

Digital Marketing Report

Impressions

How many ads were served:

95,280

Clicks

Times a user clicked on an ad

374

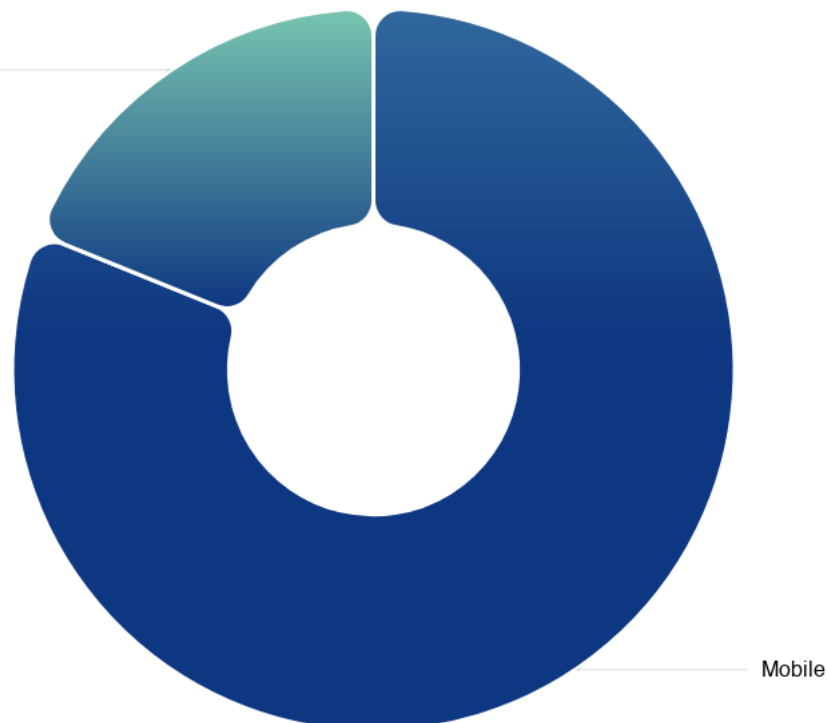
Click-Through Rate

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

0.39%

Your Product Breakout by Impressions

Online
Audio



Total Engagement Rate

0.75%

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

X the National Average

5.61

X the National Avg (.07%)

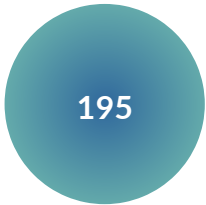
*Note: CTR and Total Engagement Rate do not include impressions or view-throughs from CTV, YouTube, or PMax campaigns. For TikTok campaigns, Total Engagement Rate includes both Click Conversions and View-throughs due to differences in Conversion tracking.



Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
W&L Mazda - Mazda/Vehicle Shoppers Mobile	73,715	314	0.43%	6.09
W&L Mazda - AI Audio	8,169	9	0.11%	1.57
W&L Mazda - Mazda/In-Market for New/Used Cars Behavioral Audio	8,042	7	0.09%	1.24
W&L Mazda - Site Retargeting Mobile	3,591	44	1.23%	17.50
W&L Mazda - Retargeting Audio	1,763	0	0.00%	0.00

