



Digital Marketing Report

Impressions

How many ads were served:

36,768

Clicks

Times a user clicked on an ad

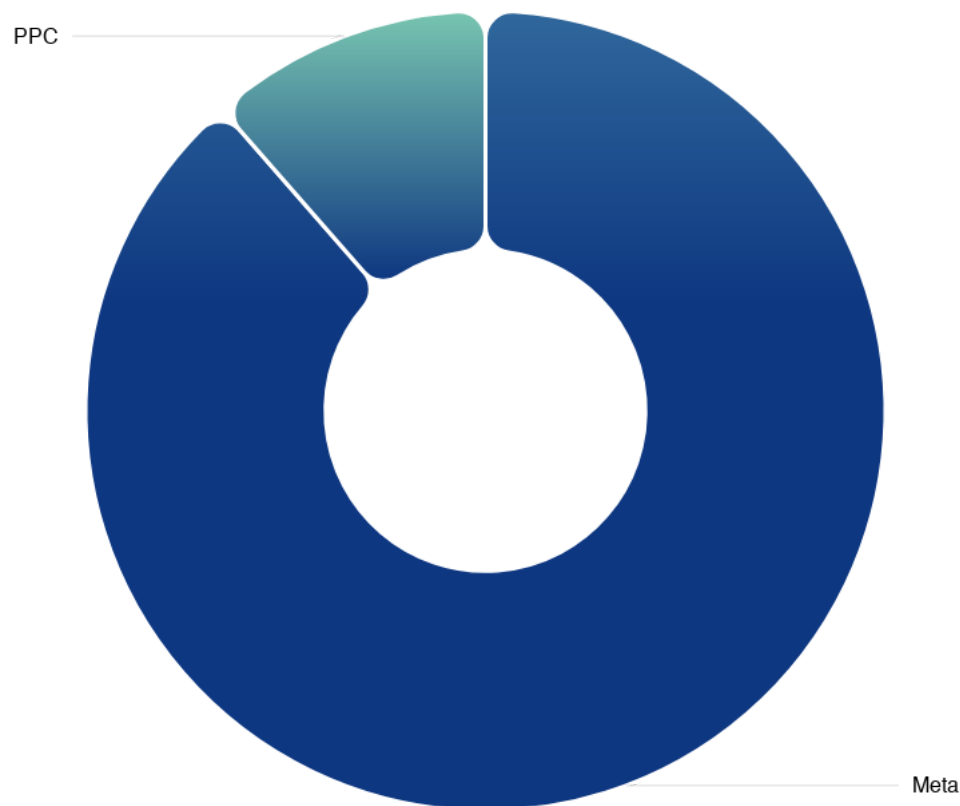
1,190

Click-Through Rate

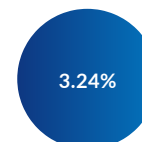
(Clicks/Impressions) x 100

3.24%

Your Product Breakout by Impressions



Total Engagement Rate



(Clicks+View-throughs)/Impressions x 100*

X the National Average



X the National Avg (.07%)

*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.



