

Digital Marketing Report

Impressions

How many ads were served:

161,374

Clicks

Times a user clicked on an ad

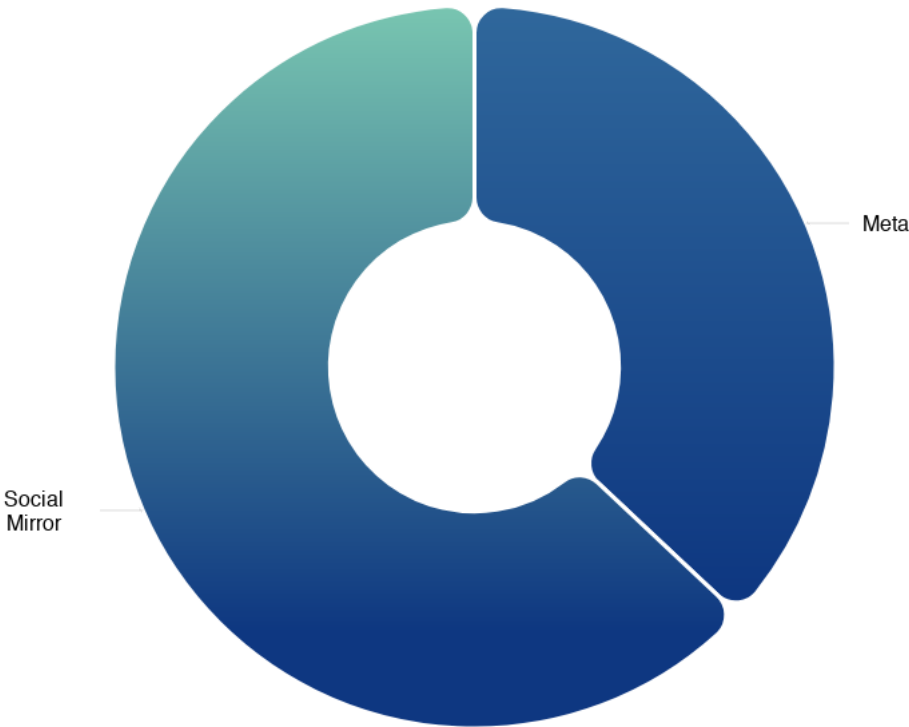
1,143

Click-Through Rate

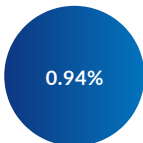
$(\text{Clicks} / \text{Impressions}) \times 100$

0.71%

Your Product Breakout by Impressions



Total Engagement Rate



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

X the National Average



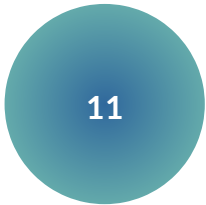
X the National Avg (.07%)

*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.

Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
High Desert Harley Davidson - Motorcycles/Outdoor Enthusiasts Social Mirror	76,309	369	0.48%	6.91
High Desert Harley Davidson - Facebook Email Matching	48,095	576	1.20%	17.11
High Desert Harley Davidson - Keyword Social Mirror	23,301	50	0.21%	3.07
High Desert Harley Davidson - Facebook Retargeting	11,613	116	1.00%	14.27
High Desert Harley Davidson - Retargeting Social Mirror	2,056	32	1.56%	22.23