Video View-through Conversions

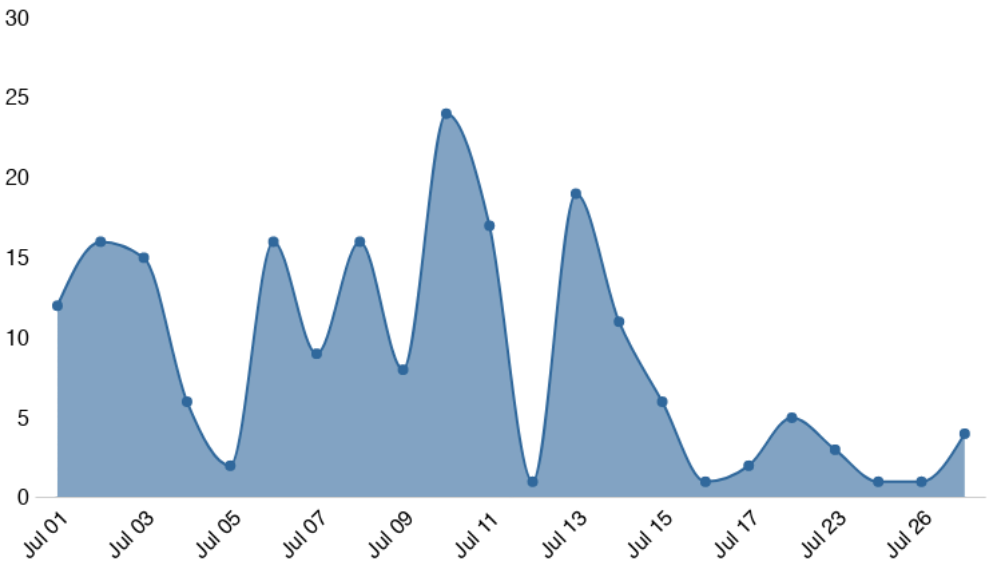


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

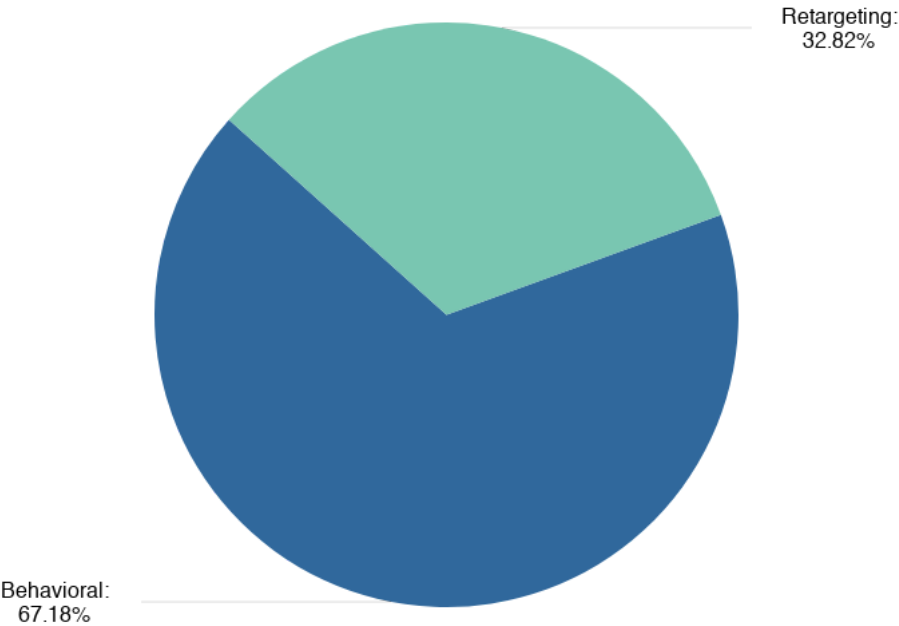
Video View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
W&L Mazda Used Inventory Page View	90
W&L Mazda New Inventory Page View	53
W&L Mazda Homepage Visits	34
W&L Mazda Certified Inventory Page View	14
W&L Mazda Service Promos Page View	4

