

Digital Marketing Report

Impressions

How many ads were served:

423,968

Clicks

Times a user clicked on an ad

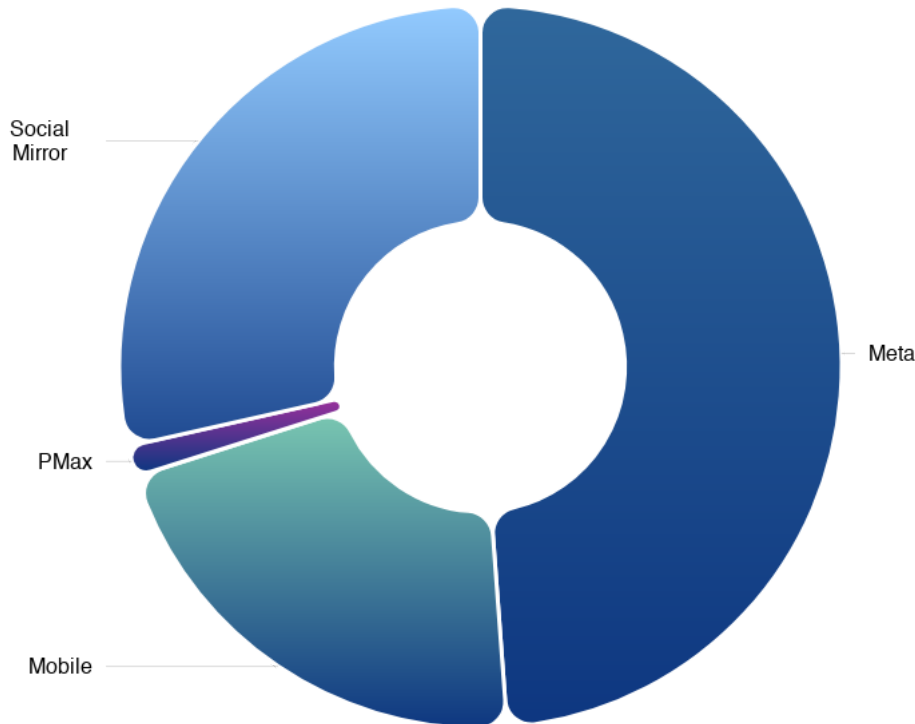
5,605

Click-Through Rate

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

1.11%

Your Product Breakout by Impressions



CTV Completion Rate

39.04%

Percentage of users who watched the video from start to finish

Event Rate

29.00%

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

X the National Average

15.92

X the National Avg (.07%)

Events

1,690

Total Clicks, Video Views, Phone Calls, Engagements, & Conversions

Total Engagement Rate

1.16%

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

*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.

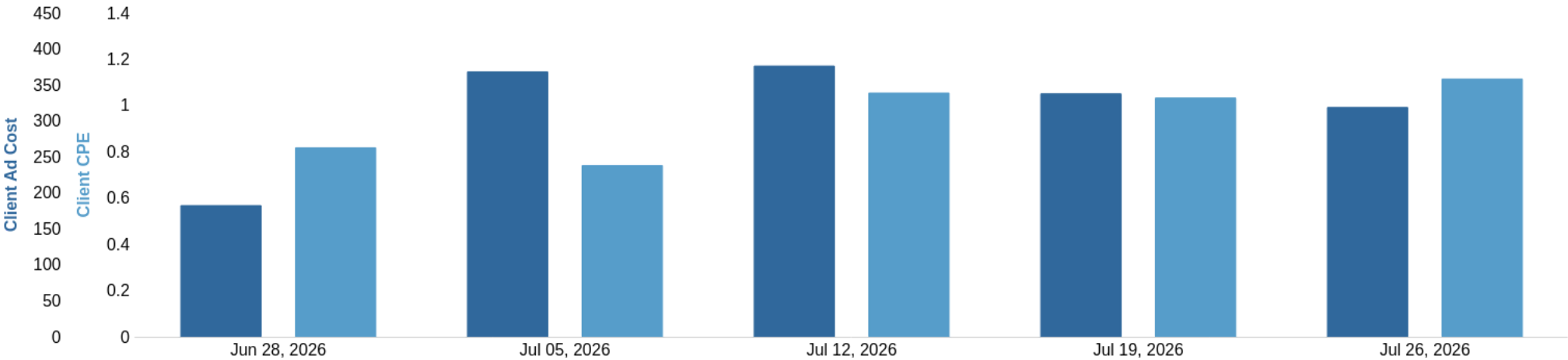
Performance Max Cost



Performance Max Cost-Per-Event



Performance Max Week by Week Spend Performance



Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Toyota Vallejo - Sales - In Market New Car/New Vehicle Shoppers/Used Car Shopper Behavioral Social Mirror	91,255	171	0.19%	2.68
Toyota Vallejo - Sales - Trucks/Toyota/SUVs Facebook/Instagram Premium	78,525	1,478	1.88%	26.89
Toyota Vallejo - Car Shoppers/Toyota Shoppers/DMV Visitors Mobile	77,818	390	0.50%	7.16
Toyota Vallejo - Service & Parts - Facebook/Instagram Premium	69,334	1,300	1.87%	26.79
Toyota Vallejo - Spanish Sales - Trucks/Toyota/SUVs Facebook/Instagram Premium	47,652	999	2.10%	29.95
Toyota Vallejo - Rental - Car Rental/Auto Buyers/Toyota Behavioral Social Mirror	15,673	36	0.23%	3.28
Toyota Vallejo - Rental - Retargeting Social Mirror	13,142	18	0.14%	1.96
Toyota Vallejo - Geo-Retargeting Mobile	8,413	37	0.44%	6.28
Toyota Vallejo - Sales - Facebook/Instagram Premium Retargeting	5,843	117	2.00%	28.61
Toyota Vallejo - Toyota/Motor Vehicles/Toyota Dealership Performance Max	5,828	944	16.20%	231.40
Toyota Vallejo - Spanish Sales - Facebook/Instagram Premium Retargeting	5,238	85	1.62%	23.18
Toyota Vallejo - Geo-Fencing Mobile	3,680	15	0.41%	5.82
Toyota Vallejo - Sales - Retargeting Social Mirror	879	1	0.11%	1.63
Toyota Vallejo - Service & Parts - Facebook/Instagram Premium Retargeting	403	3	0.74%	10.63
Toyota Vallejo - Site Retargeting Mobile	285	11	3.86%	55.14

