



Digital Marketing Report

Impressions

How many ads were served:

16,663

Clicks

Times a user clicked on an ad

428

Events

759

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

Your Product Breakout by Impressions



PMax

Event Rate

4.56%

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

**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.*



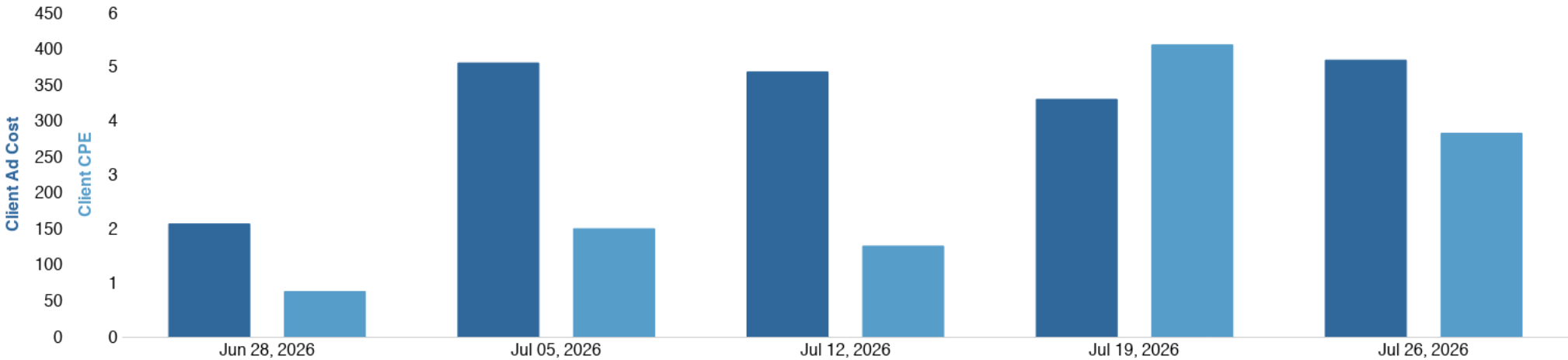
Performance Max Cost



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%)
Peters - Kirksville - HVAC Services/Homeowners/Retargeting Performance Max	16,663	428	2.57%	36.69

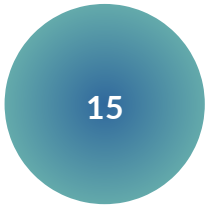


Performance Max Creative Group Performance

Creative Group Name	Search Themes	Client Ad Cost	Client CPE	Impressions	Events ↓	Event Rate
Peters - Kirksville - HVAC Services/Homeowners/Retargeting Performance Max	24/7 HVAC repair,affordable HVAC Kirksville,air conditioning installation,air conditioning repair,air purifier installation,commercial HVAC repair,duct cleaning services,emergency hvac repair,furnace repair,geothermal HVAC,heat pump installation,heating and air conditioning,HVAC financing,HVAC maintenance,HVAC services kirksville mo,HVAC services near me,HVAC tune-up,local HVAC company,peters heating and air,thermostat repair	1,619.81	2.13	16,663	759	4.56%
Total		1,619.81	2.13	16,663	759	4.56%

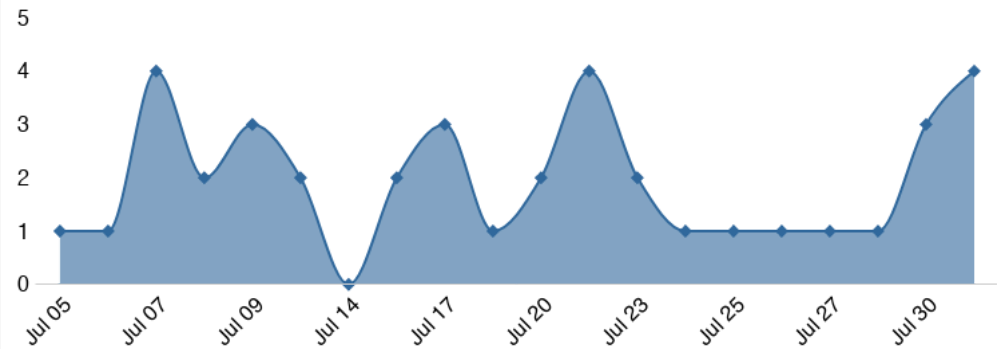


Performance Max Click Conversions



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 ↓
Peters Heating & Air Conditioning Products Page View	5
Peters Financing Page View	3
Peters About Us Page View	2
Peters Troy Location Page View	2
Peters Geothermal Page View	2
Peters Heating & Air Conditioning Services Page View	1

