



Digital Marketing Report

Impressions

How many ads were served:

179,739

Clicks

Times a user clicked on an ad

1,836

Click-Through Rate

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

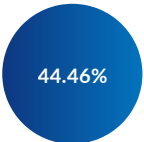
1.02%

Your Product Breakout by Impressions



Social
Mirror

CTV Completion Rate



44.46%

Percentage of users who watched the video from start
to finish

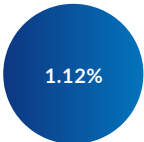
X the National Average



14.59

X the National Avg (.07%)

Total Engagement Rate



1.12%

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

*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%)
TNT Golf Car & Motorsports - Osage Beach Boating/Golf Lovers/New Home Construction Social Mirror	50,144	237	0.47%	6.75
TNT Golf Car & Motorsports - Quincy Golf Lovers/Off-Road Vehicles/Motorcycles Social Mirror	36,824	280	0.76%	10.86
TNT Golf Car & Motorsports - Quincy AI Social Mirror	26,733	1,099	4.11%	58.73
TNT Golf Car & Motorsports - Quincy Geo-Retargeting Social Mirror	21,984	20	0.09%	1.30
TNT Golf Car & Motorsports - Osage Beach AI Social Mirror	20,059	91	0.45%	6.48
TNT Golf Car & Motorsports - Osage Beach Geo-Retargeting Social Mirror	15,525	25	0.16%	2.30
TNT Golf Car & Motorsports - Quincy Retargeting Social Mirror	5,725	76	1.33%	18.96
TNT Golf Car & Motorsports - Osage Beach Retargeting Social Mirror	2,739	8	0.29%	4.17
TNT Golf Car & Motorsports - Osage Beach Geo-Fencing Social Mirror	3	0	0.00%	0.00
TNT Golf Car & Motorsports - Quincy Geo-Fencing Social Mirror	3	0	0.00%	0.00



Social Mirror Click Conversions

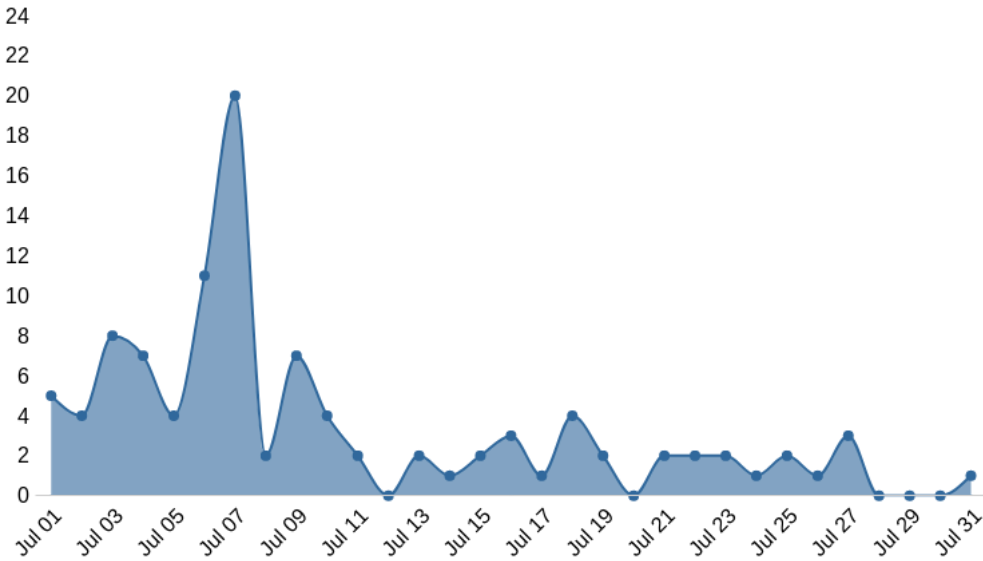


Times users clicked on an ad leading to your site and visited a page or completed an action

