

Digital Marketing Report

Impressions

How many ads were served:

265,495

Clicks

Times a user clicked on an ad

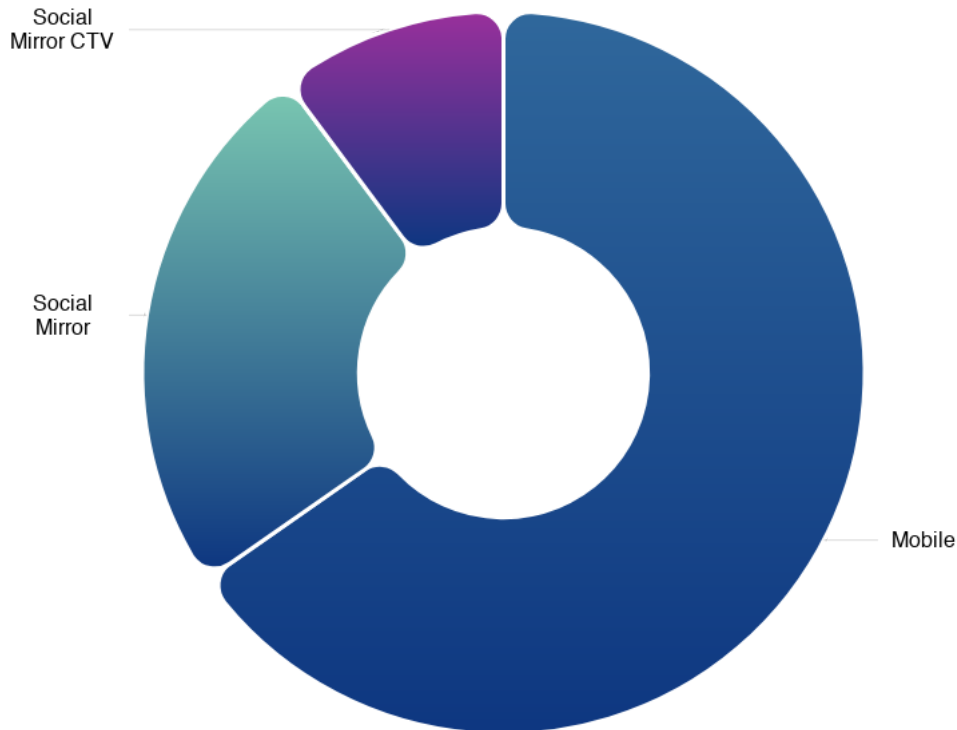
837

Click-Through Rate

(Clicks/Impressions) x 100

0.35%

Your Product Breakout by Impressions



CTV Completion Rate

79.84%

Percentage of users who watched the video from start to finish

CTV Cost Per Completed View

0.03

The cost of each completed video view across full-screen CTVs

Total Engagement Rate

0.46%

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

X the National Average

5.02

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%)
Kia of Muncie - Kia Shoppers/Other Used Car Dealership Shoppers Mobile	72,587	282	0.39%	5.55
Kia of Muncie - Site Retargeting Mobile	35,904	142	0.40%	5.65
Kia of Muncie - Geo-Retargeting Mobile	32,469	119	0.37%	5.24
Kia of Muncie - Geo-Retargeting Lookalike Mobile	28,638	129	0.45%	6.44
Kia of Muncie - Age 30+/Kia/Kia Soul Behavioral Social Mirror	21,900	22	0.10%	1.44
Kia of Muncie - AI Social Mirror	17,651	108	0.61%	8.74
Kia of Muncie - Keyword Social Mirror	17,152	6	0.03%	0.50
Kia of Muncie - AI Social Mirror CTV February	9,087	14	0.15%	2.20
Kia of Muncie - Retargeting Social Mirror CTV February	9,034	3	0.03%	0.47
Kia of Muncie - Age 30+/Kia/Kia Soul Behavioral Social Mirror CTV February	8,999	17	0.19%	2.70
Kia of Muncie - Retargeting Social Mirror	8,265	7	0.08%	1.21
Kia of Muncie - Geo-Fencing Mobile	3,809	22	0.58%	8.25

