

Digital Marketing Report

Impressions

How many ads were served:

8,690

Clicks

Times a user clicked on an ad

1,874

Click-Through Rate

(Clicks/Impressions) x 100

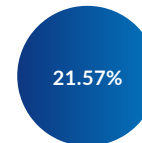
21.57%

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

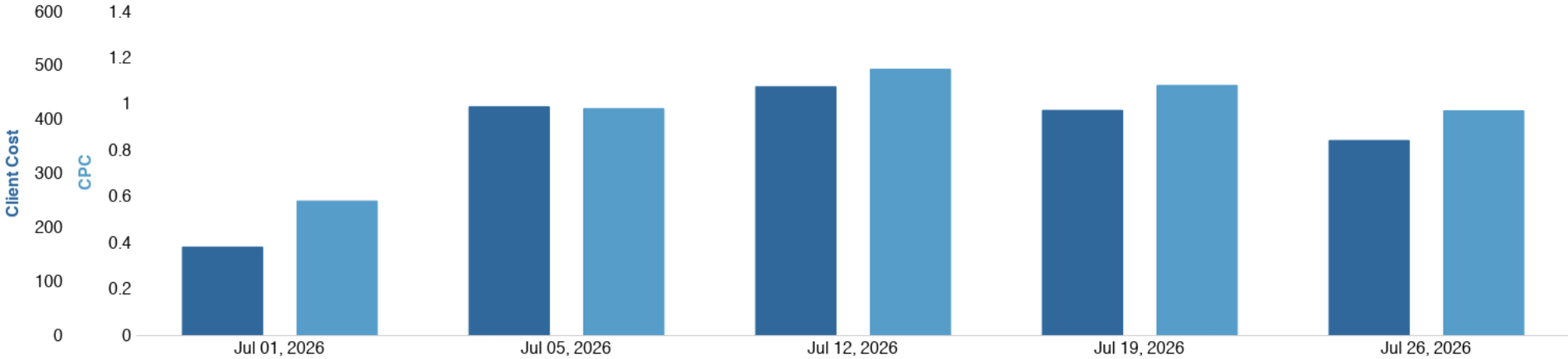
PPC Ad Cost



PPC Cost-Per-Click



Week by Week Spend Performance





Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Reliance Bank - Keyword PPC	8,690	1,874	21.57%	308.07



PPC Cost per Line Item

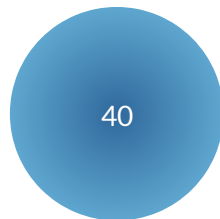
Ad Group	Impressions	Clicks ↓	CTR	Cost	Avg. CPC
Reliance Bank - Keyword PPC	8,690	1,874	21.57%	1,824.25	0.97

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: 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.

