

Digital Marketing Report

Impressions

How many ads were served:

59,068

Clicks

Times a user clicked on an ad

410

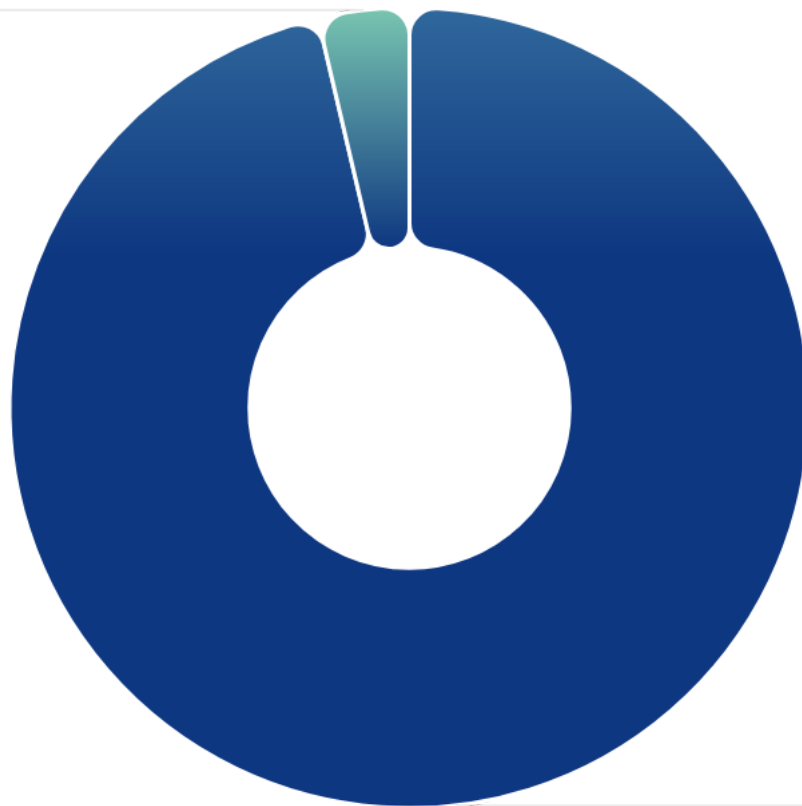
Click-Through Rate

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

0.69%

Your Product Breakout by Impressions

PPC



Mobile

Total Engagement Rate

0.69%

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

X the National Average

9.92

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

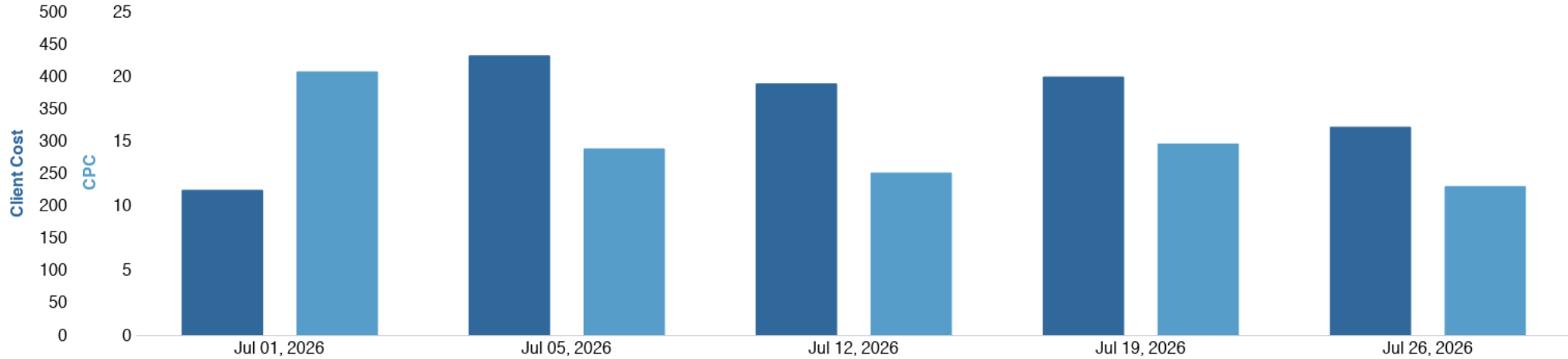
1,762.74

PPC Cost-Per-Click

Cost/Clicks

13.88

Week by Week Spend Performance

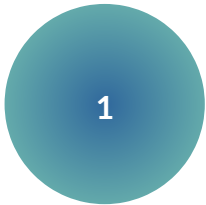




Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