Social Mirror Click Conversions

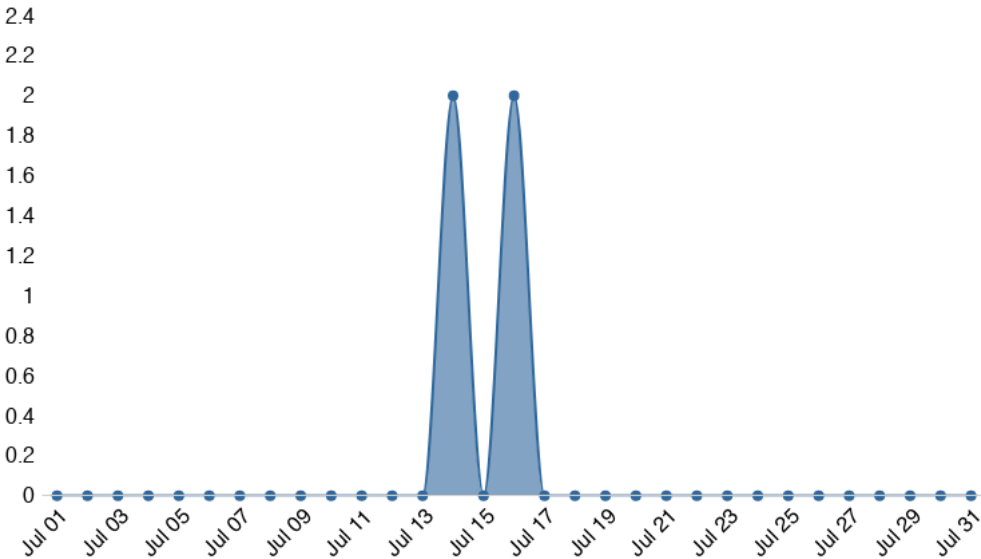


Times users clicked on an ad leading to your site and visited a page or completed an action

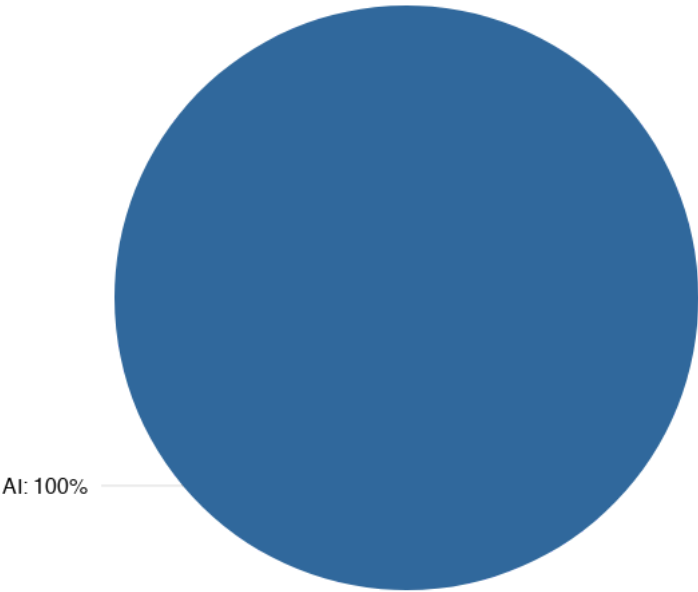
Social Mirror Click Conversion Performance Breakout