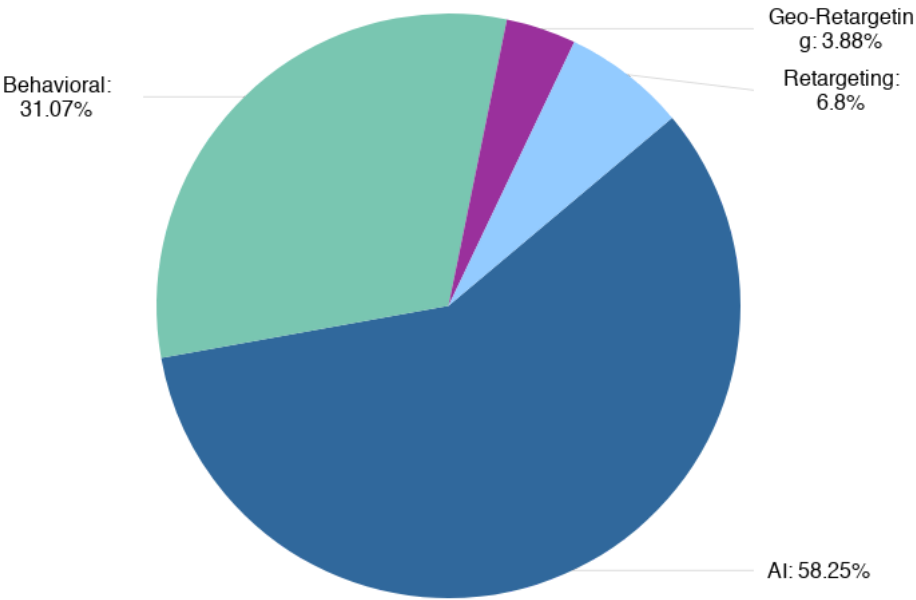
Social Mirror Click Conversion Performance Breakout

Conversion Name	Click Conversions ↓
TNT Golf Car & Motorsports Contact Page View	98
TNT Golf Car & Motorsports Golf Cars Page View	2
TNT Golf Car & Motorsports Osage Beach MO Showroom Page View	2
TNT Golf Car & Motorsports Quincy IL Showroom Page View	1

Social Mirror Click Conversions by Day



Top Social Mirror Click Conversions by Strategy





Social Mirror View-through Conversions

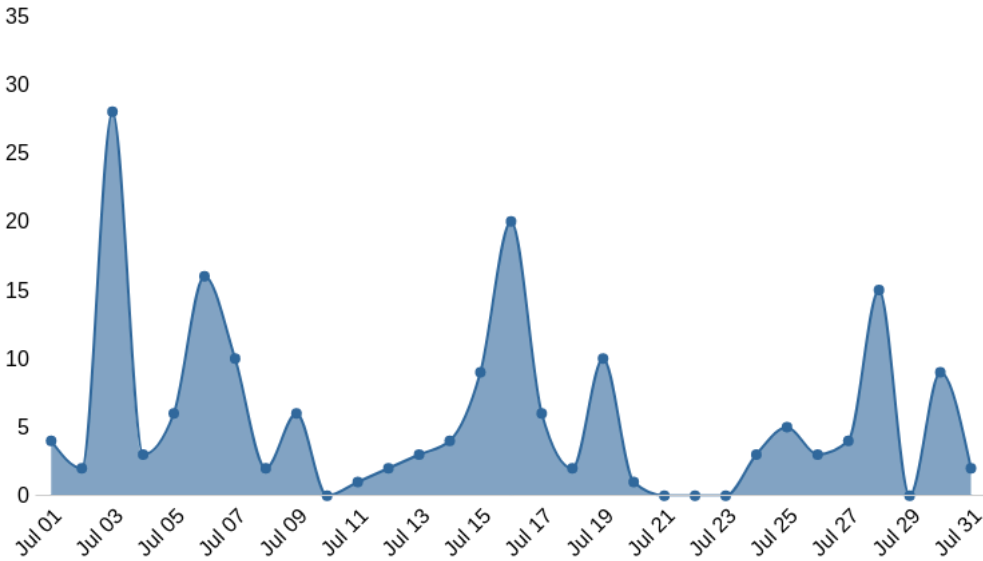


Times users saw an ad, did NOT click, but came to your site and visited a page or completed an action

