

Digital Marketing Report

Impressions

How many ads were served:

221,569

Clicks

Times a user clicked on an ad

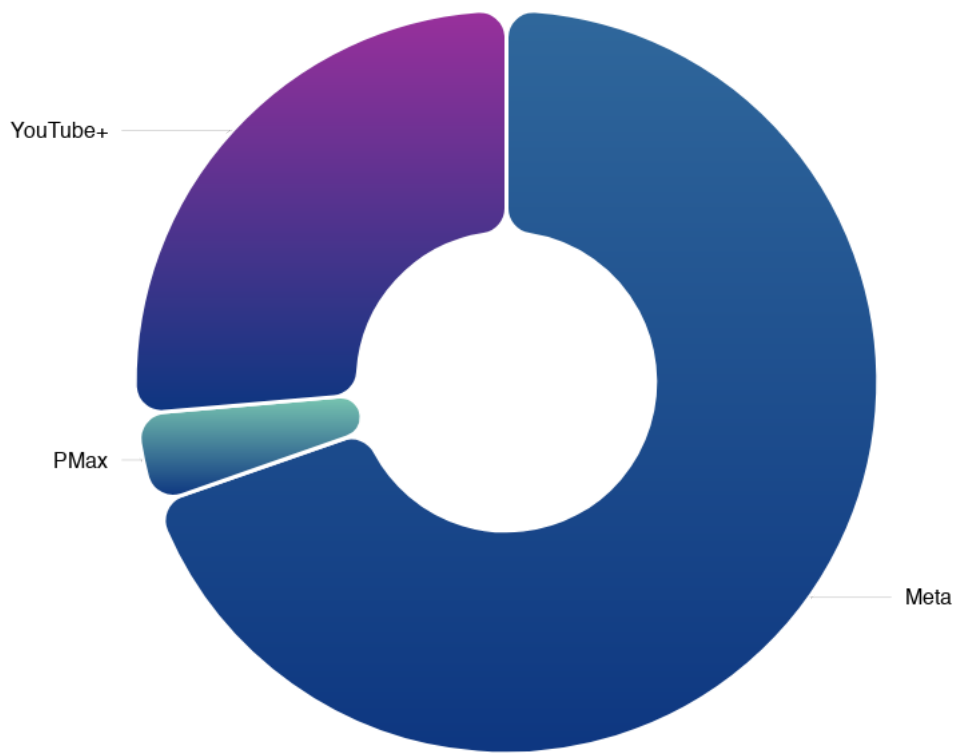
3,228

Click-Through Rate

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

1.55%

Your Product Breakout by Impressions



Events

1,984

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

Event Rate

22.69%

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

Total Engagement Rate

1.62%

$(\text{Clicks} + \text{View-throughs}) / \text{Impressions} \times 100^*$

X the National Average

16.16

X the National Avg (.07%)

