



Digital Marketing Report

Impressions

How many ads were served:

167,777

Clicks

Times a user clicked on an ad

729

Click-Through Rate

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

1.21%

Your Product Breakout by Impressions



CTV Completion Rate

0.49%

Percentage of users who watched the video from start to finish

CTV Cost Per Completed View

6.54

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

Total Engagement Rate

1.25%

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

X the National Average

7.04

X the National Avg (.07%)

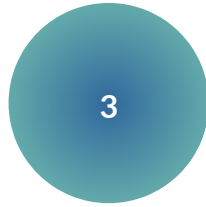


Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Hansel Auto Group - In Market Auto/Graduating/Sports YouTube+	40,484	9	0.02%	0.32
Hansel Auto Group - 4th of July - Adults 21+/Honda/Subaru YouTube+	26,572	11	0.04%	0.59
Hansel Auto Group - Spanish - Motor Vehicles/Recently Graduated/Sporting Events YouTube+	22,845	9	0.04%	0.56
Hansel Auto Group - New Cars/Used Cars/Hybrid Amazon Video	20,824	297	1.43%	20.37
Hansel Auto Group - 4th of July - New Cars/Used Cars/Hybrid Amazon Video	14,058	235	1.67%	23.88
Hansel Auto Group - Amazon Prime CTV	9,188	0	0.00%	0.00
Hansel Auto Group - Custom Audience Matching Amazon Video	8,666	32	0.37%	5.28
Hansel Auto Group - Napa - New Cars/Used Cars/Hybrid Amazon Video	8,357	123	1.47%	21.03
Hansel Auto Group - 4th of July - Amazon Prime CTV	5,898	0	0.00%	0.00
Hansel Auto Group - 4th of July - Custom Audience Matching Amazon Video	5,246	10	0.19%	2.72
Hansel Auto Group - Napa - Amazon Prime CTV	4,781	0	0.00%	0.00
Hansel Auto Group - Retargeting Amazon Video	600	1	0.17%	2.38
Hansel Auto Group - 4th of July - Retargeting Amazon Video	224	2	0.89%	12.76
Hansel Auto Group - Napa - Retargeting Amazon Video	34	0	0.00%	0.00



