

Digital Marketing Report

Impressions

How many ads were served:

81,533

Clicks

Times a user clicked on an ad

4,978

Events

5,899

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

Your Product Breakout by Impressions



PMax

Event Rate

7.24%

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

Performance Max Cost

Amount spent on the campaign

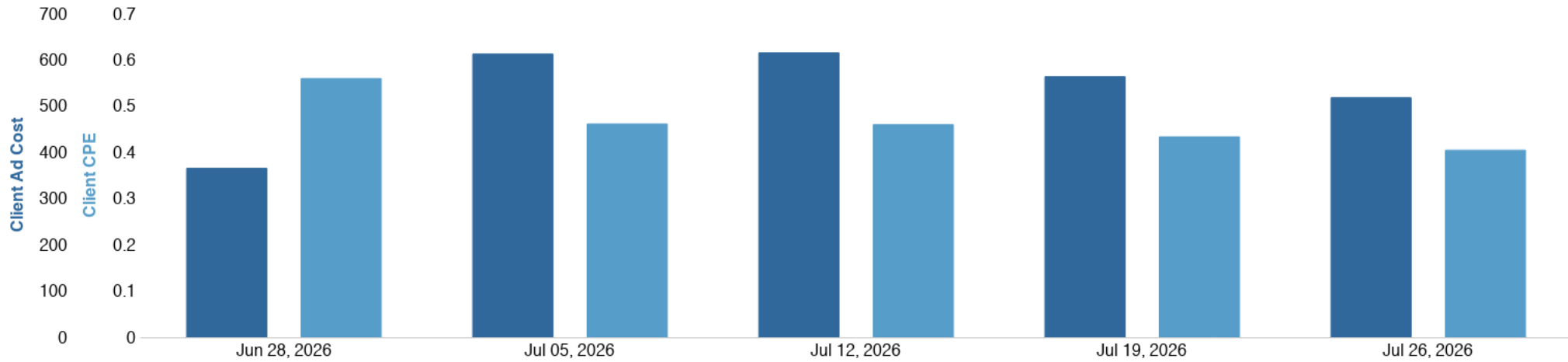
2,675.70

Performance Max Cost-Per-Event

Cost/Events

0.45

Performance Max Week by Week Spend Performance





Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
BZ Construction - Roof Replacement/Roofing Contractor/Home Renovation Performance Max	81,533	4,978	6.11%	87.22

Grid contains more rows, but they have been clipped.

Performance Max Creative Group Performance

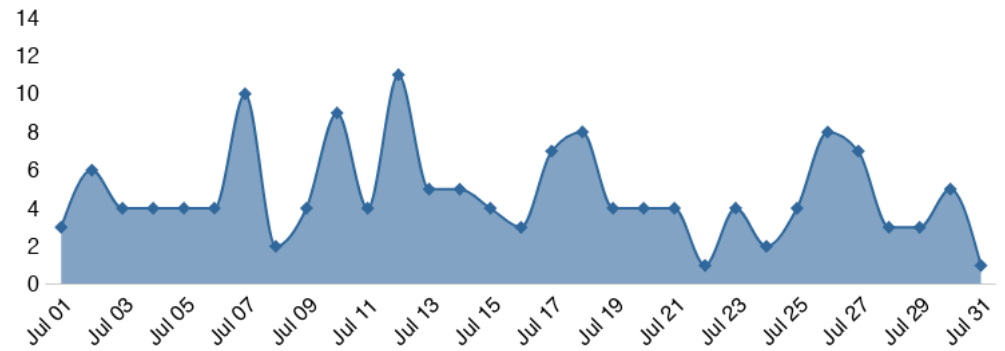
Creative Group Name	Search Themes	Client Ad Cost	Client CPE	Impressions	Events ↓	Event Rate
BZ Construction - Roof Replacement/Roofing Contractor/Home Renovation Performance Max	asphalt shingle roof replacement Greensburg,best roofing company greensburg pa,commercial roof maintenance programs,commercial roofing services,curling shingles,emergency roodding contractor,emergency roofer Greensburg,EPDM roofing contractors,flat roof repair Greensburg,hail damage roof repair Greensburg,home roof replacement,increase home value,industrial roofing contractors,irwin pa roofing contractor,jeannette pa roofing,latrobe pa roof replacement,leaking roof repair westmoreland county,local roofers greensburg pa,metal roofing contractors greensburg pa,missing shingles,monroeville roofing contractor,new kensington roofers,north huntingdon roofing company,replace roof before selling,residential roof replacement Greensburg,roof inspection greensburg pa,roof inspection services,roof installation services Greensburg,roof leak repair greensburg pa,roof maintenance services near me,roof replacement greensburg pa,roof replacement near greensburg pa,roof replacement specialists,roofing companies in Greensburg,roofing companies in Irwin,Roofing companies in Latrobe,Roofing companies in Murrysville,Roofing companies in New Stanton,Roofing companies in Pittsburgh,roofing companies near me Greensburg,roofing company in westmoreland county,roofing contractor greensburg pa,roofing for	2,675.67	0.45	81,533	5,899	7.24%