Spend Performance

Does not include management fee

PPC Ad Cost

Amount spent on the campaign

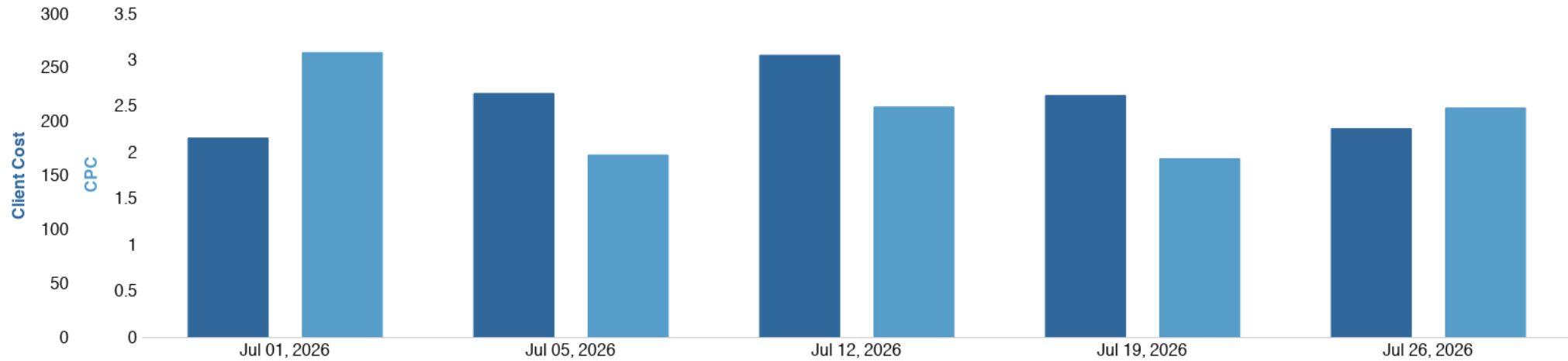
1,089.57

PPC Cost-Per-Click

Cost/Clicks

2.30

Week by Week Spend Performance





Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Adam's Property Maintenance, LLC - Top 5% Of Zip Codes (US)/Owner/Property Manager Facebook/Instagram Premium	32,558	716	2.20%	31.42
Adam's Property Maintenance, LLC - Keyword PPC	2,628	351	13.36%	190.80
Adam's Property Maintenance, LLC - Dynamic PPC	1,582	123	7.77%	111.07



Meta Post Engagements

1,313

The total number of actions people take involving your ads (clicks on CTA, clicks to profile, site clicks, etc.)

Meta Post Reactions

27

The total number of people who liked, or reacted to your ad, which shows up in their friends news feeds

Meta Post Shares

1

The total number of people who shared your ad, giving your campaign free impressions



Meta Creative Performance

Ad	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
Adam's Property Maintenance, LLC_Carousel	32,558	716	2.20%	31.42

Meta Carousel Card Performance

Card Name	Ad	Count ↓
1: Your Property, Elevated	Adam's Property Maintenance, LLC_Carousel	284
ADAMS Property Maintenance, LLC	Adam's Property Maintenance, LLC_Carousel	126
2: Outdoor Spaces Built Right	Adam's Property Maintenance, LLC_Carousel	75
5: Custom Hardscape Design	Adam's Property Maintenance, LLC_Carousel	31
3: Protect Your Property	Adam's Property Maintenance, LLC_Carousel	15



Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	29,730	654	2.20%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	2,682	55	2.05%
Unknown	---	129	5	3.88%
Desktop	A personal computing device that remains stationary at one location.	17	2	11.76%

