

Digital Marketing Report

Impressions

How many ads were served:

105,353

Clicks

Times a user clicked on an ad

12,230

Click-Through Rate

(Clicks/Impressions) x 100

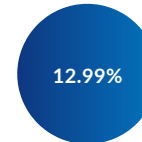
11.61%

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

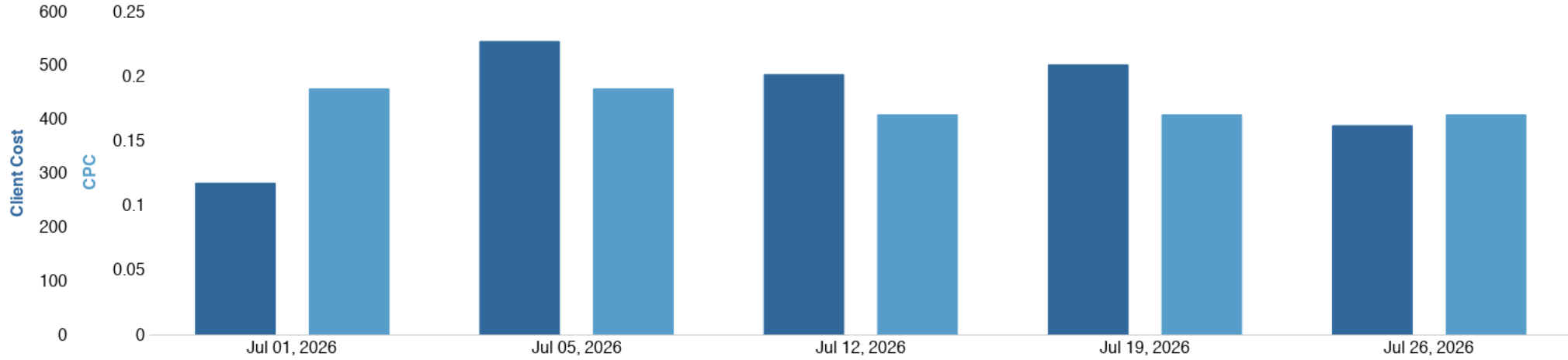
2,196.19

PPC Cost-Per-Click

Cost/Clicks

0.18

Week by Week Spend Performance





Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
HomeFed - Market Common PPC	80,216	9,167	11.43%	163.26
HomeFed - Market Common - Summer Sunset Concert Series PPC	25,137	3,063	12.19%	174.07



PPC Cost per Line Item

Ad Group	Impressions	Clicks ↓	CTR	Cost	Avg. CPC
HomeFed - Market Common PPC	80,216	9,167	11.43%	1,589.37	0.17
HomeFed - Market Common - Summer Sunset Concert Series PPC	25,137	3,063	12.19%	606.82	0.20

