

Digital Marketing Report

Impressions

How many ads were served:

47,205

Clicks

Times a user clicked on an ad

4,025

Click-Through Rate

(Clicks/Impressions) x 100

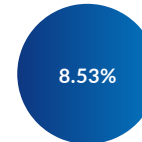
8.53%

Your Product Breakout by Impressions



PPC

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

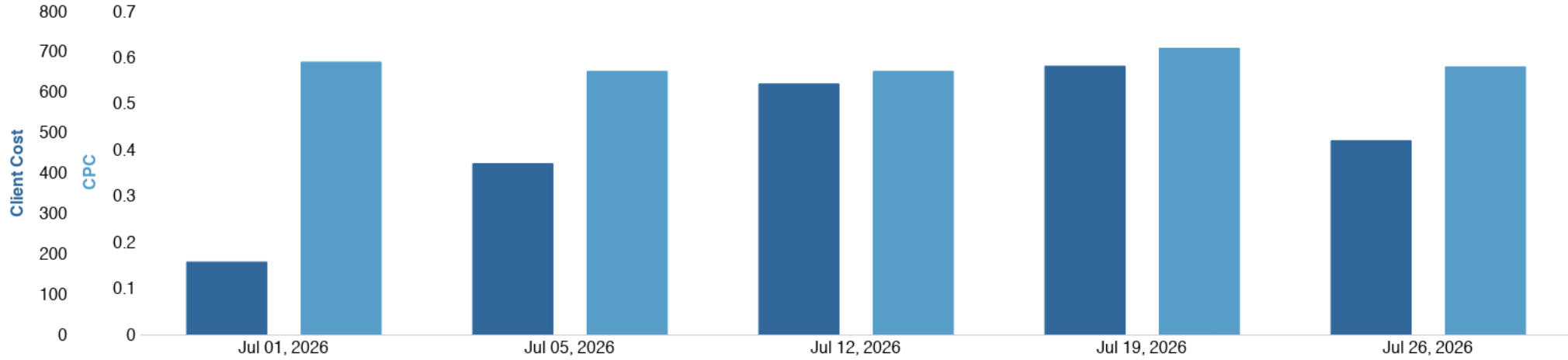
2,367.20

PPC Cost-Per-Click

Cost/Clicks

0.59

Week by Week Spend Performance





Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
HomeFed - SweetBay PPC	47,205	4,025	8.53%	121.81



PPC Cost per Line Item

Ad Group	Impressions	Clicks ↓	CTR	Cost	Avg. CPC
HomeFed - SweetBay PPC	47,205	4,025	8.53%	2,367.20	0.59

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.

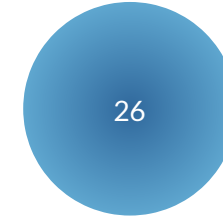
Note: Costs do not include management fee

