

Digital Marketing Report

Impressions

How many ads were served:

46,674

Clicks

Times a user clicked on an ad

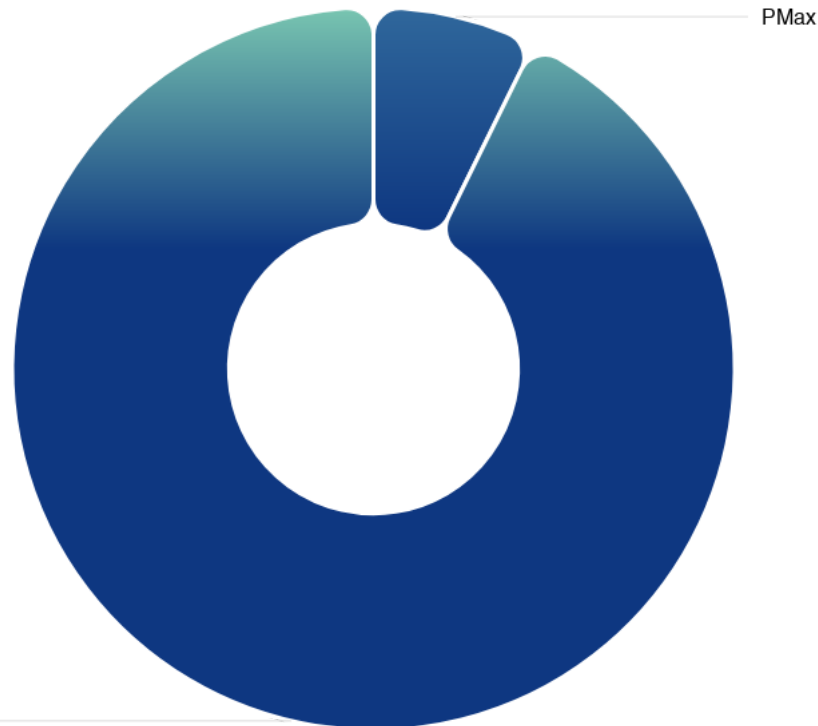
572

Click-Through Rate

$(\text{Clicks} / \text{Impressions}) \times 100$

0.47%

Your Product Breakout by Impressions



Events

900

Total Clicks, Video Views, Phone Calls, Engagements, & Conversions

Event Rate

26.37%

$(\text{Events} / \text{Impressions}) \times 100$

Total Engagement Rate

1.92%

$(\text{Clicks} + \text{View-throughs}) / \text{Impressions} \times 100^*$

X the National Average

6.74

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.