Social Mirror Click Conversions

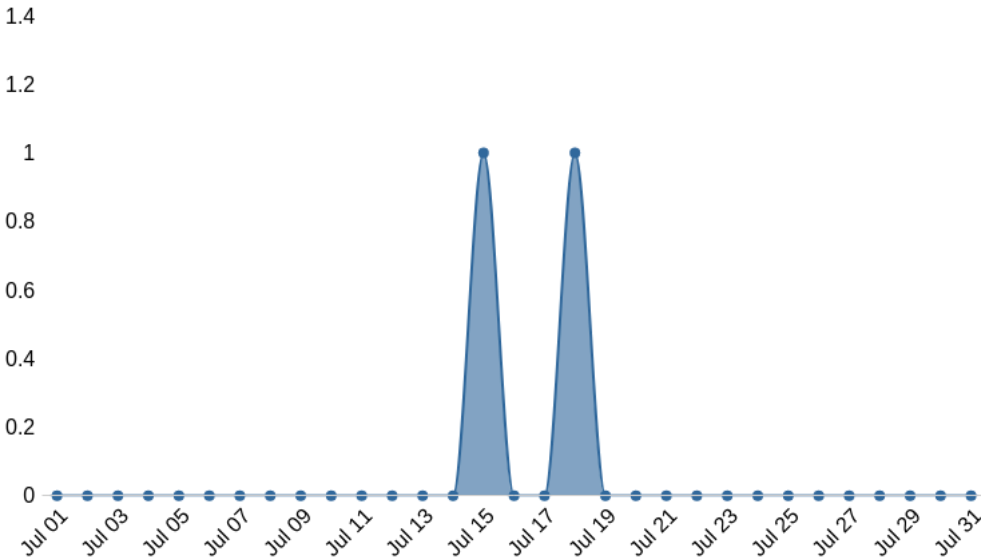


Times users clicked on an ad leading to your site and visited a page or completed an action

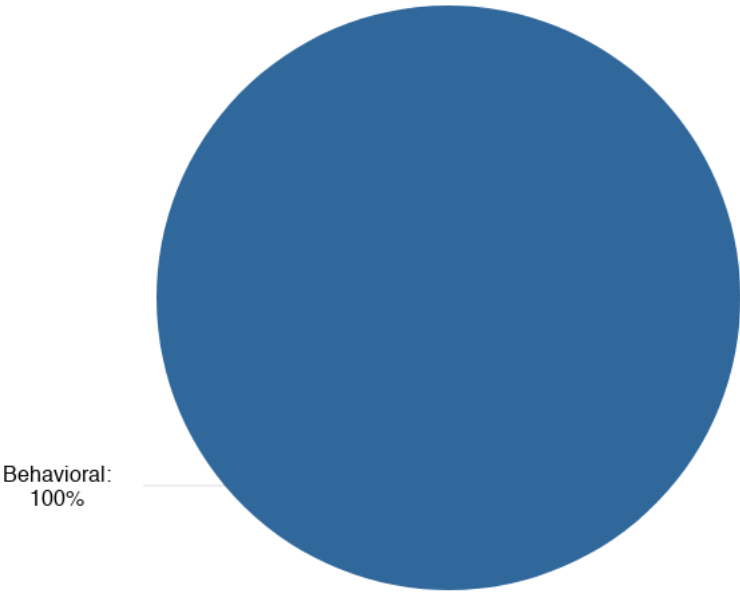
Social Mirror Click Conversion Performance Breakout

Conversion Name	Click Conversions ↓
Toyota Vallejo Let's Talk Click Conversion	2

Social Mirror Click Conversions by Day



Top Social Mirror Click Conversions by Strategy



Social Mirror View-through Conversions

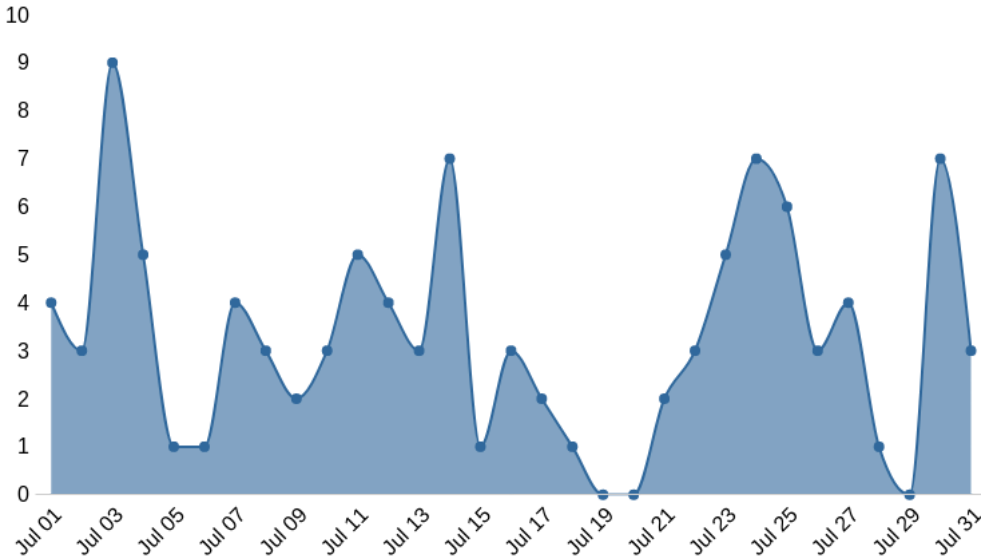


Times users saw an ad, did NOT click, but came to your site and visited a page or completed an action

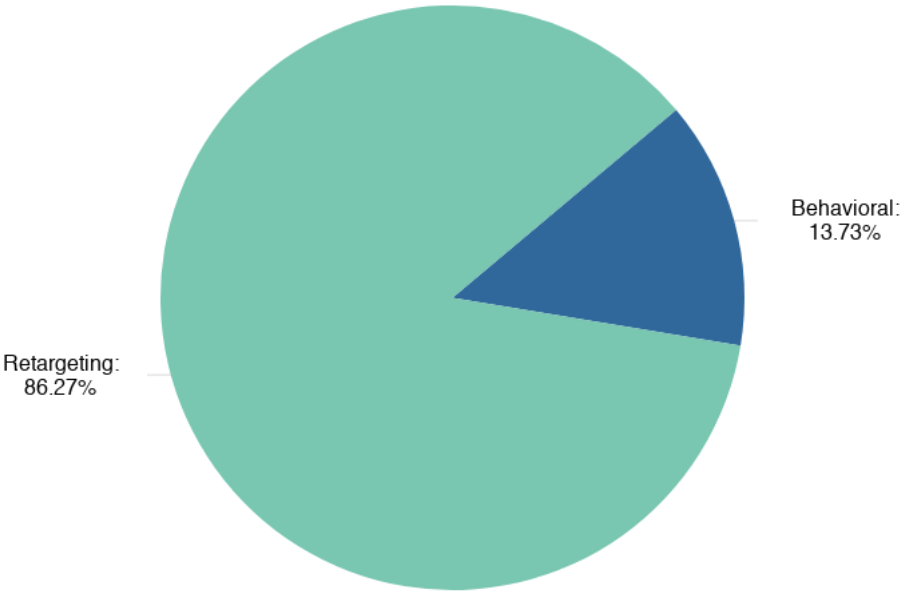
Social Mirror View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
Toyota Vallejo Homepage Visits	69
Toyota Vallejo Get Pre Approved Page View	23
Toyota Vallejo Schedule Service Page View	10

