

Digital Marketing Report

Impressions

How many ads were served:

7

Total Engagement Rate

42.86%

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

Your Product Breakout by Impressions



Social
Mirror

*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%)
Rainwood Interiors - Homeowners/Home Decor/Home Improvement Behavioral Social Mirror	4	0	0.00%	0.00
Rainwood Interiors - Retargeting Social Mirror	2	0	0.00%	0.00
Rainwood Interiors - AI Social Mirror	1	0	0.00%	0.00

Social Mirror View-through Conversions

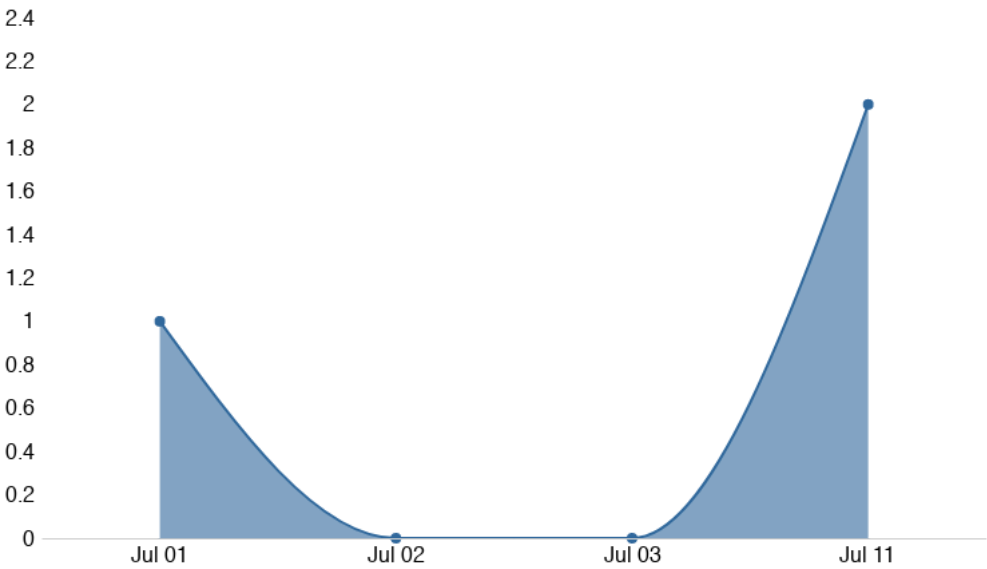


Times users saw an ad, did NOT click, but came to your site and visited a page or completed an action

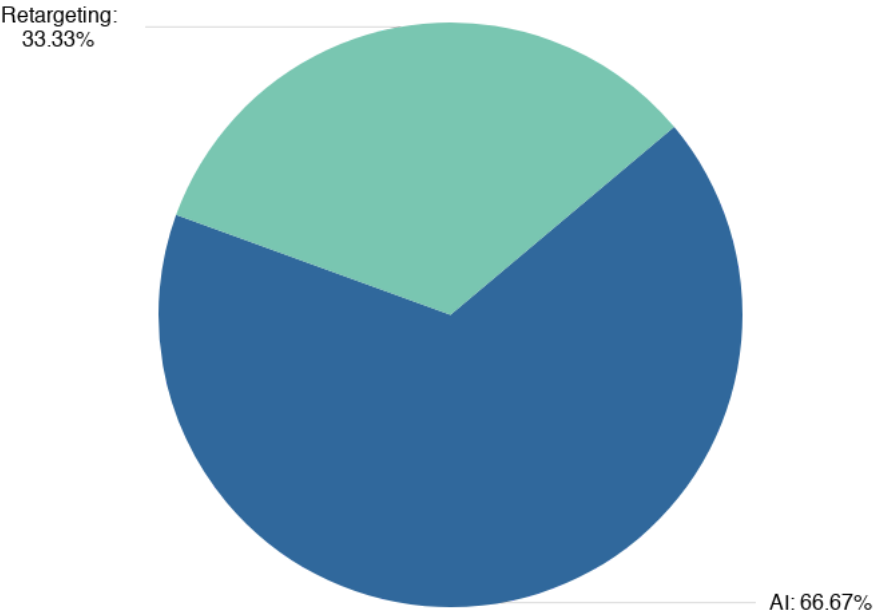
Social Mirror View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
Rainwood Interiors Window Treatments Page View	2
Rainwood Interiors Homepage Visits	1

