



Digital Marketing Report

Impressions

How many ads were served:

154,457

Clicks

Times a user clicked on an ad

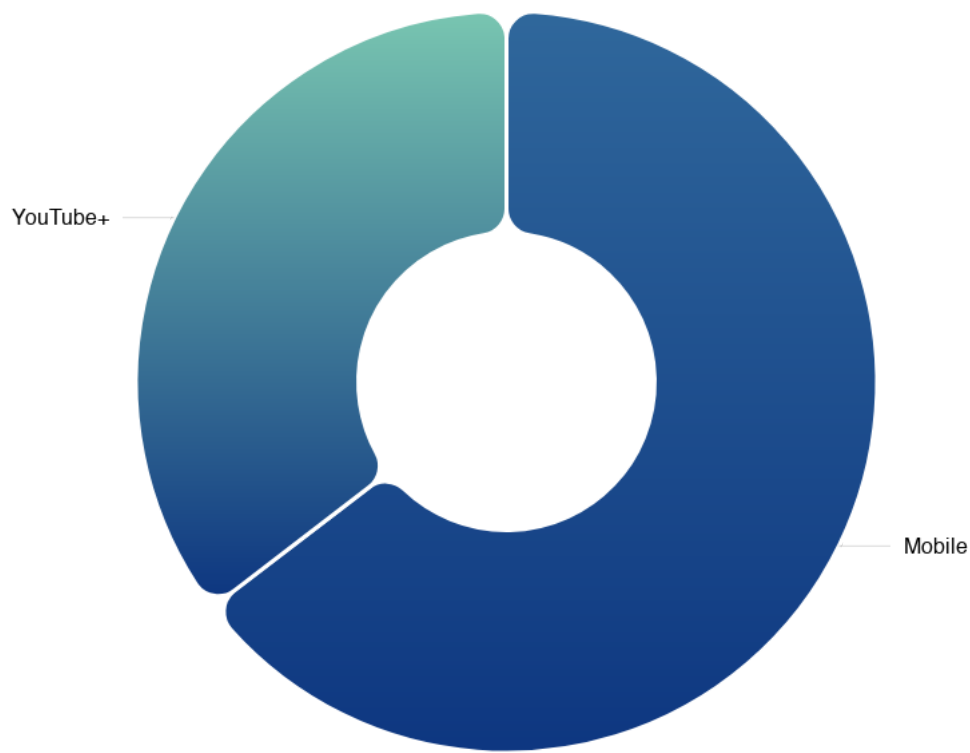
188

Click-Through Rate

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

0.19%

Your Product Breakout by Impressions



Total Engagement Rate

0.19%

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

X the National Average

1.74

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%)
Car Care Clinic Jet Lube - Auto Repair & Service Shop Visitors Mobile	99,769	188	0.19%	2.69
Car Care Clinic Jet Lube - Auto Repair & Maintenance YouTube+	54,688	0	0.00%	0.00

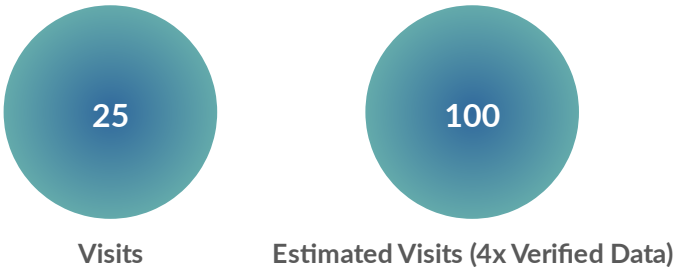


Mobile Conquesting Visit Performance: *To be counted as a "Verified Visit", the user must have GPS on and be browsing at the store location.*

