

Digital Marketing Report

Impressions

How many ads were served:

2,039,817

Clicks

Times a user clicked on an ad

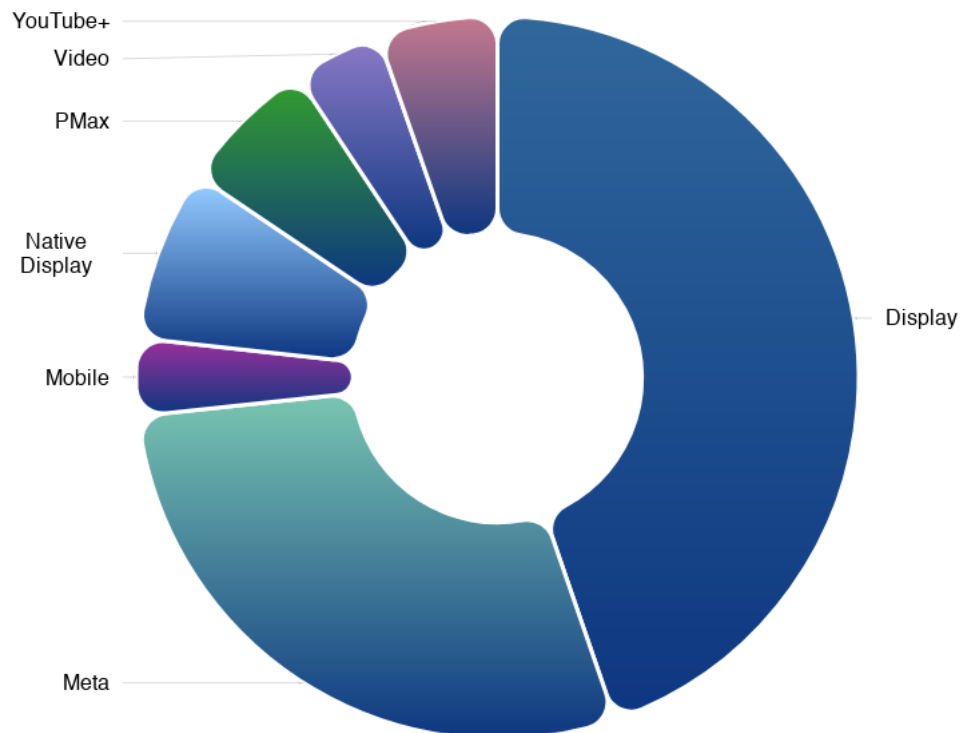
26,708

Click-Through Rate

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

1.19%

Your Product Breakout by Impressions



Events

6,927

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

Event Rate

5.46%

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

Total Engagement Rate

1.19%

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

X the National Average

16.08

X the National Avg (.07%)

Spend Performance

Does not include management fee

Performance Max Cost

Amount spent on the campaign

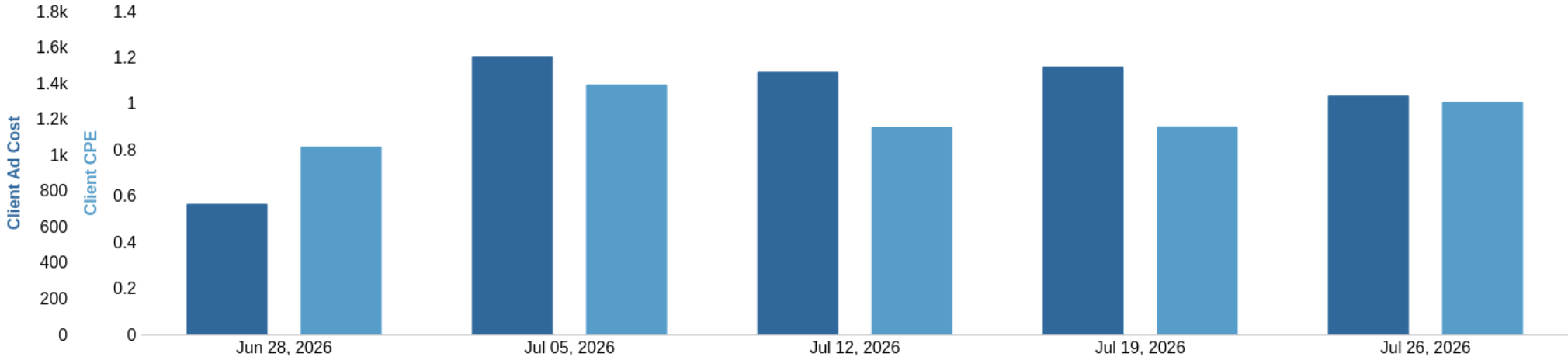
6,551.41

Performance Max Cost-Per-Event

Cost/Events

0.95

Performance Max Week by Week Spend Performance





Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Ski Barn - Custom Audience Display	297,429	493	0.17%	2.37
Ski Barn - Furniture/Patio Facebook Premium	294,091	3,738	1.27%	18.16
Ski Barn - Homeowner/Home & Garden Behavioral Display	246,825	3,465	1.40%	20.05
Ski Barn - Furniture/Patio Instagram Premium	245,768	1,494	0.61%	8.68
Ski Barn - AI Display	244,521	3,823	1.56%	22.34
Ski Barn - Outdoor Furniture/Home Decor/Retargeting Performance Max	126,938	5,173	4.08%	58.22
Ski Barn - Home & Garden/Outdoor Furniture YouTube Channels	109,212	76	0.07%	0.99
Ski Barn - Keyword Display	92,657	609	0.66%	9.39
Ski Barn - Sunny Weather Mobile	63,014	205	0.33%	4.65
Ski Barn - AI Native	62,936	3,248	5.16%	73.73
Ski Barn - Homeowner/Home & Garden Behavioral Native	62,364	71	0.11%	1.63
Ski Barn - Homeowner/Home & Garden Behavioral Video	32,829	646	1.97%	28.11
Ski Barn - AI Video	32,249	778	2.41%	34.46
Ski Barn - Retargeting Display	30,834	480	1.56%	22.24
Ski Barn - Keyword Native	23,717	58	0.24%	3.49
Ski Barn - Retargeting Instagram Premium	22,982	606	2.64%	37.67
Ski Barn - Retargeting Facebook Premium	20,309	1,386	6.82%	97.49
Ski Barn - Keyword Video	12,225	292	2.39%	34.12
Ski Barn - Retargeting Native	7,878	11	0.14%	1.99
Ski Barn - Retargeting Video	3,881	17	0.44%	6.26
Ski Barn - Geo-Retargeting Mobile	2,797	10	0.36%	5.11
Ski Barn - Affluent/Home Shoppers Mobile	2,706	11	0.41%	5.81

Ski Barn - Site Retargeting Mobile	1,122	6	0.53%	7.64
Ski Barn - Geo-Fencing Mobile	533	12	2.25%	32.16

Display Click Conversions

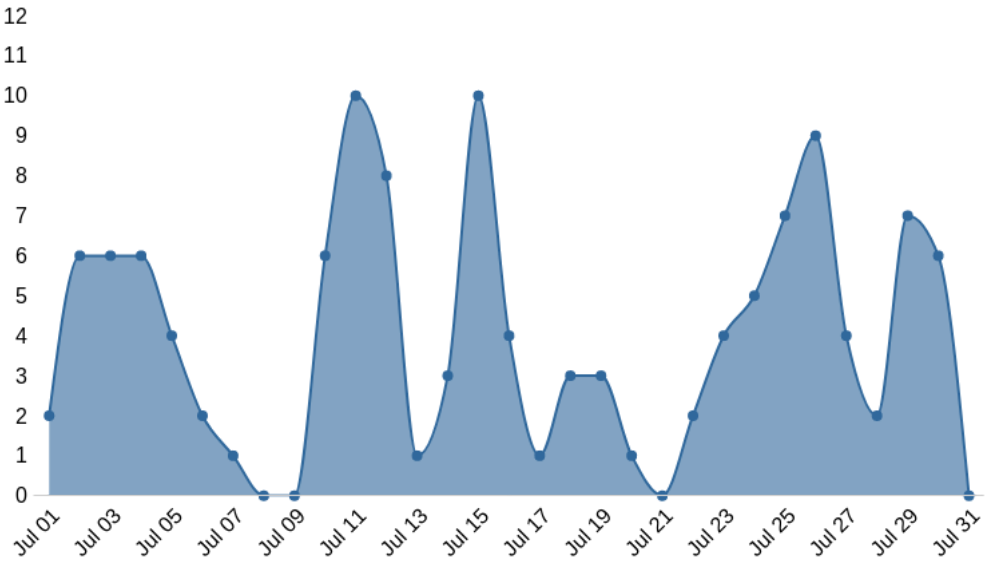


Times users clicked on an ad leading to your site and visited a page or completed an action