Social Mirror Click Conversions

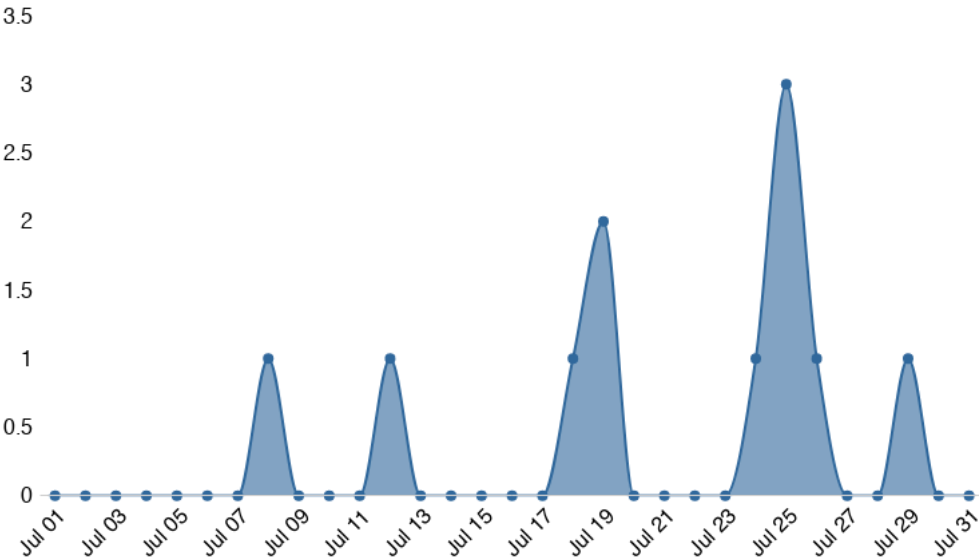


Times users clicked on an ad leading to your site and visited a page or completed an action

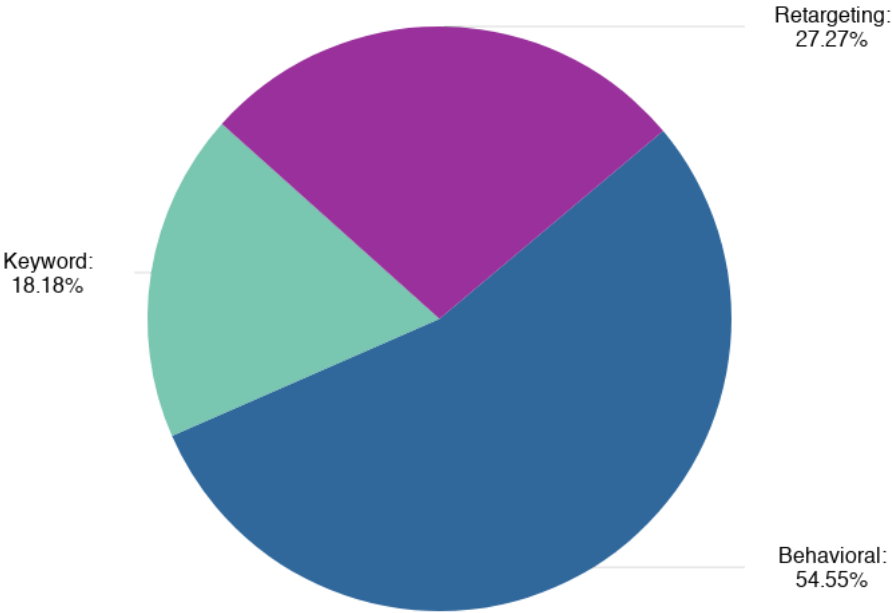
Social Mirror Click Conversion Performance Breakout

Conversion Name	Click Conversions ↓
High Desert Harley Davidson New Inventory Page View	6
High Desert Harley Davidson Preowned Inventory Page View	4
High Desert Harley Davidson Genuine Parts Page View	1