Mobile Conquesting Number of Store Locations

6

NUMBER OF LOCATIONS THAT TRACKED A VISIT



Mobile Conquesting Visits by Store Location

Business Name	Address	City	State	Zip	Visits ↓
Car Care Clinic	403 Pinola DR SE	Magee	MS	39111	12
Car Care Clinic	412 E 3RD ST	Forest	MS	39074	7
Car Care Clinic	334 HWY 51	Ridgeland	MS	39157	3
Jet Lube Tire & Automotive	334 51 HWY	Ridgeland	MS	39157	1
Car Care Clinic	6564 Old Canton RD	Ridgeland	MS	39157	1
Car Car Clinic	105 Triangle DR	Jackson	MS	39206	1

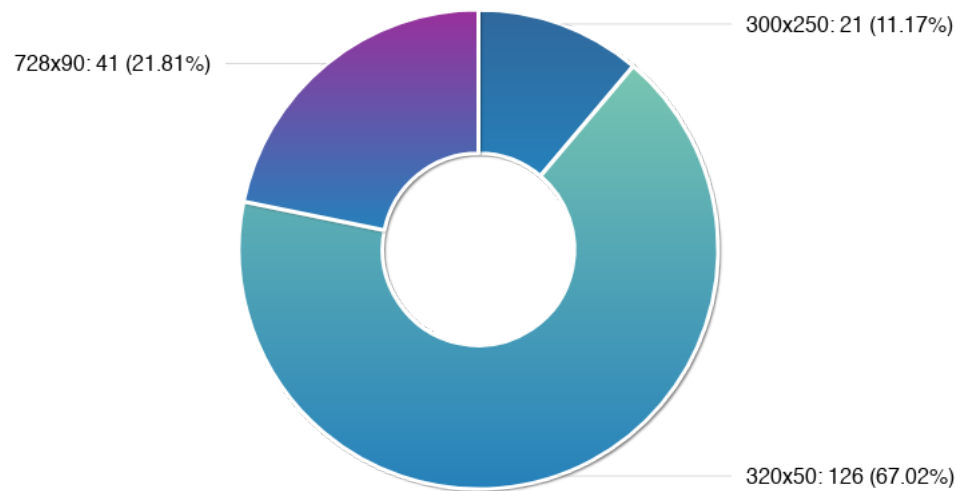


Mobile Conquesting Creative Performance

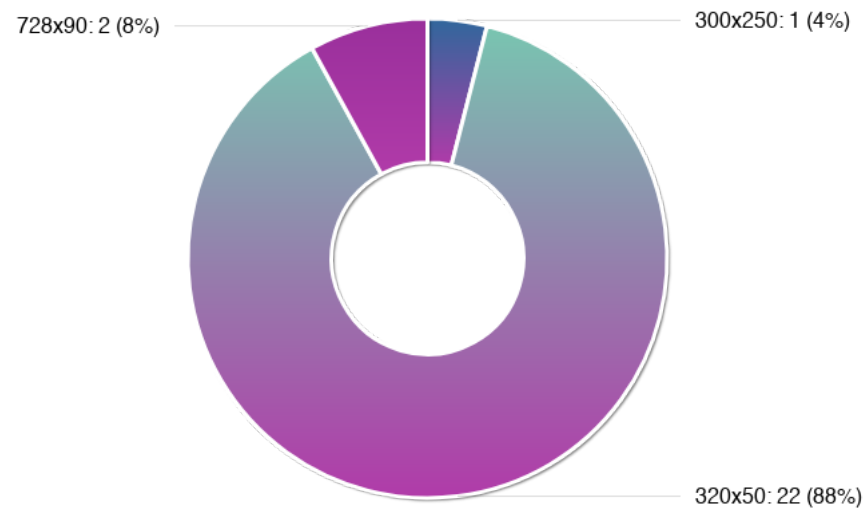
Preview	Creative Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
	320x50_ccc_mc_ac_july26.jpg	35,615	44	0.12%	1.76
	320x50_ccc_mc_tires_july26.jpg	35,468	61	0.17%	2.46
	320x50_ccc_mc_AC_may26	7,423	13	0.18%	2.50
	320x50_ccc_mc_tires_may26	7,353	8	0.11%	1.55
	728x90_ccc_mc_ac_july26.jpg	3,620	18	0.50%	7.10
	728x90_ccc_mc_tires_july26.jpg	3,539	17	0.48%	6.86
	300x250_ccc_mc_tires_july26.jpg	1,893	8	0.42%	6.04
	IMAGE 2026-07-06 17:04:47.580	1,867	10	0.54%	7.65
	300x250_ccc_mc_AC_may26	787	3	0.38%	5.45
	300x250_ccc_mc_tires_may26	755	0	0.00%	0.00