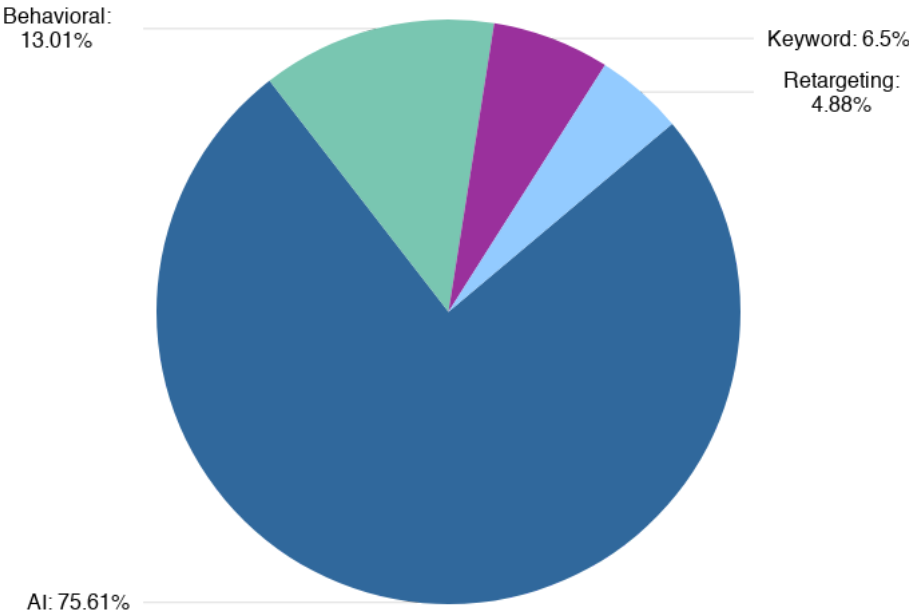
Display Click Conversion Breakout

Conversion Name	Click Conversions ↓
Ski Barn Contact Us Page View	109
Ski Barn Cart Page View	7
Ski Barn Virtual Consultation Page View	7

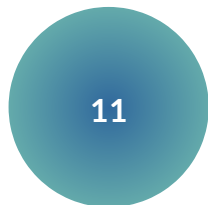
Display Click Conversions by Day



Top Display Click Conversions by Strategy



Display View-through Conversions

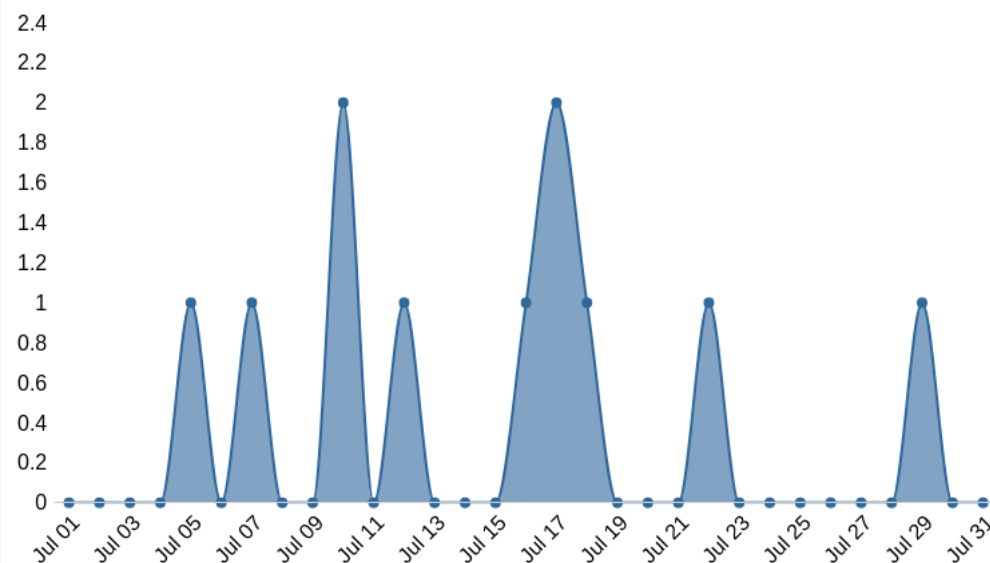


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

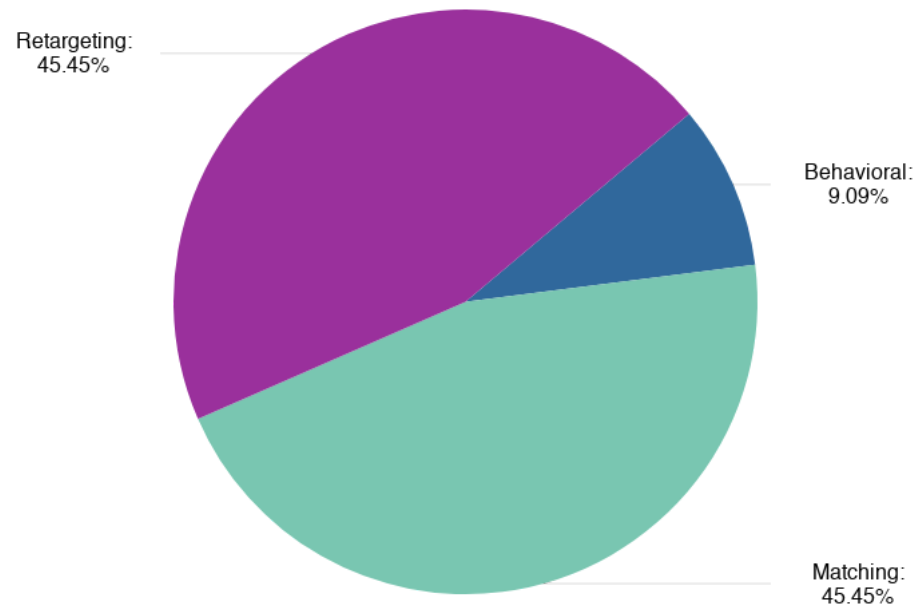
Display View-through Conversion Breakout

Conversion Name	View-through Conversions ↓
Ski Barn Homepage Visits	8
Ski Barn Contact Us Page View	2
Ski Barn Summer Shop Page View	1

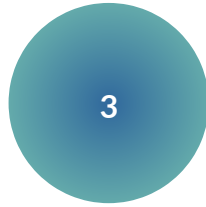
Display View-through Conversions by Day



Top Display View-through Conversions by Strategy



Video Click Conversions

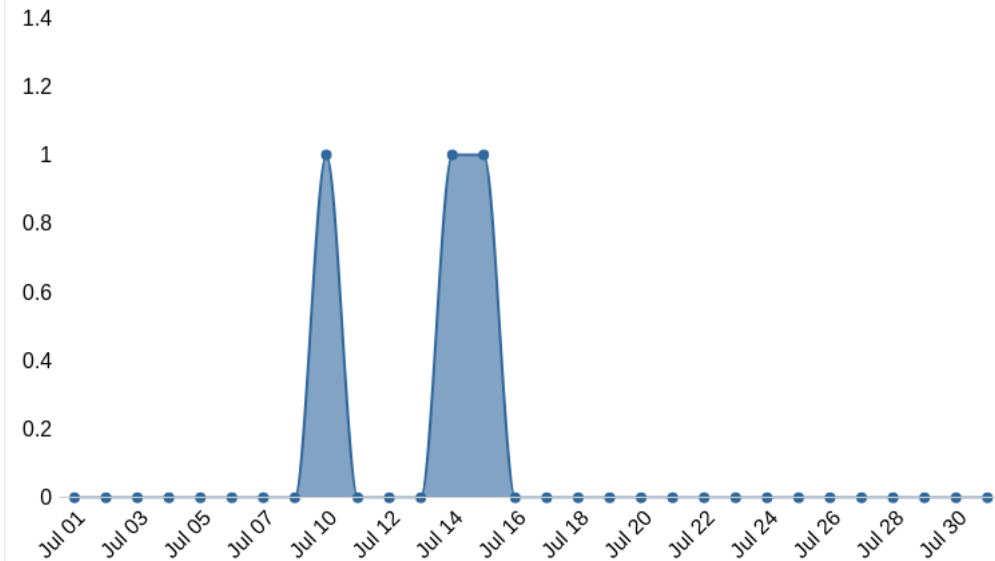


Times users clicked on an ad leading to your site and visited a page or completed an action