The Salon Professional Academy - Beauty School Students/Beauty Salon Visitors Mobile	20,179	123	0.61%	8.71
The Salon Professional Academy - Geo-Retargeting Mobile	15,902	78	0.49%	7.01
The Salon Professional Academy - Geo-Fencing Mobile	15,501	42	0.27%	3.87
The Salon Professional Academy - Altoona Beauty School Geo-Fencing Mobile	5,311	40	0.75%	10.76
The Salon Professional Academy - Keyword PPC	2,175	127	5.84%	83.42

Mobile Conquesting Click Conversions

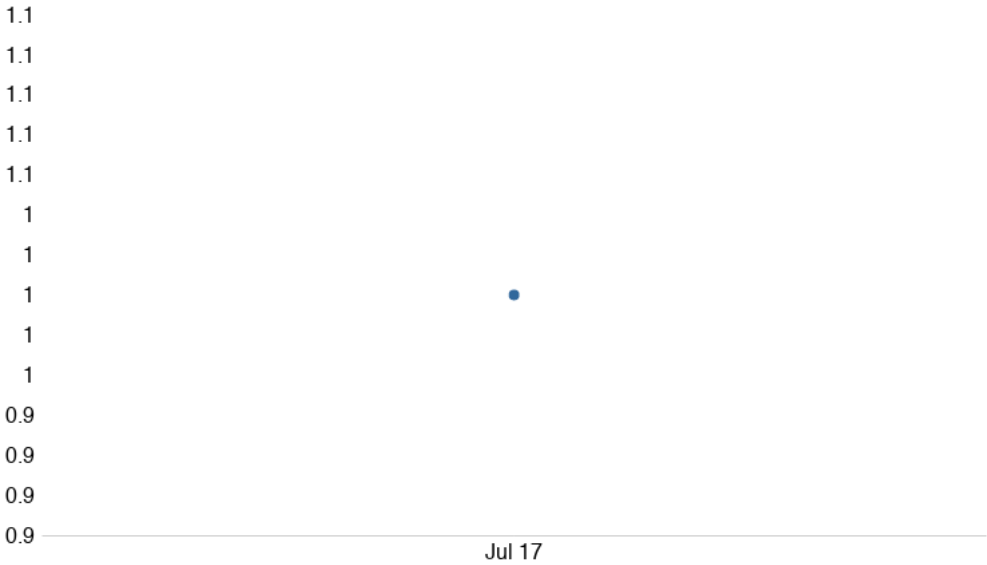


Times users clicked on an ad leading to your site and visited a page or completed an action

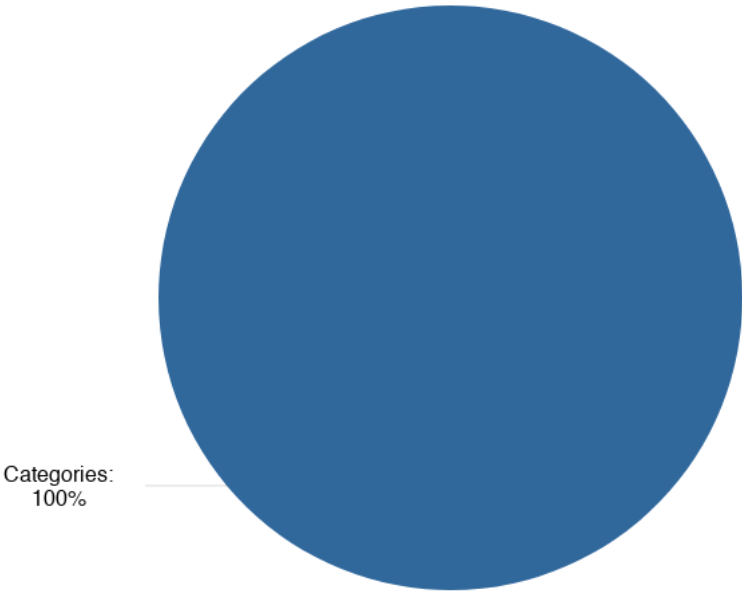
Mobile Conquesting Click Conversion Performance Breakout