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

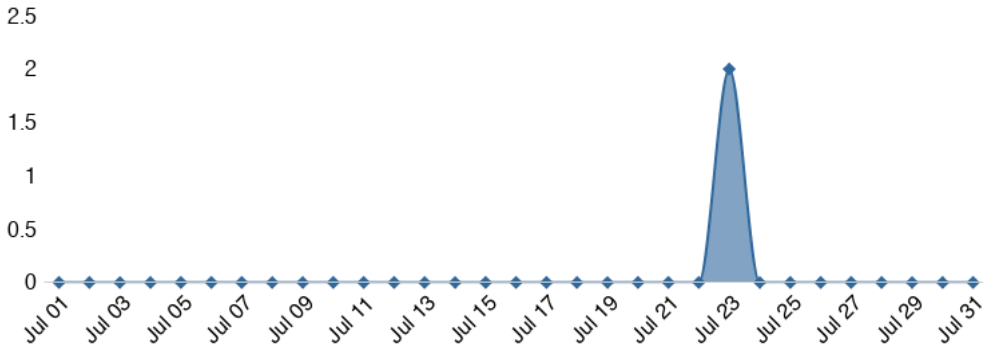
Conversion Action Name	Click Conversions ↓
BZ Construction Click to Call Conversion	140
BZ Construction Submit Click Conversion	5