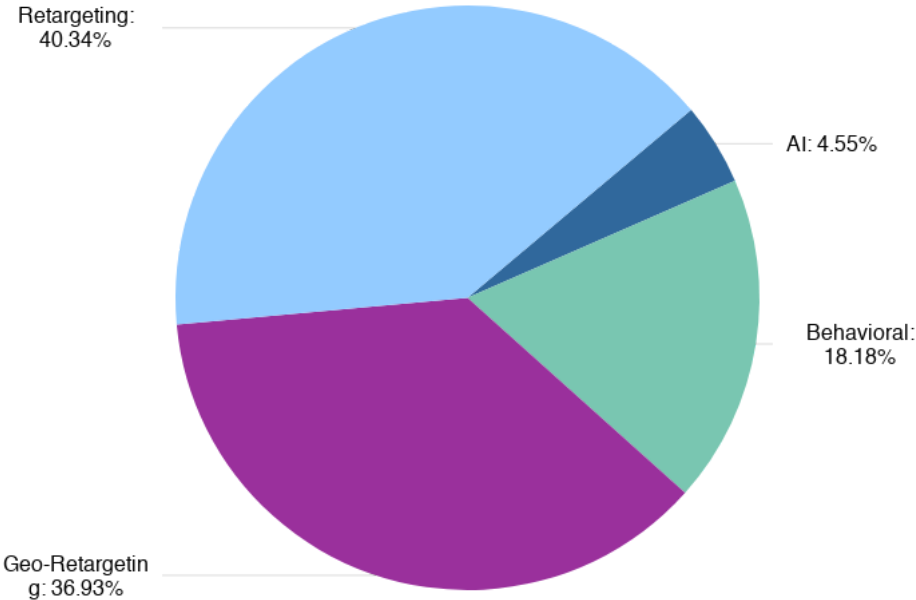
Social Mirror View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
TNT Golf Car & Motorsports Homepage Visits	94
TNT Golf Car & Motorsports Quincy IL Showroom Page View	58
TNT Golf Car & Motorsports Contact Page View	12
TNT Golf Car & Motorsports Golf Cars Page View	7
TNT Golf Car & Motorsports Osage Beach MO Showroom Page View	4
TNT Golf Car & Motorsports Service Repair Page View	1

Social Mirror View-through Conversions by Day



Top Social Mirror View-through Conversions by Strategy





Grid contains more rows, but they have been clipped.

Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	TNT Golf Car & Motorsports_7.7.26_Social Mirror_Quincy_JULY26 - TNT Gen.MOV	24,676	578	2.34%	33.46
	TNT Golf Car & Motorsports_7.7.26_Social Mirror_Quincy_JULY26 - TNT MJ Story.MOV	25,139	533	2.12%	30.29
	TNT Golf Car & Motorsports_7.7.26_Social Mirror_Quincy_Excellence is in the details.	21,374	217	1.02%	14.50
Thumbnail not available	TNT Golf Car & Motorsports_Quincy_Social Mirror_Story_6.5_QuincyNewStandard.png	6,888	92	1.34%	19.08
	TNT Golf Car & Motorsports_7.7.26_Social Mirror_Osage Beach_Excellence is in the details	24,218	79	0.33%	4.66
	TNT Golf Car & Motorsports_7.7.26_Social Mirror_Osage Beach_Couldn't just make one.	22,946	71	0.31%	4.42



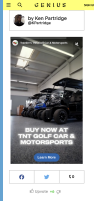
Grid contains more rows, but they have been clipped.

