

Digital Marketing Report

Impressions

How many ads were served:

470,933

Clicks

Times a user clicked on an ad

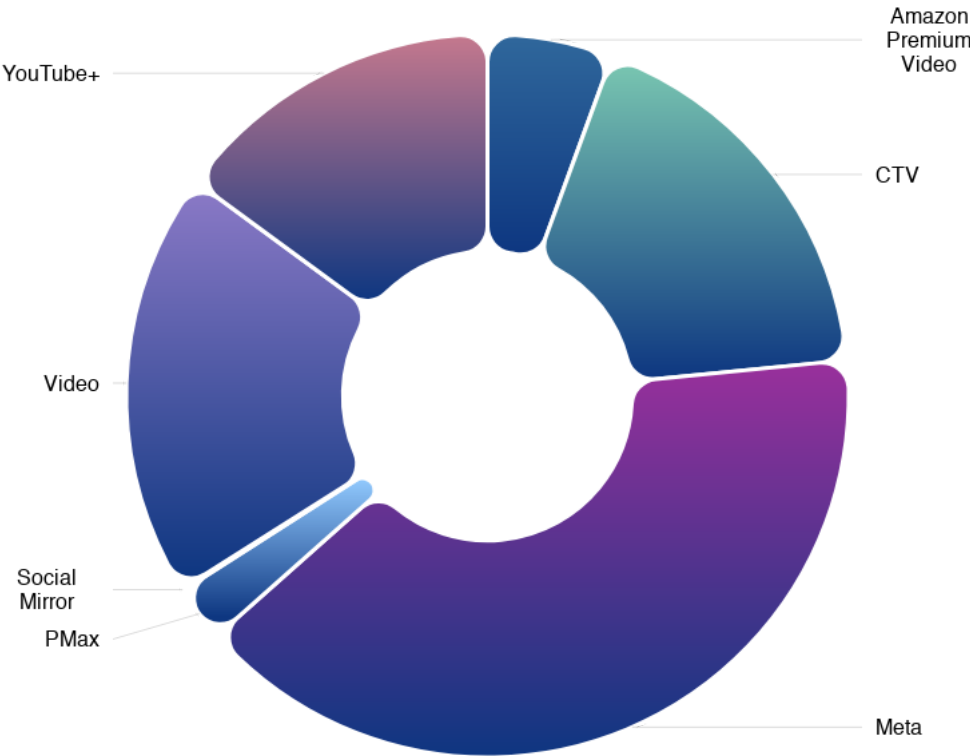
5,904

Click-Through Rate

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

1.77%

Your Product Breakout by Impressions



CTV Completion Rate

67.26%

Percentage of users who watched the video from start to finish

CTV Cost Per Completed View

0.05

The cost of each completed video view across full-screen CTVs

Events

854

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

Event Rate

7.29%

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

Total Engagement Rate

1.78%

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

X the National Average

20.60

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.

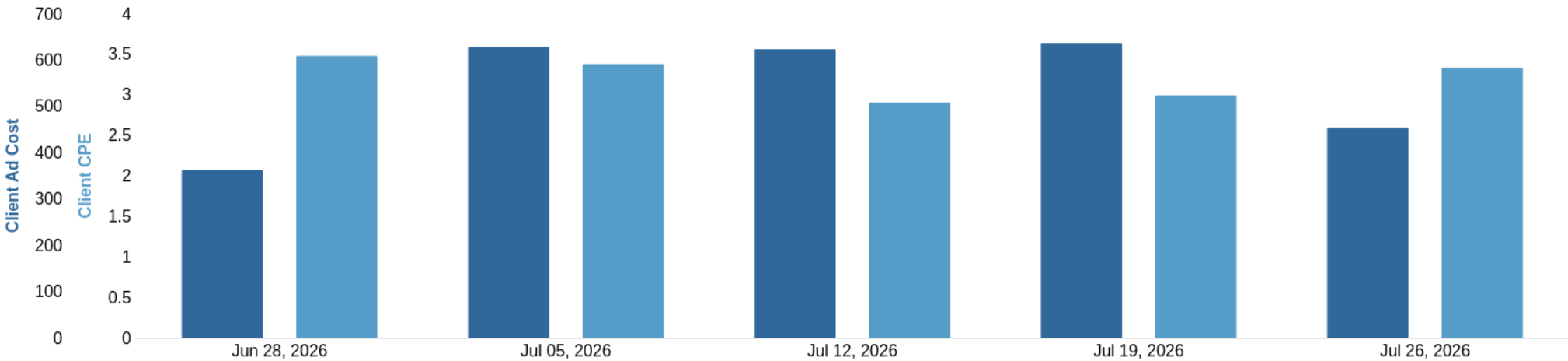
Performance Max Cost



Performance Max Cost-Per-Event



Performance Max Week by Week Spend Performance





Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Davies Appliance - Age 35+/Income \$1M+/Kitchen Appliances Behavioral Video	84,891	896	1.06%	15.08
Davies Appliance - 35+/Homeowners/Appliances YouTube+	70,273	7	0.01%	0.14
Davies Appliance - Age 35+/Income \$1M+/Kitchen Appliances Behavioral CTV	57,179	58	0.10%	1.45
Davies Appliance - Fremont - Facebook/Instagram Premium	56,371	1,205	2.14%	30.54
Davies Appliance - Redwood City - Facebook/Instagram Premium	56,318	1,315	2.33%	33.36
Davies Appliance - Lookalike - Facebook/Instagram Premium Lookalike	38,234	1,018	2.66%	38.04
Davies Appliance - Fremont - Facebook/Instagram Premium Lookalike	18,072	318	1.76%	25.14
Davies Appliance - Age 35+/Homeowners/Home Appliance Behavioral Amazon CTV	18,016	4	0.02%	0.32
Davies Appliance - Redwood City - Age 35+/Homeowner/Appliances Amazon Video	15,787	262	1.66%	23.71
Davies Appliance - Redwood City - Facebook/Instagram Premium Lookalike	12,703	156	1.23%	17.54
Davies Appliance - Homeowners/Bosch/Kitchen Appliances Performance Max	11,718	492	4.20%	59.98
Davies Appliance - Ages35+/Homeowners/Appliances Behavioral Amazon Video	10,614	75	0.71%	10.09
Davies Appliance - Redwood City - Age 35+/Homeowner/Appliances Amazon CTV	8,734	0	0.00%	0.00
Davies Appliance - Lookalike Video	4,771	25	0.52%	7.49
Davies Appliance - Fremont - Facebook/Instagram Premium Retargeting	3,427	67	1.96%	27.93
Davies Appliance - Redwood City - Facebook/Instagram Premium Lookalike Retargeting	3,392	68	2.00%	28.64

Davies Appliance - Age 35+/Income \$1M+/Kitchen Appliances Behavioral Social Mirror	433	0	0.00%	0.00
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Social Mirror View-through Conversions