Performance Max Cost

Amount spent on the campaign

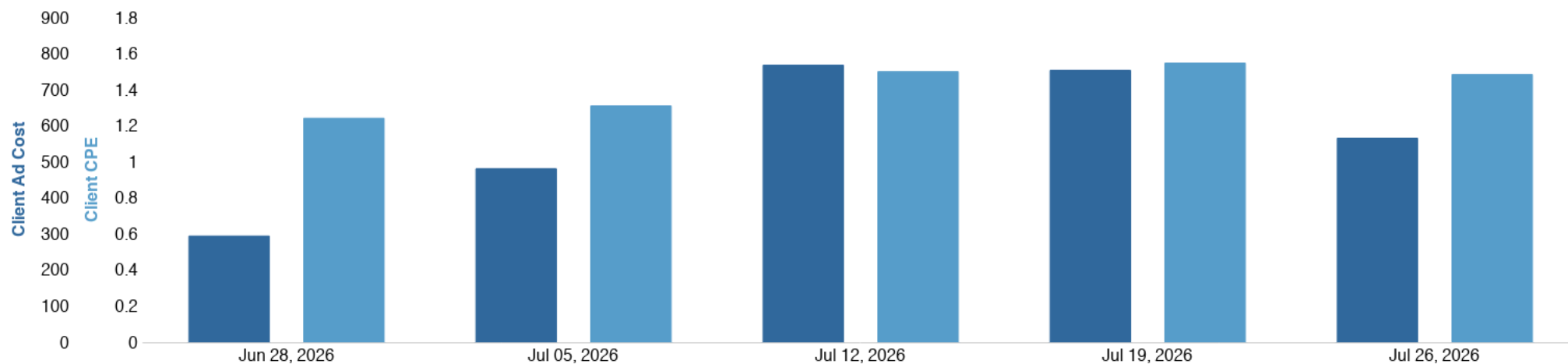
2,863.73

Performance Max Cost-Per-Event

Cost/Events

1.44

Performance Max Week by Week Spend Performance

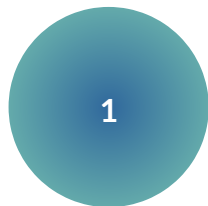




Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Platinum Chevrolet - Automobile/Car Dealership/Chevrolet Instagram Premium	84,225	1,285	1.53%	21.80
Platinum Chevrolet - Automobile/Car Dealership/Chevrolet Facebook Premium	70,114	1,111	1.58%	22.64
Platinum Chevrolet - Vehicles/Chevrolet/Trucks YouTube+	58,487	12	0.02%	0.29
Platinum Chevrolet - Motor Vehicles/Chevrolet/Retargeting Performance Max	8,743	820	9.38%	133.98

YouTube+ View-Through Conversions

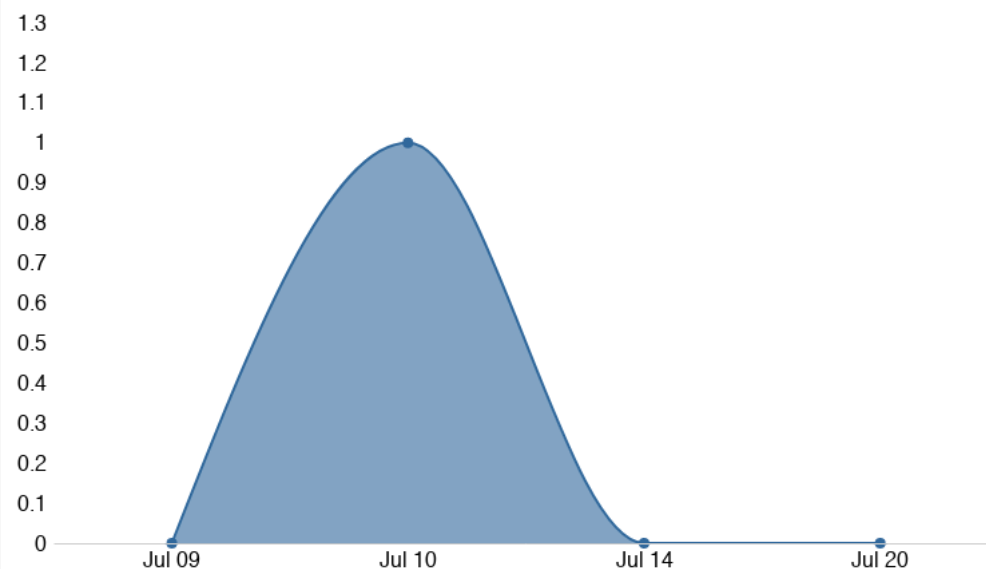


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

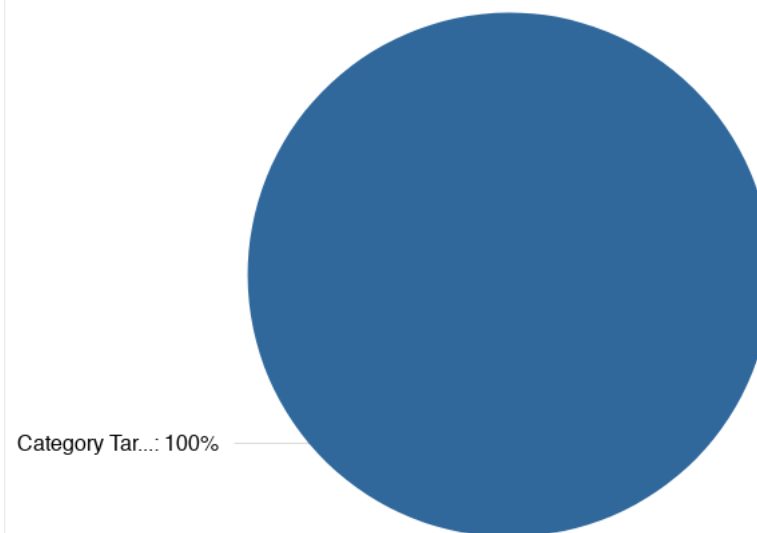
YouTube+ View-Through Conversion Performance Breakout

Conversion Name	View-throughs ↓
Platinum Chevrolet Schedule Service Page View	1

YouTube+ View-Through Conversions by Day



Top YouTube+ View-Through Conversions by Strategy



Meta Click Conversions



Times users clicked on an ad leading to your site and visited a page or completed an action

