

Digital Marketing Report

Impressions

How many ads were served:

193,746

Clicks

Times a user clicked on an ad

1,659

Click-Through Rate

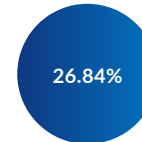
(Clicks/Impressions) x 100

1.06%

Your Product Breakout by Impressions



CTV Completion Rate



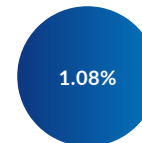
Percentage of users who watched the video from start to finish

CTV Cost Per Completed View



The cost of each completed video view across full-screen CTVs

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%)
Credit King Auto Sales - Adults 21+/Auto Buyers/Poor Credit Behavioral Video	47,472	1,385	2.92%	41.68
Credit King Auto Sales - Auto Enthusiasts Category YouTube	40,018	80	0.20%	2.86
Credit King Auto Sales - Keyword Social Mirror	33,787	16	0.05%	0.68
Credit King Auto Sales - Adults 21+/Auto Buyers/Poor Credit Behavioral Social Mirror	33,764	22	0.07%	0.93
Credit King Auto Sales - AI Social Mirror	33,666	156	0.46%	6.62
Credit King Auto Sales - AI CTV	2,649	5	0.19%	2.70
Credit King Auto Sales - Luxury Cars/Auto Shopping/Auto Loan Behavioral CTV	2,390	4	0.17%	2.39

