

Digital Marketing Report

Impressions

How many ads were served:

163

Clicks

Times a user clicked on an ad

16

Events

16

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

Your Product Breakout by Impressions



PMax

Event Rate

9.82%

(Events/Impressions) x 100

**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.*

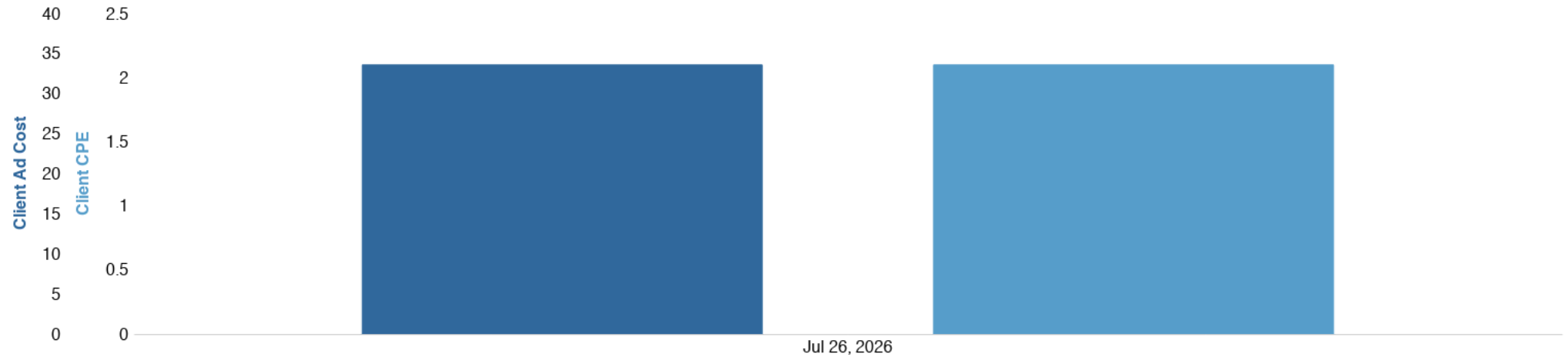
Performance Max Cost



Performance Max Cost-Per-Event



Performance Max Week by Week Spend Performance



Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
One Up Solutions - IT Risk Review/IT Support/Secure Business Network Performance Max	163	16	9.82%	140.23

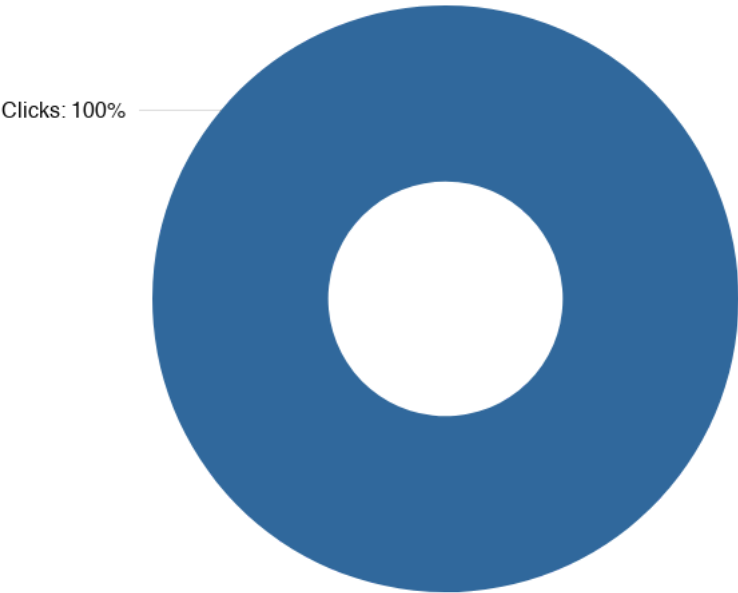
Grid contains more rows, but they have been clipped.

