

Digital Marketing Report

Impressions

How many ads were served:

180,147

Clicks

Times a user clicked on an ad

431

Click-Through Rate

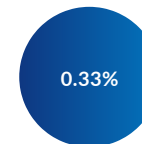
(Clicks/Impressions) x 100

0.31%

Your Product Breakout by Impressions



Total Engagement Rate



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

X the National Average



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%)
Jiffy Lube Altoona - Car Owners/In-Market For Car Maintenance/Repair Behavioral Social Mirror	44,323	20	0.05%	0.64
Jiffy Lube Altoona - AI Social Mirror	44,215	125	0.28%	4.04
Jiffy Lube Altoona - Auto Enthusiasts/In-Market for Oil Change/Tires/Auto Repair YouTube+	42,400	4	0.01%	0.13
Jiffy Lube Altoona - Car Owners/In-Market For Car Maintenance/Repair Behavioral Video	19,590	73	0.37%	5.32
Jiffy Lube Altoona - AI Video	19,389	190	0.98%	14.00
Jiffy Lube Altoona - Retargeting Social Mirror	6,537	11	0.17%	2.40
Jiffy Lube Altoona - Retargeting Video	3,693	8	0.22%	3.09

Social Mirror Click Conversions

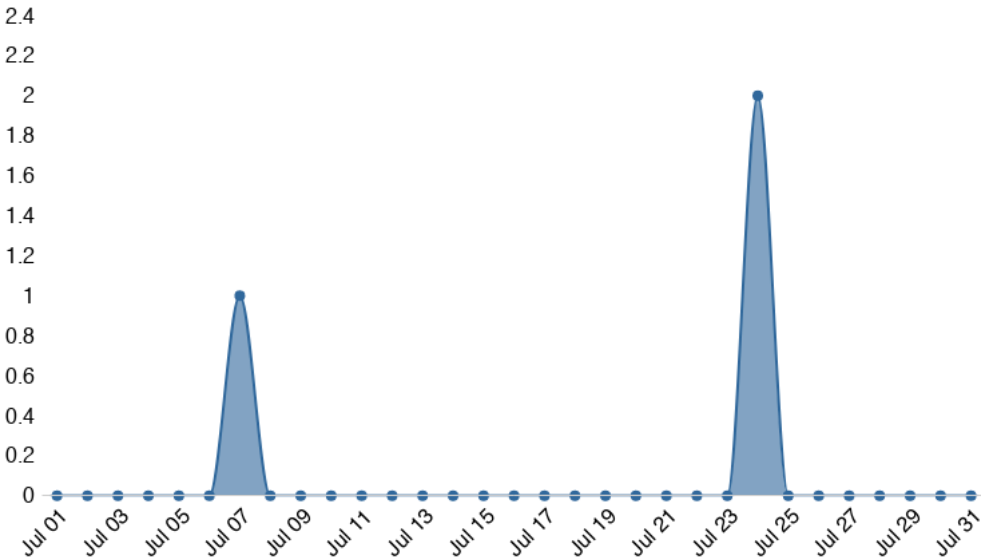


Times users clicked on an ad leading to your site and visited a page or completed an action

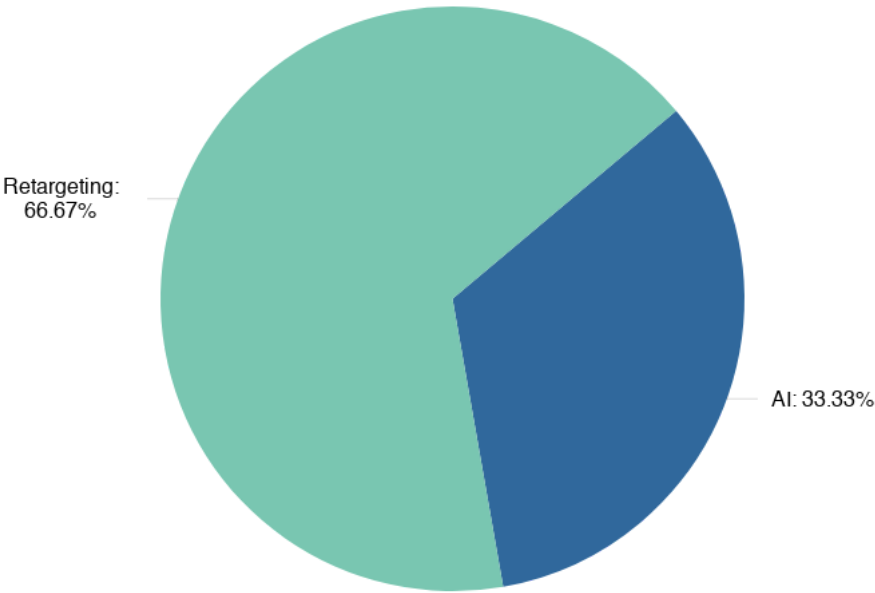
Social Mirror Click Conversion Performance Breakout