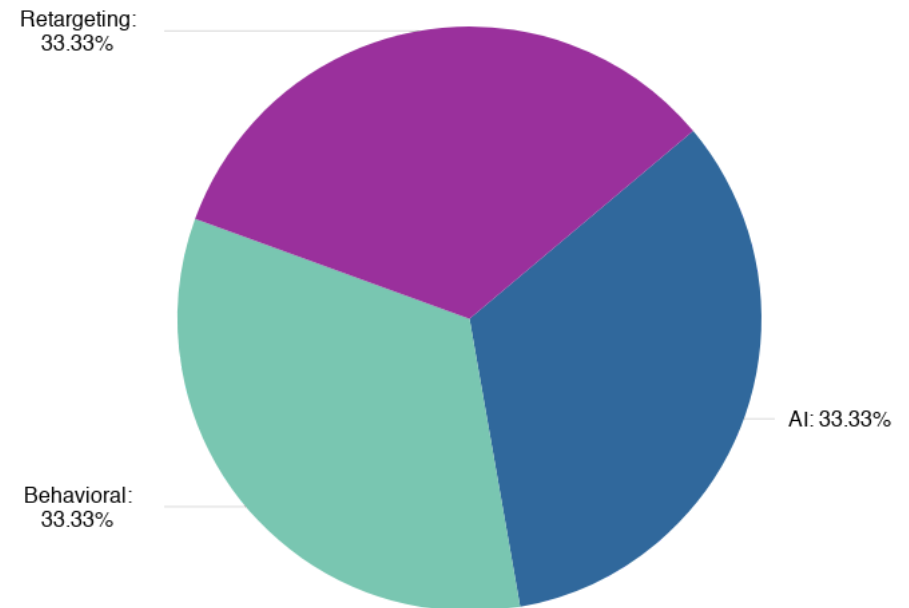
Video Click Conversion Performance Breakout

Conversion Name	Click Conversions ↓
Ski Barn Contact Us Page View	2
Ski Barn Virtual Consultation Page View	1

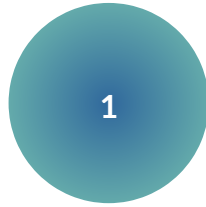
Video Click Conversions by Day



Top Video Click Conversions by Strategy



Video View-through Conversions

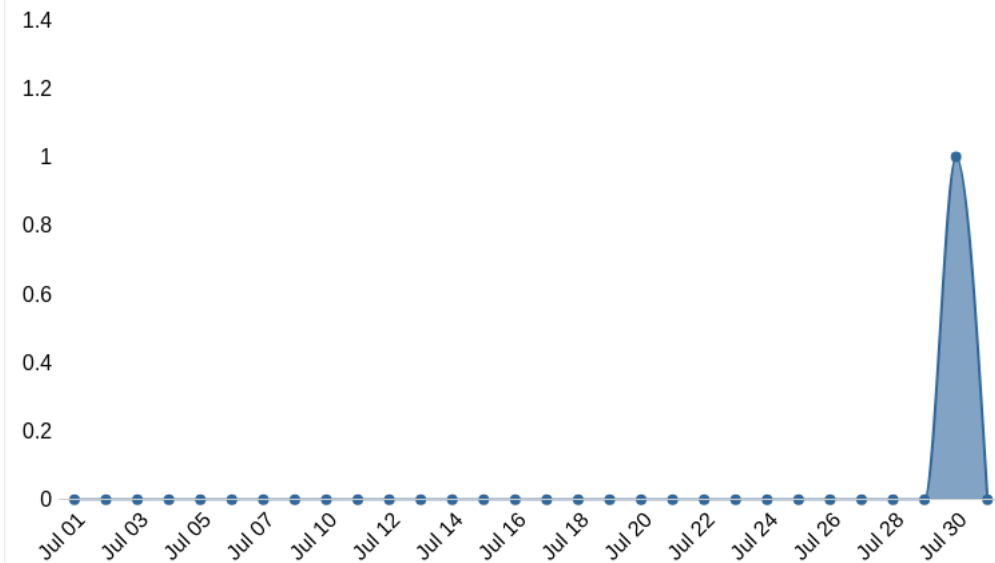


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

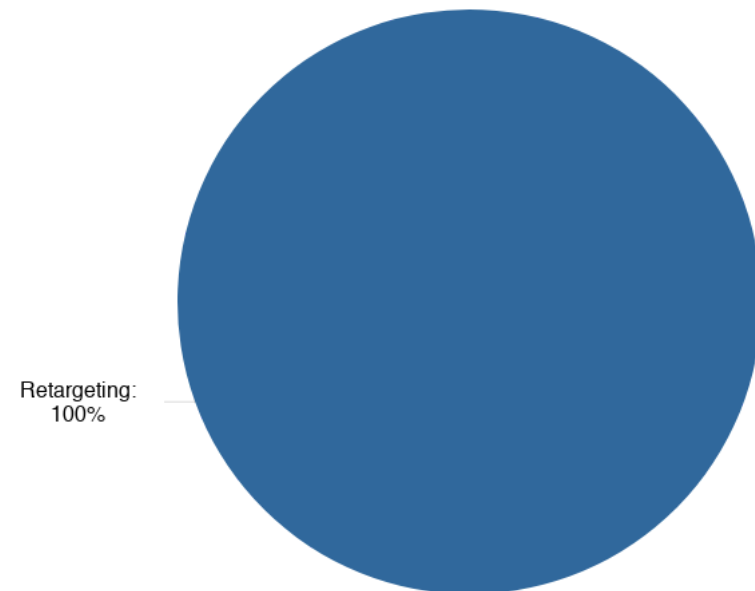
Video View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
Ski Barn Homepage Visits	1

Video View-through Conversions by Day



Top Video View-through Conversions by Strategy



Native Click Conversions

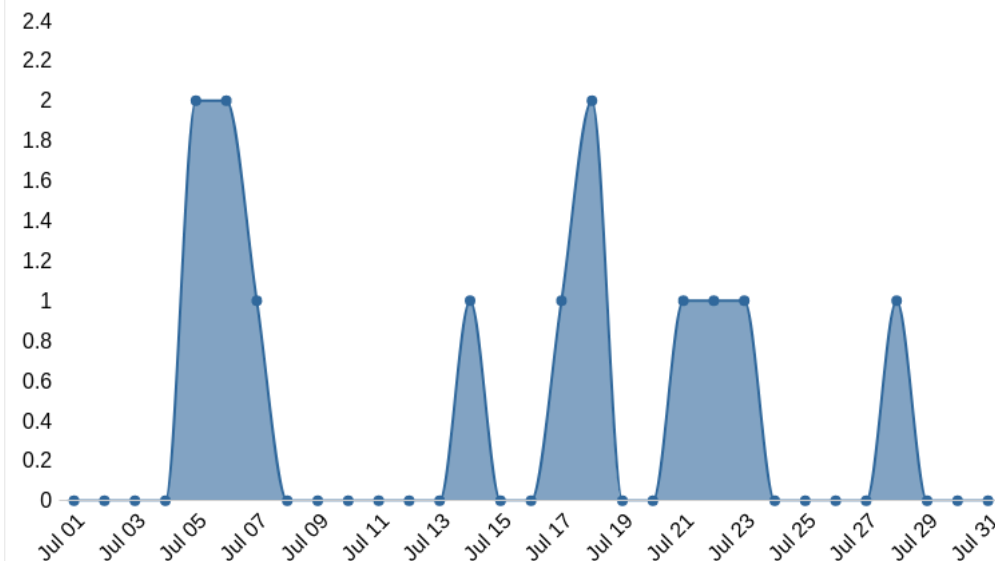


Times users clicked on an ad leading to your site and visited a page or completed an action

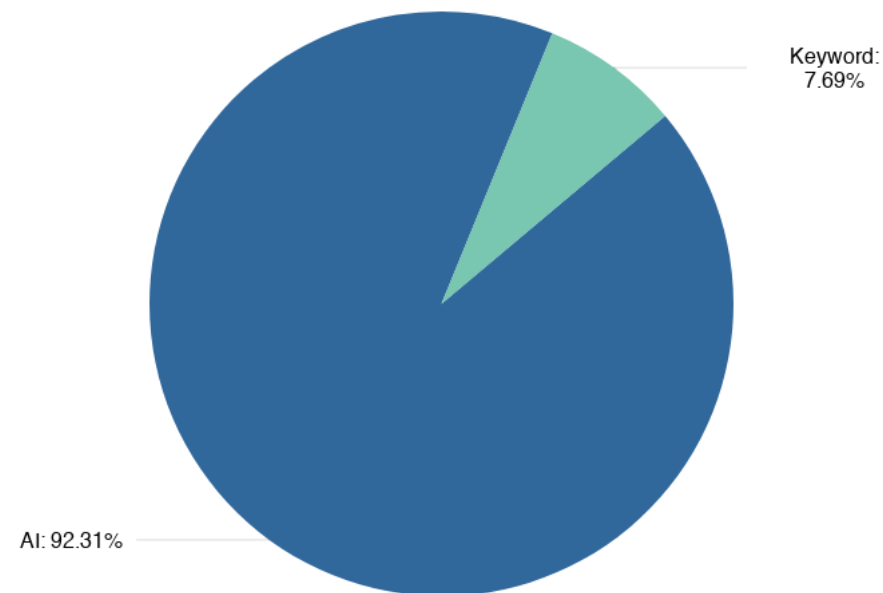
Native Click Conversion Performance Breakout

Conversion Name	Click Conversions ↓
Ski Barn Contact Us Page View	12
Ski Barn Virtual Consultation Page View	1

