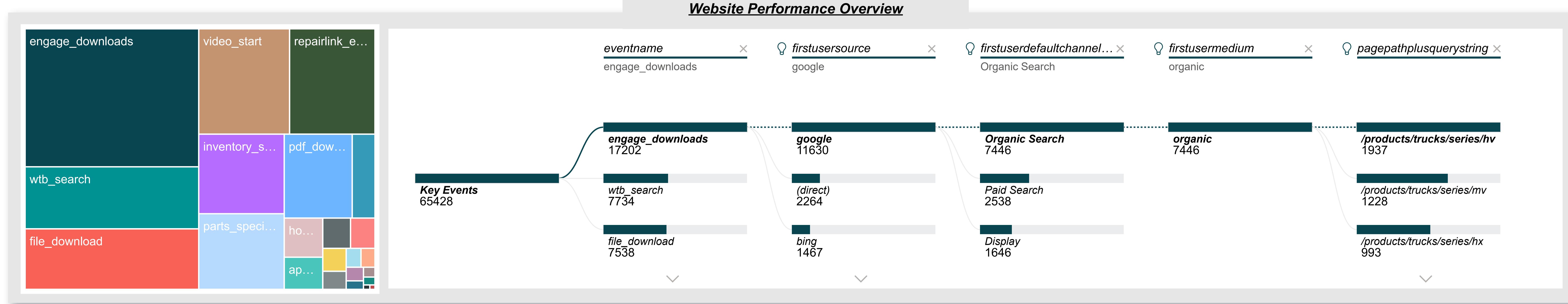
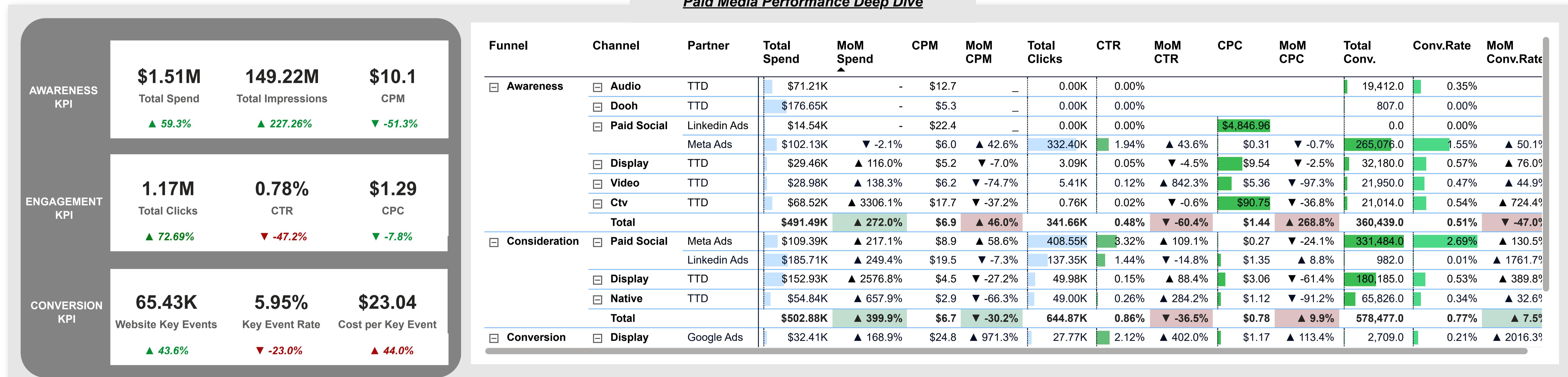
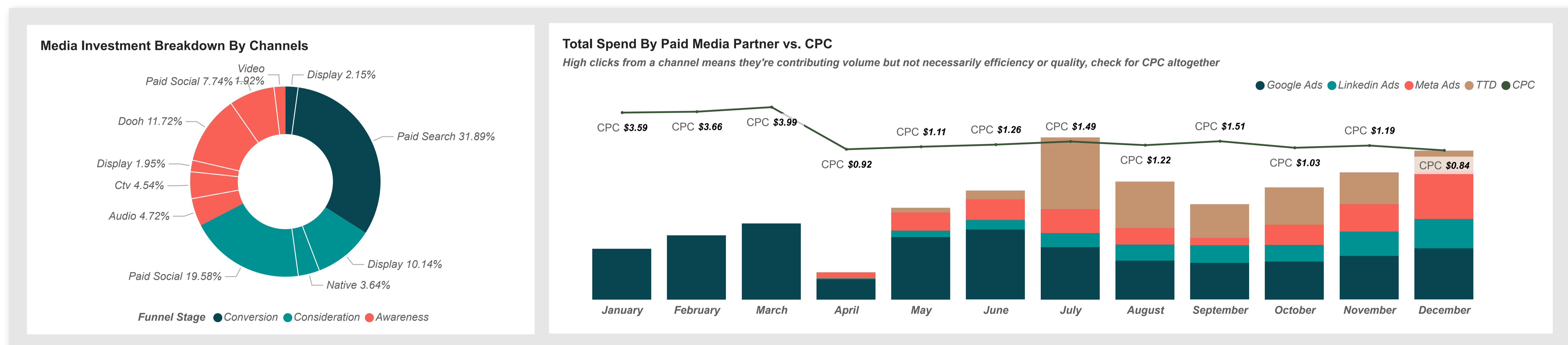
**TIPS**

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- Use the slicers to isolate specific campaigns or partners.
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To explore data for a full month, use the bar chart "Total Conversions by Campaign vs. Cost per Conversion" as a filter —simply click on the bar for the month you're interested in.



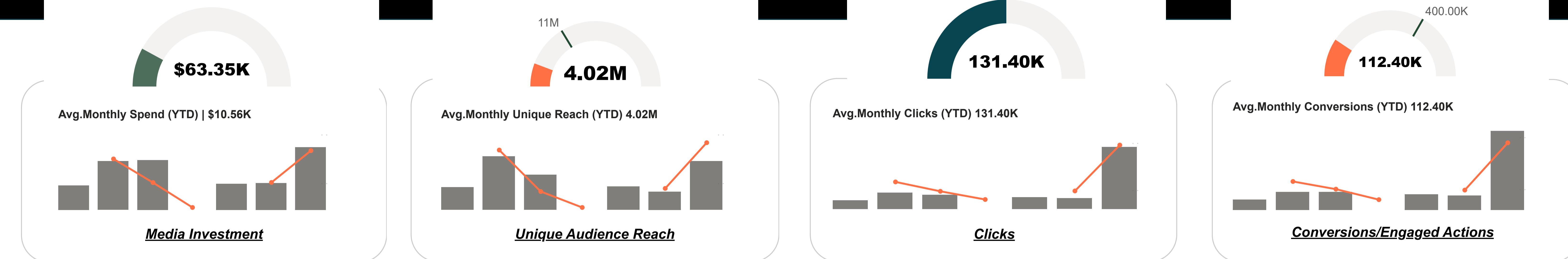
BUSINESS UNIT
HV Trucks

DATE RANGE
5/15/2025
12/31/2025

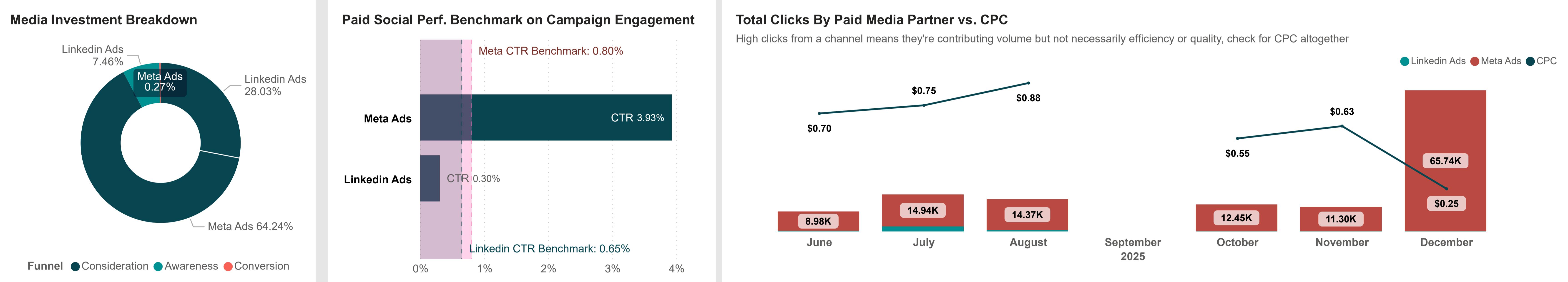
TIPS

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Paid Media Efficiency Deep Dive



Creative Assessment Engagement & Reach Efficiency

To explore creative performance within a campaign, click the campaign name in the table on the right to apply the filter. Click it again to remove the filter.

