

Digital Marketing Report

Impressions

How many ads were served:

141,422

Clicks

Times a user clicked on an ad

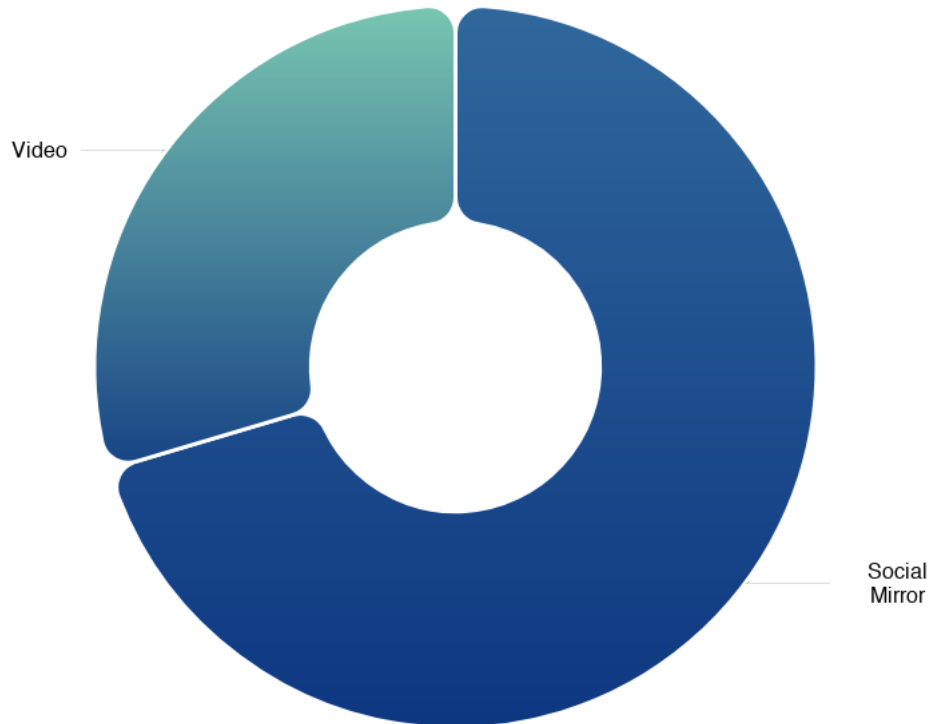
176

Click-Through Rate

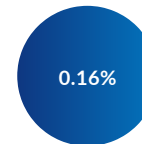
$(\text{Clicks} / \text{Impressions}) \times 100$

0.12%

Your Product Breakout by Impressions

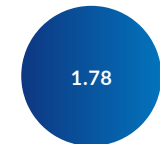


Total Engagement Rate



$(\text{Clicks} + \text{View-throughs}) / \text{Impressions} \times 100^*$

X the National Average



X the National Avg (.07%)

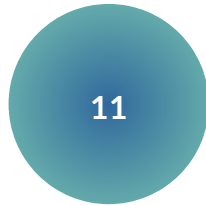
*Note: CTR and Total Engagement Rate do not include impressions or view-throughs from CTV, YouTube, or PMax campaigns. For TikTok campaigns, Total Engagement Rate includes both Click Conversions and View-throughs due to differences in Conversion tracking.



Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Jiffy Lube Johnstown - HHI \$75K+/Car Owners Behavioral Social Mirror	51,011	29	0.06%	0.81
Jiffy Lube Johnstown - AI Social Mirror	42,896	60	0.14%	2.00
Jiffy Lube Johnstown - HHI \$75k+/Car Owners Behavioral Video	19,548	43	0.22%	3.14
Jiffy Lube Johnstown - AI Video	19,110	26	0.14%	1.94
Jiffy Lube Johnstown - Retargeting Social Mirror	5,687	7	0.12%	1.76
Jiffy Lube Johnstown - Retargeting Video	3,170	11	0.35%	4.96