Social Mirror Click Conversions by Day



Top Social Mirror Click Conversions by Strategy



Social Mirror View-through Conversions

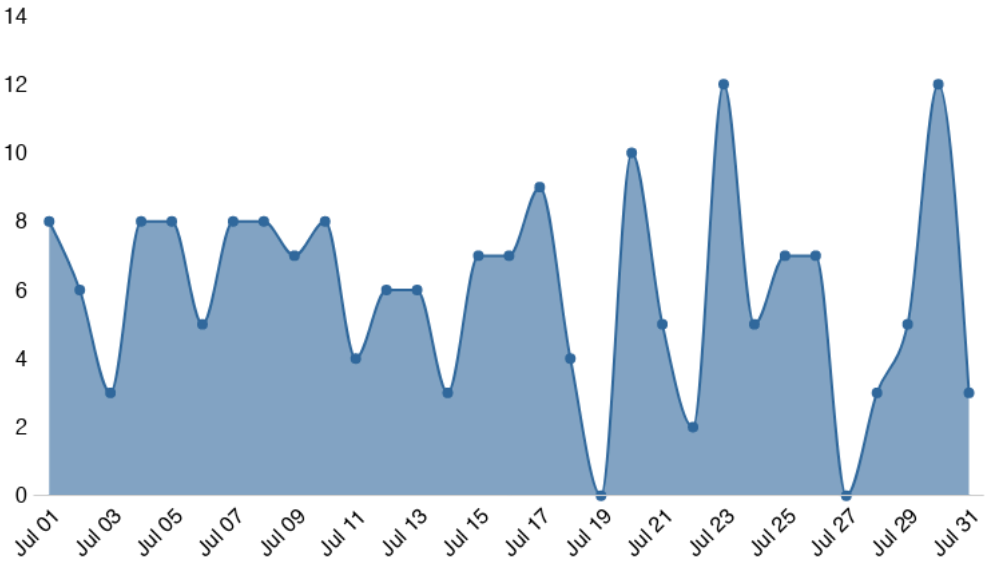
186

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

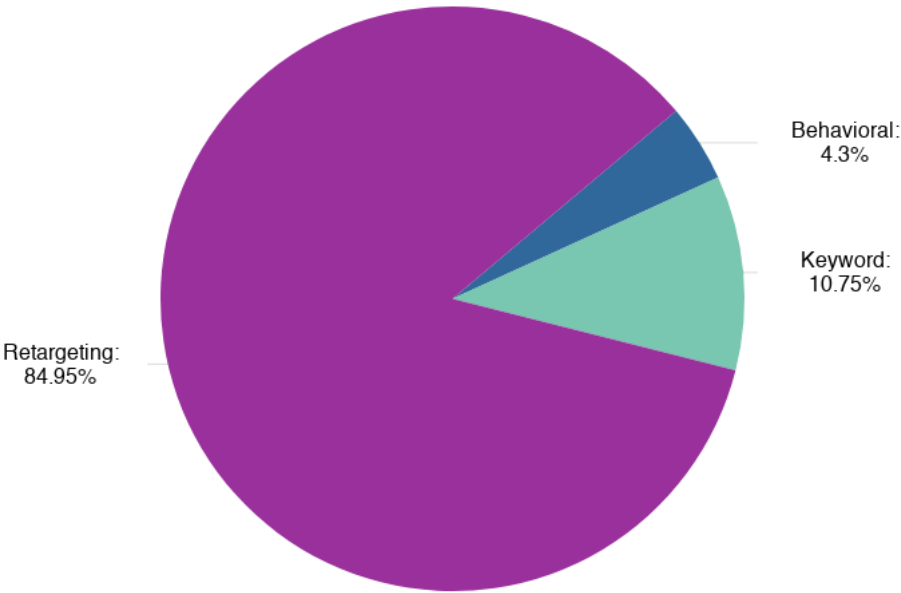
Social Mirror View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
High Desert Harley Davidson Preowned Inventory Page View	120
High Desert Harley Davidson New Inventory Page View	30
High Desert Harley Davidson Homepage Visits	29
High Desert Harley Davidson Merchandise Page View	5
High Desert Harley Davidson Contact Us Page View	1
High Desert Harley Davidson Genuine Parts Page View	1

Social Mirror View-through Conversions by Day



Top Social Mirror View-through Conversions by Strategy



Meta Click Conversions

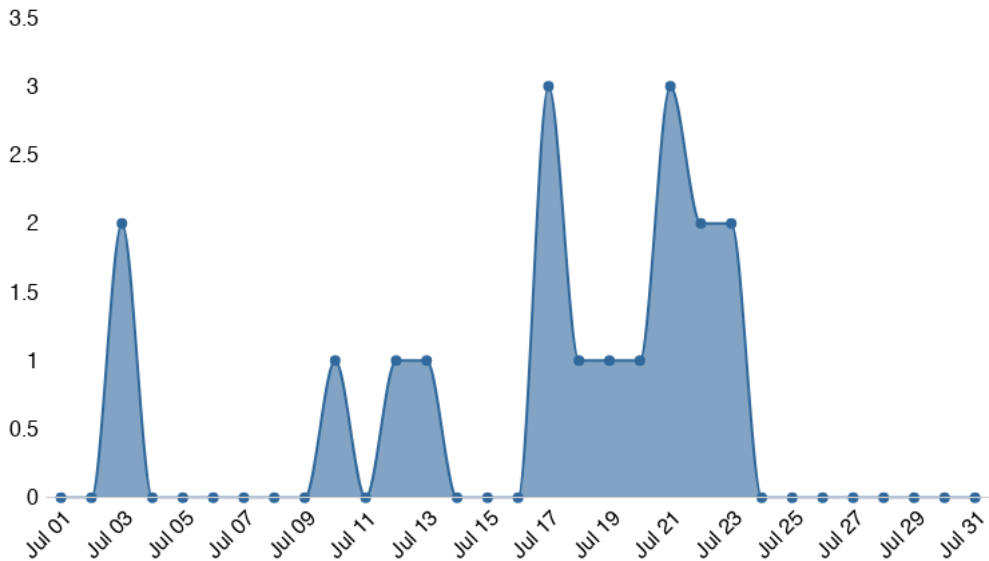


Times users clicked on an ad leading to your site and visited a page or completed an action