Avg.CPC: \$1.95

Avg.Conversion rate: 2.03%

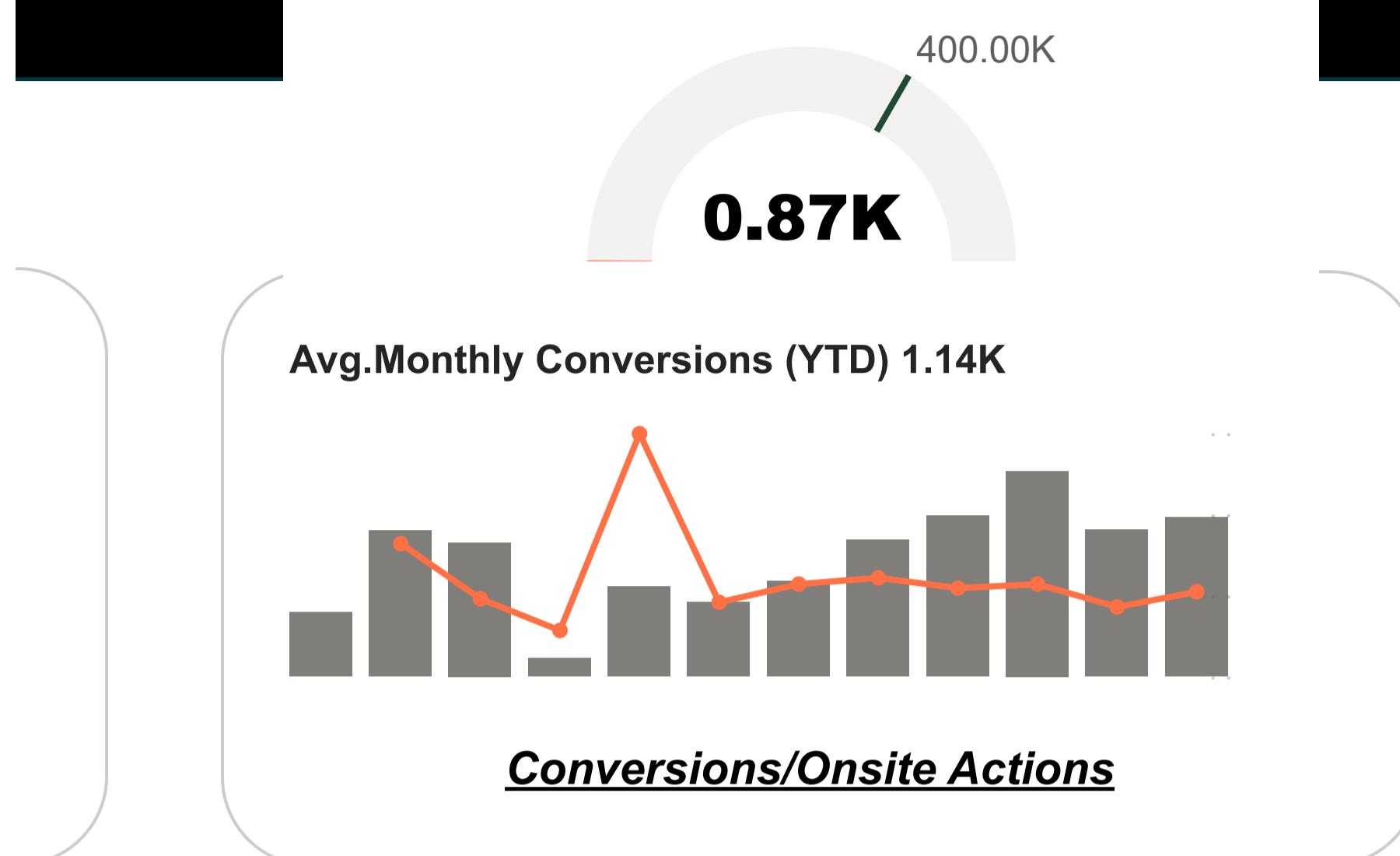
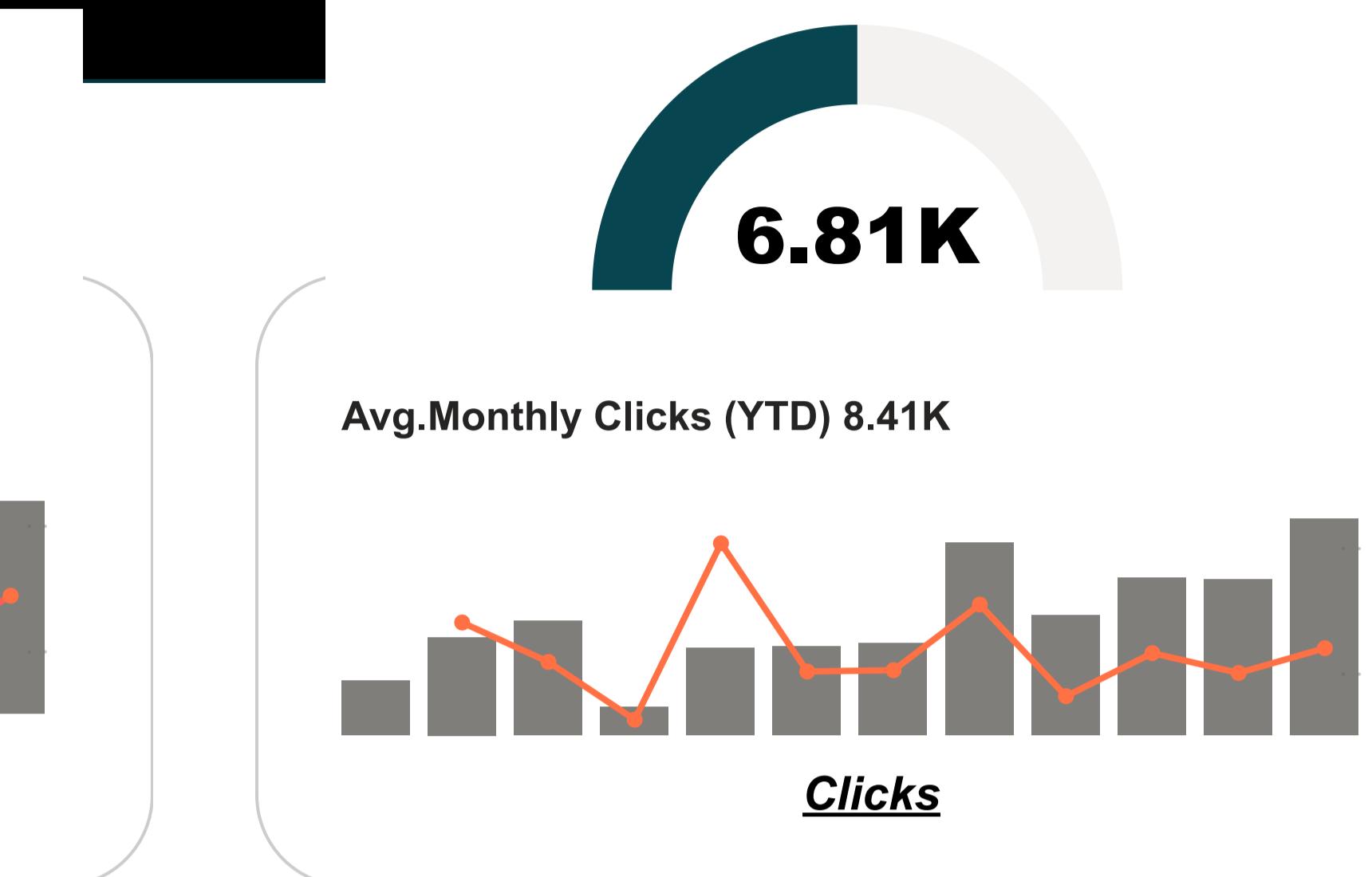
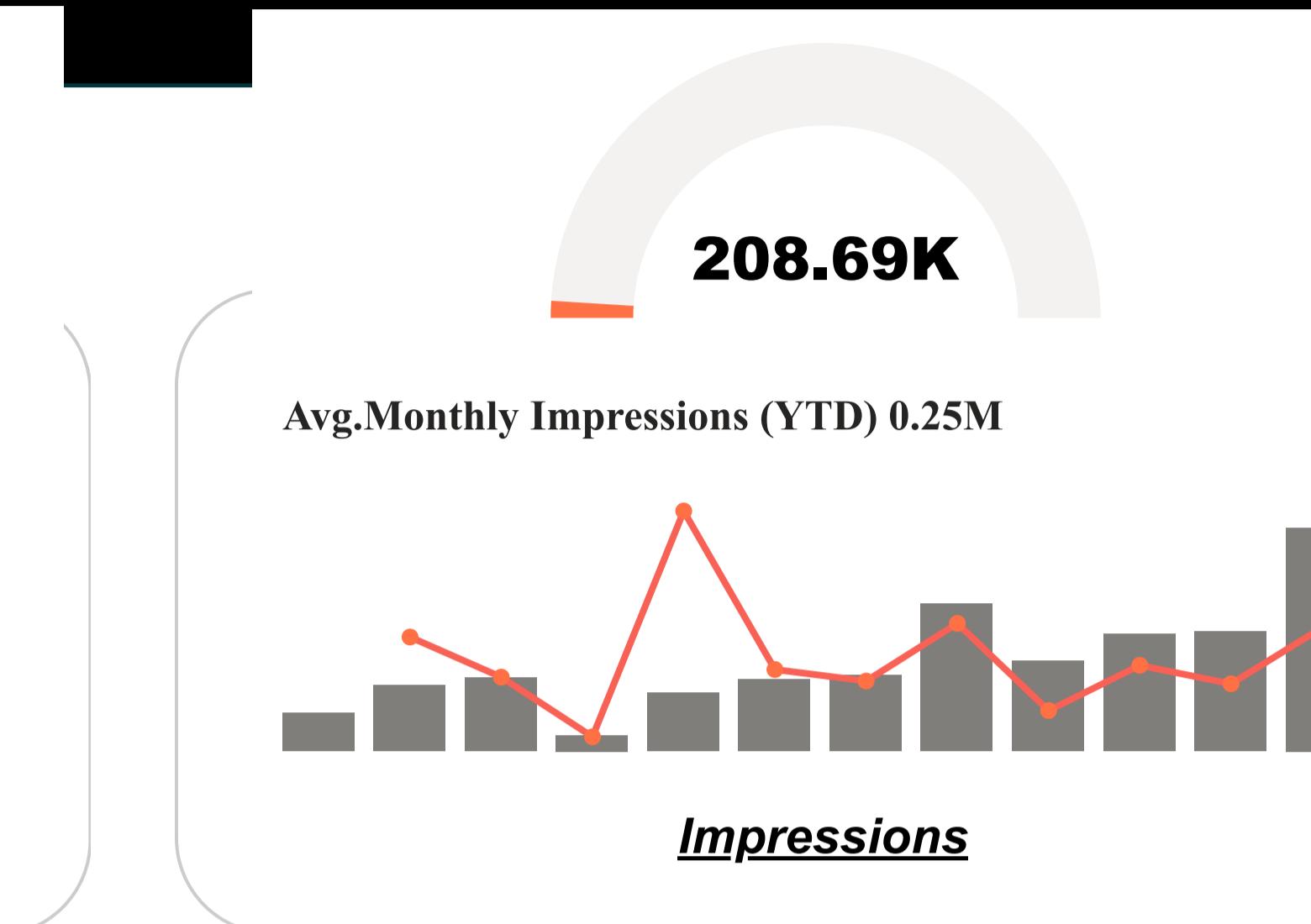
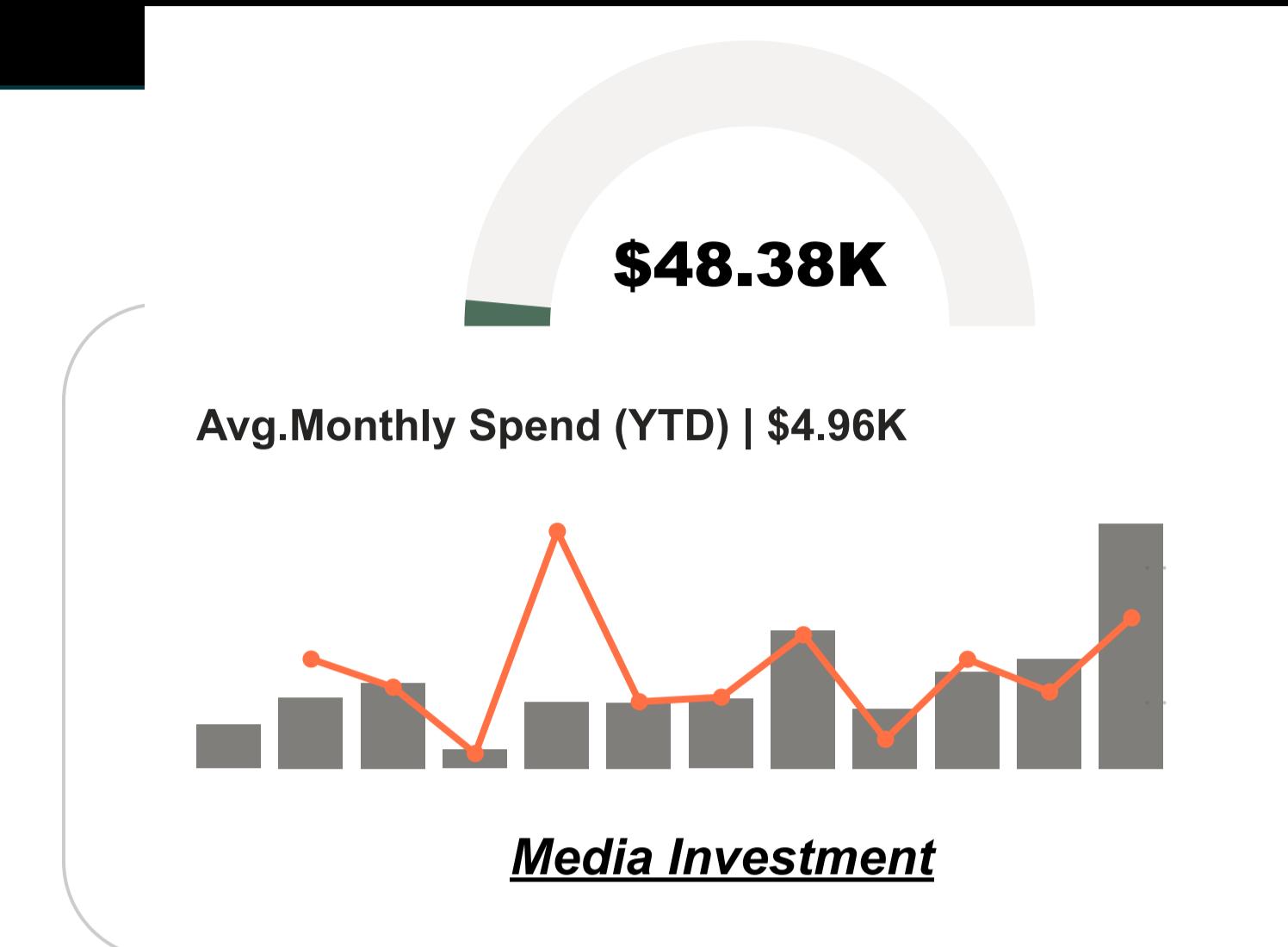
Partner	Ad Type	Campaign	Creative	CTA	Total Spend	MoM Spend	Impressions	CPM	Ad Frequency	Total Clicks	CTR	MoM CTR	CPC	MoM CPC	Total Conv.	MoM Conv.
LinkedIn Ads	Static	FindHV Series	+ Construction13 V2	\$3,237.1	-	274.1K	\$11.8	1.23	1.10K	0.40%	\$2.94	0				
LinkedIn Ads	Static	FindHV Series	+ Construction13 V2	\$2,691.4	-	182.7K	\$14.7	1.18	0.71K	0.39%	\$3.79	0				
LinkedIn Ads	Static	FindHV Series	+ Construction14 V2	\$2,768.4	-	186.6K	\$14.8	1.16	0.65K	0.35%	\$4.27	0				
LinkedIn Ads	Static	FindHV Series	+ Constructionvisibility V2	\$4,893.8	-	258.2K	\$19.0	1.13	0.87K	0.34%	\$5.60	1				
LinkedIn Ads	Static	FindHV Series	+ Utilityeasyaccess V1	\$1,347.8	-	26.6K	\$50.7	1.02	0.10K	0.38%	\$13.21	1				
LinkedIn Ads	Static	FindHV Series	+ FuelEconomy-RTG V1	\$127.4	-	2.6K	\$49.6	1.02	0.01K	0.35%	\$14.16	0				
LinkedIn Ads	Static	FindHV Series	+ Utilityremotepower V1	\$1,245.4	-	21.6K	\$57.7	1.02	0.08K	0.35%	\$16.61	0				