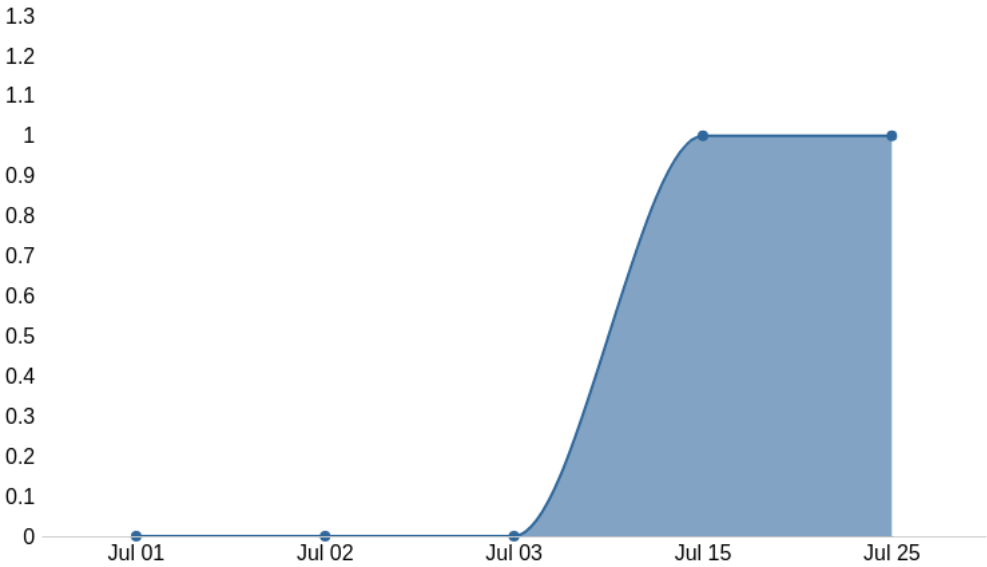


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

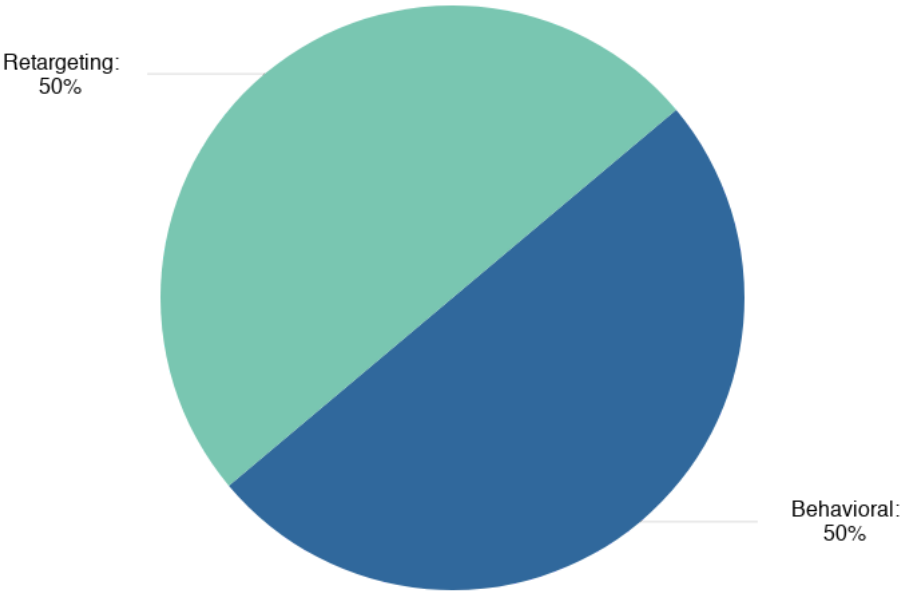
Social Mirror View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
Davies Appliance Homepage Visits	2

Social Mirror View-through Conversions by Day



Top Social Mirror View-through Conversions by Strategy



Video Click Conversions

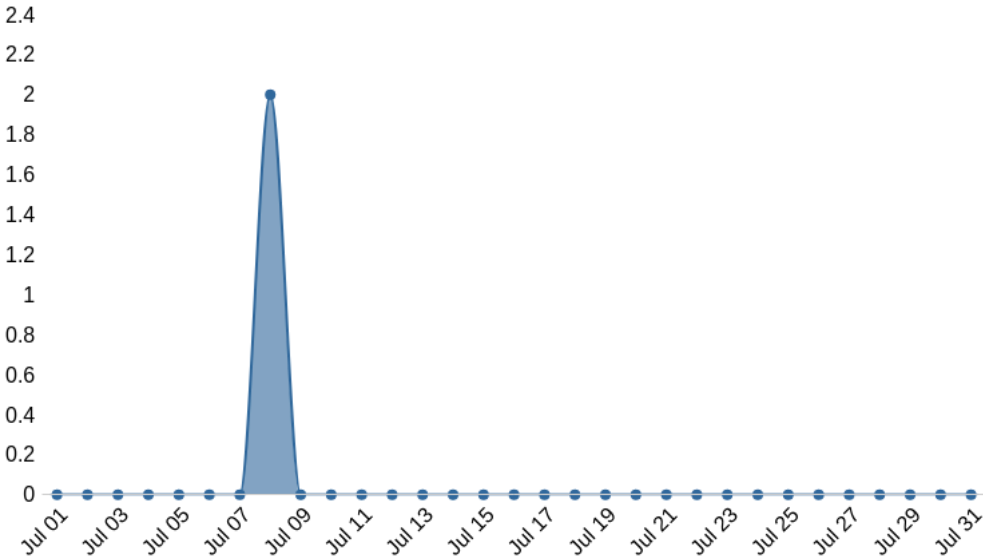


Times users clicked on an ad leading to your site and visited a page or completed an action

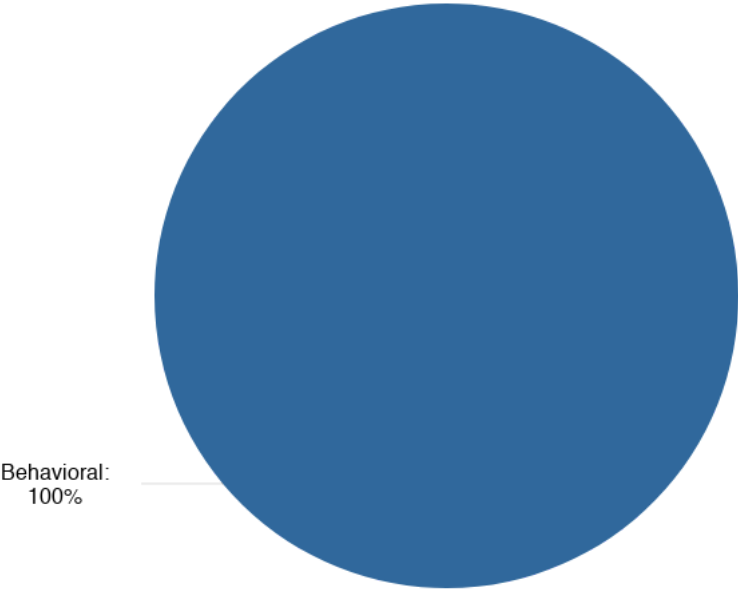
Video Click Conversion Performance Breakout