Conversion Name	Click Conversions ↓
The Salon Professional Academy Cosmetology Page View	1

Mobile Conquesting Click Conversions by Day



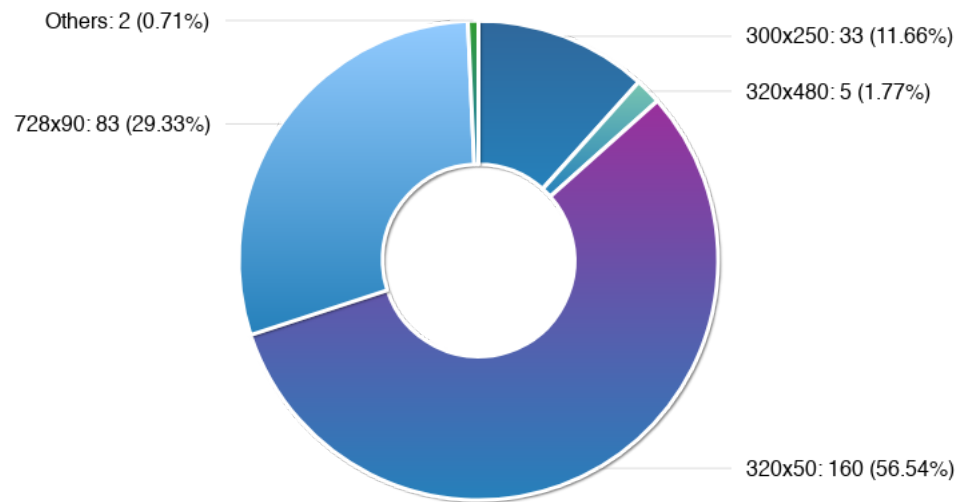
Top Mobile Conquesting Click Conversions by Strategy



Mobile Conquesting Creative Performance

Preview	Creative Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
	The Salon Professional Academy_TSPA-JUNE-320X50 (1).gif	39,648	160	0.40%	5.77
	The Salon Professional Academy_TSPA-JUNE-728X90 (1).gif	14,651	83	0.57%	8.09
	The Salon Professional Academy_TSPA-JUNE-300X250 (1).gif	2,169	33	1.52%	21.73
	The Salon Professional Academy_TSPA-JUNE-320X480 (1).gif	344	5	1.45%	20.76
	The Salon Professional Academy_TSPA-JUNE-300X600 (1).gif	81	2	2.47%	35.27

Mobile Conquesting Click Performance by Ad Size



Grid contains more rows, but they have been clipped.