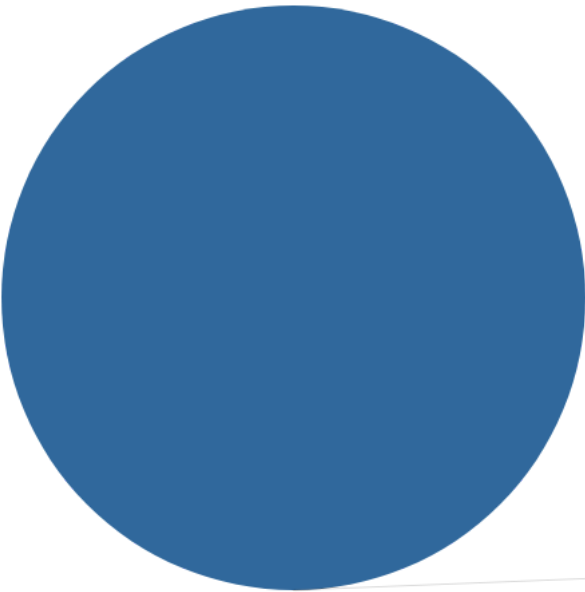
Meta Click Conversion Performance

Conversion Name	Click Conversions ↓
Platinum Chevrolet Service Call Click Conversion	1

Meta Click Conversions by Day

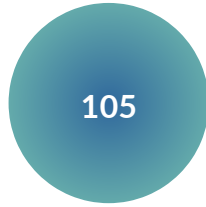


Top Meta Click Conversions by Strategy



Category Targeting: 100%

Meta View-Through Conversions



Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

Meta View-Through Conversion Performance

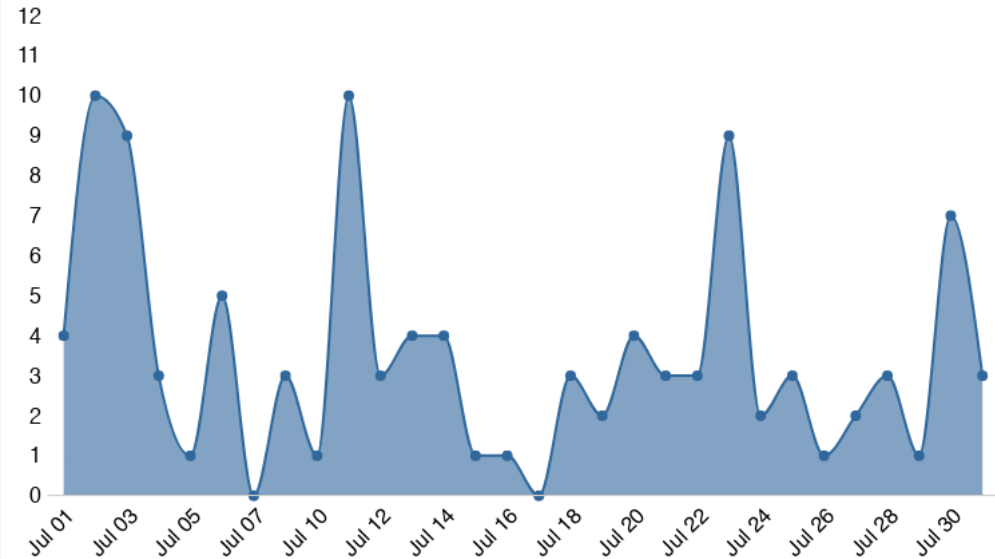
Conversion Name

[View-Through Conversions](#) ↓

Platinum Chevrolet Homepage Visits	102
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Platinum Chevrolet WTS Homepage Visits	3
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Meta View-Through Conversions by Day



Meta Post Engagements

17,697

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

Meta Post Comments

3

The total number of comments your ads received

Meta Post Reactions

56

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

Meta Post Shares

4

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

YouTube+ Creative Performance

Ad (Headline)	Impressions ↓	Clicks	Completion Rate	Cost Per Completed View
Platinum Chevrolet_7.10_Summer Savings	42,366	10	96.91%	0.04
Platinum Chevrolet_Platinum Chevrolet 4th of July	14,951	2	97.20%	0.04
Platinum Chevrolet_6.22_Summer Truck	1,168	0	98.55%	0.04
Platinum Chevrolet_6.15_fathers day	0	0	0.00%	-

