

Digital Marketing Report

Impressions

How many ads were served:

189,838

Clicks

Times a user clicked on an ad

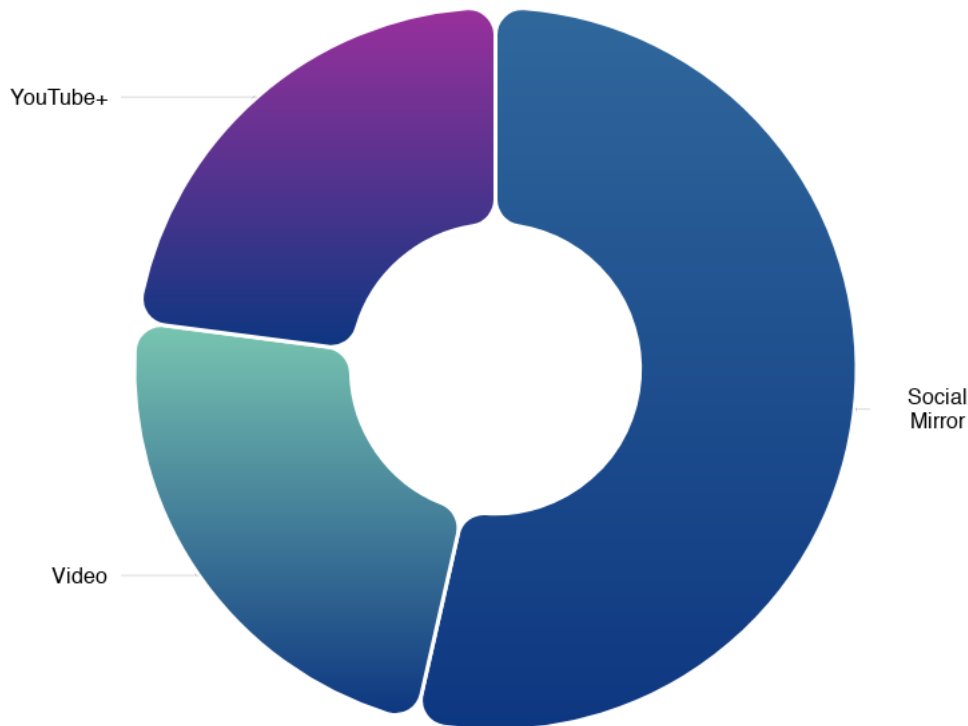
1,393

Click-Through Rate

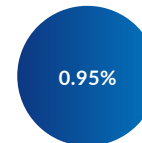
(Clicks/Impressions) x 100

0.95%

Your Product Breakout by Impressions



Total Engagement Rate



(Clicks+View-throughs)/Impressions x 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 Delaware - HHI \$75K+/Car Owners Behavioral Social Mirror	47,655	47	0.10%	1.41
Jiffy Lube Delaware - AI Social Mirror	47,587	1,040	2.19%	31.22
Jiffy Lube Delaware - Cars/Oil Changes/Wheels and Tires YouTube+	43,517	4	0.01%	0.13
Jiffy Lube Delaware - AI Video	20,384	191	0.94%	13.39
Jiffy Lube Delaware - HHI \$75K+/Car Owners Behavioral Video	20,374	95	0.47%	6.66
Jiffy Lube Delaware - Retargeting Social Mirror	6,440	9	0.14%	2.00
Jiffy Lube Delaware - Retargeting Video	3,881	7	0.18%	2.58