Performance Max Cost

Amount spent on the campaign

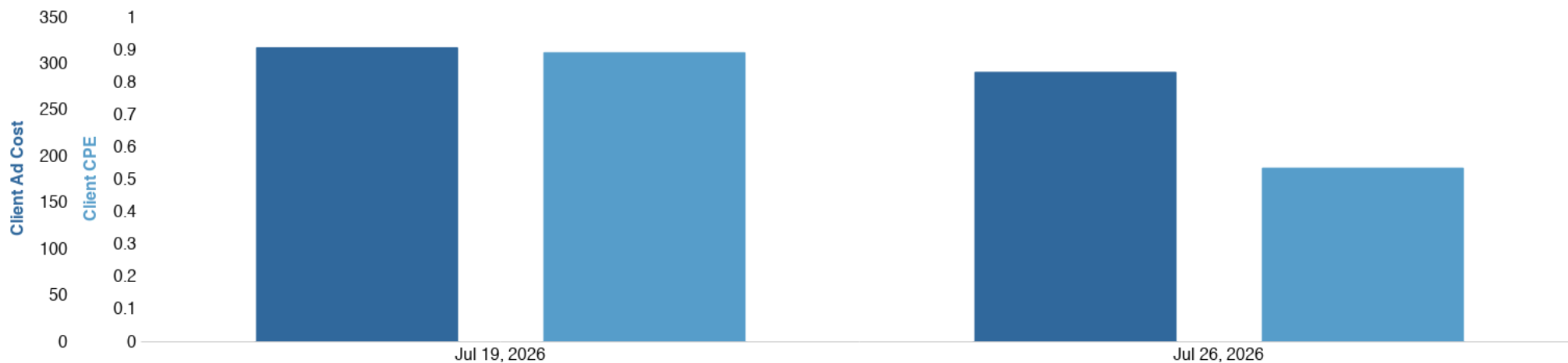
607.02

Performance Max Cost-Per-Event

Cost/Events

0.67

Performance Max Week by Week Spend Performance



Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Durham Tech RTP BIO - Students/Career Growth/Biotech Behavioral Social Mirror	27,560	169	0.61%	8.76
Durham Tech RTP BIO - Keyword Social Mirror	9,640	16	0.17%	2.37
Durham Tech RTP BIO - Retargeting Social Mirror	6,061	19	0.31%	4.48
Durham Tech RTP BIO - Biotech Careers/Education/Retargeting Performance Max	3,413	368	10.78%	154.03

Social Mirror Click Conversions

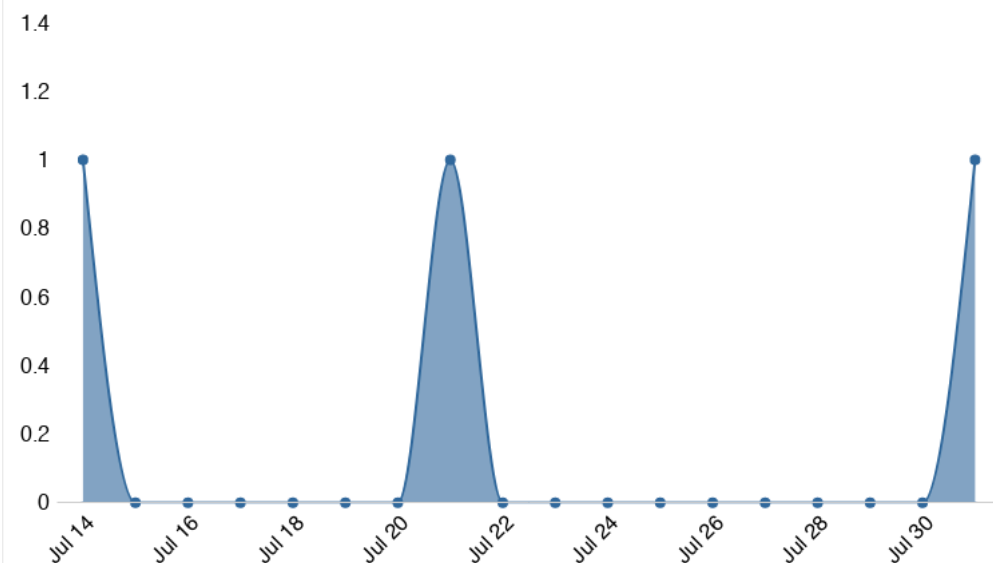


Times users clicked on an ad leading to your site and visited a page or completed an action

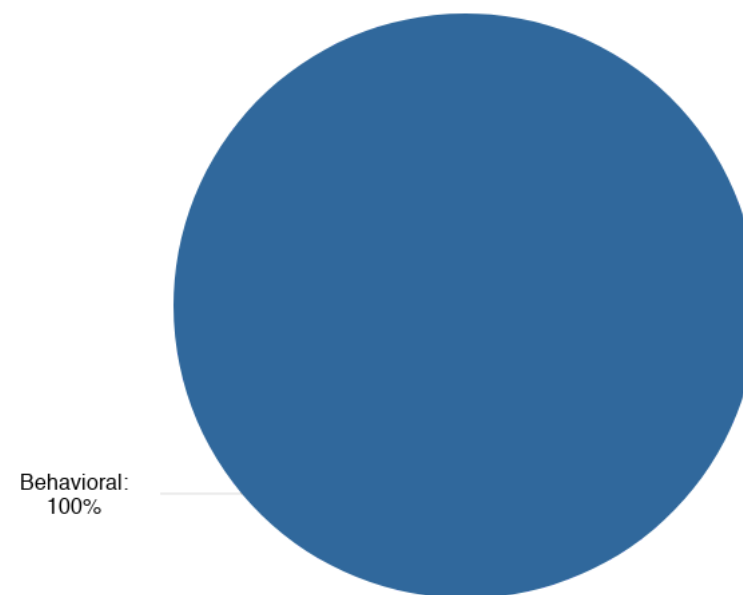
Social Mirror Click Conversion Performance Breakout

