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

ħ	Home		Explorations			Q
ıl.	Reports		Start a new exploration			Template gallery
ଡ	Explore	-				
R	Advertising		+	i re	line.	
			Blank Create a new exploration	Free form What insights can you uncover with custom charts and tables?	Funnel exploration What user journeys can you analyze, segment, and breakdown with multi-step funnels?	Path exploration What user journeys can you uncover with tree graphs?

## 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

🗉 Variables	× 🕄 Settings	×	Free form 1 🔹	+					5 C ± 2; (
EXPLORATION NAME:	START ROW		Session source / medium	Session default channel	Session campaign	* Sessions	Engaged sessions	Engagement rate	Session conversion ra
VLA Performance	1		group						
Custom Jul 26 - Aug 22, 2023	SHOW ROWS		Totals			82,877 100.0% of total	61,722 100.0% of total	74.5% Avg 0%	2 100.0% of
	10	*							
SEGMENTS +	+ NESTED ROWS	NESTED ROWS	1 google / organic	Organic Search	(organic)	26,327	22,724	86.3%	
DIMENSIONS	No		2 (direct) / (none)	Direct	(direct)	13,284	9,505	71.6%	
Section default	T		gbp_listing / 3 organic	Organic Search	app	12,039	10,125	84.1%	
channel group	COLUMNS		4 facebook / social	Organic Social	ian 2023	6,726	1,858	27.6%	-
ii Session campaign	+ Drop or selec	t dimension	5 google / coc	Cross-network	VI & Used	4.191	3.216	76.7%	
Session source /	START COLUMN GROU	P	6 google / cpc	Paid Search	Toyota - Dealer Name	2.676	2,128	79.5%	
	1								
1	SHOW COLUMN GROUI	PS	7 .com / referral	Referral	(referral)	1,527	966	63.3%	2
METRICS	+ 5		8 google / cpc	Paid Search	(not set)	1,344	519	38.6%	
# Engaged sessions	VALUES		9 bing / organic	Organic Search	(organic)	1,244	1,127	90.6%	
# Engagement rate	# Sessions	# Sessions	10 facebook / cpc	Paid Social	fixed_ops_digital	842	111	13.2%	
II Sessions	# Engaged sess	ions							
II Session conversion ate	Engagement i	rate							
	Session conve rate	ersion							
	+ Drop or select	t metric							
	CELL TYPE								
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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.

n.	Variables	× 🕄 Settings	K 🖉 Free form 1 👻	+					5 2 ± 2; ⊘ ·
11.	EXPLORATION NAME:	1	Session default channe group	Session source / medium	Session campaign		Engaged sessions	Engagement rate	Session conversion rate
0	Custor	SHOW COLUMN GROUPS	Totals			4,741	3,658	77.2% Avg 0%	0.8% 100.0% of total
	Jul 26 - Aug 22, 2023 *		1 Crean petwork	noonlo ( ono	MA Head	4101	2 216	76.7%	0.8%
	SEGMENTS -	VALUES	1 Clossfielwork	google / cpc	VLA_OSEO	4,191	3,210	70.74	0.0%
		# Sessions	2 Paid Shopping	google / cpc	VLA_Used		405	/0.4%	0.8%
	DIMENSIONS +	Engaged sessions							
<ul> <li>▲</li> <li>■</li> <li>●</li> <li>●</li></ul>	ii channel group	# Engagement rate							
	II Session campaign	Session conversion							
	Session source / medium	" rate							
		+ Drop or select metric							
	METRICS	CELL TYPE							
	II Engaged sessions	Bar chart 👻							
	ii Engagement rate	FILTERS							
	# Sessions	Session campaign contains VLA							
	Session conversion	Conditions*							
	1	contains -							
		VLA							
		Cancel Apply							
\$		+ Drop or select dimension or metric							

## Step 6: You have now completed your VLA campaign report

n.	I E Variables X							
	EXPLORATION NAME:	TECHNIQUE	Session default channel Session source / me group	dium Session campaign	↓ Sessions	Engaged sessions	Engagement rate	Session conversion rate
0	VLA Performance	Free form 👻	Totale		4,741	3,658	77.2%	0.8%
@	Custom Jul 26 - Aug 22, 2023 💌	VISUALIZATION	lotais	100.0% of total	100.0% of total	Avg 0%	100.0% of total	
C.	SEGMENTS +		1 Cross-network google / cpc	VLA_Used	4,191	3,216	76.7%	0.8%
	DIMENSIONS +		2 Paid Shopping google / cpc	VLA_Used	530	405	7b.4%	0.8%
	Session default channel group	SEGMENT COMPARISONS						
	II Session campaign	+ Drop or select segment						
	Session source /	ROWS						
	medium	Session default channel group						
	METRICS +							
	Engaged sessions	medium						
	II Engagement rate	# Session campaign						
	# Sessions	+ Drop or select dimension						
	Session conversion	START ROW						
	Tate	1						
		SHOW ROWS						
		10 -						
\$		NESTED ROWS						