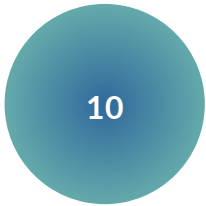
Social Mirror View-through Conversions by Day



Top Social Mirror View-through Conversions by Strategy



Meta Click Conversions

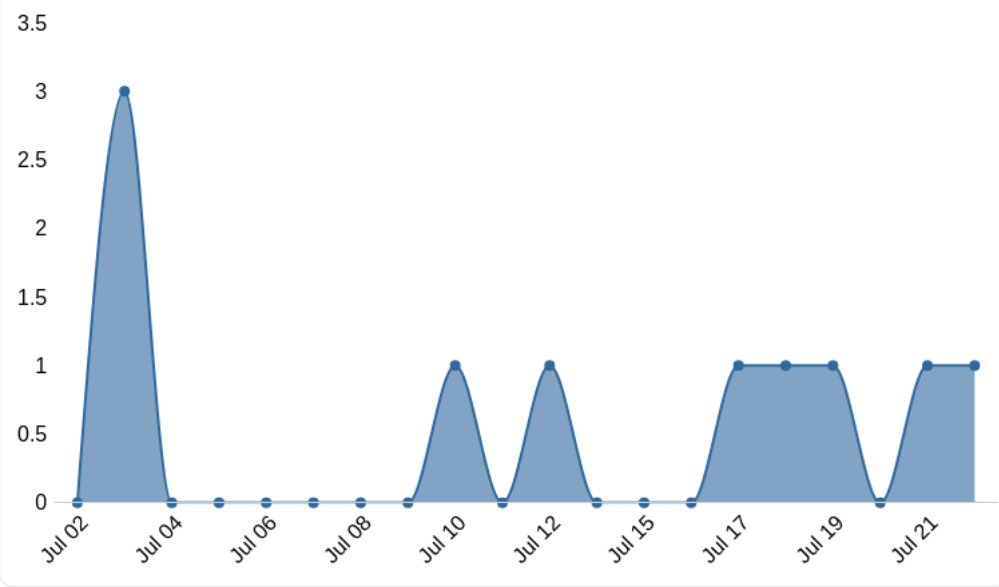


Times users clicked on an ad leading to your site and visited a page or completed an action

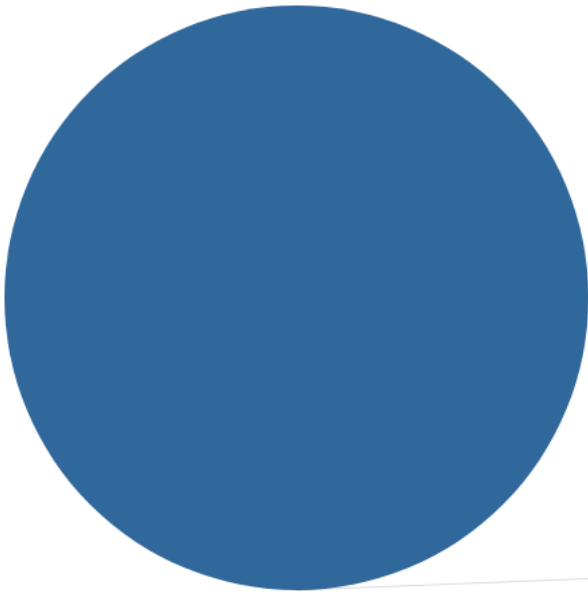
Meta Click Conversion Performance

Conversion Name	Click Conversions ↓
Toyota Vallejo Search New Page View	4
Toyota Vallejo Schedule Service Page View	2
Toyota Vallejo Send Click Conversion	2
Toyota Vallejo Contact Us Page View	1
Toyota Vallejo Get Pre Approved Page View	1

Meta Click Conversions by Day



Top Meta Click Conversions by Strategy



Category Targeting: 100%

Meta View-Through Conversions

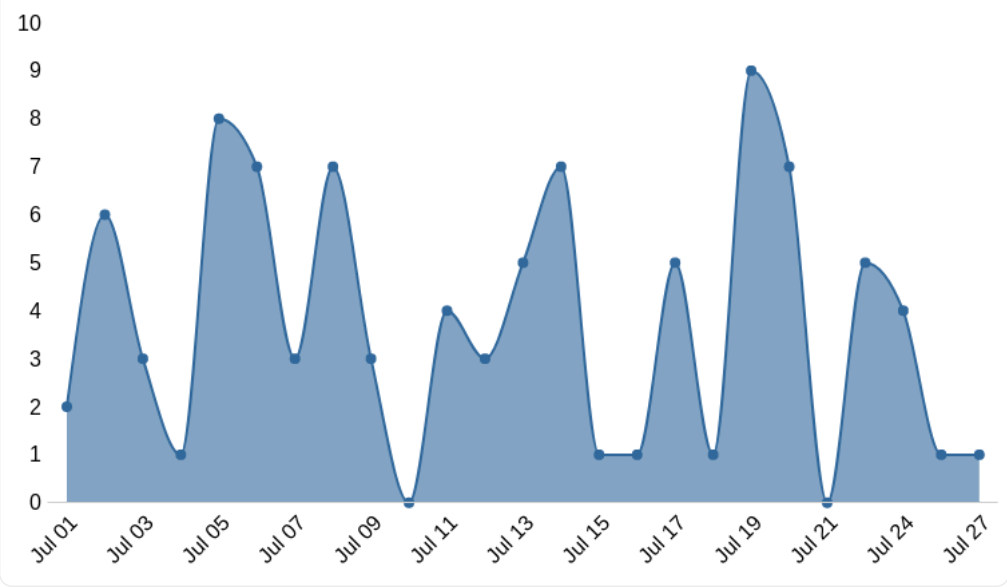


Times users saw an ad, did NOT click, but came to your site and visited a page or completed an action