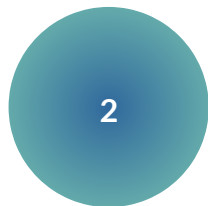
Native Click Conversions by Day



Top Native Click Conversions by Strategy



Native View-through Conversions

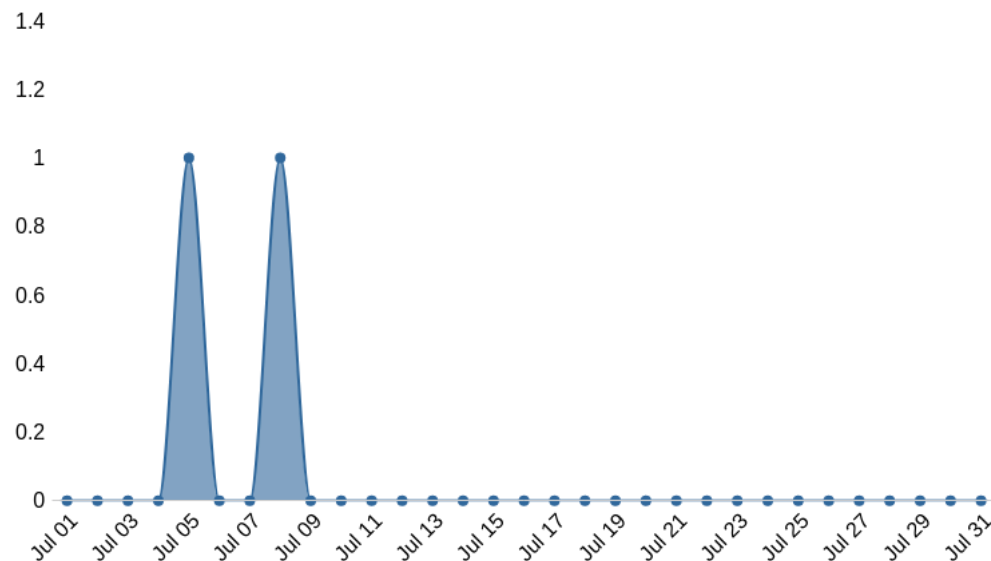


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

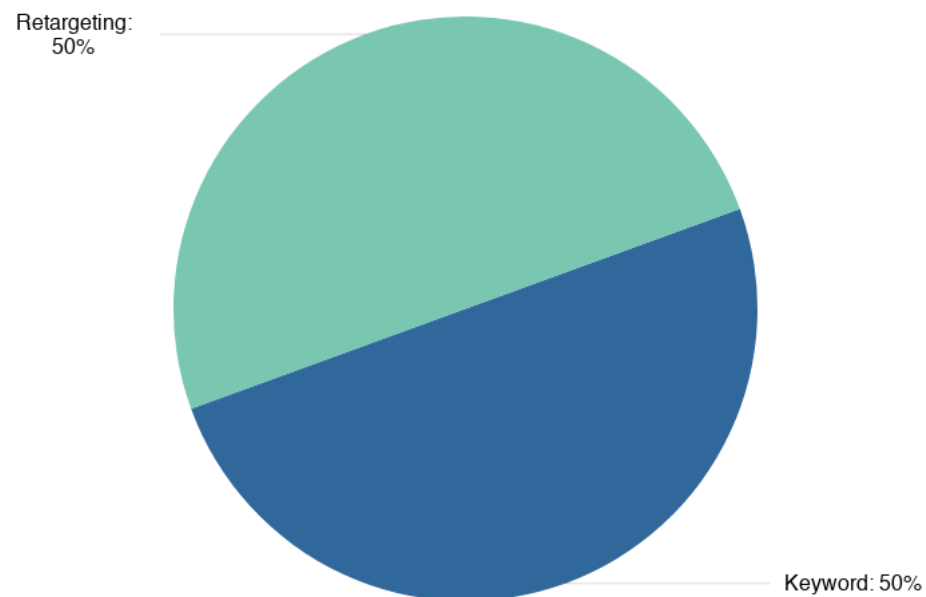
Native View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
Ski Barn Contact Us Page View	1
Ski Barn Homepage Visits	1

Native View-through Conversions by Day



Top Native View-through Conversions by Strategy



Mobile View-through Conversions

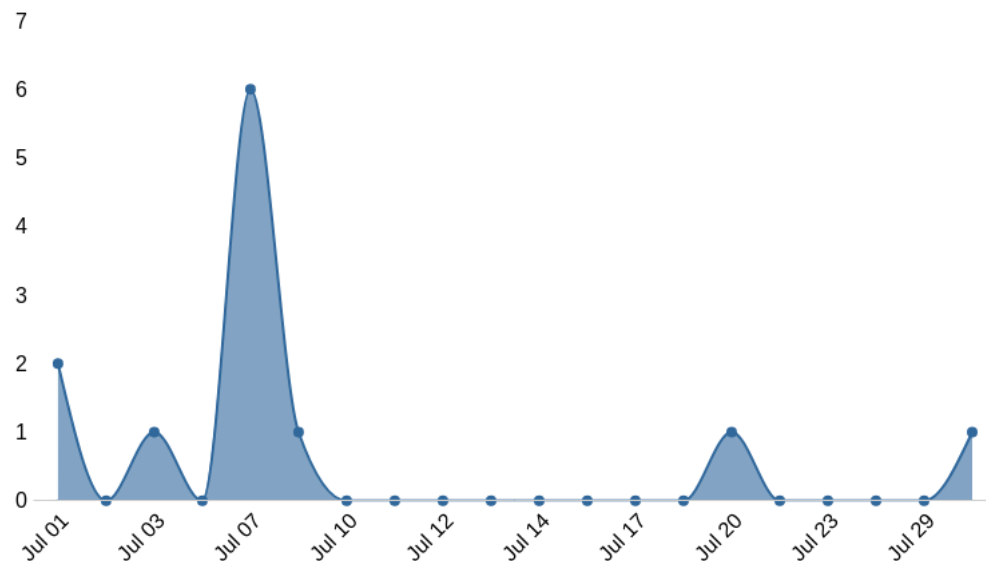


Times users saw an ad, did NOT click, but came to your site and
visited a page or completed an action

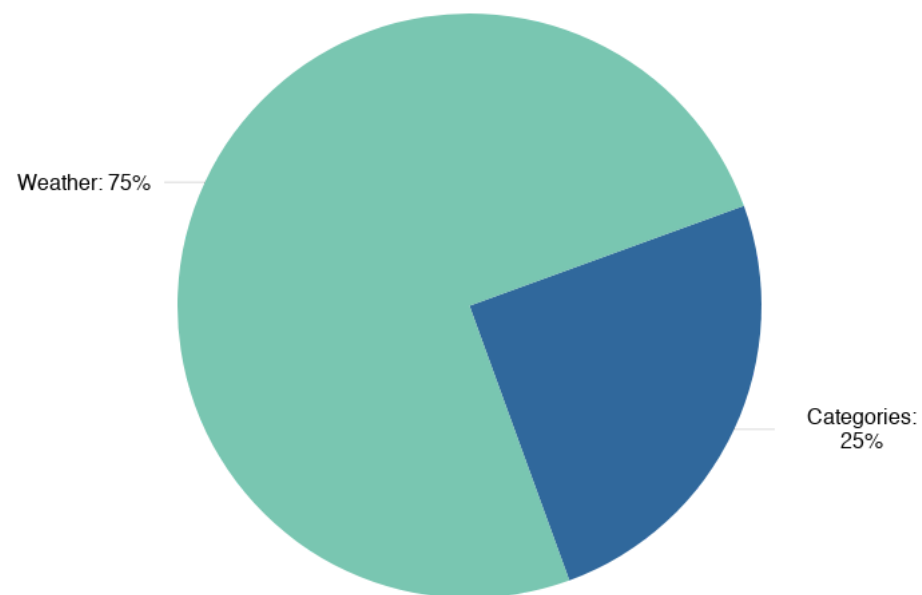
Mobile View-through Conversion Performance Breakout

