

Digital Marketing Report

Impressions

How many ads were served:

85,050

Clicks

Times a user clicked on an ad

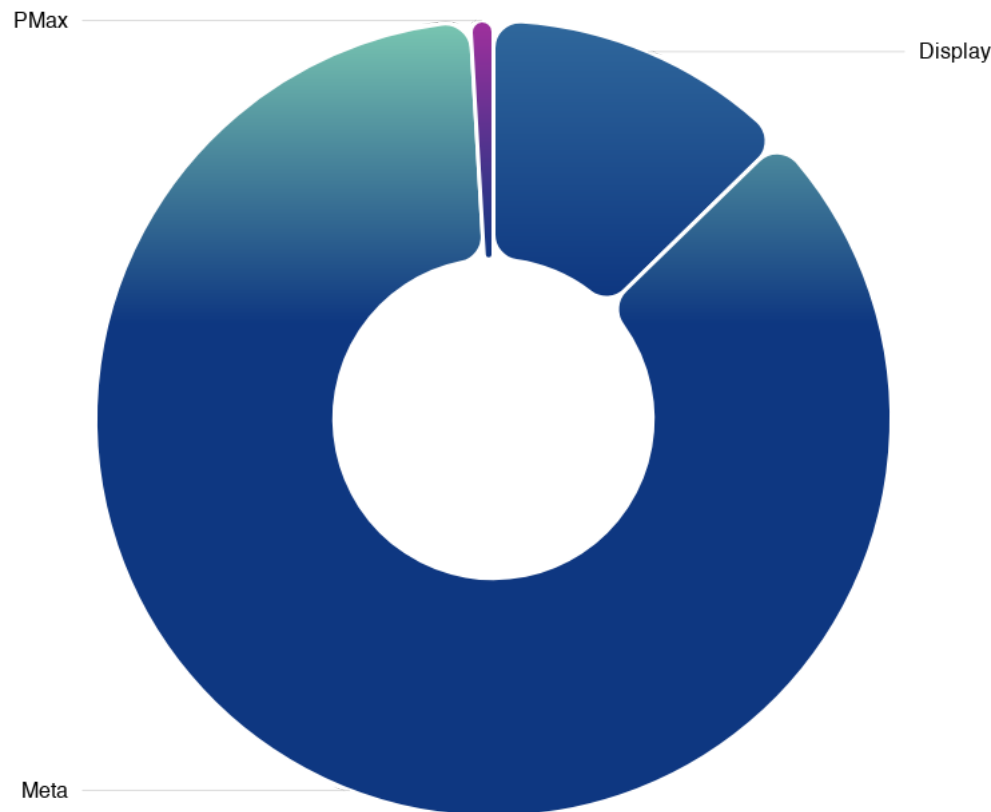
1,900

Click-Through Rate

(Clicks/Impressions) x 100

2.12%

Your Product Breakout by Impressions



Events

137

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

Event Rate

17.25%

(Events/Impressions) x 100

Total Engagement Rate

2.23%

(Clicks+View-throughs)/Impressions x 100*

X the National Average

30.26

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

Amount spent on the campaign

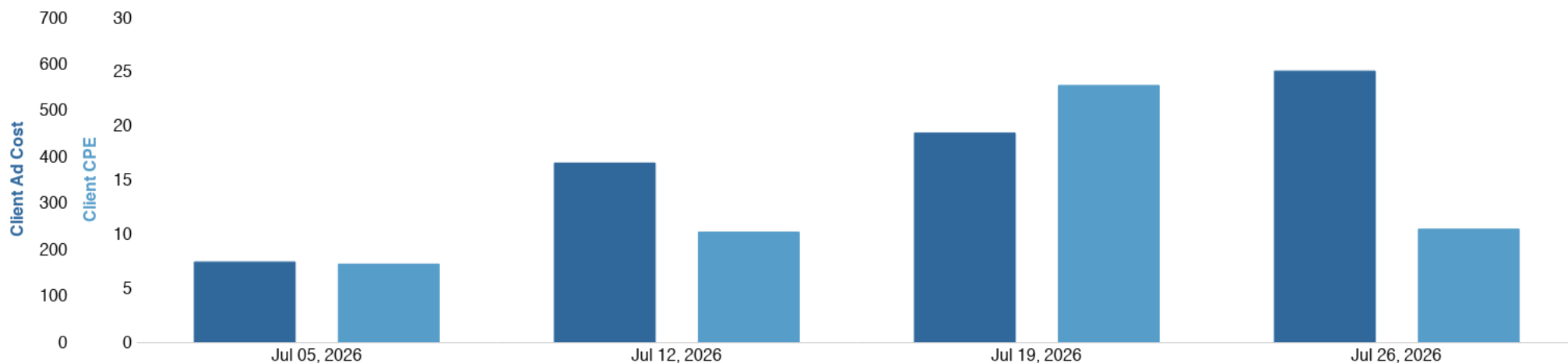
1,595.24

Performance Max Cost-Per-Event

Cost/Events

11.64

Performance Max Week by Week Spend Performance



Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Parkview Senior Living Tullahoma - Facebook Premium	64,617	1,612	2.49%	35.64
Parkview Senior Living Tullahoma - Facebook Premium Retargeting	8,841	151	1.71%	24.40