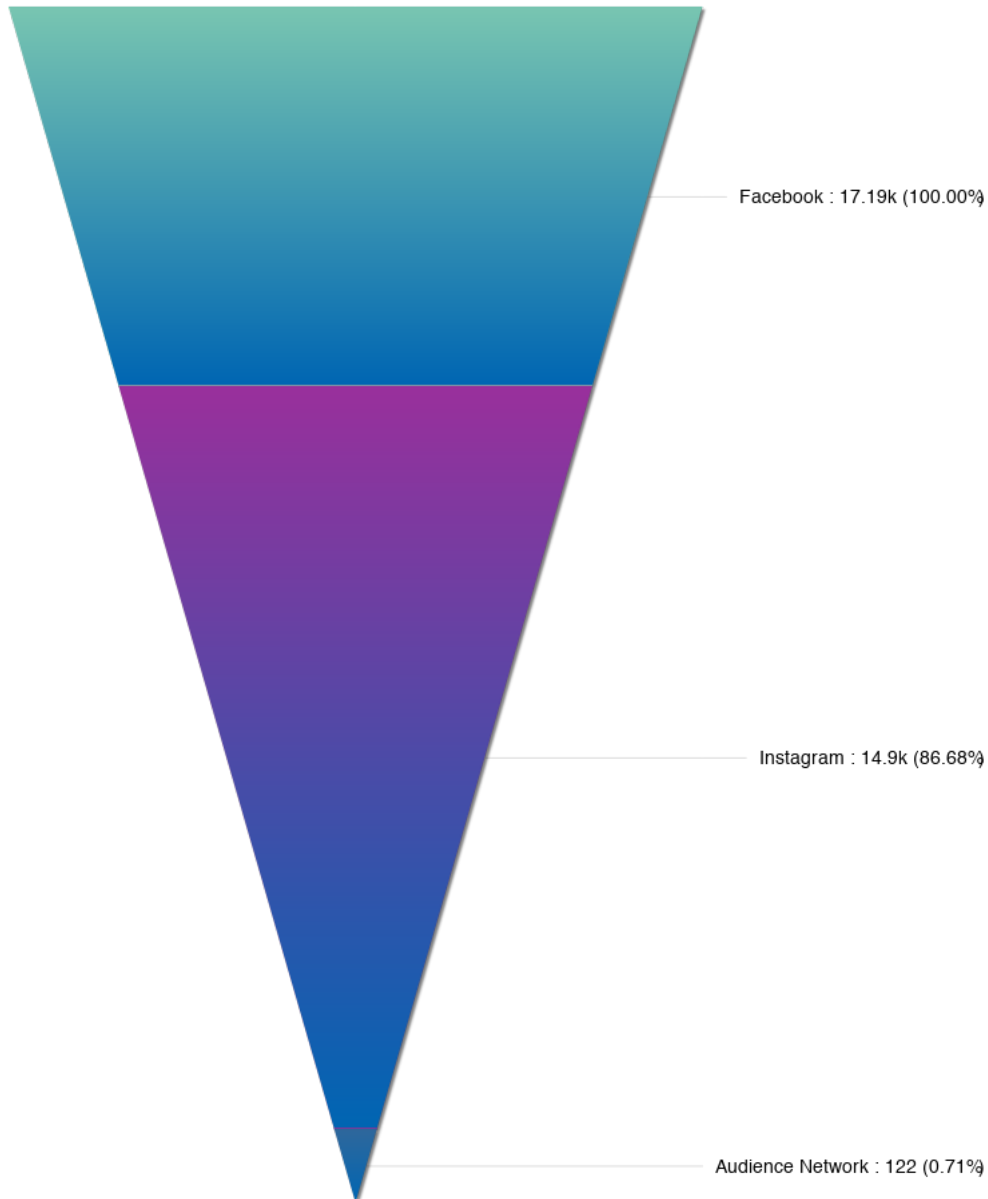


Social Placement Performance

Placement	Where your ads appear	Impressions ↓	Clicks	CTR
Instagram Reels	Your ads appear in the Reels tab on Instagram.	9,426	210	2.23%
Facebook Marketplace	Your ads appear in the Marketplace home page or when someone browses Marketplace in the Facebook app.	5,568	39	0.70%
Facebook Feed	Your ads appear in the desktop Feed when people access the Facebook website on their computers. Your ads appear in the mobile Feed when people use the Facebook app on mobile devices or access the Facebook website through a mobile browser.	4,820	173	3.59%
Facebook Reels	Your ads appear in the Reels tab on Facebook.	4,600	78	1.70%
Instagram Feed	Your ads appear in the mobile app and on desktop and mobile web.	4,186	85	2.03%
Instagram Stories	Your ads appear in people's Stories on Instagram.	1,286	31	2.41%
Facebook Search Results	Your ads appear next to relevant Facebook and Marketplace search results.	1,081	19	1.76%
Facebook In-stream Videos	Your ads appear in video on demand and in a select group of approved partner live streams on Facebook.	598	10	1.67%
Facebook Stories	Your ads appear in people's Stories on Facebook.	521	41	7.87%
Facebook Notification	Your ads appear within a user's notifications feed.	251	24	9.56%



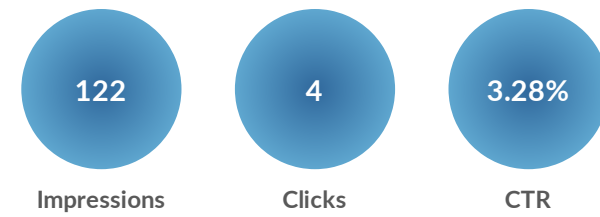
Social Placement Performance by Impressions