Conversion Name	Click Conversions ↓
Kia of Muncie Schedule Service Page View	4

Social Mirror Click Conversions by Day



Top Social Mirror Click Conversions by Strategy



Social Mirror View-through Conversions

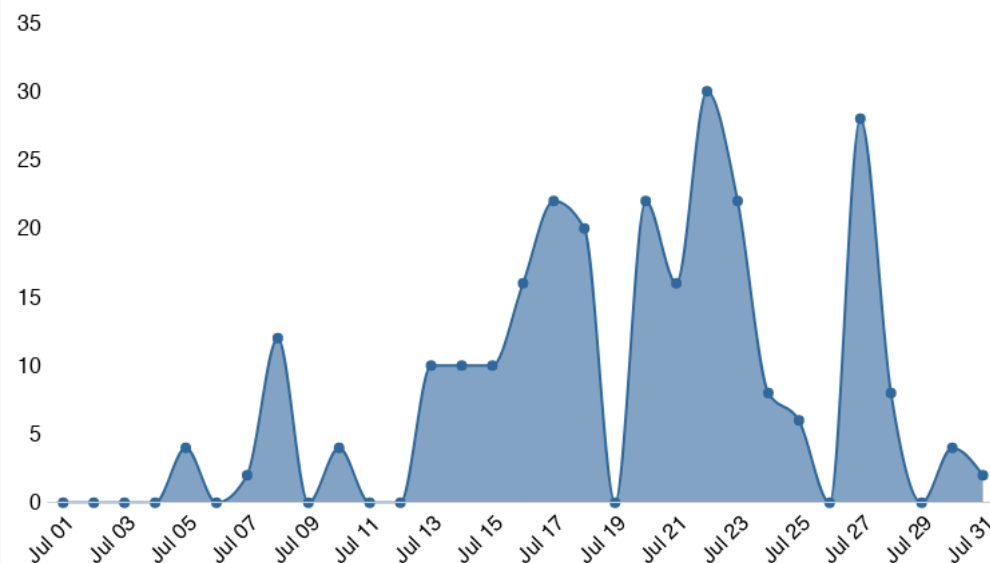


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

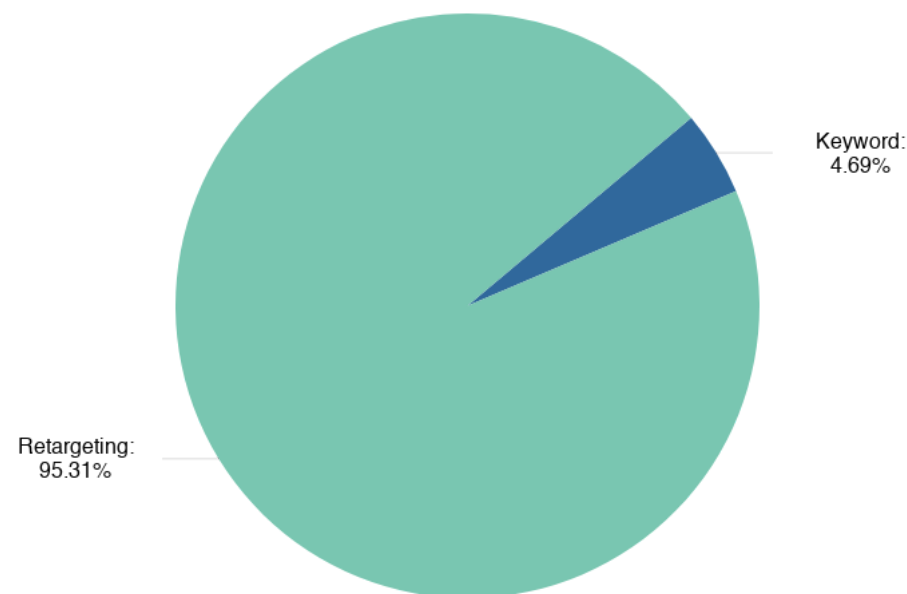
Social Mirror View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
Kia of Muncie Used Search Page View	158
Kia of Muncie Homepage Visits	86
Kia of Muncie Schedule Service Page View	10
Kia of Muncie Hybrid Inventory Page View	2

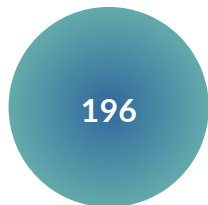
Social Mirror View-through Conversions by Day