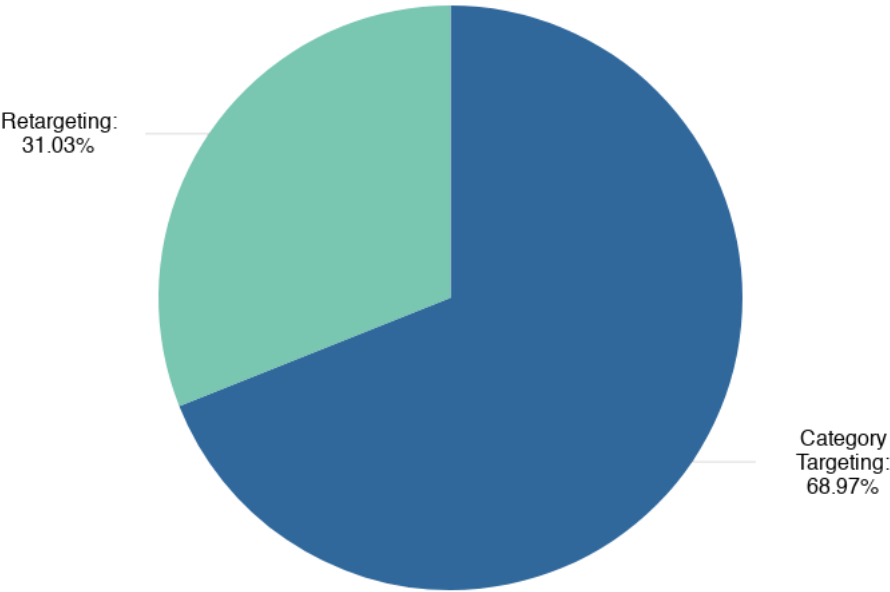
Meta View-Through Conversion Performance

Conversion Name	View-Through Conversions ↓
Toyota Vallejo Homepage Visits	65
Toyota Vallejo Search New Page View	16
Toyota Vallejo Get Pre Approved Page View	8
Toyota Vallejo Schedule Service Page View	2
Toyota Vallejo Contact Us Page View	1
Toyota Vallejo Hours Page View	1
Toyota Vallejo Search Used Page View	1

Meta View-Through Conversions by Day



Top Meta View-Through Conversions by Strategy



Meta Post Engagements



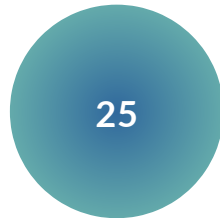
The total number of actions people take involving your ads (clicks on CTA, clicks to profile, site clicks, etc.)

Meta Post Comments



The total number of comments your ads received

Meta Post Reactions



The total number of people who liked, or reacted to your ad, which shows up in their friends news feeds

Meta Post Shares

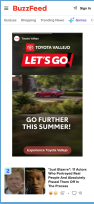


The total number of people who shared your ad, giving your campaign free impressions

Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	Toyota Vallejo_7.8_Lets Go July Social Mirror reel	36,451	99	0.27%	3.88
	Toyota Vallejo_6.5_TCUV June 1080x1350	45,763	57	0.12%	1.78
	Toyota Vallejo_6.5_Toyota June rental reel.mp4	28,815	54	0.19%	2.68
Thumbnail not available	Toyota Vallejo_6.22_4th of july reel	9,920	16	0.16%	2.30

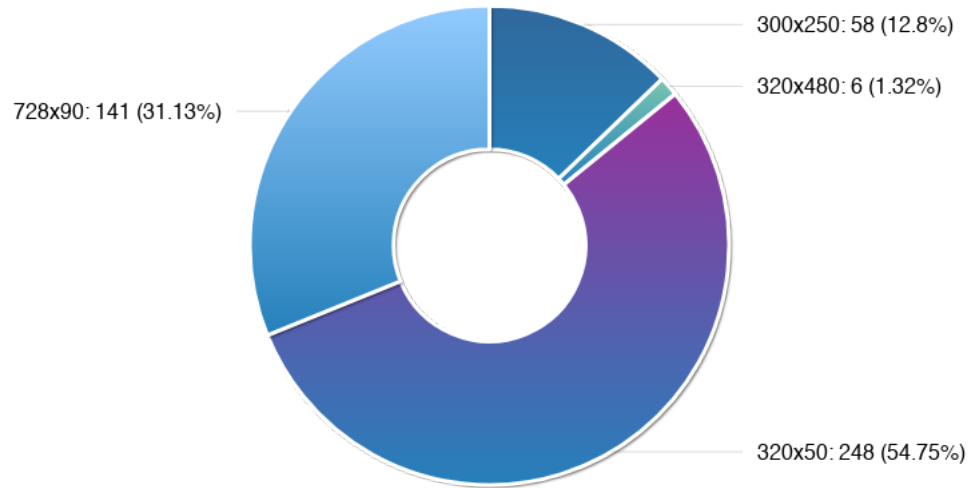
Social Mirror Ad Screenshots

	Toyota Vallejo_7.8_Lets Go July Social Mirror reel
Screenshot Urls	

Mobile Conquesting Creative Performance

Preview	Creative Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
	Toyota Vallejo_6.5_TCUV June 320x50.gif	31,081	112	0.36%	5.15
	Toyota Vallejo_7.8_Lets Go July 2026 320x50.gif	22,468	114	0.51%	7.25
	Toyota Vallejo_6.5_TCUV June 728x90.gif	14,080	78	0.55%	7.91
	Toyota Vallejo_7.8_Lets Go July 728x90.gif	9,869	54	0.55%	7.82
	Toyota Vallejo_6.22_4th of July_320.50.jpg	5,682	22	0.39%	5.53
	Toyota Vallejo_6.5_TCUV June 300x250.gif	2,318	17	0.73%	10.48
	Toyota Vallejo_6.22_4th of July_728.90.jpg	2,234	9	0.40%	5.76
	Toyota Vallejo_7.8_Lets Go July 2026 300x250.gif	1,684	35	2.08%	29.69
	Toyota Vallejo_6.22_4th of July_300.250.jpg	396	6	1.52%	21.65
	Toyota Vallejo_6.5_TCUV June 320x480.gif	220	4	1.82%	25.97

Mobile Conquesting Click Performance by Ad Size



Grid contains more rows, but they have been clipped.