Social Mirror View-through Conversions

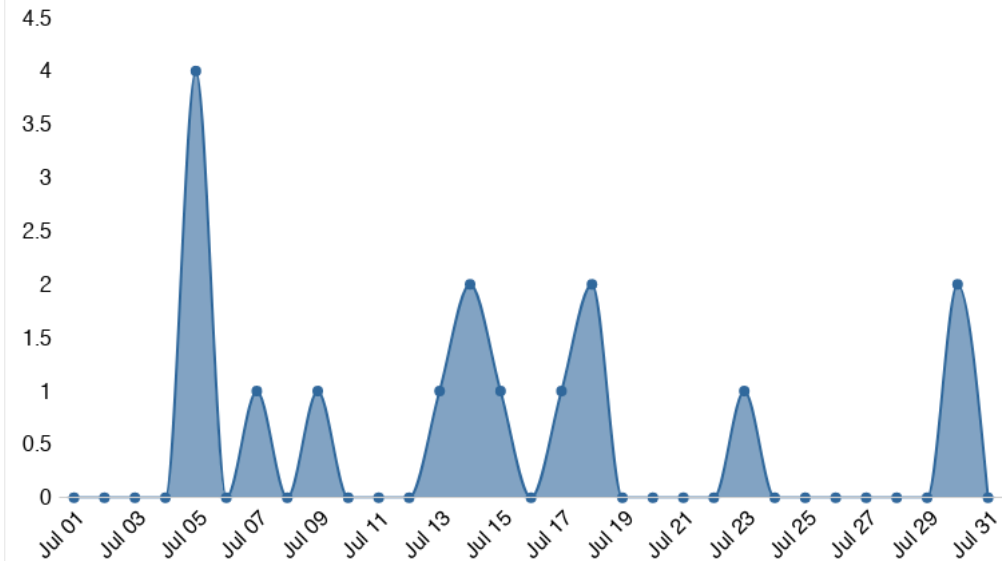
16

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

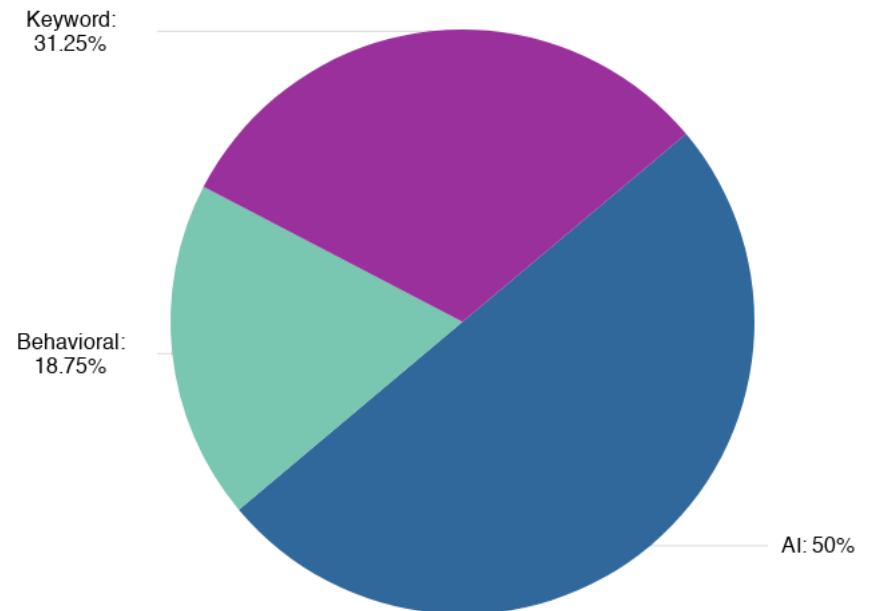
Social Mirror View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
Credit King Auto Sales Homepage Visits	16

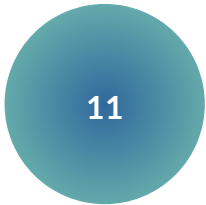
Social Mirror View-through Conversions by Day