Social Mirror Click Conversions

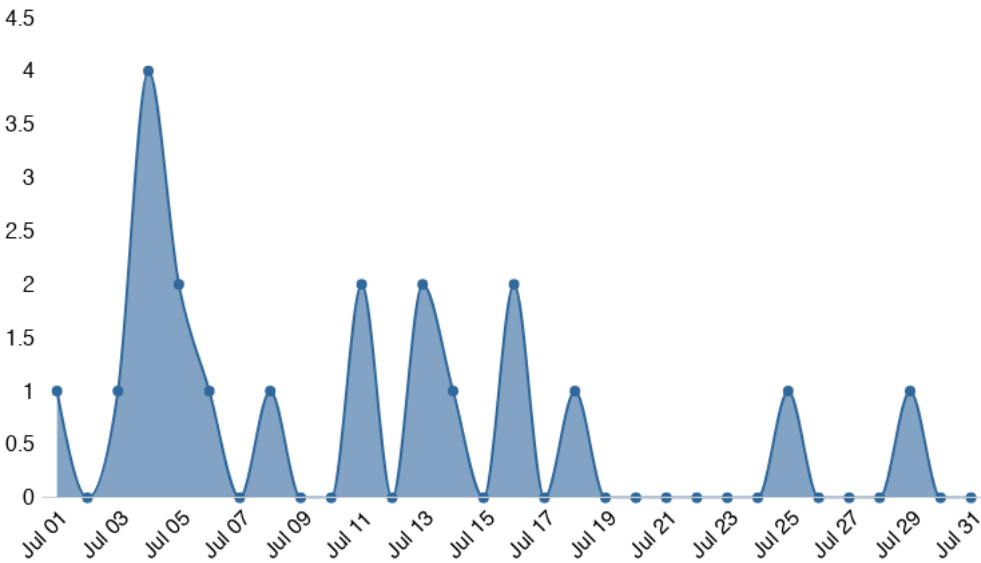


Times users clicked on an ad leading to your site and visited a page or completed an action

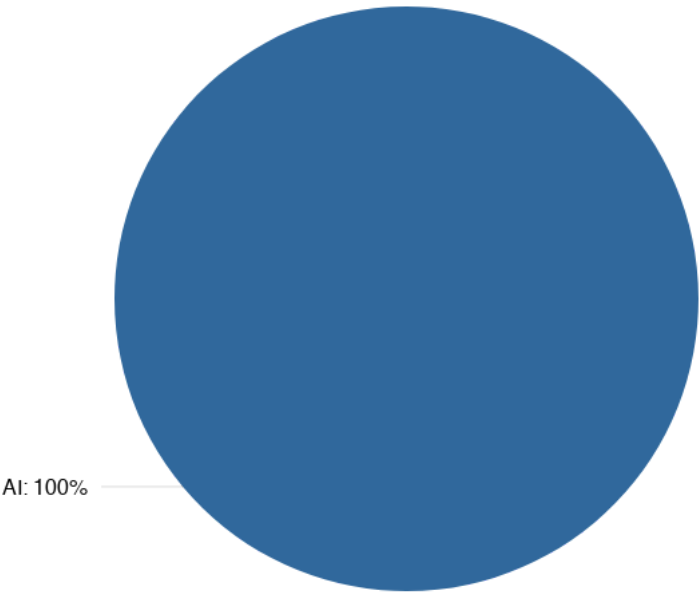
Social Mirror Click Conversion Performance Breakout

Conversion Name	Click Conversions ↓
Jiffy Lube Johnstown Location Page View	13
Jiffy Lube Oil Change Page View	5
Jiffy Lube Altoona Location Page View	2