Conversion Name	Click Conversions ↓
	2

Video Click Conversions by Day



Top Video Click Conversions by Strategy



Video View-through Conversions

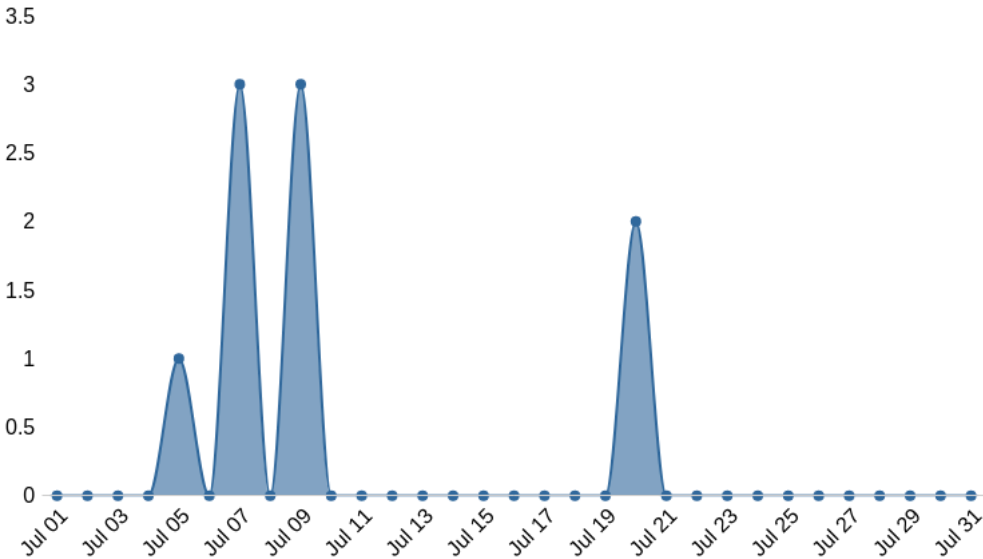


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

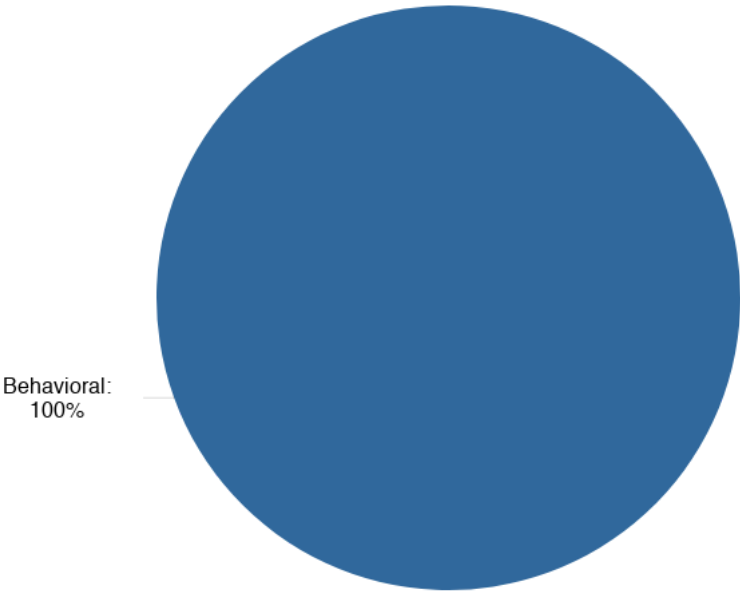
Video View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
Davies Appliance Homepage Visits	9

Video View-through Conversions by Day



Top Video View-through Conversions by Strategy



Amazon Premium Video + CTV View-through Conversions

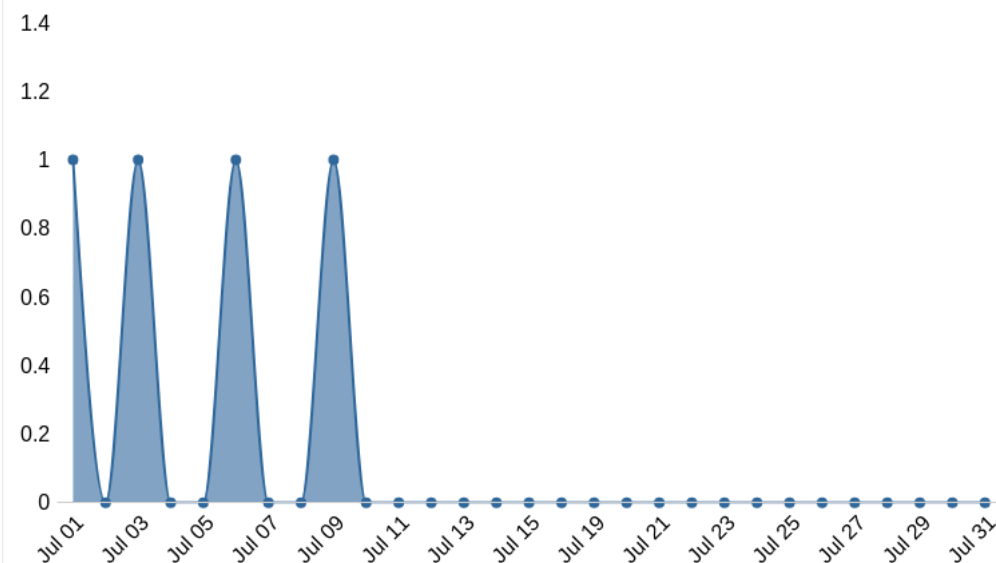


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

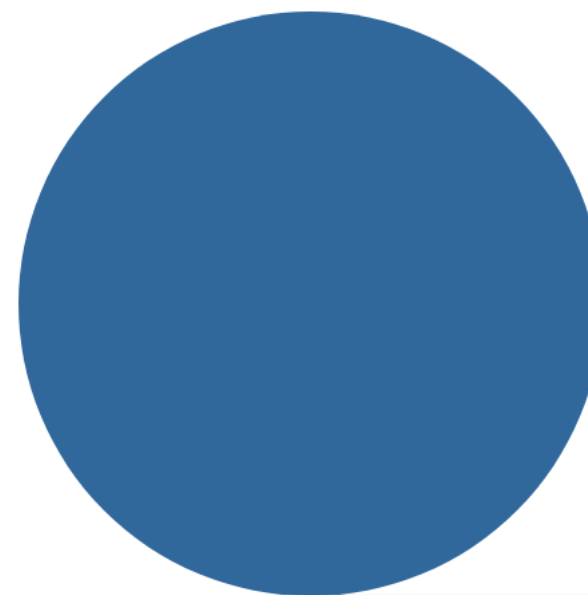
Amazon Premium Video + CTV View-through Conversion Performance