Conversion Name	Click Conversions ↓
Jiffy Lube Altoona Location Page View	1
Jiffy Lube Johnstown Location Page View	1
Jiffy Lube Tire Services Page View	1

Social Mirror Click Conversions by Day



Top Social Mirror Click Conversions by Strategy



Social Mirror View-through Conversions

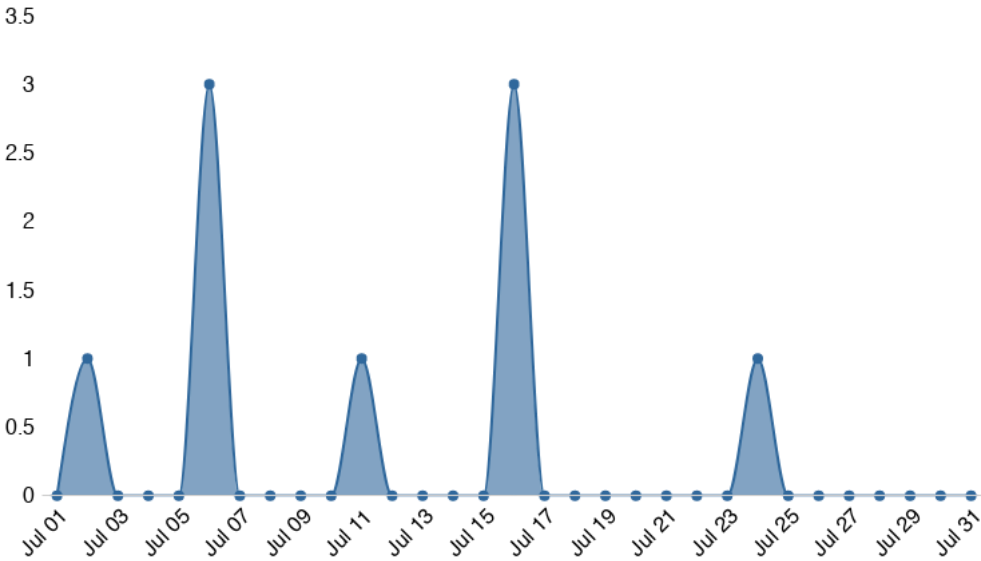


Times users saw an ad, did NOT click, but came to your site and visited a page or completed an action

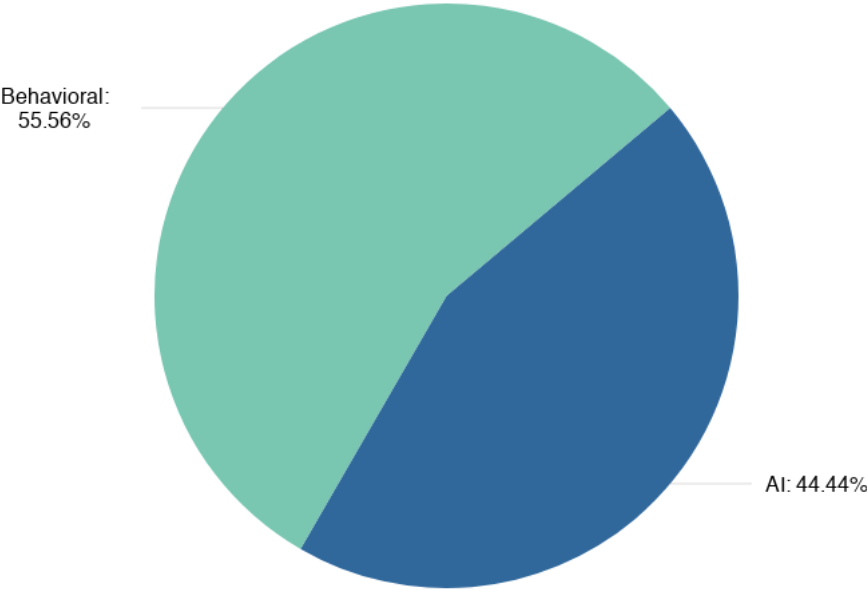
Social Mirror View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
Jiffy Lube Altoona Location Page View	7
Jiffy Lube Oil Change Page View	2