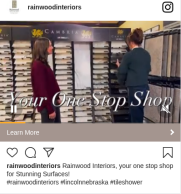
Social Mirror View-through Conversions by Day



Top Social Mirror View-through Conversions by Strategy



Social Mirror Creative Performance

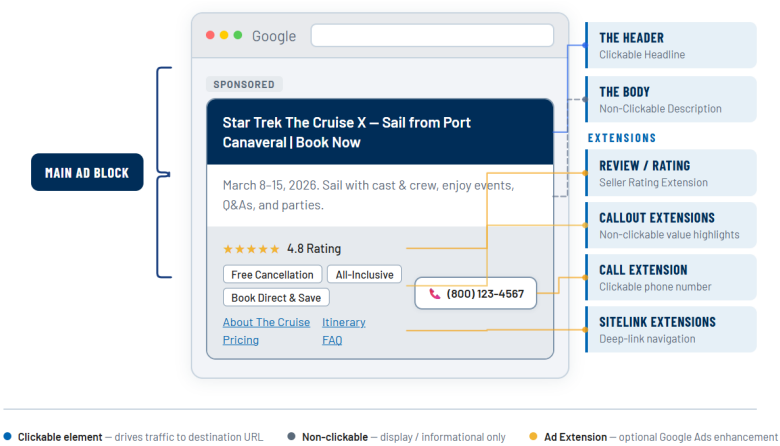
Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	Rainwood Interiors_SM_4.29_Every kitchen deserves a backsplash	3	0	0.00%	0.00
	Rainwood Interiors_SM_4.29_Rainwood Interiors, your one stop shop for Stunning Surfaces!	4	0	0.00%	0.00

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	4	0	0.00%
Desktop	A personal computing device that remains stationary at one location.	3	0	0.00%

"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.



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.

2

CHATS

1

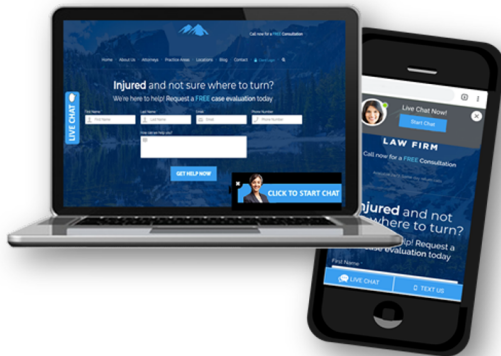
LEADS

1

BILLABLE LEADS

50.00%

CHAT VS LEAD RATIO



Chats: Number of people that started a chat

Leads: Number of Visitors that started a chat and converted into a lead

Billable Leads: Leads classified as Sales Leads

Chat vs. Lead Ratio: $(\text{Billable Leads} / \text{Chats}) \times 100$

Note: Data is updated once daily. Chats and Leads will update during the next day's sync.

Live Chat Submission Details

Date ↑	Client	Chat ID	Lead Type Name	Name	Phone Number	Email	Attempted Calls	Completed Calls	Leads Count
Total							1	1	1
Jul 01, 2026	Rainwood Interiors	79677141	Sales	Myles Furman (Re-sent)	4029849622		1	1	1

Lead Type Performance



Sales: 1 (100%)