YouTube+ Video Completion Performance by Creative

Ad (Headline)	25% Completed ↓	50% Completed	75% Completed	100% Completed
Platinum Chevrolet_6.22_Summer Truck	99.23%	98.72%	98.72%	98.55%
Platinum Chevrolet_Platinum Chevrolet 4th of July	98.52%	97.80%	97.42%	97.20%
Platinum Chevrolet_7.10_Summer Savings	98.36%	97.60%	97.21%	96.91%

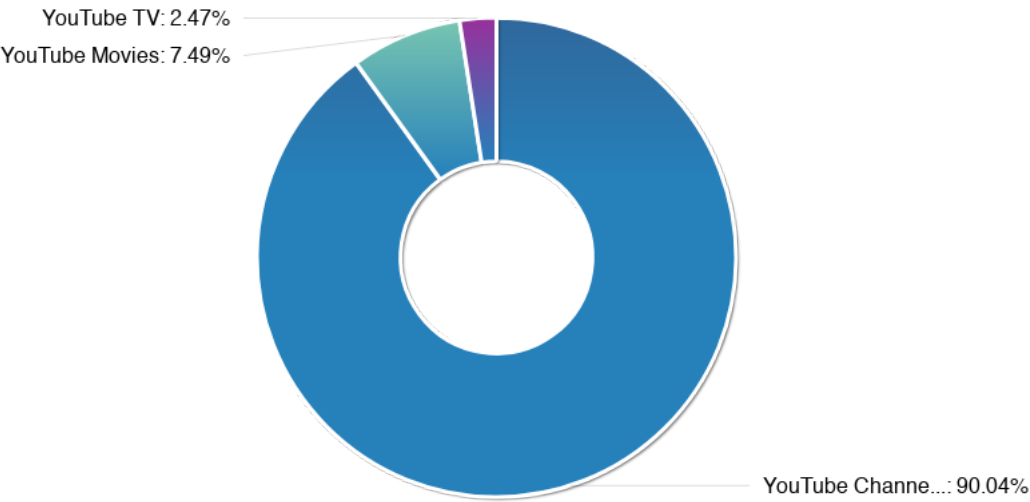
Meta Creative Performance

Ad	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
Platinum Chevrolet_7.10_Platinum Summer Savings July 2026	22,480	878	3.91%	55.80
Platinum Chevrolet_7.10_PC-July-Silverado	60,215	673	1.12%	15.97
Platinum Chevrolet_7.1_Platinum 4th of July 2026	25,159	496	1.97%	28.16
Platinum Chevrolet_7.10_PC-July-Traverse	36,437	306	0.84%	12.00
Platinum Chevrolet_7.10_PC-July-EquinoxTrax	9,650	36	0.37%	5.33
Platinum Chevrolet_6.22_Platinum Summer Savings 2026 Edit	307	6	1.95%	27.92
Platinum Chevrolet_6.22_PC_June_4x5	91	1	1.10%	15.70

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	151,543	2,310	1.52%
Connected TV	An internet enabled device that provides streaming content directly on the TV, without the use of an external streaming device.	56,647	12	0.02%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	3,721	81	2.18%
Desktop	A personal computing device that remains stationary at one location.	761	3	0.39%
Unknown	---	152	2	1.32%

YouTube+ Placement Performance



Top 10 YouTube Channel Performance

Placement Display Name	Impressions ↓	Clicks	CTR
ABC7 News Bay Area	692	0	0.00%
Noticias Telemundo	518	0	0.00%
Midwest Safety	378	0	0.00%
KTVU FOX 2 San Francisco	352	0	0.00%
HISTORY	277	0	0.00%
Joe Bart Games	274	0	0.00%
MeidasTouch	261	0	0.00%
NBC News	220	0	0.00%
ABC News	211	0	0.00%
Joe Bartolozzi	179	0	0.00%