Social Mirror Creative AI Performance

Creative			Preview Link	Percentage Served ↓	CTR
Creative Name	Variant Name	Creative Format			
TNT Golf Car & Motorsports_7.7.26_Social Mirror_Quincy_JULY26 - TNT Gen.MOV	Variant: V_00001	Story	Click to View	13.45%	6.95%
TNT Golf Car & Motorsports_7.7.26_Social Mirror_Quincy_ Excellence is in the details.	Variant: V_00003	Video	Click to View	10.61%	4.89%
TNT Golf Car & Motorsports_7.7.26_Social Mirror_Quincy_JULY26 - TNT MJ Story.MOV	Variant: V_00002	Story	Click to View	10.43%	5.48%
TNT Golf Car & Motorsports_7.7.26_Social Mirror_Osage Beach_ Excellence is in the details.	Variant: V_00002	Video	Click to View	7.39%	2.73%
TNT Golf Car & Motorsports_7.7.26_Social Mirror_Osage Beach_2026 EFI Aqua Blue	Variant: V_00001	Photo	Click to View	5.51%	2.60%
TNT Golf Car & Motorsports_7.7.26_Social Mirror_Osage Beach_2026 EFI Aqua Blue	Variant: Original	Photo	Click to View	3.89%	3.27%
TNT Golf Car & Motorsports_7.7.26_Social Mirror_Osage Beach_ Excellence is in the details.	Variant: Original	Video	Click to View	3.34%	2.55%
TNT Golf Car & Motorsports_7.7.26_Social Mirror_Osage Beach_ Excellence is in the details.	Variant: V_00001	Video	Click to View	3.26%	2.34%
TNT Golf Car & Motorsports_7.7.26_Social Mirror_Osage Beach_2026 EFI Aqua Blue	Variant: V_00002	Photo	Click to View	3.18%	3.31%



Social Mirror Ad Screenshots

	TNT Golf Car & Motorsports_7.7.26_Social Mirror_Osage Beach_2026 EFI Aqua Blue	TNT Golf Car & Motorsports_7.7.26_Social Mirror_Quincy_JULY26 - TNT Gen.MOV	TNT Golf Car & Motorsports_7.7.26_Social Mirror_Quincy_JULY26 - TNT MJ Story.MOV
Screenshot			



BARCK+ Zip Code Performance

Zip Code	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
62704	18,250	424	2.32%	33.19
65020	15,638	88	0.56%	8.04
65049	11,991	51	0.43%	6.08
65065	11,075	45	0.41%	5.80
65079	8,948	40	0.45%	6.39
62702	8,783	347	3.95%	56.44
62301	7,741	37	0.48%	6.83
65026	6,909	33	0.48%	6.82
62703	6,728	339	5.04%	71.98
65037	5,774	28	0.48%	6.93
61554	4,801	40	0.83%	11.90
63401	4,222	18	0.43%	6.09
62711	3,749	73	1.95%	27.82
62305	2,898	9	0.31%	4.44
65052	1,907	3	0.16%	2.25
65072	1,849	10	0.54%	7.73
65787	1,585	9	0.57%	8.11
62712	1,528	32	2.09%	29.92
65084	1,521	3	0.20%	2.82
65786	1,338	4	0.30%	4.27



Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	119,216	1,568	1.32%
Desktop	A personal computing device that remains stationary at one location.	49,079	168	0.34%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	11,444	100	0.87%



Site and App Performance

Name	Impressions ↓	Clicks	CTR
msn.com	12,292	2	0.02%
foxillinois.com	4,830	711	14.72%
foxnews.com	4,556	18	0.40%
imdb.com	3,756	5	0.13%
nypost.com	3,128	12	0.38%
arcamax.com	2,392	10	0.42%
usatoday.com	1,778	11	0.62%
apnews.com	1,753	9	0.51%
iHeartRadio: Radio, Podcasts & Music On Demand	1,322	0	0.00%
Fox News - Daily Breaking News	1,227	1	0.08%
tmz.com	1,011	8	0.79%
Weather by WeatherBug	1,002	0	0.00%
hollywoodpq.com	931	42	4.51%
themirror.com	892	16	1.79%
theScore: Sports News & Scores	877	6	0.68%
realtor.com	850	1	0.12%
BeReal. Your friends for real.	755	0	0.00%
T-Mobile Play	753	0	0.00%
accuweather.com	750	0	0.00%
huffpost.com	727	6	0.83%