Mobile Conquesting Geo-Fencing Performance

Business Name	Address	City	State	Zip	Latitude	Longitude	Impressions ↓	Clicks	CTR
Altoona Beauty School	1528 Valley View Blvd	Altoona	PA	16602			5,870	40	0.68%
Dv8 Espresso Bar & Gallery	208 S Pennsylvania Ave	Greensburg	PA	15601			3,408	17	0.50%
Caffe Barista	7 W Otterman St	Greensburg	PA	15601			3,283	6	0.18%
Bedford Candies	135 W Pitt St	Bedford	PA	15522			1,647	5	0.30%
Magic Nails	1163 Grant St #103	Indiana	PA	15701			1,114	1	0.09%
The White Rabbit Cafe & Patisserie	113 N Main St	Greensburg	PA	15601			771	2	0.26%
Mamies Cafe & Bakery	110 E Allegheny St	Martinsburg	PA	16662			625	0	0.00%
Biddles Brewing	215 High Street	Williamsburg	PA	16693			560	1	0.18%
Starbucks Somerset	1033 N Ctr Ave	Somerset	PA	15501			391	0	0.00%
Starbucks State College	30 Hub-Robeson Center	State College	PA	16802			329	3	0.91%
Greenbean Coffee House	715 6th Ave	Altoona	PA	16602			310	2	0.65%
Meraki Boutique	645 Philadelphia St	Indiana	PA	15701			308	0	0.00%
Allegheny Creamery & Crepes	505 Allegheny Street	Hollidaysburg	PA	16648			280	0	0.00%
Shar's Hair Salon	Shar's Hair Salon	Indiana	PA	15701			257	0	0.00%
Room 1101	1101 Frances St	Johnstown	PA	15904			250	0	0.00%
Designers Denn Salon & Spa	215 E Calder Way	State College	PA	16801			236	1	0.42%
Polished Nail Studio	250 Strayer St	Johnstown	PA	15906			191	0	0.00%
HeBrews Coffee Company	103 S Richard St	Bedford	PA	15522			172	0	0.00%
Evolutions Salon	531 Philadelphia St	Indiana	PA	15701			145	0	0.00%



PPC Cost per Line Item

Ad Group	Impressions	Clicks ↓	CTR	Cost	Avg. CPC
The Salon Professional Academy - Keyword PPC	2,175	127	5.84%	1,762.74	13.88

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.

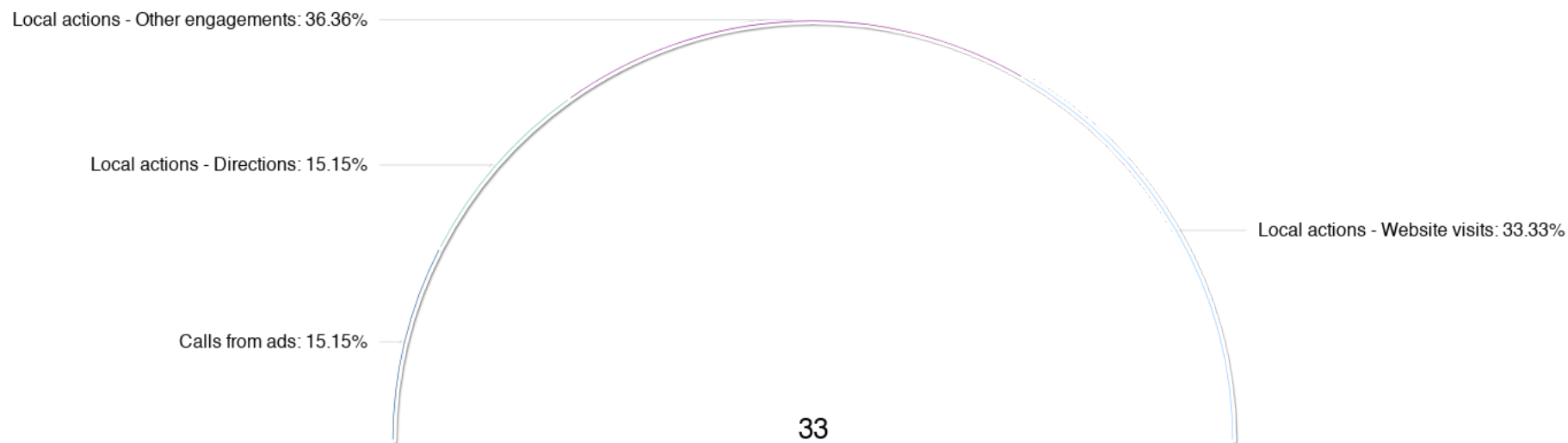
Note: Costs do not include management fee