Conversion Name	View-through Conversions ↓
Davies Appliance Homepage Visits	4

Amazon Premium Video + CTV View-through Conversions by Day

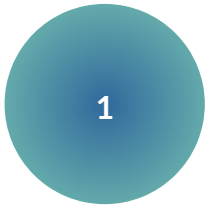


Top Amazon Premium Video + CTV View-through Conversions by Strategy



Behavioral:
100%

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

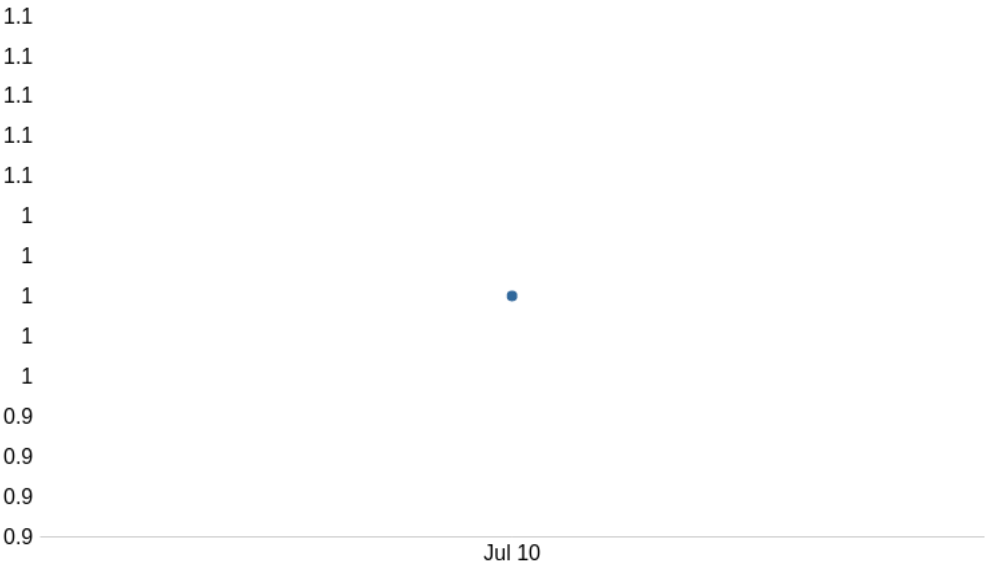
Conversion Name

Click Conversions ↓

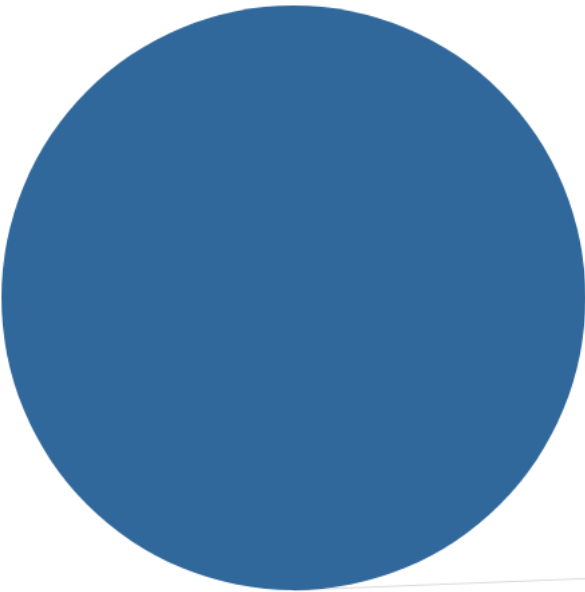
Davies Appliance Redwood City Page View

1

Meta Click Conversions by Day



Top Meta Click Conversions by Strategy



Category Targeting: 100%

Meta Post Engagements



14,219

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

Meta Post Reactions



14

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

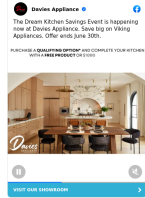
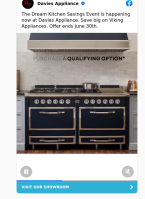
Meta Post Shares



1

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

Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	Davies Appliance_6.2_SM_Davies Viking 1080	145	0	0.00%	0.00
	Davies Appliance_6.2_SM_Davies Viking 1080x1350	156	0	0.00%	0.00
	Davies Appliance_6.2_SM_Davies Viking Savings Event.mp4	132	0	0.00%	0.00

Video Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	Davies Appliance_3.12_Davies #2 Outdoor Appliances 2026 Redwood City.mp4	16,165	308	1.91%	27.22
Thumbnail not available	Davies Appliance_3.12_Davies c3 Inside Out 2026 15 Redwood City.mp4	30,102	302	1.00%	14.33
Thumbnail not available	Davies Appliance_3.12_Davies c2 Outdoor Appliances 2026 15 Redwood.mp4	14,924	114	0.76%	10.91
Thumbnail not available	Davies Appliance_3.12_Davies c1 Love Your Kitchen 15 Redwood City.mp4	17,314	106	0.61%	8.75
	Davies Appliance_3.12_Davies c3 Inside Out 2026 Redwood City.mp4	11,157	91	0.82%	11.65

Video Completion Performance by Line Item

Line Item Name	25% Completed ↓	50% Completed	75% Completed	100% Completed
Davies Appliance - Age 35+/Income \$1M+/Kitchen Appliances Behavioral Video	82.25%	74.49%	69.25%	61.95%
Davies Appliance - Lookalike Video	81.68%	75.25%	69.94%	61.85%

Connected TV (CTV) Creative Performance

Preview Image	Creative Name	Impressions	Video Completion Rate ↓
Thumbnail not available	Davies Appliance_3.12_Davies c3 Inside Out 2026 15 Redwood City.mp4	6,288	99.43%
	Davies Appliance_3.12_Davies #2 Outdoor Appliances 2026 Redwood City.mp4	4,741	98.85%
Thumbnail not available	Davies Appliance_3.12_Davies c1 Love Your Kitchen 15 Redwood City.mp4	6,385	98.85%
Thumbnail not available	Davies Appliance_3.12_Davies c2 Outdoor Appliances 2026 15 Redwood.mp4	6,077	98.84%
	Davies Appliance_3.12_Davies c3 Inside Out 2026 Redwood City.mp4	33,688	98.51%

Connected TV (CTV) Completion Performance by Strategy

Strategy	25% Completion Rate	50% Completion Rate	75% Completion Rate	100% Completion Rate ↓
Davies Appliance - Age 35+/Income \$1M+/Kitchen Appliances Behavioral CTV	100.00%	99.57%	99.17%	98.72%