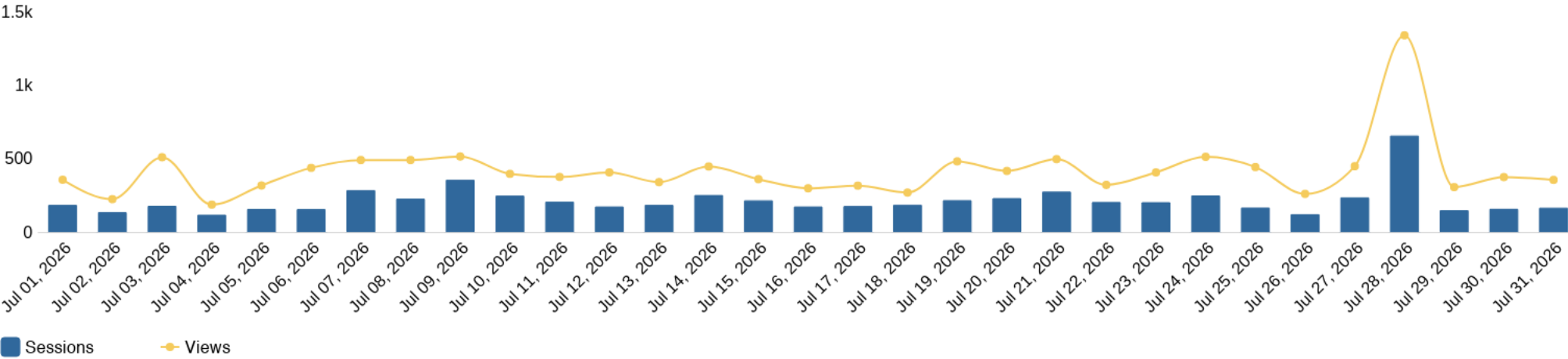


12,915	6,587	2,742	41.63%	6,150	5,642	6,288
VIEWS	SESSIONS	ENGAGED SESSIONS	ENGAGEMENT RATE	ACTIVE USERS	NEW USERS	TOTAL USERS
1.07		52:56:48				
SESSIONS PER USER		TOTAL USER ENGAGEMENT				

Total User Engagement: The length of total time that your app screen was in the foreground or your web page was in focus.



Google Analytics 4 Performance by Day

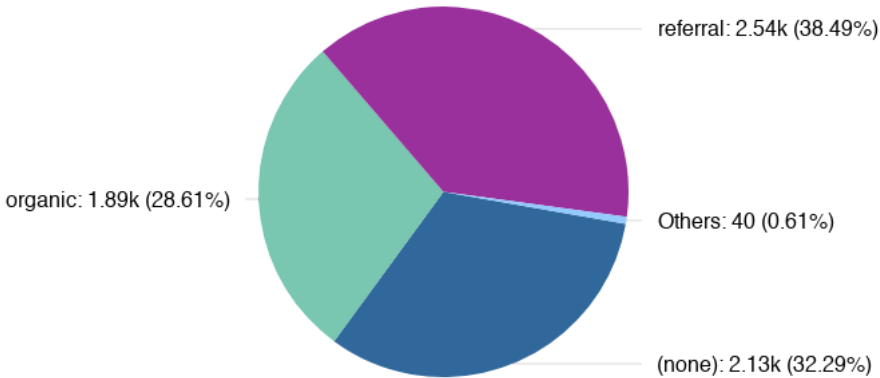


Google Analytics 4 Account Performance

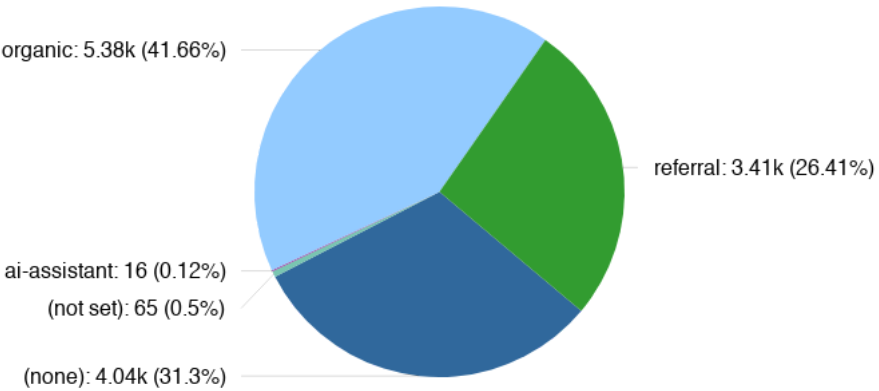
Analytics Account Name ↑	Sessions	Views	Total User Engagement	Pages / Session	Engagement rate
Total	6,587	12,915	52:56:48	1.96	41.63%
Vigor Web Development	6,587	12,915	52:56:48	1.96	41.63%



