

Digital Marketing Report

Impressions

How many ads were served:

5,500

Clicks

Times a user clicked on an ad

325

Click-Through Rate

(Clicks/Impressions) x 100

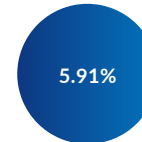
5.91%

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

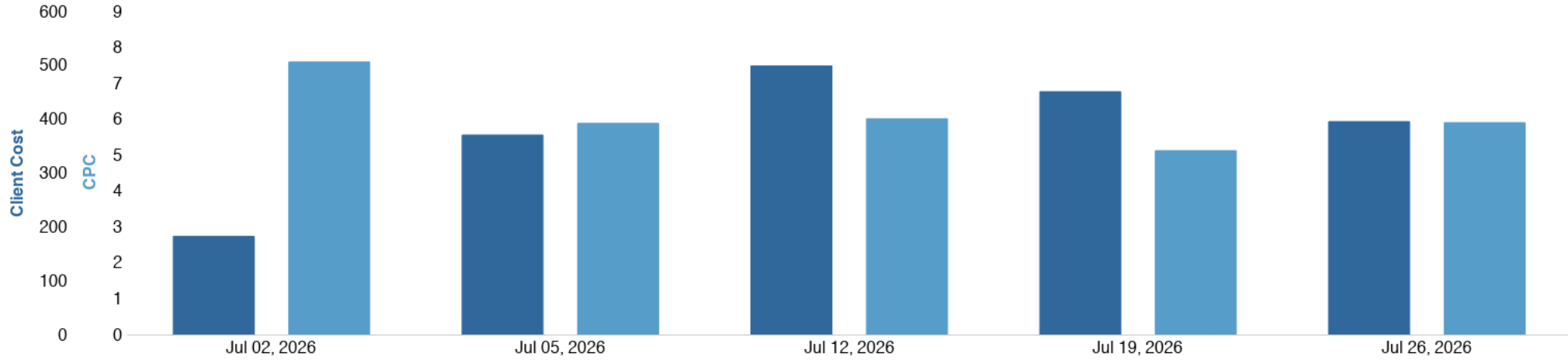
1,897.53

PPC Cost-Per-Click

Cost/Clicks

5.84

Week by Week Spend Performance





Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Borden Heating & Cooling, Inc. - Dynamic PPC	5,500	325	5.91%	84.42

PPC Cost per Line Item

Ad Group	Impressions	Clicks ↓	CTR	Cost	Avg. CPC
Borden Heating & Cooling, Inc. - Dynamic PPC	5,500	325	5.91%	1,897.53	5.84

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.

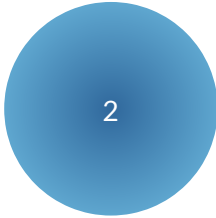
Note: Costs do not include management fee

Total PPC Conversions



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

Phone Calls



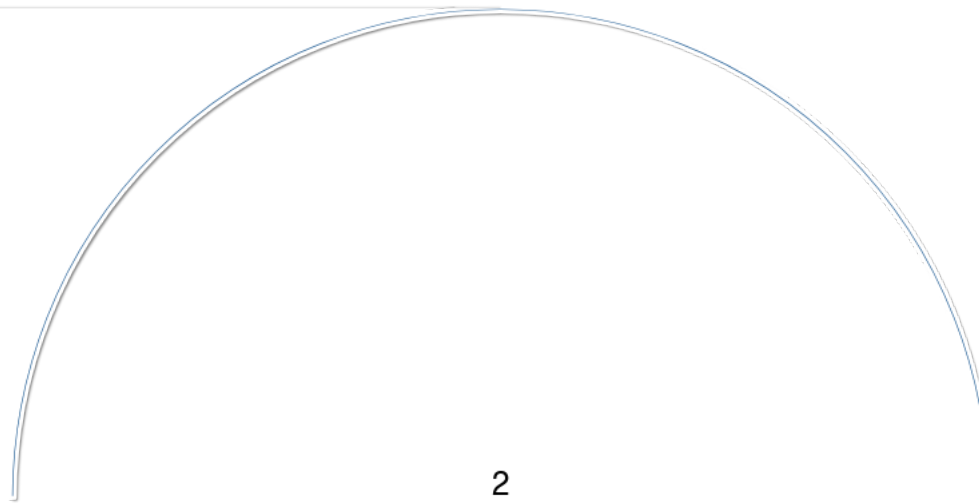
Times users clicked on the phone number on your ad and completed a call