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

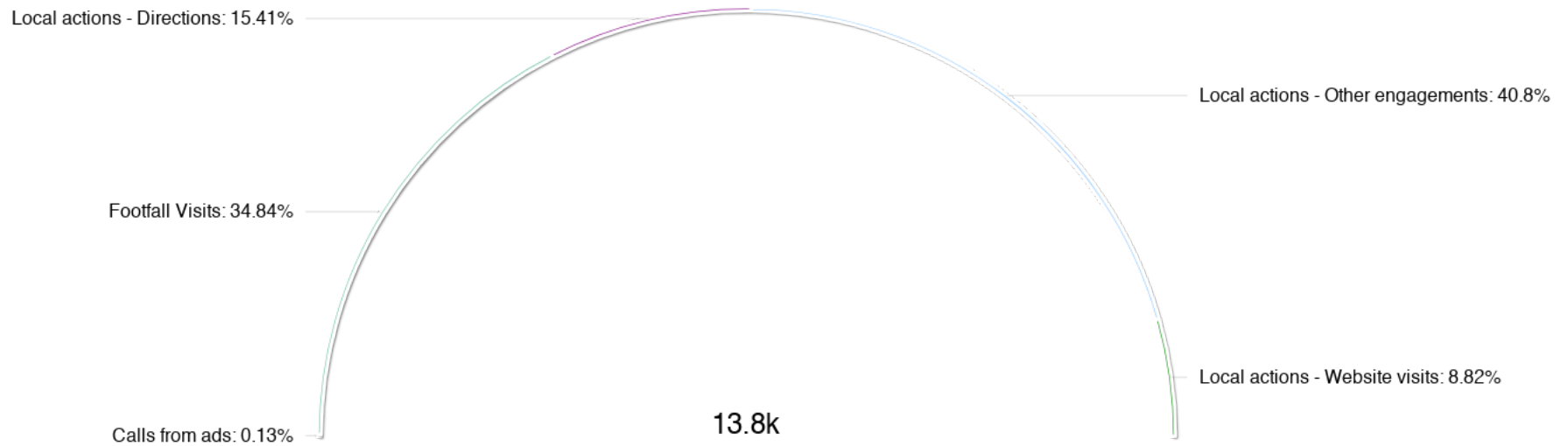


Times users clicked on the phone number on your ad and completed a call

PPC Conversion Performance

Conversion Action Name	Total Conversions ↓
HomeFed - Market Common Shopping Page View	1,129
HomeFed - Market Common History of Market Common Page View	468
HomeFed - Market Common Events Page View	372
HomeFed - Market Common Experiences Page View	339
HomeFed - Market Common Directories Page View	318
HomeFed - Market Common Services Page View	240
HomeFed - Market Common Movies Click Conversion	142
Homefed Market Common - Food Drink Page View	126

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

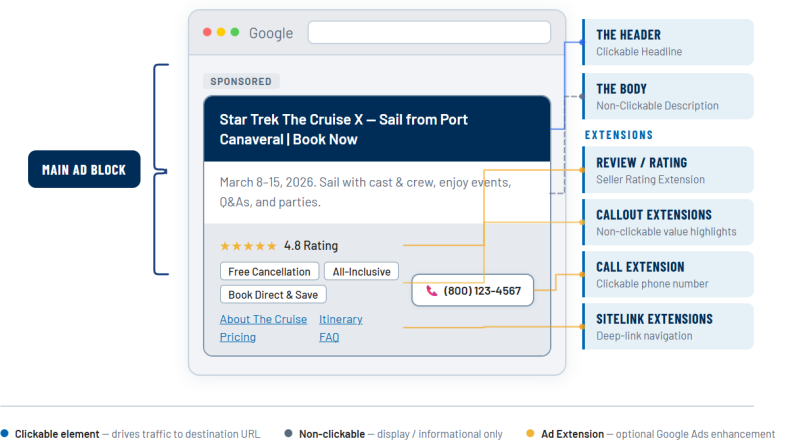
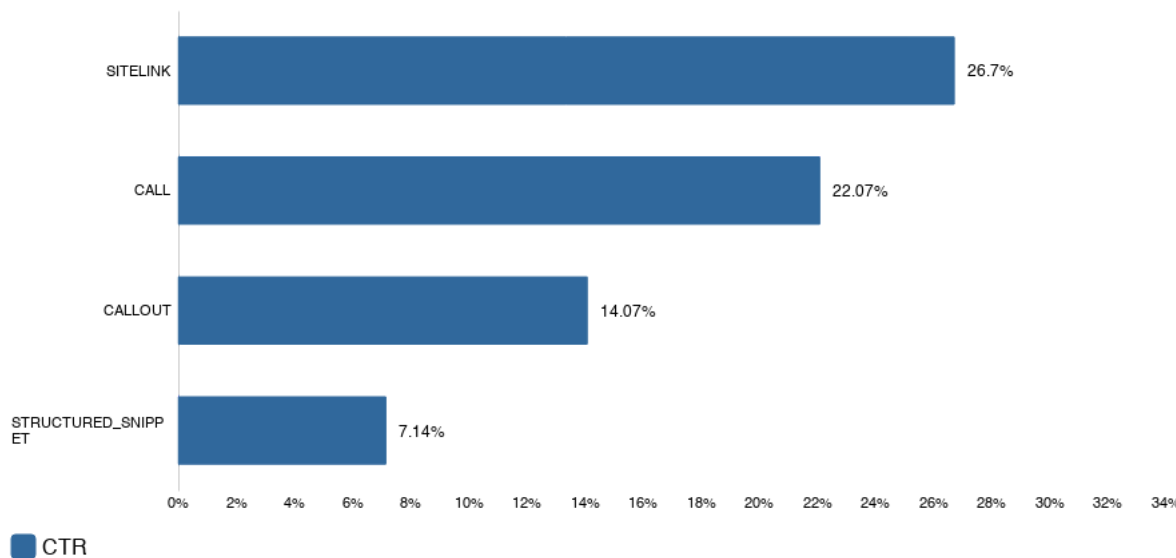
Ad Preview	Impressions	Clicks ↓	CTR	Cost	Avg. CPC
The Market Common Myrtle Beach Things To Do In Myrtle Beach Brunch, Boutiques & Nightlife Walk, Shop, Repeat Entertainment In Myrtle Beach Myrtle Beach Dining Options Myrtle Beach Best Restaurants Myrtle Beach the Local Way Shop & Dine, The Market Common Year-Round Events & Fun Shop, Eat, Repeat Food, Fun & Fresh Finds Shop, Eat, Play, Market Common Shops, Movies, Fun, & Dining The Market Common Shopping https://www.marketcommonmb.com/ Shop top brands and enjoy delicious dining—all in one vibrant location., Shop, dine, and relax! Enjoy great deals and meals today at The Market Common., Spend the day exploring great food, unique shops, and local favorites all in one place., Treat yourself to shopping and dining in a beautiful outdoor setting.	80,216	9,167	11.43%	1,589.37	0.17
August 21 Live Music Summer Concerts Return Free Summer Concert Series Third Fridays All Summer The Market Common Myrtle Beach Free Outdoor Concerts Friday Nights In Valor Park The Market Common Best Life Summer Sunset Sessions Julio & the Saltines Aug 21st Live Music At Market Common Live Music 6PM To 8PM Live Music at Summer Sunset August 21st Sunset Concert Myrtle Beach Live Music https://marketcommonmb.com/summer-sunset-sessions-market-common-concert-series/ Experience Myrtle Beach's newest summer concert tradition on August 21st!, Join us August 21 from 6-8PM in Valor Park., Bring friends and family for live music under the summer sunset., Enjoy free live music, food and drinks at Market Common this summer.	25,137	3,063	12.19%	606.82	0.20