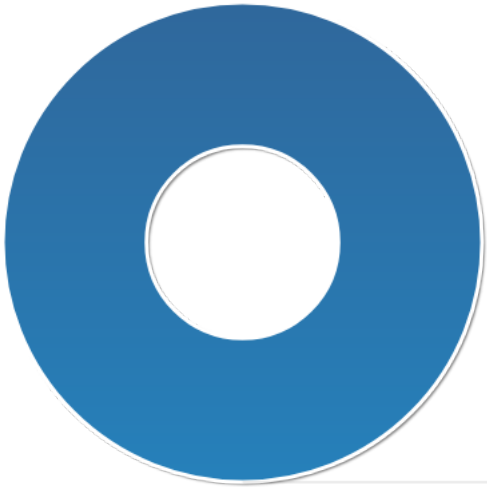
YouTube+ Creative Performance

Ad (Headline)	Impressions ↓	Clicks	Completion Rate	Cost Per Completed View
Davies Appliance_6.2_Love Your Kitchen	43,835	6	97.95%	0.04
Davies Appliance_6.2_Outdoor Appliances	26,438	1	97.49%	0.04

YouTube+ Video Completion Performance by Creative

Ad (Headline)	25% Completed ↓	50% Completed	75% Completed	100% Completed
Davies Appliance_6.2_Love Your Kitchen	98.85%	98.42%	98.16%	97.95%
Davies Appliance_6.2_Outdoor Appliances	98.61%	98.07%	97.75%	97.49%

Amazon Premium Display Click Performance by Ad Size



1920x1080: 4 (100%)

Amazon Premium Display Conversion Performance by Ad Size



1920x1080: 9 (100%)

Grid contains more rows, but they have been clipped.

Amazon Premium Video Creative Performance

Creative Name	Preview Link	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Davies Appliance_3.13_Davies #1 Love Your Kitchen 15 Redwood City.mp4_OLV	View Preview	2,995	38	1.27%	18.13
Davies Appliance_3.13_Davies #3 Inside Out 2026 Redwood City.mp4_OLV	View Preview	2,958	40	1.35%	19.32
Davies Appliance_3.13_Davies #2 Outdoor Appliances 2026 15 Redwood.mp4_OLV	View Preview	2,940	41	1.39%	19.92
Davies Appliance_7.1.26_Davies #3 Inside Out 2026 15 Fremont.mp4_OLV	View Preview	2,475	12	0.48%	6.93
Davies Appliance_7.1.26_Davies #1 Love Your Kitchen 15 Fremont.mp4_OLV	View Preview	2,439	9	0.37%	5.27
Davies Appliance_7.1.26_Davies #2 Outdoor Appliances 2026 15 Fremont.mp4_OLV	View Preview	2,398	9	0.38%	5.36



Amazon Premium Video Completion Performance by Creative

Grid contains more rows, but they have been clipped.

Creative Name	25% Completed ↓	50% Completed	75% Completed	100% Completed
Davies Appliance_7.1.26_Davies Generations 1080p.mp4_OLV	85.33%	67.16%	61.64%	58.01%
Davies Appliance_7.1.26_Davies #2 Outdoor Appliances 2026 Fremont.mp4_OLV	84.32%	66.16%	59.97%	56.26%
Davies Appliance_7.1.26_Davies #3 Inside Out 2026 Fremont.mp4_OLV	83.94%	66.80%	61.85%	57.83%
Davies Appliance_7.1.26_Davies #1 Love Your Kitchen 2026 Fremont.mp4_OLV	83.33%	68.02%	63.09%	59.75%



Grid contains more rows, but they have been clipped.

Meta Creative Performance

Ad	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
Davies Appliance_3.18_Davies #3 Inside Out 2026 15 Redwood City	67,249	1,486	2.21%	31.57
Davies Appliance_3.18_Davies #1 Love Your Kitchen 2026 Redwood City	38,234	1,018	2.66%	38.04
Davies Appliance_3.18_Davies #2 Outdoor Appliances 2026 Fremont	22,216	547	2.46%	35.17
Davies Appliance_3.18_Davies #3 Inside Out 2026 Fremont	20,575	475	2.31%	32.98
Davies Appliance_3.18_Davies #2 Outdoor Appliances 2026 15 Fremont	15,358	248	1.61%	23.07
Davies Appliance_3.18_Davies #3 Inside Out 2026 15 Fremont	9,714	160	1.65%	23.53
Davies Appliance_3.18_Davies #1 Love Your Kitchen 2026 Fremont	6,173	110	1.78%	25.46
Davies Appliance_3.18_Davies #2 Outdoor Appliances 2026 15 Redwood	5,164	53	1.03%	14.66



Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	266,841	4,958	1.86%
Connected TV	An internet enabled device that provides streaming content directly on the TV, without the use of an external streaming device.	124,433	30	0.02%
Desktop	A personal computing device that remains stationary at one location.	35,081	346	0.99%
Streaming Device	A stick/dongle device that connects to a TV and provides streaming content, such as a Fire TV Stick, Roku Streaming Stick, and Google Chromecast.	20,580	37	0.18%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	12,122	99	0.82%
Unknown	---	157	3	1.91%

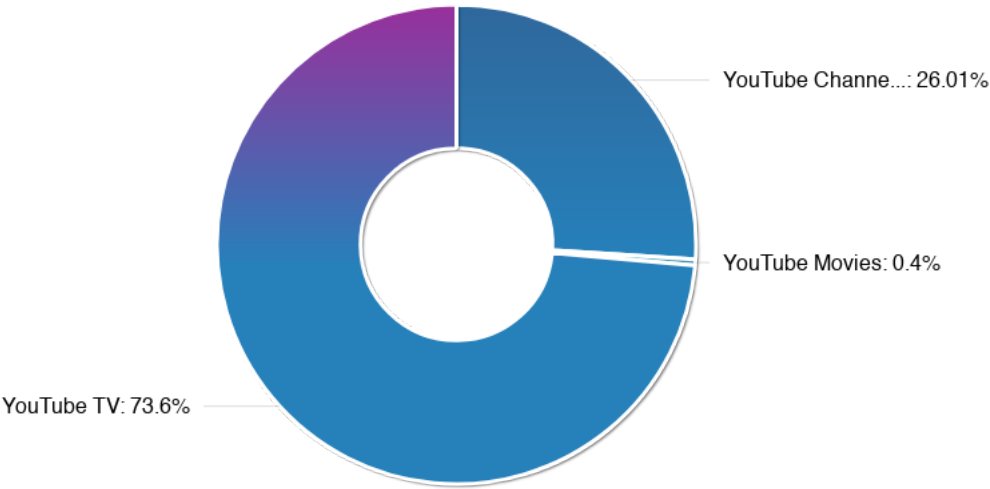
Amazon Inventory Source Performance

Inventory				
Inventory Type	Where your ads appear	Impressions ↓	Clicks	CTR
Amazon Publisher Services	Display, Video, and OTT Impressions served to a collection of comScore 100 publishers and high-quality sites that have a direct partner relationship with Amazon on Desktop, Mobile, and Connected TV devices	49,281	335	0.68%
TWITCH WEB VIDEO	Pre-roll/Mid-roll served on Twitch.TV, an Amazon-owned property on Desktop and Mobile devices	2,271	2	0.09%
IMDB Site	Display Impressions served to IMDb, an Amazon-owned property on Desktop and Mobile devices. LOI means “line of inventory”, an acronym that is only seen on IMDb display ads	1,536	0	0.00%
Freevee	Video Impressions served to Freevee, an Amazon-owned property on Mobile, Desktop, Tablet, and TV devices	38	4	10.53%
TWITCH MOBILEAPP VIDEO	Pre-roll/Mid-roll served on the Twitch App, an Amazon-owned property on Desktop and Mobile devices	22	0	0.00%
Prime Video	OTT impressions served on Amazon Prime while streaming TV and movies on connected TV devices	5	0	0.00%