PPC Conversion Performance

Conversion Action Name	Total Conversions ↓
Borden Heating & Cooling, Inc. AC Installation Page View	9
Borden Heating & Cooling, Inc. Mini Split Ductless Systems Page View	4
Borden Heating & Cooling, Inc. AC Repair Page View	4
Borden Heating & Cooling, Inc. Heating Installation Page View	2
Borden Heating & Cooling, Inc. Geothermal Page View	1

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

Calls from ads: 100%



"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
Trusted Heating & Air Repairs & Installations In Delaware, Chester & Montgomery Counties. Fast, Reliable HVAC Services. Call for Heating, Cooling & Air Quality Solutions.	5,500	325	5.91%	1,897.53	5.84

Top Dynamic Descriptions

Description	Impressions	Clicks ↓	CTR	Cost	Avg. CPC
Trusted Heating & Air Repairs & Installations In Delaware, Chester & Montgomery Counties.	5,500	325	5.91%	1,897.53	5.84

Top Dynamic Landing Pages

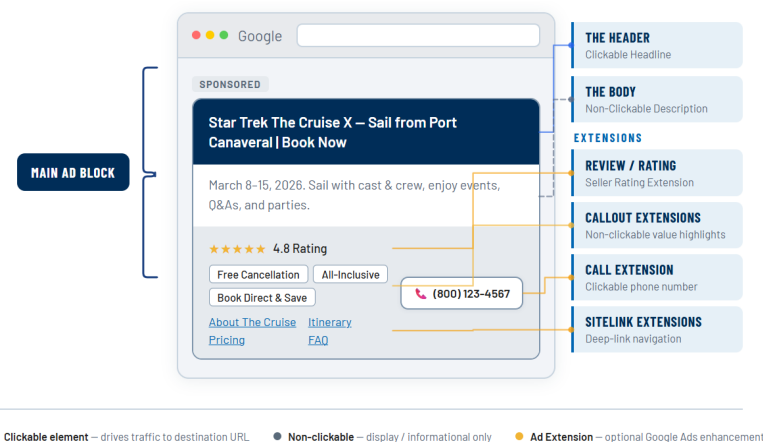
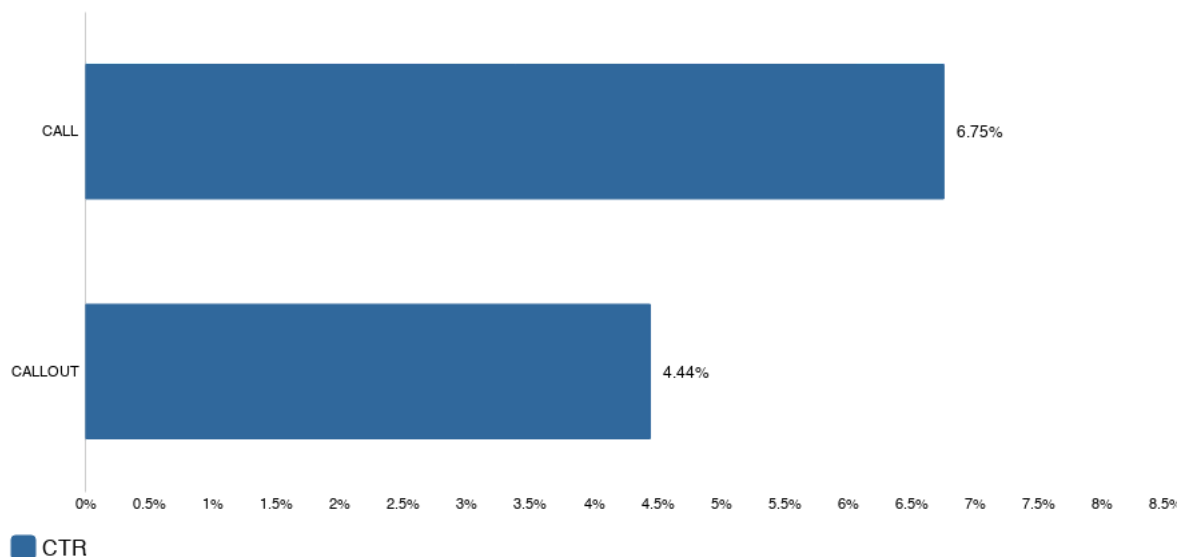
Expanded Final URL	Impressions	Clicks ↓	CTR	Cost	Avg. CPC
https://bordenco.com/hvac-contractor-newtown-square/?gad_source=5&gad_campaignid=23527350212	44	26	59.09%	66.36	2.55
https://bordenco.com/hvac-contractor-wayne/?gad_source=5&gad_campaignid=23527350212	56	25	44.64%	84.80	3.39
https://bordenco.com/mini-split-ductless-systems/?gad_source=1&gad_campaignid=23527350212	390	24	6.15%	202.28	8.43
https://bordenco.com/ac-repair/?gad_source=5&gad_campaignid=23527350212	49	14	28.57%	33.75	2.41
https://bordenco.com/hvac-contractor-bryn-mawr/?gad_source=5&gad_campaignid=23527350212	49	12	24.49%	35.44	2.95

