

Digital Marketing Report

Impressions

How many ads were served:

432,790

Clicks

Times a user clicked on an ad

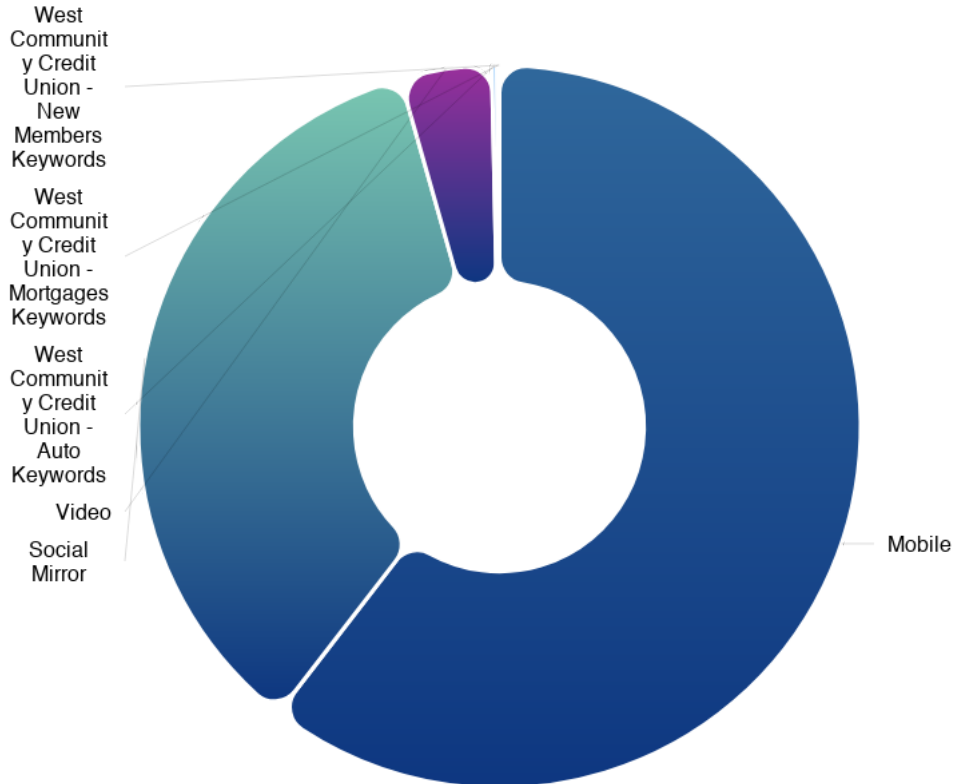
2,067

Click-Through Rate

(Clicks/Impressions) x 100

0.48%

Your Product Breakout by Impressions



CTV Completion Rate

54.23%

Percentage of users who watched the video from start to finish

Total Engagement Rate

0.48%

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

X the National Average

6.82

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

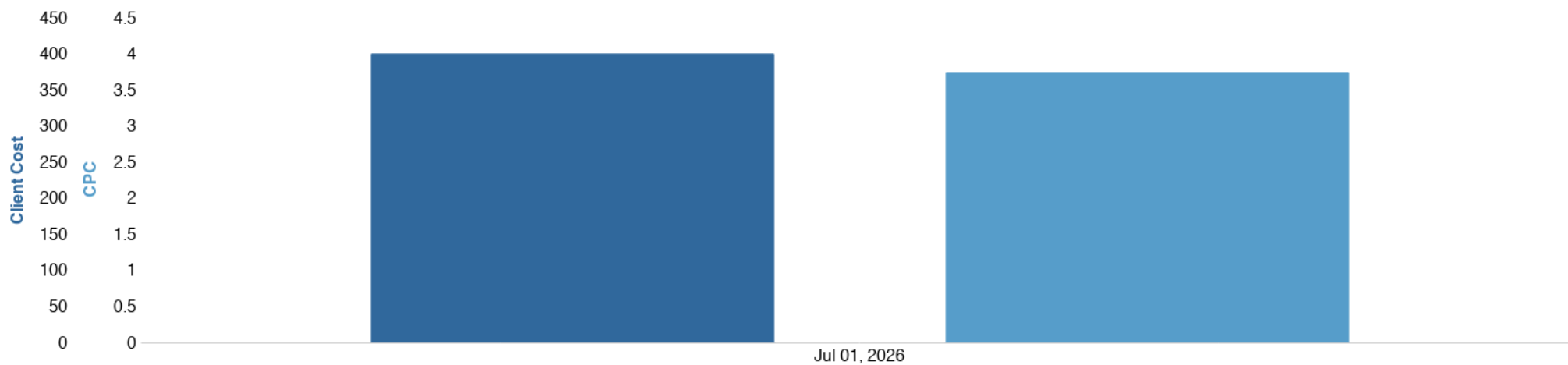
399.70

PPC Cost-Per-Click

Cost/Clicks

3.74

Week by Week Spend Performance



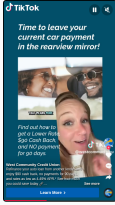


Line Item Performance

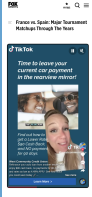
Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
West Community Credit Union - 4.1 Age 25+/Home Improvement/Business Owners Mobile	261,746	428	0.16%	2.34
West Community Credit Union 4.1 Creative 2 M/F, 25-64 Social Mirror	76,048	741	0.97%	13.92
West Community Credit Union Creative 1 M/F, 25-64 Social Mirror	75,867	755	1.00%	14.22
West Community Credit Union - AI Video	9,315	24	0.26%	3.68
West Community Credit Union - Soccer Fans/Auto Loan Holders/Credit Monitoring Behavioral Video	8,361	12	0.14%	2.05
West Community Credit Union - Auto Keywords	992	79	7.96%	113.77
West Community Credit Union - Mortgages Keywords	376	20	5.32%	75.99
West Community Credit Union - New Members Keywords	85	8	9.41%	134.45

Grid contains more rows, but they have been clipped.

Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	West Community Credit Union_Social Mirror_Creative 1_IG_6.4_Fraud Detection	21,456	404	1.88%	26.90
	West Community Credit Union_Social Mirror_Creative 2_IG_7.8_Refinance	22,500	229	1.02%	14.54
	West Community Credit Union_Social Mirror_Creative 2_FB_7.8_Refinance	19,709	144	0.73%	10.44
	West Community Credit Union_Social Mirror_Creative 2_TikTok_7.8_Refinance	14,826	140	0.94%	13.49
	West Community Credit Union_Social Mirror_7.16_FB_Creative 1_Your money deserves a raise	30,096	127	0.42%	6.03
	West Community Credit Union_Social Mirror_Creative 1_TikTok_6.4_Fraud	8,238	104	1.26%	18.03