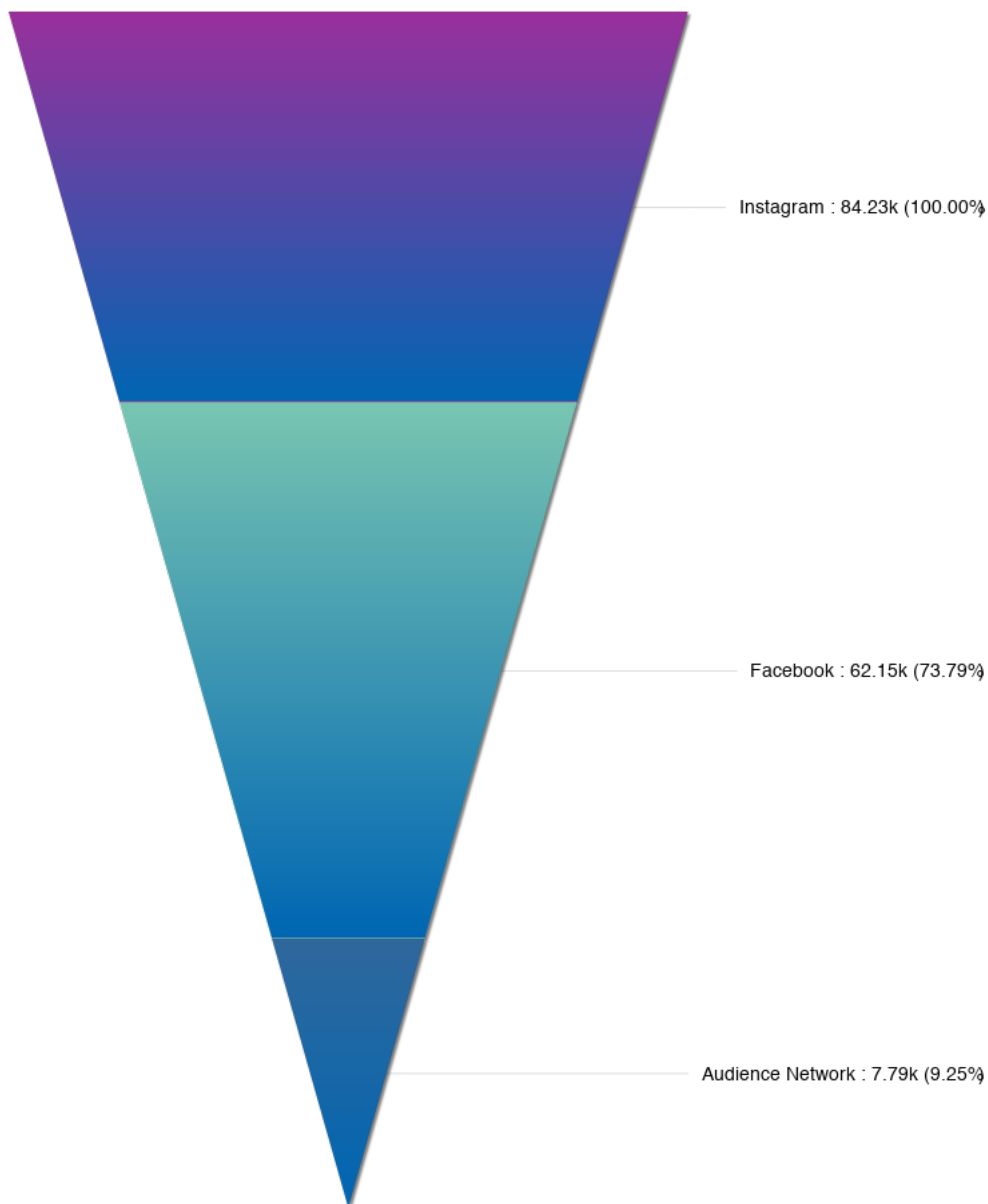
Top 10 YouTube TV Channel Performance

Placement Display Name	Impressions ↓
(YouTube TV) FOX News	71
(YouTube TV) CNN	53
(YouTube TV) MS NOW	48
(YouTube TV) CNBC	6

Social Placement Performance

Placement	Where your ads appear	Impressions ↓	Clicks	CTR
Instagram Reels	Your ads appear in the Reels tab on Instagram.	44,129	610	1.38%
Facebook Marketplace	Your ads appear in the Marketplace home page or when someone browses Marketplace in the Facebook app.	35,396	29	0.08%
Instagram Stories	Your ads appear in people's Stories on Instagram.	28,299	459	1.62%
Facebook Reels	Your ads appear in the Reels tab on Facebook.	16,949	157	0.93%
Instagram Feed	Your ads appear in the mobile app and on desktop and mobile web.	11,792	216	1.83%
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.	6,831	209	3.06%
Audience Network (Rewarded Videos)	Your ads appear as videos people can watch in exchange for a reward in an app (such as in-app currency or items).	5,080	449	8.84%
Audience Network (Native, Banner, and Interstitial)	Your ads appear on apps on Audience Network.	2,714	249	9.17%
Facebook Search Results	Your ads appear next to relevant Facebook and Marketplace search results.	2,508	7	0.28%
Facebook Stories	Your ads appear in people's Stories on Facebook.	346	2	0.58%

Social Placement Performance by Impressions



Facebook News Feed Performance



Audience Network Performance



Instagram Performance



Grid contains more rows, but they have been clipped.