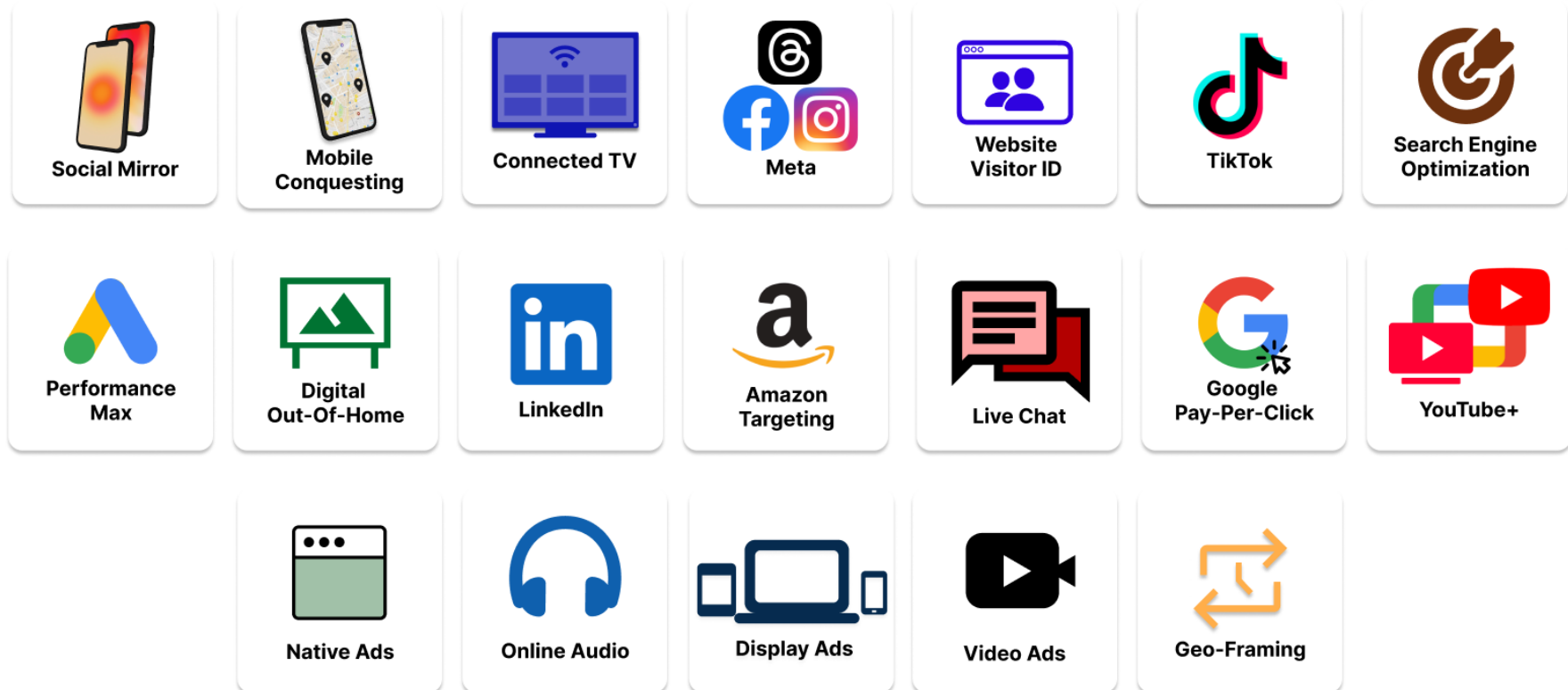
What are the different Lead types?

Sales Lead: (Billable) Someone we've chatted with where we've obtained the visitor's name and contact information (phone number and/or email address), what the visitor is looking for is offered by the business, and the visitor falls within the businesses geographic coverage area. This lead type is billable.

Service Lead: (Non-Billable) An existing client of the business - they may be trying to reschedule an appointment or get in touch with their account manager, etc. This lead type is non-billable.

Other Lead: (Non-Billable) Someone who's outside of the geographic coverage area, someone looking for a service the business doesn't offer, looking for a job, etc. This lead type is non-billable.

All available products in our *toolbox*.



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