Parkview Senior Living - Tullahoma - Custom Audience Lookalike Display	7,641	6	0.08%	1.12
Parkview Senior Living - Tullahoma - Retargeting Display	3,157	16	0.51%	7.24
Parkview Senior Living - Tullahoma - Retirement/Retargeting/Moving Soon Performance Max	794	115	14.48%	206.91

Meta Click Conversions

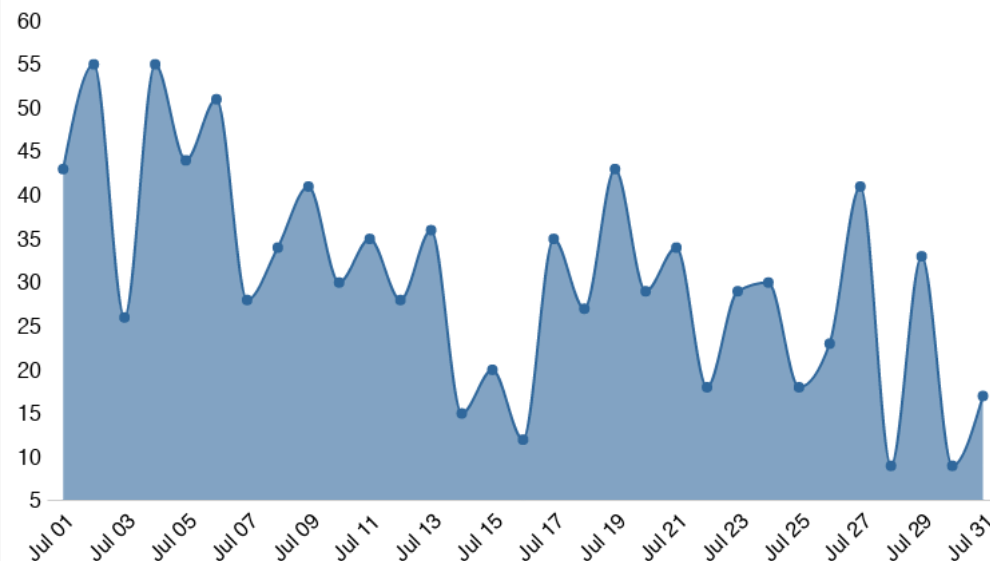


Times users clicked on an ad leading to your site and visited a page or completed an action

Meta Click Conversion Performance

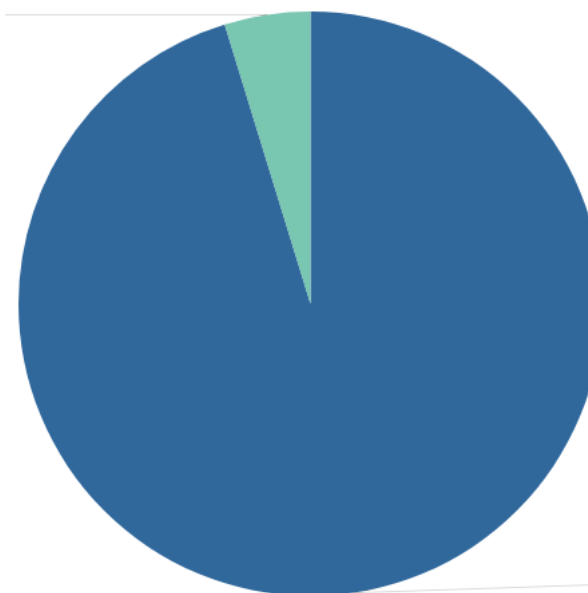
Conversion Name	Click Conversions ↓
Parkview Senior Living Schedule a Tour Page View	907
Parkview Senior Living Floor Plan Page View	17
Parkview Senior Living Amenities Page View	12
Parkview Senior Living Gallery Page View	6
Parkview Senior Living Veterans Benefits Page View	4
Parkview Senior Living Activities Page View	1
Parkview Senior Living Dining Page Views	1