Performance Max Creative Group Performance

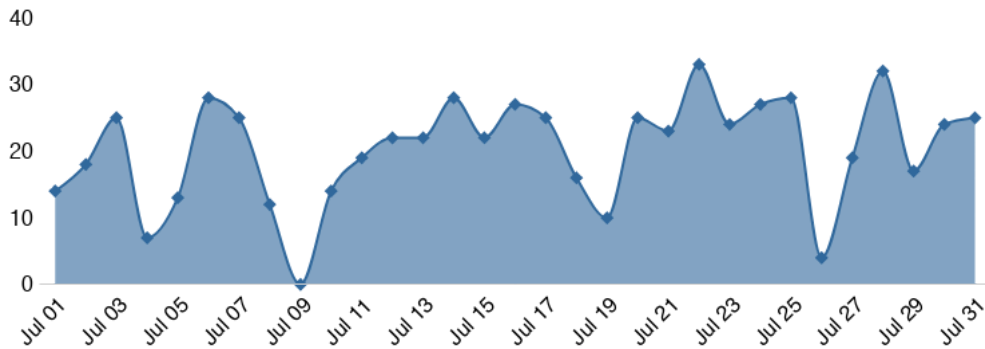
Creative Group Name	Search Themes	Client Ad Cost	Client CPE	Impressions	Events ↓	Event Rate
Platinum Chevrolet - Motor Vehicles/Chevrolet/Retargeting Performance Max	affordable used cars sonoma county,best chevrolet dealership in sonoma county,best used car dealership santa rosa,best work trucks for contractors,business vehicle dealership near me,buy a new chevy silverado near santa rosa,buy commercial trucks near santa rosa,certified chevy mechanic santa rosa,certified pre owned chevy near me,Chevrolet,chevy 2500 truck for sale near me,chevy blazer for sale california,chevy brake service near me,chevy colorado for sale near me,chevy dealer with good reviews near me,chevy equinox deals near me,chevy maintenance service santa rosa,chevy repair shop near me,chevy service center near me,chevy silverado dealer near me,chevy tahoe for sale near me,chevy trucks for towing and hauling,chevy work vans for business,commercial trucks for contractors,contractor fleet trucks california,contractor trucks for sale california,dealership service department near me,diesel trucks for sale near me,fleet pickup trucks near me,fleet truck dealership near me,fleet vehicles for small business,Ford,heavy duty truck dealership near me,low mileage used trucks near me,mechanic for chevy trucks near me,new chevy dealer near me,new chevy suv deals santa rosa,oil change,pre owned suv dealership near me,reliable used trucks near me,schedule chevy service online,test drive a chevy truck near me,trade in my car at chevy dealer,transmission,used car deals	2,863.74	1.44	8,743	1,984	22.69%

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

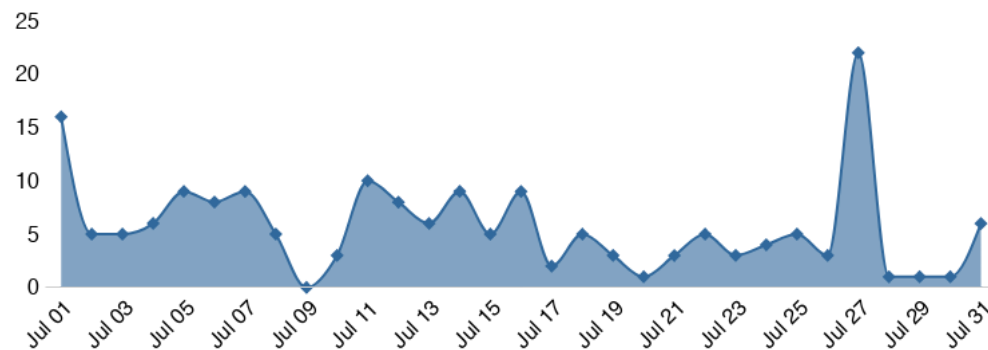
Conversion Action Name	Click Conversions ↓
Local actions - Website visits	158
Local actions - Other engagements	60
Clicks to call	58
Local actions - Directions	33
Platinum Chevrolet Schedule Service Page View	30
Platinum Chevrolet Contact Us Page View	14
Local actions - Menu views	2
Platinum Chevrolet Chat Click Conversion	1