Social Mirror View-through Conversions

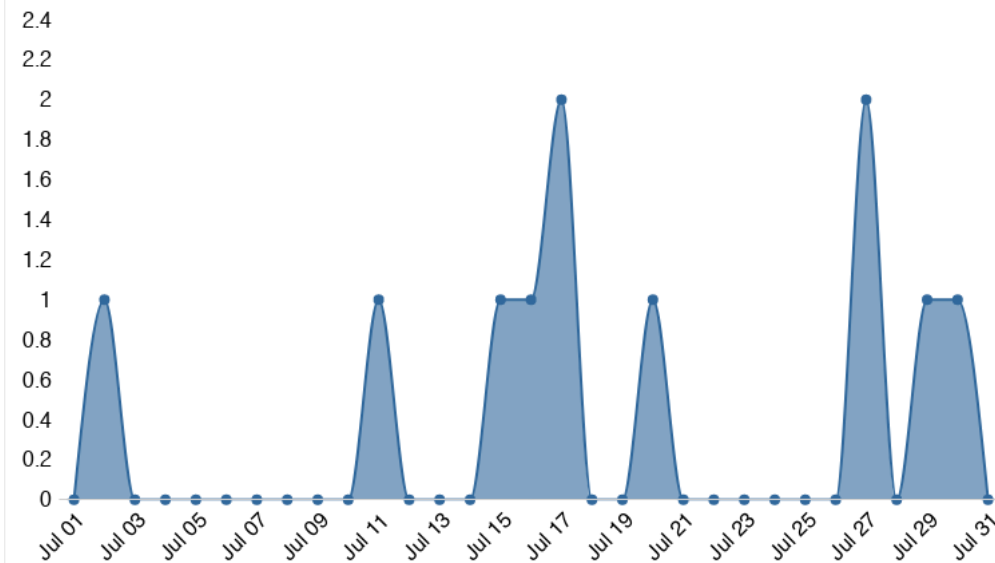


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

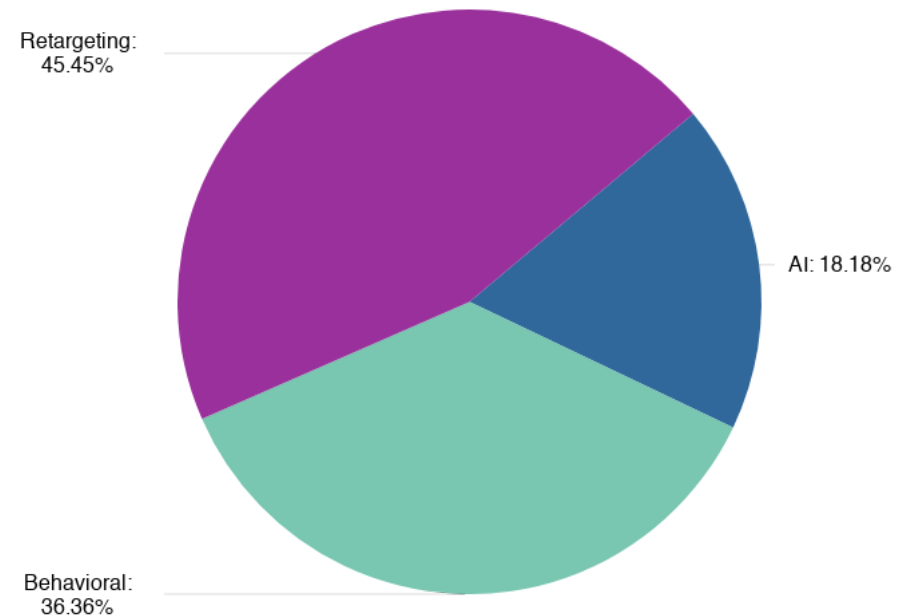
Social Mirror View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
Jiffy Lube Johnstown Location Page View	5
Jiffy Lube Oil Change Page View	4
Jiffy Lube Altoona Location Page View	2

Social Mirror View-through Conversions by Day



Top Social Mirror View-through Conversions by Strategy



Video View-through Conversions

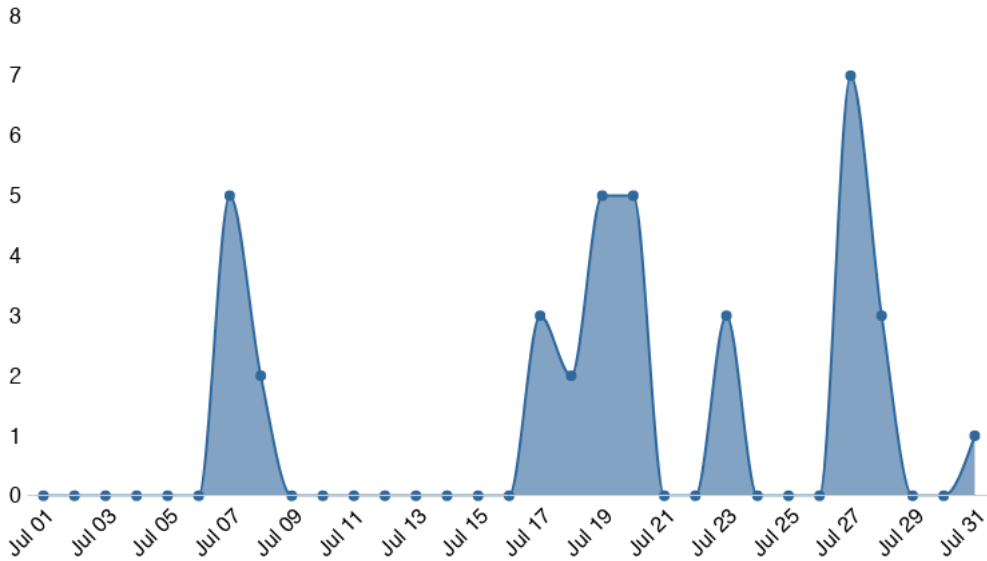


Times users saw an ad, did NOT click, but came to your site and visited a page or completed an action