Conversion Name	Click Conversions ↓
Durham Tech Clinical Research Core Competencies Certificate Page View	2
Durham Tech Maintenance Certificate Page View	1

Social Mirror Click Conversions by Day



Top Social Mirror Click Conversions by Strategy



Social Mirror View-through Conversions

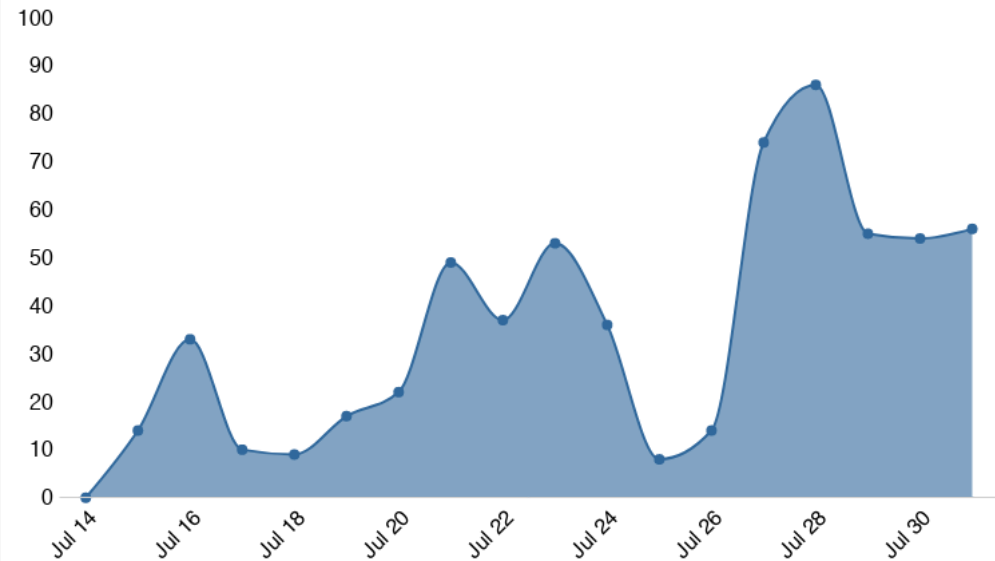


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

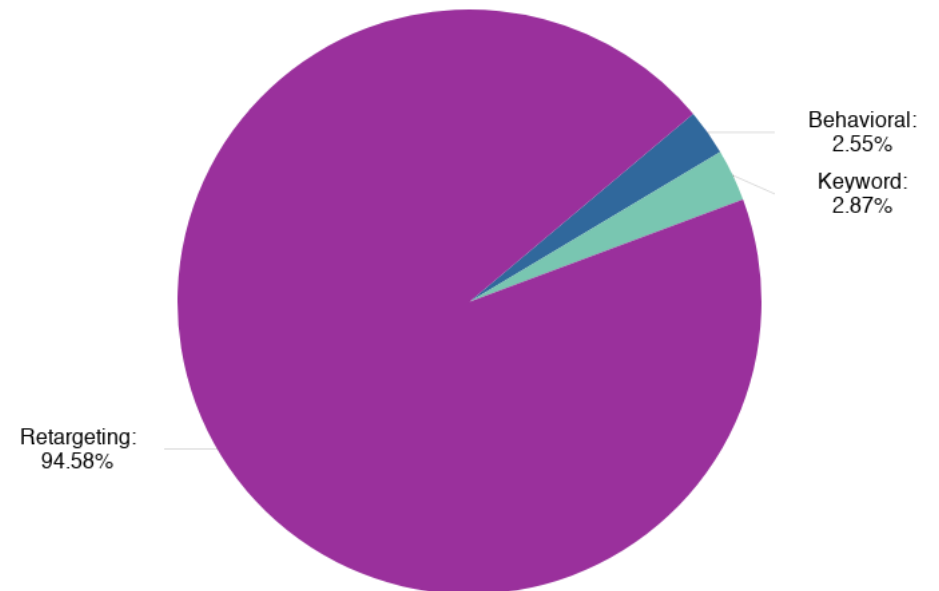
Social Mirror View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
Durham Tech Homepage Visits	493
Durham Tech Continuing Education Page View	51
Durham Tech Apply Page View	37
Durham Tech Become a Durahm Tech Student Page View	17
Durham Tech Clinical Research Core Competencies Certificate Page View	10
Durham Tech Admissions and Enrollment Page View	8
Durham Tech Biomanufacturing Page View	5
Durham Tech Biotechnology AAS Page View	3
Durham Tech Clinical Research AAS Page View	2
Durham Tech HVAC Certificate Page View	1