Top Social Mirror View-through Conversions by Strategy



Video View-through Conversions

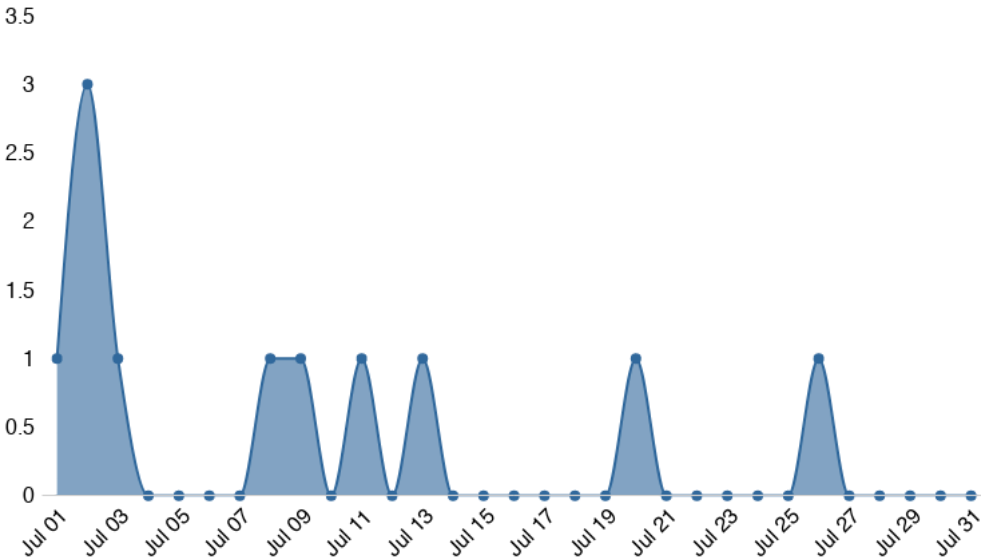


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

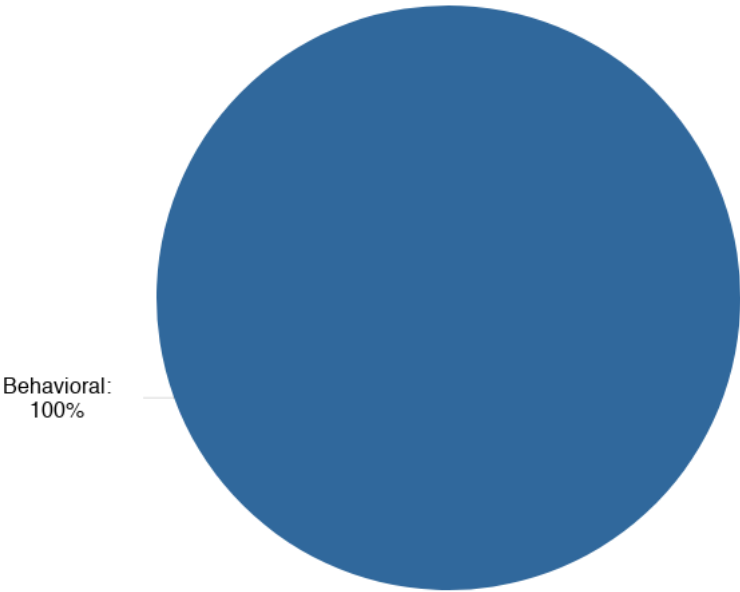
Video View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
Credit King Auto Sales Homepage Visits	11

Video View-through Conversions by Day



Top Video View-through Conversions by Strategy



CTV View-through Conversions



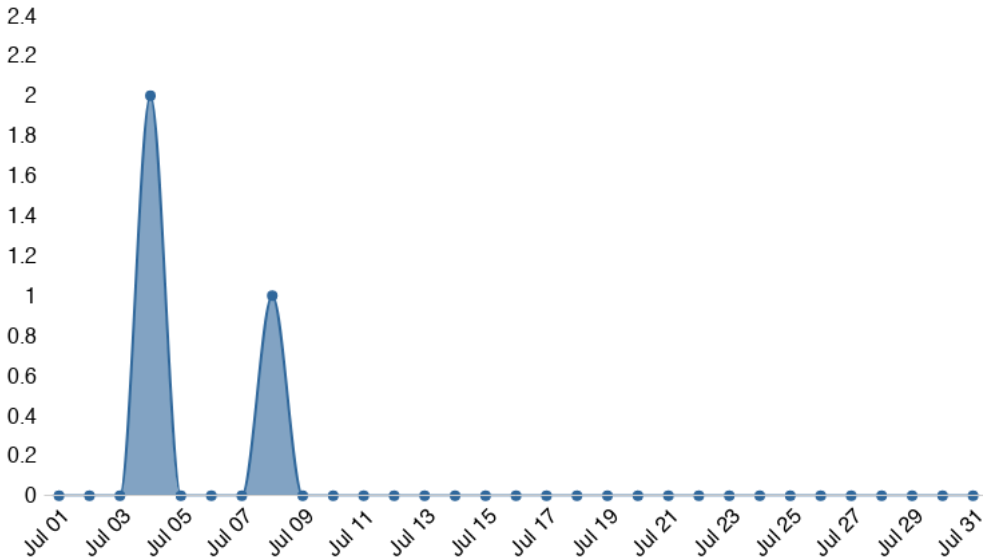
Times users saw an ad, did NOT click, but came to your site and visited a page