Amazon Premium Site and App Performance

Name	Impressions ↓	Clicks	CTR
TubiTV Fire TV (ID: 032687ceb1a8439090576d9b4d5c2d50)	8,879	0	0.00%
imdb.com	5,548	4	0.07%
Samsung TV Plus- STV (ID: bbdb37fe63084b938641ad092cb4e684)	4,130	2	0.05%
amazon.com	3,326	0	0.00%
PV Fire TV (ID: b94d934eb5984fb8b161a5d292610c87)	2,599	0	0.00%
FireTV Channels (ID: firetv-video-news)	2,596	0	0.00%
twitch.tv	2,271	2	0.09%
roku (ID: 151908)	952	0	0.00%
fandom.com	931	9	0.97%
48c38e27ff914ab982373e57c4157aa3	803	0	0.00%
thehill.com	795	0	0.00%
af6dd00ac1bb49bda30486540ed75442	767	0	0.00%
67e0c74cce444e99c8e00fe7d445093	697	0	0.00%
atlantablackstar.com	565	4	0.71%
c5a49fcb92144b23985b355a138fbf32	563	0	0.00%
978f8d21171a406e97631c41202c0dbc	473	0	0.00%
yahoo.com	463	0	0.00%
aljazeera.com	335	0	0.00%
247wallst.com	314	8	2.55%
IMDbTV (ID: 238ffe83c5ba9a6eed1bf2b28f625a40)	310	0	0.00%

YouTube+ Placement Performance



Top 10 YouTube Channel Performance

Placement Display Name	Impressions ↓	Clicks	CTR
GFAM	846	0	0.00%
ABC7 News Bay Area	846	0	0.00%
ABC News	617	0	0.00%
NBC News	479	0	0.00%
KTVU FOX 2 San Francisco	447	0	0.00%
Noticias Telemundo	444	0	0.00%
ABS-CBN News	330	0	0.00%
GLIV	283	1	0.35%
48 Hours	263	0	0.00%
Midwest Safety	184	0	0.00%

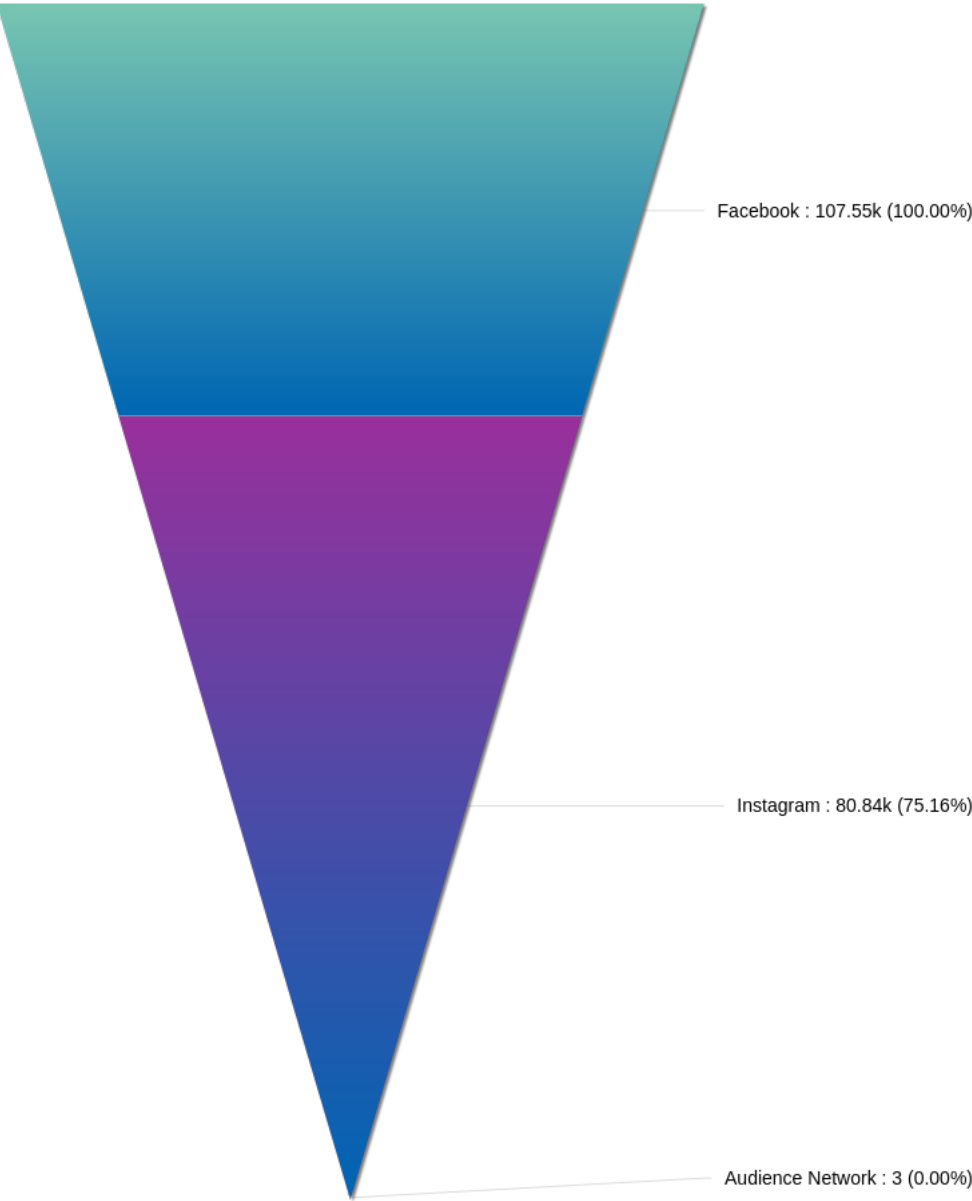
Top 10 YouTube TV Channel Performance

Placement Display Name	Impressions ↓
(YouTube TV) FOX News	8,682
(YouTube TV) CNN	5,108
(YouTube TV) MS NOW	4,926
(YouTube TV) CNBC	3,042
(YouTube TV) ESPN	713
(YouTube TV) FOX Business	430
(YouTube TV) Investigation Discovery	97
(YouTube TV) GREAT	89
(YouTube TV) BBC News	76
(YouTube TV) NewsNation	57