Top 5 Extension Performance

Extension Type	Extension	Impressions	Clicks ↓	CTR	Cost	Avg. CPC
SITELINK	Dining Options	13,599	4,504	33.12%	748.75	0.17
SITELINK	Food & Drink	13,710	4,487	32.73%	740.19	0.16
SITELINK	Apparel & Accessories	14,030	3,979	28.36%	670.83	0.17
CALL	(843) 839-3500	12,901	2,847	22.07%	526.77	0.19
SITELINK	Upcoming Events	11,888	2,459	20.68%	427.99	0.17

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.

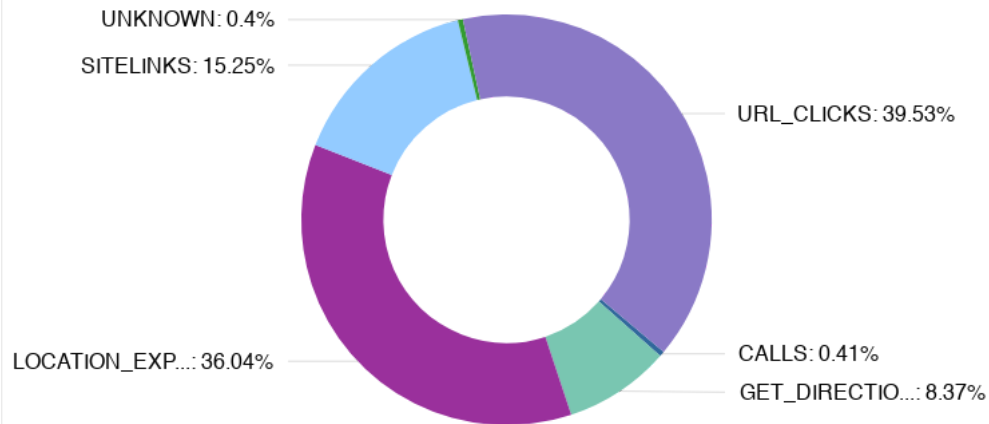
PPC Extension Type Performance



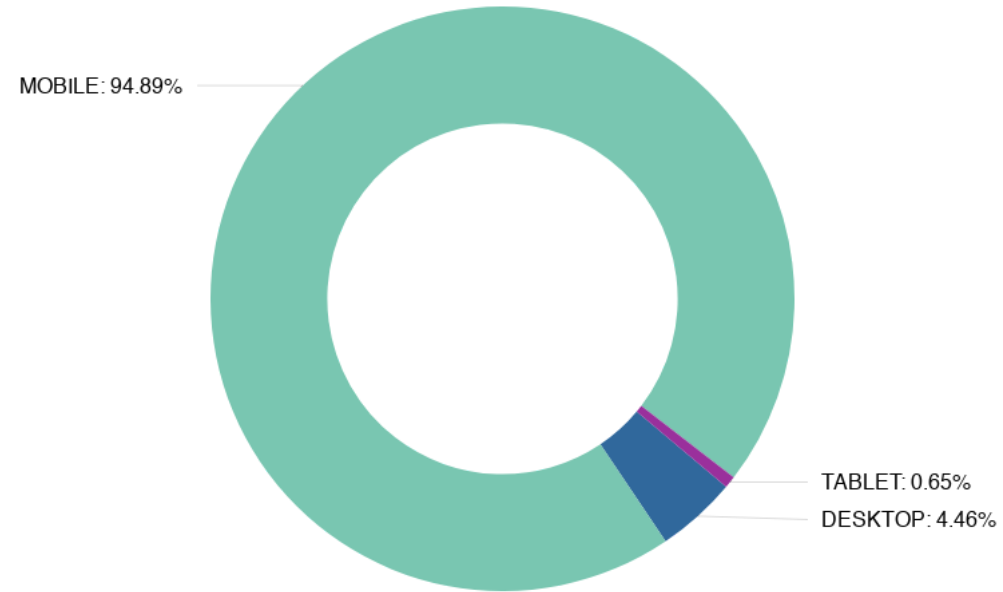
