

Digital Marketing Report

Impressions

How many ads were served:

8,271

Clicks

Times a user clicked on an ad

558

Events

754

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

Your Product Breakout by Impressions



PMax

Event Rate

9.12%

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

**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

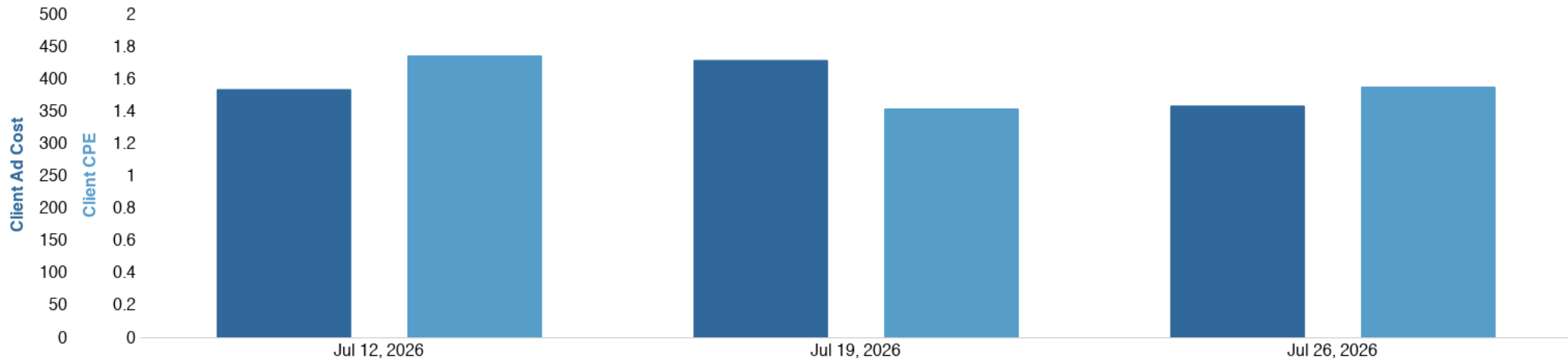
1,167.89

Performance Max Cost-Per-Event

Cost/Events

1.55

Performance Max Week by Week Spend Performance





Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Pipe Doctor - Plumber/Pipe Leak/Boiler Performance Max	8,271	558	6.75%	96.38



Performance Max Creative Group Performance

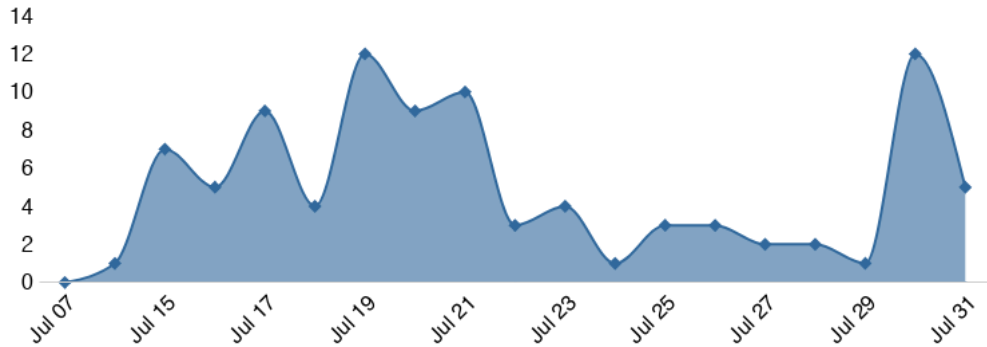
Creative Group Name	Search Themes	Client Ad Cost	Client CPE	Impressions	Events ↓	Event Rate
Pipe Doctor - Plumber/Pipe Leak/Boiler Performance Max	barnstable plumber,bathroom remodeling plumber,best plumber cape cod,boiler cleaning,boiler replacement,centerville plumber,drain cleaning,drain cleaning cape cod,furnace cleaning,furnace repair,gas pipe installation,home water filtration,hyannis plumber,kitchen plumbing,leak detection,local plumber,marstons mills plumber,mashpee plumber,master plumber,minisplit and heat pump installation,osterville plumber,outdoor shower installation,pipe repair,plumber near me,plumbing,plumbing inspection,plumbing maintenance,sandwich plumber,sewer line repair,sewer pump repair,town sewer connection,water filtration system,water heater repair,water heater replacement	1,167.88	1.55	8,271	754	9.12%
Total		1,167.88	1.55	8,271	754	9.12%