Social Mirror Click Conversions by Day



Top Social Mirror Click Conversions by Strategy



Social Mirror View-through Conversions

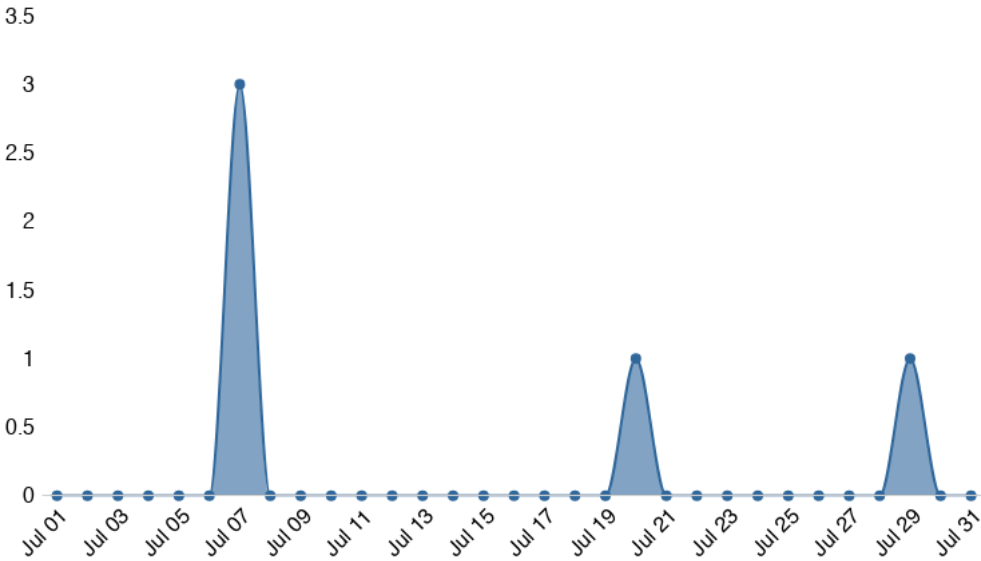


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

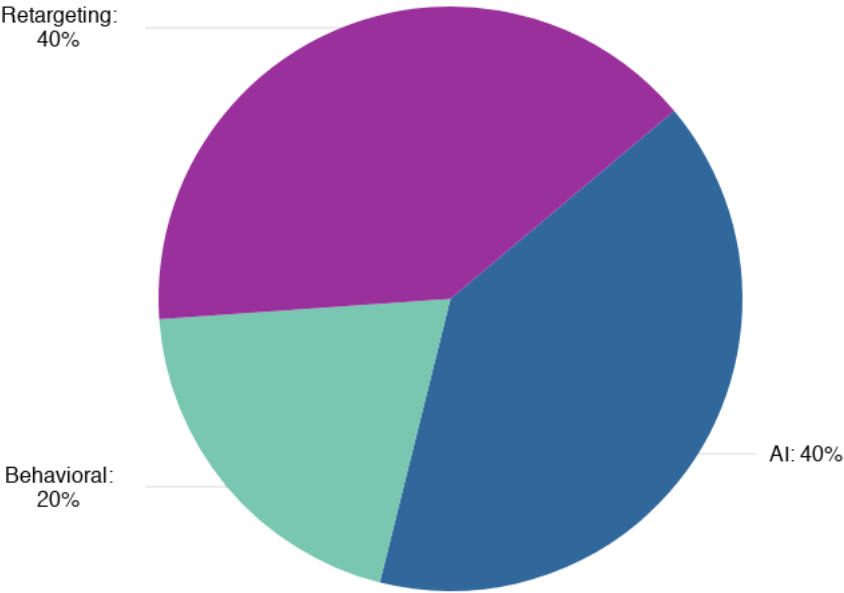
Social Mirror View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
Jiffy Lube Oil Change Page View	3
Jiffy Lube Tire Services Page View	2