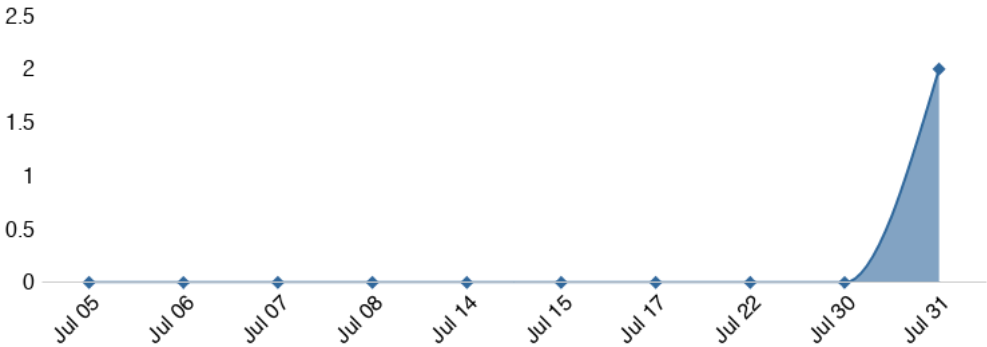


Performance Max View-through Conversions



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

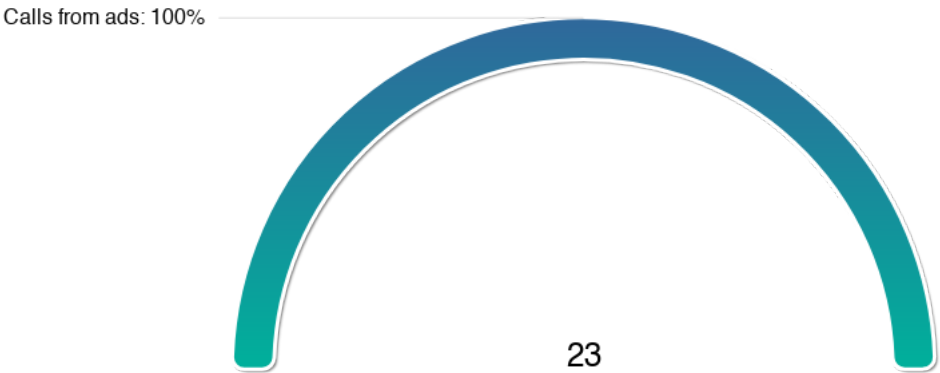


Performance Max View-through Conversion Performance

Conversion Action Name	View-through Conversions ↓
Peters Financing Page View	1
Peters Troy Location Page View	1

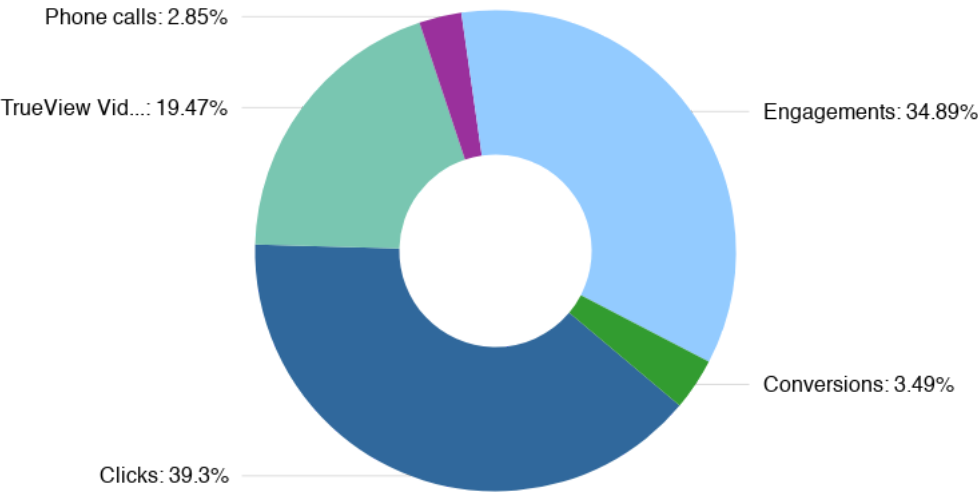


Performance Max Other Google Conversions - these are automatic conversions Google tracks based on actions taken from your ads