Facebook News Feed Performance



Audience Network Performance



Instagram Performance





PPC Cost per Line Item

Ad Group	Impressions	Clicks ↓	CTR	Cost	Avg. CPC
Adam's Property Maintenance, LLC - Keyword PPC	2,628	351	13.36%	547.50	1.56
Adam's Property Maintenance, LLC - Dynamic PPC	1,582	123	7.78%	542.07	4.41

Cost: Amount Spent on the PPC campaign. You are charged when a Click occurs on an ad.

Avg. CPC: The amount paid for your Ads divided by your total Clicks.

Note: Costs do not include management fee



"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.



PPC Creative Performance

Ad Preview	Impressions	Clicks ↓	CTR	Cost	Avg. CPC
Adams Property Maintenance Family-owned business Local Landscaping Company Pruning / Trimming Planting installation Hardscaping patios, walkways, Retaining walls, fire pits Brush Removal & Lot Clearing Stormwater Management Sod Installation Decorative Stone Installation Grading Work Core Aeration Commercial Snow & Ice Removal https://adamspropertymaintenance.com/ Hardscaping Services Brush Removal & Lot Clearing Seasonal Plantings, Lawn Care & Routine Landscape Maintenance, Hardscaping patios, walkways, retaining walls, fire pits, Storm water management solutions & grading work	2,628	351	13.36%	547.50	1.56
Adam's Property Maintenance, LLC, a family-owned business serving the area Adam's Property Maintenance transforms outdoor spaces residential and commercial property.	1,582	123	7.78%	542.07	4.41



Top Dynamic Descriptions

Description	Impressions	Clicks ↓	CTR	Cost	Avg. CPC
Adam's Property Maintenance, LLC, a family-owned business serving the area	1,582	123	7.78%	542.07	4.41

Top Dynamic Landing Pages

Expanded Final URL	Impressions	Clicks ↓	CTR	Cost	Avg. CPC
https://adamspropertymaintenance.com/7-curb-appeal-landscaping-upgrades-that-increase-home-value-on-the-main-line/?gad_source=5&gad_campaignid=23626863257	26	20	76.92%	29.21	1.46
https://adamspropertymaintenance.com/design-plant-installation/?gad_source=5&gad_campaignid=23626863257	48	9	18.75%	13.88	1.54
https://adamspropertymaintenance.com/?gad_source=1&gad_campaignid=23626863257	144	7	4.86%	48.72	6.96
https://adamspropertymaintenance.com/?gad_source=5&gad_campaignid=23626863257	18	7	38.89%	16.37	2.34
https://adamspropertymaintenance.com/7-curb-appeal-landscaping-upgrades-that-increase-home-value-on-the-main-line/?gad_source=1&gad_campaignid=23626863257	35	6	17.14%	34.28	5.71