Meta Creative Performance

Ad	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
Toyota Vallejo_7.8_Lets Go July 2026 carousel	68,754	1,268	1.84%	26.35
Toyota Vallejo_7.1_Toyota Vallejo July Service Parts carousel	56,193	1,128	2.01%	28.68
Toyota Vallejo_7.8_Spanish Lets Go July 2026 carousel	40,177	849	2.11%	30.19
Toyota Vallejo_6.22_Toyota Vallejo 4th of July 1080x1350	9,651	215	2.23%	31.82
Toyota Vallejo_6.22_Spanish Toyota Vallejo 4th of July 1080x1350 image	9,479	164	1.73%	24.72
Toyota Vallejo_7.1_Toyota Vallejo July Service carousel	12,703	156	1.23%	17.54
Toyota Vallejo_6.5_TCUV June 1080x1350	3,431	70	2.04%	29.15
Toyota Vallejo_6.22_Spanish Toyota Vallejo 4th of July 1080 Video	1,131	36	3.18%	45.47
Toyota Vallejo_7.8_Lets Go July 2026 1080x1350	1,408	28	1.99%	28.41

Meta Carousel Card Performance

Card Name	Ad	Count ↓
Toyota Vallejo	Toyota Vallejo_7.8_Spanish Lets Go July 2026 carousel	2,043
1: ¡Vámonos!	Toyota Vallejo_7.8_Spanish Lets Go July 2026 carousel	413
1: Let's Go!	Toyota Vallejo_7.8_Lets Go July 2026 carousel	356
1: Offer ends 7/31	Toyota Vallejo_7.1_Toyota Vallejo July Service carousel	251
2: Offer ends 7/31	Toyota Vallejo_7.1_Toyota Vallejo July Service carousel	52

Mobile Conquesting Geo-Fencing Performance

Business Name	Address	City	State	Zip	Latitude	Longitude	Impressions ↓	Clicks	CTR
Jimmy Vasser	466 Soscal Avenue	Napa	CA	94559			2,620	6	0.23%
Kastner Honda	480 Soscal Avenue	Napa	CA	94559			580	3	0.52%
Vallejo Nissan	3287 Sonoma Blvd.	Vallejo	CA	94590			214	2	0.93%
Hanlees	2545 Auto Mall Parkway	Fairfield	CA	94533			88	0	0.00%
Avery Greene	800 Admiral Callaghan Lane	Vallejo	CA	94591			53	2	3.77%
Hanlees Hilltop	3233 Auto Plaza	Richmond	CA	94806			33	0	0.00%
Toyota Vacaville	500 Orange Drive	Vacaville	CA	95687			29	2	6.90%
CarMax	2955 Auto Mall Pkwy	Fairfield	CA	94533			20	0	0.00%
Vacaville Honda	751 Orange Avenue	Vacaville	CA	95687			20	0	0.00%
Team Chevrolet	301 Auto Mall Parkway	Vallejo	CA	94591			12	0	0.00%
Vacaville Auto Mall	671 Orange Drive	Vacaville	CA	95687			8	0	0.00%
Steve Hopkins	2499 Auto Mall Parkway	Fairfield	CA	94533			5	0	0.00%

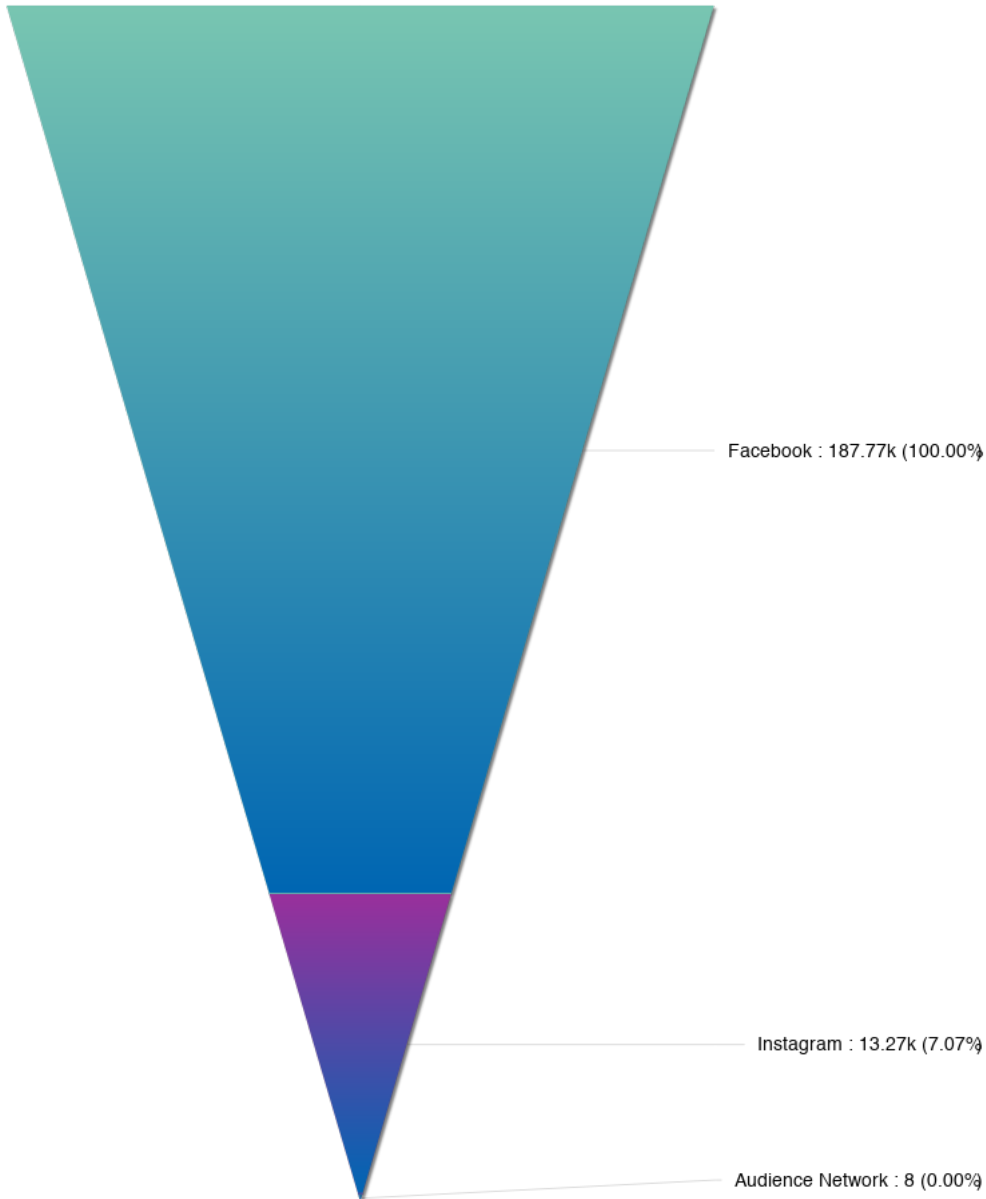
Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	275,048	4,082	1.48%
Desktop	A personal computing device that remains stationary at one location.	43,714	51	0.12%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	8,999	73	0.81%
Unknown	---	183	2	1.09%