This report shows many times an ad was clicked that contained that extension, not how many people clicked on that specific extension itself.

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.

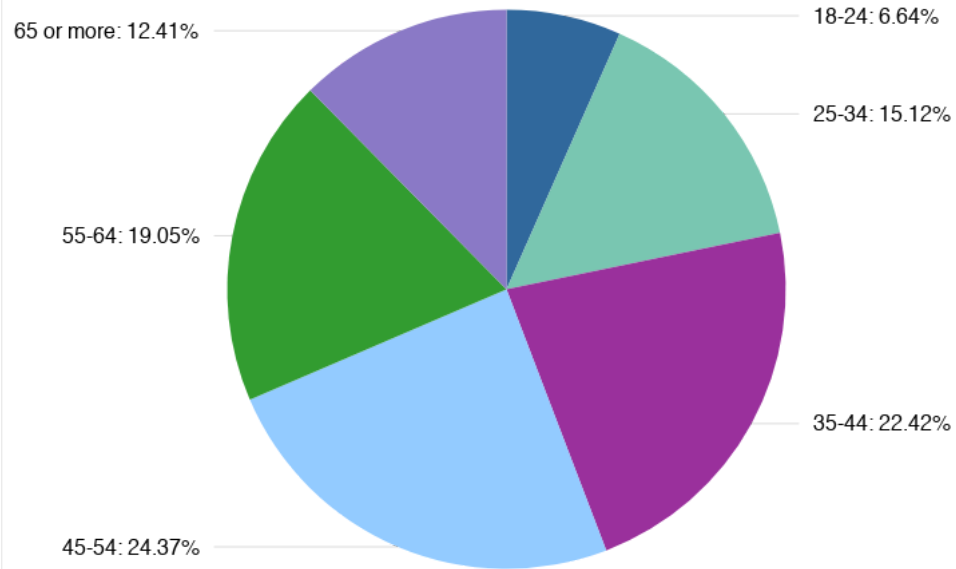
Get Location Details Click: When a user clicks in to expand the client's location in the Maps section of the search results list.

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).

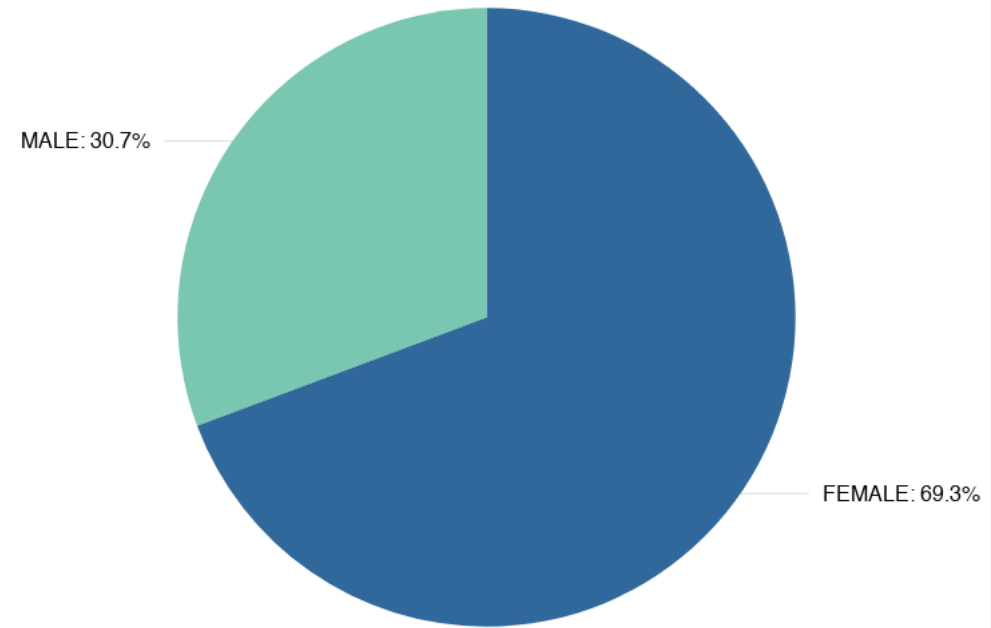
Driving Directions Click: When a user clicks on the "Get Directions" link within an ad.