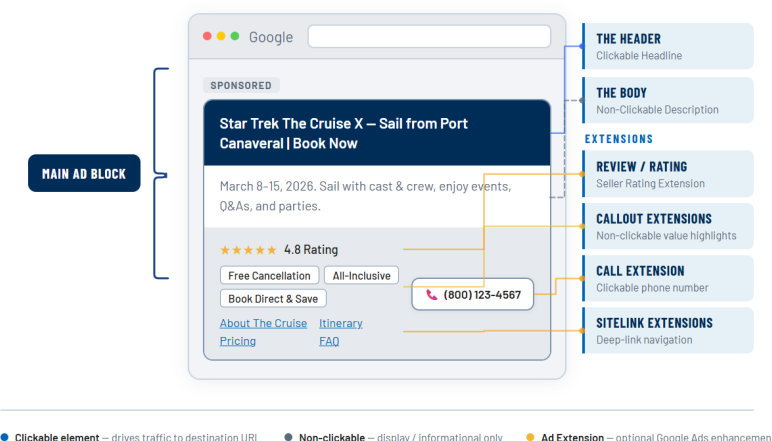
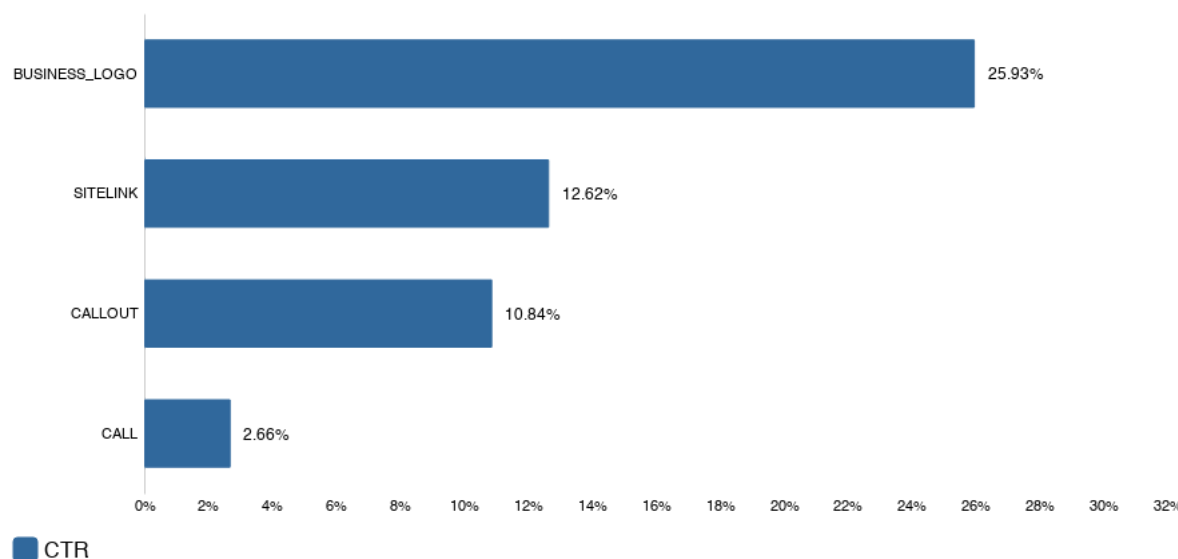


Top 5 Extension Performance

Extension Type	Extension	Impressions	Clicks ↓	CTR	Cost	Avg. CPC
SITELINK	Walkways Patios Retaining Walls, Fire Pits Stone Borders, Hardscaping	1,378	223	16.18%	302.92	1.36
SITELINK	Core Aeration & Overseeding, Pruning / Trimming/ Clean Ups, Brush & Land Clearing	1,460	190	13.01%	280.20	1.47
CALLOUT	Property cleanups	1,178	170	14.43%	244.71	1.44
CALLOUT	Landscape Design install	940	87	9.26%	134.70	1.55
CALLOUT	Hardscape Design Install	843	75	8.90%	108.08	1.44

Because a single ad can display multiple extensions at the same time, this data overlaps. As a result, the combined metrics (Impressions, Clicks, CTR, Cost, & Avg. CPC) for all extensions will appear much higher than the actual overall campaign totals.