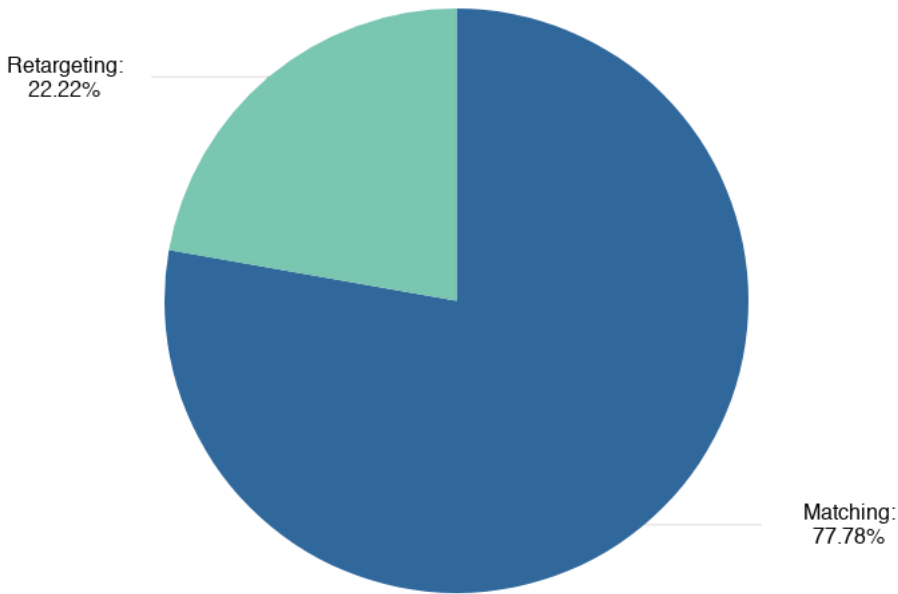
Meta Click Conversion Performance

Conversion Name	Click Conversions ↓
High Desert Harley Davidson Preowned Page View	12
High Desert Harley Davidson New Inventory Page Vie	5
High Desert Harley Davidson Genuine Parts Page Vie	1

