

Digital Marketing Report

Impressions

How many ads were served:

100,812

Clicks

Times a user clicked on an ad

1,110

Click-Through Rate

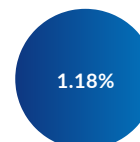
(Clicks/Impressions) x 100

1.10%

Your Product Breakout by Impressions



Total Engagement Rate



1.18%

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

X the National Average



15.73

X the National Avg (.07%)

Social
Mirror

*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%)
Automaster Honda - AI Social Mirror	39,729	758	1.91%	27.26
Automaster Honda - Honda New Car Shopper/In Market for a Honda Behavioral Social Mirror	30,544	275	0.90%	12.86
Automaster Honda - Keyword Social Mirror	29,516	70	0.24%	3.39
Automaster Honda - RetargetingSocial Mirror	1,023	7	0.68%	9.78

Social Mirror Click Conversions

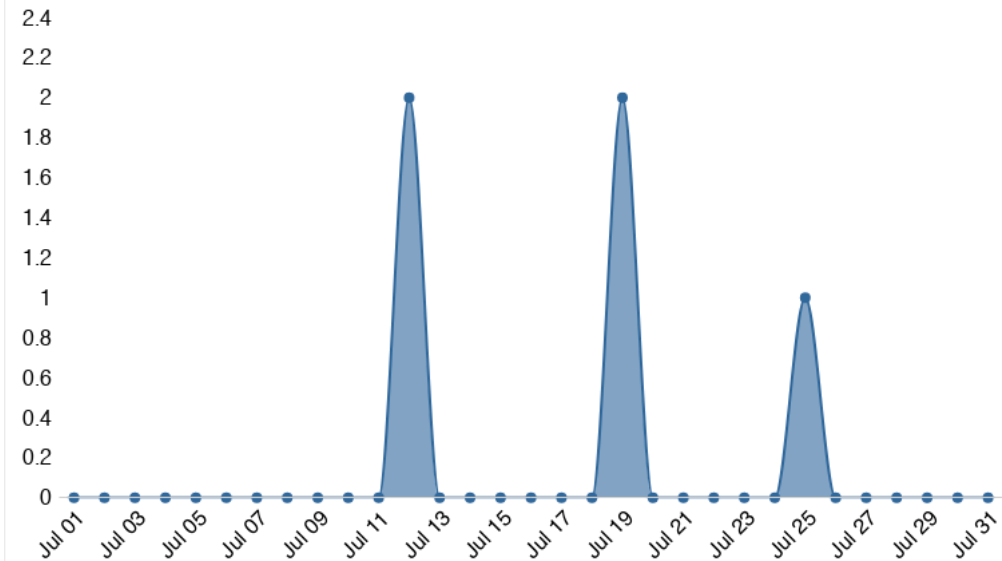


Times users clicked on an ad leading to your site and visited a page or completed an action

Social Mirror Click Conversion Performance Breakout

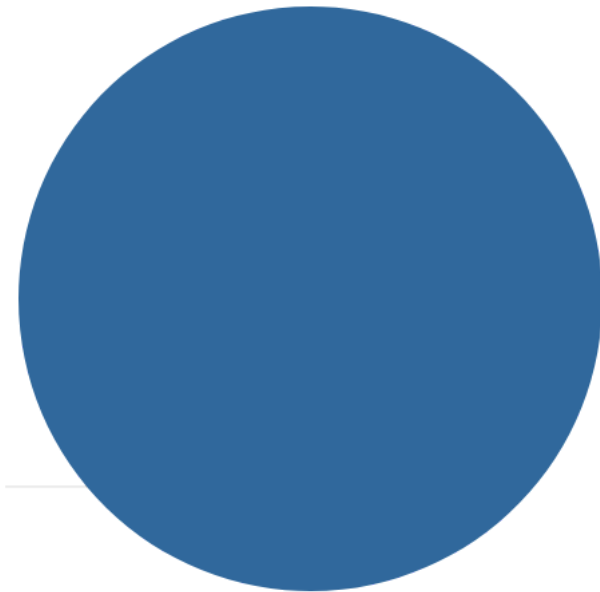
Conversion Name	Click Conversions ↓
Automaster Honda Contact Page View	3
Automaster Honda New Inventory Page View	1
Automaster Honda Used Inventory Page View	1