Conversion Name	View-throughs ↓
Ski Barn Homepage Visits	12

Mobile View-through Conversions by Day



Top Mobile View-through Conversions by Strategy



Meta Click Conversions

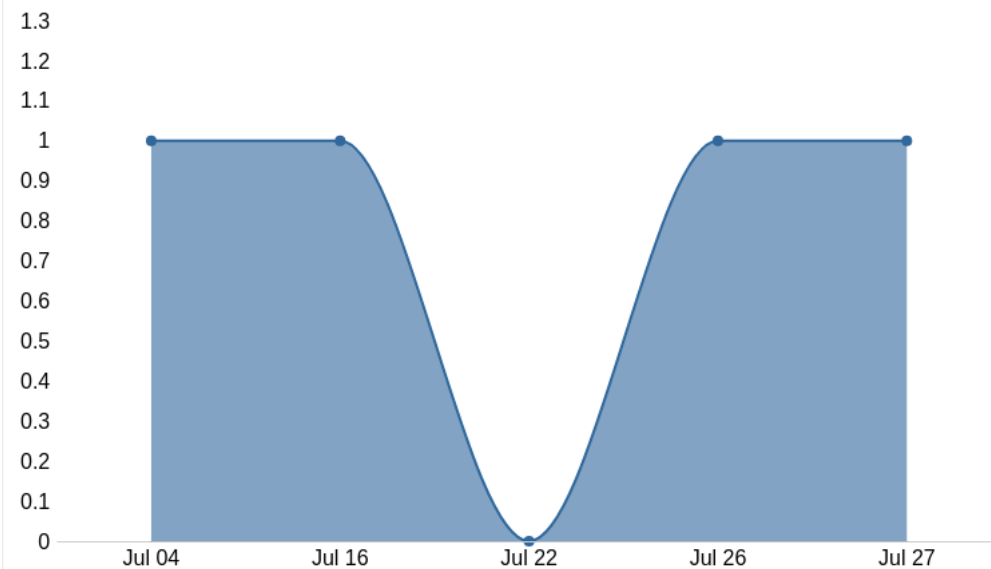


Times users clicked on an ad leading to your site and visited a page or completed an action

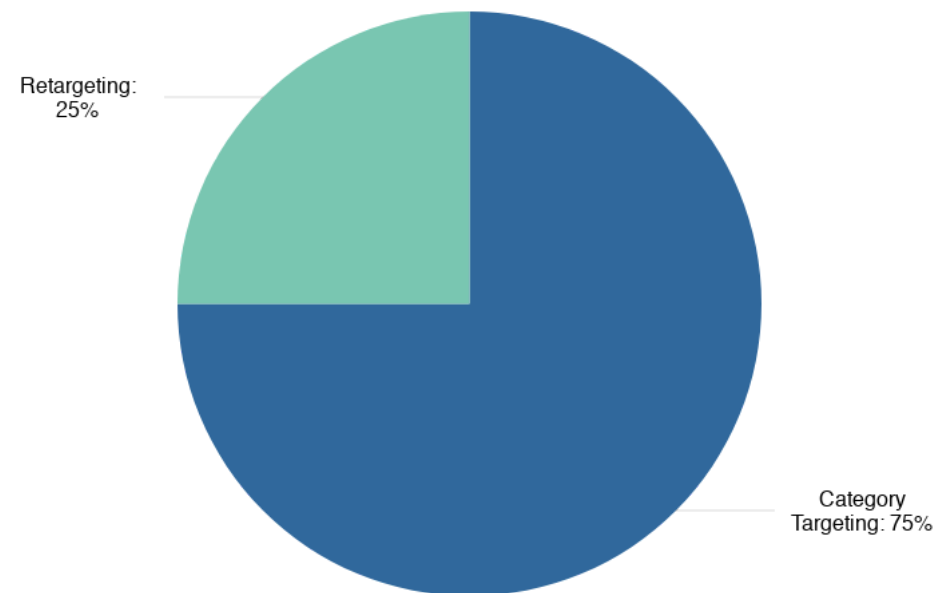
Meta Click Conversion Performance

Conversion Name	Click Conversions ↓
Ski Barn Rental Info Page View	2
Ski Barn Contact Us Page View	1
Ski Barn Tuning Page View	1

Meta Click Conversions by Day



Top Meta Click Conversions by Strategy



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

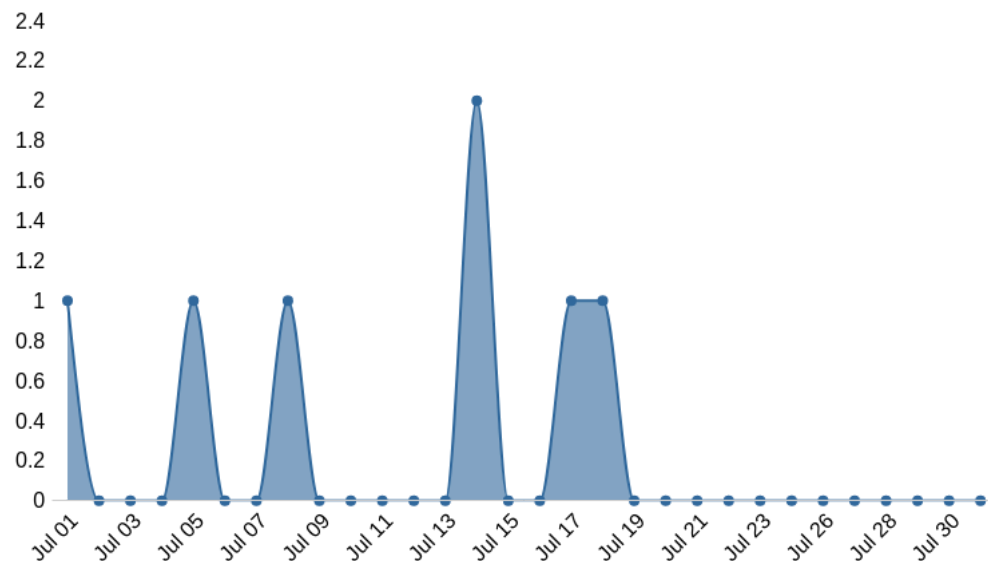
Conversion Name

View-Through Conversions ↓

Ski Barn Homepage Visits

7

Meta View-Through Conversions by Day



Meta Post Engagements

14,275

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

Meta Post Reactions

34

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

Meta Post Shares

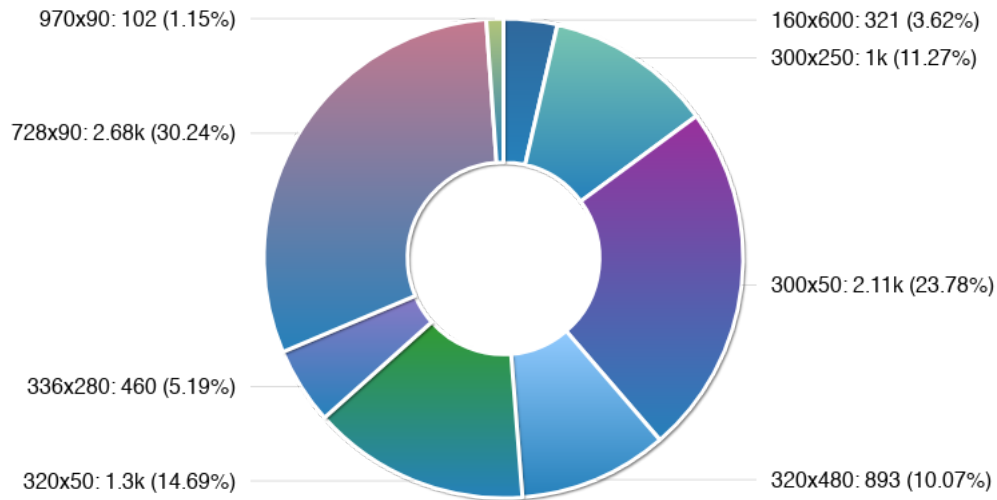
1

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

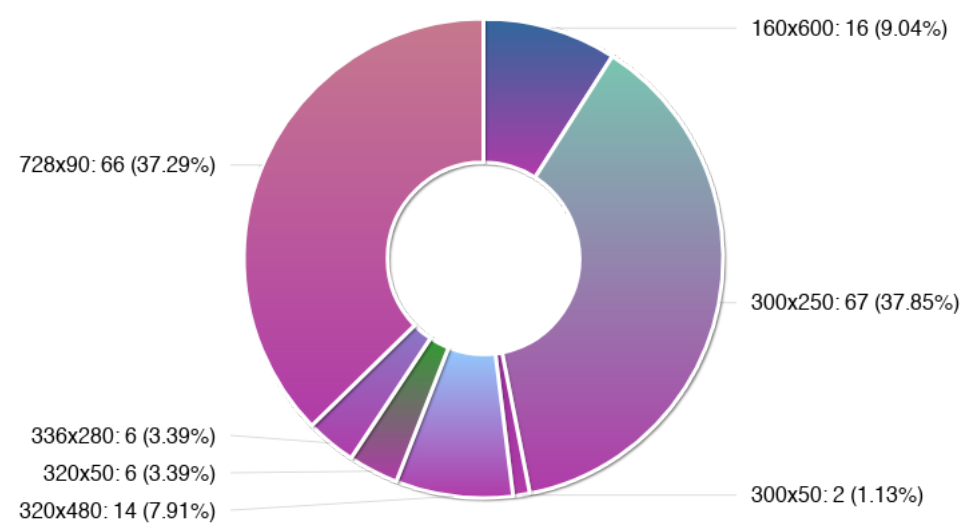
Display Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	Ski Barn_7.8.26_Summer Sale_728x90	144,544	2,372	1.64%	23.44
	Ski Barn_7.8.26_Summer Sale_300x50	191,158	1,997	1.04%	14.92
	Ski Barn_7.8.26_Summer Sale_320x50	153,389	1,204	0.78%	11.21
	Ski Barn_7.8.26_Summer Sale_300x250	184,627	786	0.43%	6.08
	Ski Barn_7.8.26_Summer Sale_320x480	30,884	611	1.98%	28.26
	Ski Barn_7.8.26_Summer Sale_336x280	41,702	333	0.80%	11.41
	Ski Barn_6.25_FOJ 26_728x90	30,978	310	1.00%	14.30
	Ski Barn_6.25_FOJ 26_320x480	7,905	282	3.57%	50.96