LinkedIn Ads	Static	FindHV Series	+ Utilityvisibility V1	\$1,344.6	-	23.5K	\$57.1	1.01	0.10K	0.43%	\$13.18	0				
LinkedIn Ads	Static	FindHV Series	+ PTOs-RTG V1	\$101.6	-	1.7K	\$58.1	1.01	0.00K	0.11%	\$50.82	0				
LinkedIn Ads	Static	FindHV Series	Total	\$17,757.5	-	977.7K	\$18.2	1.16	3.62K	0.37%	\$4.90	2				
LinkedIn Ads	ctv	2025 HV Trucks CTV 6.12-8.31		\$4,725.0	-	221.7K	\$21.3	1.03	0.00K	0.00%						
LinkedIn Ads	ctv	2025 HV Trucks CTV 6.12-8.31	Total	\$22,482.5	-	1199.3K	\$18.7	1.14	3.62K	0.30%	\$6.21	2				
Meta Ads	reel	General Brand	+ 3am V1	\$11,357.4	-	834.3K	\$13.6	1.18	58.32K	6.99%	\$0.19	50,696				
Meta Ads	reel	General Brand	+ relentless V1	\$225.1	-	22.8K	\$9.9	1.11	0.59K	2.57%	\$0.38	353				
Meta Ads	reel	General Brand	+ before V1	\$23.7	-	2.4K	\$9.8	1.09	0.08K	3.20%	\$0.31	51				
Meta Ads	reel	General Brand	Total	\$11,606.1	-	859.6K	\$13.5	1.18	58.98K	6.86%	\$0.20	51,100				
Meta Ads	Feed	General Brand	+ Construction13 V1	\$6,816.3	-	484.5K	\$14.1	1.11	14.44K	2.98%	\$0.47	12,917				
Meta Ads	Feed	General Brand	+ Construction13 V1	\$4,941.8	-	581.3K	\$8.5	1.10	11.42K	1.97%	\$0.43	9,731				
Meta Ads	Feed	General Brand	+ Constructionvisibility V1	\$4,150.2	-	516.0K	\$8.0	1.08	11.40K	2.21%	\$0.36	9,111				