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

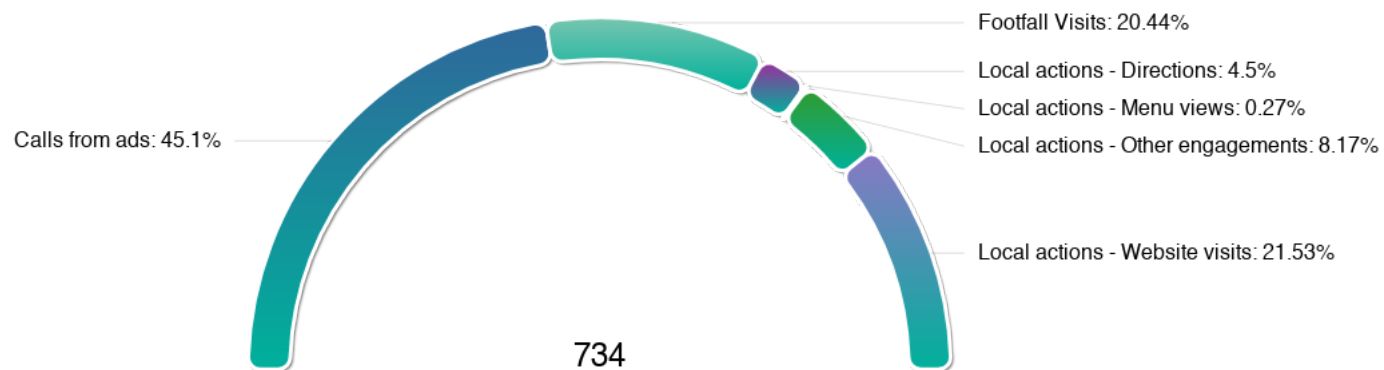
Performance Max View-through Conversions by Day



Performance Max View-through Conversion Performance

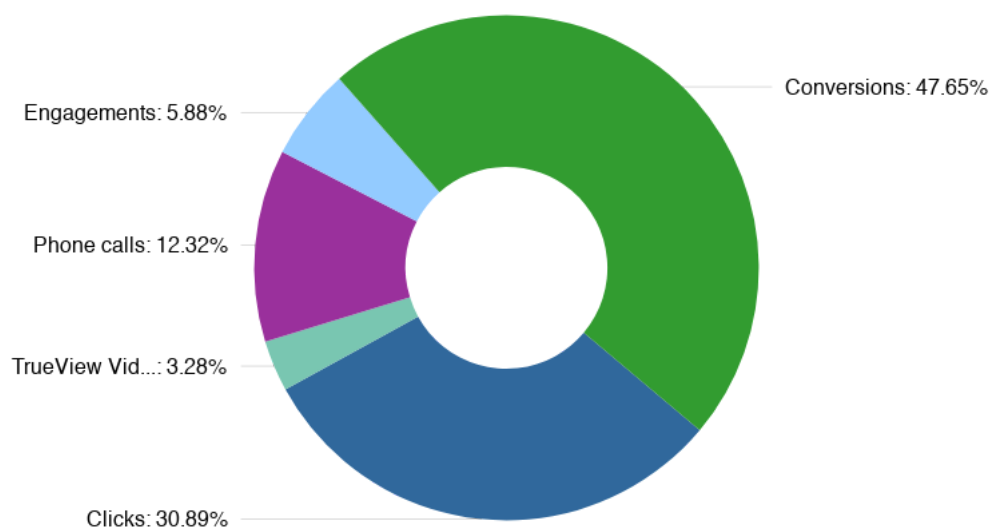
Conversion Action Name	View-through Conversions ↓
Platinum Chevrolet Homepage Visits	146
Platinum Chevrolet Schedule Service Page View	14
Platinum Chevrolet WTS Homepage Visits	12
Platinum Chevrolet Contact Us Page View	6

Performance Max Other Google Conversions - these are automatic conversions Google tracks based on actions taken from your ads

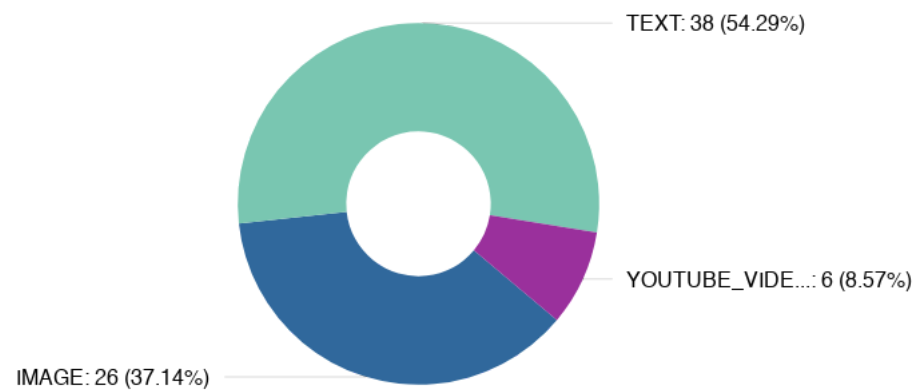


"Calls from ads" refers to a qualified conversion, meaning that the call had to go through and last for at least 60 seconds for it to be counted.