Meta Click Conversions by Day



Top Meta Click Conversions by Strategy

Retargeting:
4.75%



Category
Targeting:
95.25%

Meta View-Through Conversions

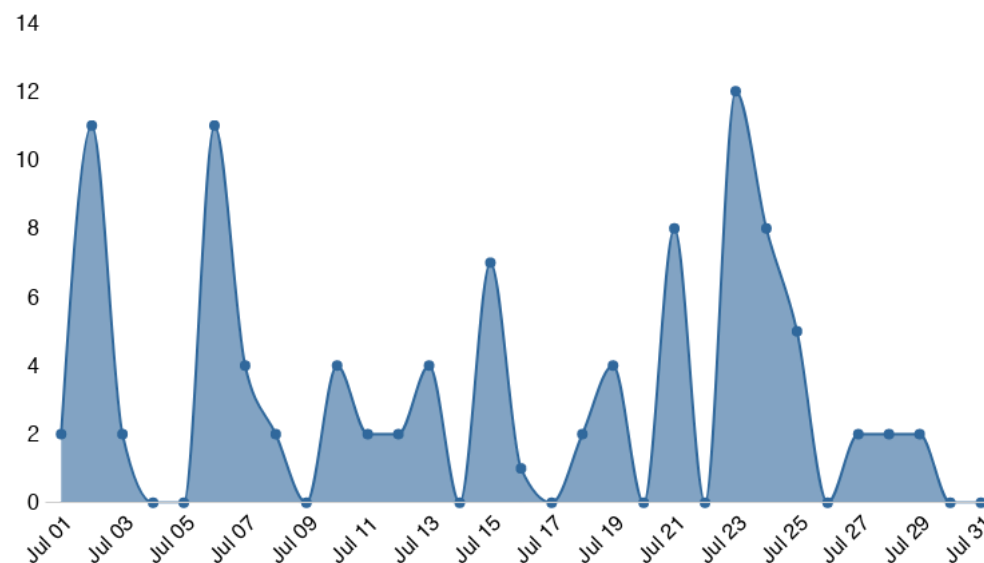


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

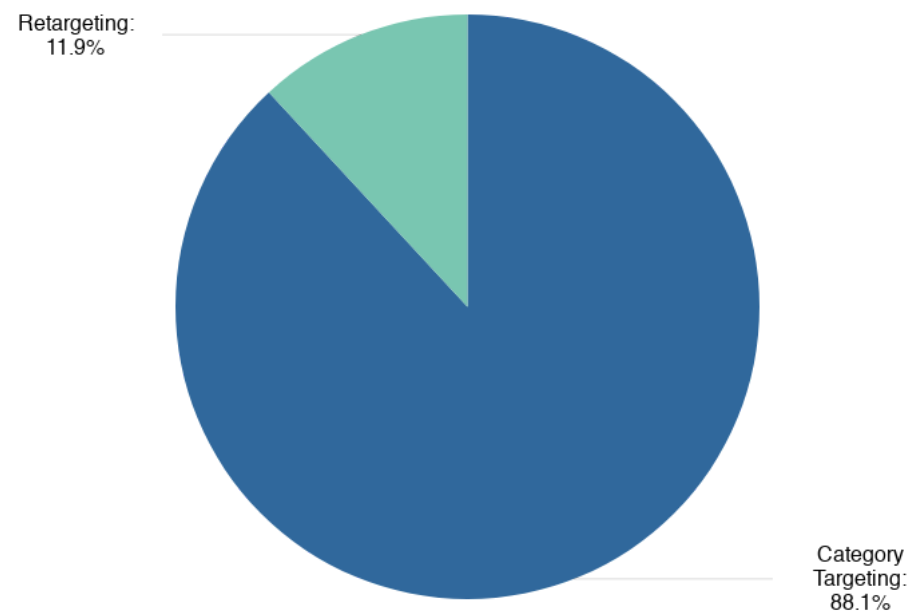
Meta View-Through Conversion Performance

Conversion Name	View-Through Conversions ↓
Parkview Senior Living Homepage Visits	55
Parkview Senior Living Schedule a Tour Page View	38
Parkview Senior Living Floor Plan Page View	3
Parkview Senior Living Housing App Page View	1

Meta View-Through Conversions by Day



Top Meta View-Through Conversions by Strategy



Meta Post Engagements

4,375

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

Meta Post Comments

1

The total number of comments your ads received

Meta Post Reactions

41

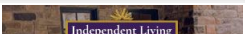
The total number of people who liked, or reacted to your ad, which shows up in their friends news feeds

