



Digital Marketing Report

Impressions

How many ads were served:

81,580

Clicks

Times a user clicked on an ad

8

CTV Completion Rate

98.56%

Percentage of users who watched the video from start to finish

Your Product Breakout by Impressions



CTV Cost Per Completed View

0.04

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

X the National Average

0.25

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%)
Kirk Brothers Supercenter - In-market Autos & Vehicles YouTube+ 3	45,848	8	0.02%	0.25
Kirk Brothers Supercenter - AI OTT	20,696	5	0.02%	0.35
Kirk Brothers Supercenter - In-Mark GMC Behavioral OTT	15,036	3	0.02%	0.29



Connected TV (CTV) Creative Performance

Preview Image	Creative Name	Impressions	Video Completion Rate ↓
	KirkSupercenterGMC_30_July26	22,239	99.20%
Thumbnail not available	KirkSupercenter_30_March26	13,493	97.49%

Connected TV (CTV) Completion Performance by Strategy

Strategy	25% Completion Rate	50% Completion Rate	75% Completion Rate	100% Completion Rate ↓
Kirk Brothers Supercenter - In-Mark GMC Behavioral OTT	100.00%	99.64%	99.32%	98.73%
Kirk Brothers Supercenter - AI OTT	100.00%	99.53%	99.12%	98.43%



YouTube+ Creative Performance

Ad (Headline)	Impressions ↓	Clicks	Completion Rate	Cost Per Completed View
Thinking About a GMC Sierra?	26,527	7	97.59%	0.04
Save Big on a New 2026 Chevy LT - June 2026	19,305	1	97.71%	0.04
Ad #1	6	0	100.00%	0.04

YouTube+ Video Completion Performance by Creative

Ad (Headline)	25% Completed ↓	50% Completed	75% Completed	100% Completed
Ad #1	100.00%	100.00%	100.00%	100.00%
Save Big on a New 2026 Chevy LT - June 2026	99.08%	98.51%	98.13%	97.71%
Thinking About a GMC Sierra?	98.91%	98.32%	98.03%	97.59%

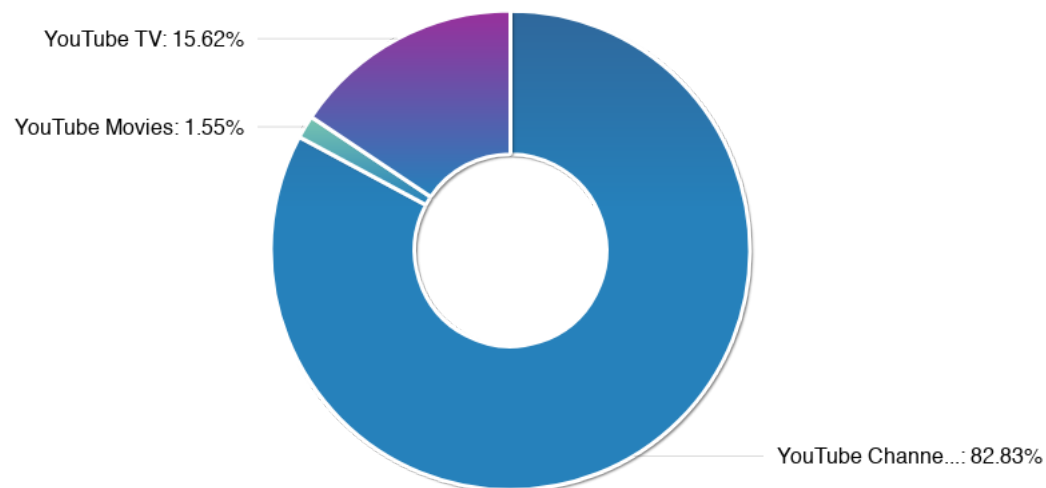


Device Performance

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.	55,006	6	0.01%
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.	24,844	5	0.02%
Mobile	A portable electronic device that can connect to the internet.	988	2	0.20%
Desktop	A personal computing device that remains stationary at one location.	522	1	0.19%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	210	2	0.95%



YouTube+ Placement Performance



Top 10 YouTube Channel Performance

Placement Display Name	Impressions ↓	Clicks	CTR
Pop The Balloon	183	0	0.00%
CoryxKenshin	94	0	0.00%
A&E	83	0	0.00%
Midwest Safety	61	0	0.00%
CaseOh	50	0	0.00%
FunnyMike Live	47	0	0.00%
Kai Cenat Live	47	0	0.00%
ABC News	29	0	0.00%
Druski	27	0	0.00%
SML	23	0	0.00%



Top 10 YouTube TV Channel Performance

Placement Display Name	Impressions ↓
(YouTube TV) FOX News	2,353
(YouTube TV) MS NOW	762
(YouTube TV) CNN	307
(YouTube TV) Investigation Discovery	158
(YouTube TV) CNBC	118
(YouTube TV) FOX Business	42
(YouTube TV) NBA TV	21
(YouTube TV) Golf	18
(YouTube TV) HLN	15
(YouTube TV) POP	14



Top CTV Publishers

Publisher Image		Publisher Name	Impressions↓	Completion Rate
		The Roku Channel	4,605	98.08%
		SAMSUNG TV PLUS	3,210	98.05%
		Telly - The Truly Smart TV	2,612	98.13%
		Vizio - Vizio WatchFree+	2,142	99.57%
		Tubi - Movies & TV Shows	463	98.38%
		DIRECTV	355	98.67%

	Tubi - Free Movies & TV	242	100.00%
	Fawesome	118	100.00%
	TCL Channel	114	99.05%
	Pluto TV - It's Free TV	103	98.61%



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.