Event Breakdown by Type



Creative Type by Quantity



Performance Max Top 5 Extension Performance

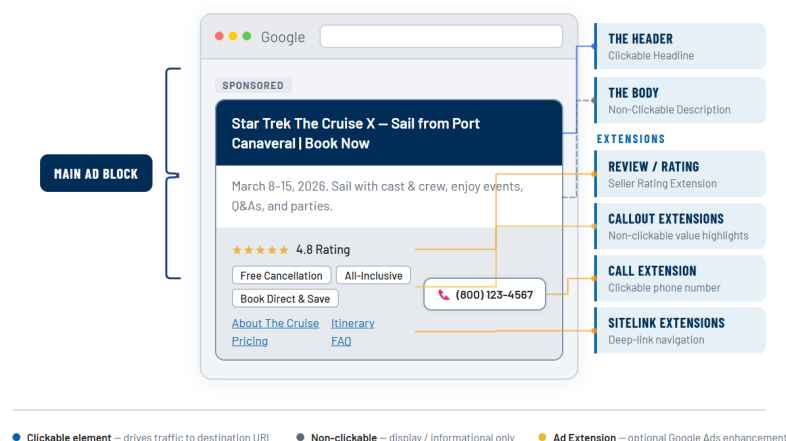
Type	Extension (upgraded)	Impressions	Events	Event Rate ↓	Client Ad Cost	Client CPE
CALL	707-515-0120	2,164	1,591	73.53%	2,200.77	1.38
SITELINK	Certified Chevy technicians, Book your service online, Schedule Chevy Service	568	266	46.90%	512.48	1.92
BUSINESS_NAME	Platinum Chevrolet	3,540	1,569	44.31%	2,063.98	1.32
SITELINK	Quality pre-owned vehicles, Great value used cars, Shop Used Vehicles	773	342	44.19%	661.12	1.94
SITELINK	Browse new cars, trucks & SUVs, Silverado, Tahoe & more, Shop New Chevy Vehicles	784	346	44.17%	686.07	1.98

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.

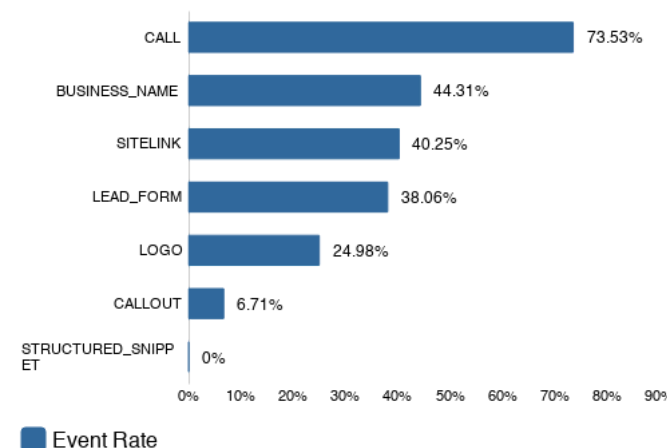
70

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.

Performance Max Call Reporting Details

Date	Client ↑	Client Phone Number	Phone calls
Jul 01, 2026	Platinum Chevrolet	707-515-0120	12
Jul 02, 2026	Platinum Chevrolet	707-515-0120	11
Jul 03, 2026	Platinum Chevrolet	707-515-0120	11
Jul 04, 2026	Platinum Chevrolet	707-515-0120	2
Jul 06, 2026	Platinum Chevrolet	707-515-0120	19
Jul 07, 2026	Platinum Chevrolet	707-515-0120	11
Jul 08, 2026	Platinum Chevrolet	707-515-0120	4
Jul 10, 2026	Platinum Chevrolet	707-515-0120	8
Jul 11, 2026	Platinum Chevrolet	707-515-0120	2
Jul 12, 2026	Platinum Chevrolet	707-515-0120	1
Jul 13, 2026	Platinum Chevrolet	707-515-0120	17
Jul 14, 2026	Platinum Chevrolet	707-515-0120	10
Jul 15, 2026	Platinum Chevrolet	707-515-0120	8
Jul 16, 2026	Platinum Chevrolet	707-515-0120	11
Jul 17, 2026	Platinum Chevrolet	707-515-0120	12

"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.