Social Mirror View-through Conversions by Day



Top Social Mirror View-through Conversions by Strategy



Video Click Conversions

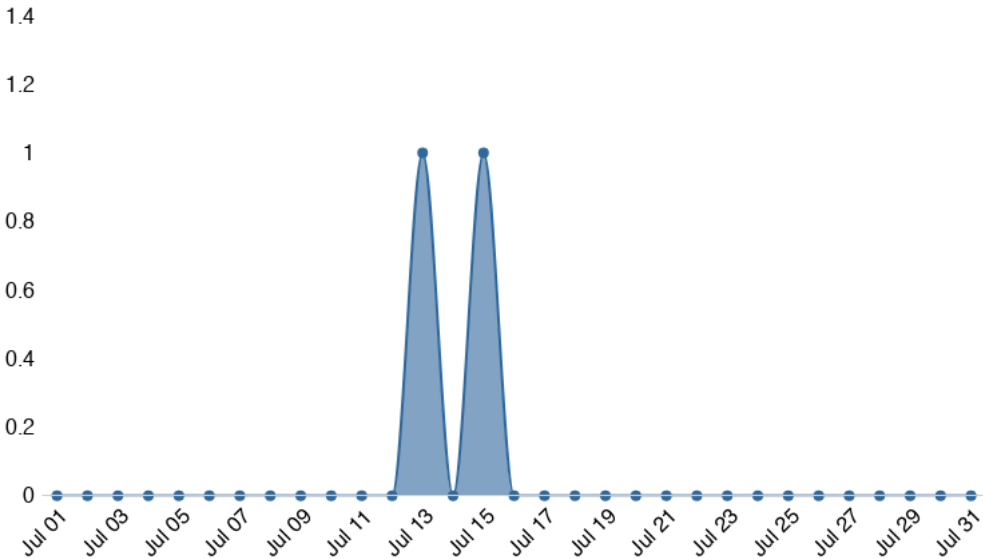


Times users clicked on an ad leading to your site and visited a page or completed an action

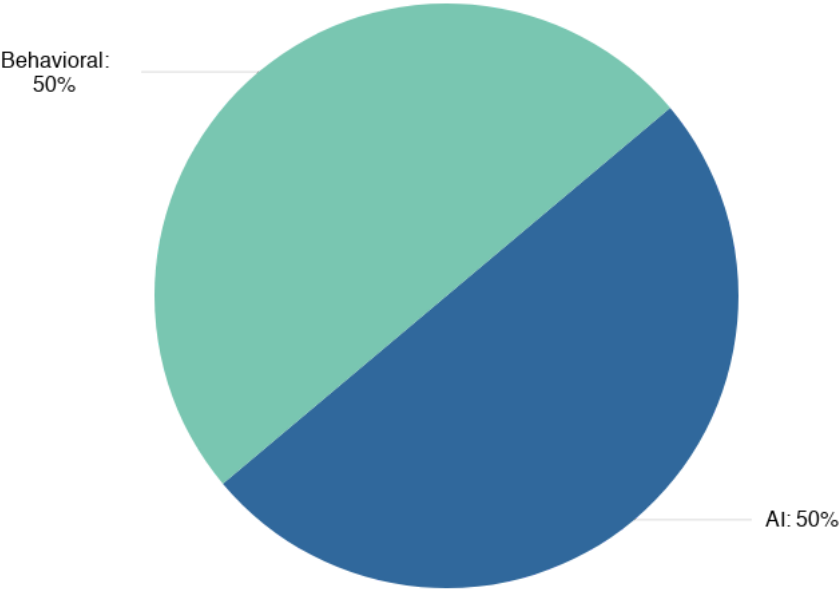
Video Click Conversion Performance Breakout