Meta Post Shares

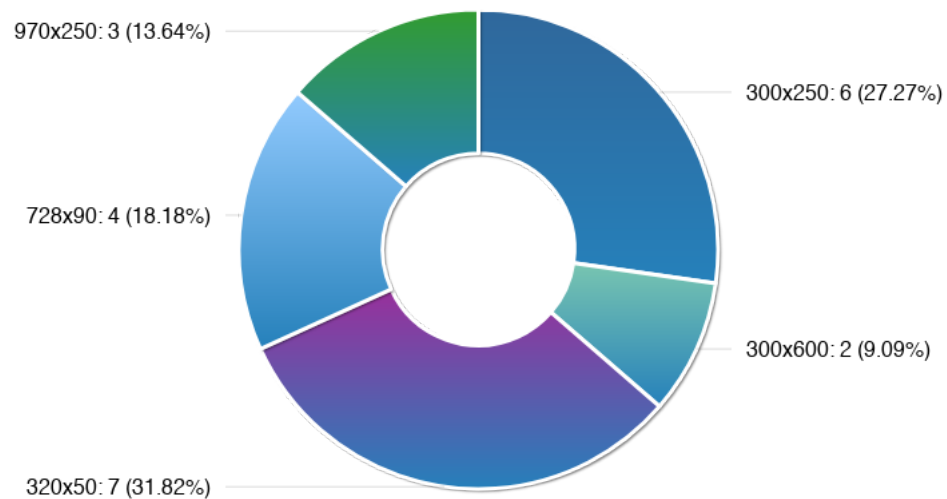
6

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

Display Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	PVSL_April 2026_300x250_3	373	3	0.80%	11.49
	PVSL_April 2026_320x50_2	1,821	3	0.16%	2.35
	PVSL_April 2026_728x90_2	917	3	0.33%	4.67
	PVSL_April 2026_300x250_2	395	2	0.51%	7.23
	PVSL_April 2026_300x600	34	2	5.88%	84.03
	PVSL_April 2026_320x50	1,802	2	0.11%	1.59
	PVSL_April 2026_320x50_3	1,796	2	0.11%	1.59
	PVSL_April 2026_970x250_3	417	2	0.48%	6.85
	PVSL_April 2026_300x250	418	1	0.24%	3.42

Display Click Performance by Ad Size



Grid contains more rows, but they have been clipped.

Meta Creative Performance

Ad	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
Parkview Senior Living - Tullahoma_7.9.26_Carousel	21,010	649	3.09%	44.13
Parkview Senior Living - Tullahoma_4.16.26_Carousel 2	8,471	248	2.93%	41.82
Parkview Senior Living - Tullahoma_7.9.26_Static Ad 1	12,623	245	1.94%	27.73
Parkview Senior Living - Tullahoma_7.9.26_Video Ad	3,727	209	5.61%	80.11
Parkview Senior Living - Tullahoma_4.16.26_Video Ad 1	2,223	140	6.30%	89.97
Parkview Senior Living - Tullahoma_4.16.26_Static Ad 3	5,396	104	1.93%	27.53
Parkview Senior Living - Tullahoma_7.9.26_Static Ad 2	3,454	98	2.84%	40.53
Parkview Senior Living - Tullahoma_4.16.26_Static Ad 2	8,798	43	0.49%	6.98

Meta Carousel Card Performance

Card Name	Ad	Count ↓
1: Just Say Yes!	Parkview Senior Living - Tullahoma_7.9.26_Carousel	273
Parkview Senior Living	Parkview Senior Living - Tullahoma_4.16.26_Carousel 1	176
1: Why Parkview?	Parkview Senior Living - Tullahoma_4.16.26_Carousel 2	121
2: You Won't Regret It!	Parkview Senior Living - Tullahoma_7.9.26_Carousel	53
2: Peace of Mind	Parkview Senior Living - Tullahoma_4.16.26_Carousel 2	39

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	78,990	1,600	2.03%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	3,561	171	4.80%
Desktop	A personal computing device that remains stationary at one location.	1,547	6	0.39%
Unknown	---	158	8	5.06%