PPC Extension Type Performance



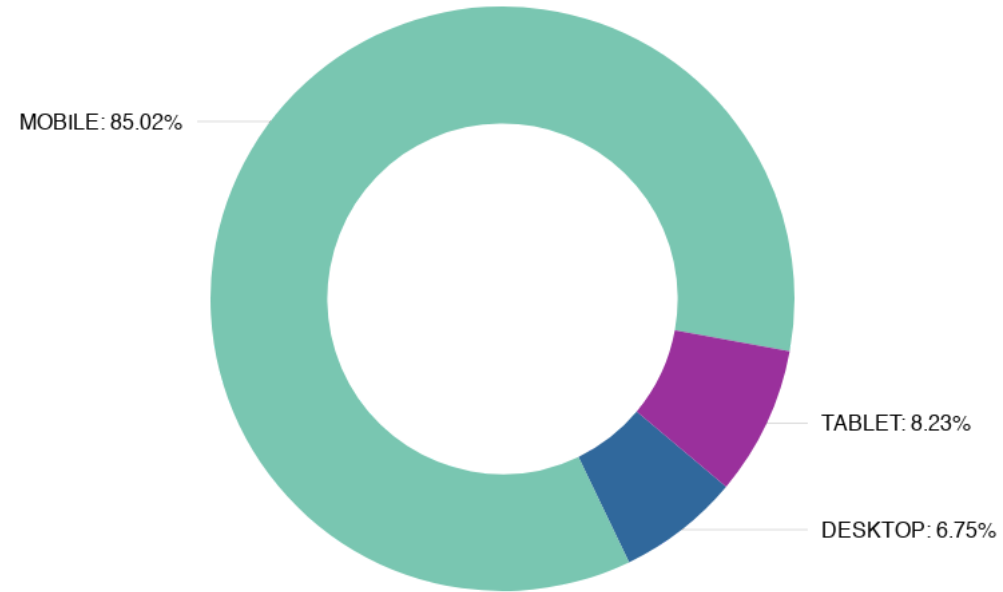
This report shows many times an ad was clicked that contained that extension, not how many people clicked on that specific extension itself. Location Extensions are not currently available to be shown.



Click Type Performance



Device Performance



URL Click: When users click on the final URL in an ad.

Headline Click: Clicks on the ad's main headline, which also leads users to the main landing page.

Sitelink Click: When a user clicks on one of the sitelink extensions that links then directly to a specific page on your site.

Get Location Details Click: When a user clicks in to expand the client's location in the Maps section of the search results list.

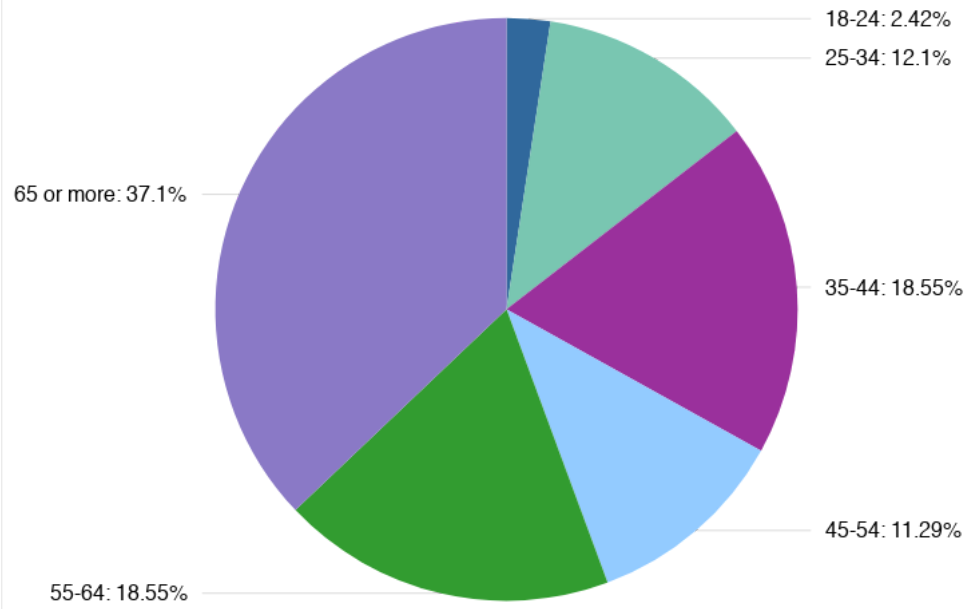
Phone Calls Click: When a user clicks to call your business (includes hang ups after the click - will be less than the completed calls reported in the Conversion section).

Driving Directions Click: When a user clicks on the "Get Directions" link within an ad.