Total PPC Conversions



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

Phone Calls

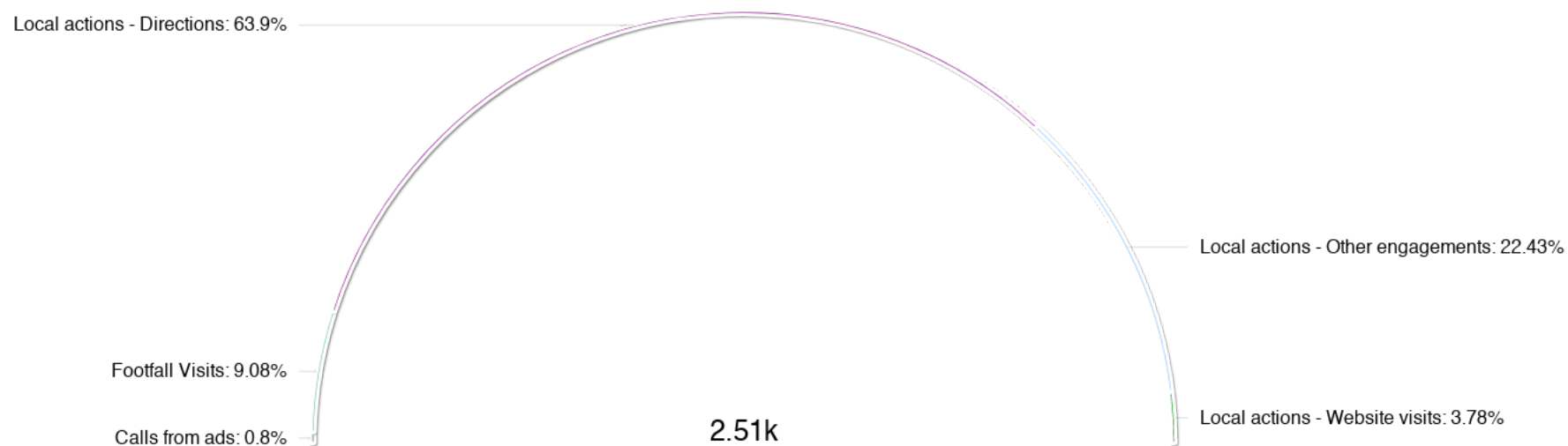


Times users clicked on the phone number on your ad and completed a call

PPC Conversion Performance

Conversion Action Name	Total Conversions ↓
HomeFed SweetBay - Homes Page View	466
HomeFed SweetBay Community Page View	72
HomeFed - SweetBay Marina Page View	29
HomeFed - SweetBay - Town Center Page View	11
HomeFed SweetBay Contact Page View	7
HomeFed SweetBay Phone Number Click Conversion	4
HomeFed SweetBay News Events Page View	3

PPC 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.



PPC Creative Performance

Ad Preview	Impressions	Clicks ↓	CTR	Cost	Avg. CPC
Florida New Homes that Inspire Panama City New Homes Rentals Near Panama City Beach Sweet Bay Panama City Homes Find Your Bayfront Home New Homes Near Nature Shoreline Living Awaits Home Dreams Come True Live By The Bay Panama City Homes Near Panama City Beach Homes By The Bay Panama City Dream Shoreline Homes For You Panama City Homes On The Bay Homes for Sale in Panama City Wake Up by the Water https://sweetbayfl.com/ SweetBay, a master planned community on the Bay with first-class amenities in Panama City, We don't design homes that are simply lived in. We design homes that inspire., Five miles of bayfront shoreline in northwest Florida lies the perfect coastal community, A short walk, bike or golf cart ride from your home are SweetBay's community amenities	47,205	4,025	8.53%	2,367.20	0.59

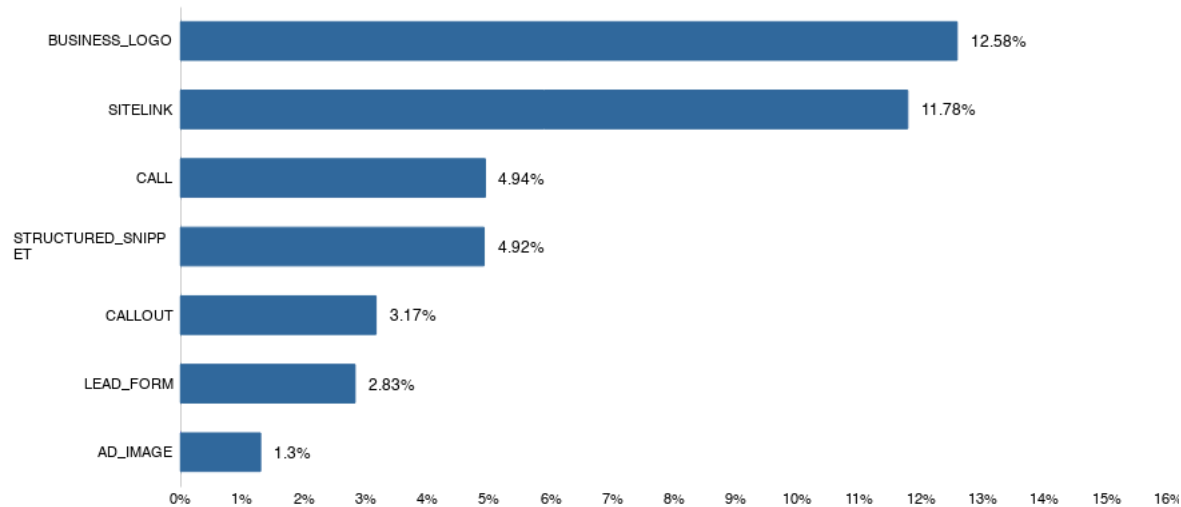
Grid contains more rows, but they have been clipped.