Social Mirror View-through Conversions by Day



Top Social Mirror View-through Conversions by Strategy



Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
Thumbnail not available	Durham Tech RTP BIO_Social Mirror_Story_300x250	12,989	86	0.66%	9.46
	Durham Tech RTP BIO_Social Mirror_Carousel_300x250	9,886	39	0.39%	5.64
	Durham Tech RTP BIO_Social Mirror_Single Image_300x250	10,889	36	0.33%	4.72
	Durham Tech RTP BIO_Social Mirror_Single Image_300x600	3,034	16	0.53%	7.53
	Durham Tech RTP BIO_Social Mirror_Story_300x600	3,210	16	0.50%	7.12
	Durham Tech RTP BIO_Social Mirror_Carousel_300x600	3,253	11	0.34%	4.83

Social Mirror Creative AI Performance

Creative			Preview Link	Percentage Served ↓	CTR
Creative Name	Variant Name	Creative Format			
Durham Tech RTP BIO_Social Mirror_Carousel	Variant: Original	Carousel	Click to View	15.51%	2.85%
Durham Tech RTP BIO_Social Mirror_Single Image	Variant: V_00002	Photo	Click to View	14.91%	2.96%
Durham Tech RTP BIO_Social Mirror_Story	Variant: V_00003	Story	Click to View	9.62%	2.26%
Durham Tech RTP BIO_Social Mirror_Story	Variant: V_00001	Story	Click to View	9.42%	2.53%
Durham Tech RTP BIO_Social Mirror_Story	Variant: Original	Story	Click to View	9.23%	3.33%
Durham Tech RTP BIO_Social Mirror_Story	Variant: V_00002	Story	Click to View	9.20%	2.89%
Durham Tech RTP BIO_Social Mirror_Single Image	Variant: Original	Photo	Click to View	6.36%	2.95%
Durham Tech RTP BIO_Social Mirror_Single Image	Variant: V_00001	Photo	Click to View	6.11%	3.14%
Durham Tech RTP BIO_Social Mirror_Carousel	Variant: V_00001	Carousel	Click to View	5.94%	3.04%
Durham Tech RTP BIO_Social Mirror_Carousel	Variant: V_00003	Carousel	Click to View	5.29%	4.07%

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	20,947	143	0.68%
Desktop	A personal computing device that remains stationary at one location.	20,672	52	0.25%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	1,642	9	0.55%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
nypost.com	3,841	0	0.00%
drugs.com	3,630	5	0.14%
heraldsun.com	1,667	5	0.30%
imdb.com	1,224	1	0.08%
T-Mobile Play	1,038	0	0.00%
stylecraze.com	926	0	0.00%
huffpost.com	704	4	0.57%
apnews.com	678	2	0.29%
themirror.com	641	4	0.62%
usatoday.com	624	6	0.96%
msn.com	581	0	0.00%
buzzfeed.com	514	5	0.97%
realclearpolitics.com	497	0	0.00%
The Scoop	492	1	0.20%
washingtonpost.com	392	1	0.26%
hollywoodpq.com	376	3	0.80%
theguardian.com	376	3	0.80%
foxnews.com	371	3	0.81%
newsobserver.com	367	0	0.00%
OfferUp: Buy. Sell. Letgo.	327	46	14.07%

Grid contains more rows, but they have been clipped.