PPC Creative Performance

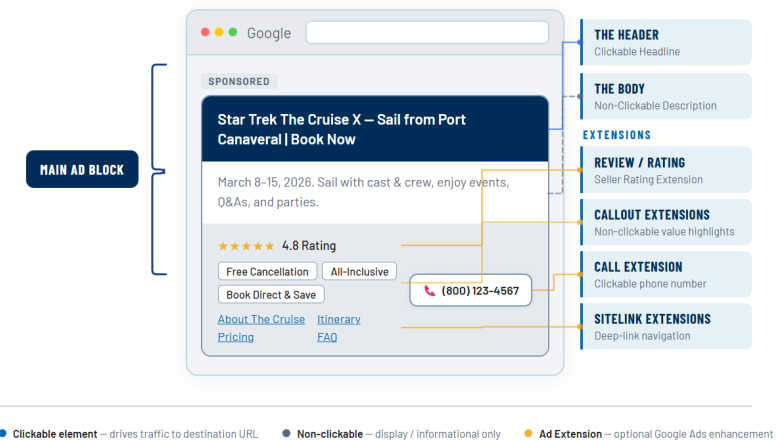
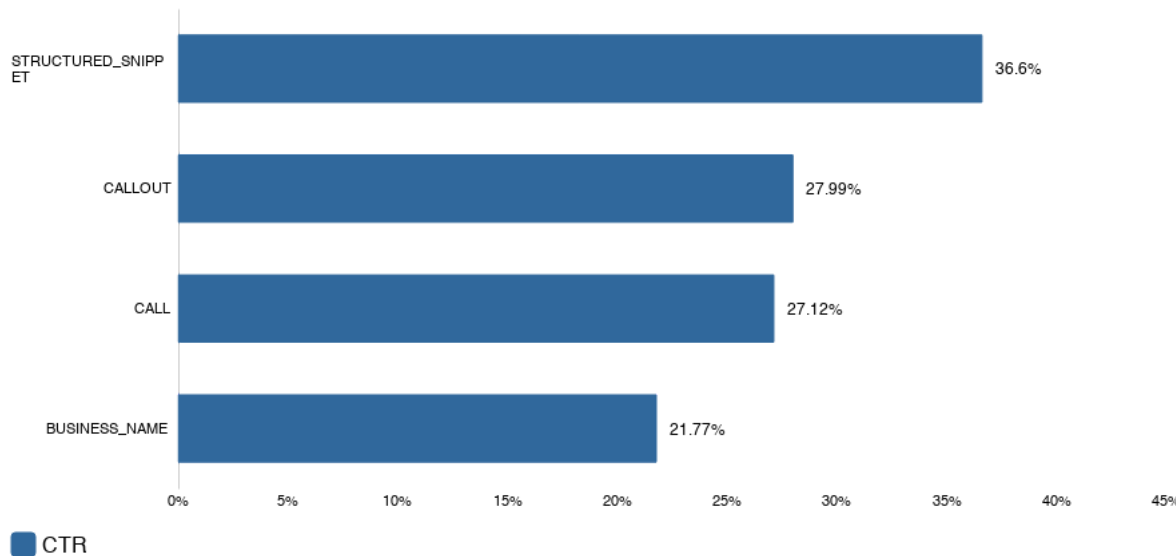
Ad Preview	Impressions	Clicks ↓	CTR	Cost	Avg. CPC
Reliance Bank Get Funds When You Need Them Home Equity Loans Available Home Improvement Financing Consolidate Debt Today Banking Options From Home Turn Equity Into Opportunity Financing Life's Best Moments Borrow With Confidence Get Pre-Approved Online Finance Travel & Vacations Fund Your Home Renovation Finance Your Next Project https://reliancebank.bank/?utm_source=7mm&utm_medium=ppc&utm_campaign=adcampaign Fast loan decisions and local service you can trust since 1940., Finance home projects, travel plans, and life's important moments., Use your home's equity to fund renovations, repairs, or major expenses.	8,690	1,874	21.57%	1,824.25	0.97

Top 5 Extension Performance

Extension Type	Extension	Impressions	Clicks ↓	CTR	Cost	Avg. CPC
BUSINESS_NAME	Reliance Bank	8,549	1,861	21.77%	1,811.79	0.97
CALLOUT	Apply Online	6,417	1,726	26.90%	1,437.09	0.83
CALLOUT	Debt Consolidation	5,711	1,645	28.80%	1,290.84	0.78
CALLOUT	Home Equity Loans	5,655	1,607	28.42%	1,211.09	0.75
STRUCTURED_SNIPPET	Types: Home Equity Loans,Funds Available,Debt Consolidation	3,612	1,322	36.60%	760.65	0.58

