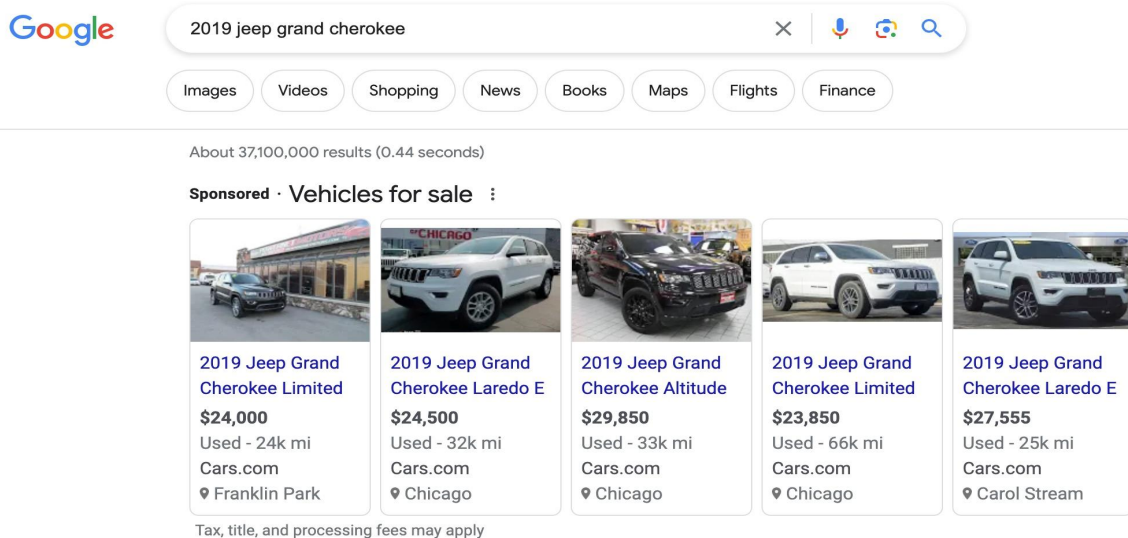
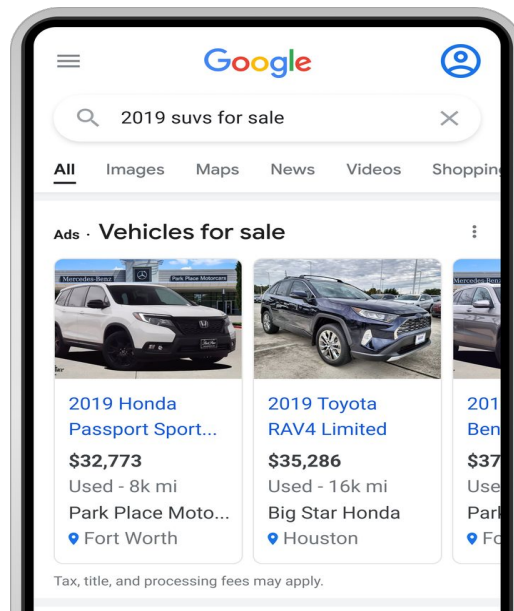
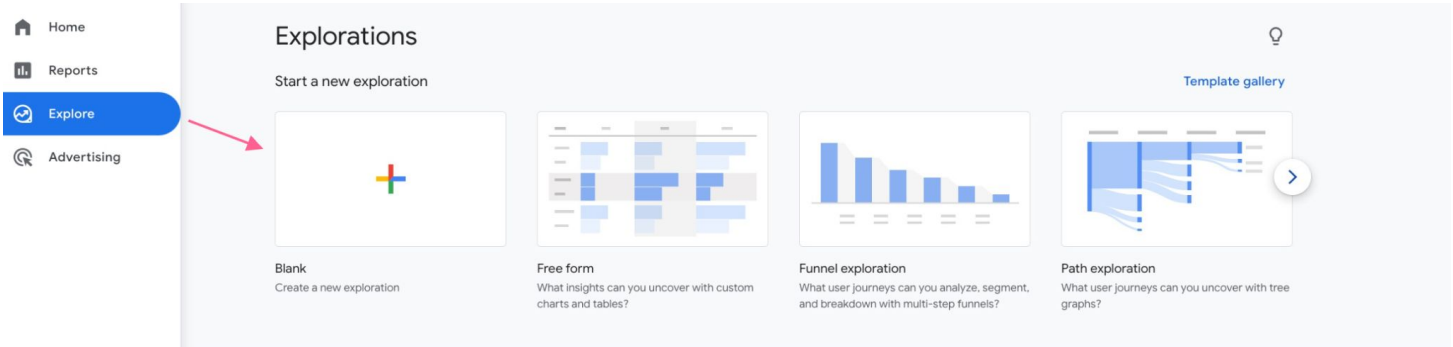