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

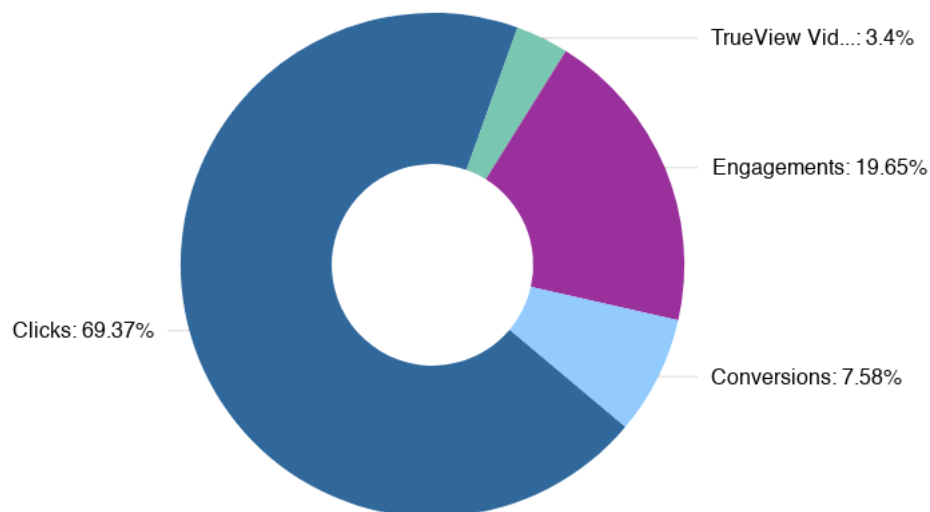


Performance Max View-through Conversion Performance

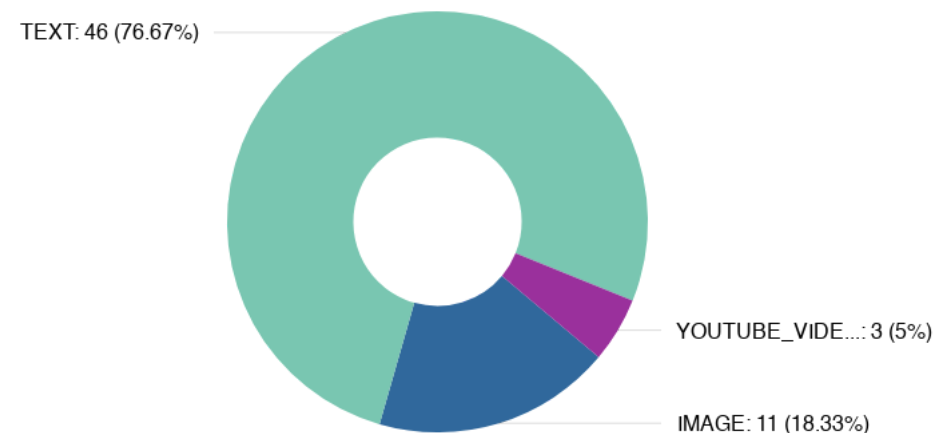
Conversion Action Name	View-through Conversions ↓
BZ Construction Homepage Visits	2

"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

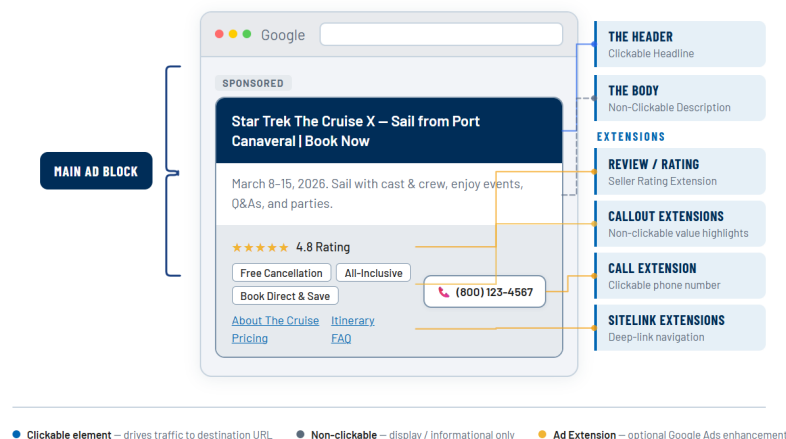
Type	Extension (upgraded)	Impressions	Events	Event Rate ↓	Client Ad Cost	Client CPE
CALLOUT	Trusted Local Roofers	4	2	50.00%	5.08	2.54
CALLOUT	Durable Roofing Systems	5	2	40.00%	1.20	0.60
SITELINK	Schedule A Free Inspection, Get A No-Obligation Quote, Free Roof Estimate	984	317	32.22%	39.08	0.12
SITELINK	Durable Roofing Systems, Protect Your Home Today, Roof Replacement	984	317	32.22%	39.08	0.12
CALLOUT	Licensed Roofers	4	1	25.00%	4.08	4.08

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.

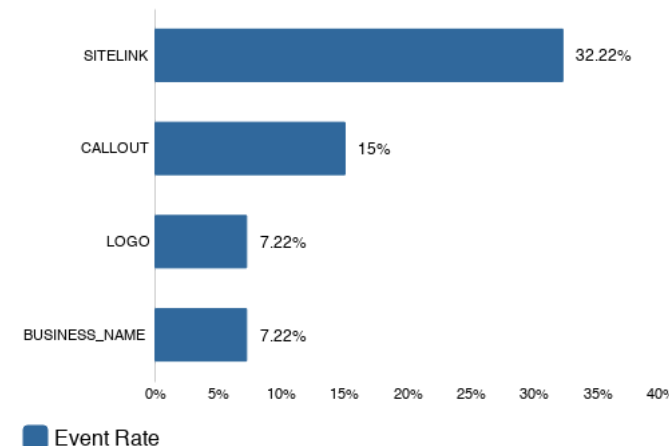
60

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.