Phone Calls



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

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
Cosmotology Now Enrolling Join our Cosmetology Program Manicuring Classes in 9 Weeks Esthetics Classes in 13 Weeks Enroll in Cosmetology Today Hands on Training Available Exceptional Salon Services Part Time Cosmetology Classes Believe, Belong, Become Explore Financial Aid Options Unlock your Potential at TSPA Esthetics Program: Enroll Now Manicuring Program: Enroll Now Offering Salon & Spa Services https://www.tspaaltoona.com/ Cosmetology Classes Now Forming! Hands-On Training, Certified in Just 38 Weeks, Get Beautiful Results with Our Salon Services – Value & Quality You Can Trust, Esthetics Classes Now Forming! Hands-On Training, Certified in 13 Weeks, Financial Aid Available! Help Fund Your Future in Cosmetology & Esthetics	2,175	127	5.84%	1,762.74	13.88

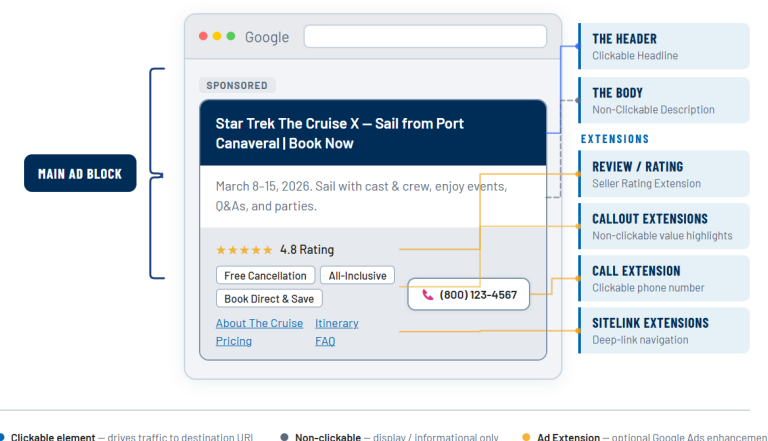
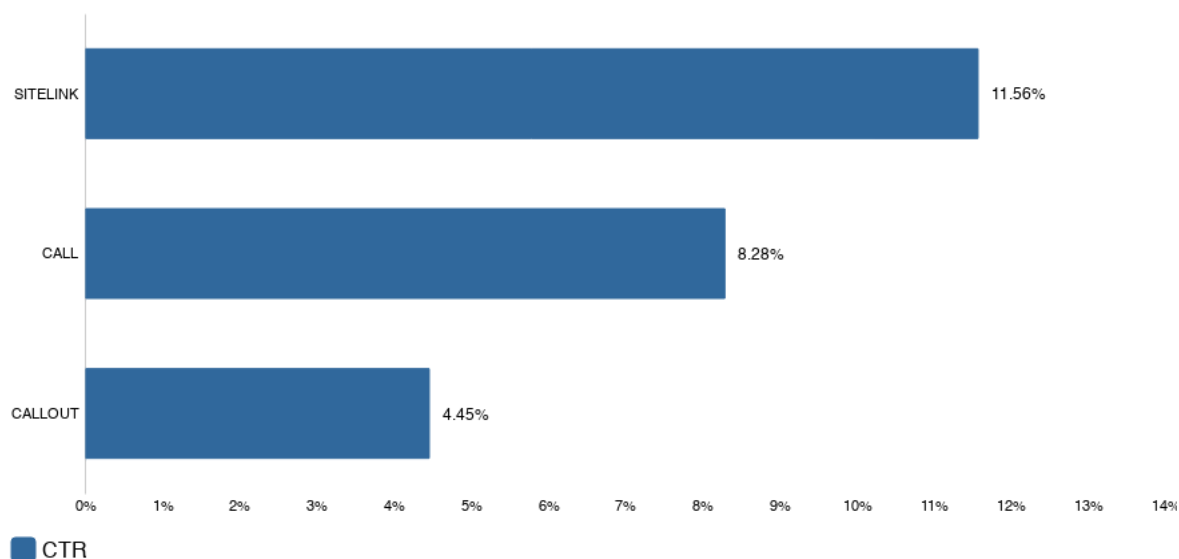
Grid contains more rows, but they have been clipped.