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



Grid contains more rows, but they have been clipped.

Top Search Term Performance

Search Term	Ad Group	Impressions	Clicks ↓	CTR	Cost	Avg. CPC
mall near me	HomeFed - Market Common PPC	7,268	900	12.38%	172.00	0.19
market commons myrtle beach	HomeFed - Market Common - Summer Sunset Concert Series PPC	1,967	503	25.57%	99.86	0.20
market common	HomeFed - Market Common - Summer Sunset Concert Series PPC	2,021	482	23.85%	100.79	0.21
market common	HomeFed - Market Common PPC	1,682	426	25.33%	70.04	0.16
market common restaurants	HomeFed - Market Common PPC	1,779	387	21.75%	56.17	0.15
the market common	HomeFed - Market Common PPC	1,079	318	29.47%	47.91	0.15
myrtle beach mall	HomeFed - Market Common PPC	2,667	308	11.55%	55.35	0.18
mall myrtle beach	HomeFed - Market Common PPC	1,809	285	15.75%	51.22	0.18
market commons	HomeFed - Market Common - Summer Sunset Concert Series PPC	1,198	267	22.29%	54.04	0.20
market commons	HomeFed - Market Common PPC	889	230	25.87%	36.84	0.16
market commons myrtle beach	HomeFed - Market Common PPC	664	203	30.57%	30.48	0.15
market commons restaurants	HomeFed - Market Common PPC	570	175	30.70%	26.21	0.15
malls near me	HomeFed - Market Common PPC	1,172	173	14.76%	32.80	0.19
market common myrtle beach	HomeFed - Market Common - Summer Sunset Concert Series PPC	594	137	23.06%	28.78	0.21
the market common directory	HomeFed - Market Common PPC	542	121	22.32%	20.12	0.17
stores near me	HomeFed - Market Common PPC	2,948	116	3.93%	24.29	0.21
shopping myrtle beach	HomeFed - Market Common PPC	877	108	12.31%	20.87	0.19
flea market near me	HomeFed - Market Common PPC	791	103	13.02%	20.86	0.20
the market common	HomeFed - Market Common - Summer Sunset Concert Series PPC	493	103	20.89%	20.48	0.20