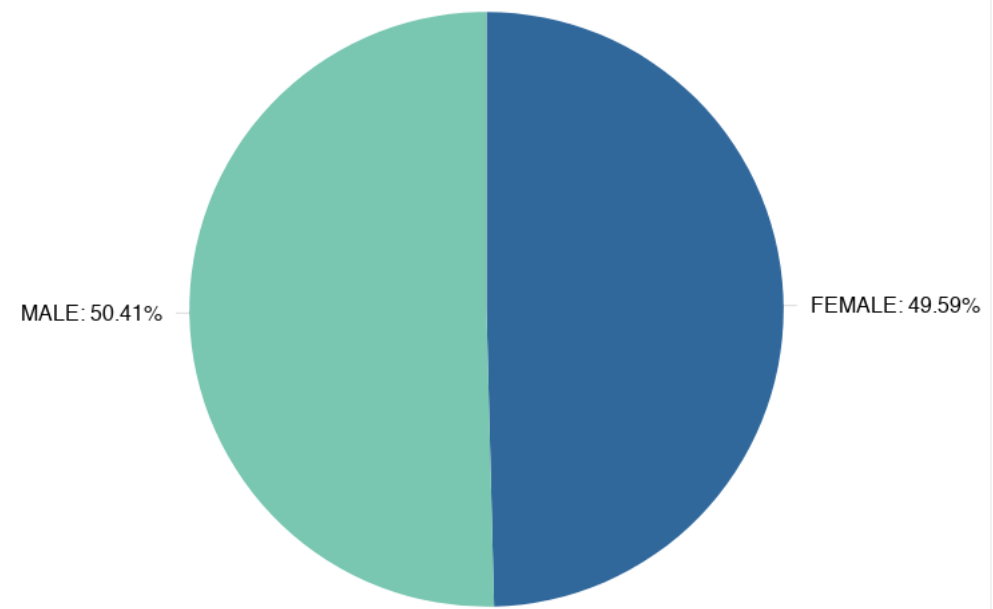
Location Expansion: Clicks on ads shown to users near or interested in locations similar to those targeted in the campaign.



Click Engagement by Age



Click Engagement by Gender





Grid contains more rows, but they have been clipped.

Top Search Term Performance

Search Term	Ad Group	Impressions	Clicks ↓	CTR	Cost	Avg. CPC
latest backyard designs	Adam's Property Maintenance, LLC - Keyword PPC	58	39	67.24%	45.17	1.16
small backyard designs	Adam's Property Maintenance, LLC - Keyword PPC	36	20	55.56%	29.41	1.47
small space backyard design	Adam's Property Maintenance, LLC - Keyword PPC	16	14	87.50%	22.31	1.59
beautiful front yard landscaping	Adam's Property Maintenance, LLC - Keyword PPC	13	10	76.92%	8.47	0.85
backyard garden designs	Adam's Property Maintenance, LLC - Keyword PPC	11	9	81.82%	7.65	0.85
backyard makeover	Adam's Property Maintenance, LLC - Keyword PPC	9	8	88.89%	10.16	1.27
best backyard design	Adam's Property Maintenance, LLC - Keyword PPC	26	8	30.77%	9.86	1.23
front of house garden ideas	Adam's Property Maintenance, LLC - Keyword PPC	8	7	87.50%	7.60	1.09
modern backyard design	Adam's Property Maintenance, LLC - Keyword PPC	11	7	63.64%	6.80	0.97
beautiful backyard ideas	Adam's Property Maintenance, LLC - Keyword PPC	10	6	60.00%	7.79	1.30
front yard perennial garden ideas	Adam's Property Maintenance, LLC - Keyword PPC	7	6	85.71%	3.78	0.63
adams property maintenance	Adam's Property Maintenance, LLC - Dynamic PPC	51	5	9.80%	8.41	1.68
awesome backyard ideas	Adam's Property Maintenance, LLC - Keyword PPC	6	5	83.33%	4.96	0.99
front door curb appeal	Adam's Property Maintenance, LLC - Dynamic PPC	6	5	83.33%	11.29	2.26
simple backyard designs	Adam's Property Maintenance, LLC - Keyword PPC	11	5	45.45%	5.36	1.07



"Calls Count" is 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.