Top 5 Extension Performance

Extension Type	Extension	Impressions	Clicks ↓	CTR	Cost	Avg. CPC
BUSINESS_LOGO	S logo_1:1.png, https://tpc.google syndication.com/si mgad/13053597569761523719	28,787	3,621	12.58%	2,119.38	0.59
SITELINK	True luxury living on the water, Homes for all stages of life, Move-In Ready Homes	17,050	2,396	14.05%	1,289.01	0.54
SITELINK	Live in the center of it all, Restaurants and retail space, SweetBay Town Center Life	16,541	2,168	13.11%	1,177.02	0.54
SITELINK	Inviting pools, parks and trails, First class homes and amenities, Desirable amenities	15,551	1,866	12.00%	1,021.07	0.55

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.

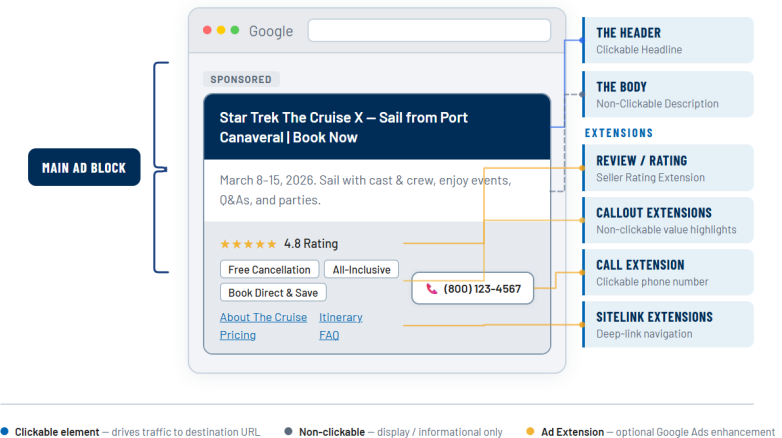
PPC Extension Type Performance



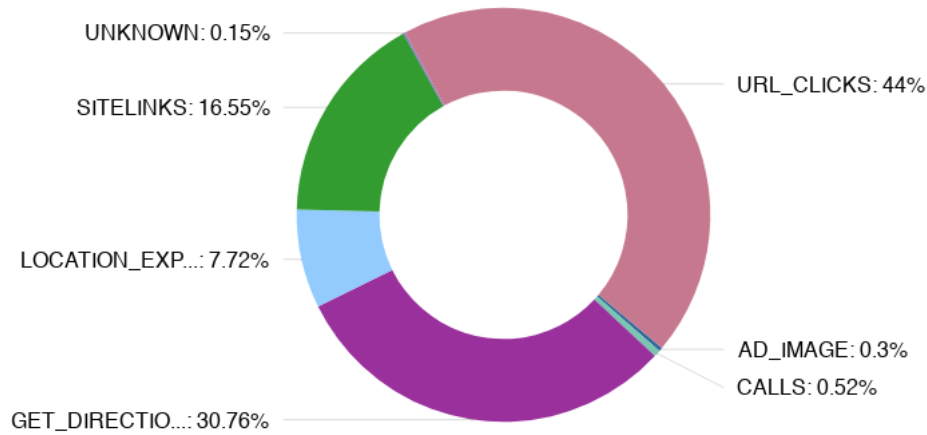
CTR

This report shows many times an ad was clicked that contained that extension, not how many people clicked on that specific extension itself.

