

Digital Marketing Report

Impressions

How many ads were served:

101,657

Clicks

Times a user clicked on an ad

647

Click-Through Rate

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

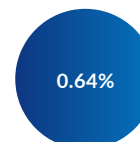
0.64%

Your Product Breakout by Impressions



Mobile

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

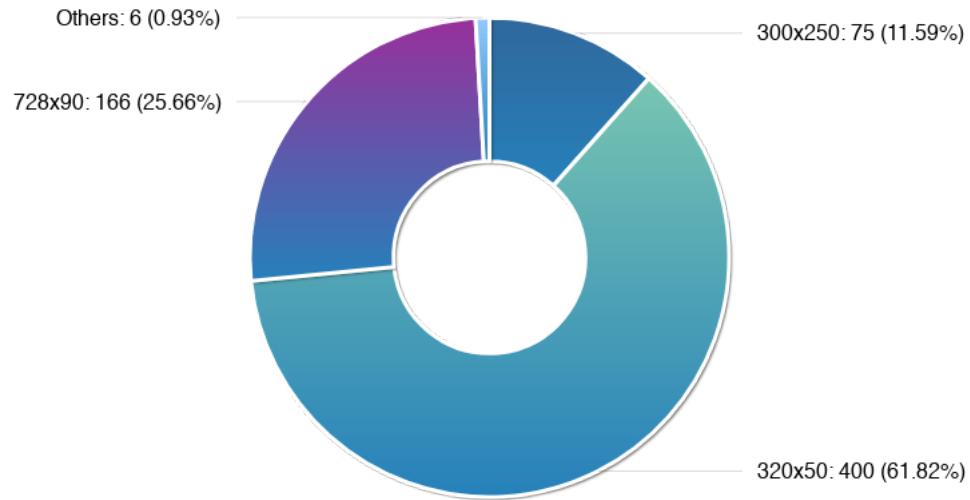
Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Five Star Ford Dallas - Address Retargeting Mobile	91,174	512	0.56%	8.02
Five Star Ford Dallas - Address Targeting Mobile	10,483	135	1.29%	18.40

Grid contains more rows, but they have been clipped.

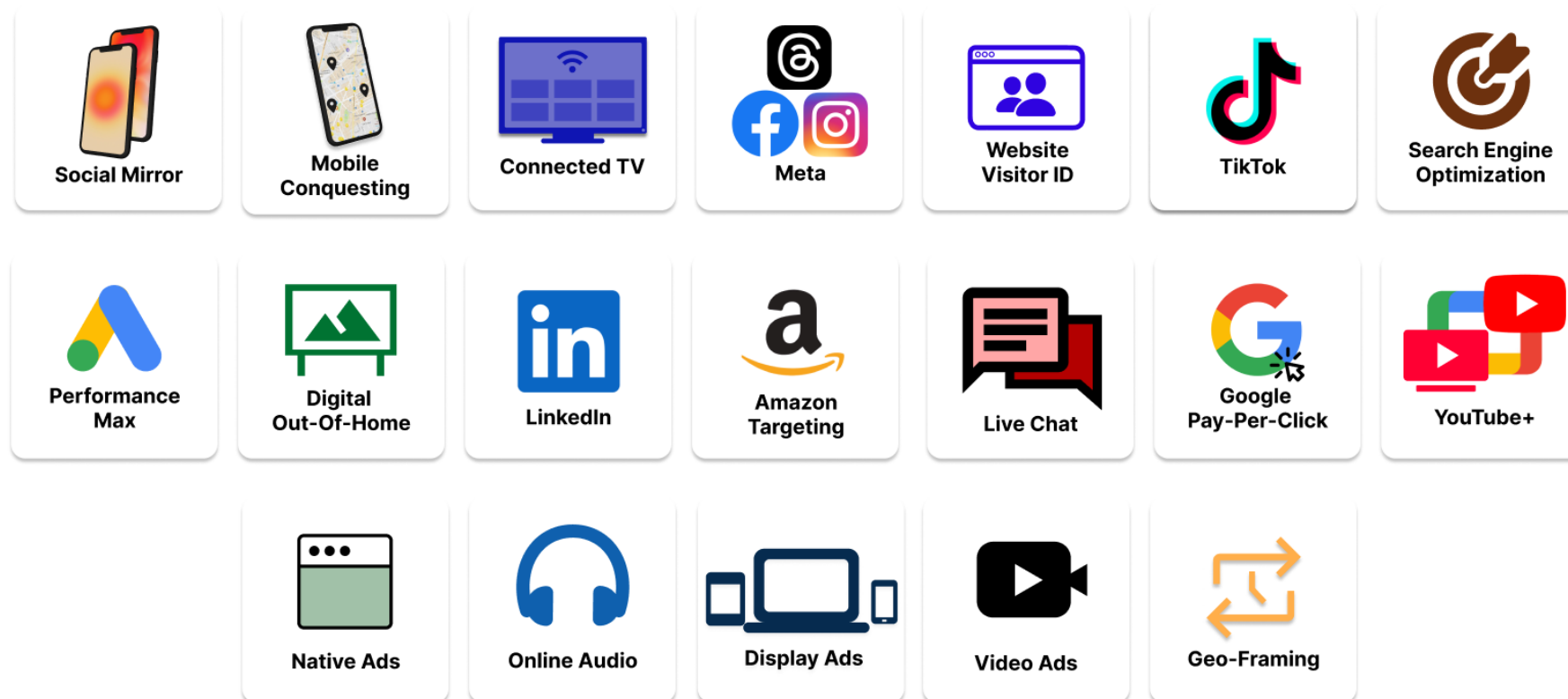
Mobile Conquesting Creative Performance

Preview	Creative Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
	Five Star Ford Dallas_7.17_320x50-FiveStarFord-Dallas-Geofencing-Ad2-Explorer-July2026.jpg	15,826	66	0.42%	5.96
	Five Star Ford Dallas_7.21_320x50-FiveStarFord-Dallas-Geofencing-Ad1b-Expedition-July2026.jpg	11,416	48	0.42%	6.01
	Five Star Ford Dallas_7.7_320x50-FiveStarFord-Dallas-Geofencing-Evergreen-N2-May2026.jpg	8,774	45	0.51%	7.33
	Five Star Ford Dallas_7.7_320x50-FiveStarFord-Dallas-Geofencing-Evergreen-N1-May2026.jpg	8,586	48	0.56%	7.99
	Five Star Ford Dallas_7.7_320x50-FiveStarFord-Dallas-Geofencing-Evergreen-N3-May2026.jpg	8,462	41	0.48%	6.92
	Five Star Ford Dallas_6.3_320x50-FiveStarFord-Dallas-Geofencing-Ad2-EXPLORER-June2026.jpg	7,532	65	0.86%	12.33
	Five Star Ford Dallas_6.3_320x50-FiveStarFord-Dallas-Geofencing-Ad1-F150-June2026.jpg	7,297	58	0.79%	11.35
	Five Star Ford Dallas_7.17_728x90-FiveStarFord-Dallas-Geofencing-Ad2-Explorer-July2026.jpg	6,335	34	0.54%	7.67
	Five Star Ford Dallas_7.21_728x90-FiveStarFord-Dallas-Geofencing-Ad1b-Expedition-July2026.jpg	4,834	22	0.46%	6.50
	Five Star Ford Dallas_7.17_320x50-FiveStarFord-Dallas-Geofencing-Ad1-Expedition-July2026.jpg	4,514	29	0.64%	9.18

Mobile Conquesting Click Performance by Ad Size



All available products in our *toolbox*.



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