Video View-through Conversions by Day



Top Video View-through Conversions by Strategy



Online Audio View-through Conversions

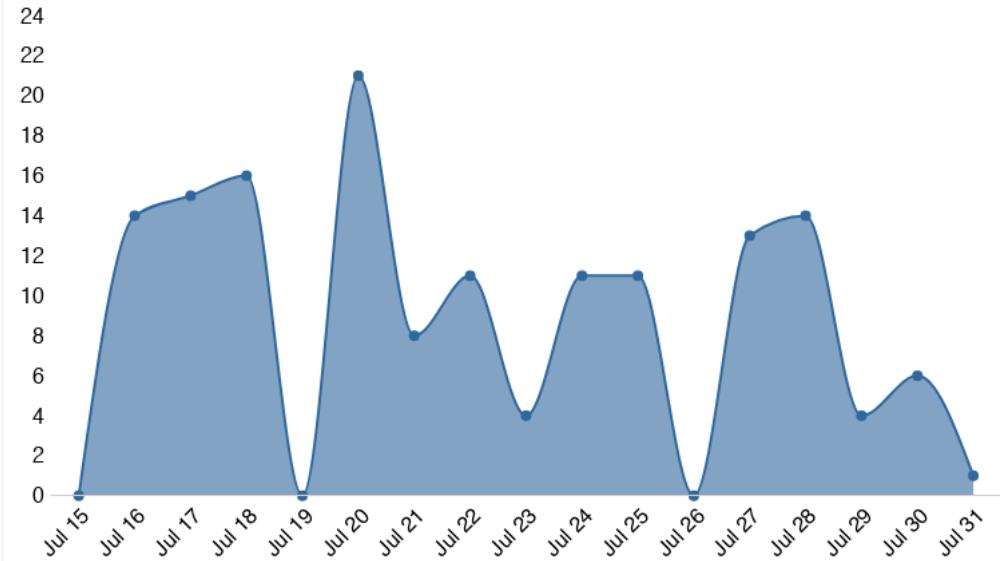


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

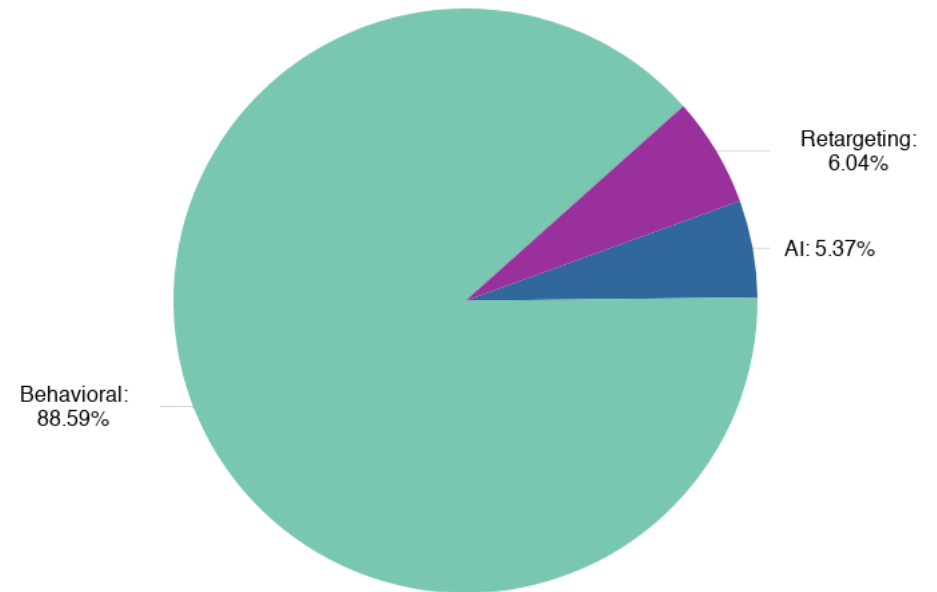
Online Audio View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
W&L Mazda Used Inventory Page View	62
W&L Mazda New Inventory Page View	42
W&L Mazda Homepage Visits	32
W&L Mazda Certified Inventory Page View	12
W&L Mazda Service Promos Page View	1

Online Audio View-through Conversions by Day



Top Online Audio View-through Conversions by Strategy



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)

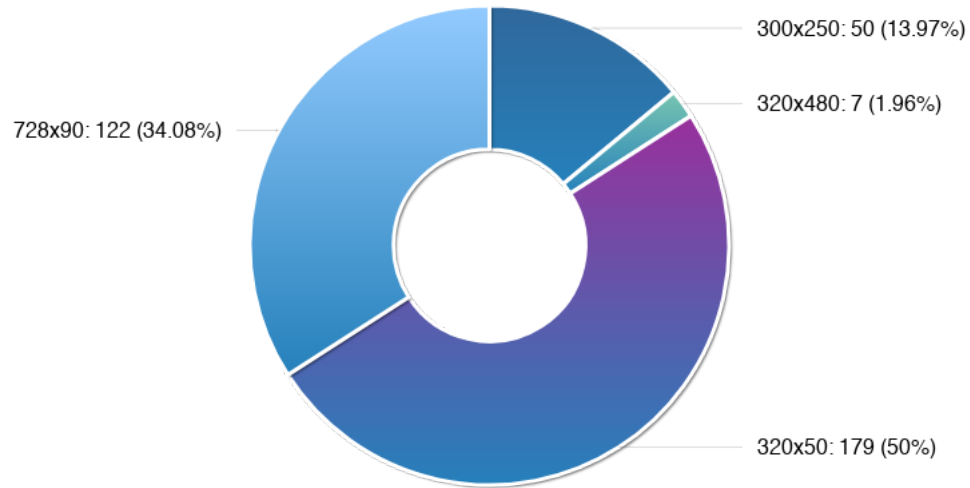
Mobile Conquesting Visits by Store Location

Business Name	Address	City	State	Zip	Visits ↓
W&L MAZDA	975 Water ST	Northumberland	PA	17857	1