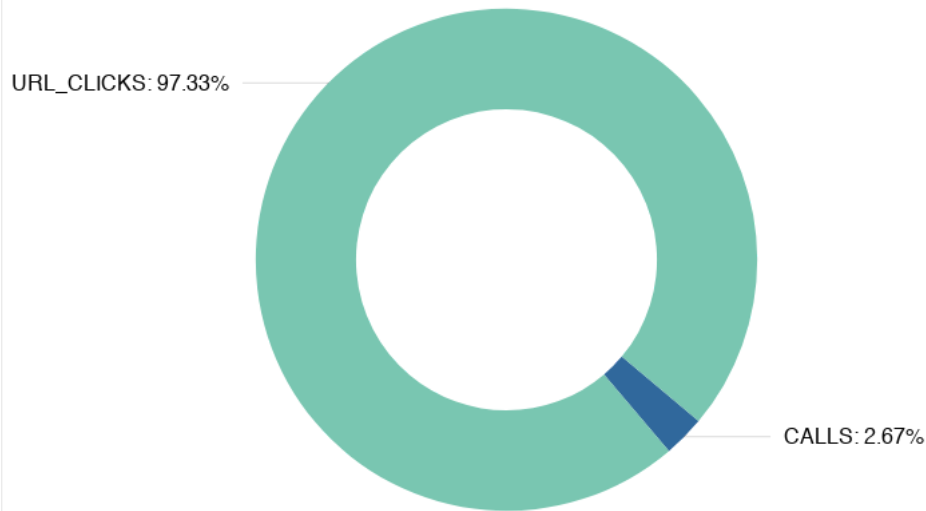
Because a single ad can display multiple extensions at the same time, this data overlaps. As a result, the combined metrics (Impressions, Clicks, CTR, Cost, & Avg. CPC) for all extensions will appear much higher than the actual overall campaign totals.

PPC Extension Type Performance

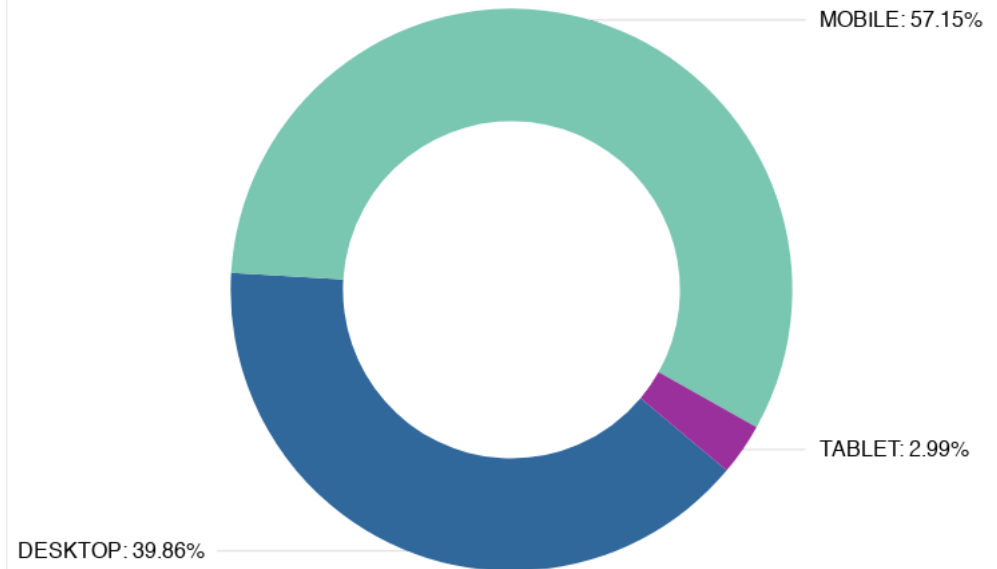


This report shows many times an ad was clicked that contained that extension, not how many people clicked on that specific extension itself.

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.

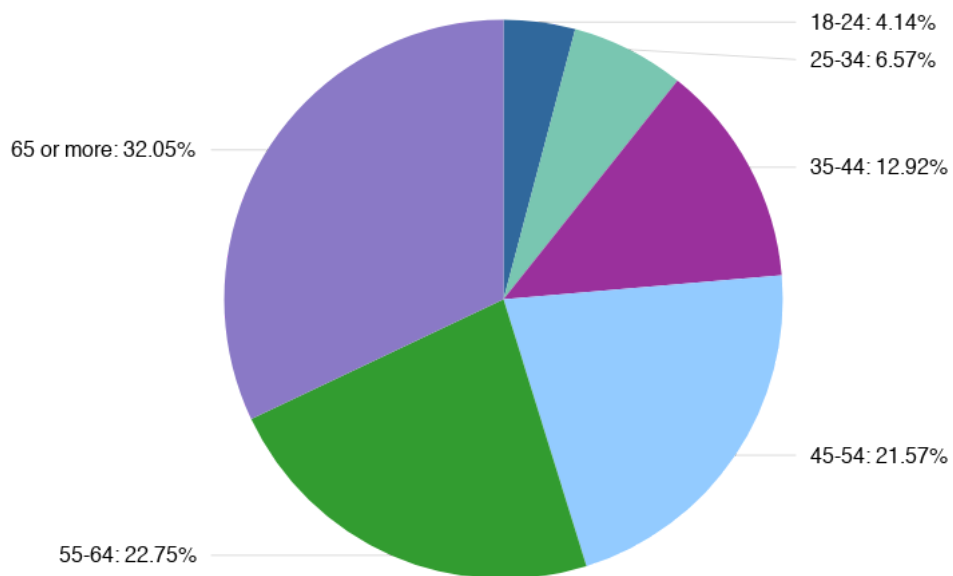
Get Location Details Click: When a user clicks in to expand the client's location in the Maps section of the search results list.