Display Click Performance by Ad Size



Display Conversion Performance by Ad Size

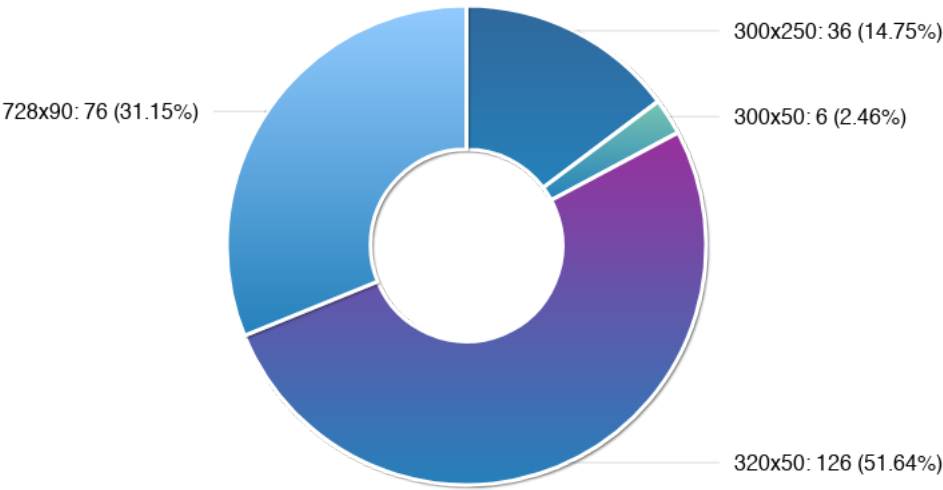


Grid contains more rows, but they have been clipped.

Mobile Creative Performance

Preview	Creative Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
	Ski Barn_SB_4_26_320x50_WeatherTrigger	51,970	108	0.21%	2.97
	Ski Barn_SB_4_26_728x90_WeatherTrigger	7,117	67	0.94%	13.45
	Ski Barn_SB_4_26_300x250_WeatherTrigger	3,927	30	0.76%	10.91
	Ski Barn_6.25_3_SB_July4_26_MobileLeaderboard_320x50.jpg	3,566	18	0.50%	7.21
	Ski Barn_6.25_4_SB_July4_26_MobileBanner_300x50.jpg	2,454	6	0.24%	3.49
	Ski Barn_6.25_5_SB_July4_26_Leaderboard_728x90.jpg	836	9	1.08%	15.38
	Ski Barn_6.25_1_SB_July4_26_MediumRectangle_300x250.jpg	147	1	0.68%	9.72
	Ski Barn_6.25_2_SB_July4_26_LRGrectangle_336x280.jpg	147	5	3.40%	48.59

Mobile Click Performance by Ad Size



Native Display Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
Thumbnail not available	Ski Barn_Native_Skibarn_1200x627_26	156,895	3,388	2.16%	30.85

Video Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
Thumbnail not available	Ski Barn_Patio Video 2019	81,184	1,733	2.13%	30.50

Video Completion Performance by Line Item

Line Item Name	25% Completed ↓	50% Completed	75% Completed	100% Completed
Ski Barn - Retargeting Video	89.59%	83.82%	72.64%	66.58%
Ski Barn - Homeowner/Home & Garden Behavioral Video	85.21%	77.96%	69.43%	61.23%
Ski Barn - AI Video	84.06%	77.63%	72.05%	63.69%
Ski Barn - Keyword Video	83.83%	77.64%	71.62%	63.11%

YouTube+ Creative Performance

Ad (Headline)	Impressions ↓	Clicks	Completion Rate	Cost Per Completed View
Ski Barn_Virtual Patio Tour	109,207	76	5.58%	0.72

YouTube+ Video Completion Performance by Creative

Ad (Headline)	25% Completed ↓	50% Completed	75% Completed	100% Completed
Ski Barn_Virtual Patio Tour	14.84%	8.83%	6.73%	5.58%

Meta Creative Performance

Ad	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
Ski Barn_7.8_FB Carousel Summer Sale	209,971	3,363	1.60%	22.88
Ski Barn_6.25_FB Carousel FOJ	104,429	1,761	1.69%	24.09
Ski Barn_7.8_IG Carousel Summer Sale	179,852	1,480	0.82%	11.76
Ski Barn_6.25_IG Carousel FOJ	88,898	620	0.70%	9.96

Meta Carousel Card Performance

Card Name	Ad	Count ↓
1: Kettler Chelsea Group 20% off	Ski Barn_6.25_FB Carousel FOJ	5,254
Ski Barn	Ski Barn_6.25_FB Carousel FOJ	987
2: Kingsley Bate St Barts 30% off	Ski Barn_6.25_FB Carousel FOJ	536
3: Lloyd Flanders Hampton 40% off	Ski Barn_6.25_FB Carousel FOJ	88
5: Grilling, pizza & fire pits	Ski Barn_7.8_FB Carousel Summer Sale	39

Mobile Geo-Fencing Performance

Business Name	Address	City	State	Zip	Latitude	Longitude	Impressions ↓	Clicks	CTR
	201 Shunpike Rd	Springfield	NJ	07081			73	1	1.37%
	96 West Midland Avenue	Paramus	NJ	07652			72	1	1.39%
	235 Franklin Avenue	Ridgewood	NJ	07450			43	2	4.65%
	52 Broad Street	Red Bank	NJ	07701			39	2	5.13%
	1 Bridge Avenue	Red Bank	NJ	07701			36	1	2.78%
	627 Broad Street	Shrewsbury	NJ	07702			35	0	0.00%
	1 Trump National Blvd	Colts Neck	NJ	07722			30	1	3.33%
	37 NJ-35	Neptune City	NJ	07753			27	1	3.70%
	380 NJ-17	Paramus	NJ	07652			21	0	0.00%
	330 NJ-17	Paramus	NJ	07652			18	0	0.00%
	713 Passaic Avenue	West Caldwell	NJ	07006			16	0	0.00%
	100 Caven Point Rd	Jersey City	NJ	07305			14	0	0.00%
	740 Morris Turnpike	Short Hills	NJ	07078			14	0	0.00%
	163 Sharon Road	Robbinsville	NJ	08691			11	0	0.00%
	231 Route 35	Eatontown	NJ	07724			11	0	0.00%
	3713 Route 46 East	Parsippany	NJ	07054			9	0	0.00%
	2760 Concord Road	Aston	PA	19014			8	0	0.00%
	80 Anderson Avenue	Demarest	NJ	07627			8	0	0.00%
	504 Route 17	Paramus	NJ	07652			7	0	0.00%
	141 Route 17 South	Paramus	NJ	07652			6	0	0.00%

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	1,167,189	16,015	1.37%
Desktop	A personal computing device that remains stationary at one location.	202,264	2,764	1.37%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	165,109	2,043	1.24%
Connected TV	An internet enabled device that provides streaming content directly on the TV, without the use of an external streaming device.	19,797	8	0.04%
Unknown	---	346	2	0.58%
Streaming Device	A stick/dongle device that connects to a TV and provides streaming content, such as a Fire TV Stick, Roku Streaming Stick, and Google Chromecast.	5	0	0.00%