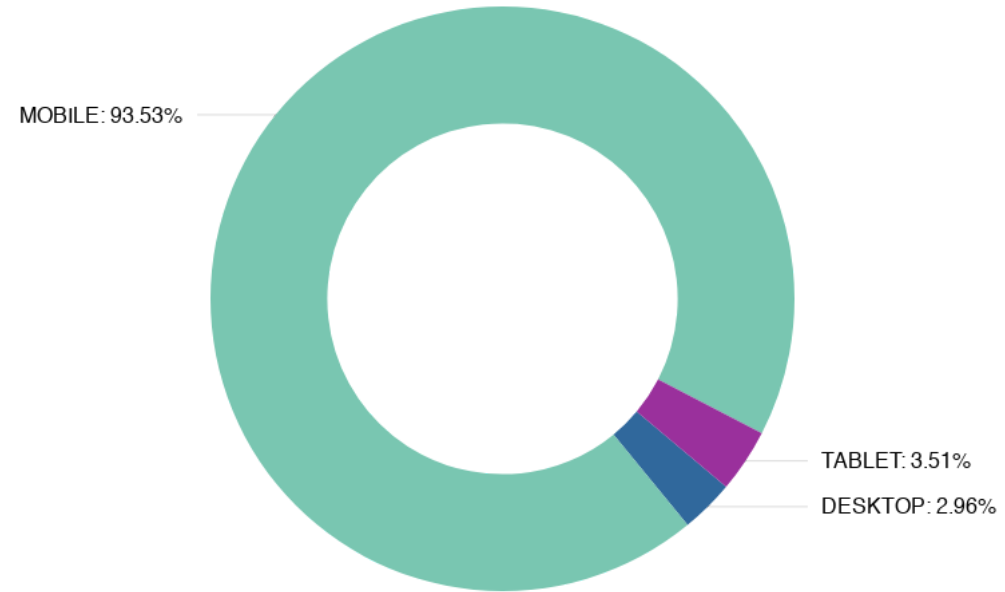
Location Extensions are not currently available to be shown.



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.

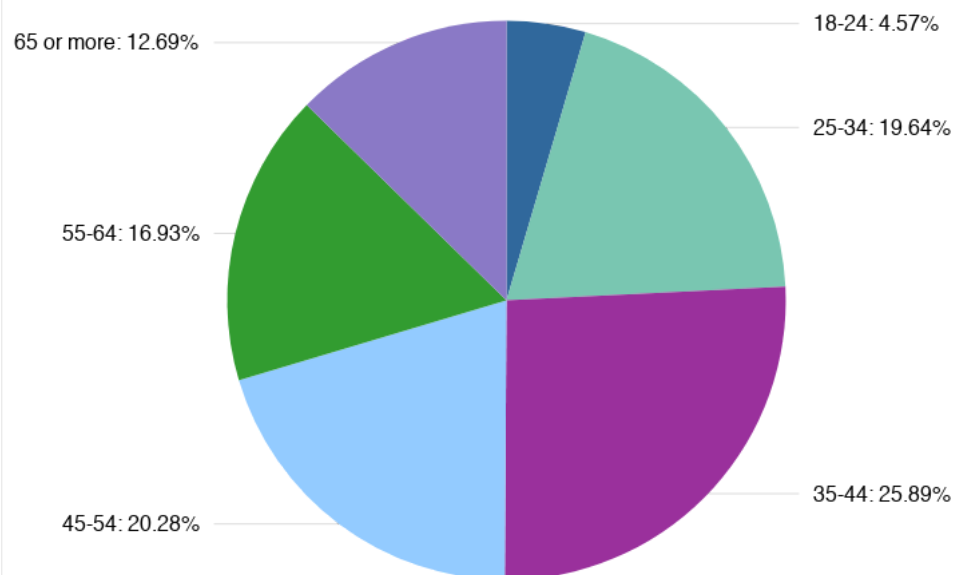
Get Location Details Click: When a user clicks in to expand the client's location in the Maps section of the search results list.

