97.06%
Big Toyota Savings This Summer	97.75%	97.11%	96.80%	96.52%



Meta Creative Performance

Ad	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
KirkToyota_15_July26	54,389	2,237	4.11%	58.76
KirkToyota_15_June26	8,347	194	2.32%	33.20

Meta Video Plays



The total number of times your video starts to play

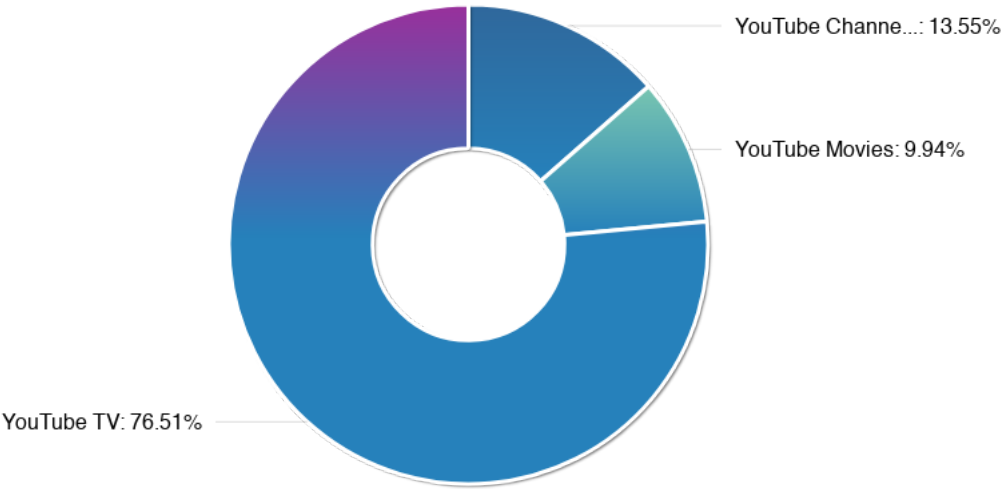


Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	60,752	2,355	3.88%
Connected TV	An internet enabled device that provides streaming content directly on the TV, without the use of an external streaming device.	55,904	0	0.00%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	1,823	45	2.47%
Desktop	A personal computing device that remains stationary at one location.	486	26	5.35%
Unknown	---	114	5	4.39%



YouTube+ Placement Performance



Top 10 YouTube Channel Performance

Placement Display Name	Impressions ↓	Clicks	CTR
Pop The Balloon	342	0	0.00%
Midwest Safety	218	0	0.00%
CaseOh	179	0	0.00%
ABC News	157	0	0.00%
SML	143	0	0.00%
Kai Cenat Live	139	0	0.00%
FunnyMike Live	122	0	0.00%
CoryxKenshin	114	0	0.00%
A&E	97	0	0.00%
Joe Bartolozzi	89	0	0.00%



Top 10 YouTube TV Channel Performance

Placement Display Name	Impressions ↓
(YouTube TV) FOX News	8,090
(YouTube TV) MS NOW	1,188
(YouTube TV) CNN	1,115
(YouTube TV) Investigation Discovery	428
(YouTube TV) FOX Business	323
(YouTube TV) TV Land	321
(YouTube TV) CNBC	267
(YouTube TV) POP	247
(YouTube TV) TNT	165
(YouTube TV) Oxygen True Crime	153