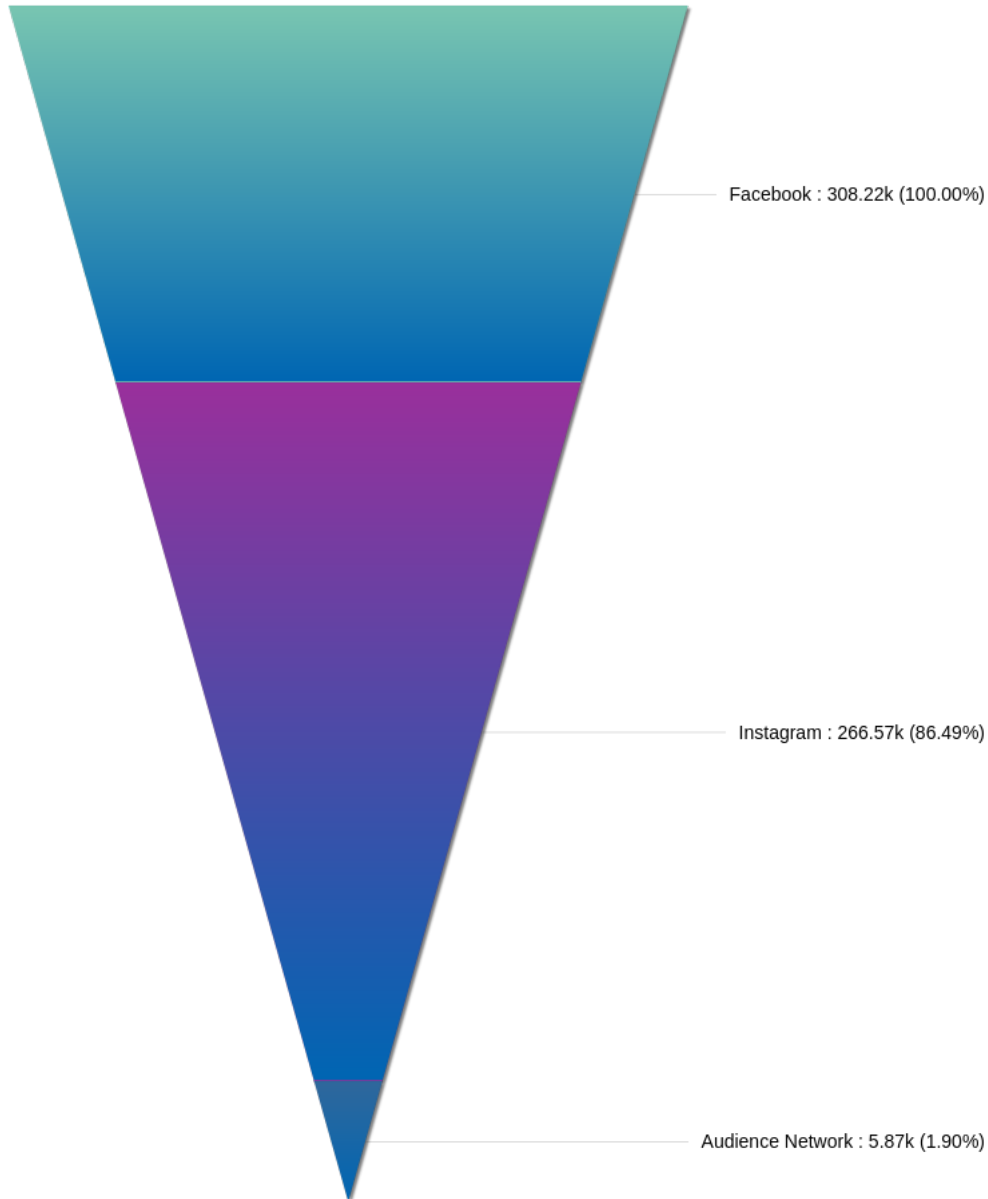
Top 10 YouTube Channel Performance

Placement Display Name	Impressions ↓	Clicks	CTR
HAR PAL GEO	189	1	0.53%
ARY Digital HD	186	0	0.00%
MeidasTouch	157	0	0.00%
Fox News	137	0	0.00%
Midwest Safety	132	0	0.00%
SML	116	0	0.00%
ABC News	110	0	0.00%
HUM TV	108	0	0.00%
Dangal TV Channel	106	0	0.00%
Kalogeras Sisters	52	0	0.00%

Social Placement Performance

Placement	Where your ads appear	Impressions ↓	Clicks	CTR
Facebook Marketplace	Your ads appear in the Marketplace home page or when someone browses Marketplace in the Facebook app.	178,590	1,751	0.98%
Instagram Reels	Your ads appear in the Reels tab on Instagram.	124,620	347	0.28%
Instagram Stories	Your ads appear in people's Stories on Instagram.	74,797	1,687	2.26%
Instagram Feed	Your ads appear in the mobile app and on desktop and mobile web.	67,151	64	0.10%
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.	44,602	979	2.20%
Facebook Reels	Your ads appear in the Reels tab on Facebook.	42,752	703	1.64%
Facebook Search Results	Your ads appear next to relevant Facebook and Marketplace search results.	33,454	375	1.12%
Facebook Stories	Your ads appear in people's Stories on Facebook.	6,354	165	2.60%
Audience Network (Native, Banner, and Interstitial)	Your ads appear on apps on Audience Network.	5,870	1,100	18.74%
Facebook In-stream Videos	Your ads appear in video on demand and in a select group of approved partner live streams on Facebook.	2,466	46	1.87%

Social Placement Performance by Impressions



Facebook News Feed Performance



Audience Network Performance



Instagram Performance



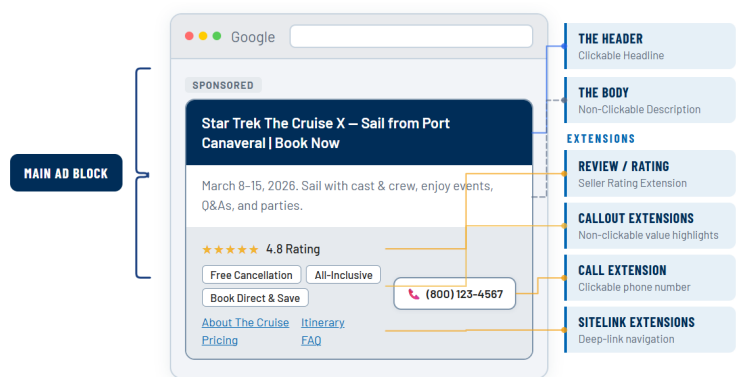
Cost: Amount Spent on the PPC campaign. You are charged when a Click occurs on an ad.

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.

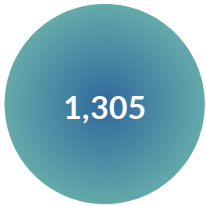
"Calls Count" is the number of times people clicked on a phone number displayed in an ad on a mobile device or manually dialed the Google forwarding number displayed in an ad on any device, regardless of the duration.

Grid contains more rows, but they have been clipped.

Performance Max Creative Group Performance

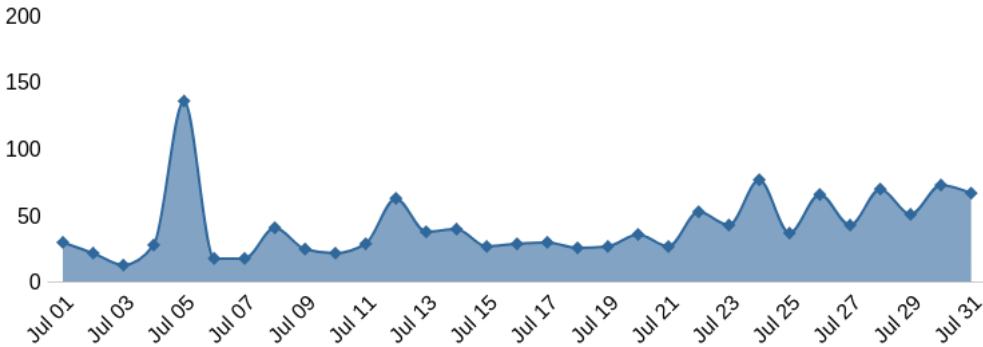
Creative Group Name	Search Themes	Client Ad Cost	Client CPE	Impressions	Events ↓	Event Rate
Ski Barn - Outdoor Furniture/Home Decor/Retargeting Performance Max	Alfresco Home outdoor decor,All-weather patio sectionals,Biophilic outdoor furniture design,Coastal style patio furniture,Commercial grade patio umbrellas,Custom outdoor furniture design,Design Within Reach outdoor alternatives,Fortunoff Backyard Store alternatives,Frontgate outdoor furniture alternatives,Gas fire pit tables for patio,Gensun cast aluminum patio sets,Heated patio umbrellas,High end outdoor furniture store near me,High-end small space patio furniture,Houe outdoor dining sets,Kingsley Bate teak furniture,Lloyd Flanders outdoor wicker,Low maintenance outdoor furniture,Luxury backyard entertaining furniture,Luxury deck furniture with cushions,Luxury outdoor deep seating,Luxury patio furniture Northern NJ,Luxury pool lounge chairs,Marine grade polymer patio furniture,Modern outdoor fire pits,Modern outdoor living room ideas,Modular outdoor sectional sofas,Outdoor dining sets for 8,Outdoor kitchens and grills,Outdoor pizza ovens for home,Patio furniture showrooms NJ,Pelican Shops outdoor furniture,Resort style patio furniture,Restoration Hardware style patio furniture,Seaside Casual outdoor furniture,Sustainable teak patio sets,Telescope Casual patio furniture,Three Birds Casual outdoor furniture,Treasure Garden cantilever umbrellas,Weatherproof outdoor sofas	6,551.41	0.95	126,938	6,927	5.46%

Performance Max Click Conversions



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

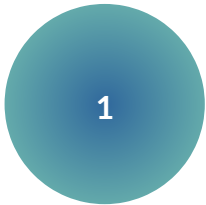
Performance Max Click Conversions by Day



