

Digital Marketing Report

Impressions

How many ads were served:

137,877

Clicks

Times a user clicked on an ad

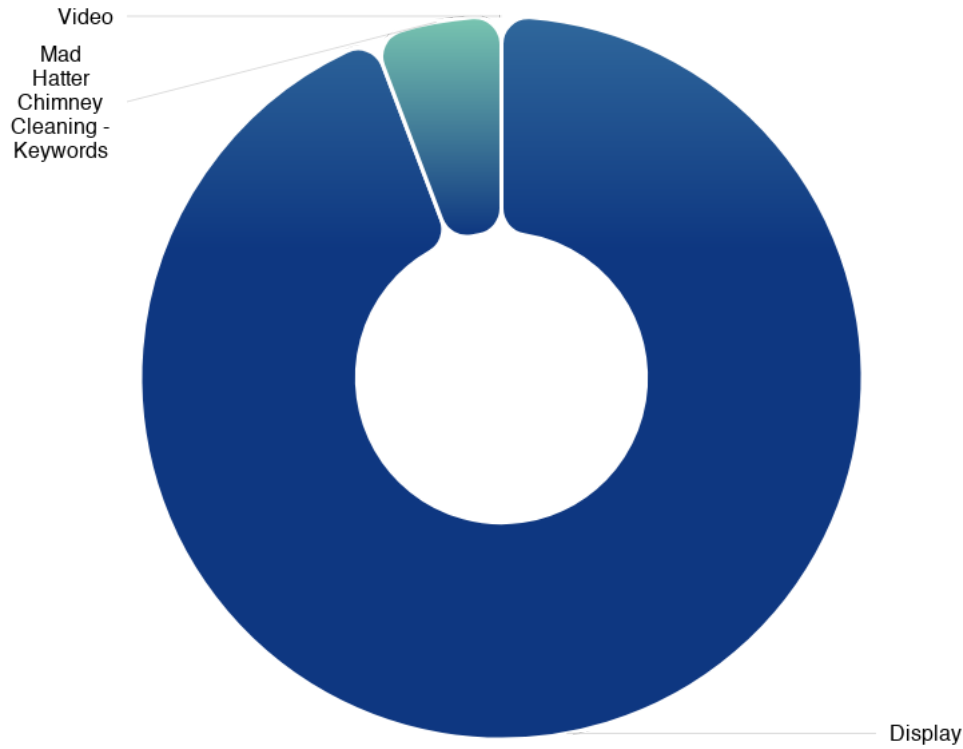
4,842

Click-Through Rate

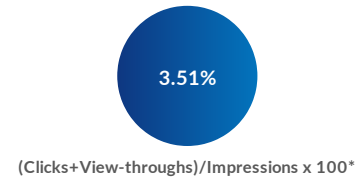
(Clicks/Impressions) x 100

3.51%

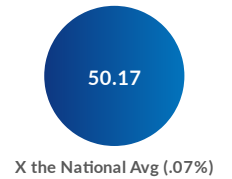
Your Product Breakout by Impressions



Total Engagement Rate



X the National Average



*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

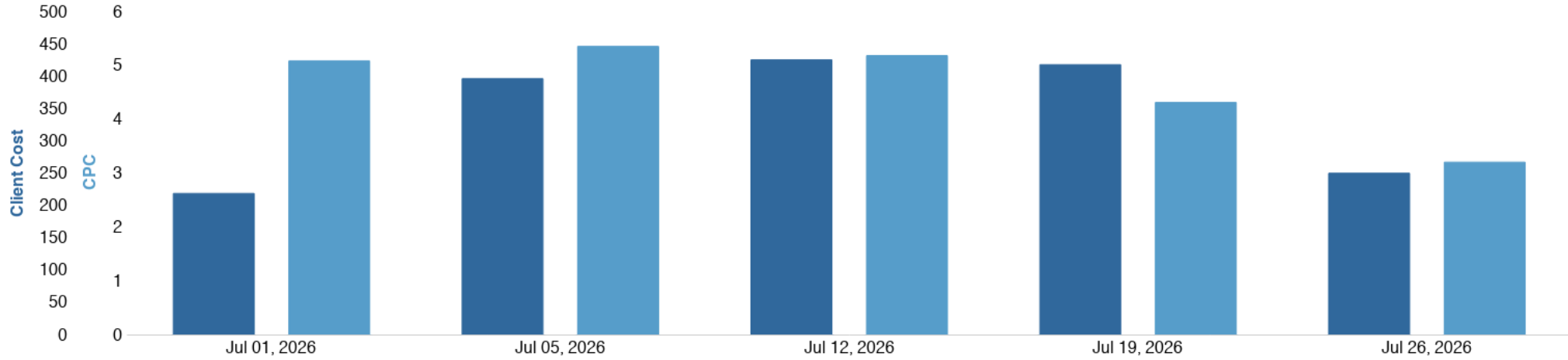
1,706.51

PPC Cost-Per-Click

Cost/Clicks

4.56

Week by Week Spend Performance





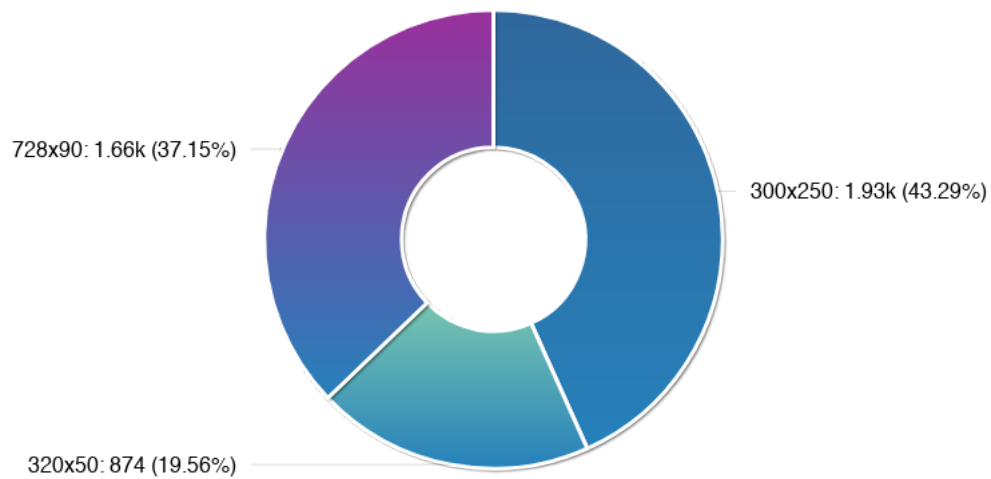
Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Mad Hatter Chimney Cleaning - Homeowners/Fireplace/Chimney Cleaning Behavioral Display	121,173	4,445	3.67%	52.40
Mad Hatter Chimney Cleaning - Custom Audience Lookalike Display	8,740	23	0.26%	3.76
Mad Hatter Chimney Cleaning - Keywords	7,962	374	4.70%	67.10
Mad Hatter Chimney Cleaning - Homeowners/Fireplace/Chimney Cleaning Behavioral Video	2	0	0.00%	0.00

Display Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
Thumbnail not available	Mad Hatter Chimney Cleaning_Hiding in Your Vents 300x25 Mar 2024.png	46,381	1,934	4.17%	59.57
Thumbnail not available	Mad Hatter Chimney Cleaning_Hiding in Your Vents 728x90 Mar 2024.png	41,434	1,660	4.01%	57.23
Thumbnail not available	Mad Hatter Chimney Cleaning_Hiding in Your Vents 320x50 Mar 2024.png	42,098	874	2.08%	29.66

Display Click Performance by Ad Size



Video Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
Thumbnail not available	Mad Hatter Chimney Cleaning_TheMadHatter-Allergies15 (1).mp4	2	0	0.00%	0.00