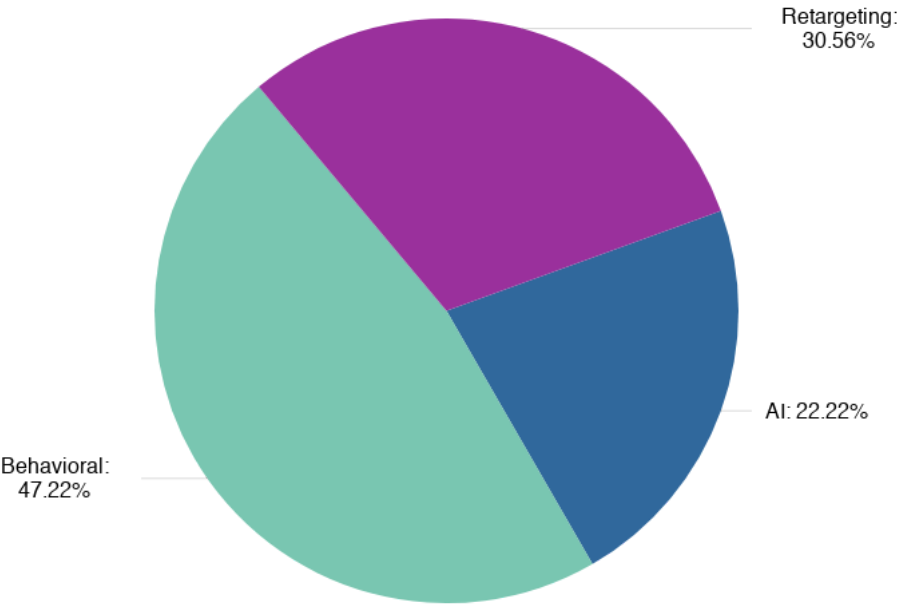
Video View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
Jiffy Lube Oil Change Page View	18
Jiffy Lube Johnstown Location Page View	12
Jiffy Lube Altoona Location Page View	5
Jiffy Lube About Page View	1

Video View-through Conversions by Day



Top Video View-through Conversions by Strategy



Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
Thumbnail not available	Jiffy Lube Johnstown_SM_6.24.26_In and out in a Jiffy!	91,764	88	0.10%	1.37
	Jiffy Lube Johnstown_SM_6.24.26_Pit stop first. BBQ pit later!	7,830	8	0.10%	1.46

Video Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
Thumbnail not available	Jiffy Lube Johnstown_6.1.26_JiffyDoesIt_Vacu um 15_1x1.mp4	41,828	80	0.19%	2.73

Video Completion Performance by Line Item

Line Item Name	25% Completed ↓	50% Completed	75% Completed	100% Completed
Jiffy Lube Johnstown - AI Video	76.92%	70.78%	66.89%	60.69%
Jiffy Lube Johnstown - Retargeting Video	71.89%	64.67%	58.96%	52.65%
Jiffy Lube Johnstown - HHI \$75k+/Car Owners Behavioral Video	59.77%	51.89%	46.95%	42.04%

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	88,869	142	0.16%
Desktop	A personal computing device that remains stationary at one location.	46,563	29	0.06%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	5,990	5	0.08%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
Pinterest	10,409	14	0.13%
imdb.com	7,119	0	0.00%
msn.com	6,082	0	0.00%
cyberguy.com	3,667	0	0.00%
wjactv.com	2,948	1	0.03%
aol.com	2,701	1	0.04%
foxnews.com	2,641	5	0.19%
Podcast Player	2,221	5	0.23%
The Scoop	1,890	1	0.05%
Tubi - Movies & TV Shows	1,806	0	0.00%
nypost.com	1,709	1	0.06%
biblegateway.com	1,616	3	0.19%
accuweather.com	1,612	1	0.06%
IMDb: Your guide to movies, TV shows, celebrities	1,201	0	0.00%
wtaj.com	1,149	6	0.52%
mlb.com	1,053	0	0.00%
Weather by WeatherBug	992	0	0.00%
realtor.com	940	4	0.43%
Pluto TV - Live TV and Movies	917	0	0.00%
zillow.com	911	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.