Performance Max Creative Group Performance

Creative Group Name	Search Themes	Client Ad Cost	Client CPE	Impressions	Events ↓	Event Rate
Durham Tech RTP BIO - Biotech Careers/Education/Retargeting Performance Max	Adult Classes Near Me,Affordable Biotechnology Certificate,Affordable Career Training,Best Careers Without a Degree,Best Paying Certificate Programs,Bio Tech Careers,Biopharmaceutical Training,Biotech Certificate,Biotech Classes,Biotech Continuing Education,Biotechnology Jobs,Biotechnology Programs Near Me,Biotechnology Training Near Me,Career Change,Career Training,Careers That Pay Well,Certificate Programs Near Me,Community College Biotechnology Programs,Community College Certificate,Community College Programs,Continuing Education Durham,Continuing Education Near Me,Drug Manufacturing Jobs,Durham Biotech Jobs,Durham Tech,Durham Tech Biotechnology,Durham Tech Biotechnology Program,Durham Tech Certificates,Durham Tech Community College,Durham Tech Life Sciences,Entry Level Biotech Jobs,Fast Biotech Certificate Profram,How to Get Into Biotech,Job Ready Programs,Job Training Near Me,Laboratory Jobs,Life Science Classes,Life Science Programs Near Me,Pharma Jobs,Pharma Training,Pharmaceutical Manufacturing Training,Pharmaceutical Tech Certificate,Pharmaceutical Training Near Me,Research Triangle Companies,Research Triangle Jobs,RTP Jobs,Science Career Training,Technical College	607.02	0.67	3,413	900	26.37%

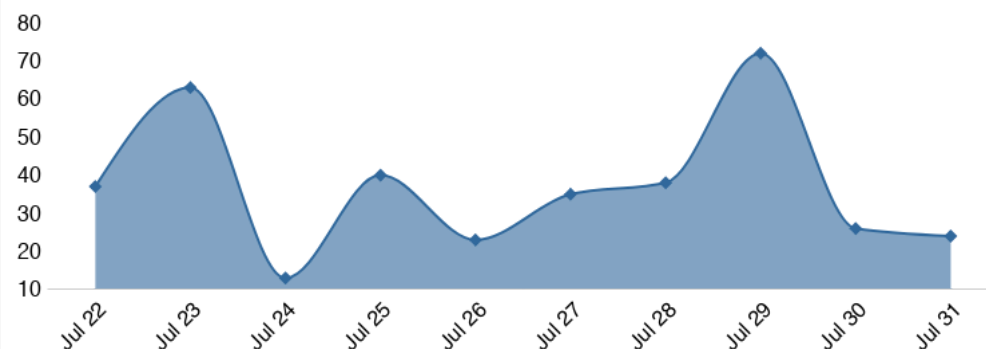
Performance Max Click Conversions



372

Times users clicked on an ad leading to your site and visited a page or completed an action

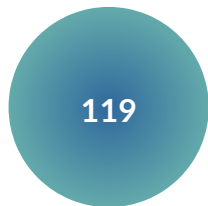
Performance Max Click Conversions by Day