Top 5 Extension Performance

Extension Type	Extension	Impressions	Clicks ↓	CTR	Cost	Avg. CPC
CALLOUT	Geo-Thermal Units	1,376	64	4.65%	415.59	6.49
CALLOUT	High Velocity AC	1,278	60	4.69%	371.61	6.19
CALL	(610) 325-9966	785	53	6.75%	331.04	6.25
CALLOUT	Locally Owned & Operated	1,073	44	4.10%	240.82	5.47
CALLOUT	Air Quality Solutions	963	40	4.15%	214.39	5.36

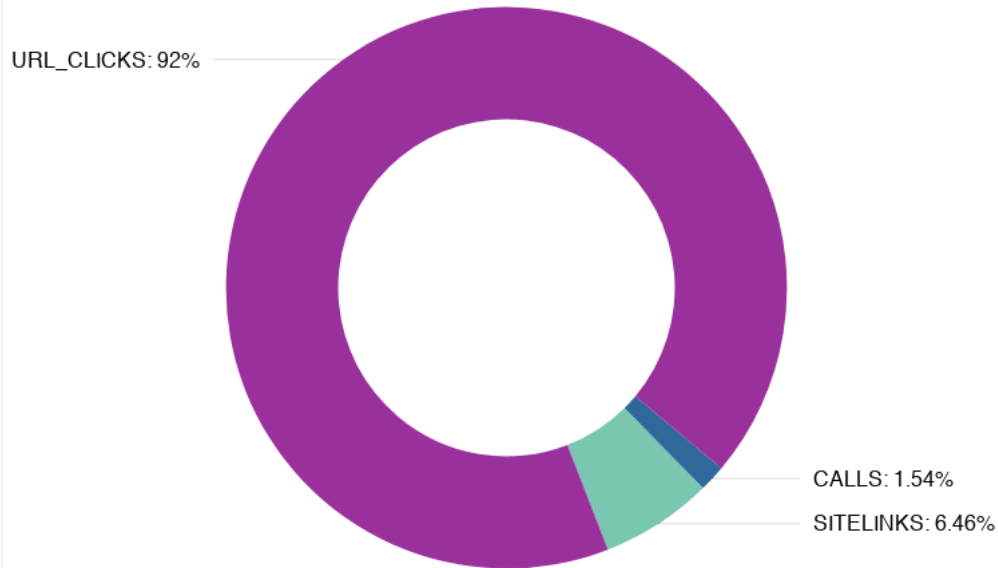
Because a single ad can display multiple extensions at the same time, this data overlaps. As a result, the combined metrics (Impressions, Clicks, CTR, Cost, & Avg. CPC) for all extensions will appear much higher than the actual overall campaign totals.

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.

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.

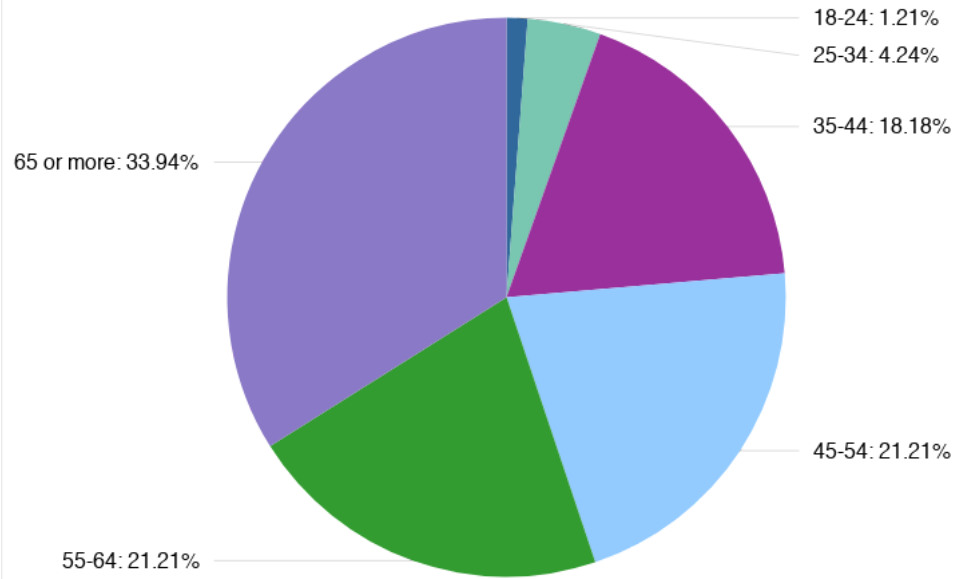
Get Location Details Click: When a user clicks in to expand the client's location in the Maps section of the search results list.

