



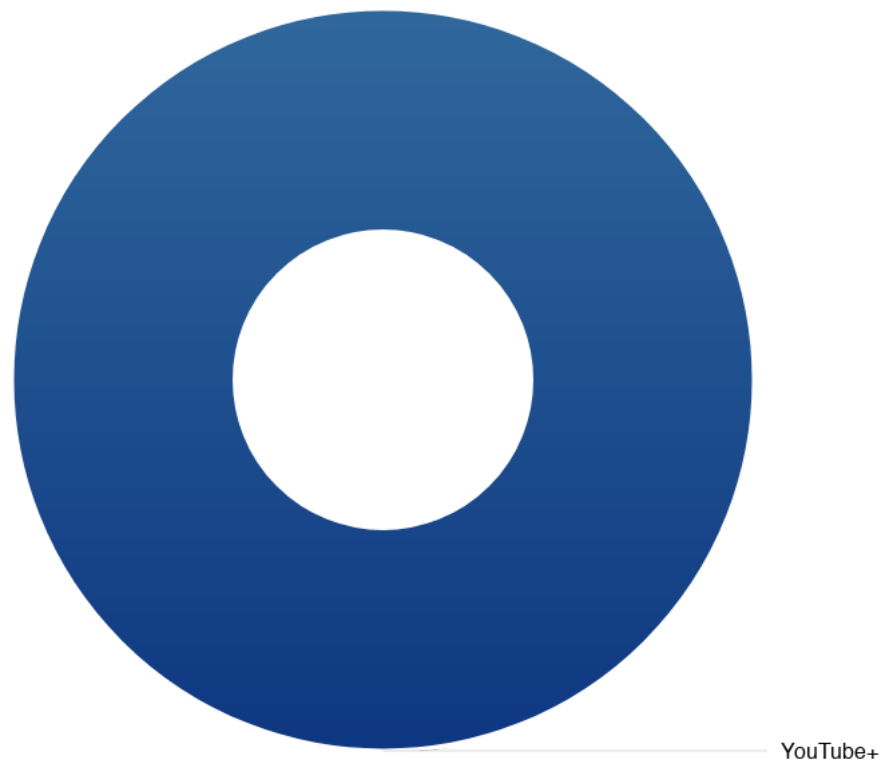
Digital Marketing Report

Impressions

How many ads were served:

44,929

Your Product Breakout by Impressions



**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%)
Kirk Brothers CDJR - In-market Vehicles YouTube+	44,929	0	0.00%	0.00



YouTube+ Creative Performance

Ad (Headline)	Impressions ↓	Clicks	Completion Rate	Cost Per Completed View
Make This the Summer to Save at Kirk Brothers CDJR	23,538	0	95.21%	0.04
Your Summer Jeep Awaits	21,387	0	95.89%	0.04

YouTube+ Video Completion Performance by Creative

Ad (Headline)	25% Completed ↓	50% Completed	75% Completed	100% Completed
Your Summer Jeep Awaits	97.19%	96.51%	96.08%	95.89%
Make This the Summer to Save at Kirk Brothers CDJR	96.61%	95.83%	95.44%	95.21%

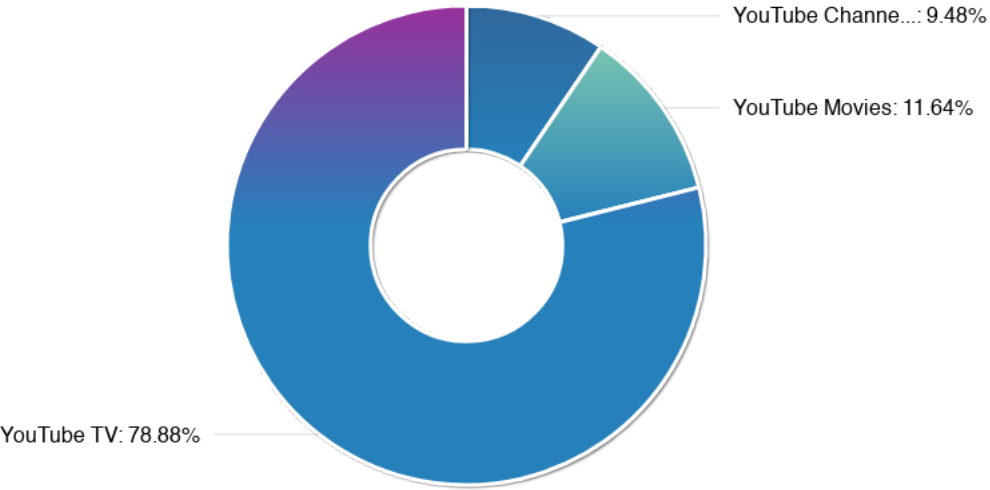


Device Performance

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.	44,615	0	0.00%
Mobile	A portable electronic device that can connect to the internet.	114	0	0.00%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	108	0	0.00%
Desktop	A personal computing device that remains stationary at one location.	88	0	0.00%



YouTube+ Placement Performance



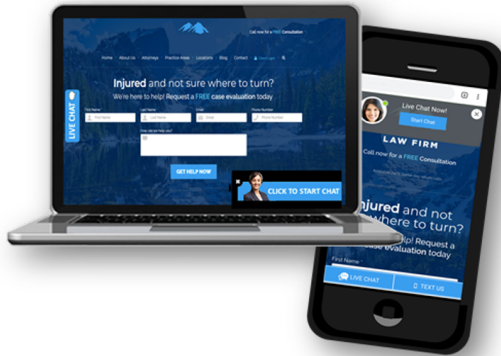
Top 10 YouTube Channel Performance

Placement Display Name	Impressions ↓	Clicks	CTR
Midwest Safety	125	0	0.00%
SML	123	0	0.00%
ABC News	107	0	0.00%
Kai Cenat Live	97	0	0.00%
FunnyMike Live	86	0	0.00%
CaseOh	70	0	0.00%
Druski	58	0	0.00%
Kinigra Deon	50	0	0.00%
Pop The Balloon	49	0	0.00%
Fox News	40	0	0.00%



Top 10 YouTube TV Channel Performance

Placement Display Name	Impressions ↓
(YouTube TV) FOX News	6,057
(YouTube TV) MS NOW	950
(YouTube TV) CNN	816
(YouTube TV) Investigation Discovery	416
(YouTube TV) TV Land	271
(YouTube TV) FOX Business	259
(YouTube TV) Disney	210
(YouTube TV) CNBC	186
(YouTube TV) POP	159
(YouTube TV) USA	151



Chats: Number of people that started a chat

Leads: Number of Visitors that started a chat and converted into a lead

Billable Leads: Leads classified as Sales Leads

Chat vs. Lead Ratio: $(\text{Billable Leads} / \text{Chats}) \times 100$

Note: Data is updated once daily. Chats and Leads will update during the next day's sync.

What are the different Lead types?

Sales Lead: (Billable) Someone we've chatted with where we've obtained the visitor's name and contact information (phone number and/or email address), what the visitor is looking for is offered by the business, and the visitor falls within the businesses geographic coverage area. This lead type is billable.

Service Lead: (Non-Billable) An existing client of the business - they may be trying to reschedule an appointment or get in touch with their account manager, etc. This lead type is non-billable.

Other Lead: (Non-Billable) Someone who's outside of the geographic coverage area, someone looking for a service the business doesn't offer, looking for a job, etc. This lead type is non-billable.

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.