Social Placement Performance

Placement	Where your ads appear	Impressions ↓	Clicks	CTR
Facebook Reels	Your ads appear in the Reels tab on Facebook.	97,976	1,161	1.19%
Instagram Stories	Your ads appear in people's Stories on Instagram.	80,627	2,738	3.40%
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.	4,995	165	3.30%
Facebook Marketplace	Your ads appear in the Marketplace home page or when someone browses Marketplace in the Facebook app.	1,594	18	1.13%
Facebook In-stream Videos	Your ads appear in video on demand and in a select group of approved partner live streams on Facebook.	1,365	17	1.25%
Facebook Search Results	Your ads appear next to relevant Facebook and Marketplace search results.	1,295	10	0.77%
Facebook Stories	Your ads appear in people's Stories on Facebook.	326	23	7.06%
Instagram Reels	Your ads appear in the Reels tab on Instagram.	133	4	3.01%
Facebook Notification	Your ads appear within a user's notifications feed.	90	5	5.56%
Instagram Feed	Your ads appear in the mobile app and on desktop and mobile web.	77	4	5.19%

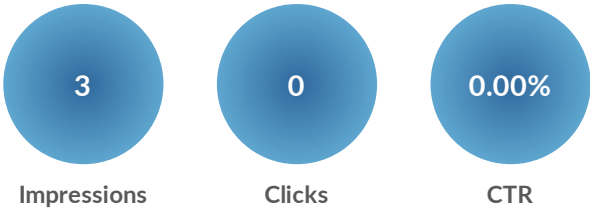
Social Placement Performance by Impressions



Facebook News Feed Performance



Audience Network Performance



Instagram Performance



Top CTV Publishers

Publisher Image	Publisher Name	Impressions↓	Completion Rate
	Telly - The Truly Smart TV	17,513	99.47%
	SAMSUNG TV PLUS	4,331	95.28%
	DIRECTV	2,484	98.77%
	VUit	818	99.97%
	Vizio - Vizio WatchFree+	679	99.78%
	TCL Channel	183	99.50%

	KTLA+	166	100.00%
	The CW	142	100.00%
	Pluto TV - Live TV and Movies	136	98.52%
	ViX-Stream Shows, Sports, News	101	100.00%



Performance Max Creative Group Performance

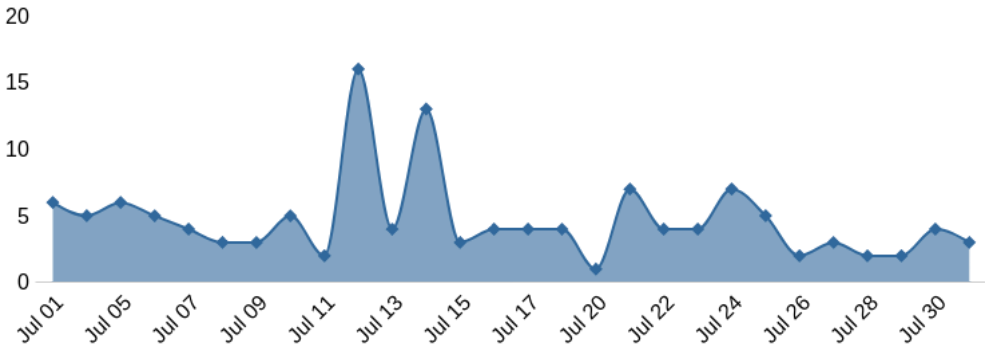
Creative Group Name	Search Themes	Client Ad Cost	Client CPE	Impressions	Events ↓	Event Rate
Davies Appliance - Homeowners/Bosch/Kitchen Appliances Performance Max	appliance showroom near me,Bosch,built-in coffee machine,built-in microwave,Cooking Ranges,Cove,Dishwashers,Gaggenau appliances,high-end appliance store,Home Appliances,JennAir appliances,Kitchen Appliances,kitchen ventilation hoods,La Cornue ranges,laundry appliances,luxury kitchen remodel,Miele,Outdoor Kitchens,Ovens,premium appliances,Refrigerators,Stoves,SubZero,Thermador,undercounter refrigerator,Viking,washer and dryer sets,wine refrigerators,Wolf	2,698.96	3.16	11,718	854	7.29%
Total		2,698.96	3.16	11,718	854	7.29%

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

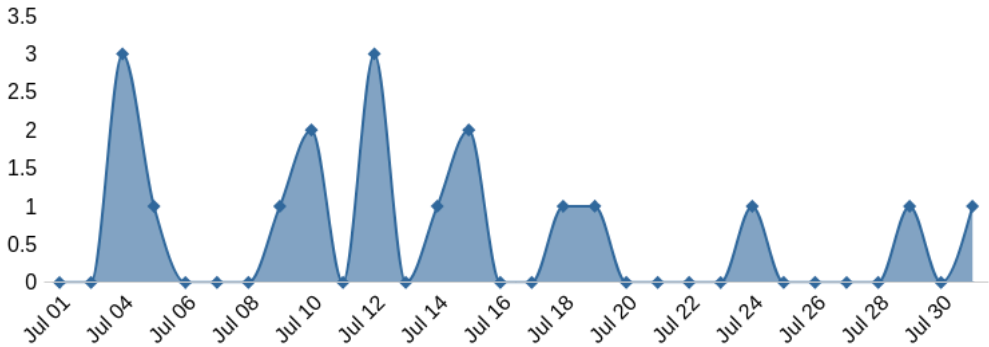
Conversion Action Name	Click Conversions ↓
Davies Appliance Redwood City Page View	73
Davies Appliance Fremont Page View	37
Davies Appliance BrandSource Financing Page View	5

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

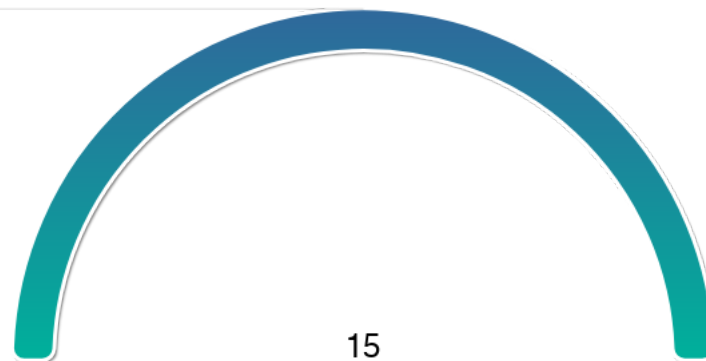


Performance Max View-through Conversion Performance

Conversion Action Name	View-through Conversions ↓
Davies Appliance Homepage Visits	17

