



Digital Marketing Report

**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.*



Online Audio View-through Conversions

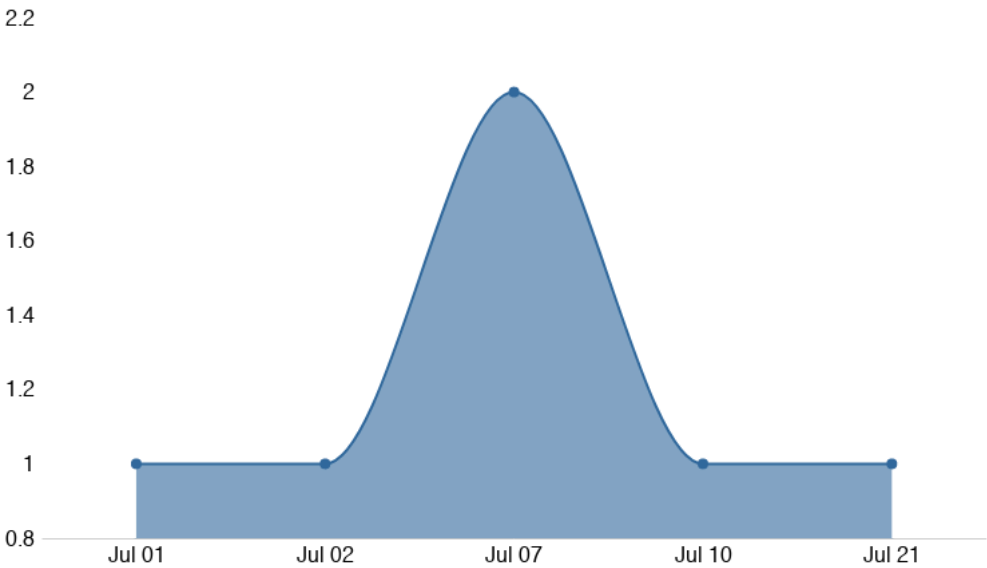


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

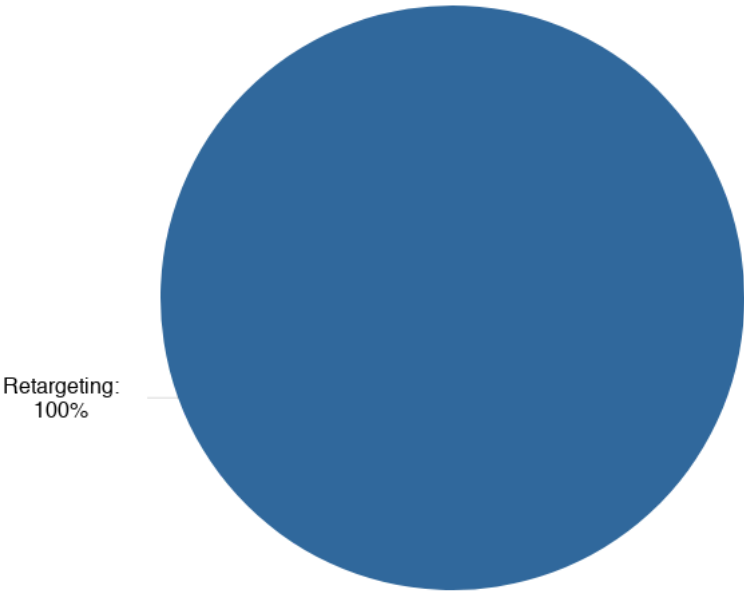
Online Audio View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
Blessing-Rieman Homepage Visits	6

Online Audio View-through Conversions by Day



Top Online Audio View-through Conversions by Strategy



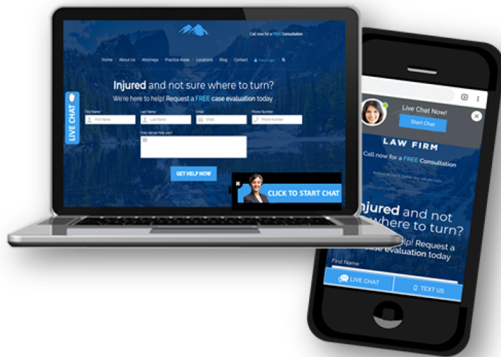


111
CHATS

38
LEADS

20
BILLABLE LEADS

18.02%
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.