Top 5 Extension Performance

Extension Type	Extension	Impressions	Clicks ↓	CTR	Cost	Avg. CPC
SITELINK	Get Certified within 9 Weeks, Instruction on Innovative Techniques, Manicuring Courses	486	61	12.55%	831.41	13.63
CALL	814-944-4494	676	56	8.28%	709.59	12.67
SITELINK	Get Certified within 13 Weeks, Fast-Track Esthetics Certification, Esthetics Courses	472	55	11.65%	823.52	14.97
SITELINK	Hands-On Training, Real Skills, Offering Full & Part Time Programs, Cosmetology Courses	503	53	10.54%	810.02	15.28
SITELINK	Skin Treatments, Lash Extensions, Hair Coloring, Makeup Application, Salon	425	49	11.53%	557.04	11.37

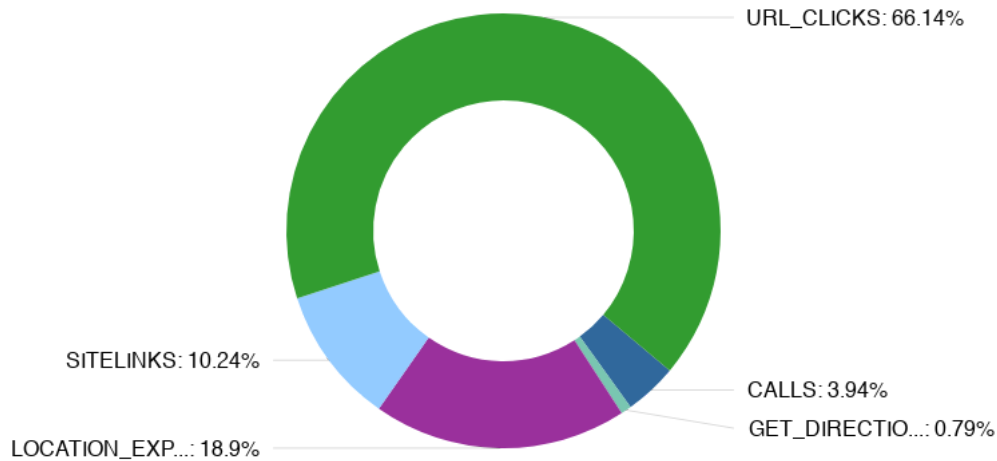
Because a single ad can display multiple extensions at the same time, this data overlaps. As a result, the combined metrics (Impressions, Clicks, CTR, Cost, & Avg. CPC) for all extensions will appear much higher than the actual overall campaign totals.