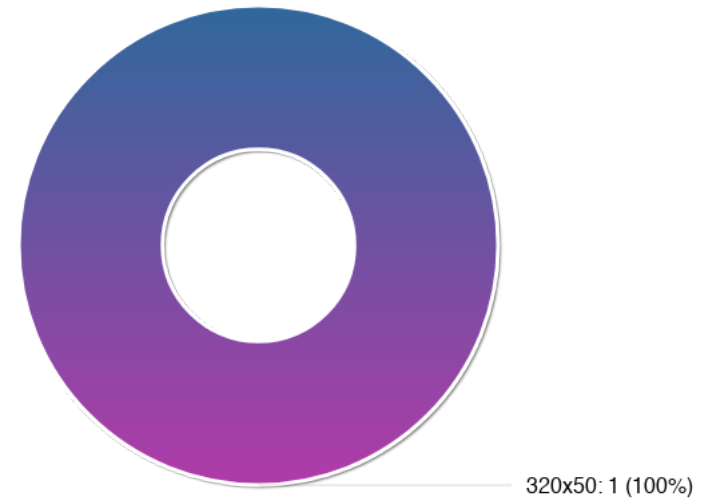
Mobile Conquesting Creative Performance

Preview	Creative Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
	W&L Mazda_320X50.png	52,177	179	0.34%	4.90
	W&L Mazda_728x90.png	21,686	122	0.56%	8.04
	W&L Mazda_300x250.png	3,102	50	1.61%	23.03
	W&L Mazda_320x480.png	342	7	2.05%	29.24

Mobile Conquesting Click Performance by Ad Size



Mobile Conquesting Visit Performance by Ad Size





Online Audio Creative Performance

Creative Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
W&L Mazda_WbL Mazda 2026 July 30 MORE TO MOVE YOU.mp3	17,974	16	0.09%	1.27

Online Audio Completion Performance by Line Item

Line Item Name	25% Completed ↓	50% Completed	75% Completed	100% Completed
W&L Mazda - Mazda/In-Market for New/Used Cars Behavioral Audio	95.83%	90.92%	87.33%	84.44%
W&L Mazda - Retargeting Audio	95.63%	93.19%	90.19%	87.92%
W&L Mazda - AI Audio	86.57%	83.93%	81.85%	80.11%

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	10,370	15	0.14%
Connected TV	An internet enabled device that provides streaming content directly on the TV, without the use of an external streaming device.	2,342	0	0.00%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	1,240	0	0.00%
Desktop	A personal computing device that remains stationary at one location.	920	0	0.00%
Connected Audio	An internet enabled device, like Smart Speakers, Connected Cars, or Streaming Boxes, that allow audio content.	474	0	0.00%
Streaming Device	A stick/dongle device that connects to a TV and provides streaming content, such as a Fire TV Stick, Roku Streaming Stick, and Google Chromecast.	82	0	0.00%
Media Player	A personal device, either mobile or stationary, that plays media, such as Smart Speakers and iPods.	4	0	0.00%

Top Online Audio Device Makes

Device Make	Impressions ↓	Clicks	CTR
Samsung	5,770	7	0.12%
Apple	2,723	1	0.04%
Vizio	1,894	0	0.00%
Motorola	1,230	7	0.57%
Google	450	0	0.00%
Roku	46	0	0.00%
Huawei	17	0	0.00%
LG	8	0	0.00%
Amazon	6	0	0.00%
Oppo	6	0	0.00%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
Spotify - Music and Podcasts	934	1	0.11%
Spotify: Play music & podcasts	354	0	0.00%
newsitem.com	295	0	0.00%
Treasure Masters	206	0	0.00%
wfmz.com	181	0	0.00%
Pocket FM: Audio Series	164	0	0.00%
Word Kitchen	163	0	0.00%
spreaker.com	97	0	0.00%
idobi.com	94	0	0.00%
iheart.com	81	0	0.00%
TuneIn Radio: Music & Sports	43	0	0.00%
Alarm Clock for Me free	41	0	0.00%
jamx.ai	36	0	0.00%
tasteofhome.com	34	0	0.00%
live365.com	31	0	0.00%
gotradio.com	25	0	0.00%
hitsradio.com	25	0	0.00%
Readict - novels and more	25	0	0.00%
familyhandyman.com	20	0	0.00%
1010! Block Puzzle Game	19	0	0.00%

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.