

Digital Marketing Report

Impressions

How many ads were served:

16,365

Clicks

Times a user clicked on an ad

438

Events

1,016

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

Your Product Breakout by Impressions



PMax

Event Rate

6.21%

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

**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

Amount spent on the campaign

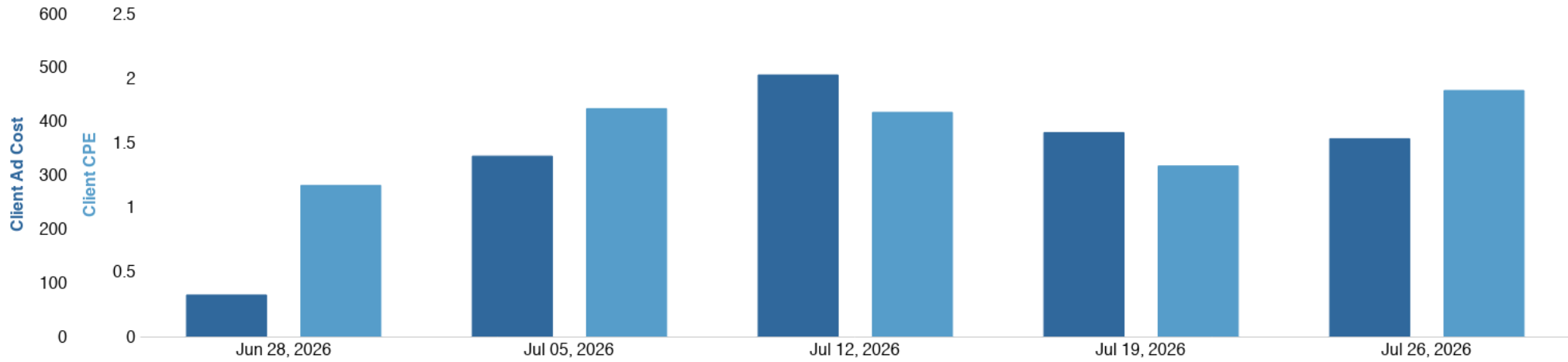
1,645.67

Performance Max Cost-Per-Event

Cost/Events

1.62

Performance Max Week by Week Spend Performance





Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Hild Collision - P Max - Auto Collision Repair/Autos & Vehicles/Retargeting Performance Max	16,365	438	2.68%	38.23



Performance Max Creative Group Performance

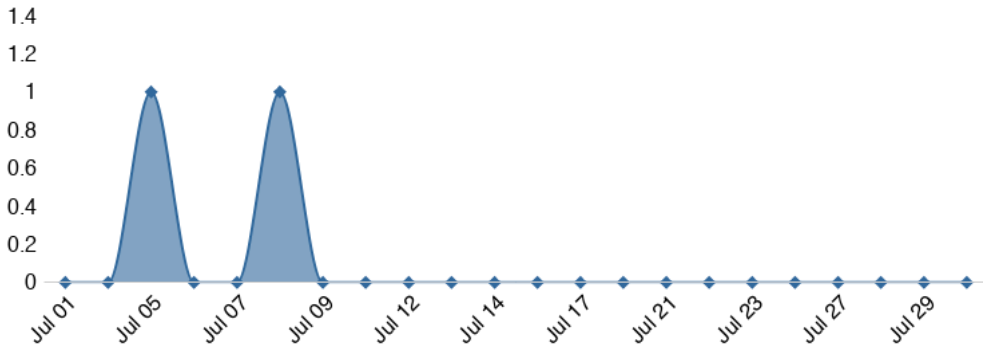
Creative Group Name	Search Themes	Client Ad Cost	Client CPE	Impressions	Events ↓	Event Rate
Hild Collision - P Max - Auto Collision Repair/Autos & Vehicles/Retargeting Performance Max	Auto Collision Repair,Auto Painting Services,Bumper Repair,Car Body Shop Near Me,Certified Auto Body Repair,Collision Repair Estimates,Dent Removal Service,Fender Bender Repair,Frame Straightening,Insurance Claim Auto Repair,Post-Accident Vehicle Repair,Service Shop Visitors	1,645.67	1.62	16,365	1,016	6.21%
Total		1,645.67	1.62	16,365	1,016	6.21%