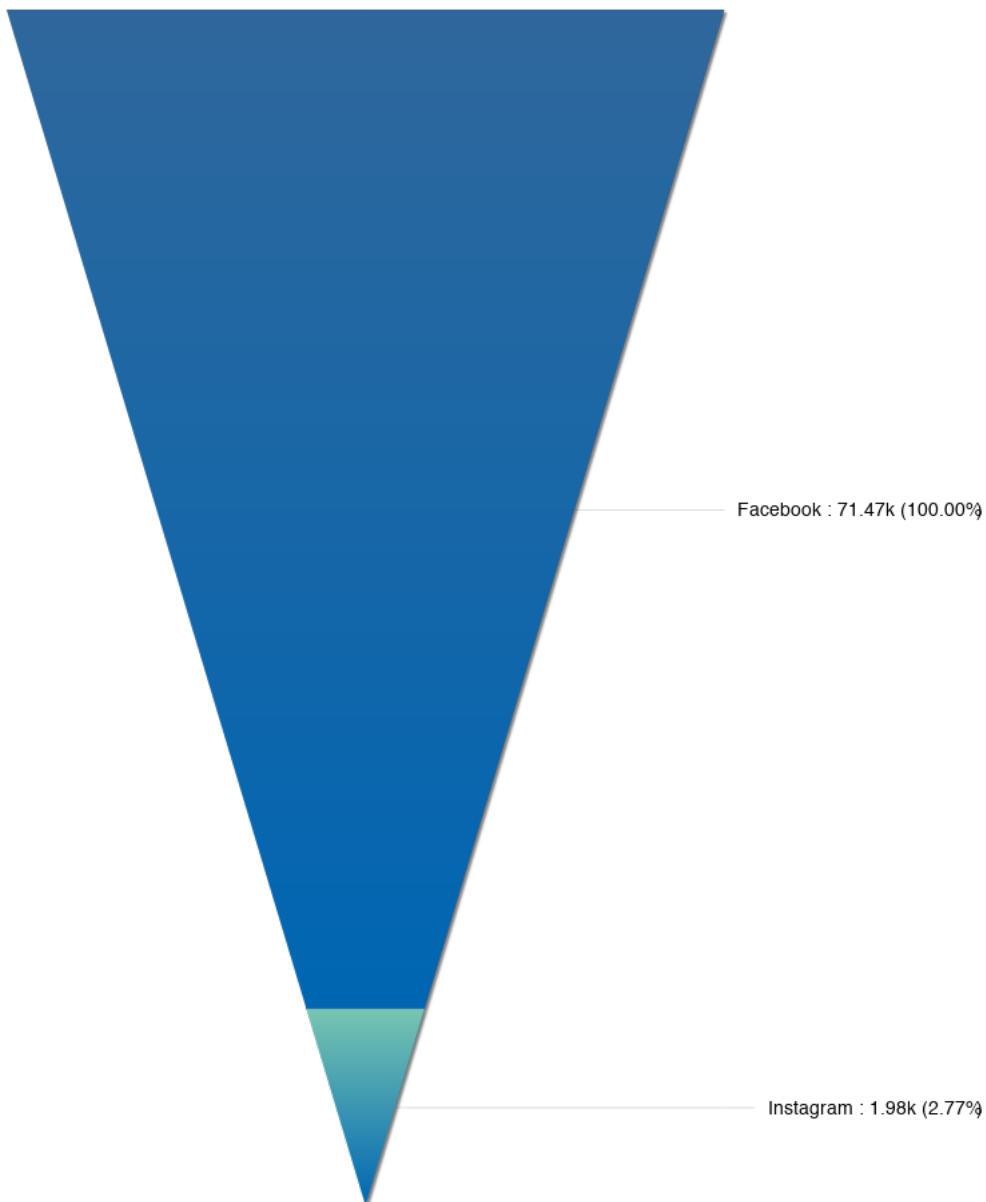
Site and App Performance

Name	Impressions ↓	Clicks	CTR
mainstreetmediatn.com	6,968	2	0.03%
msn.com	154	0	0.00%
wdef.com	108	0	0.00%
markerzone.com	96	0	0.00%
991thesportsanimal.com	86	0	0.00%
ameliasweets.com	86	2	2.33%
rutherfordsource.com	76	0	0.00%
ovcsports.com	72	0	0.00%
tidesports.com	66	0	0.00%
spacedaily.com	63	0	0.00%
taketotn.com	59	0	0.00%
wkusports.com	58	0	0.00%
theburritoedition.com	51	0	0.00%
topozone.com	47	1	2.13%
centsports.com	41	3	7.32%
x.com	41	0	0.00%
nbcsportsboston.com	38	0	0.00%
StormTrack 5	32	0	0.00%
blacksportsonline.com	29	0	0.00%
quizdays.com	28	0	0.00%

Social Placement Performance

Placement	Where your ads appear	Impressions ↓	Clicks	CTR
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.	53,797	1,356	2.52%
Facebook In-stream Videos	Your ads appear in video on demand and in a select group of approved partner live streams on Facebook.	15,813	322	2.04%
Instagram Reels	Your ads appear in the Reels tab on Instagram.	1,581	66	4.17%
Facebook Marketplace	Your ads appear in the Marketplace home page or when someone browses Marketplace in the Facebook app.	1,463	0	0.00%
Instagram Stories	Your ads appear in people's Stories on Instagram.	218	7	3.21%
Facebook Stories	Your ads appear in people's Stories on Facebook.	215	5	2.33%
Facebook Search Results	Your ads appear next to relevant Facebook and Marketplace search results.	187	0	0.00%
Instagram Feed	Your ads appear in the mobile app and on desktop and mobile web.	184	7	3.80%