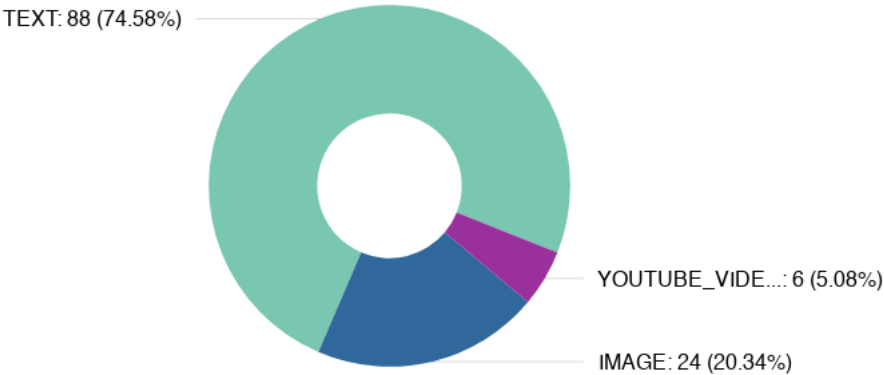


"Calls from ads" refers to a qualified conversion, meaning that the call had to go through and last for at least 60 seconds for it to be counted.

Event Breakdown by Type



Creative Type by Quantity

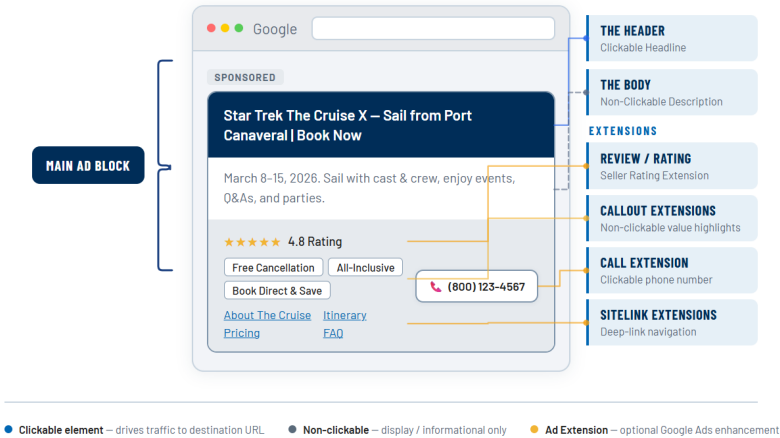




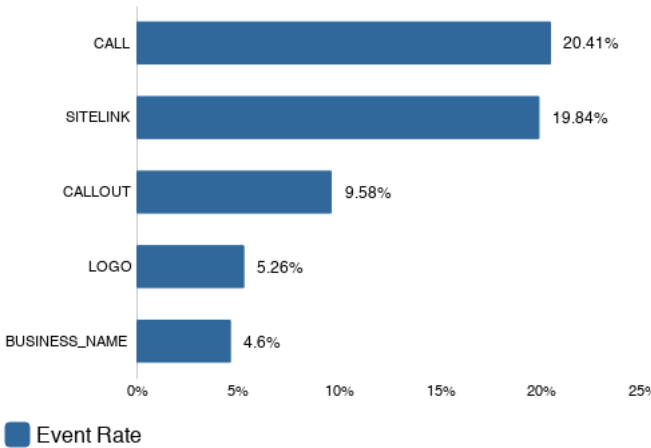
Performance Max Top 5 Extension Performance

Type	Extension (upgraded)	Impressions	Events	Event Rate ↓	Client Ad Cost	Client CPE
SITELINK	Book HVAC service online now, Peters Heating & Air Conditioning, Schedule Service	1,353	308	22.73%	889.10	2.89
CALL	660-665-5665	686	140	20.41%	1,093.93	7.81
LOGO	https://tpc.google syndication.com/simgad/17958937858063245282	509	97	19.12%	756.62	7.77
SITELINK	Smarter from the ground up, Peters Heating & Air Conditioning, WaterFurnace Geothermal	1,155	218	18.83%	285.66	1.31
SITELINK	Affordable HVAC payment plans, Peters Heating & Air Conditioning, Financing Options	1,201	225	18.72%	305.10	1.36

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.



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.