Meta Click Conversions by Day



Top Meta Click Conversions by Strategy



Meta View-Through Conversions

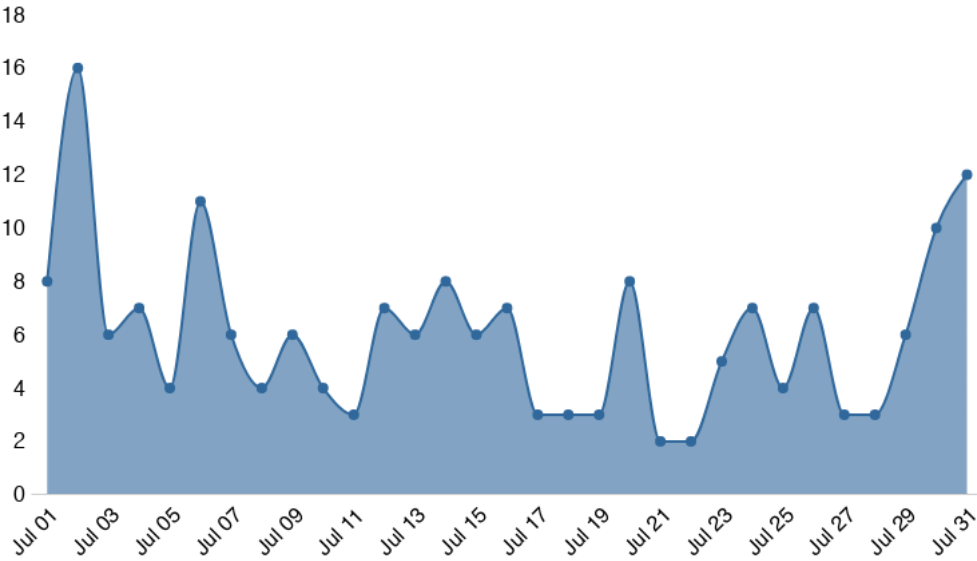
187

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

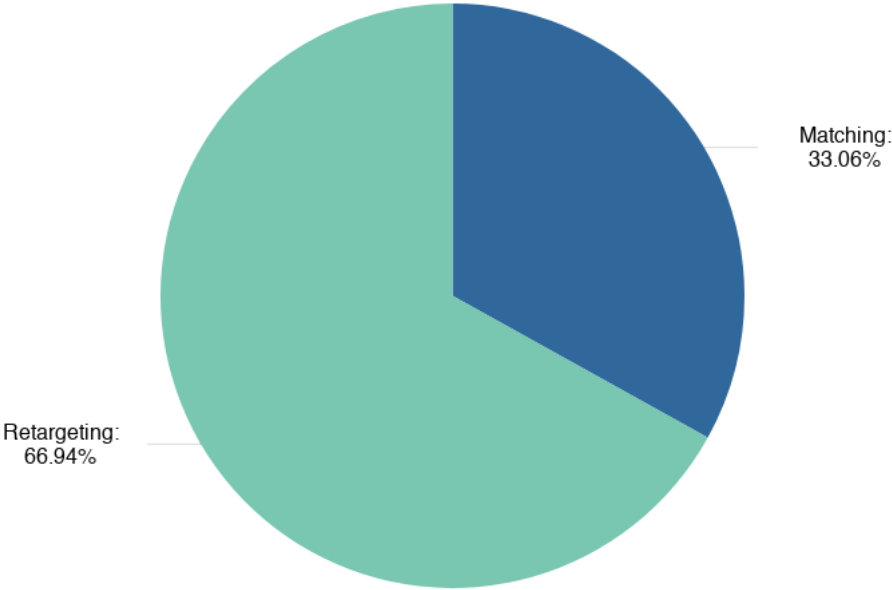
Meta View-Through Conversion Performance

Conversion Name	View-Through Conversions ↓
High Desert Harley Davidson Preowned Page View	103
High Desert Harley Davidson Homepage Visits	63
High Desert Harley Davidson New Inventory Page Vie	16
High Desert Harley Davidson Merchandise Page View	3
High Desert Harley Davidson Contact Us Page View	1
High Desert Harley Davidson Genuine Parts Page Vie	1

Meta View-Through Conversions by Day



Top Meta View-Through Conversions by Strategy

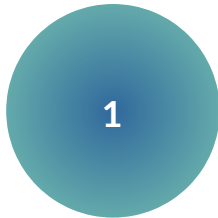


Meta Post Engagements



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

Meta Post Comments



The total number of comments your ads received

Meta Post Reactions



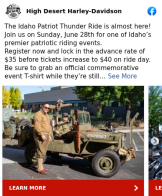
The total number of people who liked, or reacted to your ad, which shows up in their friends news feeds

Meta Post Shares



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

Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	High Desert Harley Davidson_Social Mirror_4.1 UltimateGiveaway Story	56,837	256	0.45%	6.43
Thumbnail not available	High Desert Harley Davidson_Social Mirror_7.1.26 Story	43,356	190	0.44%	6.26
Thumbnail not available	High Desert Harley Davidson_Social Mirror_6.10_IPT Flyer 1080x1398	284	2	0.70%	10.06
Thumbnail not available	High Desert Harley Davidson_Social Mirror_6.1.26 Story	529	1	0.19%	2.70
	High Desert Harley Davidson_Social Mirror_6.10_Patriot Thunder Ride Carousel	291	1	0.34%	4.91
	High Desert Harley Davidson_Social Mirror_6.16.26 Story	369	1	0.27%	3.87

Meta Creative Performance

Ad	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
High Desert Harley Davidsion_4.27_Giveaway 1080p V2 1	19,076	548	2.87%	41.04
High Desert Harley Davidsion_7.1_FreedomtoChoose26_1080x1350	38,485	132	0.34%	4.90
High Desert Harley Davidsion_4.1_UltimateGiveaway_1080x1350	1,940	12	0.62%	8.84
High Desert Harley Davidson_8.1_hot aug nights 1080x1350	207	0	0.00%	0.00