BUSINESS UNIT
S13 Integrated

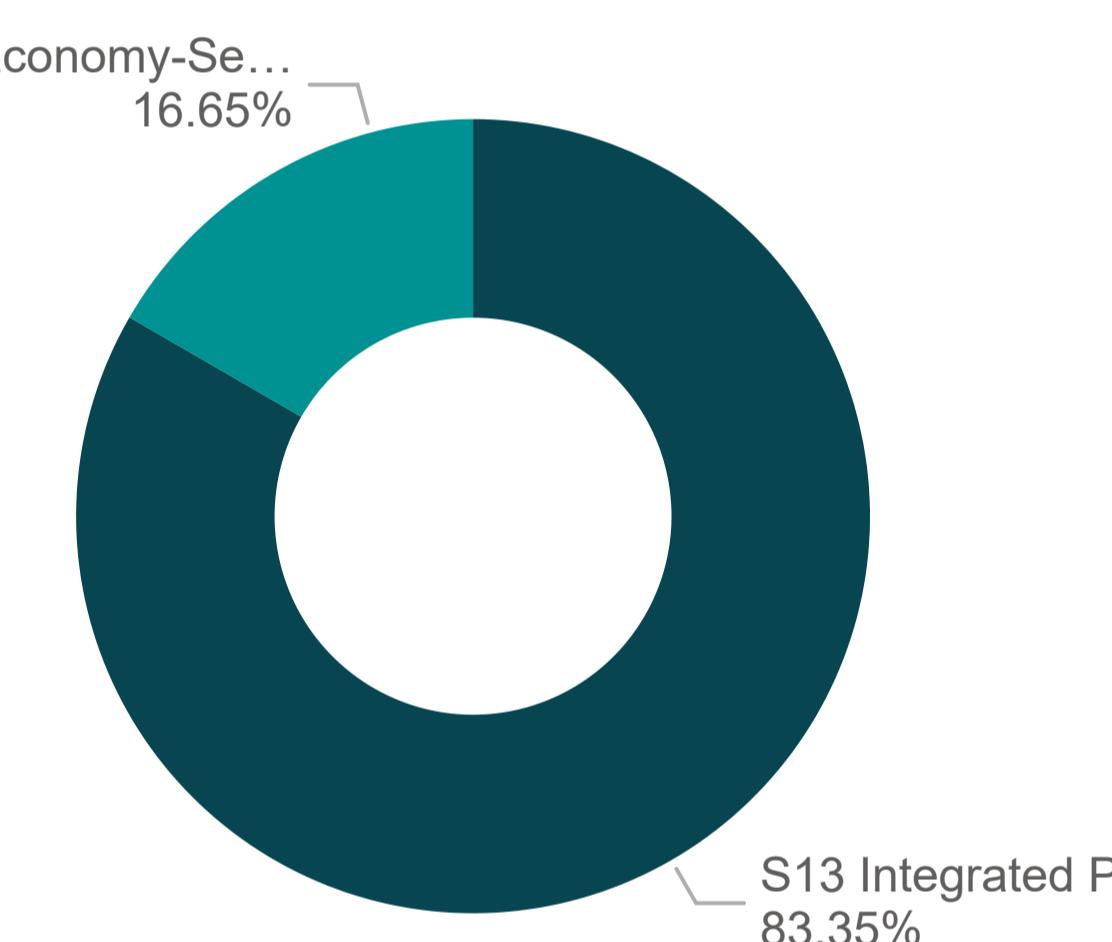
DATE RANGE
4/1/2025
12/31/2025

TIPS

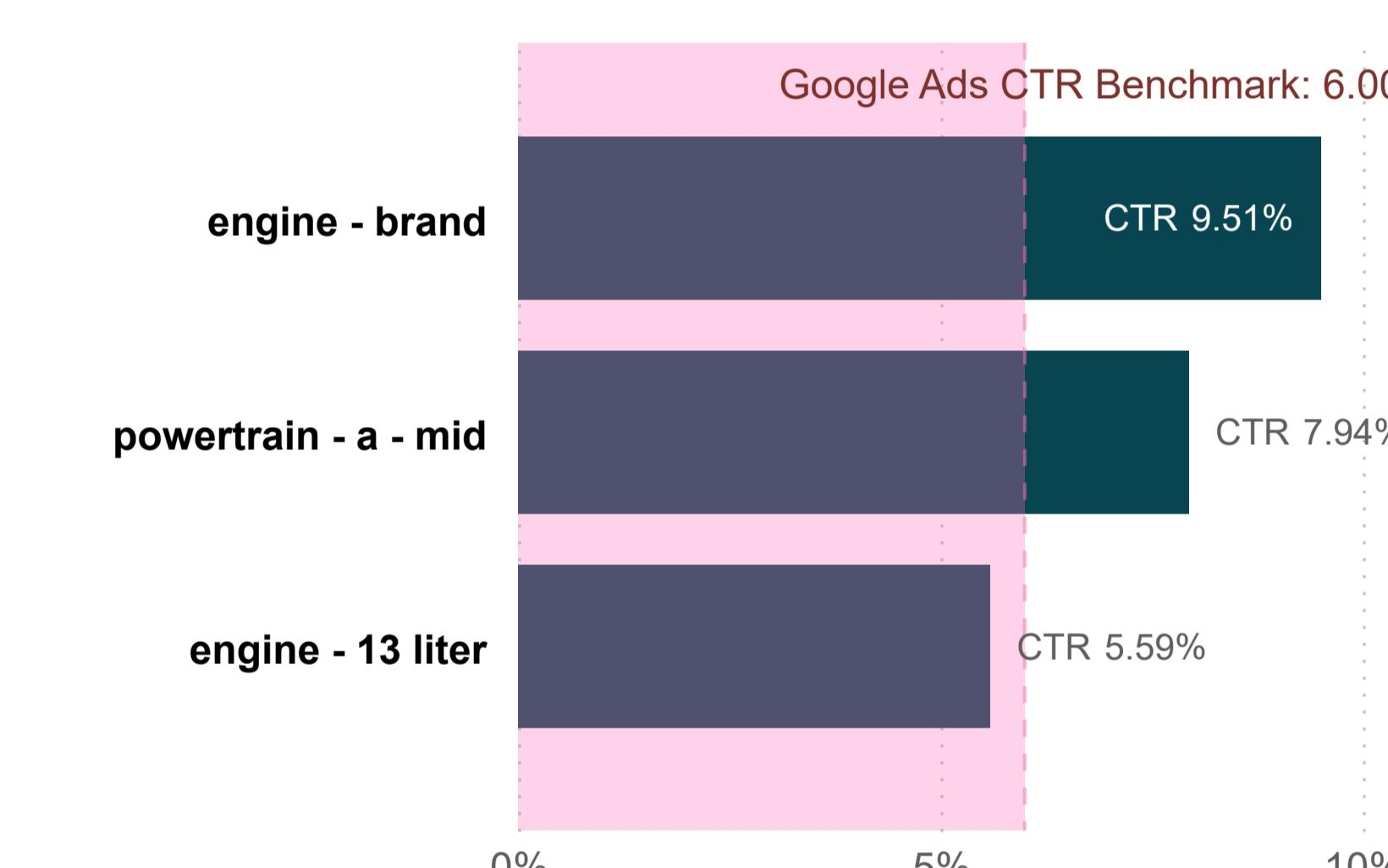
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**Paid Media Efficiency Deep Dive****Media Investment Breakdown**

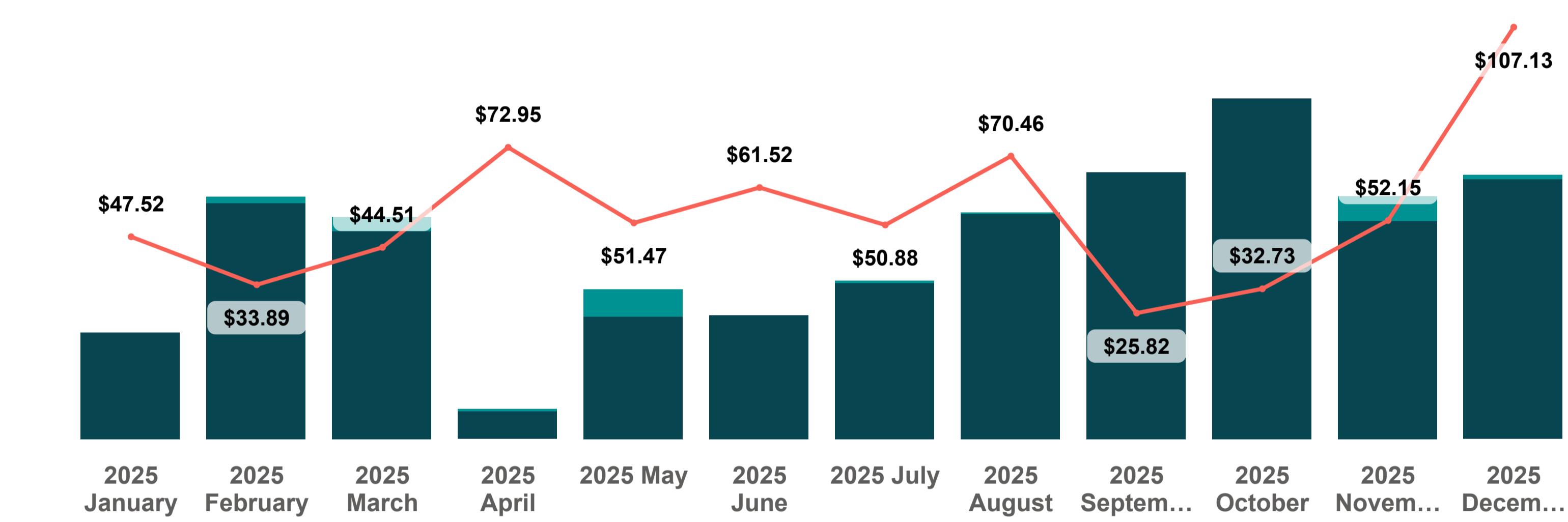
Hover over the campaign name to see its full name.

**Paid Search Perf. benchmark on Campaign Engagement**

Click the campaign name of interests on the left to explore best performing Ad Group

**Total Conversions(Site Actions) By Campaign vs. Cost Per Conv.**

High conversions from a channel means they're contributing volume but not necessarily efficiency or quality, check for Cost Per Conv altogether. Hover over the color block to see campaign details.

**Keyword Assessment Engagement & Conversion Efficiency**

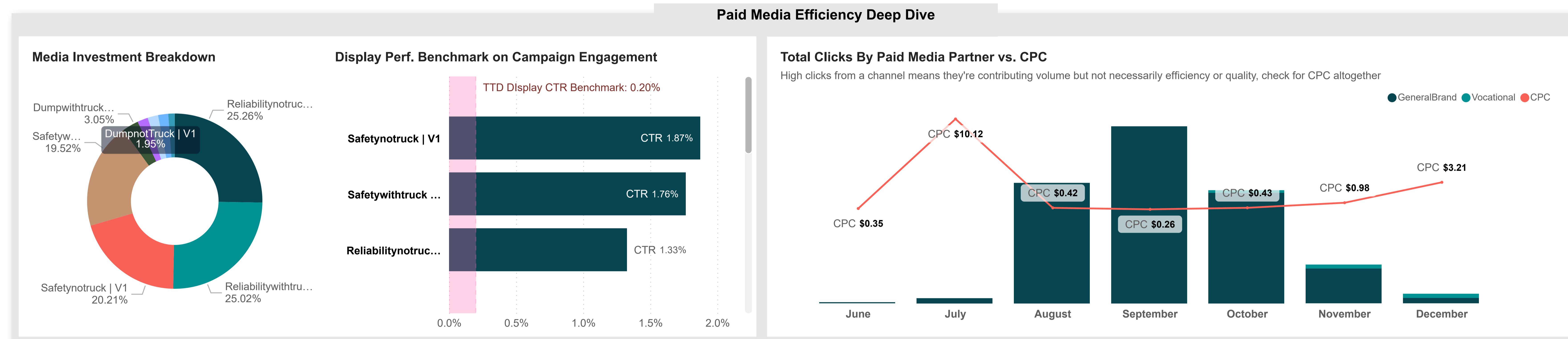
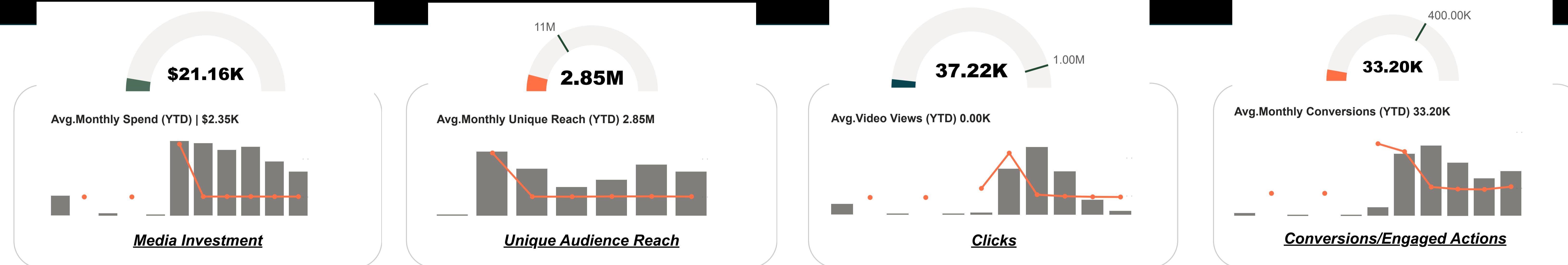
Campaign	Ad Group	Total Spend	MoM Spend	Total Clicks	CTR	MoM CTR	CPC	MoM CPC	Total Conv	Conv.Rate	MoM Conv.Rate	CPConv.	MoM CPConv.
S13-Fuel-Economy-Search-2025	fuel economy	\$1.64K	▲ 339.2%	0.12K	1.62%	▲ 9.5%	\$13.76	▲ 10.7%	1.0	0.01%	▼ -92.4%	\$1,637.41	▲ 1491.0%
	fuel efficiency	\$6.42K	▲ 146.6%	0.48K	1.77%	▼ -36.0%	\$13.26	▲ 10.1%	28.6	0.10%	▲ 36.1%	\$224.46	▼ -48.3%
Total		\$8.06K	▲ 170.7%	0.60K	1.74%	▼ -30.5%	\$13.36	▲ 10.4%	29.6	0.09%	▼ -12.8%	\$272.20	▼ -12.0%
S13 Integrated Powertrain - Search 2024	engine - 13 liter	\$0.21K	▲ 217.7%	0.03K	5.59%	▲ 43.0%	\$6.67	▼ -48.8%	7.6	1.36%		\$27.37	
	engine - 15 liter	\$0.42K	▲ 239.2%	0.05K	1.62%	▼ -6.0%	\$8.86	▼ -6.2%	6.7	0.23%		\$62.56	
	engine - 18 wheel	\$0.12K	-	0.02K	4.47%		\$5.67		0.0	0.00%			
	engine - brand	\$9.14K	▲ 528.4%	2.08K	9.51%	▼ -18.8%	\$4.39	▲ 19.0%	574.7	2.63%	▼ -44.2%	\$15.90	▲ 73.2%
	engine - class 8	\$0.06K	-	0.01K	3.91%		\$5.99		0.0	0.00%			
	engine - comp brand	\$0.44K	▲ 80.8%	0.05K	1.80%	▼ -8.5%	\$9.08	▲ 20.5%	11.0	0.41%	▲ 570.8%	\$39.62	▼ -83.6%
	engine - comp brand diesel	\$0.12K	▲ 872.2%	0.01K	2.02%	▼ -5.3%	\$9.52	▼ -25.2%	4.0	0.62%		\$30.94	
	engine - d13	\$0.44K	▲ 103.5%	0.05K	1.88%	▼ -34.7%	\$8.58	▼ -8.2%	0.0	0.00%	▼ -100.0%		▼ -100.0%
	engine - heavy truck	\$8.14K	▲ 182.7%	1.10K	2.69%	▼ -30.1%	\$7.43	▲ 6.5%	49.4	0.12%	▼ -79.1%	\$164.95	▲ 255.6%
	engine - mx13	\$0.54K	▲ 270.3%	0.06K	1.82%	▲ 3.7%	\$8.49	▼ -13.2%	0.0	0.00%	▼ -100.0%		▼ -100.0%
	engine - semi	\$1.16K	▲ 217.7%	0.19K	2.61%	▼ -18.2%	\$6.21	▲ 10.4%	8.0	0.11%	▼ -9.1%	\$145.22	▼ -0.7%
	engine - semi diesel	\$0.95K	▲ 498.8%	0.14K	2.33%	▼ -37.9%	\$6.61	▲ 8.1%	2.0	0.03%		\$475.92	
	engine - truck	\$1.59K	▲ 211.5%	0.21K	2.18%	▼ -15.0%	\$7.52	▼ -20.3%	10.7	0.11%	▼ -61.7%	\$148.72	▲ 77.0%
	engine - truck diesel	\$7.67K	▲ 1165.7%	1.03K	2.65%	▼ -13.8%	\$7.46	▲ 23.0%	27.0	0.07%	▼ -54.8%	\$284.24	▲ 134.4%

