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.
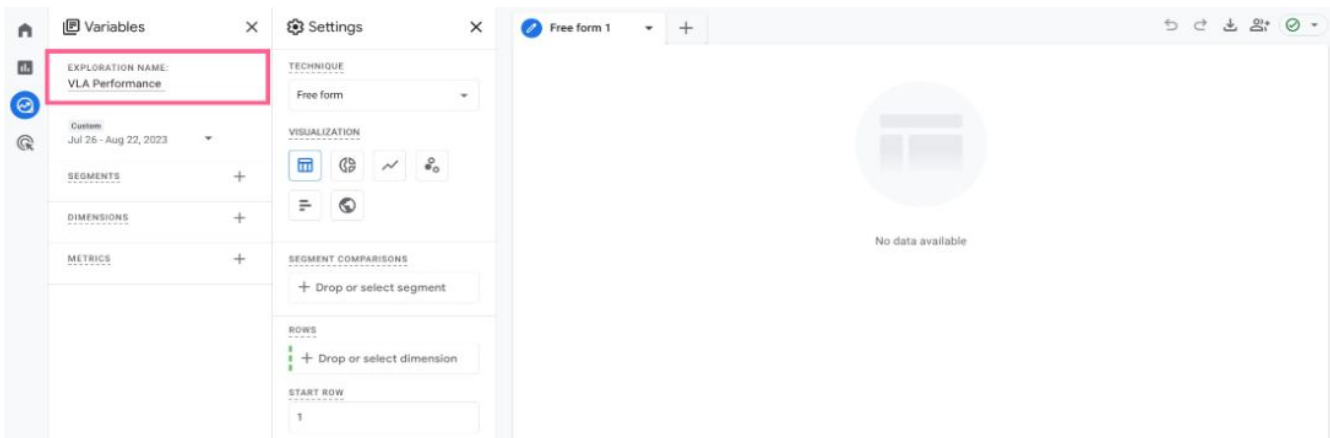
This resource will provide you with step by step instructions on how to create an exploration report to view the performance of your VLA campaign.