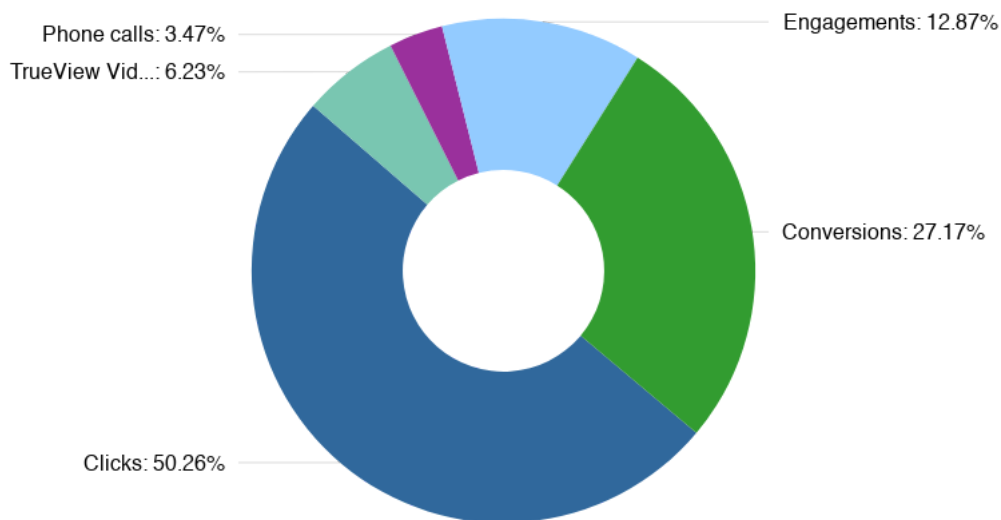
Performance Max Other Google Conversions - these are automatic conversions Google tracks based on actions taken from your ads

Calls from ads: 100%

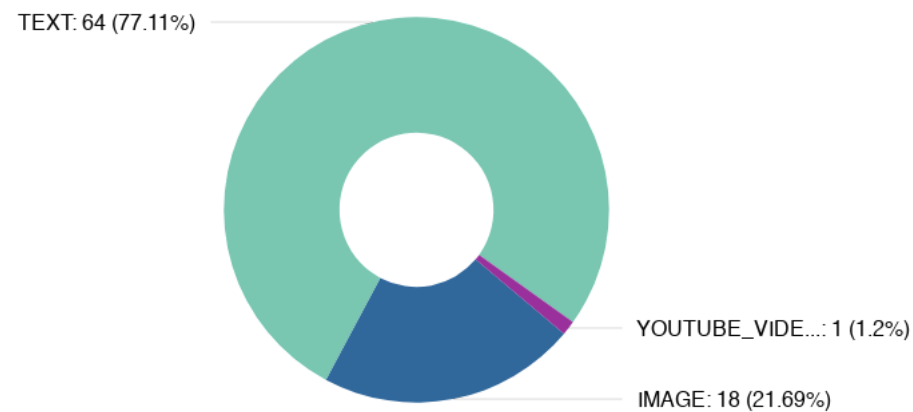


"Calls from ads" refers to a qualified conversion, meaning that the call had to go through and last for at least 60 seconds for it to be counted.

Event Breakdown by Type



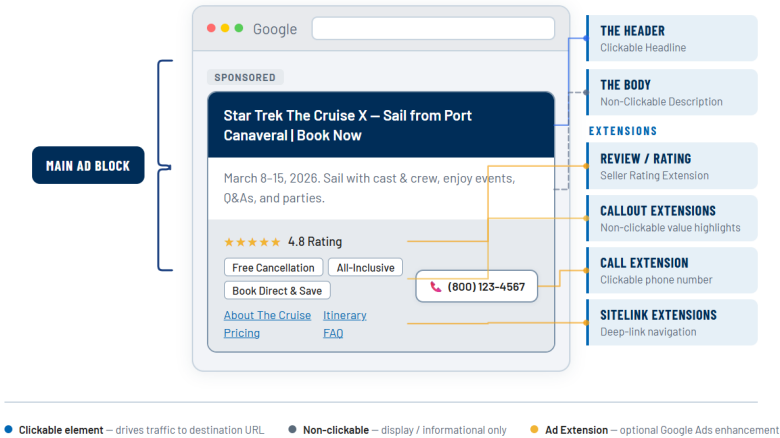
Creative Type by Quantity



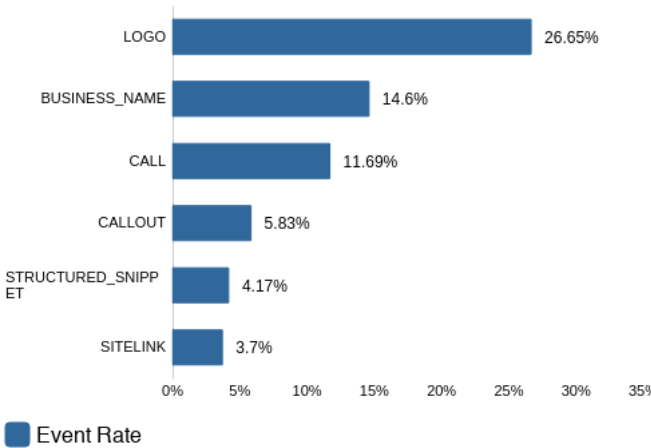
Performance Max Top 5 Extension Performance

Type	Extension (upgraded)	Impressions	Events	Event Rate ↓	Client Ad Cost	Client CPE
LOGO	Davies Appliance PMAXX (1200 x 1200 px) (5).png, https://tpc.googlesyndication.com/simgad/17917329915994382767	529	141	26.65%	33.74	0.24
BUSINESS_NAME	Davies Appliance	6,002	876	14.60%	2,691.57	3.07
CALL	650-366-5728	2,325	272	11.69%	996.29	3.67
CALLOUT	Fridge & Range Deals	1,067	90	8.39%	308.10	3.44
CALLOUT	Trusted Since 1934	933	78	8.36%	252.95	3.24

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.



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	Davies Appliance	650-366-5728	2
Jul 02, 2026	Davies Appliance	650-366-5728	2
Jul 03, 2026	Davies Appliance	650-366-5728	1
Jul 07, 2026	Davies Appliance	650-366-5728	1
Jul 08, 2026	Davies Appliance	650-366-5728	1
Jul 10, 2026	Davies Appliance	650-366-5728	1
Jul 11, 2026	Davies Appliance	650-366-5728	1
Jul 13, 2026	Davies Appliance	650-366-5728	3
Jul 14, 2026	Davies Appliance	650-366-5728	2
Jul 15, 2026	Davies Appliance	650-366-5728	1
Jul 16, 2026	Davies Appliance	650-366-5728	1
Jul 17, 2026	Davies Appliance	650-366-5728	2
Jul 20, 2026	Davies Appliance	650-366-5728	2
Jul 21, 2026	Davies Appliance	650-366-5728	2
Jul 22, 2026	Davies Appliance	650-366-5728	3

“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.