Google Vehicle Listing Ads (VLAs) are a Vin-specific vehicle advertising option that Google provides. Clicking on a vehicle ad will take the consumer to the vehicle description page (VDP) on the dealer’s website. From there, they can perform additional actions such as contacting the dealer, filling out a lead form, etc. before visiting the dealership.

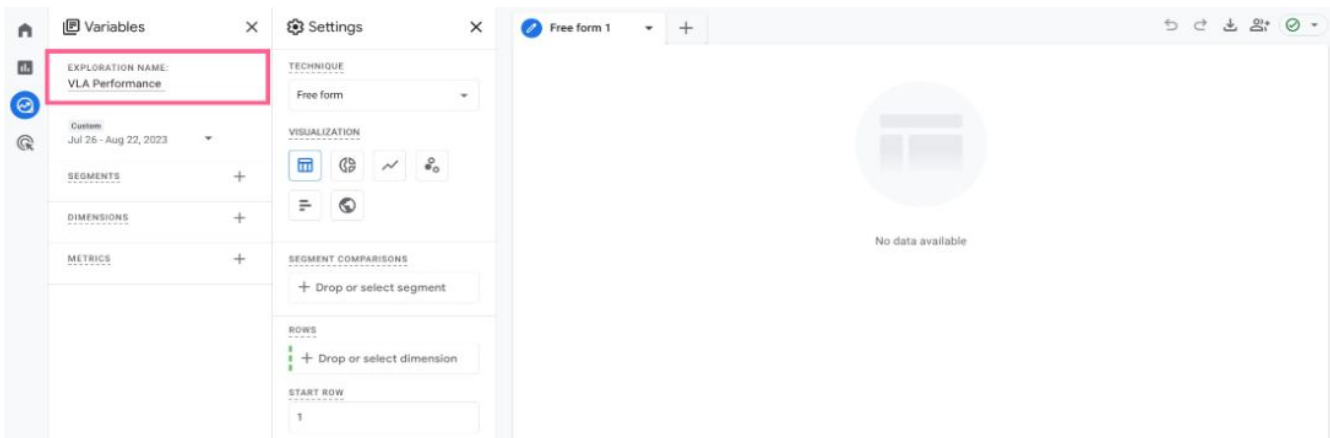
This resource will provide you with step by step instructions on how to create an exploration report to view the performance of your VLA campaign.