or completed an action

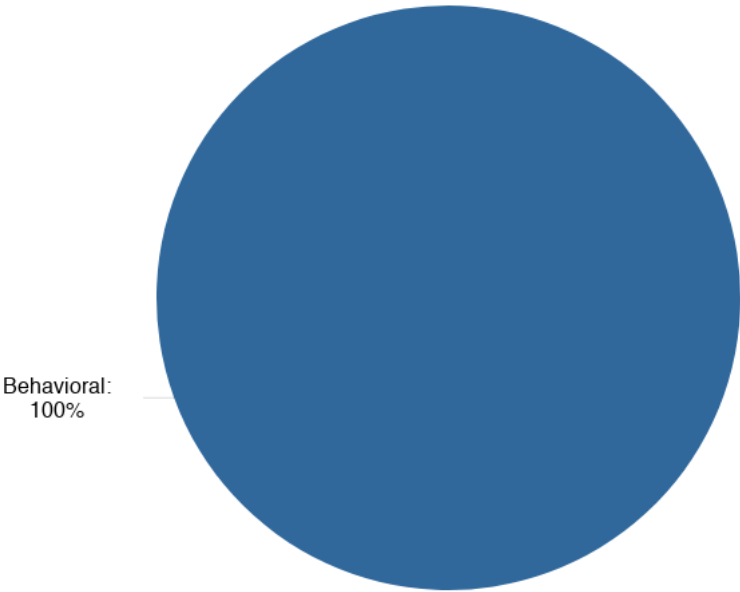
CTVView-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
Credit King Auto Sales Homepage Visits	3

CTV View-through Conversions by Day



Top CTV View-through Conversions by Strategy



Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
Thumbnail not available	Credit King Auto Sales_5.8_Social Mirror_Credit King Auto Sales has been serving Wichita for over 21 years!	101,217	194	0.19%	2.74

Social Mirror Creative AI Performance

Creative			Preview Link	Percentage Served ↓	CTR
Creative Name	Variant Name	Creative Format			
Credit King Auto Sales_5.8_Social Mirror_Credit King Auto Sales has been serving Wichita for over 21 years!	Variant: V_00009	Video	Click to View	6.38%	0.47%
Credit King Auto Sales_5.8_Social Mirror_Credit King Auto Sales has been serving Wichita for over 21 years!	Variant: V_00008	Video	Click to View	6.37%	0.52%
Credit King Auto Sales_5.8_Social Mirror_Credit King Auto Sales has been serving Wichita for over 21 years!	Variant: V_00015	Video	Click to View	6.33%	0.43%
Credit King Auto Sales_5.8_Social Mirror_Credit King Auto Sales has been serving Wichita for over 21 years!	Variant: V_00011	Video	Click to View	6.33%	0.48%
Credit King Auto Sales_5.8_Social Mirror_Credit King Auto Sales has been serving Wichita for over 21 years!	Variant: V_00013	Video	Click to View	6.31%	0.40%
Credit King Auto Sales_5.8_Social Mirror_Credit King Auto Sales has been serving Wichita for over 21 years!	Variant: V_00006	Video	Click to View	6.31%	0.41%
Credit King Auto Sales_5.8_Social Mirror_Credit King Auto Sales has been serving Wichita for over 21 years!	Variant: V_00012	Video	Click to View	6.30%	0.31%
Credit King Auto Sales_5.8_Social Mirror_Credit King Auto Sales has been serving Wichita for over 21 years!	Variant: V_00002	Video	Click to View	6.29%	0.48%
Credit King Auto Sales_5.8_Social Mirror_Credit King Auto Sales has been serving Wichita for over 21 years!	Variant: V_00005	Video	Click to View	6.22%	0.37%
Credit King Auto Sales_5.8_Social Mirror_Credit King Auto Sales has been serving Wichita for over 21 years!	Variant: V_00001	Video	Click to View	6.22%	0.50%

Video Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
Thumbnail not available	Credit King Auto Sales_5.7_01 MIX_Credit King_04-19-26_Over 21 years 1_30 sec_Draft2.mp4	26,795	1,145	4.27%	61.05
	Credit King Auto Sales_5.7_02 MIX_Credit King_04-19-26_Over 21 years 2_30 sec_Draft 2.mp4	20,677	240	1.16%	16.58

Video Completion Performance by Line Item

Line Item Name	25% Completed ↓	50% Completed	75% Completed	100% Completed
Credit King Auto Sales - Adults 21+/Auto Buyers/Poor Credit Behavioral Video	72.48%	61.72%	54.70%	42.84%