Top Social Mirror View-through Conversions by Strategy



Social Mirror CTV View-through Conversions

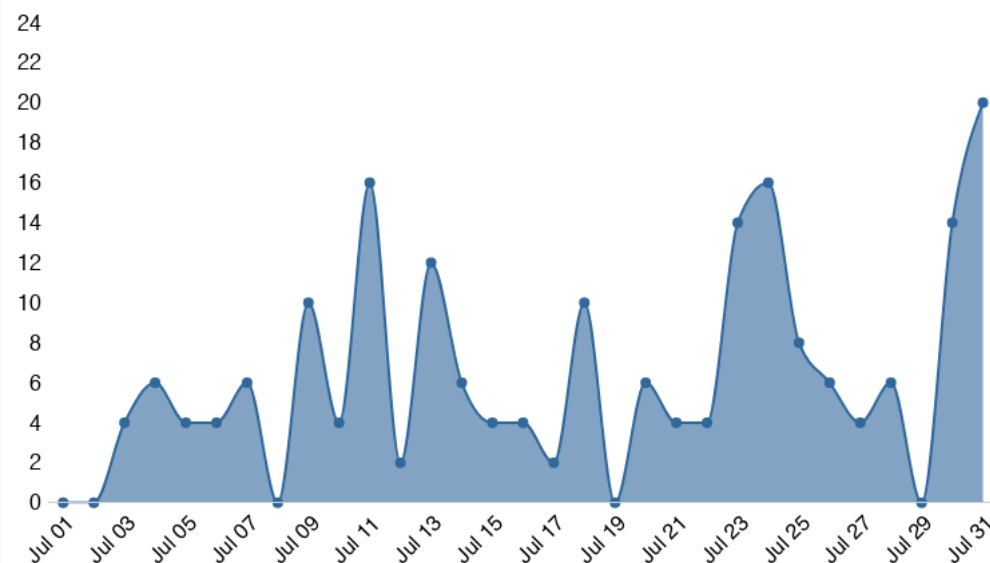


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

Social Mirror CTV View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
Kia of Muncie Used Search Page View	116
Kia of Muncie Homepage Visits	72
Kia of Muncie Hybrid Inventory Page View	6
Kia of Muncie Schedule Service Page View	2