BUSINESS UNIT
MV Trucks

DATE RANGE
5/1/2025 - 12/31/2025

TIPS

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Creative Assessment Engagement & Reach Efficiency

Avg.CPC: \$0.57

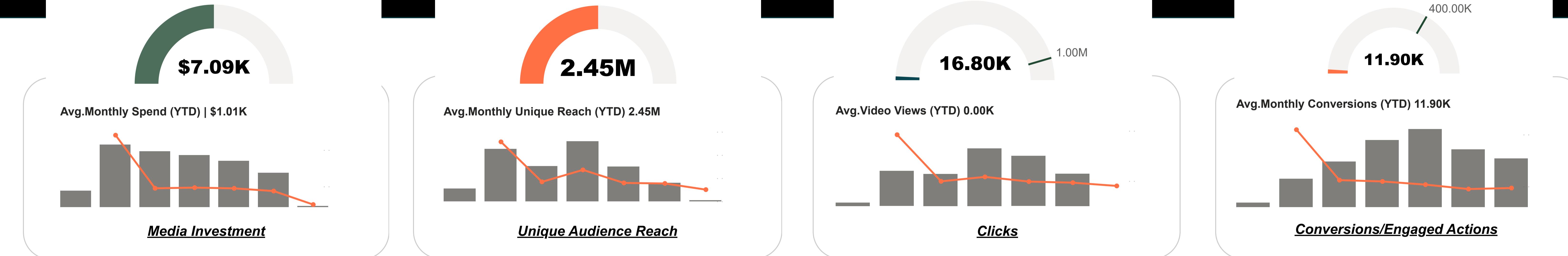
Avg.Conversion rate: 1.14%

Campaign	Creative	CTA	Total Spend	MoM Spend	CPM	Total Clicks	CTR	MoM CTR	CPC	MoM CPC	Total Conversations	Conv.Rate	MoM Conv.Rate
GeneralBrand	Safetynotruck V1	Finddealer	\$4.04K	-	\$8.5	8.89K	1.87%		\$0.45		7,420	1.56%	
		Searchinventory	\$3.90K	-	\$8.4	8.24K	1.76%		\$0.47		6,670	1.43%	
		Buildyourmv	\$0.70K	-	\$10.8	2.15K	3.33%		\$0.33		859	1.33%	
	Reliabilitynotruck V1	Learnmore	\$0.74K	-	\$10.4	2.19K	3.06%		\$0.34		2,175	3.04%	
		NA	\$1.16K	-	\$7.5	2.19K	1.43%		\$0.53		1,128	0.73%	
		Total	\$1.16K	-	\$7.6	2.12K	1.38%		\$0.55		2,422	1.58%	
		Finddealer	\$1.29K	-	\$5.8	0.15K	0.07%		\$8.83		1,051	0.48%	
		Searchinventory	\$1.29K	-	\$5.8	0.15K	0.07%		\$8.83		1,051	0.48%	
		Learnmore	\$1.29K	-	\$5.8	0.15K	0.07%		\$8.83		1,051	0.48%	
		NA	\$1.29K	-	\$5.8	0.15K	0.07%		\$8.83		1,051	0.48%	
	Reliabilitywithtruck V1	Total	\$5.05K	-	\$7.6	8.80K	1.33%		\$0.57		7,635	1.15%	
		Finddealer	\$0.70K	-	\$10.8	2.04K	3.15%		\$0.34		983	1.52%	
		Searchinventory	\$0.70K	-	\$10.7	2.00K	3.07%		\$0.35		1,899	2.91%	
		Learnmore	\$1.15K	-	\$7.5	2.09K	1.36%		\$0.55		2,444	1.60%	
		Buildyourmv	\$1.16K	-	\$7.5	2.03K	1.32%		\$0.57		1,296	0.84%	
Vocational	DumpnotTruck V1	NA	\$1.29K	-	\$5.8	0.14K	0.06%		\$9.16		1,118	0.51%	
		Total	\$18.00K	-	\$7.9	34.23K	1.51%		\$0.60		7,740	1.18%	
	utilitynotruck V1	DumpnotTruck V1	\$0.39K	-	\$3.1	0.18K	0.14%		\$2.19		753	0.60%	
		utilitynotruck V1	\$0.39K	-	\$3.2	0.17K	0.14%		\$2.33		667	0.55%	

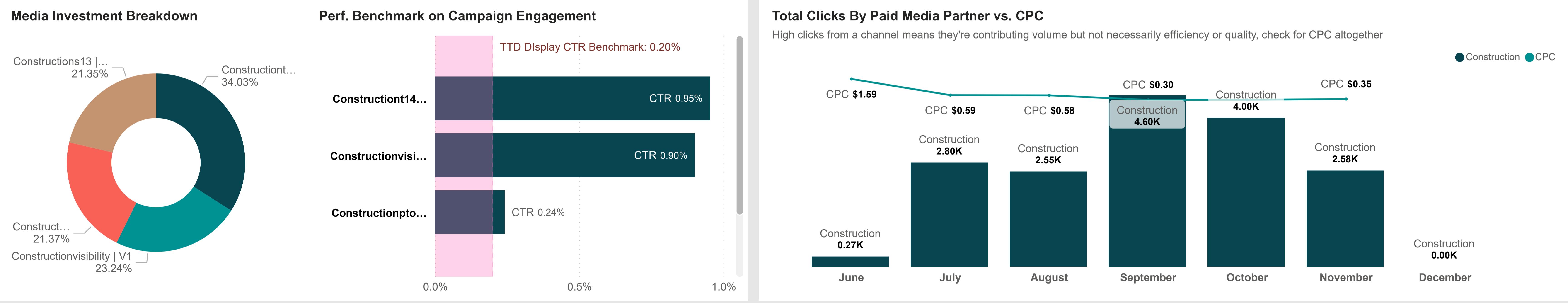
BUSINESS UNIT
HV Trucks

DATE RANGE
5/1/2025 | 12/31/2025

Channel
Native



Paid Media Efficiency Deep Dive



Creative Assessment Engagement & Reach Efficiency

Avg.CPC: \$0.42

Avg.Conversion rate: 0.46%

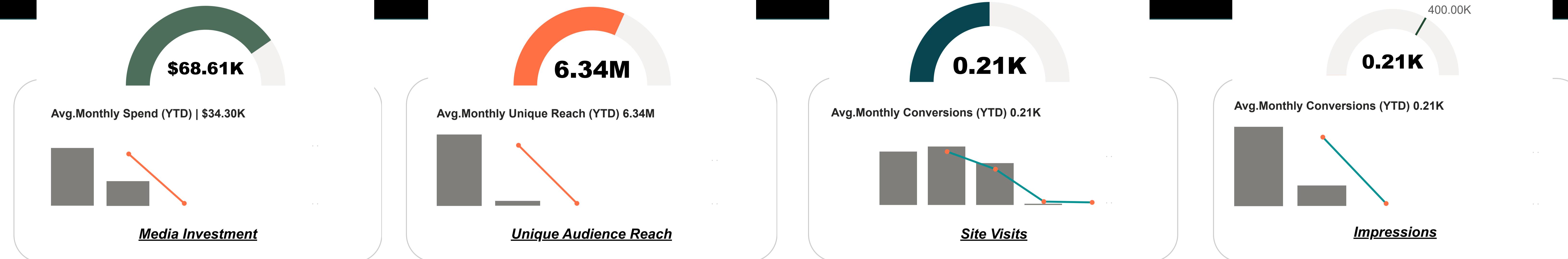
Campaign Data:

Campaign	Creative	Total Spend	MoM Spend	CPM	Total Clicks	CTR	MoM CTR	CPC	MoM CPC	Total Conversion	Conv.Rate	MoM Conv.Rate	CPConv.
Construction	Constructionpto... V1	\$1.51K	-	\$3.0	1.23K	0.24%	\$1.23			1,991	0.39%		\$0.76
	Construction13 V1	\$1.51K	-	\$3.0	1.21K	0.24%	\$1.25			1,962	0.38%		\$0.77
	Construction14 V1	\$2.41K	-	\$2.6	8.77K	0.95%	\$0.28			4,618	0.50%		\$0.52
	Constructionvisibility V1	\$1.65K	-	\$2.7	5.60K	0.90%	\$0.29			3,329	0.54%		\$0.49
	Total		\$7.09K	-	\$2.8	16.80K	0.66%	\$0.42			11,900	0.46%	