YouTube+ View-Through Conversions

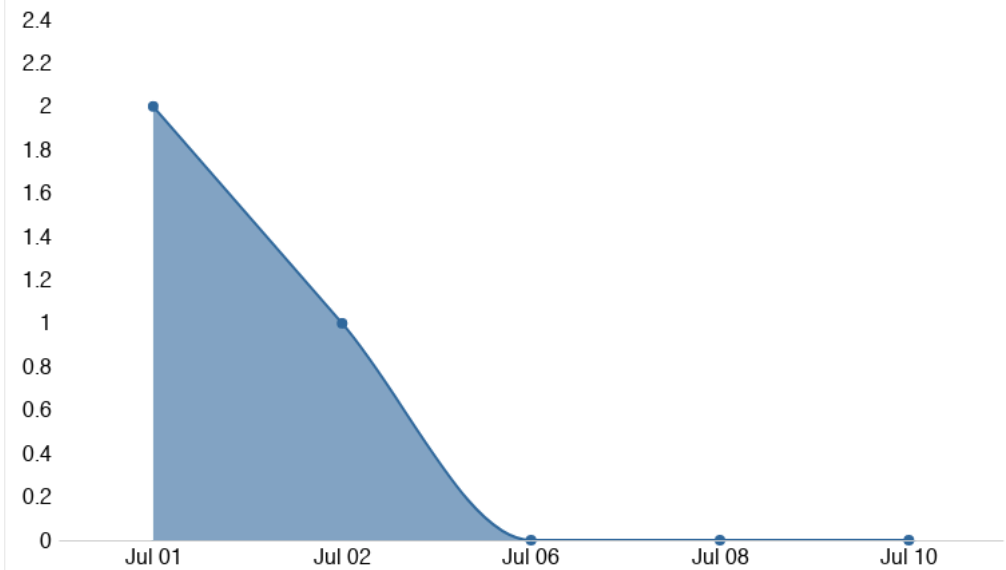


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

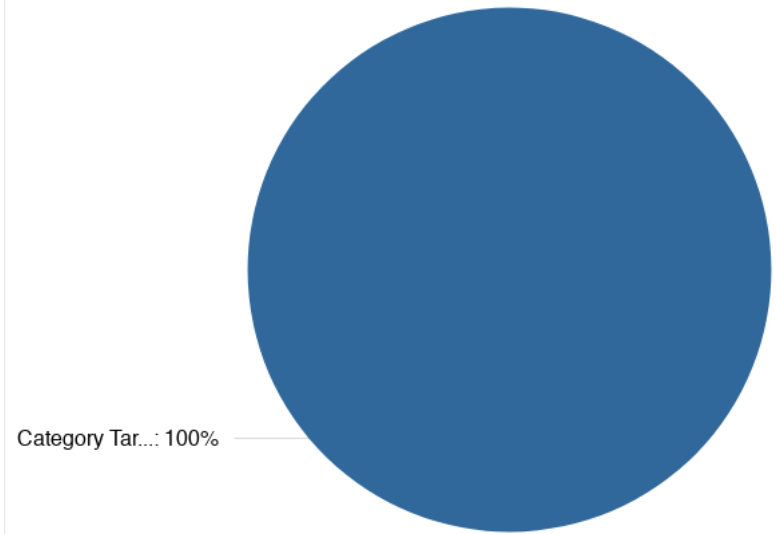
YouTube+ View-Through Conversion Performance Breakout

Conversion Name	View-throughs ↓
Hansel Auto Group Homepage Visits	3

YouTube+ View-Through Conversions by Day



Top YouTube+ View-Through Conversions by Strategy





Amazon Premium Video + CTV View-through Conversions

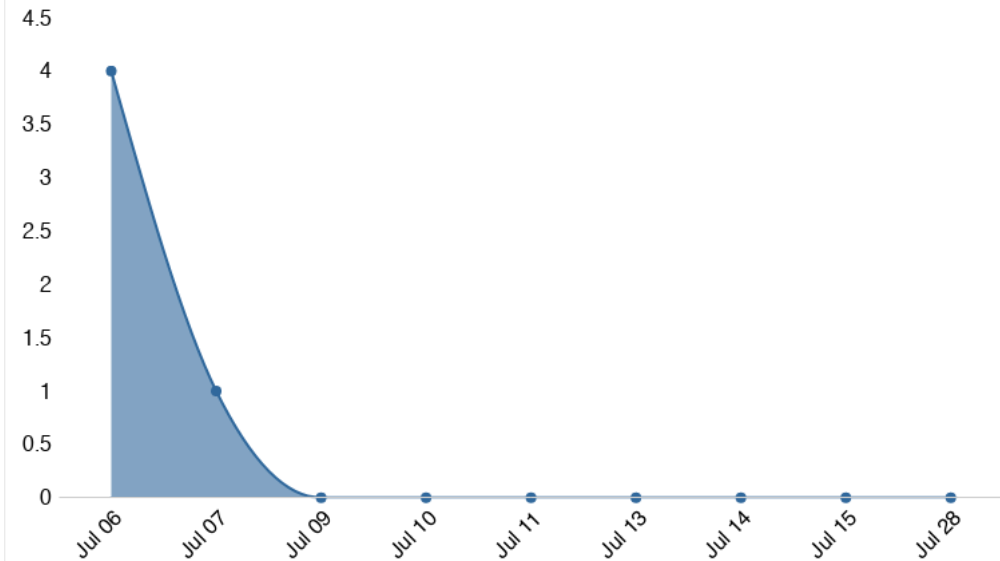


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

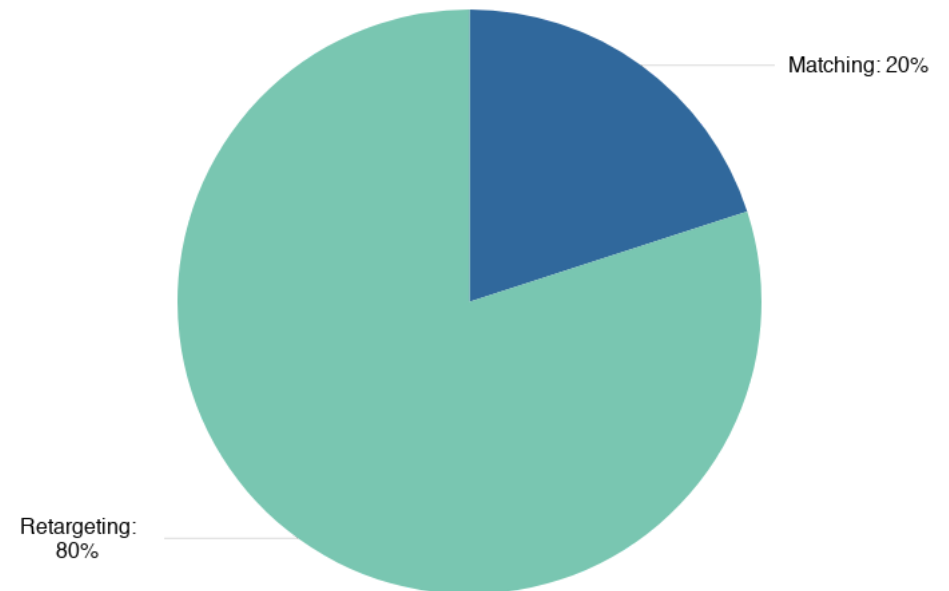
Amazon Premium Video + CTV View-through Conversion Performance