Social Placement Performance by Impressions



Facebook News Feed Performance



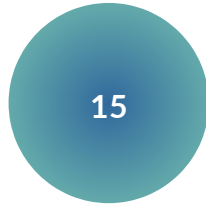
Instagram Performance



Performance Max Creative Group Performance

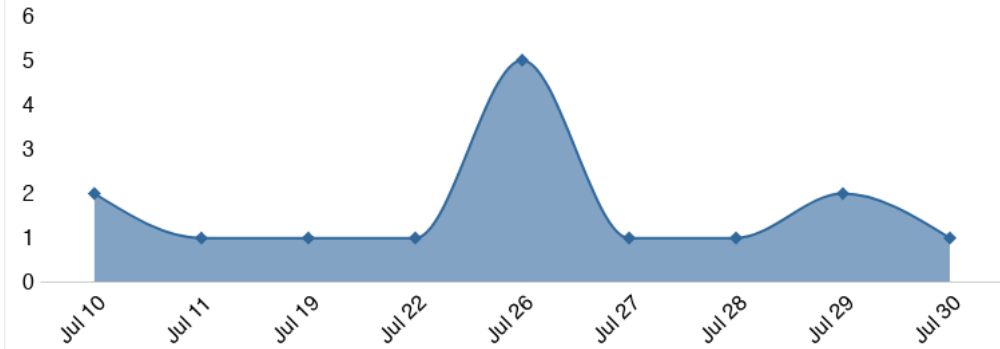
Creative Group Name	Search Themes	Client Ad Cost	Client CPE	Impressions	Events ↓	Event Rate
Parkview Senior Living - Tullahoma - Retirement/Retargeting/Moving Soon Performance Max	Active adult communities 55+,All-inclusive senior living,Animal-friendly Senior Living,Brookdale Tullahoma,Coffee County Senior Living Options,Cost of independent living TN,Downsizing for seniors Tullahoma,Independent Living Tullahoma,Local retirement home tours,Luxury independent living,Maintenance-free retirement living,Moving to senior living near me,Pet-friendly senior apartments,Retirement Communities Middle Tennessee,Retirement options for parents,Safe senior housing Tennessee,Senior apartments in Middle Tennessee,Senior communities with transportation,Senior housing with social activities,Senior living amenity-rich housing,Senior living for active seniors,Senior Living Tullahoma,Senior Living with chef-prepared meals,TN,Upscale senior living communities	1,595.25	11.64	794	137	17.25%
Total		1,595.25	11.64	794	137	17.25%

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

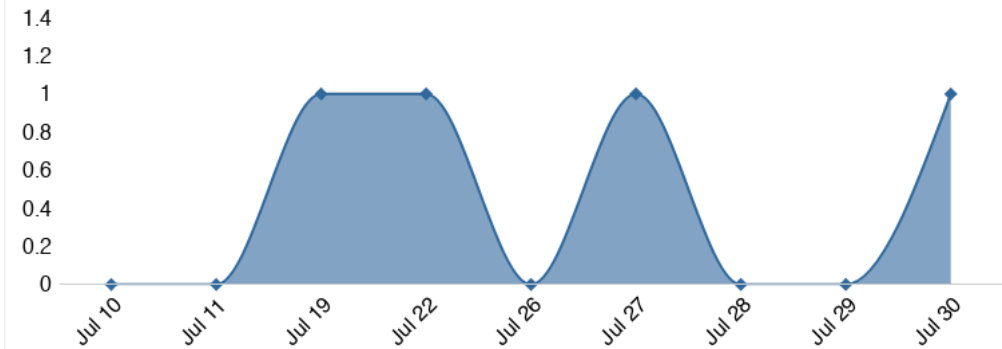
Conversion Action Name	Click Conversions ↓
Parkview Senior Living Floor Plans Page View	7
Lead form - Submit	3
Parkview Senior Living Amenities Page View	3
Parkview Senior Living Schedule a Tour Page View	1
Parkview Senior Living Locations Page View	1