Social Mirror View-through Conversions by Day



Top Social Mirror View-through Conversions by Strategy



Video Click Conversions

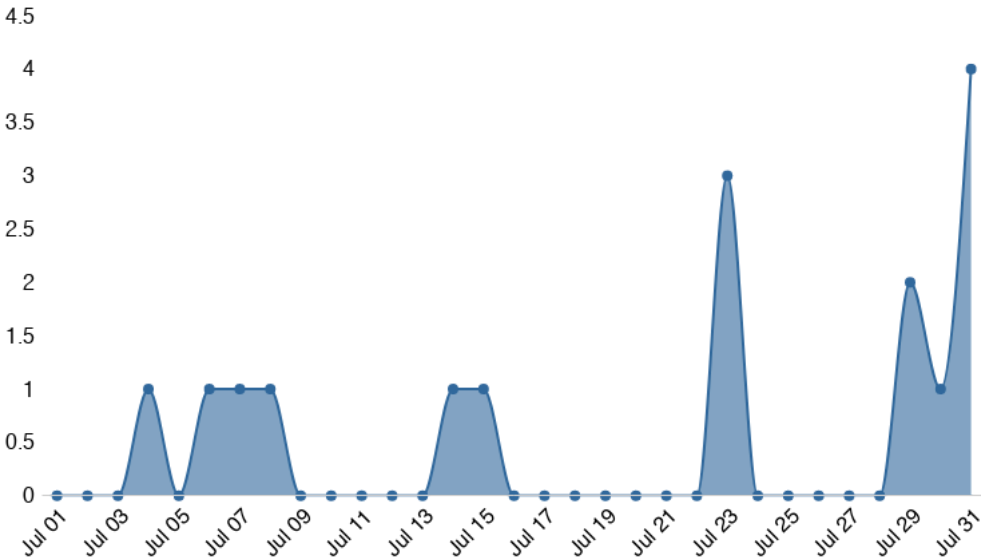


Times users clicked on an ad leading to your site and visited a page or completed an action

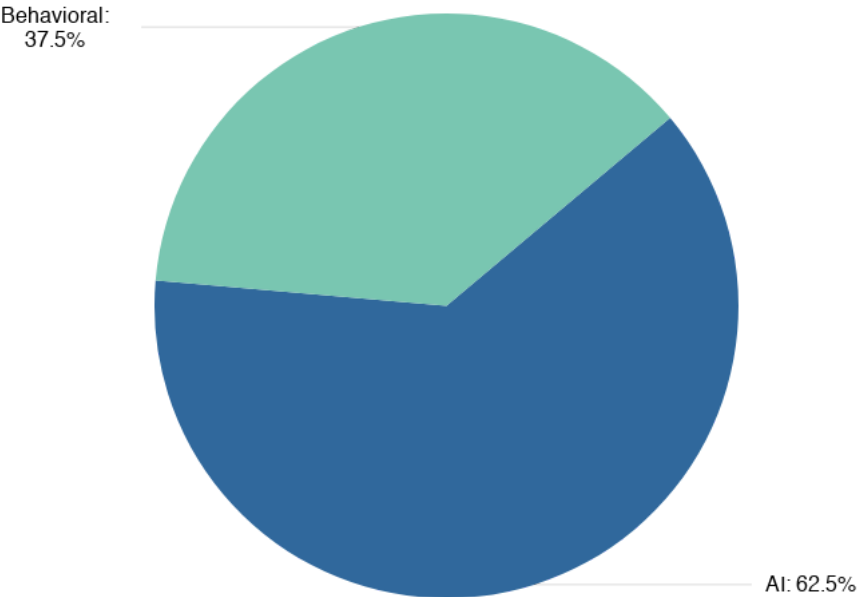
Video Click Conversion Performance Breakout

Conversion Name	Click Conversions ↓
Jiffy Lube Oil Change Page View	9
Jiffy Lube Auto Repair Page View	3
Jiffy Lube Tire Services Page View	2
Jiffy Lube Altoona Location Page View	1
Jiffy Lube Preventive Maintenance Page View	1