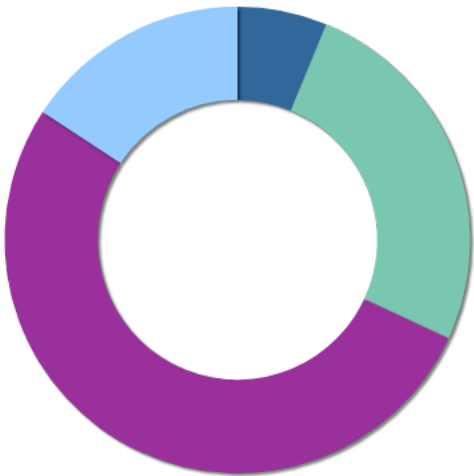
Performance Max Call Reporting Details

Date	Client ↑	Client Phone Number	Phone calls
Jul 07, 2026	Peters - Kirksville	660-665-5665	1
Jul 08, 2026	Peters - Kirksville	660-665-5665	1
Jul 09, 2026	Peters - Kirksville	660-665-5665	2
Jul 10, 2026	Peters - Kirksville	660-665-5665	3
Jul 15, 2026	Peters - Kirksville	660-665-5665	2
Jul 17, 2026	Peters - Kirksville	660-665-5665	3
Jul 18, 2026	Peters - Kirksville	660-665-5665	2
Jul 19, 2026	Peters - Kirksville	660-665-5665	1
Jul 20, 2026	Peters - Kirksville	660-665-5665	3
Jul 21, 2026	Peters - Kirksville	660-665-5665	1
Jul 22, 2026	Peters - Kirksville	660-665-5665	1
Jul 23, 2026	Peters - Kirksville	660-665-5665	2
Jul 24, 2026	Peters - Kirksville	660-665-5665	1
Jul 25, 2026	Peters - Kirksville	660-665-5665	1
Jul 26, 2026	Peters - Kirksville	660-665-5665	1

“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.



How customers search for your business on Google



Business Impressions Desktop Maps	30	Business Impressions Desktop Search	124
Business Impressions Mobile Search	252	Business Impressions Mobile Maps	76

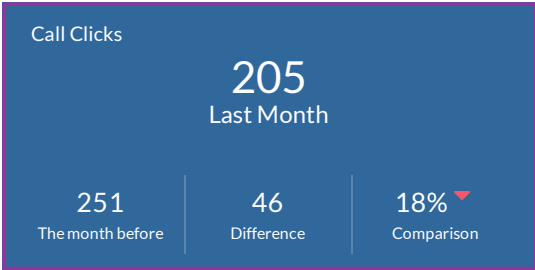
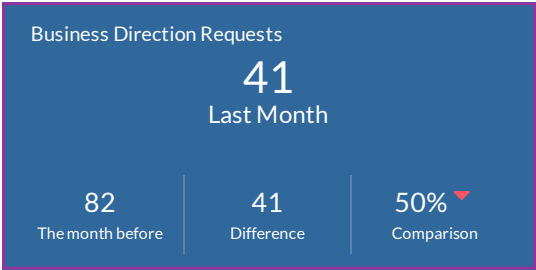
Business Impressions Desktop Search: Business impressions on Google Search on Desktop devices

Business Impressions Mobile Search: Business impressions on Google Search on Mobile devices.

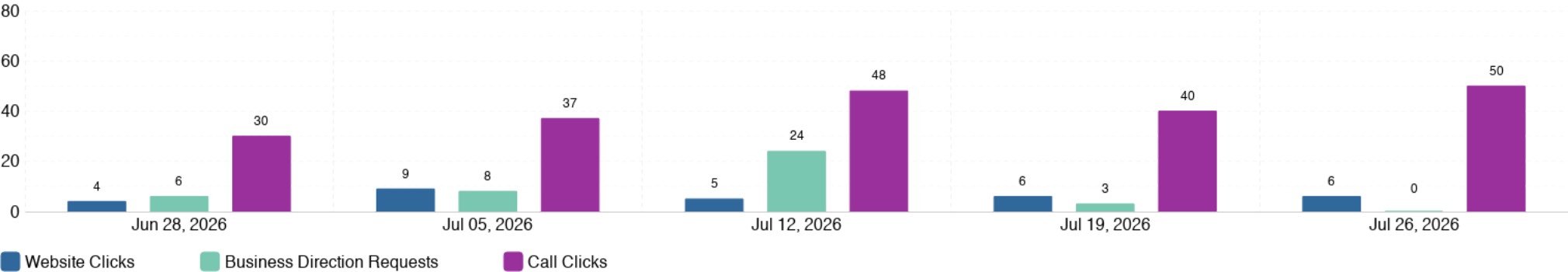
Business Impressions Maps Desktop: Business impressions on Google Maps on Desktop devices

Business Impressions Mobile Maps: Business impressions on Google Maps on Mobile devices

What actions customers take on your listing



What actions customers take on your listing





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



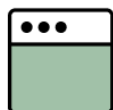
Live Chat



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.