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).

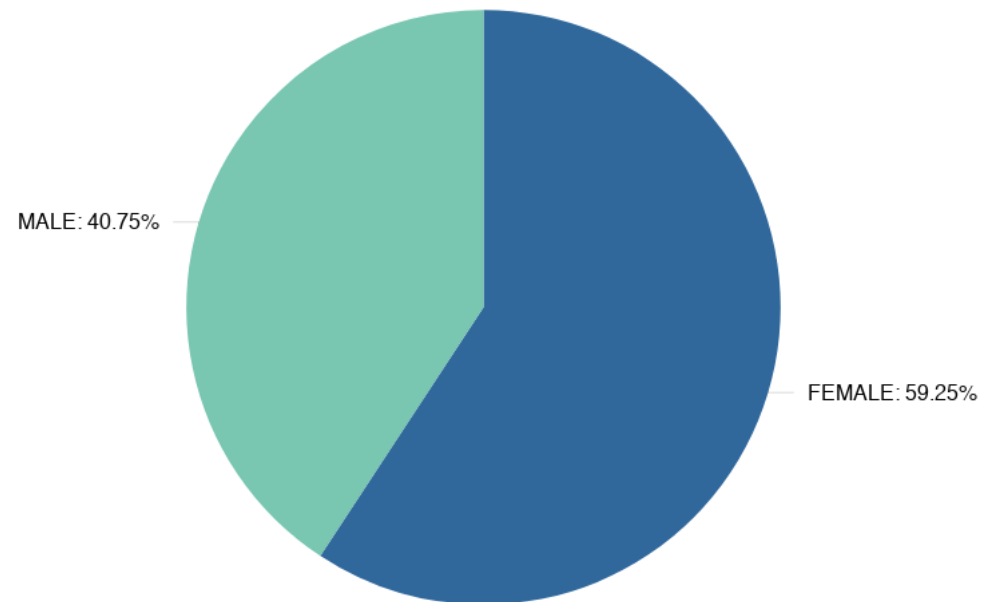
Driving Directions Click: When a user clicks on the "Get Directions" link within an ad.

