

Digital Marketing Report

Impressions

How many ads were served:

11,886

Clicks

Times a user clicked on an ad

2,455

Events

2,958

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

Your Product Breakout by Impressions



PMax

Event Rate

24.89%

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

**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

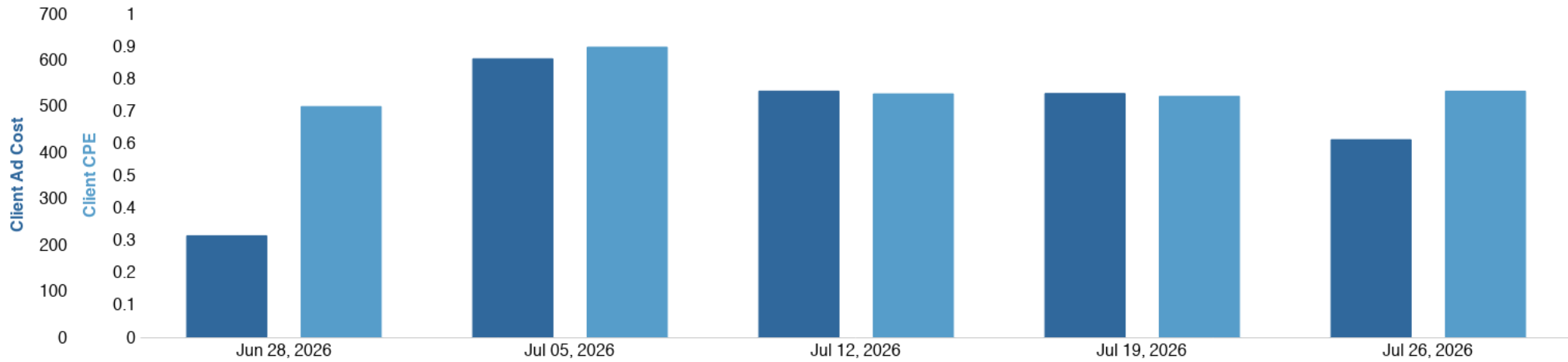
2,309.79

Performance Max Cost-Per-Event

Cost/Events

0.78

Performance Max Week by Week Spend Performance





Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Community Foundation Serving Western Virginia - Charitable Giving Funds/Avid Investors/Site Retargeting Performance Max	11,886	2,455	20.65%	295.07

Performance Max Creative Group Performance

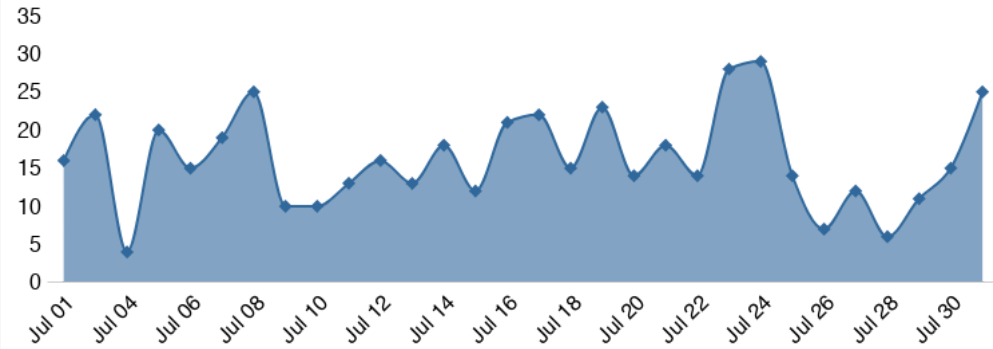
Creative Group Name	Search Themes	Client Ad Cost	Client CPE	Impressions	Events ↓	Event Rate
Community Foundation Serving Western Virginia - Charitable Giving Funds/Avid Investors/Site Retargeting Performance Max	charitable donations for tax write off,charitable estate planning,charitable giving funds,community foundation grants,community investment funds,corporate philanthropy programs,create a lasting legacy,create a memorial scholarship,donor advised funds,endowment fund management,financial advisor charitable giving,how to donate estate to charity,how to donate to charity in will,include charity in my will,include charity in your will,local scholarship funds,nonprofit fund management,planned giving options,set up a scholarship in my name,setting up a family foundation,tax-efficient donations,wills and trusts services	2,309.79	0.78	11,886	2,958	24.89%
Total		2,309.79	0.78	11,886	2,958	24.89%