Connected TV (CTV) Creative Performance

Preview Image	Creative Name	Impressions	Video Completion Rate ↓
Thumbnail not available	Credit King Auto Sales_5.7_01 MIX_Credit King_04-19-26_Over 21 years 1_30 sec_Draft2.mp4	3,116	95.67%
	Credit King Auto Sales_5.7_02 MIX_Credit King_04-19-26_Over 21 years 2_30 sec_Draft 2.mp4	1,923	94.51%

Connected TV (CTV) Completion Performance by Strategy

Strategy	25% Completion Rate	50% Completion Rate	75% Completion Rate	100% Completion Rate ↓
Credit King Auto Sales - Luxury Cars/Auto Shopping/Auto Loan Behavioral CTV	100.00%	98.99%	97.77%	95.25%
Credit King Auto Sales - AI CTV	100.00%	98.97%	97.45%	95.20%

YouTube+ Creative Performance

Ad (Headline)	Impressions ↓	Clicks	Completion Rate	Cost Per Completed View
Credit King Auto Sales_5.7_01 MIX Credit King 04 19 26 Over 21 years 1 30 sec Draft2	20,203	45	19.36%	0.21
Credit King Auto Sales_5.7_02 MIX Credit King 04 19 26 Over 21 years 2 30 sec Draft 2	19,813	35	19.92%	0.20

YouTube+ Video Completion Performance by Creative

Ad (Headline)	25% Completed ↓	50% Completed	75% Completed	100% Completed
Credit King Auto Sales_5.7_01 MIX Credit King 04 19 26 Over 21 years 1 30 sec Draft2	46.80%	26.85%	21.92%	19.36%
Credit King Auto Sales_5.7_02 MIX Credit King 04 19 26 Over 21 years 2 30 sec Draft 2	46.68%	27.14%	22.51%	19.92%

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	113,867	1,470	1.29%
Desktop	A personal computing device that remains stationary at one location.	55,003	142	0.26%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	19,835	47	0.24%
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.	3,443	8	0.23%
Connected TV	An internet enabled device that provides streaming content directly on the TV, without the use of an external streaming device.	1,596	1	0.06%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
msn.com	7,545	0	0.00%
nypost.com	4,959	8	0.16%
foxnews.com	4,408	9	0.20%
tmz.com	4,314	3	0.07%
kansas.com	3,270	2	0.06%
ksn.com	1,699	16	0.94%
Timehop - Memories Then & Now	1,477	2	0.14%
hollywoodpq.com	1,409	5	0.35%
BeReal. Your friends for real.	1,313	45	3.43%
biblegateway.com	1,153	0	0.00%
shopgoodwill.com	1,150	2	0.17%
Fox News - Daily Breaking News	1,081	0	0.00%
kwch.com	1,063	0	0.00%
washingtonpost.com	932	0	0.00%
iHeartRadio: Radio, Podcasts & Music On Demand	857	1	0.12%
wichitaonthecheap.com	857	3	0.35%
smiteSource.com	836	0	0.00%
lawandcrime.com	762	0	0.00%
abcnews.com	698	1	0.14%
people.com	698	2	0.29%

Top 10 YouTube Channel Performance

Placement Display Name	Impressions ↓	Clicks	CTR
Midwest Safety	189	0	0.00%
Unspeakable Studios	130	0	0.00%
Kai Cenat Live	95	0	0.00%
Markiplier	85	0	0.00%
New York Post	82	0	0.00%
Unspeakable	71	1	1.41%
Fox News	69	0	0.00%
Stable Ronaldo Live	56	0	0.00%
MrBeast	52	0	0.00%
Maizen	49	0	0.00%

Top CTV Publishers

Publisher Image	Publisher Name	Impressions ↓	Completion Rate
	KWCH News	378	89.51%
	Vizio - Vizio WatchFree+	331	90.00%
	Telly - The Truly Smart TV	309	100.00%
	VIDAA	56	98.70%
	VUit	13	100.00%

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.