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).

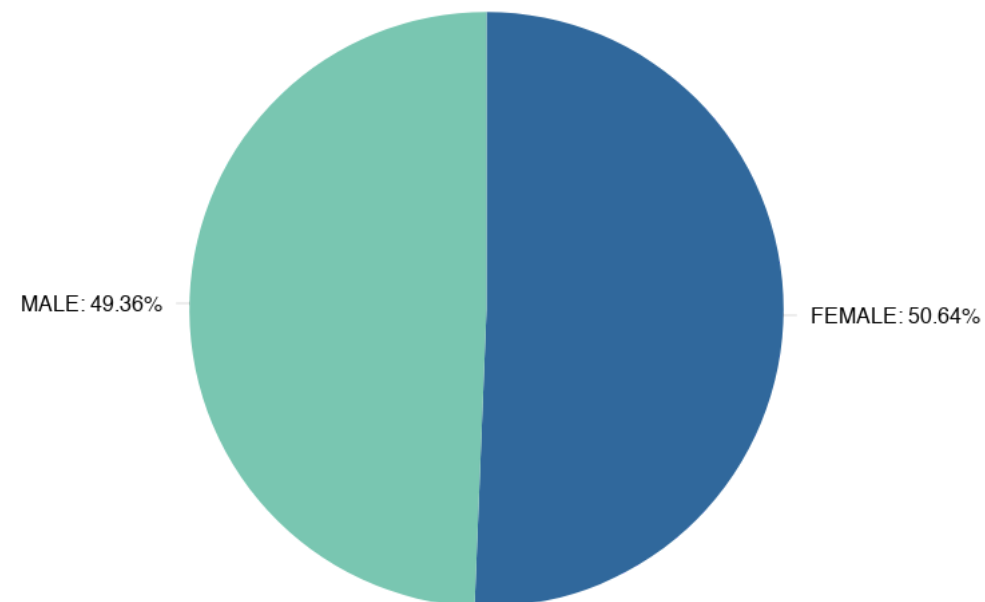
Driving Directions Click: When a user clicks on the "Get Directions" link within an ad.

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



Top Search Term Performance

Search Term	Ad Group	Impressions	Clicks ↓	CTR	Cost	Avg. CPC
modern 500 sq ft house	HomeFed - SweetBay PPC	458	187	40.83%	71.24	0.38
complete home packages with prices near me	HomeFed - SweetBay PPC	308	164	53.25%	67.17	0.41
complete home packages with prices	HomeFed - SweetBay PPC	199	126	63.32%	53.46	0.42
most affordable places to live in florida	HomeFed - SweetBay PPC	80	59	73.75%	26.11	0.44
sweetbay panama city	HomeFed - SweetBay PPC	164	58	35.37%	41.95	0.72
2 bedroom senior apartments near me	HomeFed - SweetBay PPC	165	43	26.06%	22.58	0.53
sam's club homes	HomeFed - SweetBay PPC	64	34	53.13%	11.70	0.34
new ranch style homes for sale near me	HomeFed - SweetBay PPC	40	32	80.00%	11.18	0.35
two bedroom house	HomeFed - SweetBay PPC	74	30	40.54%	13.89	0.46
best places to live in florida	HomeFed - SweetBay PPC	54	26	48.15%	10.06	0.39
land and home packages near me with prices	HomeFed - SweetBay PPC	70	26	37.14%	12.64	0.49
sweet bay panama city	HomeFed - SweetBay PPC	78	26	33.33%	19.00	0.73
vacant homes for sale near me	HomeFed - SweetBay PPC	49	25	51.02%	12.02	0.48
beautiful one story homes	HomeFed - SweetBay PPC	45	24	53.33%	10.89	0.45
senior living cottages near me	HomeFed - SweetBay PPC	72	22	30.56%	10.75	0.49
two bedroom senior homes	HomeFed - SweetBay PPC	51	20	39.22%	6.87	0.34
two bedroom senior living	HomeFed - SweetBay PPC	59	20	33.90%	11.22	0.56
most beautiful single story homes	HomeFed - SweetBay PPC	28	19	67.86%	7.53	0.40
display homes designs	HomeFed - SweetBay PPC	66	18	27.27%	8.29	0.46
home plans and prices	HomeFed - SweetBay PPC	30	18	60.00%	7.53	0.42