Social Mirror CTV View-through Conversions by Day

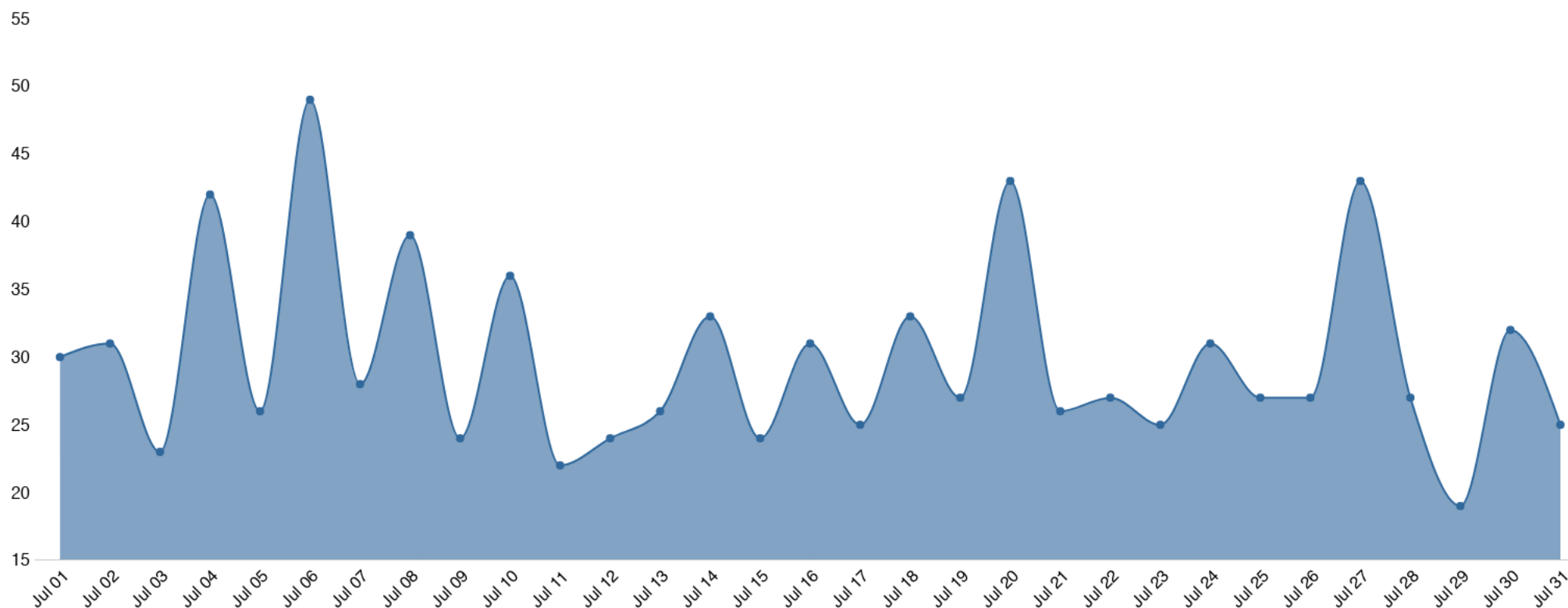


QR Code Scan Performance

925

Times users saw an ad on their TV screen and scanned the QR Code on their mobile device

QR Code Performance Day by Day





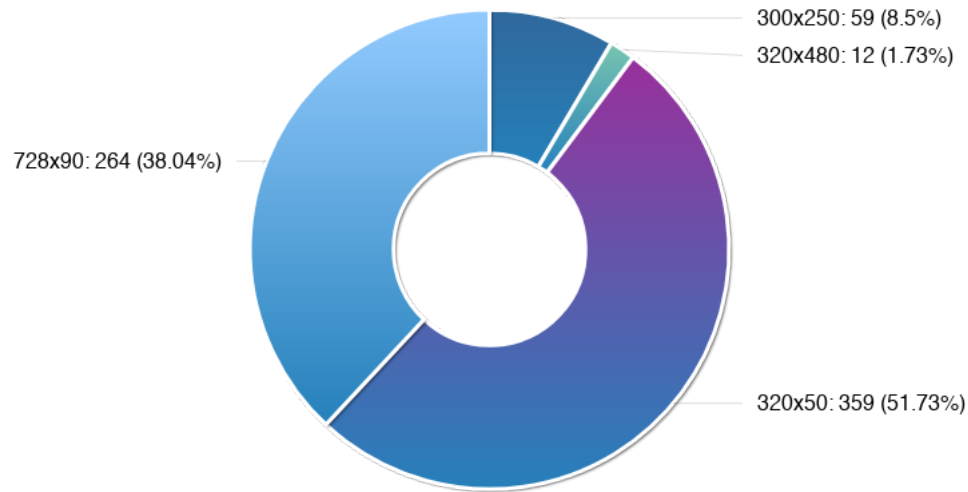
Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
Thumbnail not available	KIA of Muncie_Social Mirror_5.22_Big News from Kia of Muncie!	64,968	143	0.22%	3.14

Mobile Conquesting Creative Performance

Preview	Creative Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
	Kia of Muncie_4.09_Kia Conquest Banner 2 (320 x 50 px).png	110,106	359	0.33%	4.66
	Kia of Muncie_4.09_Kia Conquest Banner 3 (728 x 90 px).png	55,795	264	0.47%	6.76
	Kia of Muncie_4.09_Kia Conquest Banner 1.png	6,641	59	0.89%	12.69
	Kia of Muncie_4.09_Kia Conquest Banner 4 (328 x 480 px).png	865	12	1.39%	19.82

Mobile Conquesting Click Performance by Ad Size





Social Mirror CTV Creative Performance

Preview Image	Creative Name	Impressions ↓	Video Completion Rate
Thumbnail not available	Kia of Muncie_Social Mirror CTV_KOM OTT Video-Straight Forward Buying Process(1).mp4	27,120	99.23%



Grid contains more rows, but they have been clipped.