Conversion Name	View-through Conversions ↓
Hansel Auto Group Homepage Visits	5

Amazon Premium Video + CTV View-through Conversions by Day



Top Amazon Premium Video + CTV View-through Conversions by Strategy





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YouTube+ Creative Performance

Ad (Headline)	Impressions ↓	Clicks	Completion Rate	Cost Per Completed View
Hansel Auto Group_6.28_HAG 4th of july	26,572	11	94.18%	0.04
Hansel Auto Group_7.6_HAG Life stages 15	17,897	6	95.37%	0.04
Hansel Auto Group_7.6_HanselMazda	15,281	4	97.52%	0.04
Hansel Auto Group_7.6_LifeStages	14,411	3	97.31%	0.04
Hansel Auto Group_6.28_HAG 4thofJuly 2026	8,481	2	96.84%	0.04
Hansel Auto Group_6.28_Hansel4th 15 2026 Spanish	3,841	2	95.49%	0.04
Hansel Auto Group_7.30_HanselAutoGroup LifeStages	2,311	0	97.24%	0.04
Hansel Auto Group_7.30_HAG LifeStages15	1,107	1	94.86%	0.04
Hansel Auto Group_6.1_Mazda now open	0	0	0.00%	-

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YouTube+ Video Completion Performance by Creative

Ad (Headline)	25% Completed ↓	50% Completed	75% Completed	100% Completed
Hansel Auto Group_7.6_LifeStages	98.67%	97.99%	97.60%	97.31%
Hansel Auto Group_7.6_HanselMazda	98.66%	98.11%	97.76%	97.52%
Hansel Auto Group_6.28_HAG 4thofJuly 2026	98.42%	97.75%	97.25%	96.84%
Hansel Auto Group_7.30_HanselAutoGroup LifeStages	98.32%	97.75%	97.45%	97.24%
Hansel Auto Group_7.30_HAG LifeStages15	97.20%	96.03%	95.31%	94.86%



Amazon Premium Video Creative Performance

Creative Name	Preview Link	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Hansel Auto Group_7.6_LIfeStages_30_2026Update_OLV	View Preview	30,861	341	1.10%	15.79
Hansel Auto Group_6.28_HAG_4thofJuly_2026_30_V2_OLV	View Preview	25,392	341	1.34%	19.18
Hansel Auto Group_7.30_LIfeStages_30_2026Update_2_.mp4_OLV	View Preview	880	11	1.25%	17.86
Hansel Auto Group_7.30_GrandOpening30EnglishRoughV1.mp4_OLV	View Preview	876	7	0.80%	11.42

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Amazon Premium Video Completion Performance by Creative

Creative Name	25% Completed ↓	50% Completed	75% Completed	100% Completed
Hansel Auto Group_7.6_LIfeStages_30_2026Update_OLV	77.17%	60.33%	52.77%	46.35%
Hansel Auto Group_7.30_GrandOpening30EnglishRoughV1.mp4_OLV	76.79%	63.21%	55.38%	48.72%
Hansel Auto Group_6.28_HAG_4thofJuly_2026_30_V2_OLV	76.76%	53.70%	47.71%	43.03%
Hansel Auto Group_7.30_LIfeStages_30_2026Update_2_.mp4_OLV	76.64%	62.78%	54.67%	47.05%



Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Connected TV	An internet enabled device that provides streaming content directly on the TV, without the use of an external streaming device.	105,692	25	0.02%
Mobile	A portable electronic device that can connect to the internet.	48,286	652	1.35%
Desktop	A personal computing device that remains stationary at one location.	8,348	20	0.24%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	5,452	32	0.59%



Amazon Inventory Source Performance

Inventory				
Inventory Type	Where your ads appear	Impressions ↓	Clicks	CTR
Amazon Publisher Services	Display, Video, and OTT Impressions served to a collection of comScore 100 publishers and high-quality sites that have a direct partner relationship with Amazon on Desktop, Mobile, and Connected TV devices	57,584	699	1.21%
Prime Video	OTT impressions served on Amazon Prime while streaming TV and movies on connected TV devices	19,867	0	0.00%
TWITCH WEB VIDEO	Pre-roll/Mid-roll served on Twitch.TV, an Amazon-owned property on Desktop and Mobile devices	448	1	0.22%
TWITCH MOBILEAPP VIDEO	Pre-roll/Mid-roll served on the Twitch App, an Amazon-owned property on Desktop and Mobile devices	4	0	0.00%