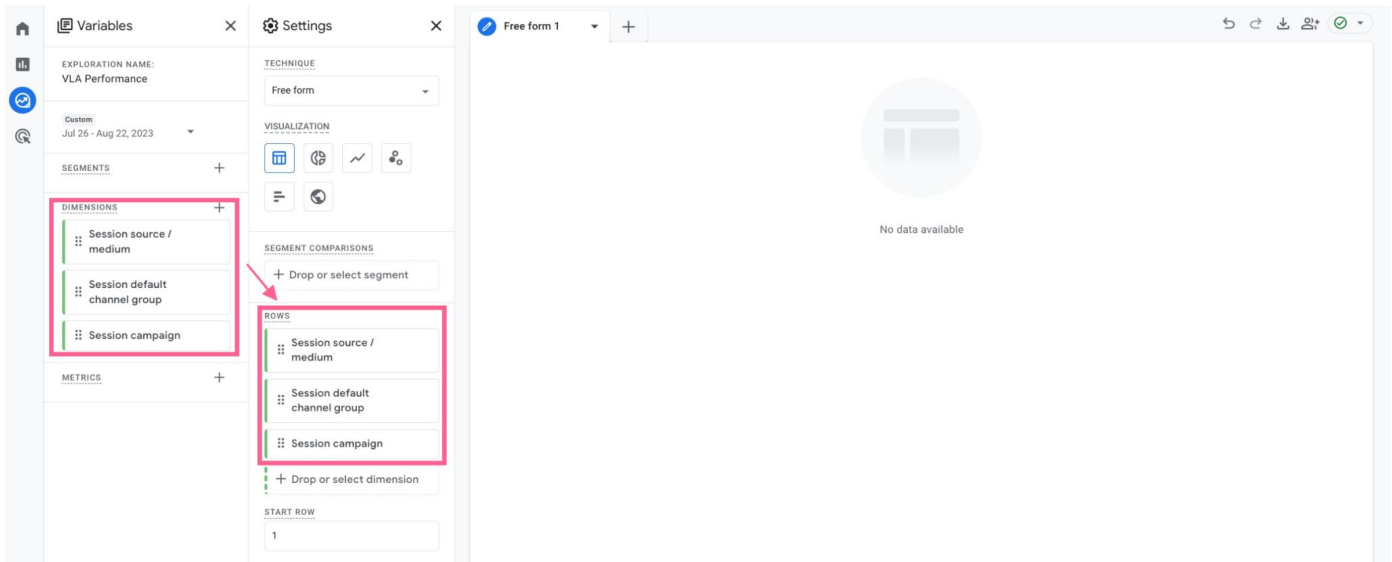
## Step 1: Explore Reports > Choose a Blank Exploration



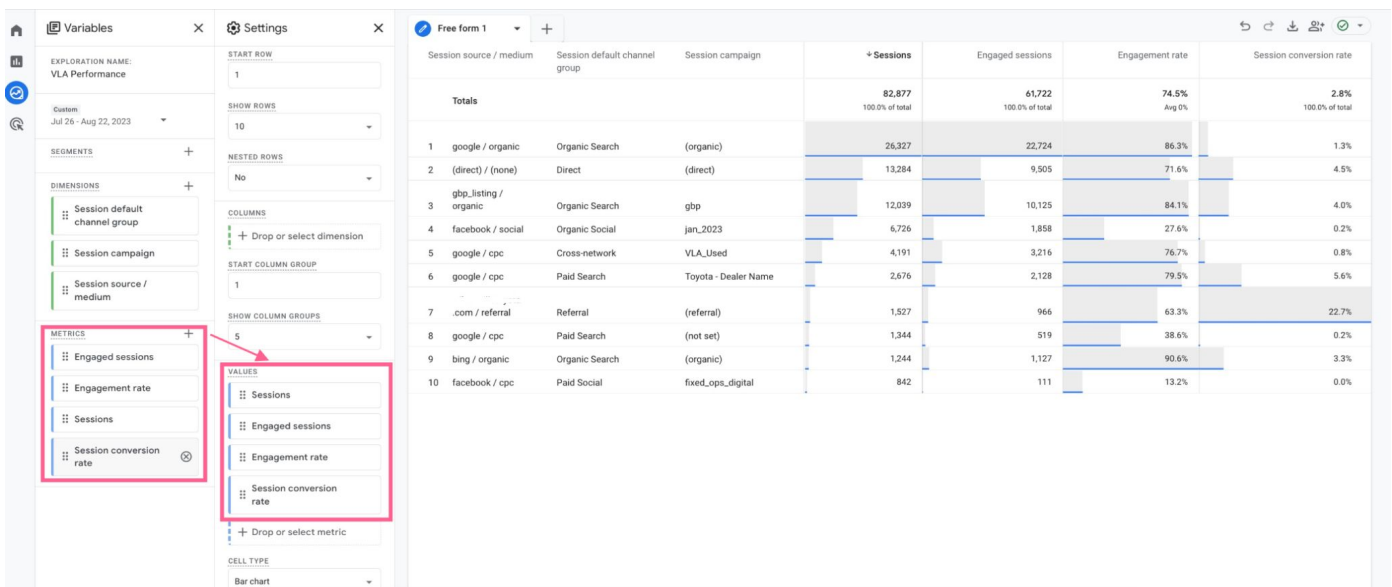
## Step 2: Rename your report - for this example we'll use "VLA Performance"