Social Placement Performance

Placement	Where your ads appear	Impressions ↓	Clicks	CTR
Facebook Reels	Your ads appear in the Reels tab on Facebook.	102,130	1,437	1.41%
Facebook Feed	Your ads appear in the desktop Feed when people access the Facebook website on their computers. Your ads appear in the mobile Feed when people use the Facebook app on mobile devices or access the Facebook website through a mobile browser.	34,522	893	2.59%
Facebook Marketplace	Your ads appear in the Marketplace home page or when someone browses Marketplace in the Facebook app.	27,367	632	2.31%
Facebook In-stream Videos	Your ads appear in video on demand and in a select group of approved partner live streams on Facebook.	14,106	282	2.00%
Facebook Search Results	Your ads appear next to relevant Facebook and Marketplace search results.	9,213	100	1.09%
Instagram Stories	Your ads appear in people's Stories on Instagram.	6,227	144	2.31%
Facebook Notification	Your ads appear within a user's notifications feed.	5,750	376	6.54%
Instagram Feed	Your ads appear in the mobile app and on desktop and mobile web.	4,063	69	1.70%
Instagram Reels	Your ads appear in the Reels tab on Instagram.	2,980	35	1.17%
Facebook Stories	Your ads appear in people's Stories on Facebook.	428	12	2.80%

Social Placement Performance by Impressions



Facebook News Feed Performance



Audience Network Performance



Instagram Performance



Performance Max Creative Group Performance

Grid contains more rows, but they have been clipped.

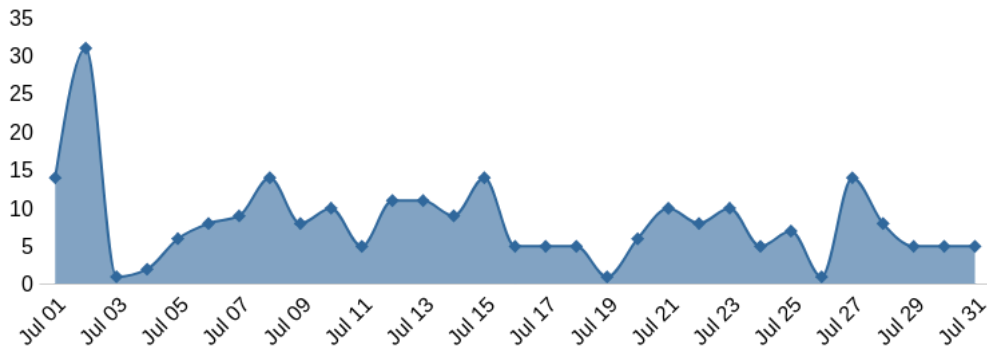
Creative Group Name	Search Themes	Client Ad Cost	Client CPE	Impressions	Events ↓	Event Rate
Toyota Vallejo - Toyota/Motor Vehicles/Toyota Dealership Performance Max	affordable cars vallejo ca,apply for car loan toyota,bay area toyota dealer,best car deals vallejo ca,best toyota deals near me,buy toyota vallejo,car dealership open near me,car dealerships near vallejo,certified toyota service ca,certified used cars vallejo,easy auto financing vallejo,get pre approved car loan,lease a toyota near me,new toyota for sale near me,new toyota sienna for sale,schedule toyota service online,sell my car vallejo ca,toyota 4runner for sale near me,toyota brake service vallejo,toyota camry for sale vallejo,toyota cars for sale bay area,toyota corolla deals vallejo,toyota crown for sale california,toyota dealer bay area ca,toyota dealer near me,toyota dealership vallejo ca,toyota finance specials ca,toyota financing near me,toyota highlander for sale ca,toyota inventory vallejo,toyota lease deals vallejo,toyota maintenance deals,toyota oil change vallejo,toyota parts near me,toyota payment calculator,toyota prius inventory bay area,toyota rav4 for sale near me,toyota repair bay area,toyota service near me,toyota service specials near me,toyota suv for sale near me,toyota tacoma for sale california,toyota tire service near me,toyota truck dealer california,toyota tundra trucks near me,toyota zero down deals,trade in car vallejo,used toyota vallejo ca,vallejo car dealerships	1,582.94	0.94	5,828	1,690	29.00%
Total		1,582.94	0.94	5,828	1,690	29.00%

Performance Max Click Conversions



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

Performance Max Click Conversions by Day



Performance Max Click Conversion Performance

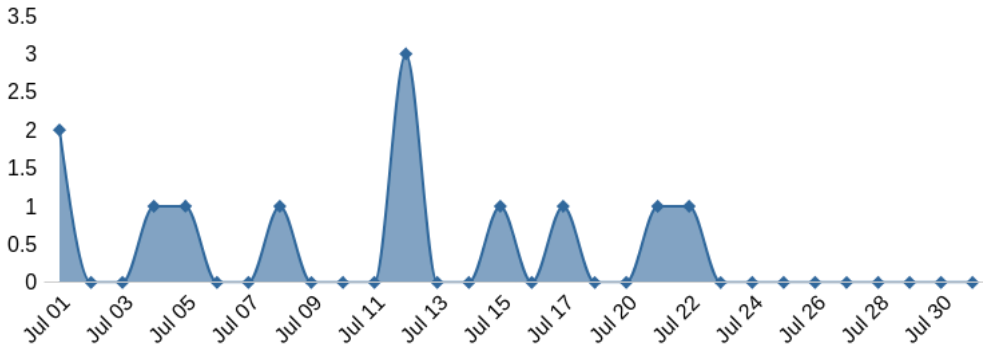
Conversion Action Name	Click Conversions ↓
Toyota Vallejo Schedule Service Page View	35
Toyota Vallejo Get Pre-Approved Page View	26
Toyota Vallejo Sales Phone Call	25
Toyota Vallejo Service Phone Call	14
Toyota Vallejo Contact Us Click Conversion	11
Toyota Vallejo Value Your Trade Click Conversion	7
Toyota Vallejo Rental Car Phone Call	5

