

Digital Marketing Report

Impressions

How many ads were served:

62,795

Clicks

Times a user clicked on an ad

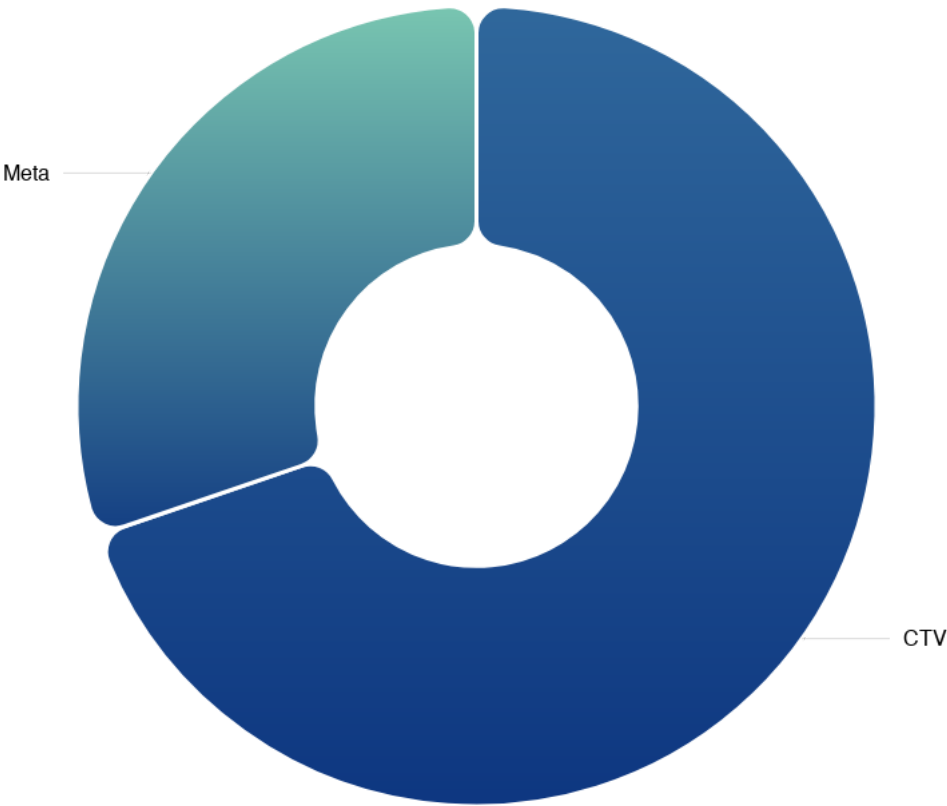
162

Click-Through Rate

(Clicks/Impressions) x 100

0.85%

Your Product Breakout by Impressions



CTV Completion Rate

99.11%

Percentage of users who watched the video from start to finish

CTV Cost Per Completed View

0.04

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

Total Engagement Rate

0.85%

(Clicks+View-throughs)/Impressions x 100*

X the National Average

12.18

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%)
Quality Car Care Center of Evans - Car Maintenance/Vehicle Repair/Car Owners Behavioral CTV	43,801	61	0.14%	1.99
Quality Car Care Center of Evans - Facebook/Instagram Premium	18,994	162	0.85%	12.18

Meta Post Engagements



The total number of actions people take involving your ads (clicks on CTA, clicks to profile, site clicks, etc.)

Connected TV (CTV) Creative Performance

Preview Image	Creative Name	Impressions	Video Completion Rate ↓
	QCCC_GEN_CUST SERVICE.mp4	43,801	99.11%

Connected TV (CTV) Completion Performance by Strategy

Strategy	25% Completion Rate	50% Completion Rate	75% Completion Rate	100% Completion Rate ↓
Quality Car Care Center of Evans - Car Maintenance/Vehicle Repair/Car Owners Behavioral CTV	100.00%	99.68%	99.28%	99.11%

Meta Creative Performance

Ad	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
QCCC_6.8.26_Robbies_General_Vertical.mp4	14,952	119	0.80%	11.37
QCCC_6.4.26_Robbies_Tires_Vertical.mp4	3,583	40	1.12%	15.95
QCCC_6.4.26_Robbies_AC_Vertical.mp4	459	3	0.65%	9.34