Step 3: Add the following dimensions: “Session source/medium”, “Session default channel group”, “Session campaign” and double click them to add to the report rows



Step 4: Add the following metrics: “Sessions”, “Engaged sessions”, “Engagement rate”, “Session conversion rate” and double click to add them to the report values



Session source / medium	Session default channel group	Session campaign	+ Sessions	Engaged sessions	Engagement rate	Session conversion rate
<b>Totals</b>			82,877 100.0% of total	61,722 100.0% of total	74.5% Avg 0%	2.8% 100.0% of total
1 google / organic	Organic Search	(organic)	26,327	22,724	86.3%	1.3%
2 (direct) / (none)	Direct	(direct)	13,284	9,505	71.6%	4.5%
3 gbp_listing / organic	Organic Search	gbp	12,039	10,125	84.1%	4.0%
4 facebook / social	Organic Social	jan_2023	6,726	1,858	27.6%	0.2%
5 google / cpc	Cross-network	VLA_Used	4,191	3,216	76.7%	0.8%
6 google / cpc	Paid Search	Toyota - Dealer Name	2,676	2,128	79.5%	5.6%
7 .com / referral	Referral	(referral)	1,527	966	63.3%	22.7%
8 google / cpc	Paid Search	(not set)	1,344	519	38.6%	0.2%
9 bing / organic	Organic Search	(organic)	1,244	1,127	90.6%	3.3%
10 facebook / cpc	Paid Social	fixed_ops_digital	842	111	13.2%	0.0%

Step 5: Add a filter to only show the VLA campaign using the “session campaign” dimension and selecting ‘Contains’ then typing ‘VLA’ in the filters section.

The screenshot shows the Dealer Inspire interface with the 'Filters' section highlighted in a red box. The filter is configured as follows:

- Dimension: Session campaign
- Condition: contains
- Value: VLA

The main table displays the following data:

Session default channel group	Session source / medium	Session campaign	+ Sessions	Engaged sessions	Engagement rate	Session conversion rate	
<b>Totals</b>			4,741 100.0% of total	3,658 100.0% of total	77.2% Avg 0%	0.8% 100.0% of total	
1	Cross-network	google / cpc	VLA_Used	4,191	3,216	76.7%	0.8%
2	Paid Shopping	google / cpc	VLA_Used	530	405	76.4%	0.8%

Step 6: You have now completed your VLA campaign report

The screenshot shows the Dealer Inspire interface with the final report configuration. The 'Rows' section is highlighted in a red box, showing the following dimensions:

- Session default channel group
- Session source / medium
- Session campaign

The main table displays the following data:

Session default channel group	Session source / medium	Session campaign	+ Sessions	Engaged sessions	Engagement rate	Session conversion rate	
<b>Totals</b>			4,741 100.0% of total	3,658 100.0% of total	77.2% Avg 0%	0.8% 100.0% of total	
1	Cross-network	google / cpc	VLA_Used	4,191	3,216	76.7%	0.8%
2	Paid Shopping	google / cpc	VLA_Used	530	405	76.4%	0.8%