Grid contains more rows, but they have been clipped.

Call Reporting Details

Ad Group	Start Time ↑	End Time	Duration (seconds)	Status	Call Tracking DisplayLocation	Caller Area Code	Call Type	Calls Count
HomeFed - SweetBay PPC	Jul 04, 2026 12:51 PM	Jul 04, 2026 12:51 PM	37	RECEIVED	AD	706	HIGH_END_MOBILE_SEARCH	1
HomeFed - SweetBay PPC	Jul 06, 2026 9:33 AM	Jul 06, 2026 9:33 AM	-	RECEIVED	AD		HIGH_END_MOBILE_SEARCH	1
HomeFed - SweetBay PPC	Jul 06, 2026 9:33 AM	Jul 06, 2026 9:34 AM	29	RECEIVED	AD	850	HIGH_END_MOBILE_SEARCH	1
HomeFed - SweetBay PPC	Jul 06, 2026 9:34 AM	Jul 06, 2026 9:37 AM	166	RECEIVED	AD	850	HIGH_END_MOBILE_SEARCH	1
HomeFed - SweetBay PPC	Jul 07, 2026 1:55 PM	Jul 07, 2026 1:56 PM	57	RECEIVED	AD	850	HIGH_END_MOBILE_SEARCH	1
HomeFed - SweetBay PPC	Jul 07, 2026 1:56 PM	Jul 07, 2026 2:00 PM	232	RECEIVED	AD	850	HIGH_END_MOBILE_SEARCH	1
HomeFed - SweetBay PPC	Jul 13, 2026 10:39 AM	Jul 13, 2026 10:39 AM	18	RECEIVED	AD	850	HIGH_END_MOBILE_SEARCH	1
HomeFed - SweetBay PPC	Jul 13, 2026 10:39 AM	Jul 13, 2026 10:40 AM	52	RECEIVED	AD	850	HIGH_END_MOBILE_SEARCH	1
HomeFed - SweetBay PPC	Jul 14, 2026 8:38 AM	Jul 14, 2026 8:38 AM	-	RECEIVED	AD		HIGH_END_MOBILE_SEARCH	1
HomeFed - SweetBay PPC	Jul 16, 2026 2:38 PM	Jul 16, 2026 2:38 PM	2	RECEIVED	AD		HIGH_END_MOBILE_SEARCH	1
HomeFed - SweetBay PPC	Jul 17, 2026 2:53 PM	Jul 17, 2026 2:54 PM	54	RECEIVED	AD	850	HIGH_END_MOBILE_SEARCH	1
HomeFed - SweetBay PPC	Jul 19, 2026 11:32 AM	Jul 19, 2026 11:32 AM	52	RECEIVED	AD	850	HIGH_END_MOBILE_SEARCH	1
HomeFed - SweetBay PPC	Jul 19, 2026 1:24 PM	Jul 19, 2026 1:24 PM	43	RECEIVED	AD	850	HIGH_END_MOBILE_SEARCH	1
HomeFed -	Jul 20, 2026 9:08	Jul 20, 2026 9:13	281	RECEIVED	AD	830	HIGH_END_MOBILE	1

"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.