PPC Extension Type Performance

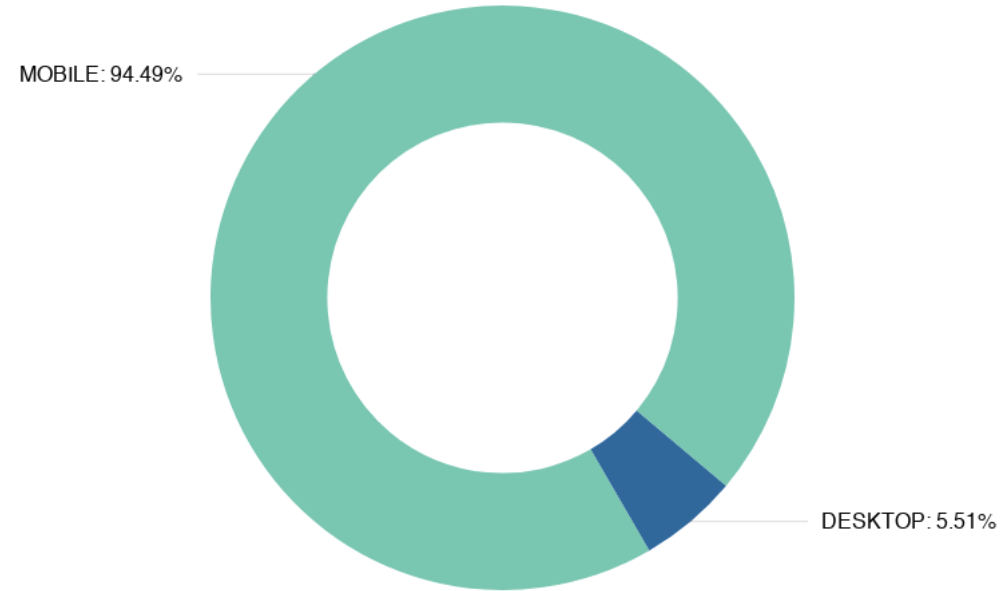


This report shows many times an ad was clicked that contained that extension, not how many people clicked on that specific extension itself.

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.

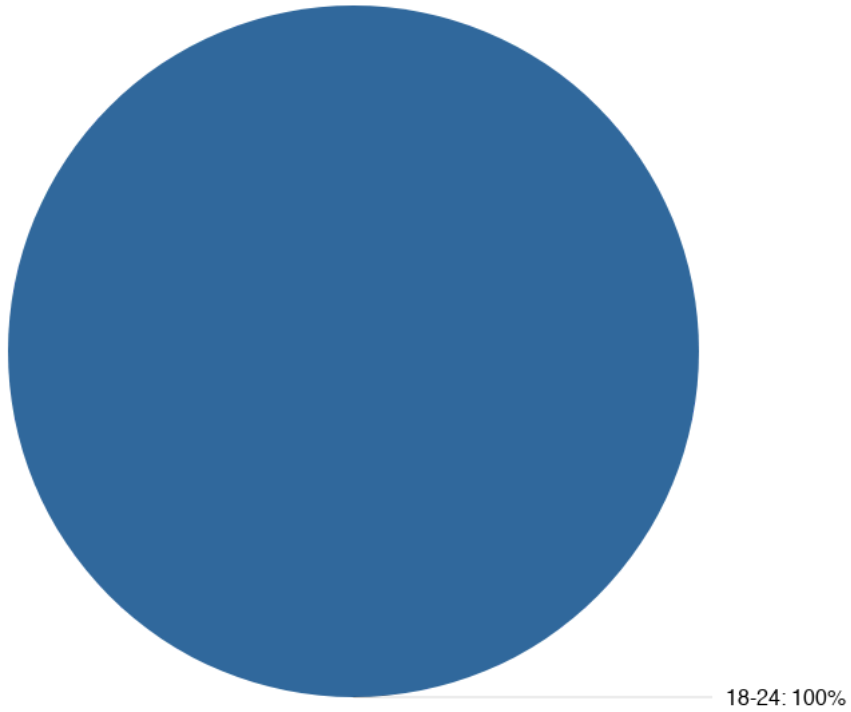
Get Location Details Click: When a user clicks in to expand the client's location in the Maps section of the search results list.

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).

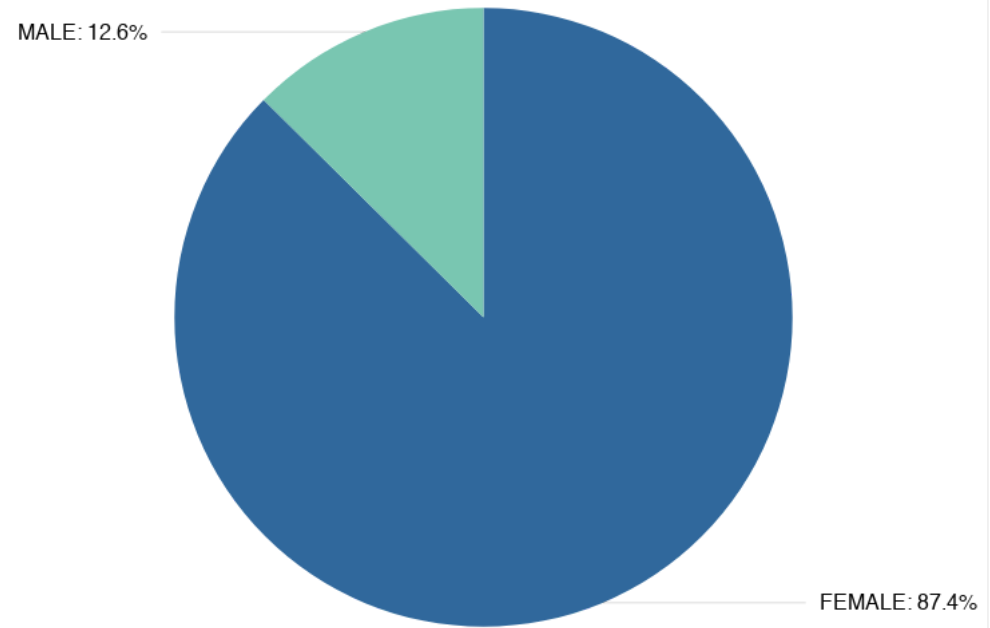
Driving Directions Click: When a user clicks on the "Get Directions" link within an ad.