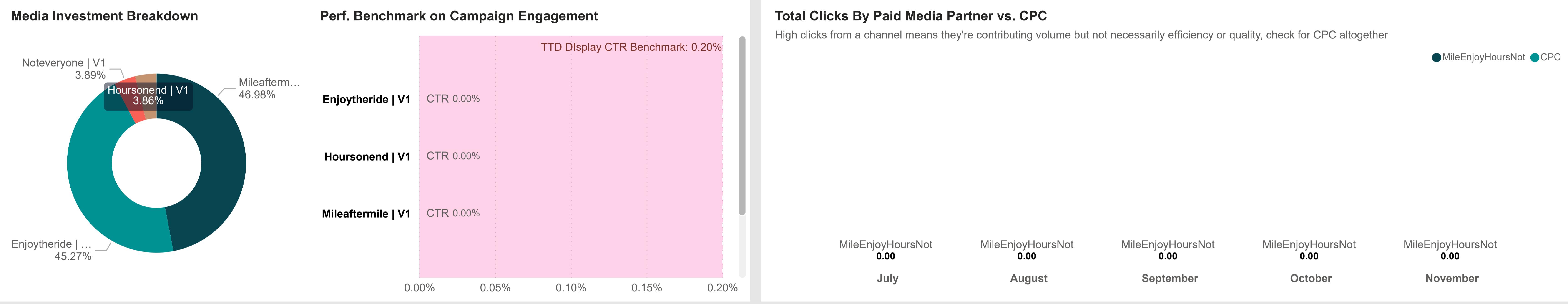
BUSINESS UNIT
S13 Integrated

DATE RANGE
5/1/2025 | 12/31/2025

Channel
Dooh



Paid Media Efficiency Deep Dive



Creative Assessment Engagement & Reach Efficiency

Avg. Conversion rate: 0.00%

Campaigns:

- MileEnjoyHours Not
- Enjoytheride | V1
- Hoursonend | V1
- Mileaftermile | V1
- Noteeveryone | V1

Metrics:

- Total Spend
- MoM Spend
- CPM
- Total Clicks
- CTR
- MoM CTR
- CPC
- MoM CPC
- Total Conversions
- Conv. Rate
- MoM Conv. Rate
- CPConv.

Campaign	Creative	Total Spend	MoM Spend	CPM	Total Clicks	CTR	MoM CTR	CPC	MoM CPC	Total Conversions	Conv. Rate	MoM Conv. Rate	CPConv.
MileEnjoyHours Not	Enjoytheride V1	\$31.06K	-	\$5.4	0.00K	0.00%				91	0.00%		\$341.27
	Hoursonend V1	\$2.65K	-	\$7.9	0.00K	0.00%				4	0.00%		\$662.30
	Mileaftermile V1	\$32.23K	-	\$5.3	0.00K	0.00%				114	0.00%		\$282.73
	Noteeveryone V1	\$2.67K	-	\$7.9	0.00K	0.00%				5	0.00%		\$534.29
	Total	\$68.61K	-	\$5.5	0.00K	0.00%				214	0.00%		\$320.59
Total	\$68.61K	-	\$5.5	0.00K	0.00%				214	0.00%		\$320.59	

TIPS

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BUSINESS UNIT

S13 Integrated

DATE RANGE

1/1/2025

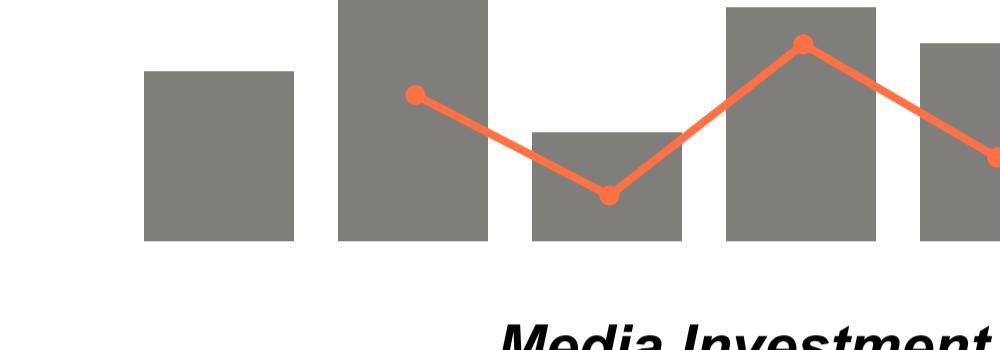
12/31/2025

TIPS

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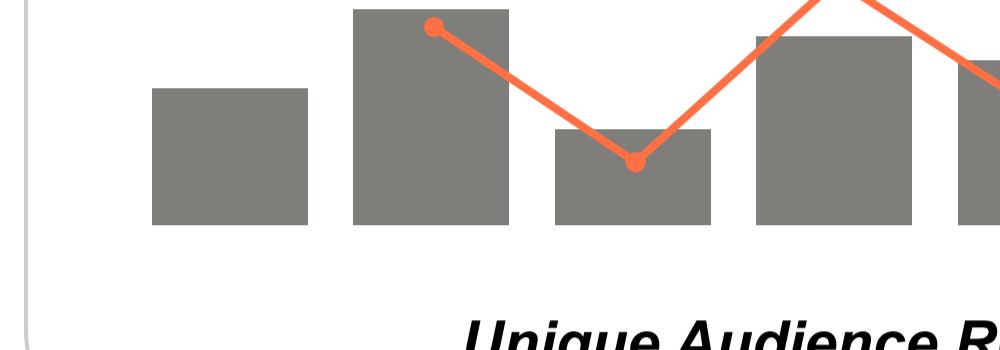
\$72.04K

Avg.Monthly Spend (YTD) | \$14.41K



3.27M

Avg.Monthly Unique Reach (YTD) 3.14M



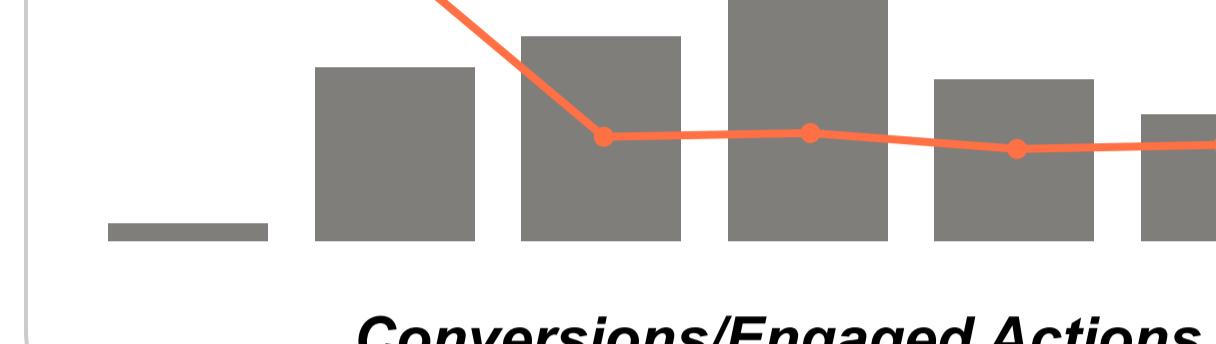
3.25M

Avg.Video Views (YTD) 1,817.62K



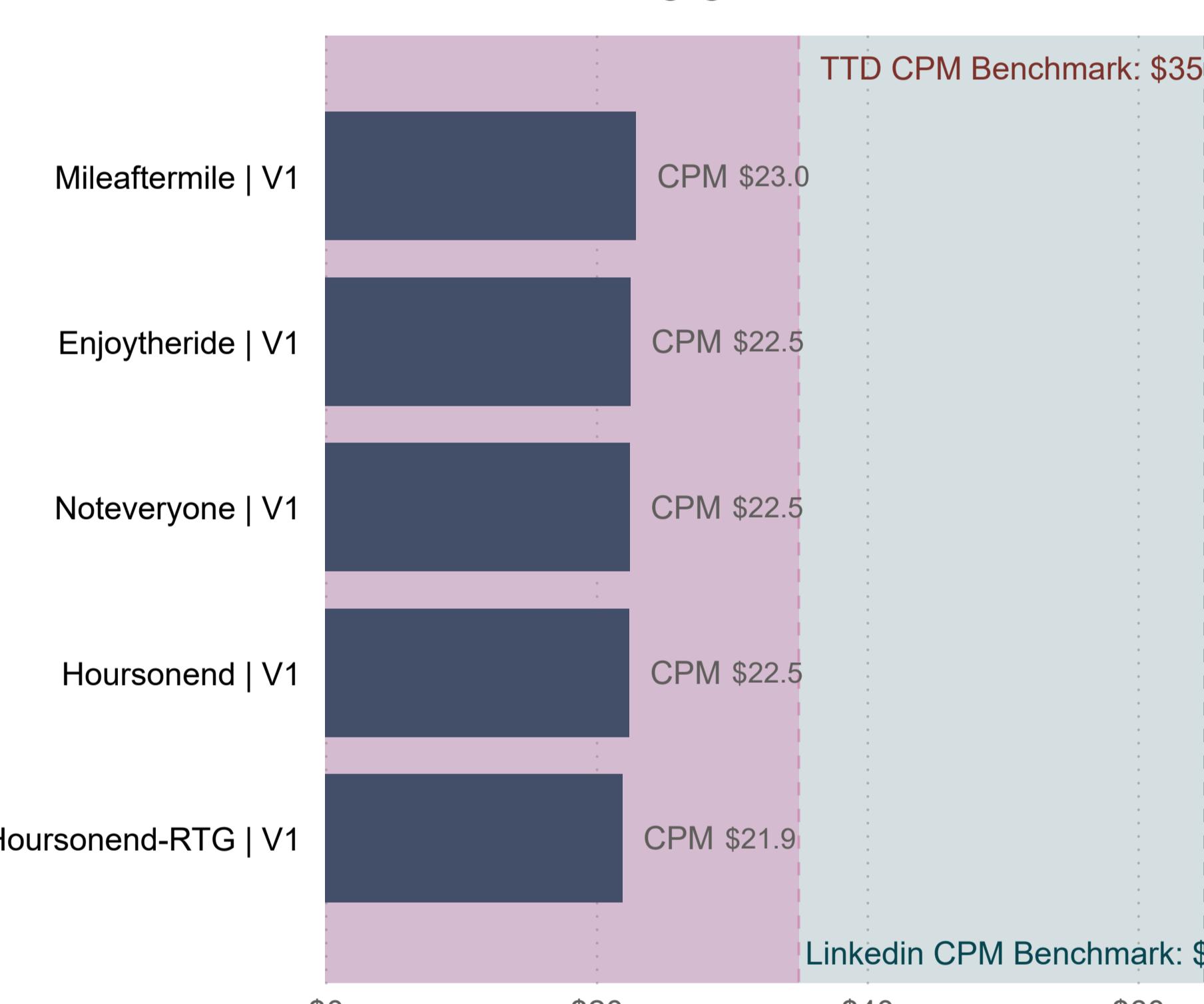
19.09K

Avg.Monthly Conversions (YTD) 19.09K



Paid Media Efficiency Deep Dive

CTV/OTT Perf. Benchmark on Creative Engagement



16,199.15

Total Video Completed Watch Time (HOUR)