Amazon Prime Video Genre Performance



All Genres: 100%



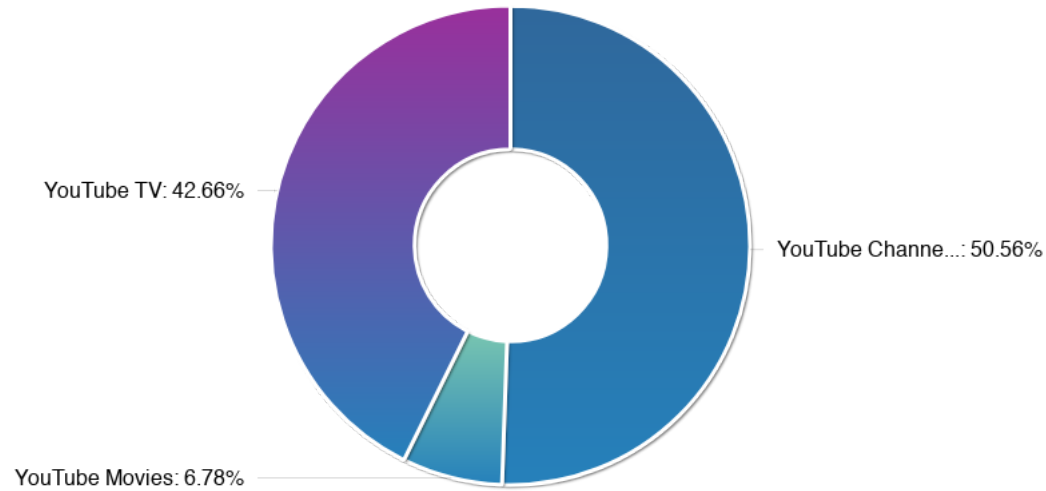
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Amazon Premium Site and App Performance

Name	Impressions ↓	Clicks	CTR
PRIME_VIDEO_ADS_FIRE_TV (ID: 7e944acd56594310bc41d19f03766435)	4,849	0	0.00%
PRIME_VIDEO_ADS_SAMSUNG_TV (ID: 67e0c74ccec444e99c8e00fe7d445093)	4,223	0	0.00%
PRIME_VIDEO_ADS_CHANNEL_ROKU_TV (ID: 48c38e27ff914ab982373e57c4157aa3)	4,047	0	0.00%
thehill.com	2,459	0	0.00%
PRIME_VIDEO_ADS_LG_TV (ID: af6dd00ac1bb49bda30486540ed75442)	1,787	0	0.00%
Wordscapes (ID: com.peoplefun.wordcross)	1,632	44	2.70%
yahoo.com	1,624	7	0.43%
sfgate.com	1,345	3	0.22%
usatoday.com	1,296	4	0.31%
nypost.com	1,179	4	0.34%
fandom.com	996	8	0.80%
PRIME_VIDEO_ADS_ANDROID_TV (ID: c5a49fcb92144b23985b355a138fbf32)	971	0	0.00%
atlantablackstar.com	934	19	2.03%
PRIME_VIDEO_ADS_APPLETV (ID: df655fd5a93a44498d0e6776e944c8eb)	827	0	0.00%
PRIME_VIDEO_ADS_MICROSOFT_TV (ID: 170ccd7d8291451e8bea75c0ae29f053)	820	0	0.00%
smartnews.com	798	0	0.00%
PRIME_VIDEO_ADS_APPLECOMPUTERINC_TV (ID: 339043f979d94b7c9403dcb5810b6040)	663	0	0.00%
huffpost.com	617	2	0.32%
uexpress.com	610	7	1.15%



YouTube+ Placement Performance



Top 10 YouTube Channel Performance

Placement Display Name	Impressions ↓	Clicks	CTR
Noticias Telemundo	917	0	0.00%
Midwest Safety	424	0	0.00%
ABC News	343	2	0.58%
MeidasTouch	323	0	0.00%
ABC7 News Bay Area	255	0	0.00%
HISTORY	254	0	0.00%
Cuando Los Ángeles Caen	235	0	0.00%
Joe Bartolozzi	230	0	0.00%
MS NOW	224	0	0.00%
Joe Bart Games	221	0	0.00%



Top 10 YouTube TV Channel Performance

Placement Display Name	Impressions ↓
(YouTube TV) MS NOW	2,363
(YouTube TV) FOX News	1,526
(YouTube TV) CNN	1,082
(YouTube TV) ESPN	440
(YouTube TV) CNBC	124
(YouTube TV) FOX Sports	116
(YouTube TV) Golf	79
(YouTube TV) GREAT	73
(YouTube TV) HGTV	65
(YouTube TV) Hallmark TV	58