Google Analytics 4 Sessions by Medium



Google Analytics 4 Page Views by Medium

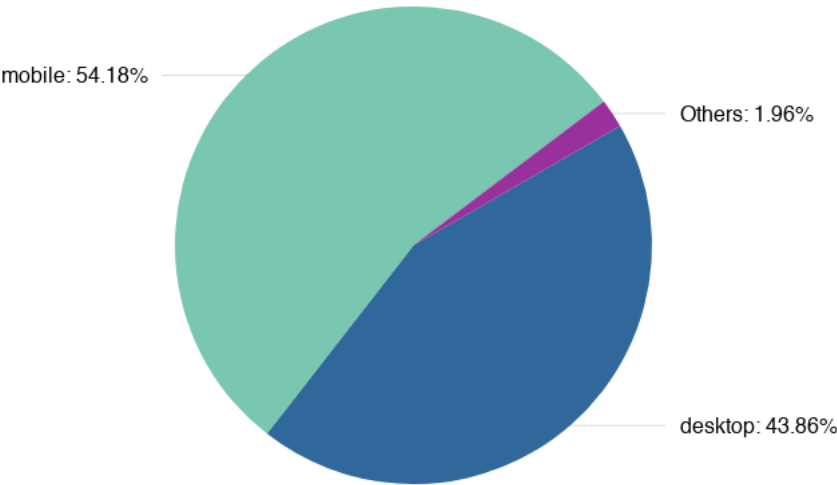


Google Analytics 4 Event Performance

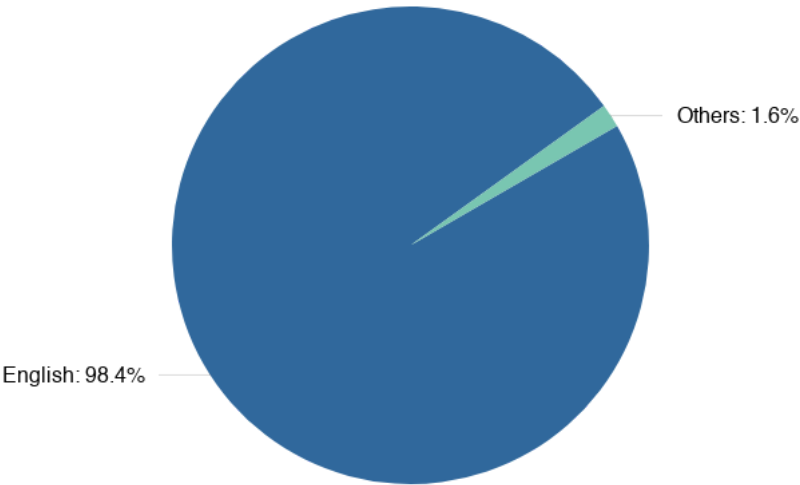
Event name	Event count ↓
Total	36,958
page_view	12,915
user_engagement	7,683
session_start	6,609
first_visit	5,642
scroll	3,984
click	125



Google Analytics 4 Engaged Sessions by Device



Google Analytics 4 Sessions by Language



Google Analytics 4 Top Browser Performance

Browser	Sessions ↓	Views	Engaged sessions	Engagement rate	Total User Engagement
Total	6,610	12,915	2,761	41.77%	52:56:48
Chrome	3,796	7,159	1,407	37.07%	24:04:51
Safari	1,469	3,428	794	54.05%	17:18:10
Android Webview	441	549	117	26.53%	01:05:51
Edge	424	968	214	50.47%	07:22:58
Firefox	177	274	55	31.07%	00:46:11



Google Analytics 4 Page Path Performance

Page path	Engaged sessions ↓
Total	5,998
/	2,598
/golf-cars/yamaha-drive-golf-cars	261
/showrooms/quincy-il-showroom	183
/contact	174
/golf-cars	161
/showrooms	133
/golf-cars/used-reconditioned-golf-cars	132
/golf-cars/gas-golf-car	125
/golf-cars/electric-golf-cars	101
/dealers	95