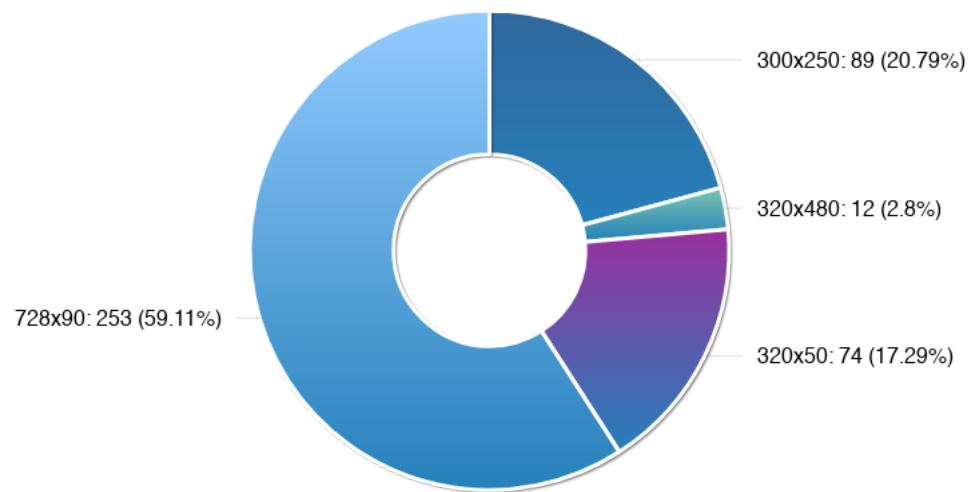
Social Mirror Ad Screenshots

	West Community Credit Union_Social Mirror_Creative 2_TikTok_7.8_Refinance		
Screenshot Urls			

Mobile Conquesting Creative Performance

Preview	Creative Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
	West Community Credit Union_7.15_wccu_728x90-auto-refi-special.jpg	88,165	232	0.26%	3.76
	West community credit union_7.15_wccu-300x250-auto-refi-special.jpg	54,682	72	0.13%	1.88
	West Community Credit Union_wccu-320x50-checking-fraud-detection.jpg	53,484	31	0.06%	0.83
	West Community Credit Union_wccu-320x50-cd-4.21-11mo.jpg	50,058	43	0.09%	1.23
	West Community Credit Union_wccu-300x250-checking-fraud-detection.jpg	3,972	4	0.10%	1.44
	West Community Credit Union_wccu-728x90-checking-fraud-detection.jpg	3,782	3	0.08%	1.13
	West Community Credit Union_wccu-728x90-cd-4.21-11mo.jpg	3,634	18	0.50%	7.08
	West Community Credit Union_wccu-300x250-cd-4.21-11mo.jpg	2,644	13	0.49%	7.02

Mobile Conquesting Click Performance by Ad Size



Video Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	West Community Credit Union_WEST_COMM_REVISED_02.mp4	17,676	36	0.20%	2.91

Video Completion Performance by Line Item

Line Item Name	25% Completed ↓	50% Completed	75% Completed	100% Completed
West Community Credit Union - AI Video	81.06%	70.99%	64.99%	60.33%
West Community Credit Union - Soccer Fans/Auto Loan Holders/Credit Monitoring Behavioral Video	79.81%	75.22%	71.80%	66.76%

Video Ad Screenshots

	West Community Credit Union_WEST_COMM_REVISED_02.mp4
Screenshot Urls	 A screenshot of a BuzzFeed article titled "Pranking online: You might think you're in the hot zone, but here are the best ways to prank your friends". The article includes a list of prank ideas such as "Send a fake Google search result", "Send a fake email", "Send a fake text message", "Send a fake social media post", "Send a fake video", "Send a fake audio clip", "Send a fake image", "Send a fake document", "Send a fake PDF file", "Send a fake presentation", "Send a fake spreadsheet", "Send a fake database", "Send a fake API endpoint", "Send a fake web service", "Send a fake mobile app", "Send a fake website", "Send a fake email client", "Send a fake calendar", "Send a fake to-do list", "Send a fake notes app", "Send a fake contacts app", "Send a fake messages app", "Send a fake browser", "Send a fake search engine", "Send a fake social media platform", "Send a fake dating app", "Send a fake shopping app", "Send a fake productivity app", "Send a fake health app", "Send a fake finance app", "Send a fake travel app", "Send a fake food app", "Send a fake entertainment app", "Send a fake utility app", "Send a fake security app", "Send a fake education app", "Send a fake business app", "Send a fake government app", "Send a fake religious app", "Send a fake sports app", "Send a fake music app", "Send a fake art app", "Send a fake science app", "Send a fake history app", "Send a fake geography app", "Send a fake language app", "Send a fake culture app", "Send a fake technology app", "Send a fake innovation app", "Send a fake future app", "Send a fake past app", "Send a fake present app", "Send a fake time app", "Send a fake space app", "Send a fake earth app", "Send a fake sun app", "Send a fake moon app", "Send a fake stars app", "Send a fake planets app", "Send a fake galaxies app", "Send a fake universe app", "Send a fake everything app".

