



Digital Marketing Report

Impressions

How many ads were served:

182,001

Clicks

Times a user clicked on an ad

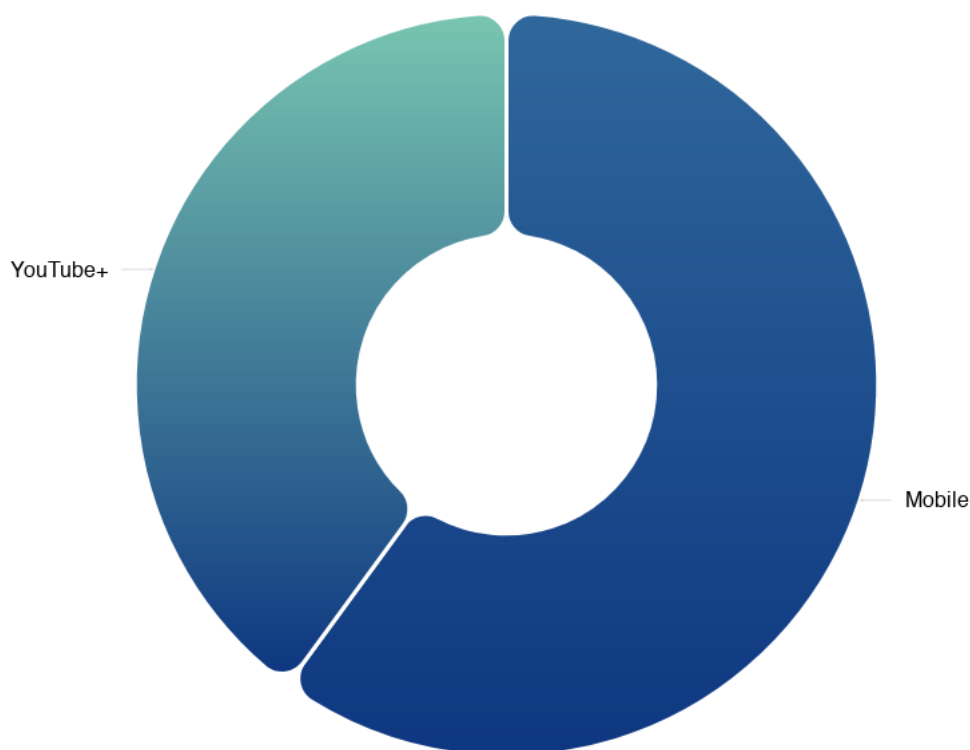
443

Click-Through Rate

(Clicks/Impressions) x 100

0.41%

Your Product Breakout by Impressions



Total Engagement Rate

0.41%

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

X the National Average

3.48

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%)
Kirk Brothers Auto - In-Market Auto YouTube+	72,715	0	0.00%	0.00
Kirk Brothers Auto - Car Shoppers Mobile	64,755	279	0.43%	6.16
Kirk Brothers Auto - Geo-Retargeting Mobile	24,934	79	0.32%	4.53
Kirk Brothers Auto - Geo-Fence Mobile	19,597	85	0.43%	6.20



Mobile Conquesting Visit Performance: *To be counted as a "Verified Visit", the user must have GPS on and be browsing at the store location.*

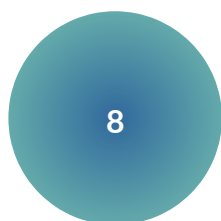
Mobile Conquesting Number of Store Locations

1

NUMBER OF LOCATIONS THAT TRACKED A VISIT



Visits



Estimated Visits (4x Verified Data)

Mobile Conquesting Visits by Store Location

Business Name	Address	City	State	Zip	Visits ↓
Kirk Auto Company	235 State Highway 7 Frontage Rd	Grenada	MS	38901	2