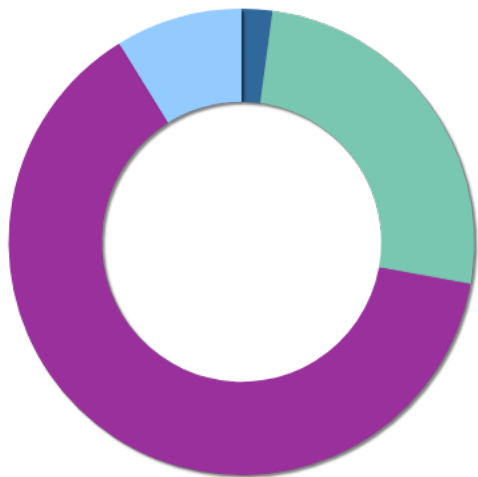


Google Analytics 4 Performance by Geo

City	Region	Sessions ↓	Views	Engaged sessions	Engagement rate	Total User Engagement
Total		6,971	12,915	3,004	43.09%	52:56:48
(not set)	(not set)	515	1,025	512	99.42%	05:54:54
Chicago	Illinois	456	1,485	317	69.52%	09:02:25
(not set)	(not set)	446	447	45	10.09%	00:10:41
Singapore	(not set)	446	458	28	6.28%	00:02:31
(not set)	New York	329	331	5	1.52%	00:04:13
Quincy	Illinois	172	749	122	70.93%	04:05:26
Las Vegas Valley	Nevada	158	160	2	1.27%	00:01:00
New York	New York	147	224	32	21.77%	00:31:53
(not set)	(not set)	137	191	21	15.33%	00:14:54
(not set)	(not set)	133	133	22	16.54%	00:05:08
Dallas	Texas	123	277	67	54.47%	01:05:13
St. Louis	Missouri	96	330	68	70.83%	01:42:25
Helsinki	Uusimaa	86	89	1	1.16%	00:00:10
(not set)	(not set)	66	66	6	9.09%	00:02:19
(not set)	California	63	67	3	4.76%	00:05:51



How customers search for your business on Google



Business Impressions Desktop Maps	35	Business Impressions Desktop Search	422
Business Impressions Mobile Search	1k	Business Impressions Mobile Maps	144

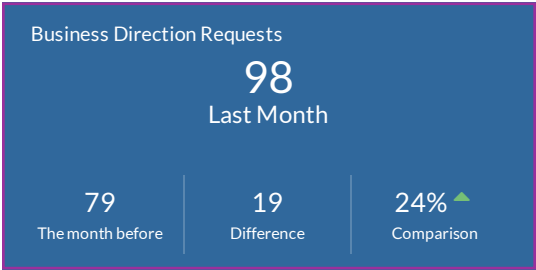
Business Impressions Desktop Search: Business impressions on Google Search on Desktop devices

Business Impressions Mobile Search: Business impressions on Google Search on Mobile devices.

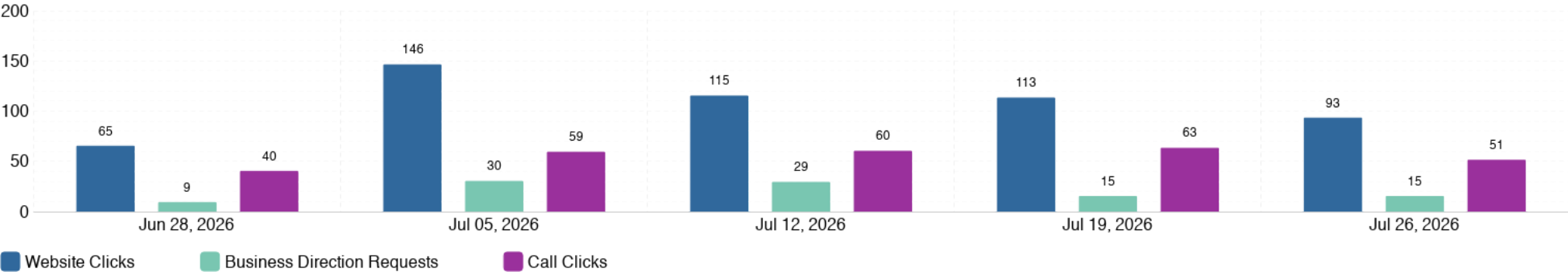
Business Impressions Maps Desktop: Business impressions on Google Maps on Desktop devices