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

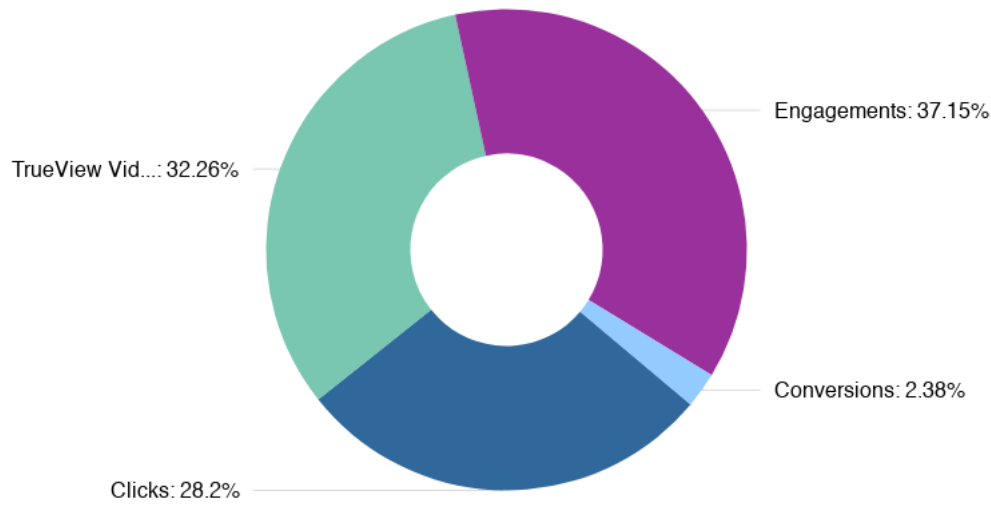


Performance Max View-through Conversion Performance

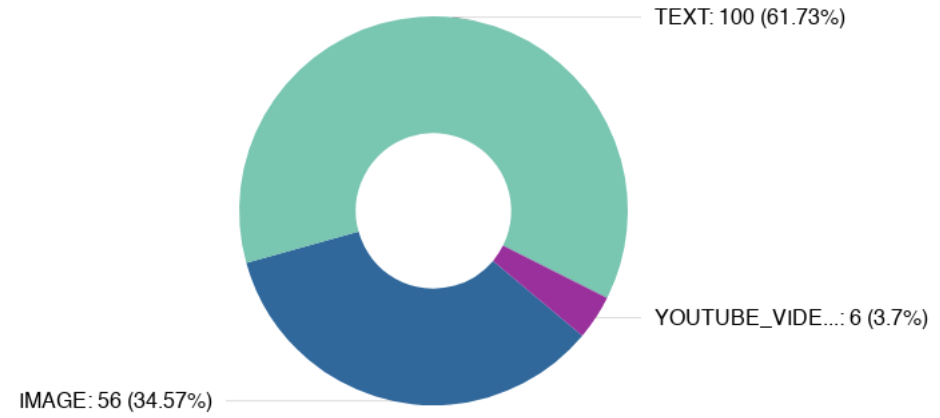
Conversion Action Name	View-through Conversions ↓
Hild Collision Homepage view	2

"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

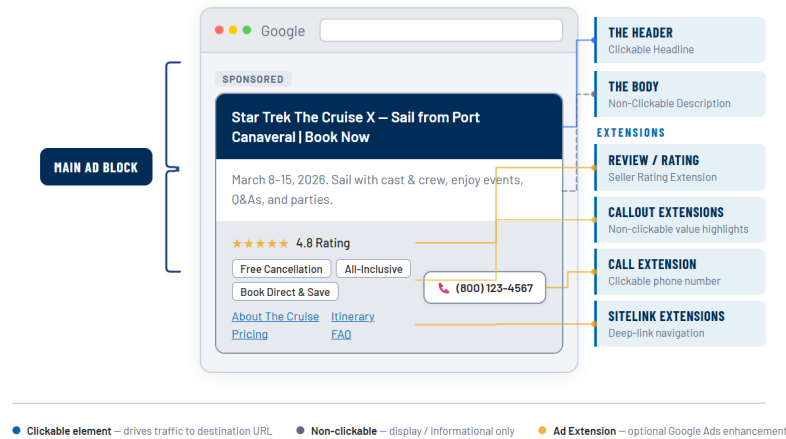
Type	Extension (upgraded)	Impressions	Events	Event Rate ↓	Client Ad Cost	Client CPE
SITELINK	Contact Us	1,114	197	17.64%	881.97	4.49
SITELINK	Our Staff	861	132	15.27%	634.47	4.82
SITELINK	Why Hild Collision Center	860	130	15.06%	461.37	3.56
SITELINK	Factory Certifications	480	72	15.00%	69.53	0.97
SITELINK	Photo Gallery	751	104	13.85%	413.99	3.98

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.