Mobile Conquesting Geo-Fencing Performance

Business Name	Address	City	State	Zip	Latitude	Longitude	Impressions ↓	Clicks	CTR
Pay Less - Anderson	1845 N Scatterfield Rd	Anderson	IN	46012			772	3	0.39%
Greg Hubler Buick GMC	1101 N Baldwin Ave	Marion	IN	46952			667	4	0.60%
WalMart - North Muncie	4801 W Clara Ln	Muncie	IN	47304			483	4	0.83%
Superior Auto	3423 S Madison St	Muncie	IN	47302			226	0	0.00%
Pay Less - McGalliard	1500 W McGalliard Rd	Muncie	IN	47304			155	0	0.00%
Stoops Buick GMC of Muncie	4055 W Clara Ln Suite A	Muncie	IN	47304			131	0	0.00%
Needler's Fresh Market	1013 Forest Ave	Marion	IN	46952			130	2	1.54%
Bill Gaddis Chrysler-Dodge-Jeep-Ram	1717 Wheeling Ave	Muncie	IN	47303			120	1	0.83%
Mike Anderson Chrysler Dodge Jeep Ram Fiat of Marion	3527 S Western Ave	Marion	IN	46953			112	0	0.00%
Hare Chevrolet	2001 Stony Creek Rd	Noblesville	IN	46060			107	0	0.00%
Oak Motors - Muncie	3001 Doctor MLK Jr Blvd	Muncie	IN	47303			106	0	0.00%
Sam Pierce Chevrolet	12401 W County Rd 550 S	Daleville	IN	47334			101	2	1.98%
Meijer - Marion	3820 S Western Ave	Marion	IN	46953			93	1	1.08%
Harvest Supermarket	806 S Scatterfield Rd	Anderson	IN	46012			79	0	0.00%
Meijer - Anderson	6610 Scatterfield Rd	Anderson	IN	46013			70	0	0.00%
Barry Bunker Chevrolet, INC	1307 N Wabash Ave	Marion	IN	46952			67	1	1.49%
Oak Motors - Anderson	2901 Broadway St	Anderson	IN	46012			62	2	3.23%
Harvest Supermarket - Chesterfield	205 Federal Dr	Chesterfield	IN	46017			60	0	0.00%
WalMart - Anderson	2321 Charles St	Anderson	IN	46013			49	0	0.00%

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	31,309	90	0.29%
Desktop	A personal computing device that remains stationary at one location.	29,961	50	0.17%
Connected TV	An internet enabled device that provides streaming content directly on the TV, without the use of an external streaming device.	16,287	25	0.15%
Streaming Device	A stick/dongle device that connects to a TV and provides streaming content, such as a Fire TV Stick, Roku Streaming Stick, and Google Chromecast.	10,833	9	0.08%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	3,698	3	0.08%