Performance Max View-through Conversions



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

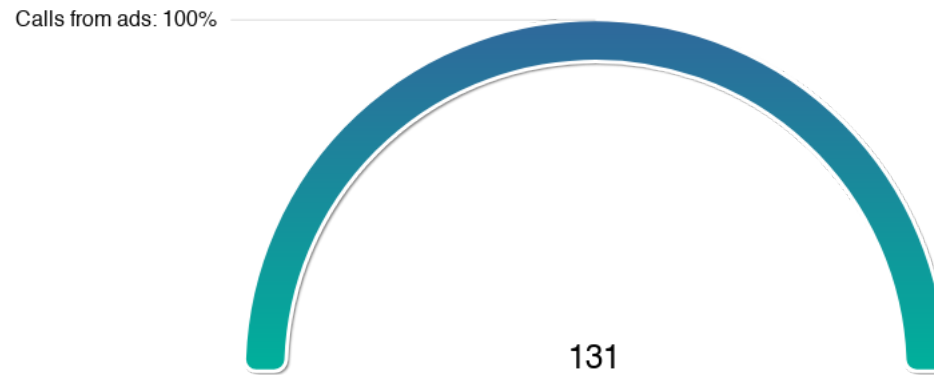
Performance Max View-through Conversions by Day



Performance Max View-through Conversion Performance

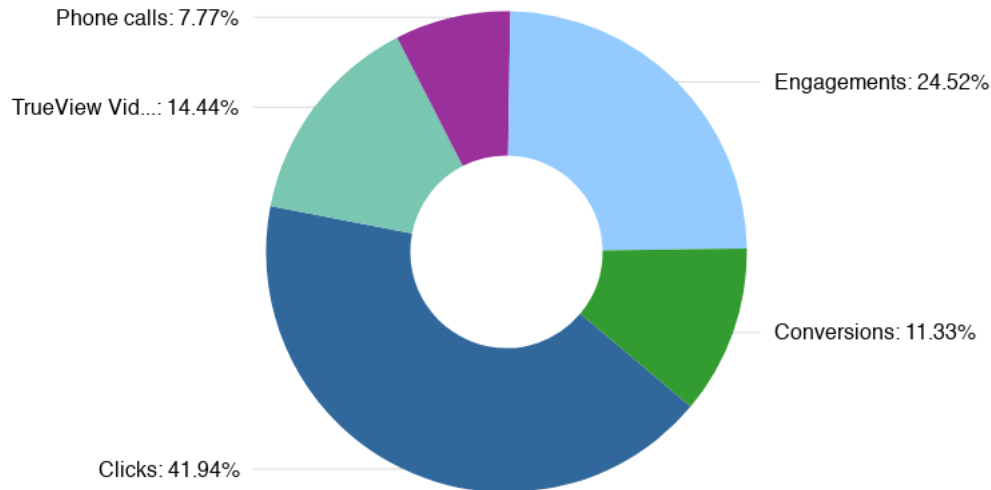
Conversion Action Name	View-through Conversions ↓
Toyota Vallejo Sales Phone Call	7
Toyota Vallejo Schedule Service Page View	5
Toyota Vallejo Value Your Trade Click Conversion	1

Performance Max Other Google Conversions - these are automatic conversions Google tracks based on actions taken from your ads

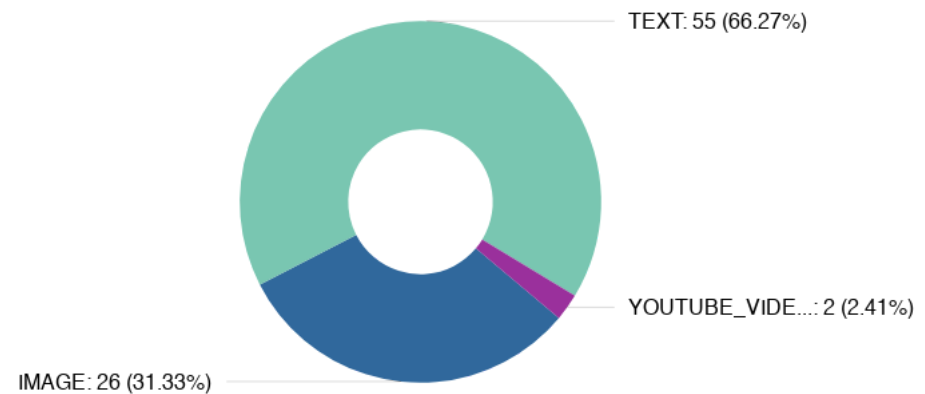


"Calls from ads" refers to a qualified conversion, meaning that the call had to go through and last for at least 60 seconds for it to be counted.

Event Breakdown by Type



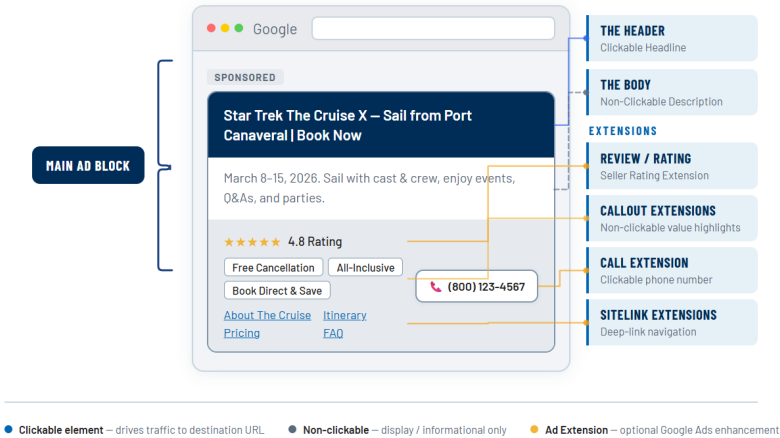
Creative Type by Quantity



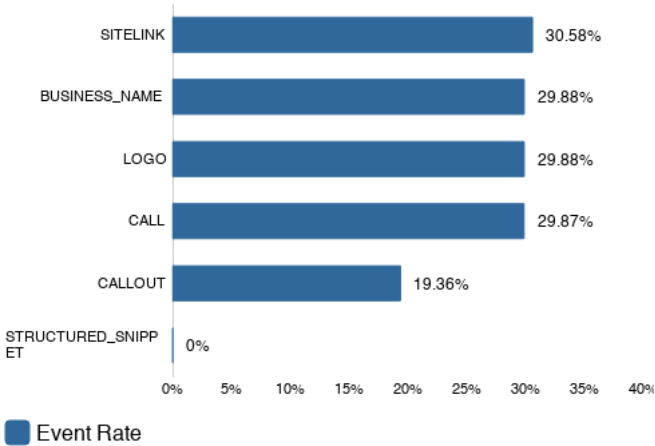
Performance Max Top 5 Extension Performance