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

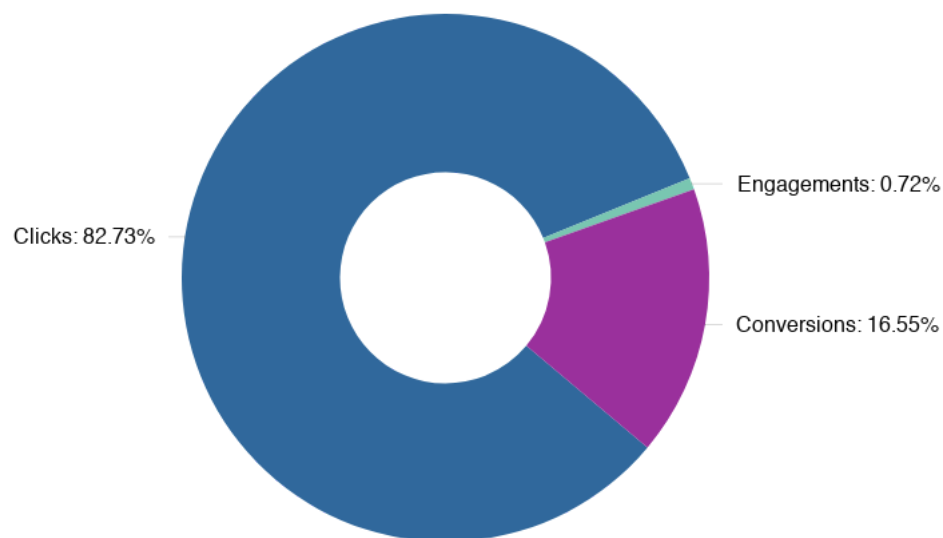


Performance Max View-through Conversion Performance

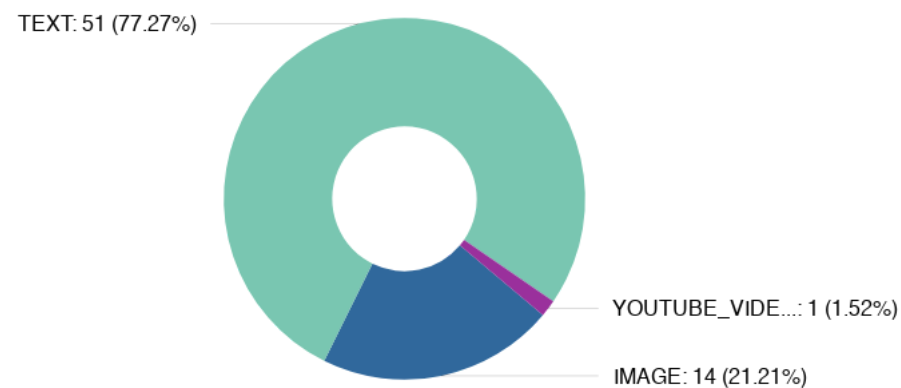
Conversion Action Name	View-through Conversions ↓
Parkview Senior Living Homepage Visits	3
Parkview Senior Living Floor Plans Page View	1