Performance Max Click Conversion Performance

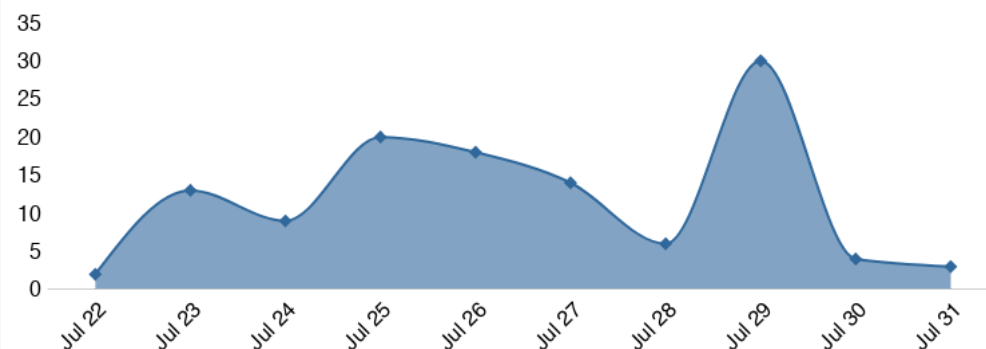
Conversion Action Name	Click Conversions ↓
Durham Tech Apply Page View	133
Durham Tech Become a Durham Tech Student Page View	62
Durham Tech Admissions and Enrollment Page View	58
Durham Tech Biomanufacturing Page View	41
Durham Tech Biotechnology AAS Page View	31
Durham Tech HVAC Certificate Page View	18
Durham Tech Clinical Research Core Competencies Certificate Page View	11
Durham Tech Clinical Research AAS Page View	9
Durham Tech Maintenance Certificate Page View	8

Performance Max View-through Conversions



Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

Performance Max View-through Conversions by Day

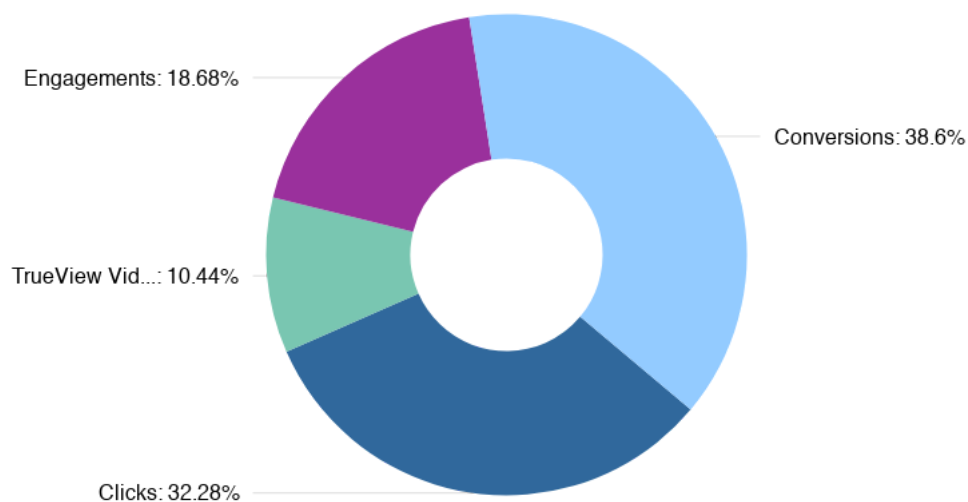


Performance Max View-through Conversion Performance

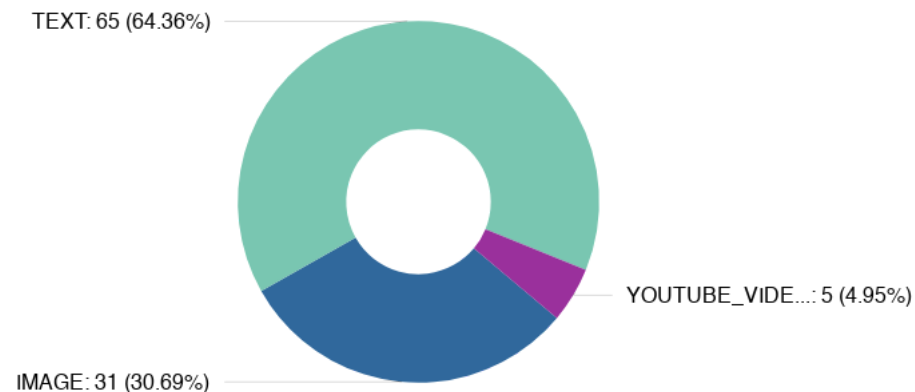
Conversion Action Name	View-through Conversions ↓
Durham Tech Apply Page View	45
Durham Tech Admissions and Enrollment Page View	24
Durham Tech Become a Durham Tech Student Page View	17
Durham Tech Biotechnology AAS Page View	9
Durham Tech HVAC Certificate Page View	6
Durham Tech Maintenance Certificate Page View	5
Durham Tech Clinical Research AAS Page View	5
Durham Tech Biomanufacturing Page View	4
Durham Tech Clinical Research Core Competencies Certificate Page View	4

"Calls from ads" refers to a qualified conversion, meaning that the call had to go through and last for at least 60 seconds for it to be counted.