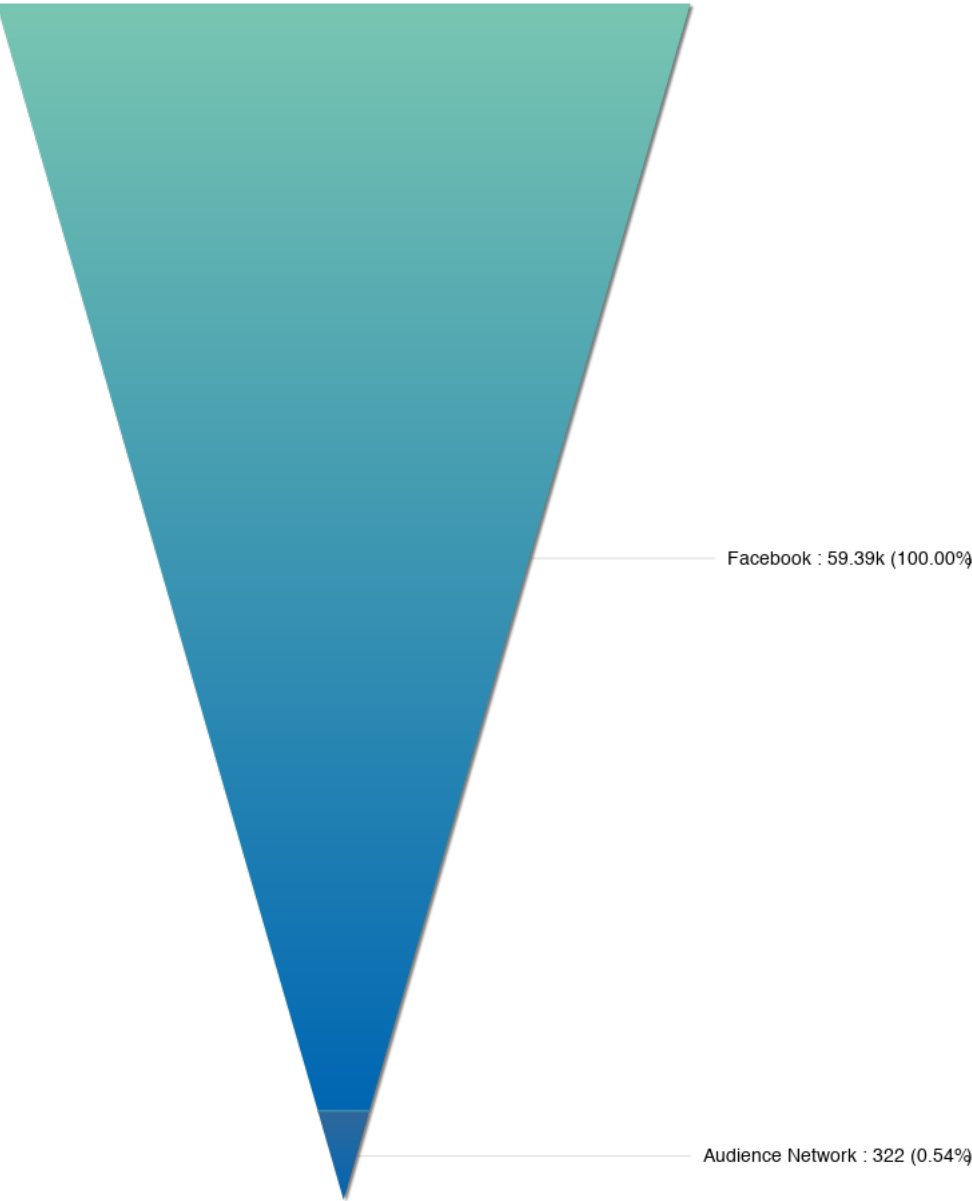
Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	132,337	1,061	0.80%
Desktop	A personal computing device that remains stationary at one location.	22,012	43	0.20%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	6,906	39	0.56%
Unknown	---	119	0	0.00%

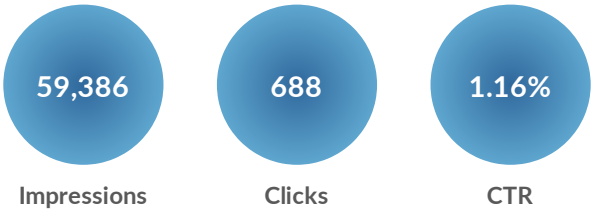
Social Placement Performance

		Impressions ↓	Clicks	CTR
Placement	Where your ads appear			
Facebook Marketplace	Your ads appear in the Marketplace home page or when someone browses Marketplace in the Facebook app.	25,045	15	0.06%
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.	19,354	497	2.57%
Facebook Reels	Your ads appear in the Reels tab on Facebook.	11,912	149	1.25%
Facebook In-stream Videos	Your ads appear in video on demand and in a select group of approved partner live streams on Facebook.	2,250	19	0.84%
Facebook Search Results	Your ads appear next to relevant Facebook and Marketplace search results.	660	2	0.30%
Audience Network (Native, Banner, and Interstitial)	Your ads appear on apps on Audience Network.	322	4	1.24%
Facebook Stories	Your ads appear in people's Stories on Facebook.	165	6	3.64%
Unknown	Your ads appeared on one of the Facebook or Instagram placements, but the Meta Exchange wasn't able to accurately track the placement type.	0	0	-