"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

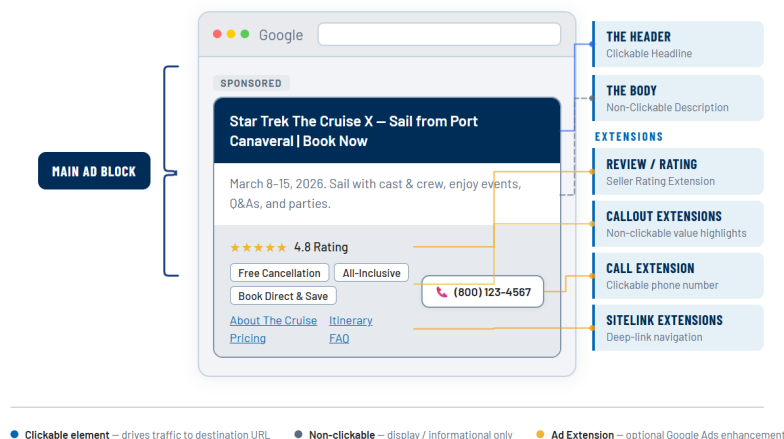


Performance Max Top 5 Extension Performance

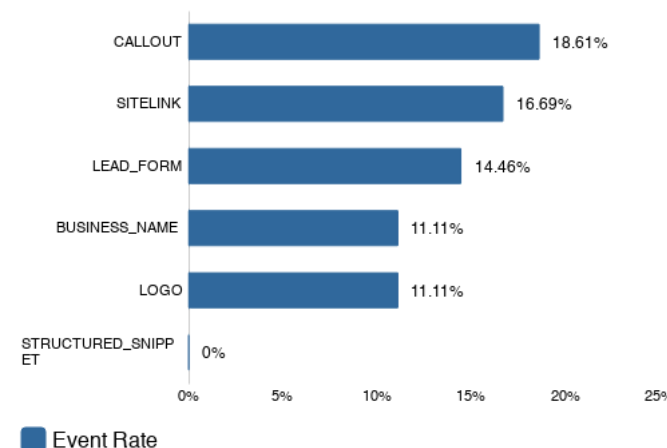
Type	Extension (upgraded)	Impressions	Events	Event Rate ↓	Client Ad Cost	Client CPE
CALLOUT	Chef-Prepared Meals	5	3	60.00%	26.46	8.82
CALLOUT	Scheduled Transportation	5	2	40.00%	11.08	5.54
CALLOUT	Movie Theater on-site	13	5	38.46%	20.79	4.16
CALLOUT	Social Events & Outings	8	3	37.50%	46.93	15.64
LOGO	PVSL_whiteLOGOS-1200x1200-2.png, https://tpc.google syndication.com/simgad/6536977623840809592	3	1	33.33%	0.58	0.58

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.

66
Number of Creative Assets
Currently Running



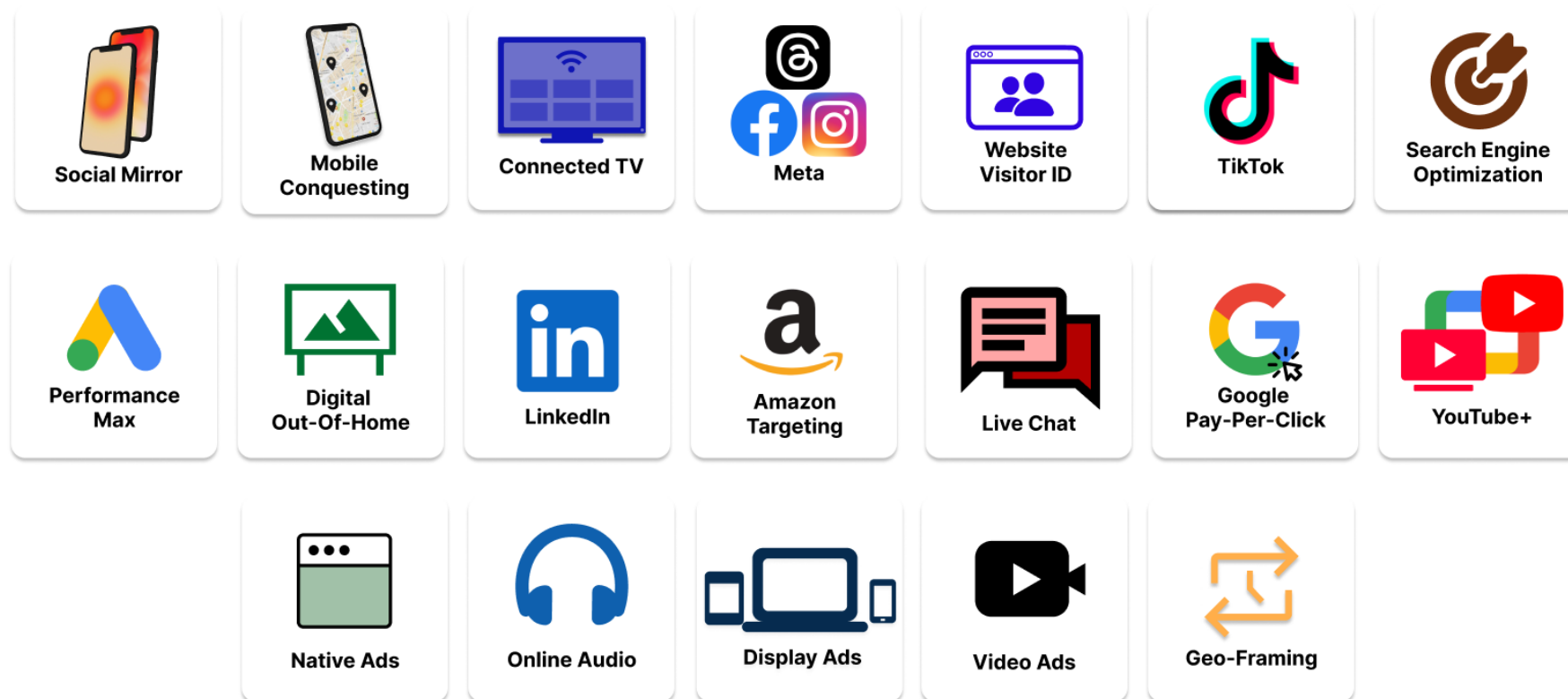
Performance Max Extension Type Performance



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.

"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*.



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