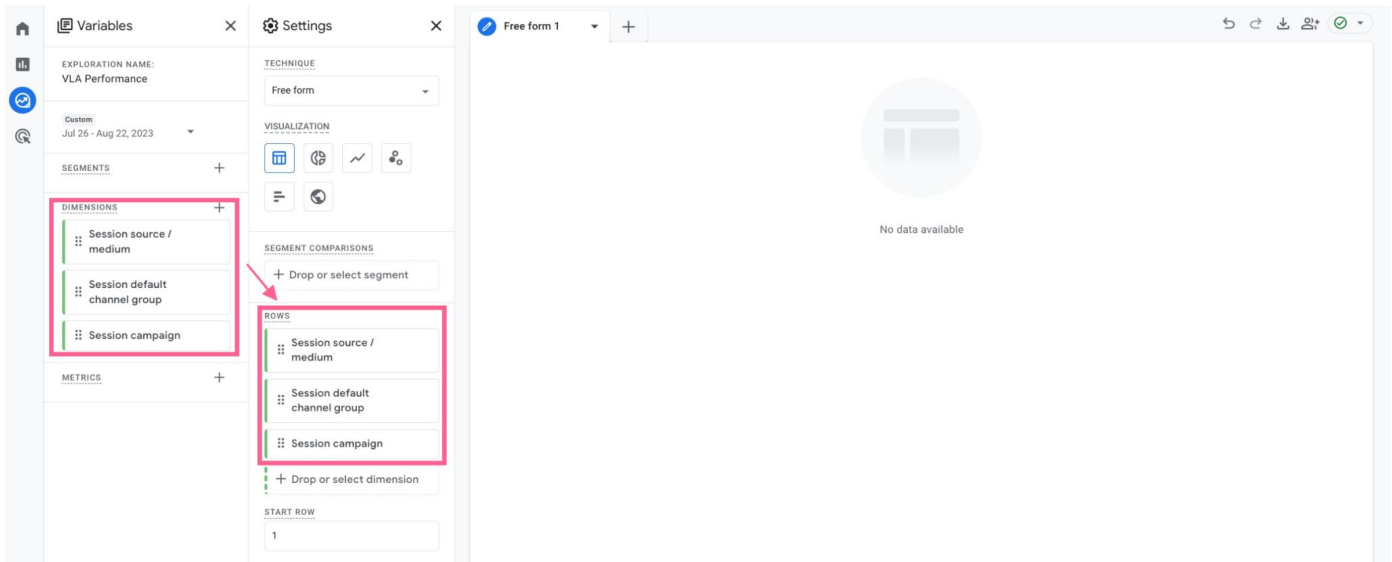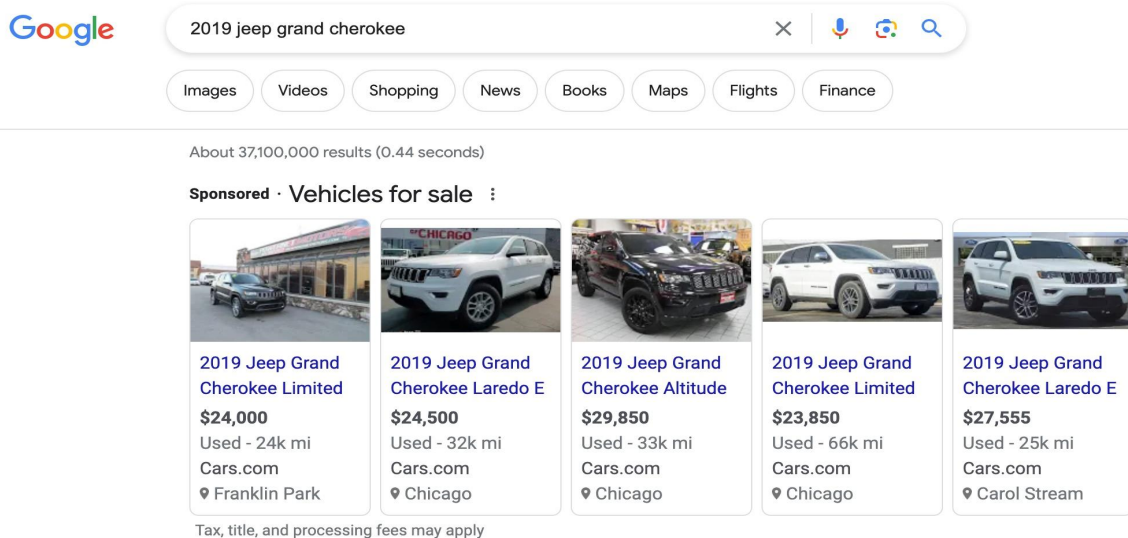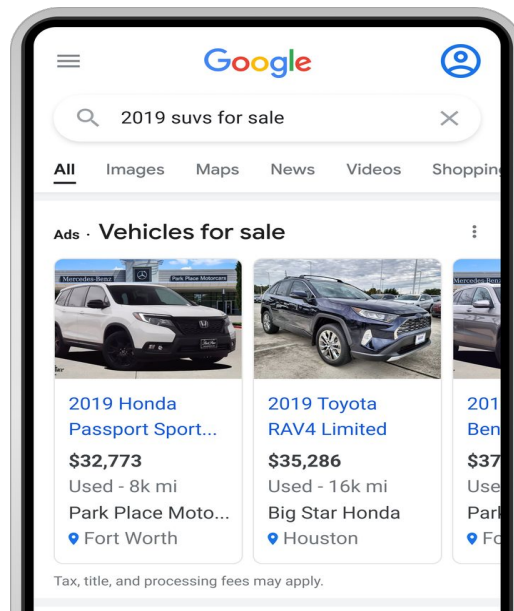
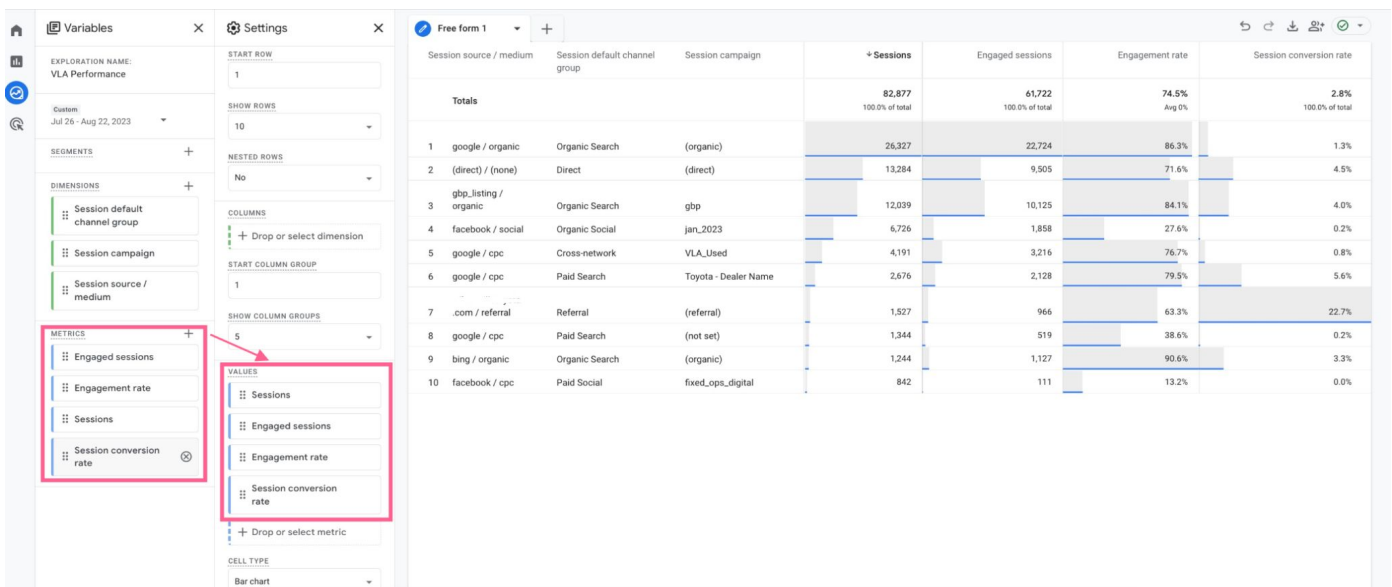## Step 1: Explore Reports > Choose a Blank Exploration
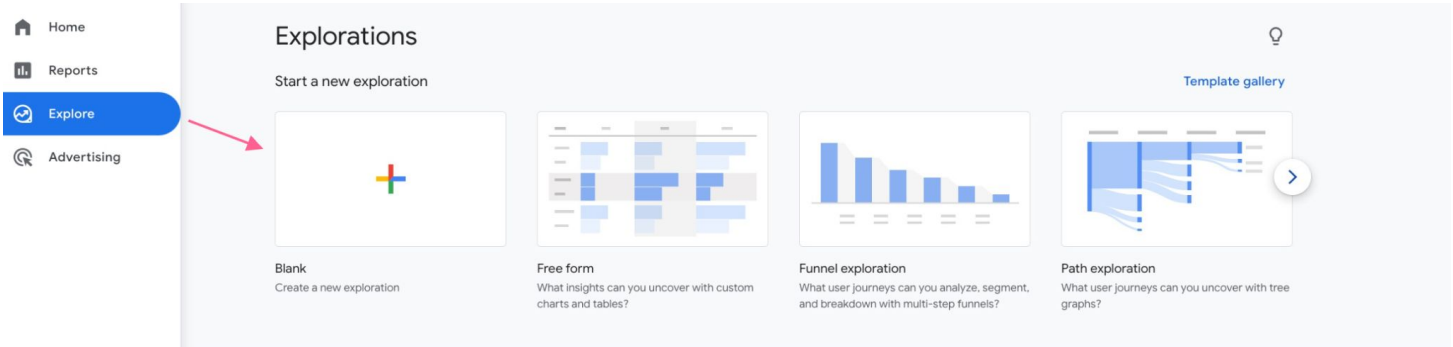
Step 2: Rename your report - for this example we'll use "VLA Performance"

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

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.

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