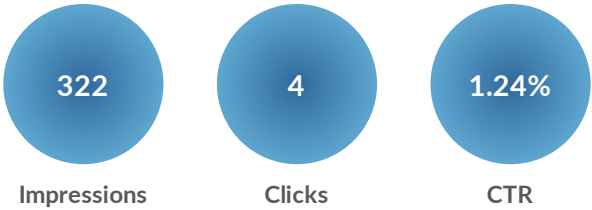
Social Placement Performance by Impressions



Facebook News Feed Performance

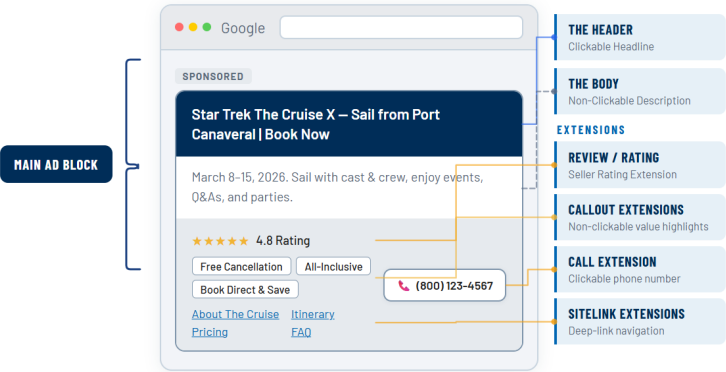


Audience Network Performance



"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, Events, Event Rate, Client Ad Cost, & Client CPE) for all extensions will appear much higher than the actual overall campaign totals.



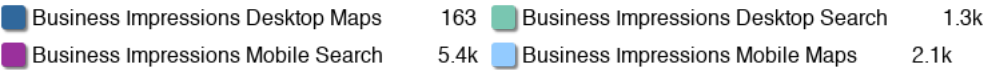
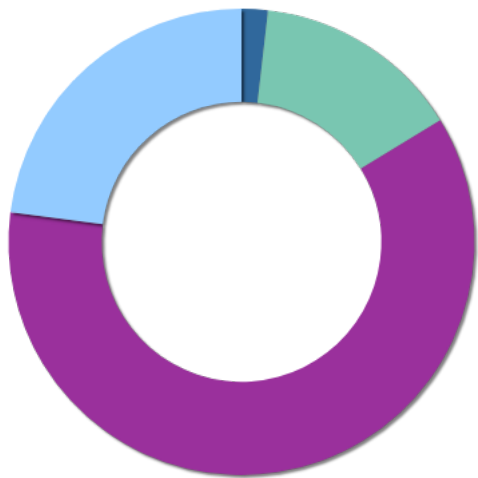
● Clickable element – drives traffic to destination URL
 ● Non-clickable – display / informational only
 ● Ad Extension – optional Google Ads enhancement

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

How customers search for your business on Google



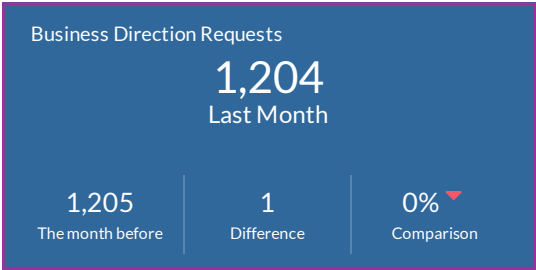
Business Impressions Desktop Search: Business impressions on Google Search on Desktop devices

Business Impressions Mobile Search: Business impressions on Google Search on Mobile devices.