Performance Max Creative Group Performance

Creative Group Name	Search Themes	Client Ad Cost	Client CPE	Impressions	Events ↓	Event Rate
One Up Solutions - IT Risk Review/IT Support/Secure Business Network Performance Max	24/7 network monitoring business,Alternative to internal IT security,Business backup and disaster recovery plans,Business cyber risk assessment,Business data protection services,Business ransomware protection solutions,Commercial IT security management,Company network security assessment,Complimentary business IT audit,Corporate cybersecurity gap analysis,Cybersecurity audit for business,Cybersecurity health check small business,Enterprise IT support for growing business,Flat rate managed IT services,Free IT risk review business,Hire outsourced IT provider,How to secure business network,IT compliance audit services,IT security vulnerability review,IT support no internal team,Live help desk support corporate,Local network security company,Managed security service provider,Microsoft 365 support for business,MSSP for small business,Network security assessment Oregon,Outsourced IT department services,Outsourced IT security for business,Prevent company data breach,Reliable business IT company,Replacing local IT guy,Secure remote access solutions,Switching managed IT service providers,Virtual IT department for small business,Vulnerability scanning services commercial	33.60	2.10	163	16	9.82%
Total		33.60	2.10	163	16	9.82%

"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

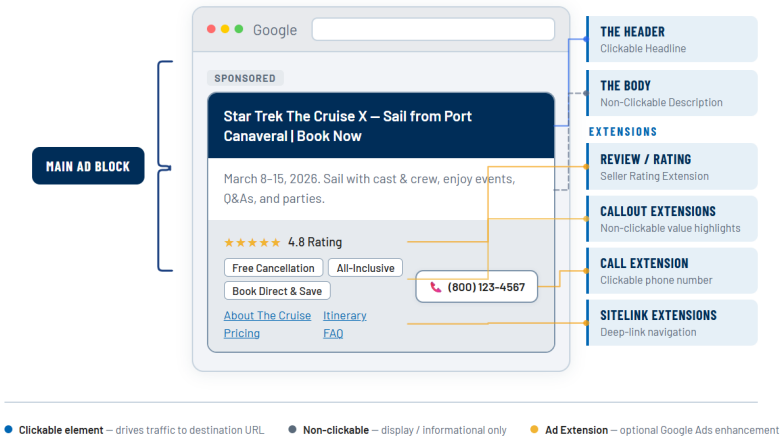
Type	Extension (upgraded)	Impressions	Events	Event Rate ↓	Client Ad Cost	Client CPE
CALLOUT	Live Help Desk	2	1	50.00%	3.20	3.20
CALLOUT	Cloud Solutions	2	1	50.00%	1.96	1.96
CALLOUT	Disaster Recovery	2	1	50.00%	3.52	3.52
CALLOUT	Free 20-Minute IT Review	3	1	33.33%	6.32	6.32
CALLOUT	Help Desk	3	1	33.33%	2.72	2.72

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.

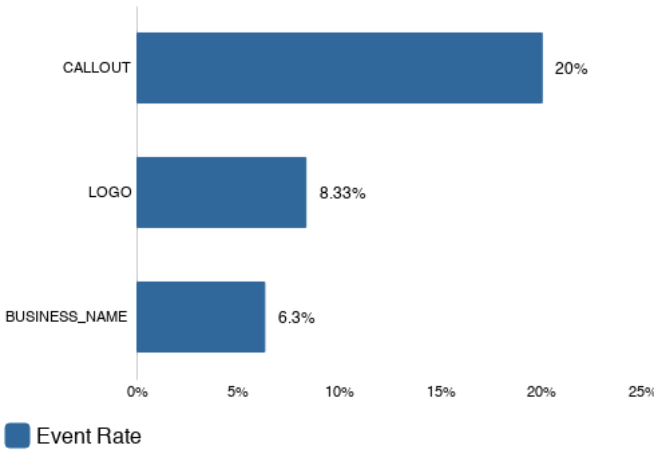


Number of Creative Assets

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.