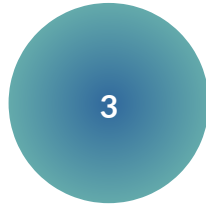
Video Click Conversions by Day



Top Video Click Conversions by Strategy



Video View-through Conversions

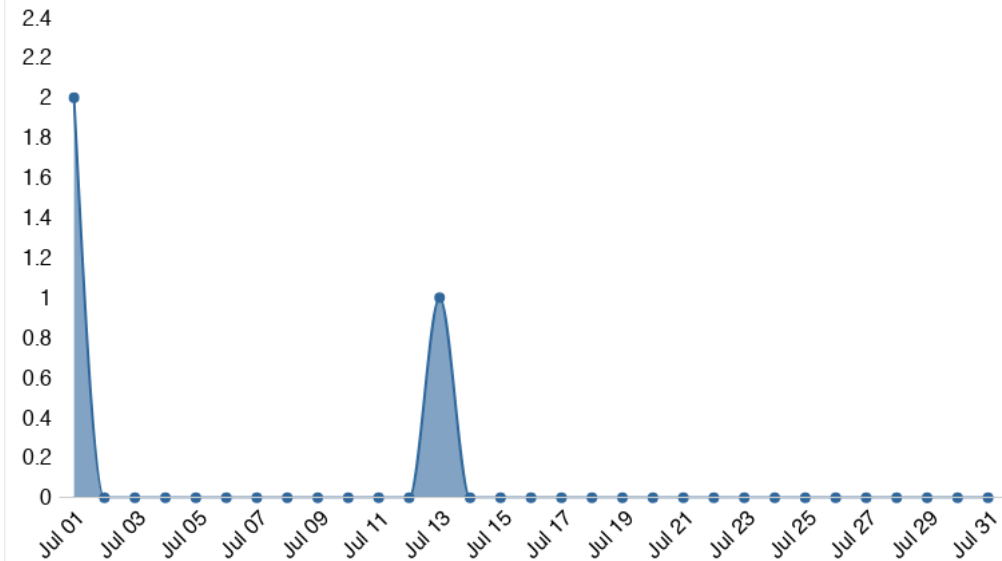


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

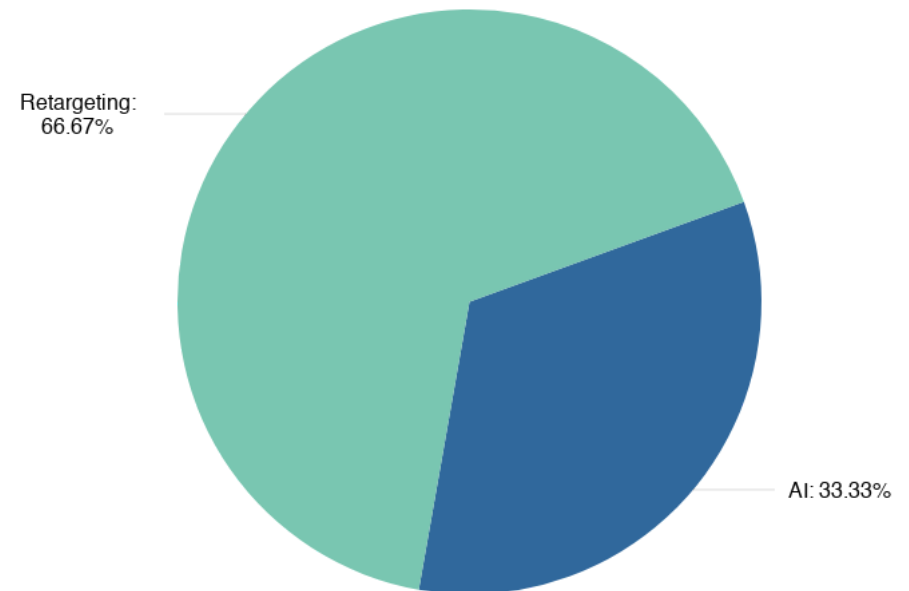
Video View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
Jiffy Lube Oil Change Page View	3

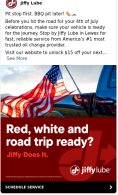
Video View-through Conversions by Day



Top Video View-through Conversions by Strategy



Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	Jiffy Lube Delaware_SM_6.23.26_In and out in a Jiffy!	93,360	1,024	1.10%	15.67
	Jiffy Lube Delaware_SM_6.23.26_Pit stop first. BBQ pit later	8,322	72	0.87%	12.36

Video Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
Thumbnail not available	Jiffy Lube Delaware_6.1.26_JiffyDoesIt_Vacuum 15_1x1.mp4	44,639	293	0.66%	9.38

Video Completion Performance by Line Item

Line Item Name	25% Completed ↓	50% Completed	75% Completed	100% Completed
Jiffy Lube Delaware - HHI \$75K+/Car Owners Behavioral Video	84.68%	76.87%	68.00%	57.07%
Jiffy Lube Delaware - AI Video	80.56%	73.06%	65.65%	54.70%
Jiffy Lube Delaware - Retargeting Video	69.90%	63.23%	55.27%	49.73%

YouTube+ Creative Performance

Ad (Headline)	Impressions ↓	Clicks	Completion Rate	Cost Per Completed View
Jiffy Lube Delaware_6.1.26_"Vacuum" Jiffy Does It	43,515	4	98.57%	0.04