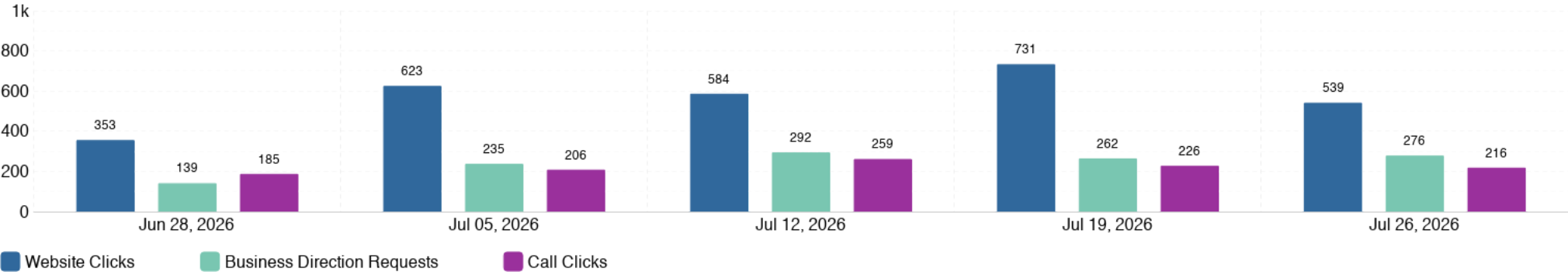
Business Impressions Maps Desktop: Business impressions on Google Maps on Desktop devices

Business Impressions Mobile Maps: Business impressions on Google Maps on Mobile devices

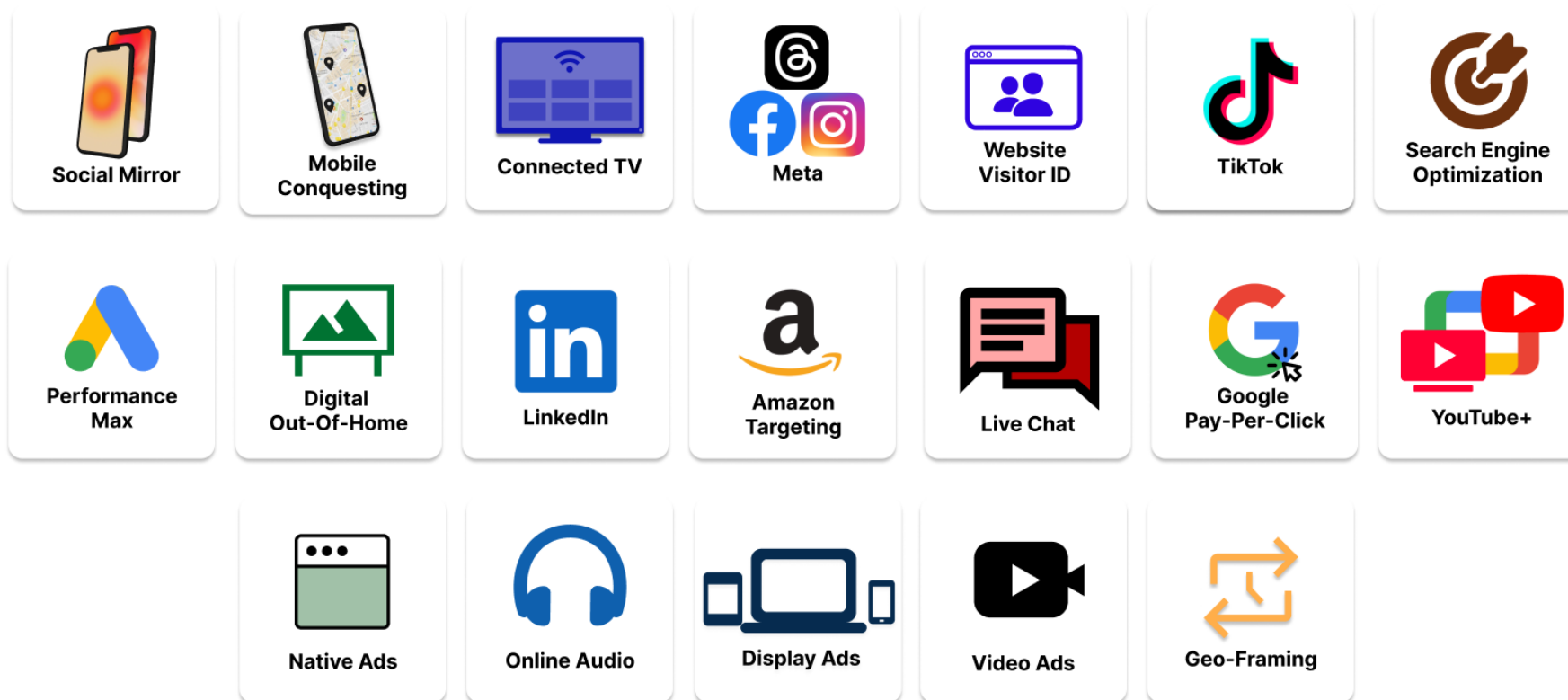
What actions customers take on your listing



What actions customers take on your listing



All available products in our *toolbox*.



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