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

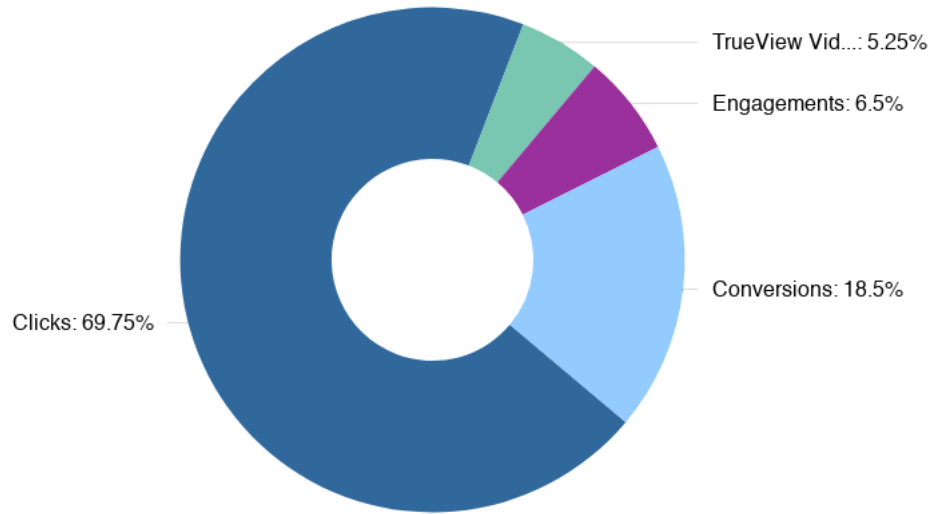


Performance Max Click Conversion Performance

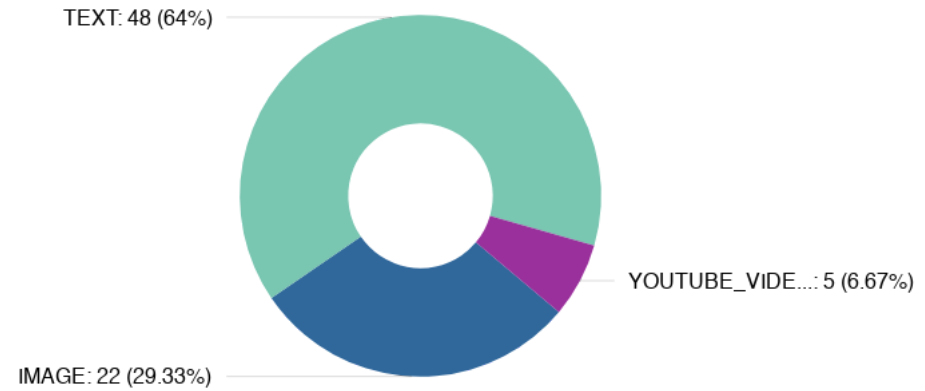
Conversion Action Name	Click Conversions ↓
Pipe Doctor Contact Page View	32
Pipe Doctor Burst Pipes Page View	28
Pipe Doctor Water Heater Replacement Page View	23
Pipe Doctor Boiler Replacement Page View	9
Pipe Doctor Lifetime Diamond Membership Page View	1

"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

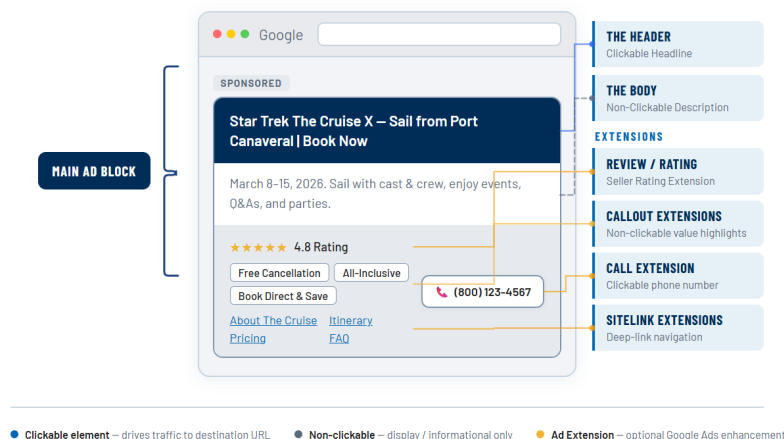


Performance Max Top 5 Extension Performance

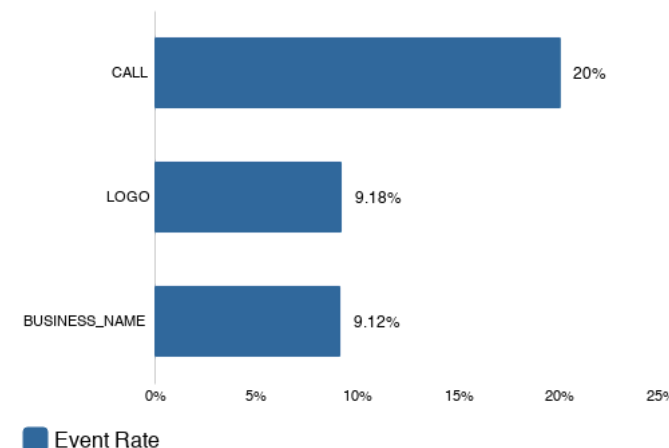
Type	Extension (upgraded)	Impressions	Events	Event Rate ↓	Client Ad Cost	Client CPE
CALL	(508) 775-6670	10	2	20.00%	1.76	0.88
LOGO	991Logo_263x263.jpg, https://tpc.googlesyndication.com/simgad/10873607750011433721	8,069	741	9.18%	1,118.90	1.51
BUSINESS_NAME	The Pipe Doctor Cape Cod	8,181	746	9.12%	1,123.00	1.51

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.