Site and App Performance

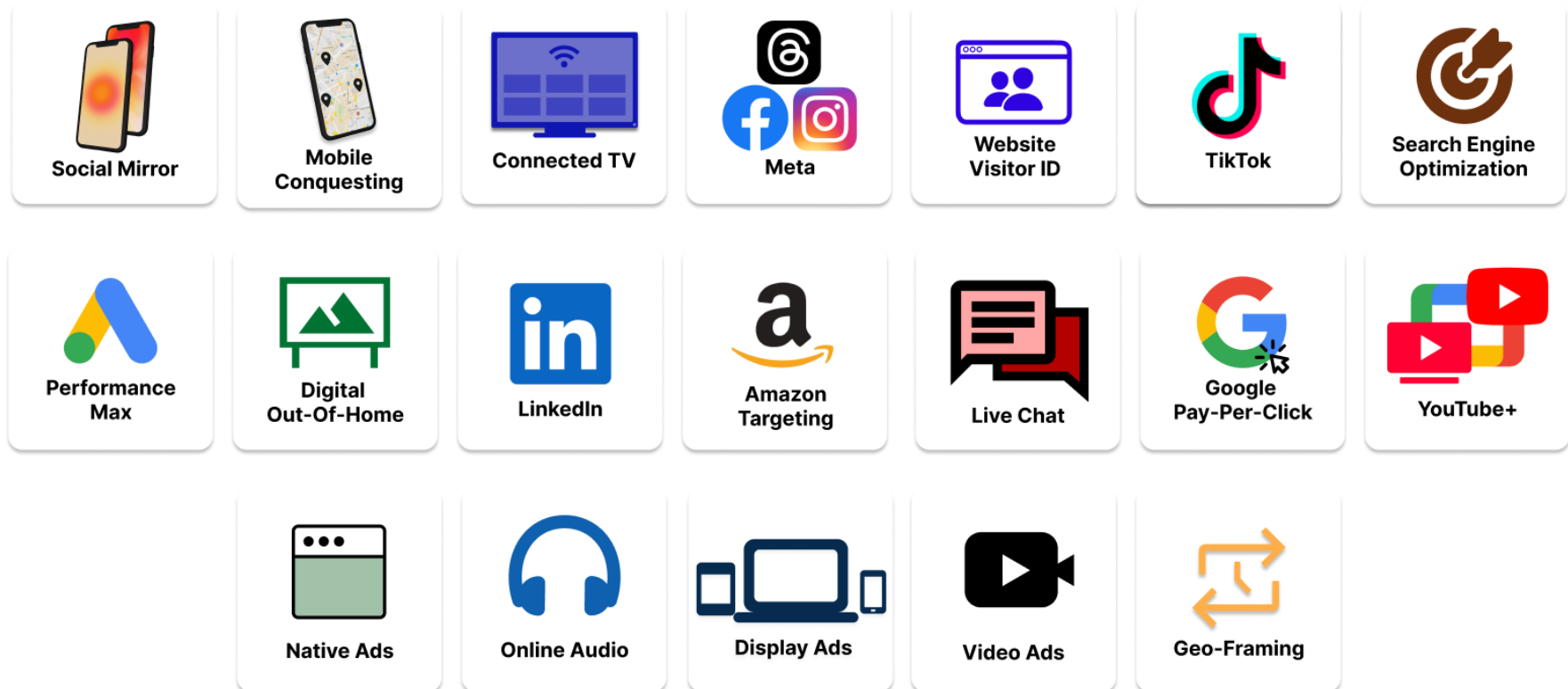
Name	Impressions ↓	Clicks	CTR
msn.com	6,257	2	0.03%
iHeartRadio: Radio, Podcasts & Music On Demand	5,582	2	0.04%
nypost.com	3,933	3	0.08%
foxnews.com	3,835	3	0.08%
tmz.com	2,137	1	0.05%
aol.com	2,026	0	0.00%
huffpost.com	1,486	1	0.07%
wuwatertracker.com	1,118	0	0.00%
IndyStar	1,016	2	0.20%
noestforthewicked.gg	788	0	0.00%
Fox News - Daily Breaking News	780	0	0.00%
dailymail.com	622	2	0.32%
washingtonpost.com	511	1	0.20%
tumblr.com	472	0	0.00%
4thofjulysolitaire.com	444	0	0.00%
hollywoodpq.com	383	1	0.26%
iHeart: #1 for Radio, Podcasts	353	1	0.28%
wordsofwonders.net	339	0	0.00%
inspiredroutes.com	289	0	0.00%
theguardian.com	288	1	0.35%

Top CTV Publishers

Publisher Image	Publisher Name	Impressions↓	Completion Rate
	SAMSUNG TV PLUS	3,450	96.90%
	Vizio - Vizio WatchFree+	2,088	99.14%
	Tubi - Movies & TV Shows	1,878	96.34%
	Tubi - Free Movies & TV	1,860	97.80%
	The Roku Channel	1,168	97.55%
	DIRECTV	833	90.78%

	Roku - Tubi	711	89.88%
	Xfinity TV - Tubi	573	96.89%
	DISH Anywhere	247	97.61%
	Telly - The Truly Smart TV	235	99.38%

All available products in our *toolbox*.



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