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
altoona beauty school	The Salon Professional Academy - Keyword PPC	66	18	27.27%	208.54	11.59
salon professional academy	The Salon Professional Academy - Keyword PPC	17	8	47.06%	44.97	5.62
the salon professional academy	The Salon Professional Academy - Keyword PPC	16	6	37.50%	42.76	7.13
haircut near me	The Salon Professional Academy - Keyword PPC	130	5	3.85%	105.58	21.12
nail salon near me	The Salon Professional Academy - Keyword PPC	249	5	2.01%	69.18	13.84
esthetician school	The Salon Professional Academy - Keyword PPC	27	4	14.81%	78.26	19.57
hair salons near me	The Salon Professional Academy - Keyword PPC	258	4	1.55%	54.48	13.62
tspa altoona	The Salon Professional Academy - Keyword PPC	9	4	44.44%	15.59	3.90
cosmetology school near me	The Salon Professional Academy - Keyword PPC	5	3	60.00%	51.39	17.13
altoona beauty school services	The Salon Professional Academy - Keyword PPC	7	2	28.57%	12.42	6.21
empire beauty school monroeville	The Salon Professional Academy - Keyword PPC	6	2	33.33%	34.98	17.49
hair salons	The Salon Professional Academy - Keyword PPC	27	2	7.41%	38.49	19.25
online cosmetology school	The Salon Professional Academy - Keyword PPC	5	2	40.00%	30.38	15.19
salon professionals altoona pa	The Salon Professional Academy - Keyword PPC	2	2	100.00%	7.37	3.69
salons near me	The Salon Professional Academy - Keyword PPC	44	2	4.55%	47.17	23.59

Call Reporting Details

Ad Group	Start Time ↑	End Time	Duration (seconds)	Status	Call Tracking DisplayLocation	Caller Area Code	Call Type	Calls Count
The Salon Professional Academy - Keyword PPC	Jul 06, 2026 9:07 AM	Jul 06, 2026 9:08 AM	65	RECEIVED	AD	814	HIGH_END_MOBILE_SEARCH	1
The Salon Professional Academy - Keyword PPC	Jul 11, 2026 3:33 PM	Jul 11, 2026 3:35 PM	119	RECEIVED	AD	814	HIGH_END_MOBILE_SEARCH	1
The Salon Professional Academy - Keyword PPC	Jul 21, 2026 11:28 AM	Jul 21, 2026 11:30 AM	129	RECEIVED	AD	582	HIGH_END_MOBILE_SEARCH	1
The Salon Professional Academy - Keyword PPC	Jul 21, 2026 11:32 AM	Jul 21, 2026 11:36 AM	241	RECEIVED	AD	582	HIGH_END_MOBILE_SEARCH	1
The Salon Professional Academy - Keyword PPC	Jul 26, 2026 1:01 PM	Jul 26, 2026 1:02 PM	32	RECEIVED	AD	412	HIGH_END_MOBILE_SEARCH	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.