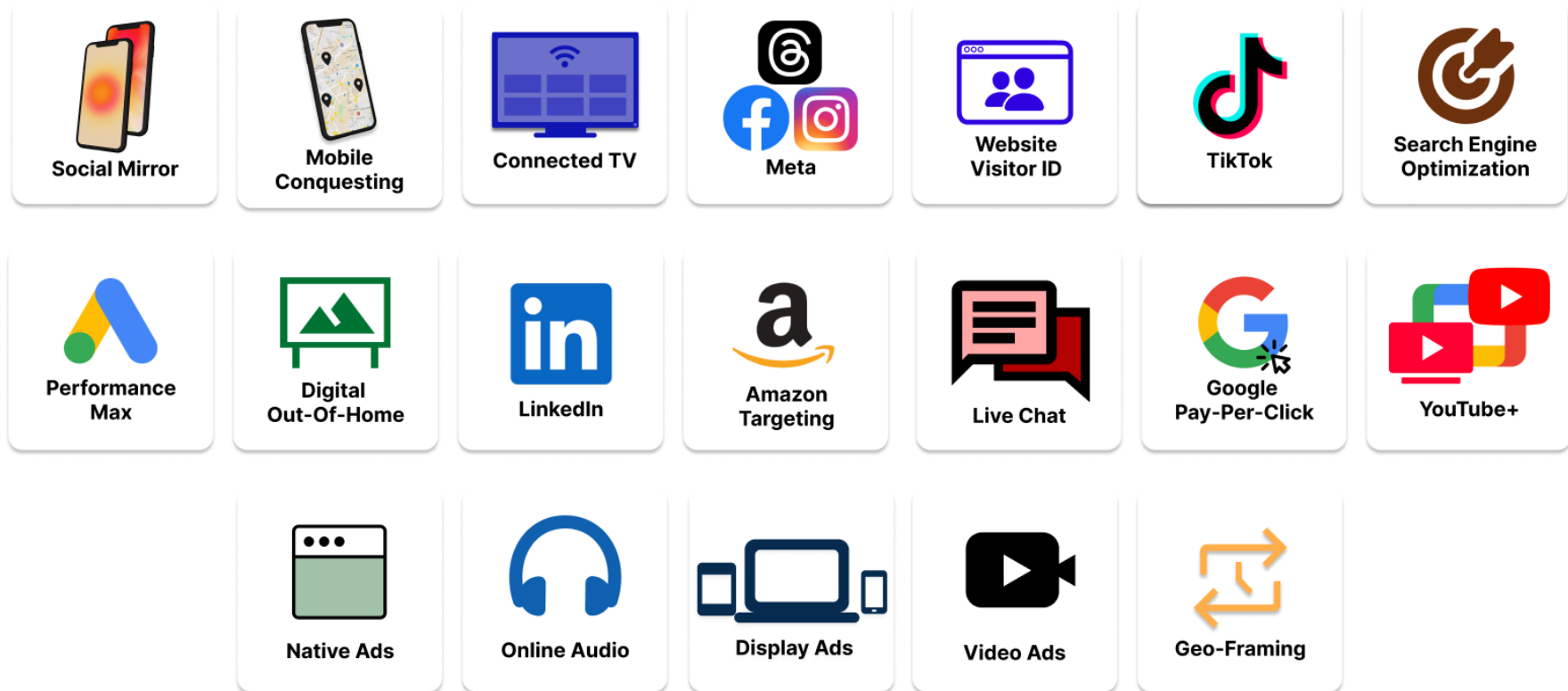
Grid contains more rows, but they have been clipped.

Call Reporting Details

Ad Group	Start Time ↑	End Time	Duration (seconds)	Status	Call Tracking DisplayLocation	Caller Area Code	Call Type	Calls Count
HomeFed - Market Common PPC	Jul 01, 2026 12:30 PM	Jul 01, 2026 12:31 PM	12	RECEIVED	AD		HIGH_END_MOBILE_SEARCH	1
HomeFed - Market Common PPC	Jul 01, 2026 3:11 PM	Jul 01, 2026 3:12 PM	16	RECEIVED	AD	321	HIGH_END_MOBILE_SEARCH	1
HomeFed - Market Common PPC	Jul 01, 2026 6:55 PM	Jul 01, 2026 6:57 PM	118	RECEIVED	AD	216	HIGH_END_MOBILE_SEARCH	1
HomeFed - Market Common PPC	Jul 03, 2026 4:22 PM	Jul 03, 2026 4:23 PM	45	RECEIVED	AD	843	HIGH_END_MOBILE_SEARCH	1
HomeFed - Market Common PPC	Jul 03, 2026 4:49 PM	Jul 03, 2026 4:49 PM	6	RECEIVED	AD		HIGH_END_MOBILE_SEARCH	1
HomeFed - Market Common PPC	Jul 07, 2026 8:03 AM	Jul 07, 2026 8:03 AM	28	RECEIVED	AD	843	HIGH_END_MOBILE_SEARCH	1
HomeFed - Market Common - Summer Sunset Concert Series PPC	Jul 07, 2026 10:50 PM	Jul 07, 2026 10:51 PM	40	RECEIVED	AD	336	HIGH_END_MOBILE_SEARCH	1
HomeFed - Market Common PPC	Jul 08, 2026 10:20 AM	Jul 08, 2026 10:20 AM	15	RECEIVED	AD	201	HIGH_END_MOBILE_SEARCH	1
HomeFed - Market Common PPC	Jul 08, 2026 2:54 PM	Jul 08, 2026 2:54 PM	12	RECEIVED	AD		HIGH_END_MOBILE_SEARCH	1
HomeFed - Market Common PPC	Jul 09, 2026 4:52 PM	Jul 09, 2026 4:52 PM	-	MISSED	AD		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*.



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