Conversion Name	Click Conversions ↓
Jiffy Lube Oil Change Page View	2

Video Click Conversions by Day



Top Video Click Conversions by Strategy



Video View-through Conversions

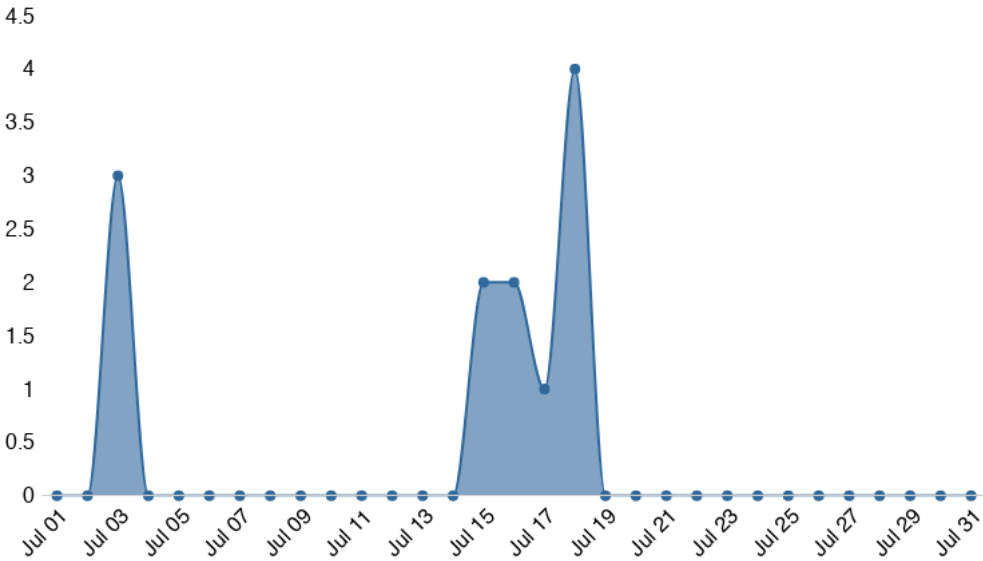


Times users saw an ad, did NOT click, but came to your site and visited a page or completed an action

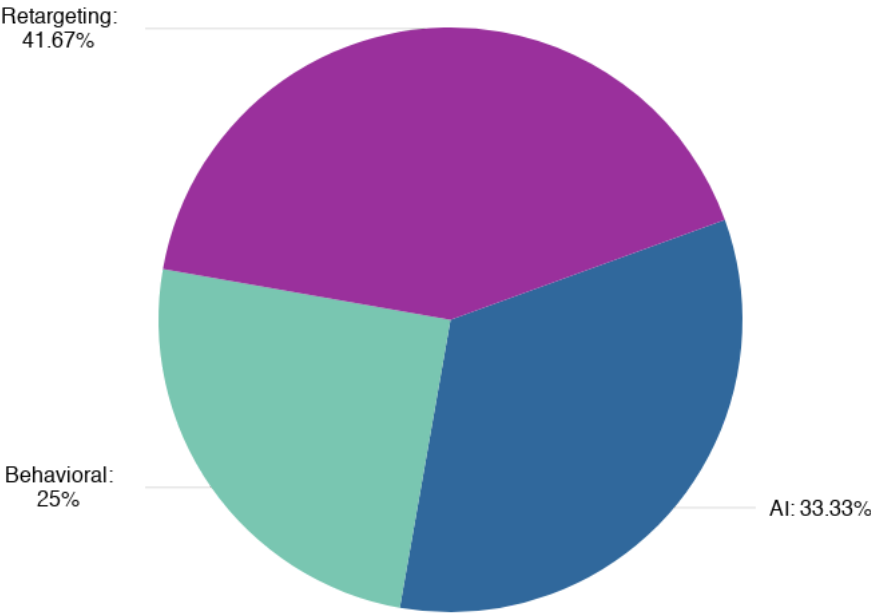
Video View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
Jiffy Lube Altoona Location Page View	6
Jiffy Lube Oil Change Page View	6