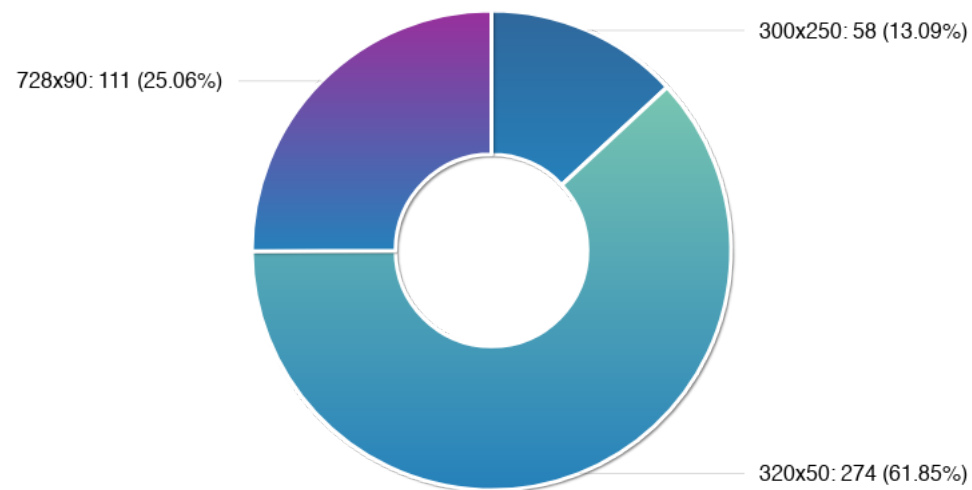


Mobile Conquesting Creative Performance

Preview	Creative Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
	320x50_kac_mc_july26.jpg	58,804	207	0.35%	5.03
	320x50_kac_mc_jun26.jpg	23,262	67	0.29%	4.11
	728x90_kac_mc_july26.jpg	15,856	78	0.49%	7.03
	728x90_kac_mc_jun26.jpg	6,752	33	0.49%	6.98
	300x250_kac_mc_july26.jpg	3,409	37	1.09%	15.51
	300x250_kac_mc_june26.jpg	1,203	21	1.75%	24.94



Mobile Conquesting Click Performance by Ad Size



Mobile Conquesting Visit Performance by Ad Size





YouTube+ Creative Performance

Ad (Headline)	Impressions ↓	Clicks	Completion Rate	Cost Per Completed View
Celebrate America's 250th Anniversary with Big Ford Savings	44,050	0	98.07%	0.04
From “What Was That Noise?” to “I Love My New Car”	28,663	0	98.33%	0.04

YouTube+ Video Completion Performance by Creative

Ad (Headline)	25% Completed ↓	50% Completed	75% Completed	100% Completed
From “What Was That Noise?” to “I Love My New Car”	99.22%	98.80%	98.58%	98.33%
Celebrate America's 250th Anniversary with Big Ford Savings	99.01%	98.55%	98.25%	98.07%

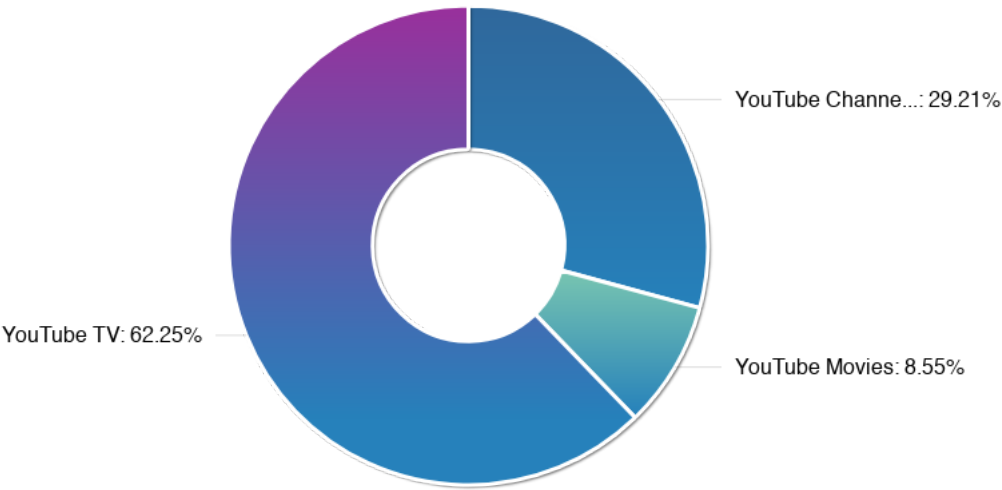


Device Performance

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.	72,131	0	0.00%
Mobile	A portable electronic device that can connect to the internet.	293	0	0.00%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	184	0	0.00%
Desktop	A personal computing device that remains stationary at one location.	105	0	0.00%



YouTube+ Placement Performance



Top 10 YouTube Channel Performance

Placement Display Name	Impressions ↓	Clicks	CTR
A&E	307	0	0.00%
CaseOh	303	0	0.00%
Midwest Safety	279	0	0.00%
ABC News	226	0	0.00%
CoryxKenshin	216	0	0.00%
FunnyMike Live	198	0	0.00%
CboysTV	188	0	0.00%
Kinigra Deon	181	0	0.00%
The Prince Family Clubhouse	170	0	0.00%
Kai Cenat Live	151	0	0.00%



Top 10 YouTube TV Channel Performance

Placement Display Name	Impressions ↓
(YouTube TV) FOX News	8,274
(YouTube TV) MS NOW	980
(YouTube TV) CNN	881
(YouTube TV) Investigation Discovery	282
(YouTube TV) FOX Business	275
(YouTube TV) Disney	258
(YouTube TV) CNBC	200
(YouTube TV) TV Land	188
(YouTube TV) ESPN	122
(YouTube TV) FOX Weather	95

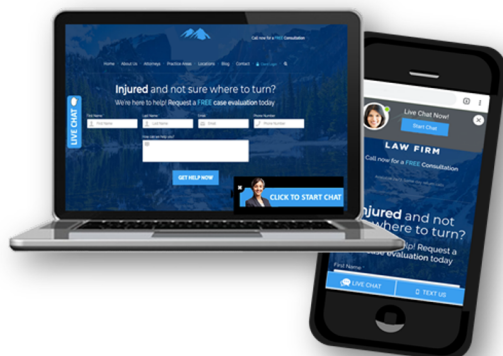


165
CHATS

46
LEADS

33
BILLABLE LEADS

20.00%
CHAT VS LEAD RATIO



Chats: Number of people that started a chat

Leads: Number of Visitors that started a chat and converted into a lead

Billable Leads: Leads classified as Sales Leads

Chat vs. Lead Ratio: $(\text{Billable Leads} / \text{Chats}) \times 100$

Note: Data is updated once daily. Chats and Leads will update during the next day's sync.