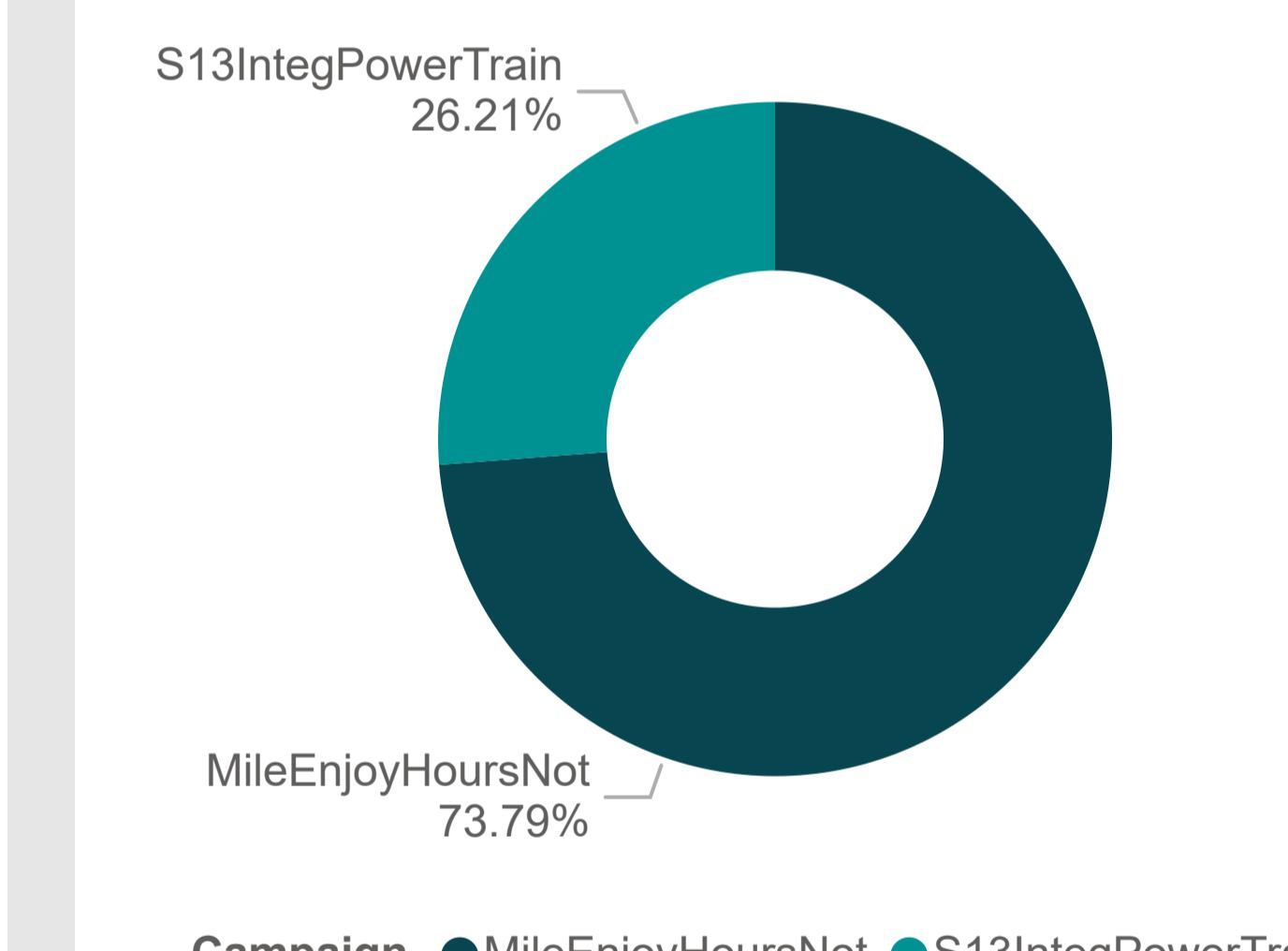
3.25M

Total Video Completions

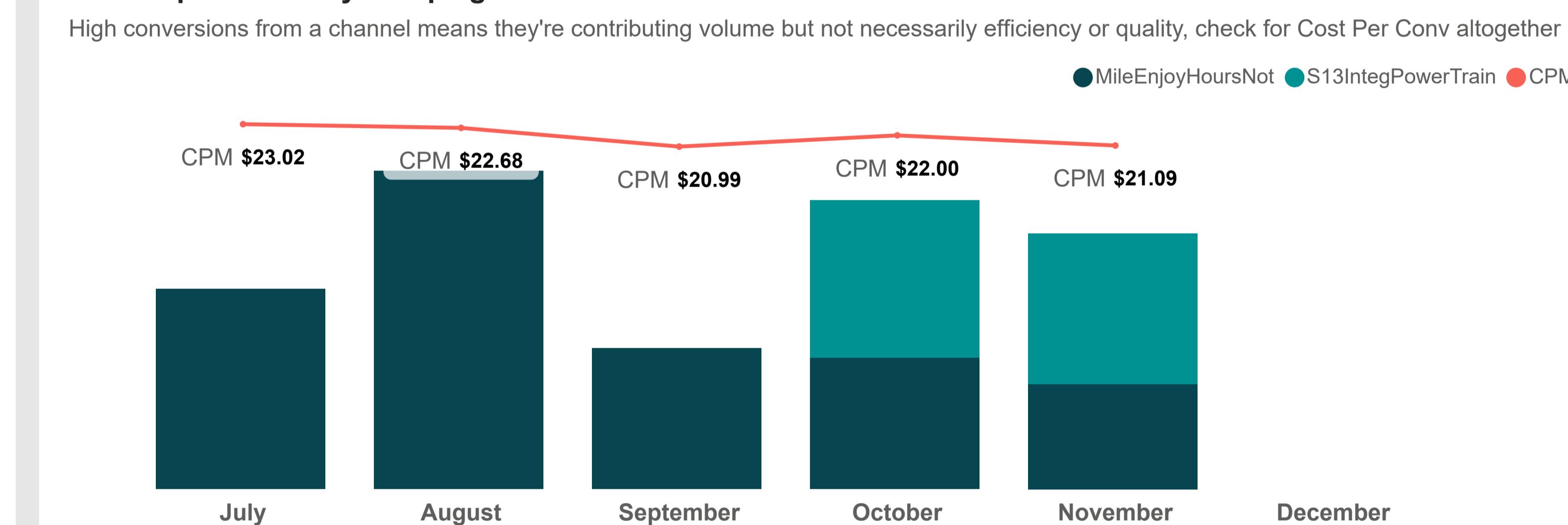
\$0.02

CPVR

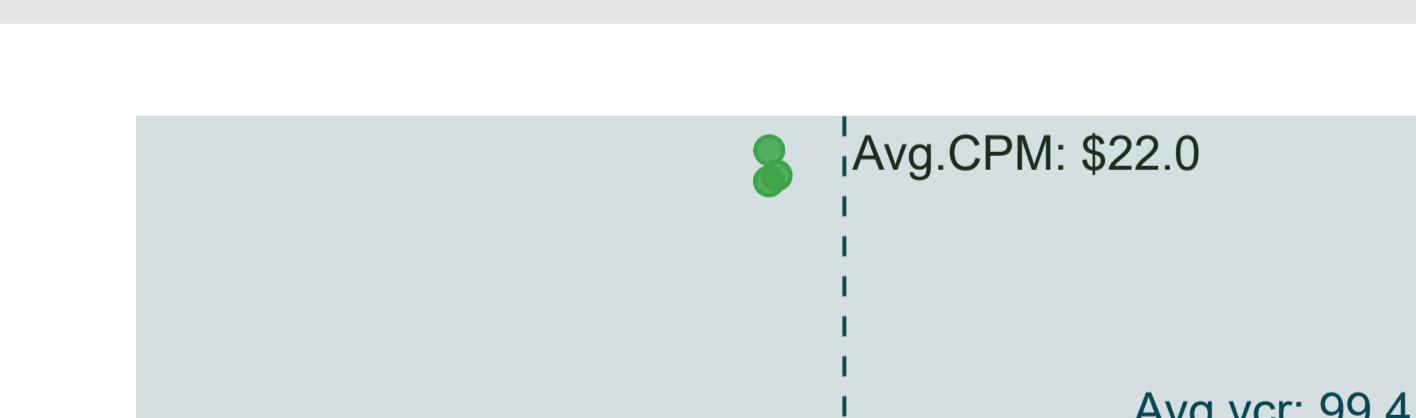
Media Investment Breakdown



Total Impressions By Campaign vs. CPM



Creative Assessment Engagement & Reach Efficiency



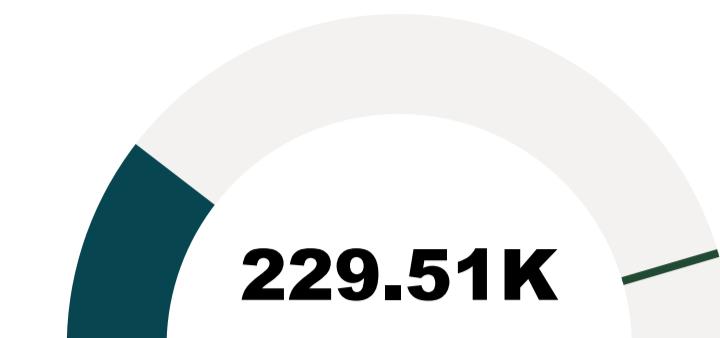
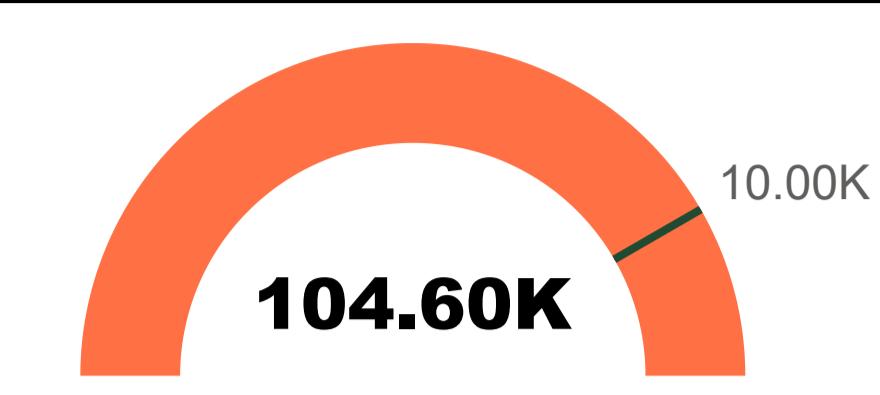
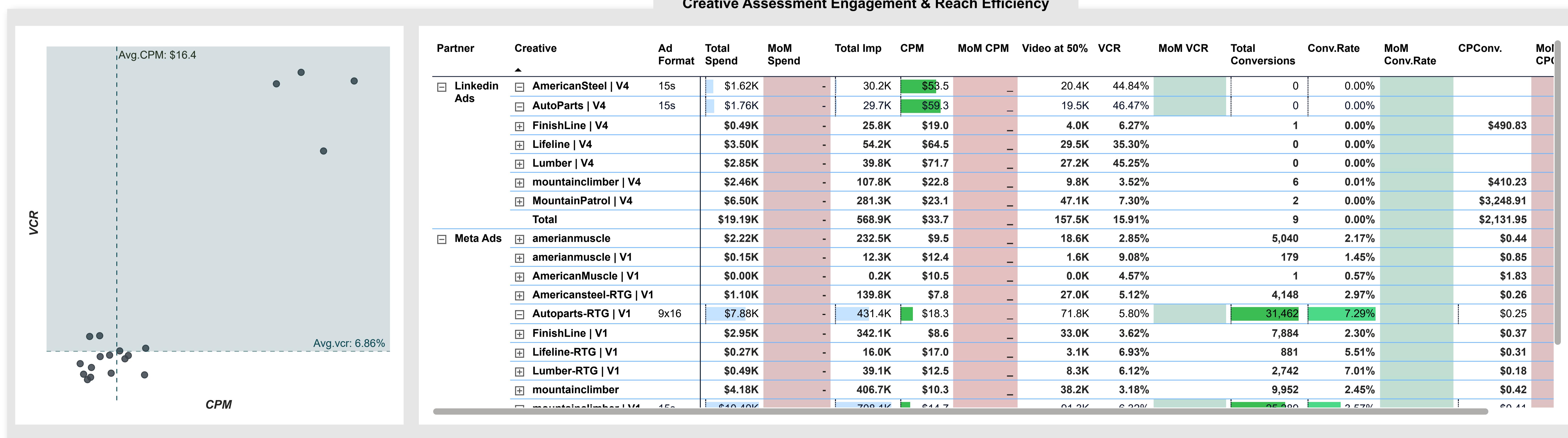
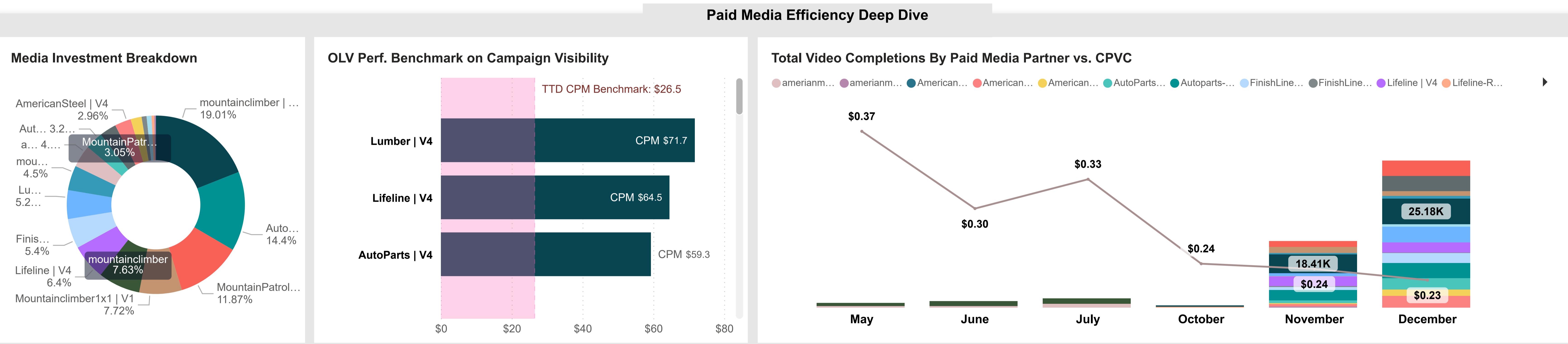
Partner	Creative	Ad Format	Total Spend	MoM Spend	Total Imp	CPM	MoM CPM	Video at 50%	VCR	MoM VCR	Total Conversions	Conv.Rate	MoM Conv.Rate	CPConv.	MoM CPConv.
Linkedin Ads	Enjoytheride V1	15s	\$5.09K	-	225.9K	\$22.5	\$22.5	224.6K	99.00%	0.00K	0.00%	0.00%	0.00%	0.00%	
	Hoursonend V1	15s	\$5.12K	-	227.8K	\$22.5	\$22.5	226.4K	98.93%	0.00K	0.00%	0.00%	0.00%	0.00%	
	Mileaftermile V1	30s	\$3.56K	-	154.9K	\$23.0	\$23.0	153.7K	98.61%	0.00K	0.00%	0.00%	0.00%	0.00%	
	Noteeveryone V1	15s	\$5.12K	-	227.7K	\$22.5	\$22.5	226.3K	98.95%	0.00K	0.00%	0.00%	0.00%	0.00%	
	Total		\$18.89K	-	836.4K	\$22.6	\$22.6	831.1K	98.89%	0.00K	0.00%	0.00%	0.00%	0.00%	
TTD	Enjoytheride-RTG V1	15s	\$14.20K	-	647.8K	\$21.9	\$21.9	647.3K	99.67%	5.21K	0.80%	0.80%	0.80%	\$2.73	