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



Top Search Term Performance

Search Term	Ad Group	Impressions	Clicks ↓	CTR	Cost	Avg. CPC
reliance bank	Reliance Bank - Keyword PPC	2,807	931	33.17%	439.45	0.47
reliance bank login	Reliance Bank - Keyword PPC	797	399	50.06%	167.30	0.42
reliance bank altoona pa	Reliance Bank - Keyword PPC	347	81	23.34%	94.37	1.17
reliance bank tyrone	Reliance Bank - Keyword PPC	112	19	16.96%	53.13	2.80
reliance online banking	Reliance Bank - Keyword PPC	34	17	50.00%	17.19	1.01
reliance bank tyrone pa	Reliance Bank - Keyword PPC	58	14	24.14%	12.49	0.89
mortgage calculator	Reliance Bank - Keyword PPC	240	11	4.58%	42.21	3.84
reliance bank online banking	Reliance Bank - Keyword PPC	34	11	32.35%	5.45	0.50
reliancebank bank	Reliance Bank - Keyword PPC	70	10	14.29%	16.16	1.62
investment portfolio for 80 year old	Reliance Bank - Keyword PPC	13	9	69.23%	9.70	1.08
reliance bank altoona	Reliance Bank - Keyword PPC	38	7	18.42%	18.16	2.59
fnb online banking	Reliance Bank - Keyword PPC	206	6	2.91%	23.75	3.96
joint checking account	Reliance Bank - Keyword PPC	6	6	100.00%	7.31	1.22
reliance bank duncansville	Reliance Bank - Keyword PPC	33	6	18.18%	10.30	1.72
banks near me	Reliance Bank - Keyword PPC	34	4	11.76%	15.20	3.80
reliance bank bank	Reliance Bank - Keyword PPC	20	4	20.00%	3.97	0.99
reliance bank cd rates	Reliance Bank - Keyword PPC	33	4	12.12%	10.43	2.61
reliance bank customer service	Reliance Bank - Keyword PPC	32	4	12.50%	9.71	2.43
loans for bad credit	Reliance Bank - Keyword PPC	16	3	18.75%	11.06	3.69
mortgage takeover	Reliance Bank - Keyword PPC	3	3	100.00%	2.59	0.86

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
Reliance Bank - Keyword PPC	Jul 01, 2026 10:38 AM	Jul 01, 2026 10:44 AM	378	RECEIVED	AD	814	HIGH_END_MOBILE_SEARCH	1
Reliance Bank - Keyword PPC	Jul 01, 2026 11:46 AM	Jul 01, 2026 11:52 AM	343	RECEIVED	AD	314	HIGH_END_MOBILE_SEARCH	1
Reliance Bank - Keyword PPC	Jul 01, 2026 1:48 PM	Jul 01, 2026 1:53 PM	271	RECEIVED	AD	814	MANUALLY_DIALED	1
Reliance Bank - Keyword PPC	Jul 02, 2026 12:45 PM	Jul 02, 2026 12:46 PM	77	RECEIVED	AD	814	HIGH_END_MOBILE_SEARCH	1
Reliance Bank - Keyword PPC	Jul 02, 2026 4:33 PM	Jul 02, 2026 4:35 PM	103	RECEIVED	AD	814	HIGH_END_MOBILE_SEARCH	1
Reliance Bank - Keyword PPC	Jul 02, 2026 4:39 PM	Jul 02, 2026 4:39 PM	8	RECEIVED	AD		HIGH_END_MOBILE_SEARCH	1
Reliance Bank - Keyword PPC	Jul 03, 2026 9:06 AM	Jul 03, 2026 9:07 AM	50	RECEIVED	AD	814	HIGH_END_MOBILE_SEARCH	1
Reliance Bank - Keyword PPC	Jul 03, 2026 11:08 AM	Jul 03, 2026 11:09 AM	11	RECEIVED	AD		HIGH_END_MOBILE_SEARCH	1
Reliance Bank - Keyword PPC	Jul 03, 2026 12:46 PM	Jul 03, 2026 12:46 PM	10	RECEIVED	AD		HIGH_END_MOBILE_SEARCH	1
Reliance Bank - Keyword PPC	Jul 06, 2026 9:39 AM	Jul 06, 2026 9:40 AM	76	RECEIVED	AD	814	HIGH_END_MOBILE_SEARCH	1
Reliance Bank - Keyword PPC	Jul 06, 2026 9:46 AM	Jul 06, 2026 9:47 AM	87	RECEIVED	AD	814	HIGH_END_MOBILE_SEARCH	1
Reliance Bank - Keyword PPC	Jul 06, 2026 1:10 PM	Jul 06, 2026 1:10 PM	11	RECEIVED	AD		HIGH_END_MOBILE_SEARCH	1
Reliance Bank - Keyword PPC	Jul 07, 2026 1:31 PM	Jul 07, 2026 1:32 PM	49	RECEIVED	AD	814	HIGH_END_MOBILE_SEARCH	1
Reliance Bank -	Jul 07, 2026 4:31	Jul 07, 2026 4:33	100	RECEIVED	AD	814	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
OptimizationPerformance
MaxDigital
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.