Event Breakdown by Type



Creative Type by Quantity



Performance Max Top 5 Extension Performance

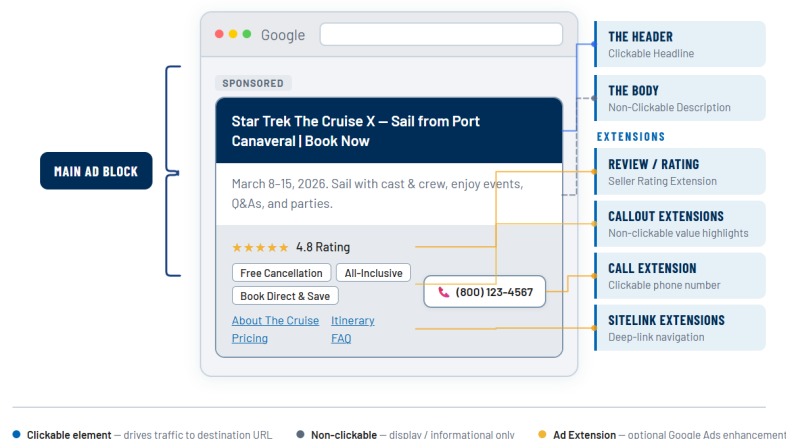
Type	Extension (upgraded)	Impressions	Events	Event Rate ↓	Client Ad Cost	Client CPE
CALLOUT	Flexible Learning	356	112	31.52%	96.49	0.86
CALLOUT	Workforce Training	467	133	28.42%	121.85	0.92
SITELINK	Courses & Schedules	2,017	569	28.22%	465.50	0.82
BUSINESS_NAME	Durham Tech	1,288	352	27.30%	106.26	0.30
LOGO	Social media image - 2026-07-08 10:34:12.514, https://tpc.google syndication.com/simgad/15582526173508580319	1,285	350	27.21%	106.24	0.30

Because a single ad can display multiple extensions at the same time, this data overlaps. As a result, the combined metrics (Impressions, Events, Event Rate, Client Ad Cost, & Client CPE) for all extensions will appear much higher than the actual overall campaign totals.

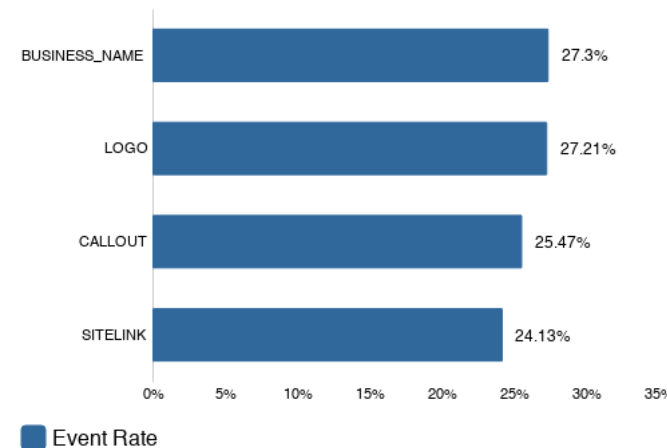
101

Number of Creative Assets

Currently Running



Performance Max Extension Type Performance



This report shows many times an ad was clicked that contained that extension, not how many people clicks on that specific extension itself. Location Extensions are not currently available to be shown.

“Phone calls” are the number of times people clicked on a phone number displayed in an ad on a mobile device or manually dialed the Google forwarding number displayed in an ad on any device, regardless of the duration.

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.