	Hoursonend-RTG V1	15s	\$14.22K	-	648.0K	\$21.9	\$21.9	647.5K	99.65%	4.84K	0.75%	0.75%	0.75%	\$2.94	
	Mileaftermile-RTG V1	30s	\$10.52K	-	488.7K	\$21.5	\$21.5	487.2K	99.30%	3.86K	0.79%	0.79%	0.79%	\$2.73	
	Noteeveryone-RTG V1	15s	\$14.21K	-	648.2K	\$21.9	\$21.9	647.7K	99.65%	5.19K	0.80%	0.80%	0.80%	\$2.74	
	Total		\$53.16K	-	2432.7K	\$21.9	\$21.9	2429.7K	99.59%	19.09K	0.78%	0.78%	0.78%	\$2.78	

BUSINESS UNIT
Proven Trucks

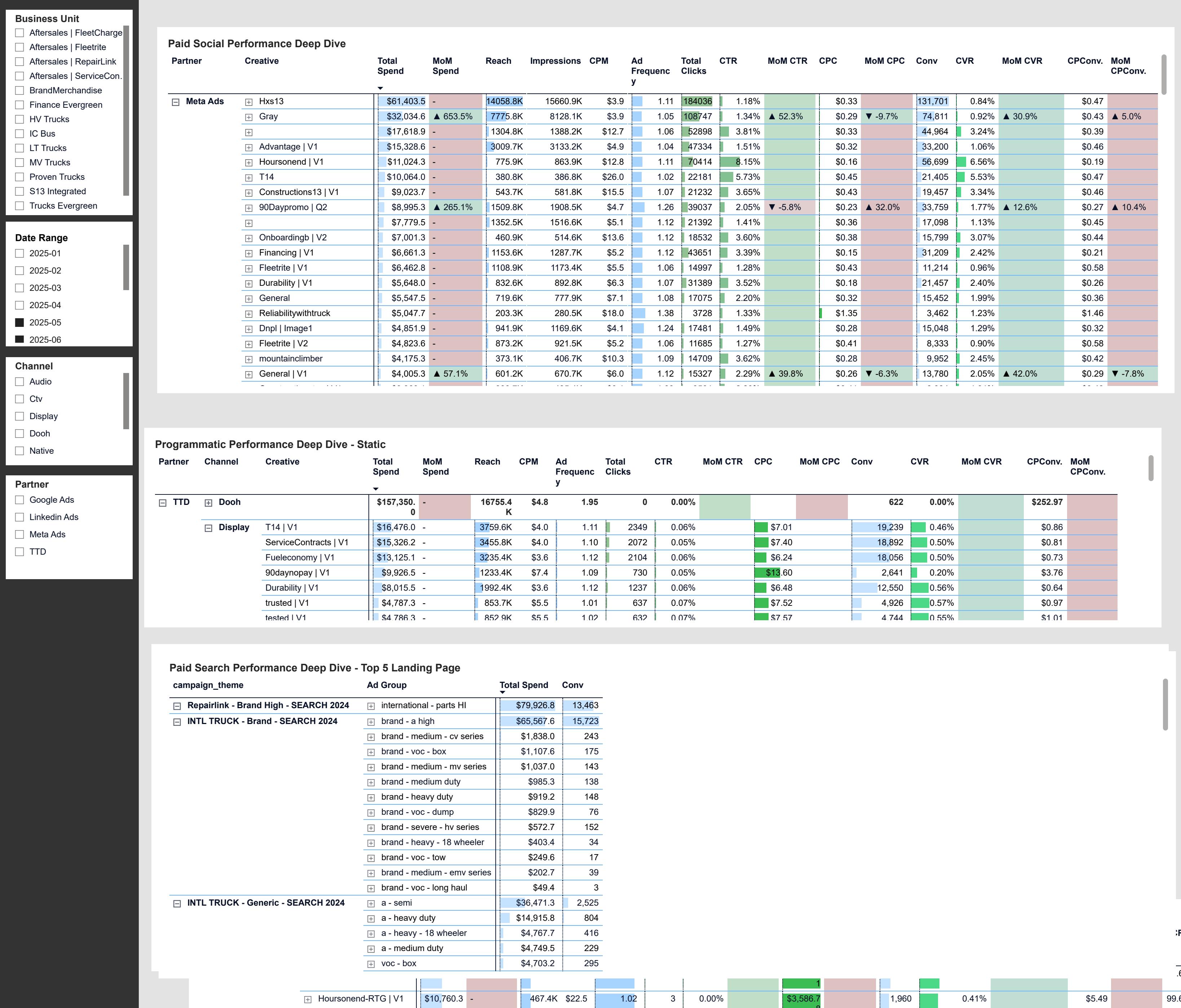
DATE RANGE
1/1/2025

TIPS

- Hover over any chart or table for tooltips with detailed numbers.
- Use the slicers to isolate specific campaigns or partners.
- Use "Drill Through" on visuals to go to campaign-level views (if enabled).
- To access the INTL Media Performance Dashboard, please CTRL+CLICK(windows)/COMMAND +CLICK(Mac) the link here.

**Media Investment****Unique Audience Reach****Video Completed Views****Conversions/Engaged Actions**

Creative Deep Dive



Key Metrics Summary:

- Total Spend:** \$1.78M (▲ 163.9%)
- Total Impressions:** 158.37M (▲ 1667.19%)
- CTR:** 0.85% (▼ -69.2%)
- CPC:** \$1.32 (▼ -51.5%)
- Cost per Key Event:** \$23.20 (▼ -22.9%)
- Total Conversions:** 967.34K (▲ 102.3%)
- CPConv.:** \$1.84 (▼ -72.6%)