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	67,516	1,378	2.04%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	46,847	3,303	7.05%
Desktop	A personal computing device that remains stationary at one location.	23,514	161	0.68%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
The Scoop	3,591	5	0.14%
nypost.com	2,396	1	0.04%
T-Mobile Play	2,002	80	4.00%
FOX 2 - St. Louis	1,863	0	0.00%
AOL: News Email Weather Video	1,655	2	0.12%
msn.com	1,414	0	0.00%
realclearpolitics.com	1,377	1	0.07%
ebay.com	1,235	0	0.00%
imdb.com	1,178	1	0.08%
jcpenny.com	1,106	1	0.09%
abcnews.com	1,079	0	0.00%
theScore: Sports News & Scores	858	0	0.00%
huffpost.com	853	1	0.12%
fragrantica.com	843	0	0.00%
usatoday.com	742	5	0.67%
advantagenews.com	719	2	0.28%
bonsaimary.com	644	3	0.47%
arcamax.com	638	4	0.63%
fox2now.com	632	3	0.47%
themirror.com	577	6	1.04%

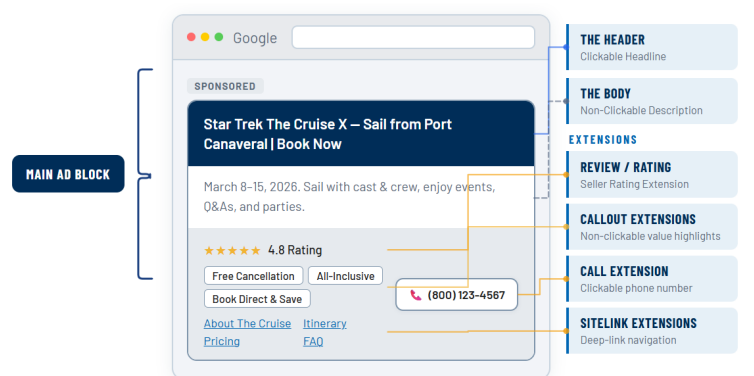
Cost: Amount Spent on the PPC campaign. You are charged when a Click occurs on an ad.

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.

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.



● Clickable element – drives traffic to destination URL ● Non-clickable – display / informational only ● Ad Extension – optional Google Ads enhancement

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.

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.