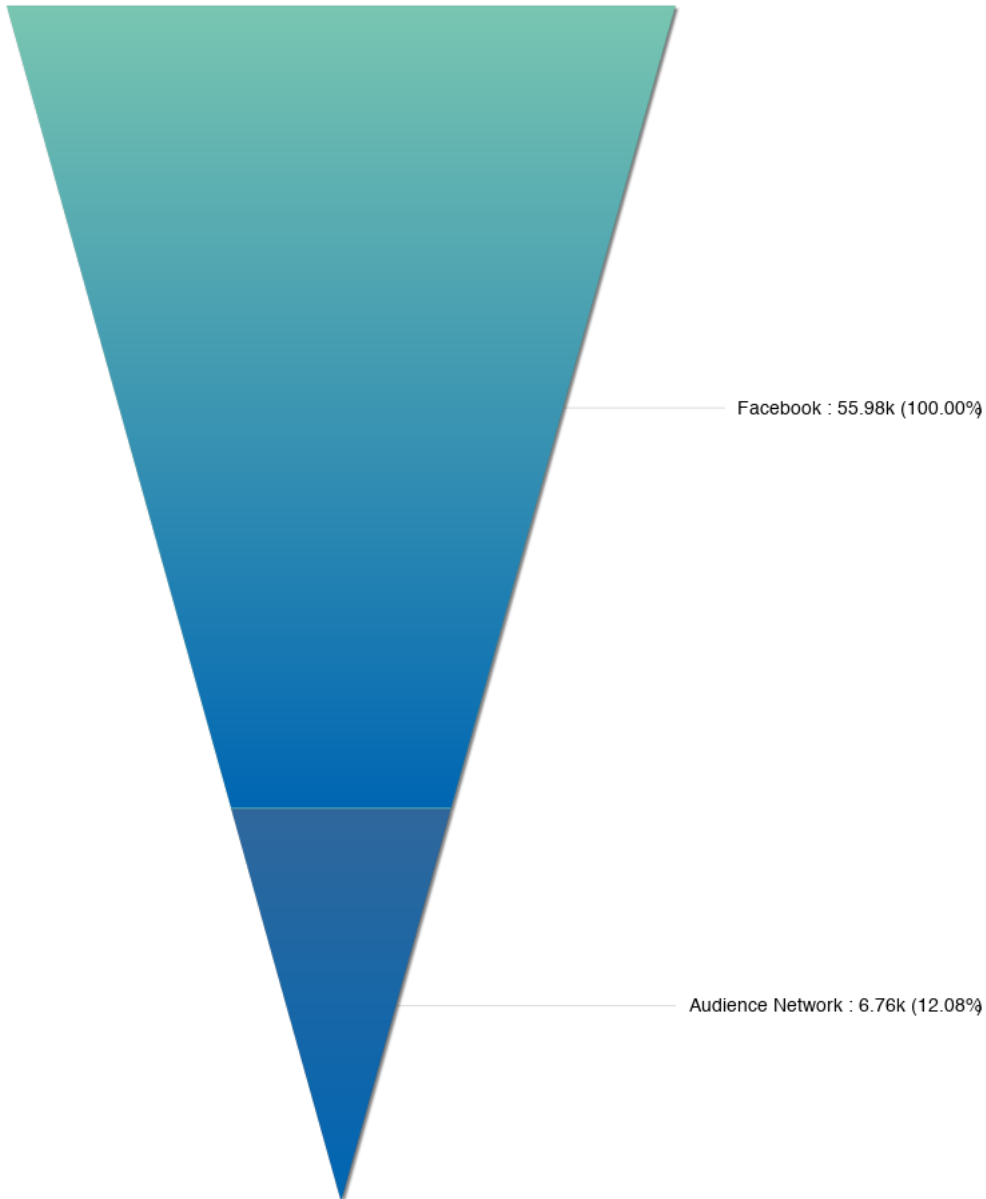


Social Placement Performance

Placement	Where your ads appear	Impressions ↓	Clicks	CTR
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.	27,460	1,431	5.21%
Facebook Reels	Your ads appear in the Reels tab on Facebook.	18,939	714	3.77%
Facebook Marketplace	Your ads appear in the Marketplace home page or when someone browses Marketplace in the Facebook app.	6,386	83	1.30%
Audience Network (Native, Banner, and Interstitial)	Your ads appear on apps on Audience Network.	3,862	62	1.61%
Audience Network (Rewarded Videos)	Your ads appear as videos people can watch in exchange for a reward in an app (such as in-app currency or items).	2,899	91	3.14%
Facebook Search Results	Your ads appear next to relevant Facebook and Marketplace search results.	2,308	14	0.61%
Facebook In-stream Videos	Your ads appear in video on demand and in a select group of approved partner live streams on Facebook.	652	26	3.99%
Facebook Stories	Your ads appear in people's Stories on Facebook.	230	10	4.35%
Unknown	Your ads appeared on one of the Facebook or Instagram placements, but the Meta Exchange wasn't able to accurately track the placement type.	0	0	-



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.