Type	Extension (upgraded)	Impressions	Events	Event Rate ↓	Client Ad Cost	Client CPE
SITELINK	Book your service online, Fast & certified technicians, Schedule Service	2,690	902	33.54%	957.54	1.06
CALLOUT	Trusted Local Dealer	6	2	33.33%	0.60	0.30
SITELINK	View current deals & offers, Save on your next Toyota, Toyota Specials	2,255	723	32.05%	620.00	0.86
SITELINK	Browse latest Toyota models, Find your perfect new car, New Toyota Inventory	2,572	792	30.81%	575.86	0.73
BUSINESS_NAME	Toyota Vallejo	1,948	582	29.88%	72.39	0.12

Because a single ad can display multiple extensions at the same time, this data overlaps. As a result, the combined metrics (Impressions, Events, Event Rate, Client Ad Cost, & Client CPE) for all extensions will appear much higher than the actual overall campaign totals.



Performance Max Extension Type Performance



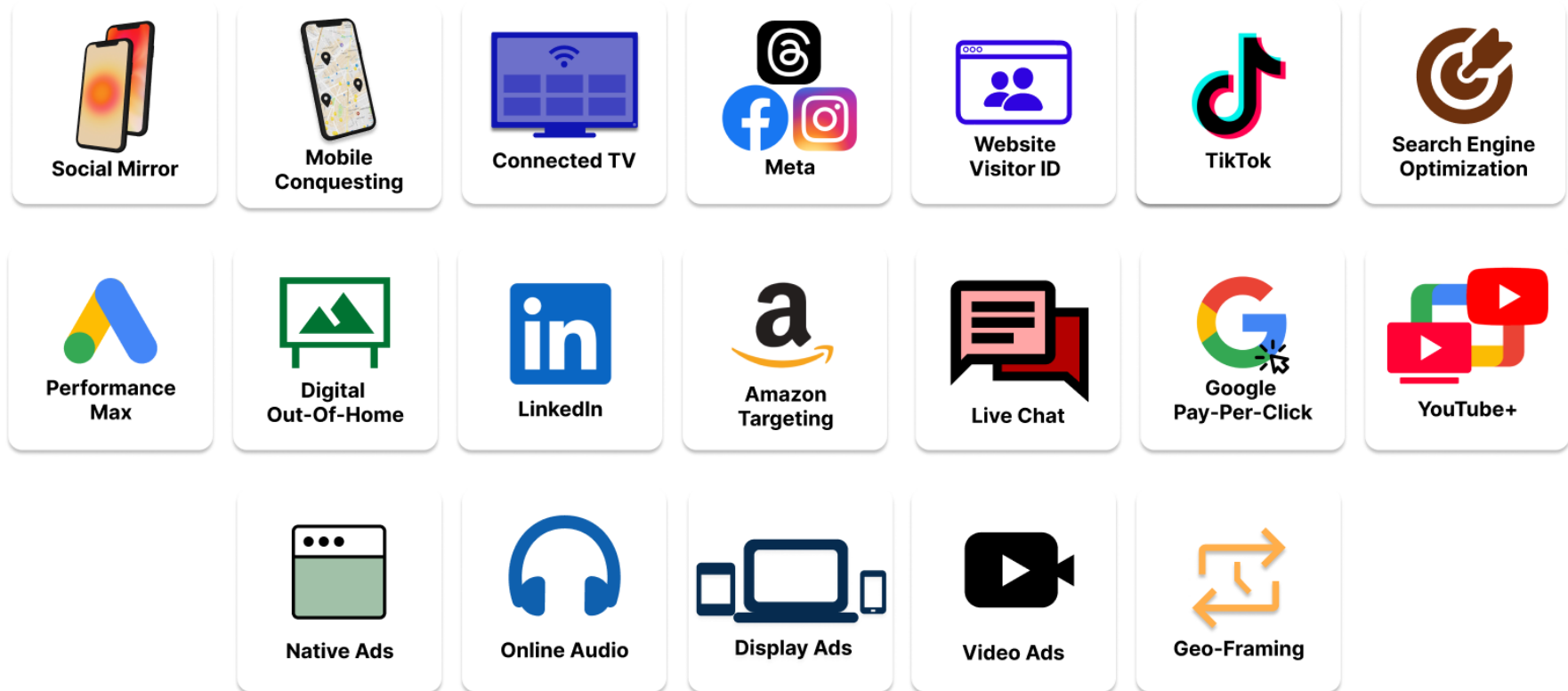
This report shows many times an ad was clicked that contained that extension, not how many people clicks on that specific extension itself. Location Extensions are not currently available to be shown.

Performance Max Call Reporting Details

Date	Client ↑	Client Phone Number	Phone calls
Jul 01, 2026	Toyota Vallejo	707-562-0084	8
Jul 02, 2026	Toyota Vallejo	707-562-0084	6
Jul 03, 2026	Toyota Vallejo	707-562-0084	5
Jul 04, 2026	Toyota Vallejo	707-562-0084	1
Jul 06, 2026	Toyota Vallejo	707-562-0084	7
Jul 07, 2026	Toyota Vallejo	707-562-0084	10
Jul 08, 2026	Toyota Vallejo	707-562-0084	15
Jul 09, 2026	Toyota Vallejo	707-562-0084	5
Jul 10, 2026	Toyota Vallejo	707-562-0084	8
Jul 11, 2026	Toyota Vallejo	707-562-0084	3
Jul 12, 2026	Toyota Vallejo	707-562-0084	3
Jul 13, 2026	Toyota Vallejo	707-562-0084	9
Jul 14, 2026	Toyota Vallejo	707-562-0084	4
Jul 15, 2026	Toyota Vallejo	707-562-0084	11
Jul 16, 2026	Toyota Vallejo	707-562-0084	3

“Phone calls” are the number of times people clicked on a phone number displayed in an ad on a mobile device or manually dialed the Google forwarding number displayed in an ad on any device, regardless of the duration.

All available products in our *toolbox*.



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