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).

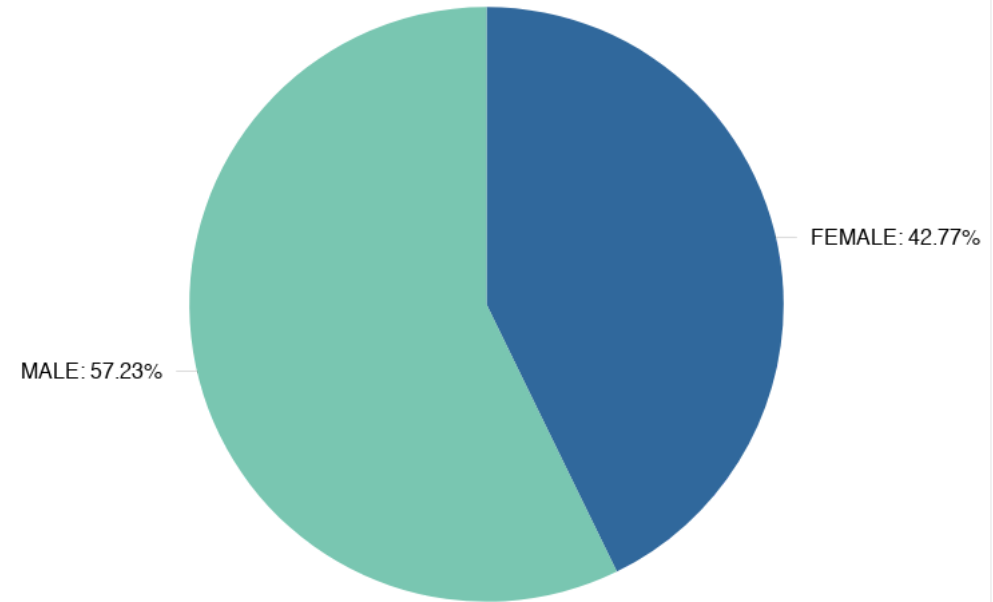
Driving Directions Click: When a user clicks on the "Get Directions" link within an ad.