Business Impressions Mobile Maps: Business impressions on Google Maps on Mobile devices

What actions customers take on your listing

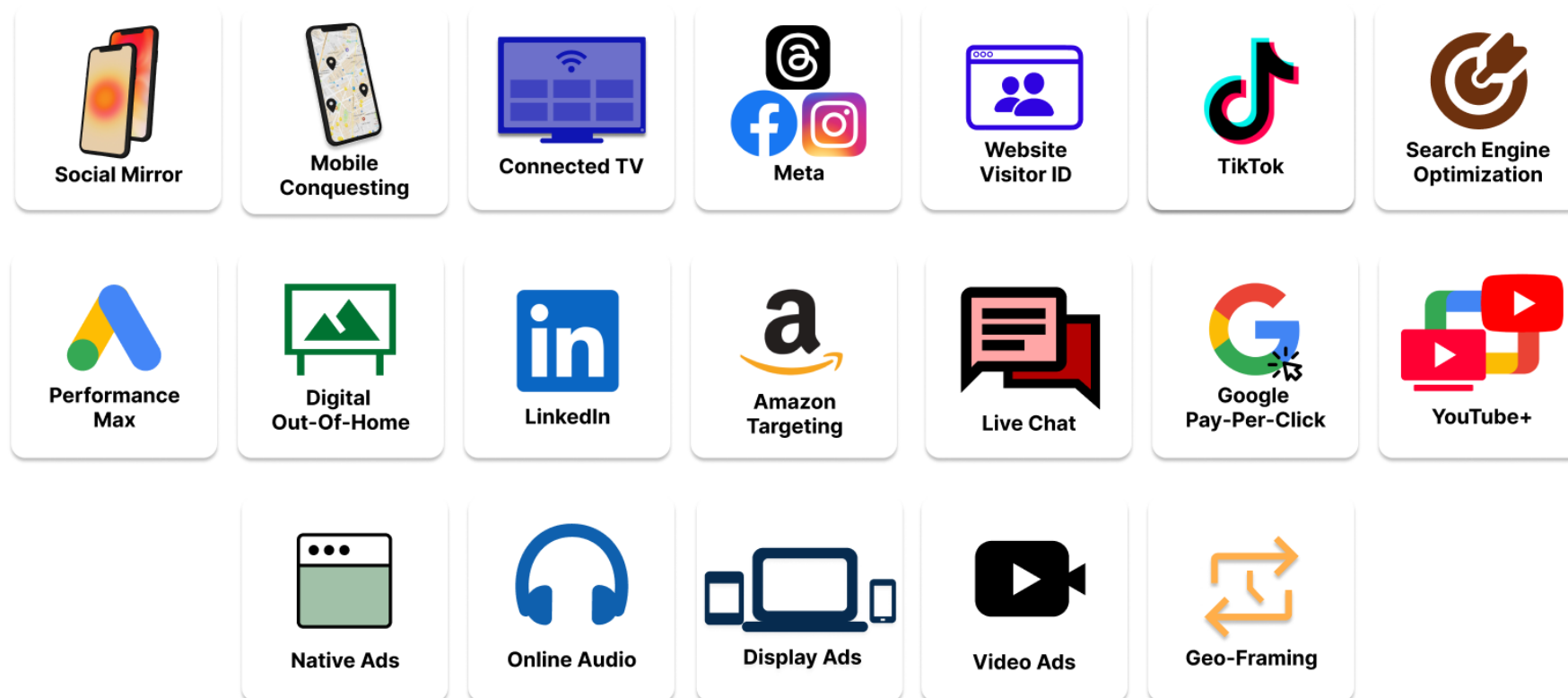


What actions customers take on your listing





All available products in our *toolbox*.



? Your account team is [here to help](#) - reach out with any questions or to explore new ideas.