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	107,002	473	0.44%
Desktop	A personal computing device that remains stationary at one location.	53,208	259	0.49%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	10,834	907	8.37%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
nypost.com	4,649	7	0.15%
Timehop - Memories Then & Now	4,343	3	0.07%
buzzfeed.com	3,441	1	0.03%
tmz.com	2,955	4	0.14%
foxnews.com	2,455	10	0.41%
dailymail.com	2,380	5	0.21%
shopgoodwill.com	2,194	0	0.00%
hollywoodpq.com	2,153	6	0.28%
aol.com	1,840	0	0.00%
Fox News - Daily Breaking News	1,826	0	0.00%
rapidtables.com	1,812	3	0.17%
theguardian.com	1,775	1	0.06%
huffpost.com	1,457	3	0.21%
reuters.com	1,342	5	0.37%
tumblr.com	1,284	1	0.08%
courttv.com	1,232	1	0.08%
Bleacher Report: Sports News	1,204	0	0.00%
iQIYI Video – Dramas & Movies	1,129	4	0.35%
apnews.com	1,121	4	0.36%
BuzzFeed - Quiz, Trivia & News	1,114	2	0.18%

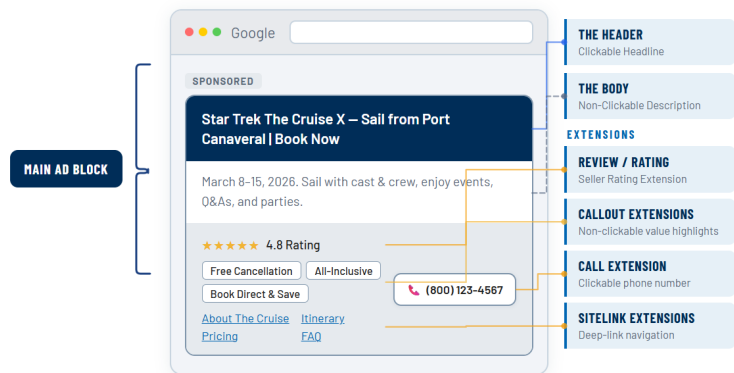
Cost: Amount Spent on the PPC campaign. You are charged when a Click occurs on an ad.

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.