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
Auto Care You Can Trust	54,685	0	94.99%	0.04

YouTube+ Video Completion Performance by Creative

Ad (Headline)	25% Completed ↓	50% Completed	75% Completed	100% Completed
Auto Care You Can Trust	96.75%	95.80%	95.32%	94.99%

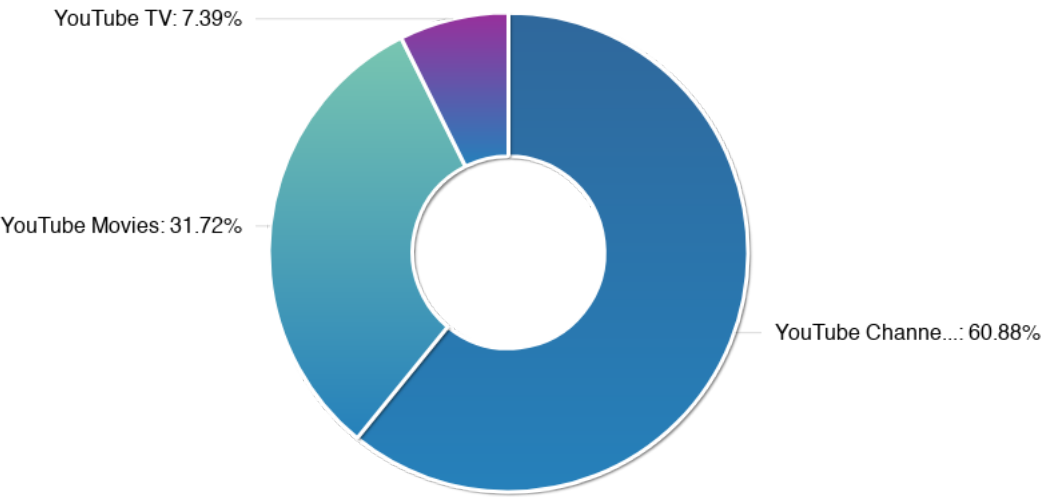


Device Performance

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.	54,391	0	0.00%
Desktop	A personal computing device that remains stationary at one location.	109	0	0.00%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	108	0	0.00%
Mobile	A portable electronic device that can connect to the internet.	77	0	0.00%



YouTube+ Placement Performance



Top 10 YouTube Channel Performance

Placement Display Name	Impressions ↓	Clicks	CTR
Pop The Balloon	301	0	0.00%
CaseOh	252	0	0.00%
Kai Cenat Live	236	0	0.00%
FunnyMike Live	233	0	0.00%
Midwest Safety	227	0	0.00%
SML	215	0	0.00%
Druski	183	0	0.00%
CoryxKenshin	157	0	0.00%
A&E	149	0	0.00%
ABC News	124	0	0.00%



Top 10 YouTube TV Channel Performance

Placement Display Name	Impressions ↓
(YouTube TV) FOX News	334
(YouTube TV) CNN	53
(YouTube TV) MS NOW	42
(YouTube TV) ESPN	39
(YouTube TV) Investigation Discovery	18
(YouTube TV) POP	9
(YouTube TV) FOX Business	8
(YouTube TV) Oxygen True Crime	6
(YouTube TV) CNBC	5



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.