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

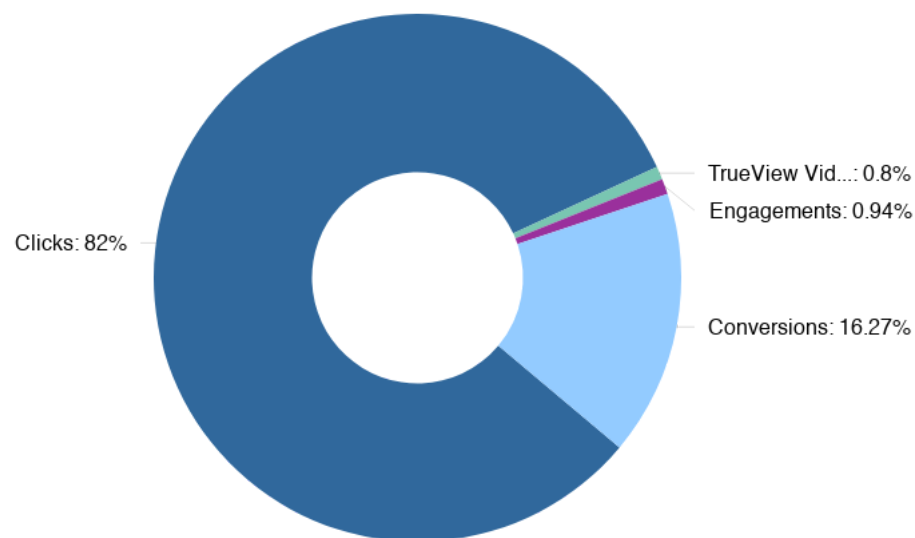


Performance Max Click Conversion Performance

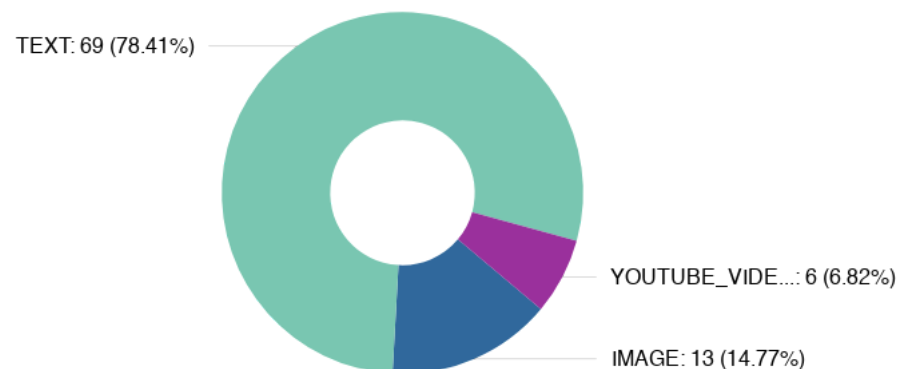
Conversion Action Name	Click Conversions ↓
Community Foundation Serving Western Virginia Leave a Legacy Page View	445
Community Foundation Serving Western Virginia Open a Fund Page View	22
Community Foundation Serving Western Virginia Become a Friend Page View	12
Community Foundation Serving Western Virginia Donate Now Click	8

"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

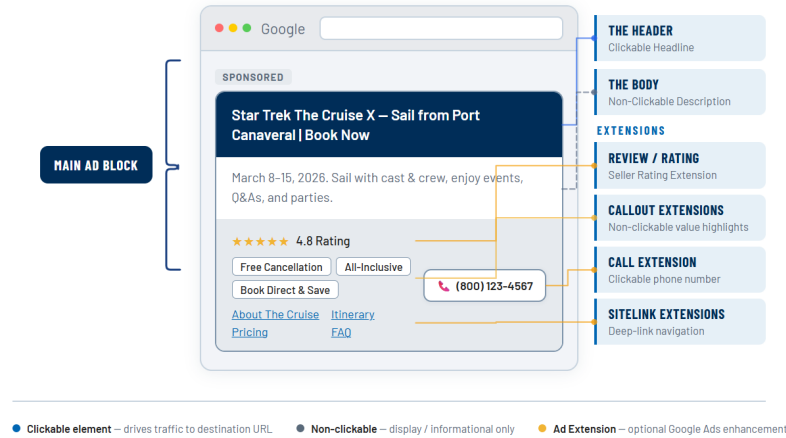
Type	Extension (upgraded)	Impressions	Events	Event Rate ↓	Client Ad Cost	Client CPE
CALLOUT	Support What You Love	44	19	43.18%	14.73	0.78
LOGO	https://tpc.google syndication.com/simgad/5669745209419579999	27	11	40.74%	10.27	0.93
SITELINK	Friends of the Foundation, See Community Results, Our Impact	536	216	40.32%	145.50	0.67
SITELINK	Leave A Lasting Legacy, Future-Focused Giving, Planned Giving	534	215	40.28%	147.20	0.68
SITELINK	Explore Giving Options, Find What Fits You Best, Ways To Give	529	212	40.09%	144.42	0.68

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.

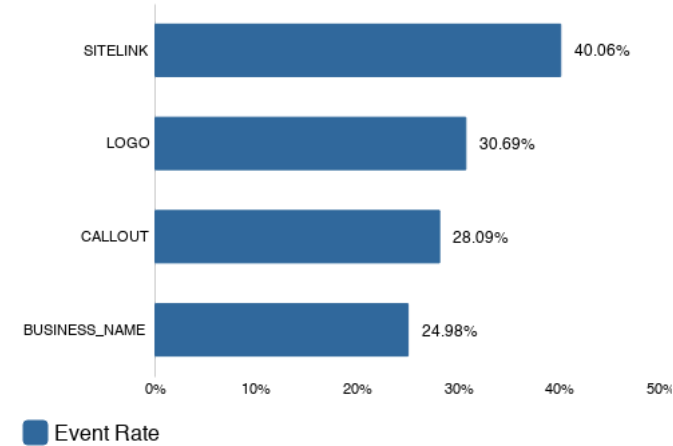
88

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



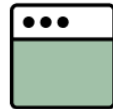
Live Chat



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.