Video View-through Conversions by Day



Top Video View-through Conversions by Strategy



YouTube+ View-Through Conversions

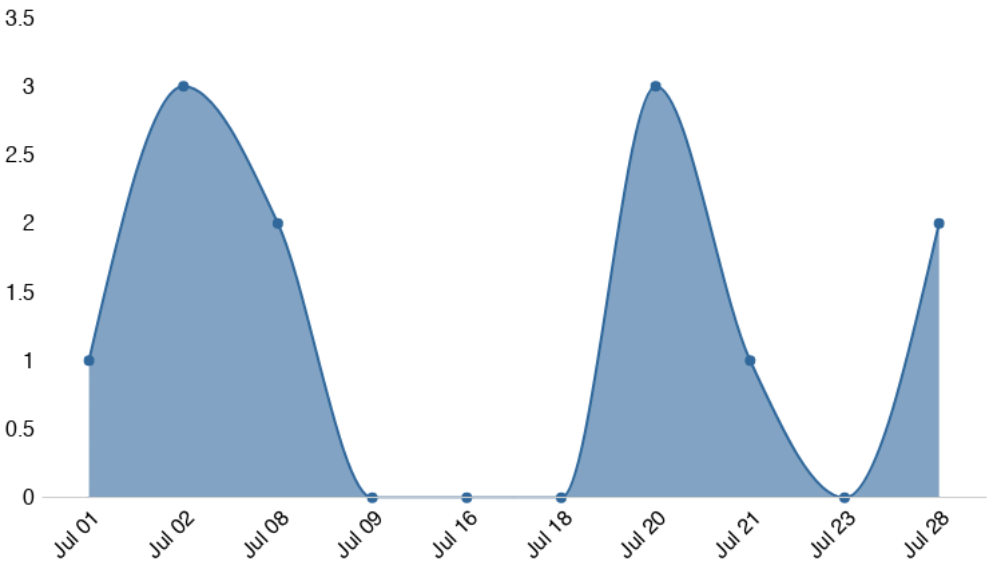


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

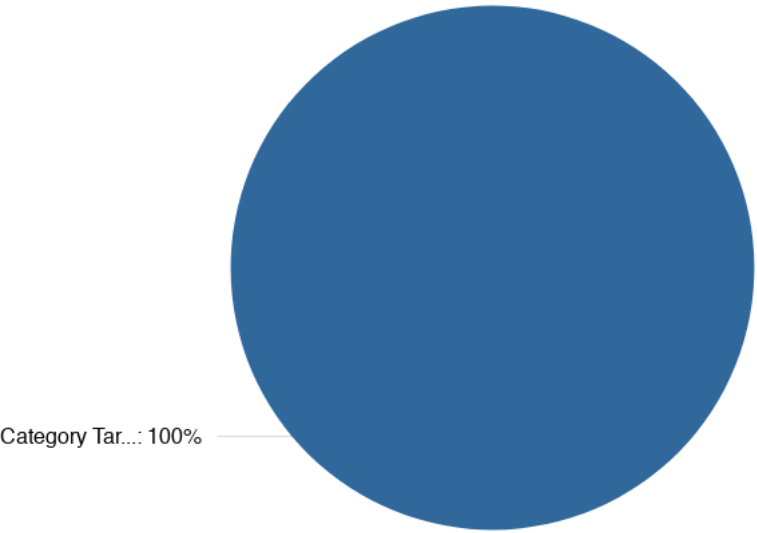
YouTube+ View-Through Conversion Performance Breakout

Conversion Name	View-throughs ↓
Jiffy Lube Signature Service Oil Change Page View	7
Jiffy Lube Altoona Location Page View	5

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%)
	Jiffy Lube Altoona_SM_6.24.26_In and out in a Jiffy!	88,753	143	0.16%	2.30
	Jiffy Lube Altoona_SM_6.24.26_Pt stop first. BBQ pit later	6,322	13	0.21%	2.94

Social Mirror Ad Screenshots

	Jiffy Lube Altoona_SM_6.24.26_In and out in a Jiffy!
Screenshot	

Video Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
Thumbnail not available	Jiffy Lube Altoona_6.1.26_Vacuum Jiffy Does It :15.mp4	42,672	271	0.64%	9.07

Video Completion Performance by Line Item

Line Item Name	25% Completed ↓	50% Completed	75% Completed	100% Completed
Jiffy Lube Altoona - AI Video	81.91%	76.30%	65.80%	55.57%
Jiffy Lube Altoona - Car Owners/In-Market For Car Maintenance/Repair Behavioral Video	78.96%	71.08%	59.87%	51.32%
Jiffy Lube Altoona - Retargeting Video	67.75%	59.44%	52.42%	47.25%

YouTube+ Creative Performance

Ad (Headline)	Impressions ↓	Clicks	Completion Rate	Cost Per Completed View
Jiffy Lube Altoona_5.28.26_"Vacuum" Jiffy Does It :15	42,400	4	96.35%	0.04