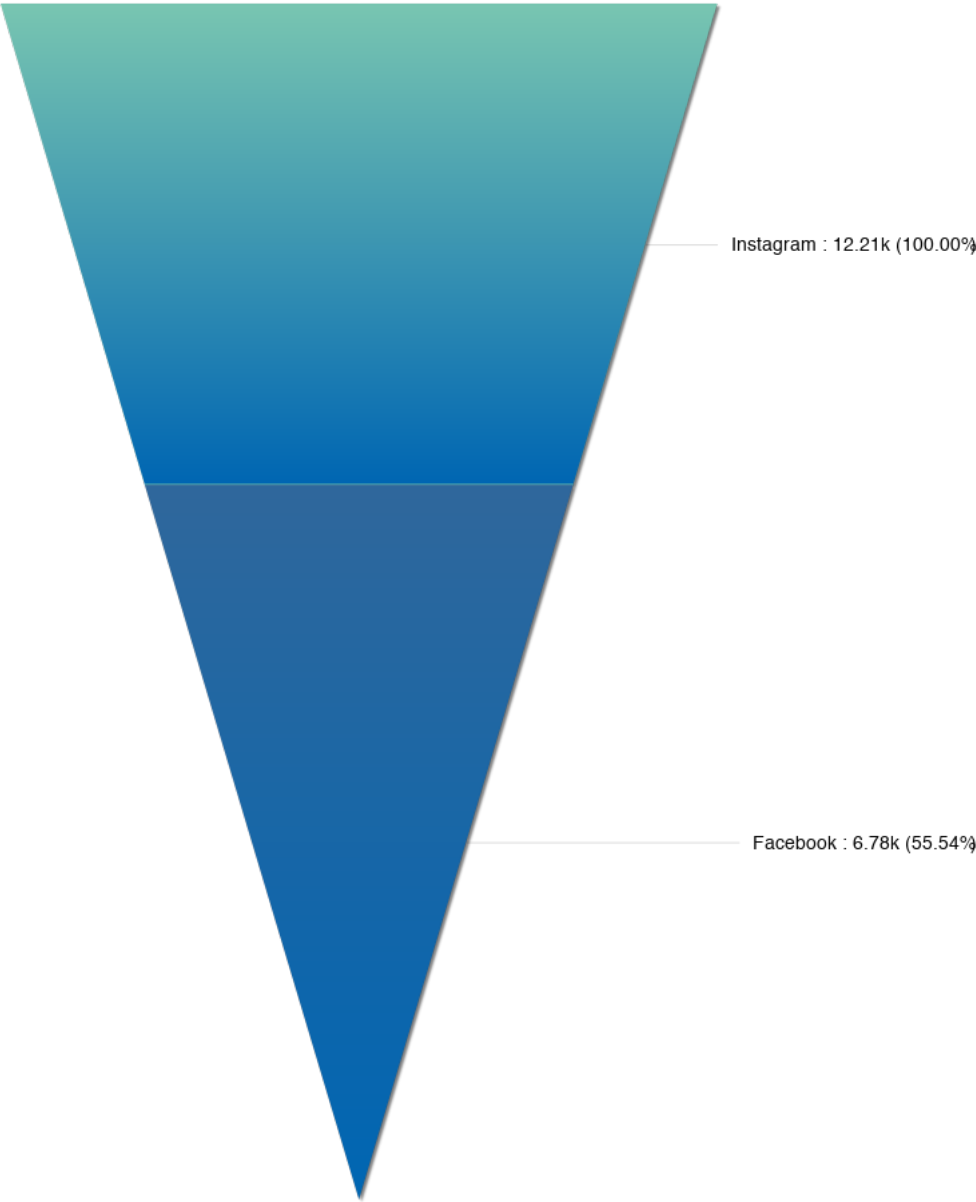
Device Performance

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.	24,790	42	0.17%
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.	19,011	19	0.10%
Mobile	A portable electronic device that can connect to the internet.	18,935	162	0.86%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	52	0	0.00%
Unknown	---	7	0	0.00%

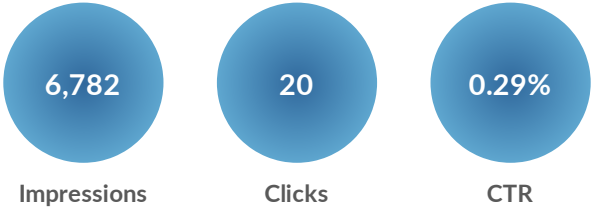
Social Placement Performance

Placement	Where your ads appear	Impressions ↓	Clicks	CTR
Instagram Stories	Your ads appear in people's Stories on Instagram.	10,418	140	1.34%
Facebook Feed	Your ads appear in the desktop Feed when people access the Facebook website on their computers. Your ads appear in the mobile Feed when people use the Facebook app on mobile devices or access the Facebook website through a mobile browser.	4,584	15	0.33%
Facebook Reels	Your ads appear in the Reels tab on Facebook.	2,198	5	0.23%
Instagram Feed	Your ads appear in the mobile app and on desktop and mobile web.	982	2	0.20%
Instagram Reels	Your ads appear in the Reels tab on Instagram.	812	0	0.00%

Social Placement Performance by Impressions



Facebook News Feed Performance



Instagram Performance



Top CTV Publishers

Publisher Image		Publisher Name	Impressions↓	Completion Rate
		Vizio - Vizio WatchFree+	4,243	99.41%
		Telly - The Truly Smart TV	3,972	99.99%
		The Roku Channel	3,194	97.90%
		DIRECTV	2,161	97.87%
		Tubi - Free Movies & TV	2,118	99.22%
		Tubi - Movies & TV Shows	1,923	99.48%

	SAMSUNG TV PLUS	1,351	98.86%
	Roku - Tubi	830	99.46%
	Pluto TV - Live TV and Movies	500	98.70%
	Pluto TV - It's Free TV	206	98.01%

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.