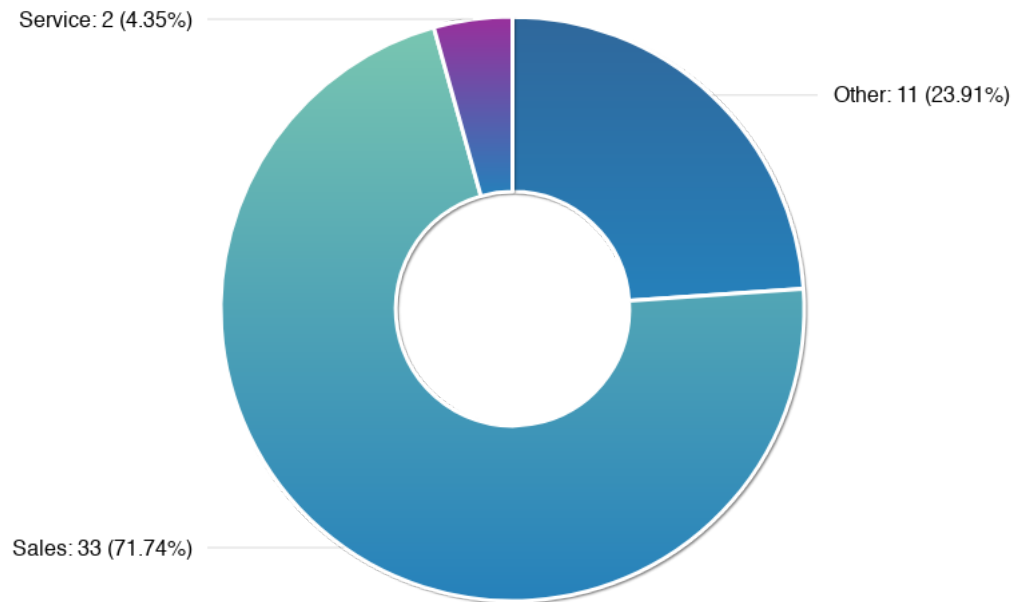
Grid contains more rows, but they have been clipped.

Live Chat Submission Details

Date ↑	Client	Chat ID	Lead Type Name	Name	Phone Number	Email	Attempted Calls	Completed Calls	Leads Count
Total							10	9	46
Jul 02, 2026	Kirk Brothers Auto	79689842	Sales	Timothy (Resend)	6018321791		0	0	1
Jul 06, 2026	Kirk Brothers Auto	79732004	Sales	Cain Wooten	6628894485	cainwooten@icloud.com	0	0	1
Jul 06, 2026	Kirk Brothers Auto	79742294	Service	Kimberly Edwards	6626140320	kyrakaylynsmommy@gmail.com	1	1	1
Jul 06, 2026	Kirk Brothers Auto	79743502	Other	NA		ray7543855@yahoo.com	0	0	1
Jul 07, 2026	Kirk Brothers Auto	79754393	Sales	Nathan Huey	6624195304	nhuey9@gmail.com	0	0	1
Jul 07, 2026	Kirk Brothers Auto	79755683	Sales	Miguel	2053442350		1	1	1
Jul 08, 2026	Kirk Brothers Auto	79778820	Other	Frederick Clark	6629347114		0	0	1
Jul 09, 2026	Kirk Brothers Auto	79797428	Sales	Amanda	6625821137	hunterhood15@yahoo.com	2	2	1
Jul 10, 2026	Kirk Brothers Auto	79800770	Sales	Austin Pittman.	6625521998	pittaustin79@gmail.com	0	0	1
Jul 11, 2026	Kirk Brothers Auto	79823214	Sales	Rod Callicutt		rodcallicutt1988@gmail.com	0	0	1
Jul 12, 2026	Kirk Brothers Auto	79831465	Sales	Timothy	6013192006		0	0	1
Jul 12, 2026	Kirk Brothers Auto	79831893	Sales	Brianna	7723335840	briannaberk1@gmail.com	0	0	1
Jul 13, 2026	Kirk Brothers Auto	79838380	Sales	Marc Cummings		marc_ashley@hotmail.com	0	0	1



Lead Type Performance



What are the different Lead types?

Sales Lead: (Billable) Someone we've chatted with where we've obtained the visitor's name and contact information (phone number and/or email address), what the visitor is looking for is offered by the business, and the visitor falls within the businesses geographic coverage area. This lead type is billable.

Service Lead: (Non-Billable) An existing client of the business - they may be trying to reschedule an appointment or get in touch with their account manager, etc. This lead type is non-billable.

Other Lead: (Non-Billable) Someone who's outside of the geographic coverage area, someone looking for a service the business doesn't offer, looking for a job, etc. This lead type is non-billable.

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.