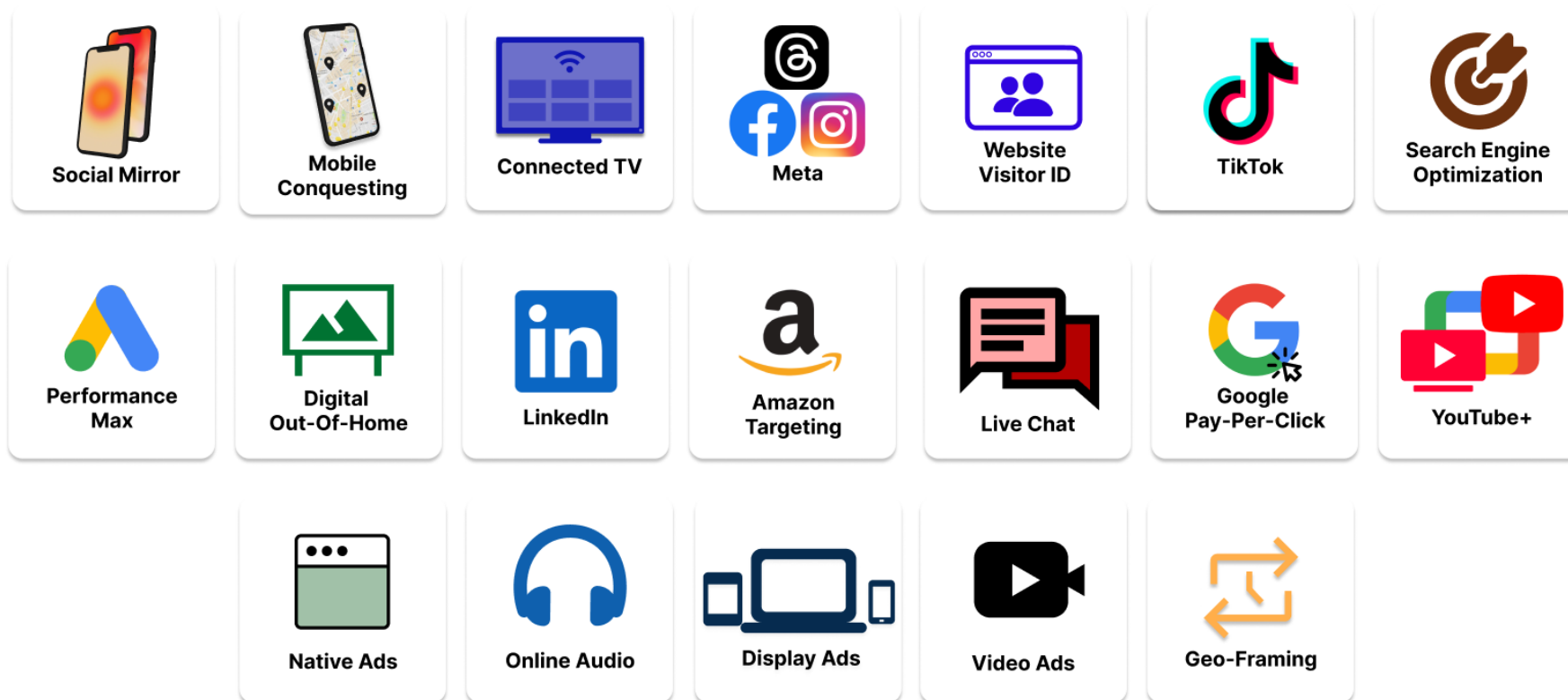
Grid contains more rows, but they have been clipped.

Top Search Term Performance

Search Term	Ad Group	Impressions	Clicks ↓	CTR	Cost	Avg. CPC
scott credit union	West Community Credit Union - Auto Keywords	29	8	27.59%	34.36	4.30
together credit union	West Community Credit Union - Auto Keywords	90	6	6.67%	25.15	4.19
rent to own cars no down payment near me	West Community Credit Union - Auto Keywords	12	5	41.67%	11.11	2.22
mortgage calculator	West Community Credit Union - Mortgages Keywords	49	4	8.16%	16.53	4.13
first community credit union	West Community Credit Union - Auto Keywords	127	3	2.36%	12.82	4.27
west community credit union st peters mo	West Community Credit Union - Auto Keywords	8	3	37.50%	9.77	3.26
amortization calculator	West Community Credit Union - Mortgages Keywords	3	2	66.67%	8.50	4.25
credit union near me	West Community Credit Union - Auto Keywords	11	2	18.18%	9.53	4.77
together credit union st louis	West Community Credit Union - Auto Keywords	8	2	25.00%	9.98	4.99
used cars no down payment near me	West Community Credit Union - Auto Keywords	2	2	100.00%	4.22	2.11
www westcommunitycu org	West Community Credit Union - Auto Keywords	3	2	66.67%	6.87	3.44
\$0 down payment cars near me no credit check	West Community Credit Union - Auto Keywords	2	1	50.00%	2.19	2.19
1st midamerica credit union edwardsville il	West Community Credit Union - Auto Keywords	2	1	50.00%	4.65	4.65
53rd bank	West Community Credit Union - Mortgages Keywords	1	1	100.00%	3.78	3.78
advancial credit union auto loan rates	West Community Credit Union - Auto Keywords	2	1	50.00%	4.96	4.96

"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.