Social Mirror Click Conversions by Day



Top Social Mirror Click Conversions by Strategy

AI: 100%



Social Mirror View-through Conversions

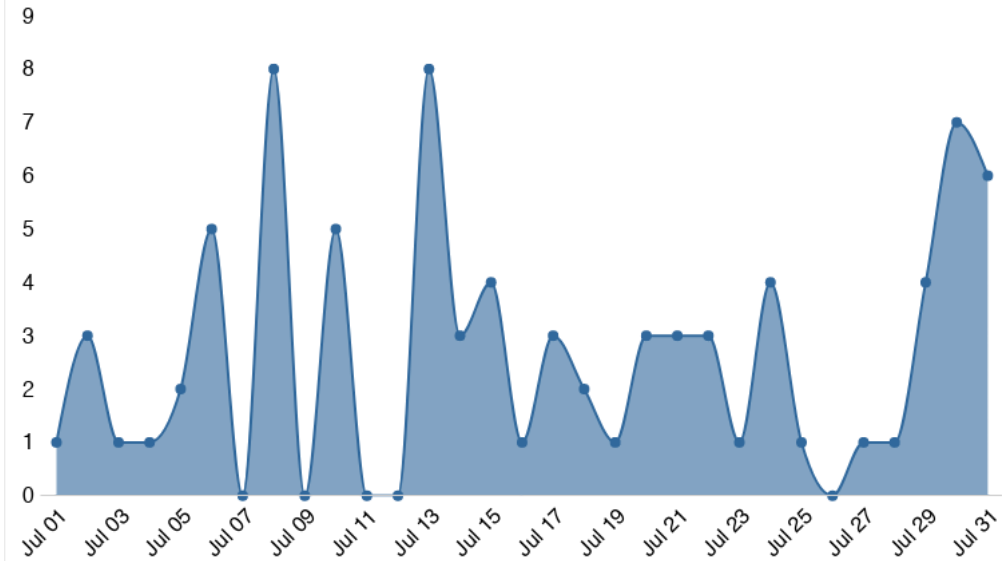
82

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

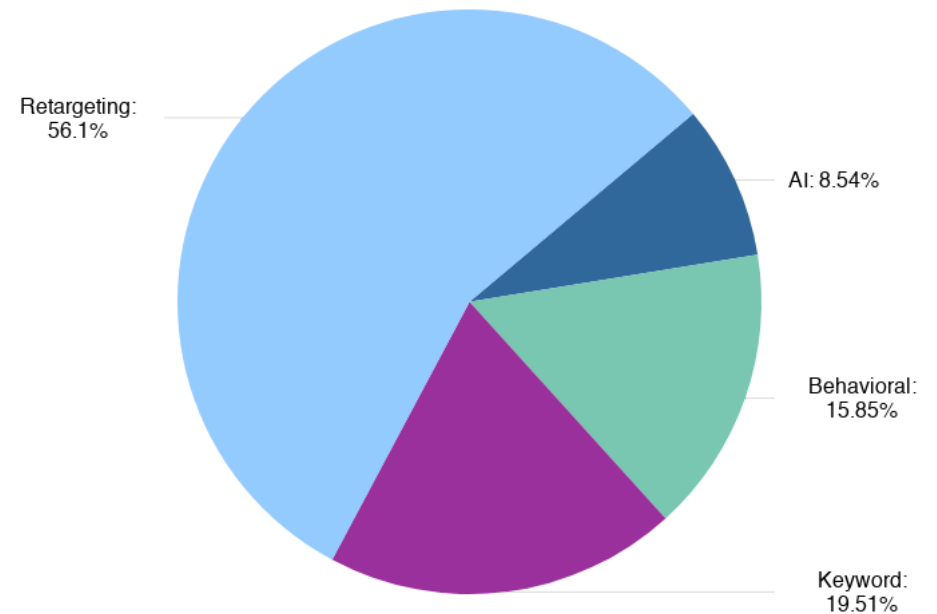
Social Mirror View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
Automaster Honda Used Inventory Page View	28
Automaster Honda Homepage Visits	23
Automaster Honda New Inventory Page View	13
Automaster Honda Service Page View	10
Automaster Honda Certified Inventory Page View	4
	2
Automaster Honda Contact Page View	2

Social Mirror View-through Conversions by Day



Top Social Mirror View-through Conversions by Strategy



Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	Automaster Honda_Social Mirror_5.13_New Vehicle Specials	100,812	1,110	1.10%	15.73

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	69,039	1,028	1.49%
Desktop	A personal computing device that remains stationary at one location.	28,005	67	0.24%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	3,768	15	0.40%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
WCAX Channel 3 News: VT-NY-NH	28,599	681	2.38%
foxnews.com	8,461	102	1.21%
nypost.com	5,108	7	0.14%
msn.com	4,619	1	0.02%
theguardian.com	1,765	2	0.11%
iHeartRadio: Radio, Podcasts & Music On Demand	1,574	1	0.06%
dailymail.com	1,071	6	0.56%
huffpost.com	1,037	5	0.48%
nytimes.com	1,024	10	0.98%
tmz.com	876	3	0.34%
buzzfeed.com	847	5	0.59%
realtor.com	750	0	0.00%
jsoneditoronline.org	673	0	0.00%
people.com	531	7	1.32%
apnews.com	473	1	0.21%
hollywoodpq.com	450	11	2.44%
courttv.com	418	3	0.72%
washingtonpost.com	363	0	0.00%
reuters.com	334	2	0.60%
wcax.com	327	0	0.00%

All available products in our *toolbox*.



Social Mirror



Mobile Conquesting



Connected TV



Meta



Website Visitor ID



TikTok



Search Engine Optimization



Performance Max



Digital 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.