YouTube+ Video Completion Performance by Creative

Ad (Headline)	25% Completed ↓	50% Completed	75% Completed	100% Completed
Jiffy Lube Altoona_5.28.26_"Vacuum" Jiffy Does It :15	97.83%	97.06%	96.67%	96.35%

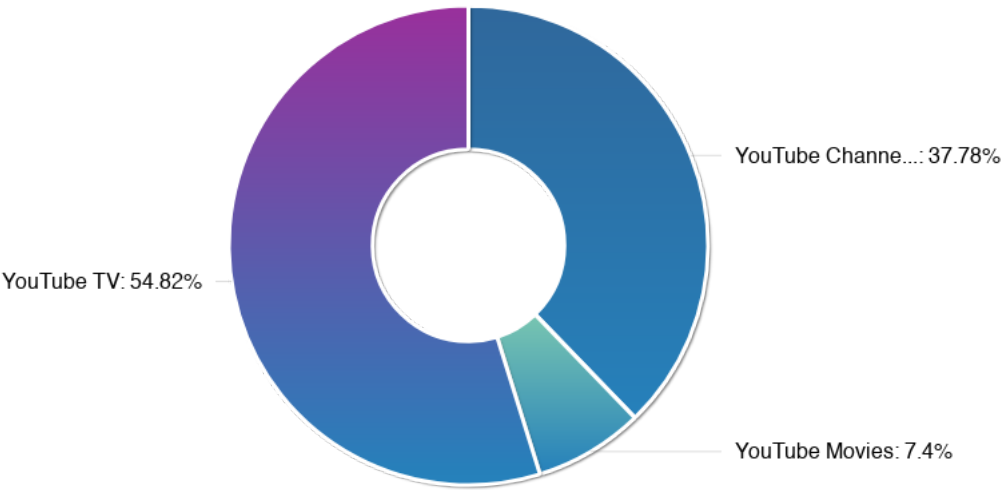
Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	88,867	342	0.38%
Connected TV	An internet enabled device that provides streaming content directly on the TV, without the use of an external streaming device.	41,114	3	0.01%
Desktop	A personal computing device that remains stationary at one location.	40,930	67	0.16%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	9,236	19	0.21%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
imdb.com	13,197	4	0.03%
aol.com	5,353	0	0.00%
wtaj.com	4,779	2	0.04%
nypost.com	3,235	7	0.22%
tunein.com	2,372	0	0.00%
msn.com	1,997	0	0.00%
foxnews.com	1,477	2	0.14%
accuweather.com	1,397	3	0.21%
washingtonpost.com	1,385	0	0.00%
BeReal. Your friends for real.	1,278	83	6.49%
DramaBox- movies and drama	1,182	1	0.08%
Fox News - Daily Breaking News	1,151	0	0.00%
abcnews.com	921	0	0.00%
tmz.com	817	1	0.12%
Weather by WeatherBug	770	0	0.00%
ruralsprout.com	734	1	0.14%
huffpost.com	703	1	0.14%
usatoday.com	703	1	0.14%
iHeartRadio: Radio, Podcasts & Music On Demand	645	0	0.00%
iHeart: #1 for Radio, Podcasts	596	0	0.00%

YouTube+ Placement Performance



Top 10 YouTube Channel Performance

Placement Display Name	Impressions ↓	Clicks	CTR
Midwest Safety	322	0	0.00%
CboysTV	224	0	0.00%
Unspeakable Studios	222	0	0.00%
GFAM	218	0	0.00%
Joe Bart Games	201	0	0.00%
Joe Bartolozzi	190	0	0.00%
Fox News	159	0	0.00%
CaseOh	137	0	0.00%
HISTORY	126	0	0.00%
LiveNOW from FOX	116	0	0.00%

Top 10 YouTube TV Channel Performance

Placement Display Name	Impressions ↓
(YouTube TV) FOX News	2,741
(YouTube TV) MS NOW	855
(YouTube TV) CNN	266
(YouTube TV) Investigation Discovery	182
(YouTube TV) TV Land	96
(YouTube TV) Disney	95
(YouTube TV) ESPN	89
(YouTube TV) Hallmark TV	69
(YouTube TV) GREAT	59
(YouTube TV) POP	48

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.