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

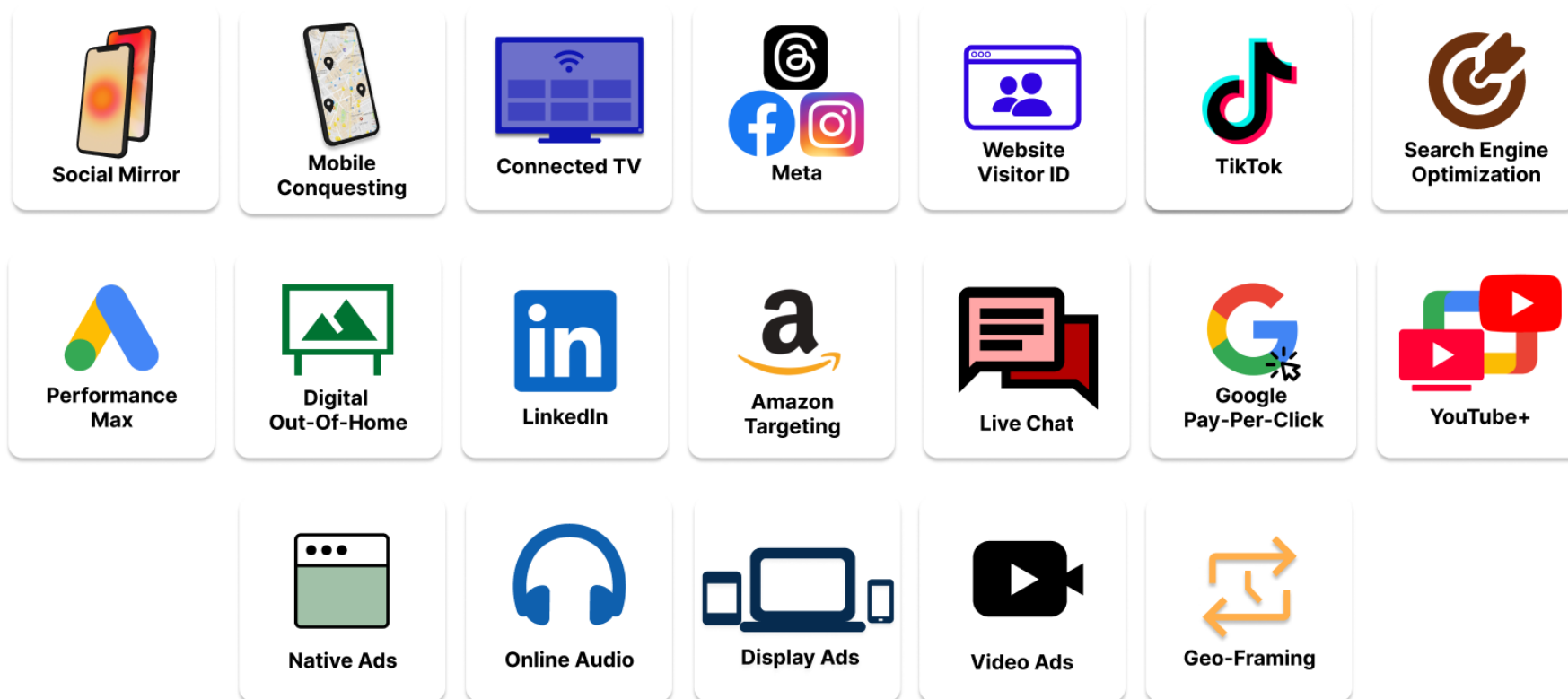
Search Term	Ad Group	Impressions	Clicks ↓	CTR	Cost	Avg. CPC
hvac contractors in my area	Borden Heating & Cooling, Inc. - Dynamic PPC	28	16	57.14%	47.97	3.00
mini split system	Borden Heating & Cooling, Inc. - Dynamic PPC	128	12	9.38%	106.60	8.88
borden heating and cooling	Borden Heating & Cooling, Inc. - Dynamic PPC	44	8	18.18%	51.51	6.44
borden hvac	Borden Heating & Cooling, Inc. - Dynamic PPC	24	7	29.17%	40.44	5.78
local hvac company near me	Borden Heating & Cooling, Inc. - Dynamic PPC	15	7	46.67%	22.29	3.18
hvac near me	Borden Heating & Cooling, Inc. - Dynamic PPC	24	6	25.00%	6.82	1.14
mini split ac	Borden Heating & Cooling, Inc. - Dynamic PPC	95	6	6.32%	57.84	9.64
heating and cooling near me	Borden Heating & Cooling, Inc. - Dynamic PPC	25	5	20.00%	3.71	0.74
hvac local	Borden Heating & Cooling, Inc. - Dynamic PPC	8	5	62.50%	25.40	5.08
air conditioner repair service	Borden Heating & Cooling, Inc. - Dynamic PPC	18	4	22.22%	2.09	0.52
ductless air conditioner	Borden Heating & Cooling, Inc. - Dynamic PPC	41	4	9.76%	37.14	9.28
high velocity air conditioning	Borden Heating & Cooling, Inc. - Dynamic PPC	28	4	14.29%	28.58	7.15
matt borden hvac	Borden Heating & Cooling, Inc. - Dynamic PPC	9	4	44.44%	27.29	6.82
air conditioner sound	Borden Heating & Cooling, Inc. - Dynamic PPC	101	3	2.97%	2.44	0.81
bob cermignano	Borden Heating & Cooling, Inc. - Dynamic PPC	30	3	10.00%	37.15	12.38

Call Reporting Details

Ad Group	Start Time ↑	End Time	Duration (seconds)	Status	Call Tracking DisplayLocation	Caller Area Code	Call Type	Calls Count
Borden Heating & Cooling, Inc. - Dynamic PPC	Jul 07, 2026 9:12 AM	Jul 07, 2026 9:13 AM	70	RECEIVED	AD	610	HIGH_END_MOBILE_SEARCH	1
Borden Heating & Cooling, Inc. - Dynamic PPC	Jul 08, 2026 1:01 PM	Jul 08, 2026 1:02 PM	93	RECEIVED	AD	610	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.