75
Number of Creative Assets
Currently Running



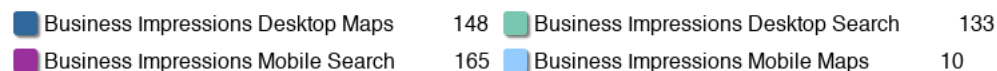
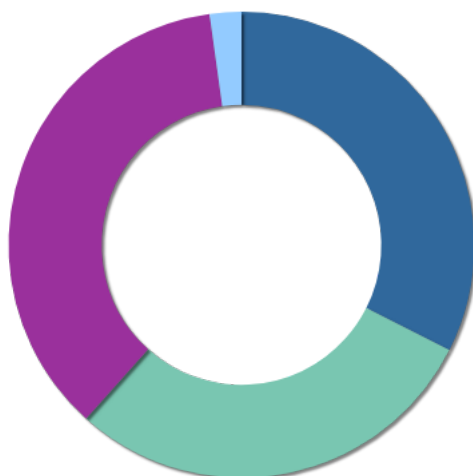
Performance Max Extension Type Performance



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.

How customers search for your business on Google



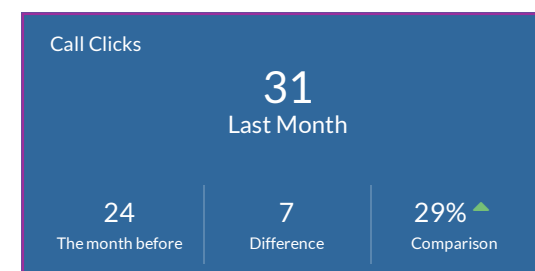
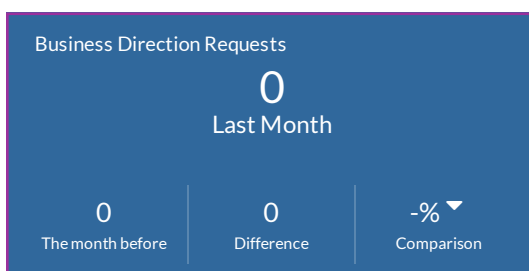
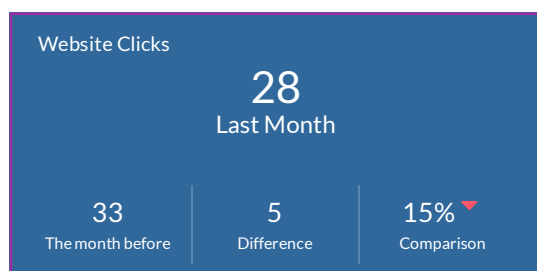
Business Impressions Desktop Search: Business impressions on Google Search on Desktop devices

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

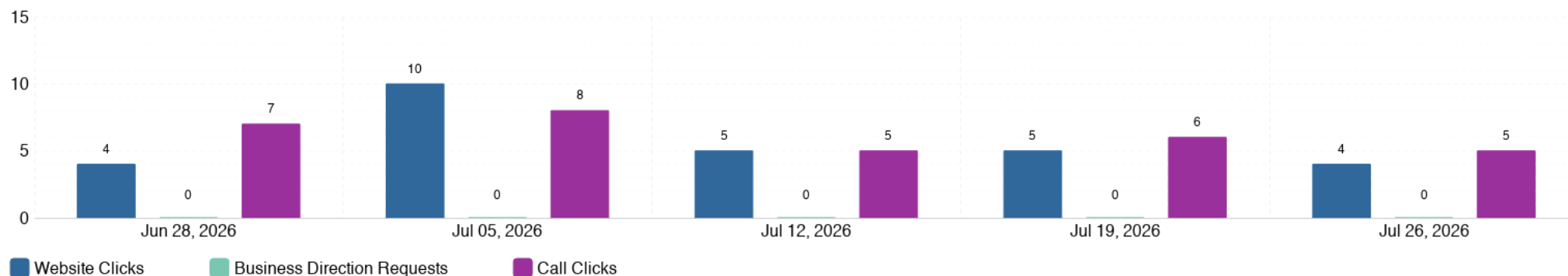
Business Impressions Maps Desktop: Business impressions on Google Maps on Desktop devices

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



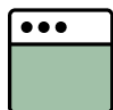
Live Chat



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.