YouTube+ Video Completion Performance by Creative

Ad (Headline)	25% Completed ↓	50% Completed	75% Completed	100% Completed
Jiffy Lube Delaware_6.1.26_"Vacuum" Jiffy Does It	99.23%	98.95%	98.75%	98.57%

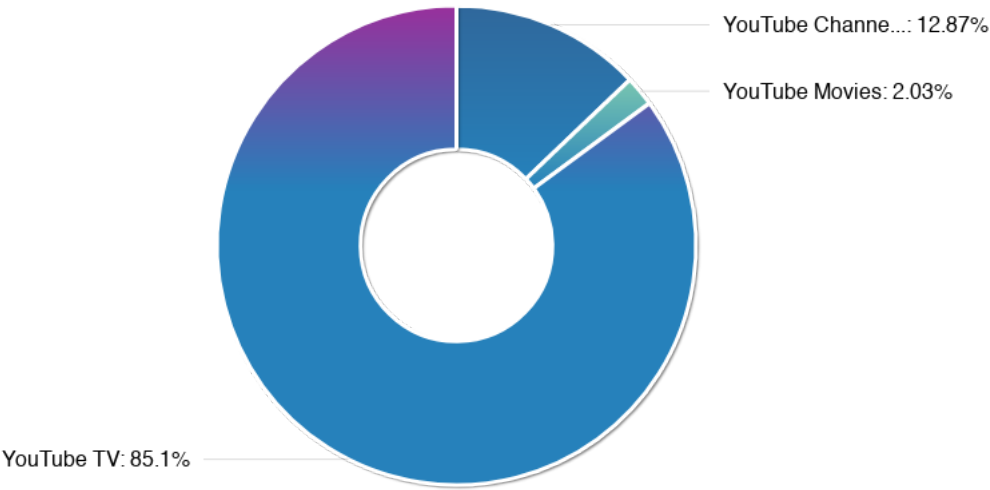
Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	93,083	855	0.92%
Desktop	A personal computing device that remains stationary at one location.	43,899	508	1.16%
Connected TV	An internet enabled device that provides streaming content directly on the TV, without the use of an external streaming device.	42,345	4	0.01%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	10,509	26	0.25%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
nypost.com	6,060	3	0.05%
tmz.com	2,652	0	0.00%
msn.com	2,595	2	0.08%
imdb.com	2,546	1	0.04%
arcamax.com	2,404	2	0.08%
mocoshow.com	2,018	2	0.10%
usatoday.com	1,994	5	0.25%
huffpost.com	1,954	0	0.00%
foxnews.com	1,341	1	0.07%
accuweather.com	1,309	1	0.08%
wbaltv.com	1,234	1	0.08%
abcnews.com	1,226	1	0.08%
coasttv.com	1,044	0	0.00%
wildfreinds.website	1,002	42	4.19%
dailymail.com	948	7	0.74%
BeReal. Your friends for real.	916	40	4.37%
biblegateway.com	805	0	0.00%
Fox News - Daily Breaking News	783	0	0.00%
brezzamistica.info	753	0	0.00%
theguardian.com	743	1	0.13%

YouTube+ Placement Performance



Top 10 YouTube Channel Performance

Placement Display Name	Impressions ↓	Clicks	CTR
GFAM	580	0	0.00%
GLIV	190	0	0.00%
CaseOh	172	0	0.00%
Midwest Safety	150	0	0.00%
HISTORY	129	0	0.00%
Joe Bart Games	115	0	0.00%
48 Hours	102	0	0.00%
Joe Bartolozzi	99	0	0.00%
AWE	95	0	0.00%
MeidasTouch	59	0	0.00%

Top 10 YouTube TV Channel Performance

Placement Display Name	Impressions ↓
(YouTube TV) FOX News	7,367
(YouTube TV) MS NOW	4,180
(YouTube TV) CNN	1,276
(YouTube TV) CNBC	463
(YouTube TV) ESPN	328
(YouTube TV) FOX Business	250
(YouTube TV) Investigation Discovery	173
(YouTube TV) Hallmark TV	115
(YouTube TV) POP	67
(YouTube TV) TV Land	62

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.