Performance Max Click Conversion Performance

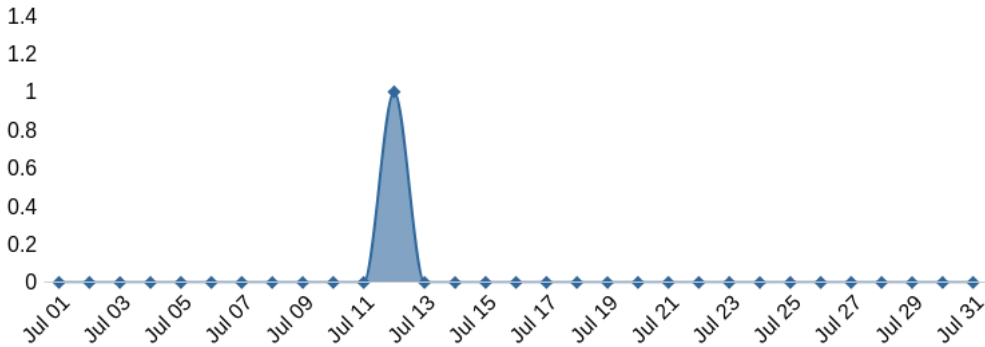
Conversion Action Name	Click Conversions ↓
Ski Barn Contact Us Page View	1,003
Local actions - Other engagements	243
Local actions - Directions	39
Clicks to call	9
Ski Barn Cart Page View	7
Ski Barn Virtual Consultation Page View	3
Ski Barn Summer Shop Page View	1

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

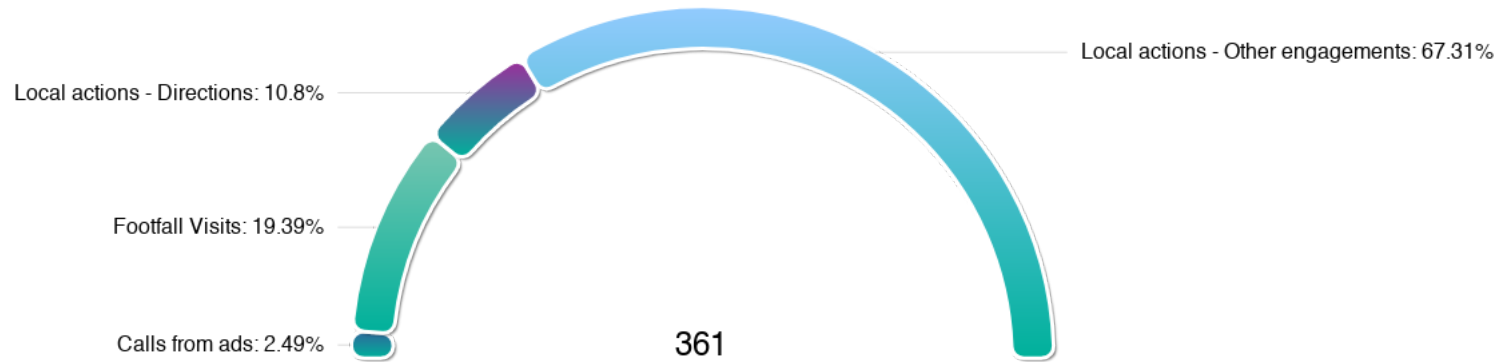
Performance Max View-through Conversions by Day



Performance Max View-through Conversion Performance

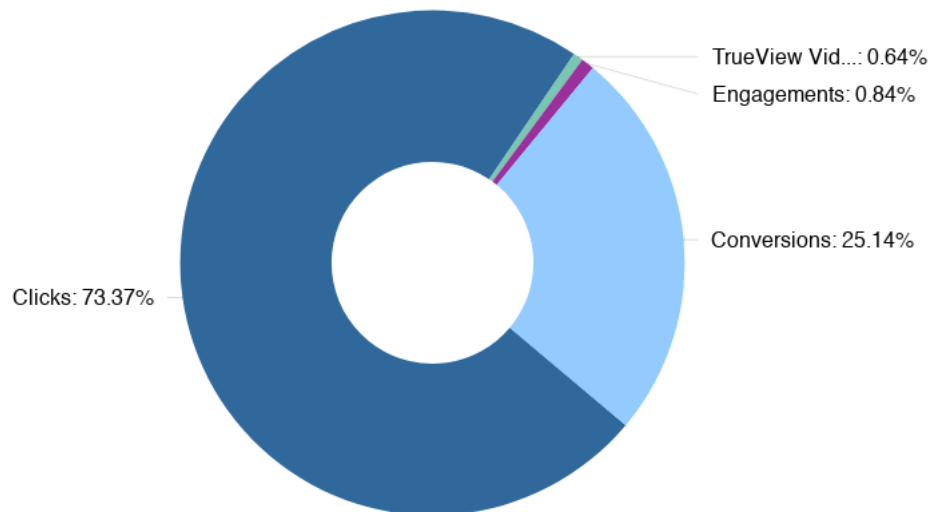
Conversion Action Name	View-through Conversions ↓
Ski Barn Contact Us Page View	1

Performance Max Other Google Conversions - these are automatic conversions Google tracks based on actions taken from your ads

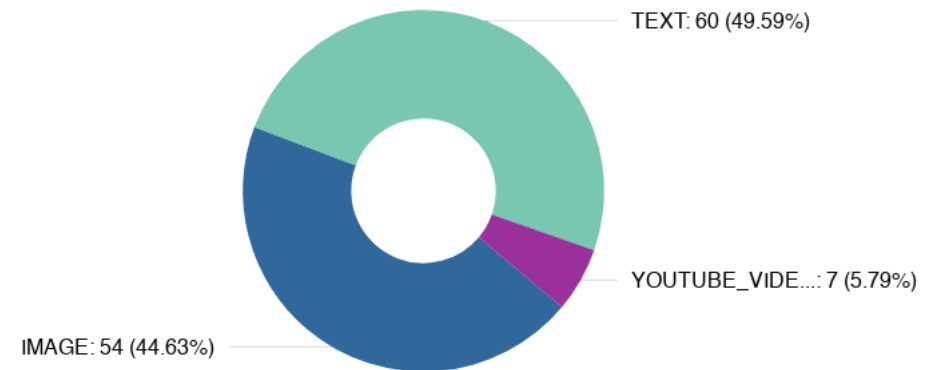


"Calls from ads" refers to a qualified conversion, meaning that the call had to go through and last for at least 60 seconds for it to be counted.

Event Breakdown by Type



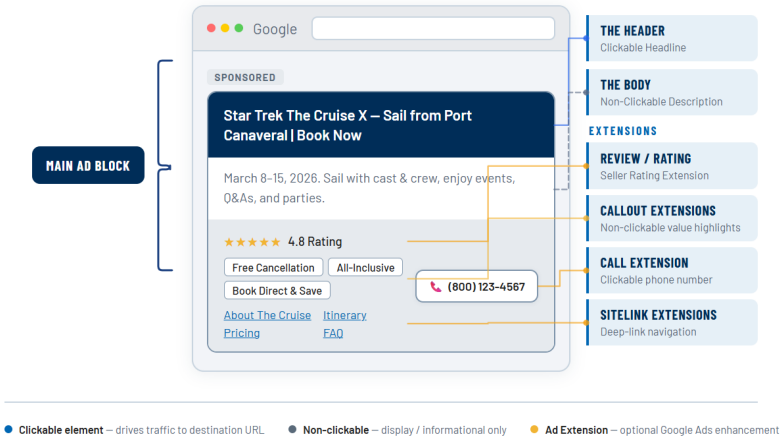
Creative Type by Quantity



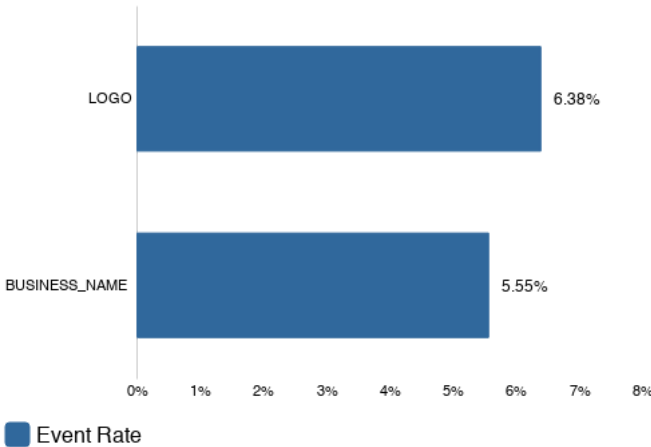
Performance Max Top 5 Extension Performance

Type	Extension (upgraded)	Impressions	Events	Event Rate ↓	Client Ad Cost	Client CPE
LOGO	1200x1200_SB_Logo.jpg, https://tpc.googlesyndication.com/simgad/8660548746789686163	77,100	4,918	6.38%	4,663.97	0.95
BUSINESS_NAME	Ski Barn Patio Furniture	117,150	6,506	5.55%	6,284.28	0.97

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.



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.