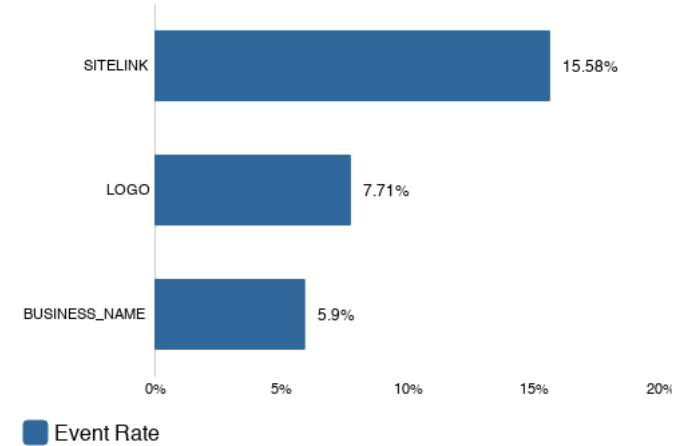
162

Number of Creative Assets

Currently Running



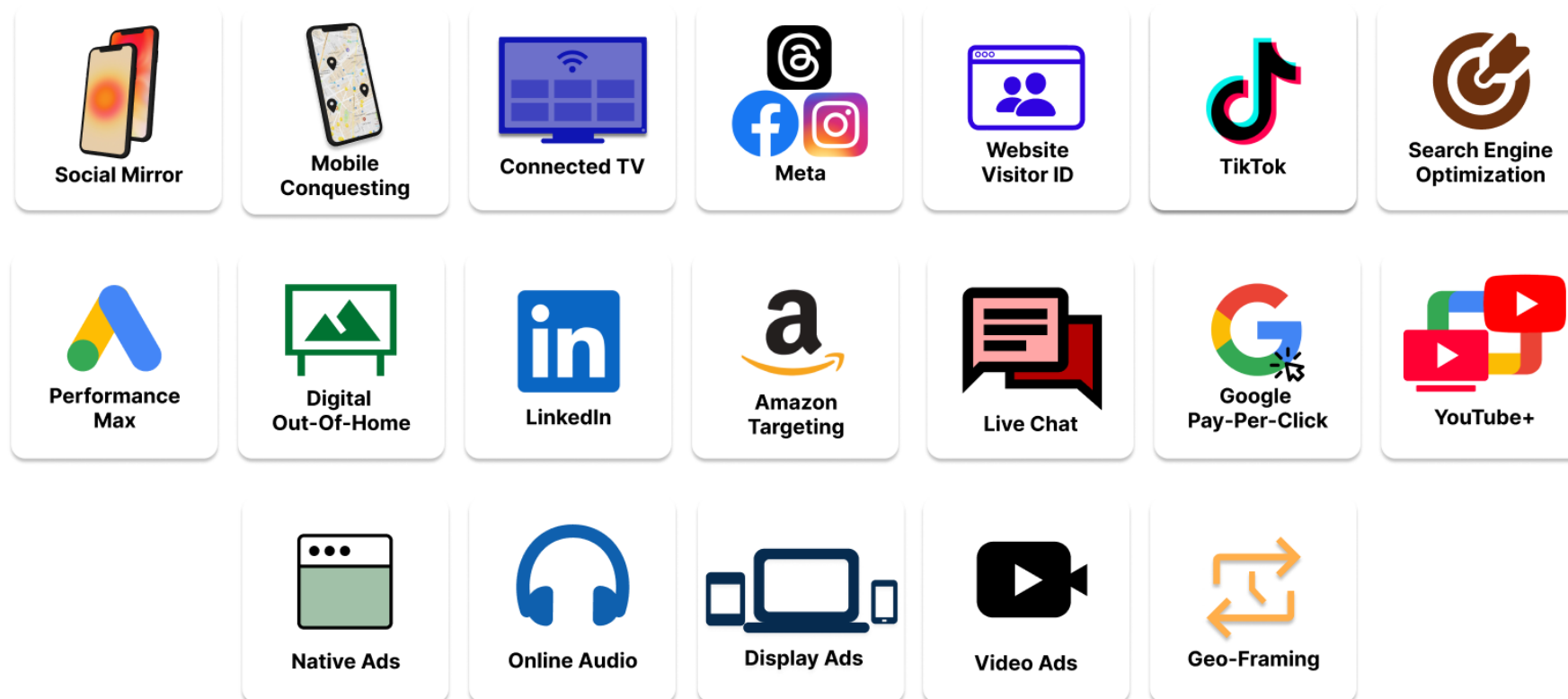
Performance Max Extension Type Performance



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*.



? Your account team is [here to help](#) - reach out with any questions or to explore new ideas.