



Digital Marketing Report

Impressions

How many ads were served:

47,313

Clicks

Times a user clicked on an ad

3

X the National Average



X the National Avg (.07%)

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%)
Cannon Kirk Ford of Springfield - In-market Vehicles YouTube+	47,313	3	0.01%	0.09



YouTube+ Creative Performance

Ad (Headline)	Impressions ↓	Clicks	Completion Rate	Cost Per Completed View
Take the Road Less Traveled	12,531	1	95.70%	0.04
Can't Go Wrong with a Wright 07.13	9,717	2	93.68%	0.04
Horsepower Meets Ford Power	6,572	0	93.41%	0.04
Ford Deals in Springfield 07.13	5,766	0	91.65%	0.04
Ford Deal You've Been Waiting For 07.13	5,695	0	91.47%	0.04
Real Truck Deals. Real Savings	4,713	0	95.40%	0.04
Work Smart. Work Hard. Save Thousands on a Ford F-Series Truck	2,316	0	94.73%	0.04

YouTube+ Video Completion Performance by Creative

Ad (Headline)	25% Completed ↓	50% Completed	75% Completed	100% Completed
Take the Road Less Traveled	97.05%	96.21%	95.94%	95.70%
Real Truck Deals. Real Savings	96.97%	96.16%	95.74%	95.40%
Work Smart. Work Hard. Save Thousands on a Ford F-Series Truck	96.68%	95.68%	95.08%	94.73%
Horsepower Meets Ford Power	95.52%	94.29%	93.71%	93.41%
Can't Go Wrong with a Wright 07.13	95.25%	94.29%	93.88%	93.68%

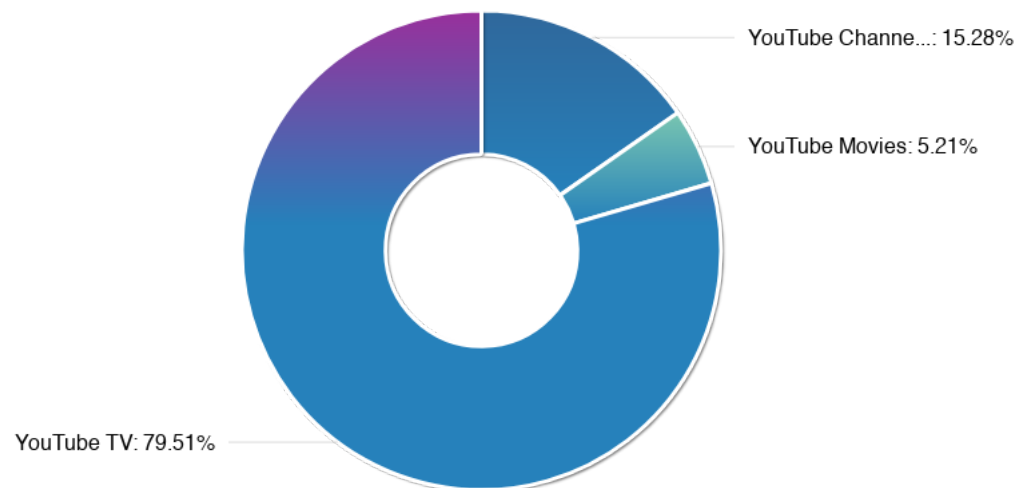


Device Performance

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.	46,461	2	0.00%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	315	0	0.00%
Mobile	A portable electronic device that can connect to the internet.	286	1	0.35%
Desktop	A personal computing device that remains stationary at one location.	248	0	0.00%



YouTube+ Placement Performance



Top 10 YouTube Channel Performance

Placement Display Name	Impressions ↓	Clicks	CTR
Midwest Safety	208	0	0.00%
CaseOh	197	0	0.00%
Joe Bartolozzi	158	0	0.00%
GFAM	90	0	0.00%
Joe Bart Games	80	0	0.00%
Unspeakable Studios	76	0	0.00%
Fox News	74	0	0.00%
Kai Cenat Live	63	0	0.00%
SML	59	0	0.00%
CboysTV	54	0	0.00%



Top 10 YouTube TV Channel Performance

Placement Display Name	Impressions ↓
(YouTube TV) FOX News	3,471
(YouTube TV) MS NOW	1,388
(YouTube TV) CNN	733
(YouTube TV) Investigation Discovery	496
(YouTube TV) TV Land	327
(YouTube TV) POP	284
(YouTube TV) CMT	202
(YouTube TV) FOX Business	192
(YouTube TV) Nickelodeon	187
(YouTube TV) CNBC	180



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.