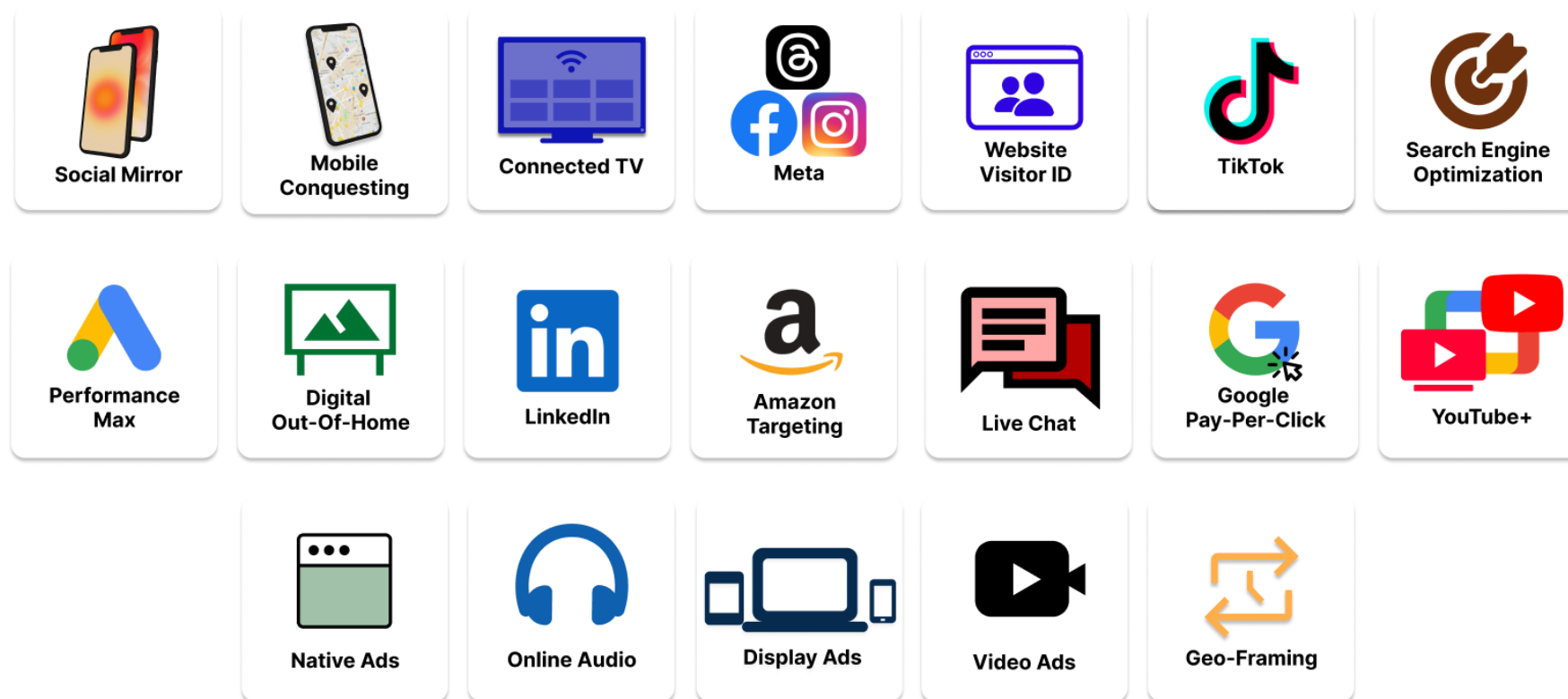
Grid contains more rows, but they have been clipped.

Top Search Term Performance

Search Term	Ad Group	Impressions	Clicks ↓	CTR	Cost	Avg. CPC
mad hatter chimney sweep	Mad Hatter Chimney Cleaning - Keywords	113	30	26.55%	153.93	5.13
mad hatter	Mad Hatter Chimney Cleaning - Keywords	320	23	7.19%	89.44	3.89
hvac local	Mad Hatter Chimney Cleaning - Keywords	23	14	60.87%	40.43	2.89
local hvac company near me	Mad Hatter Chimney Cleaning - Keywords	17	12	70.59%	27.55	2.30
heating and cooling tips	Mad Hatter Chimney Cleaning - Keywords	12	10	83.33%	28.71	2.87
house maintenance services	Mad Hatter Chimney Cleaning - Keywords	10	7	70.00%	20.90	2.99
chimney sweep st louis	Mad Hatter Chimney Cleaning - Keywords	44	4	9.09%	27.34	6.84
the mad hatter	Mad Hatter Chimney Cleaning - Keywords	48	4	8.33%	11.50	2.88
heat and air service near me	Mad Hatter Chimney Cleaning - Keywords	4	3	75.00%	7.17	2.39
heating and cooling company near me	Mad Hatter Chimney Cleaning - Keywords	3	3	100.00%	10.37	3.46
hvac companies in st louis	Mad Hatter Chimney Cleaning - Keywords	5	3	60.00%	6.43	2.14
hvac contractors in my area	Mad Hatter Chimney Cleaning - Keywords	5	3	60.00%	9.09	3.03
mad hatter chimney	Mad Hatter Chimney Cleaning - Keywords	20	3	15.00%	18.88	6.29
the mad hatter chimney sweep	Mad Hatter Chimney Cleaning - Keywords	16	3	18.75%	15.02	5.01
top hat chimney sweep	Mad Hatter Chimney Cleaning - Keywords	3	3	100.00%	20.10	6.70

"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*.



? Your account team is [here to help](#) - reach out with any questions or to explore new ideas.