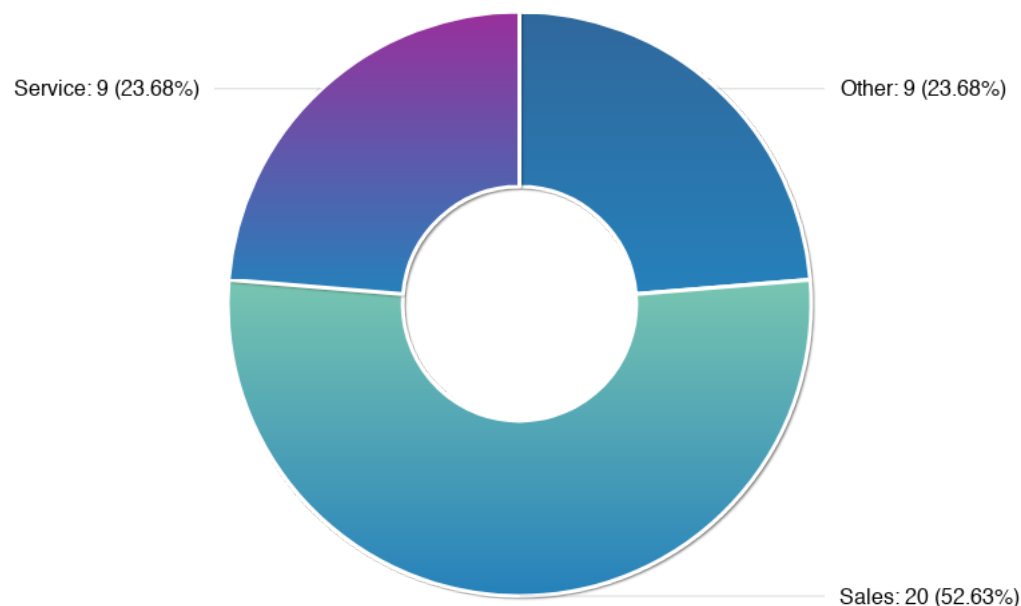
Grid contains more rows, but they have been clipped.

Live Chat Submission Details

Date ↑	Client	Chat ID	Lead Type Name	Name	Phone Number	Email	Attempted Calls	Completed Calls	Leads Count
Total							11	10	38
Jul 04, 2026	Blessing-Rieman College of Nursing & Health Sciences	79718532	Service	Janet Daugherty	6185712282		0	0	1
Jul 06, 2026	Blessing-Rieman College of Nursing & Health Sciences	79745032	Sales	Kelley	5735019311	claddaugh7575@gmail.com	0	0	1
Jul 07, 2026	Blessing-Rieman College of Nursing & Health Sciences	79756518	Sales	Heather Judd		heatherjudd2018@gmail.com	2	1	1
Jul 07, 2026	Blessing-Rieman College of Nursing & Health Sciences	79761191	Service	Cloe Owens	2175062592	cloeowens2006@gmail.com	1	1	1
Jul 08, 2026	Blessing-Rieman College of Nursing & Health Sciences	79769042	Sales	Ashley Noreuil	7604155384	noreuil8@hotmail.com	0	0	1
Jul 08, 2026	Blessing-Rieman College of Nursing & Health Sciences	79782354	Sales	Imanee Cunningham	6602804169	imaneec21@gmail.com	0	0	1
Jul 09, 2026	Blessing-Rieman College of Nursing & Health Sciences	79788515	Service	Florence Njuguna		lisanimmoh21@gmail.com	0	0	1
Jul 09, 2026	Blessing-Rieman College of Nursing & Health Sciences	79790704	Sales	Gracee Gooding	5737213486	graceegooding@gmail.com	0	0	1
Jul 10, 2026	Blessing-Rieman College of Nursing & Health Sciences	79811239	Sales	Emma Meyer	6185355919	emmameyer28@yahoo.com	1	1	1



Lead Type Performance



What are the different Lead types?

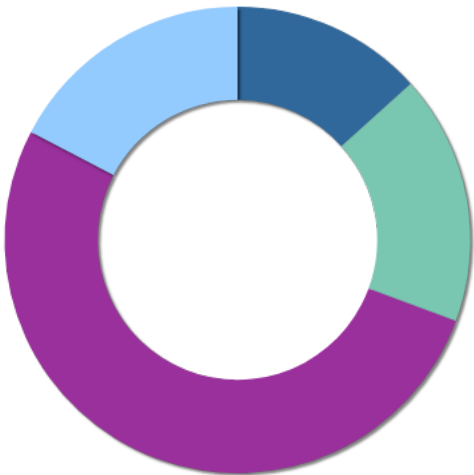
Sales Lead: (Billable) Someone we've chatted with where we've obtained the visitor's name and contact information (phone number and/or email address), what the visitor is looking for is offered by the business, and the visitor falls within the businesses geographic coverage area. This lead type is billable.

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.



How customers search for your business on Google



Business Impressions Desktop Maps	30	Business Impressions Desktop Search	39
Business Impressions Mobile Search	117	Business Impressions Mobile Maps	39

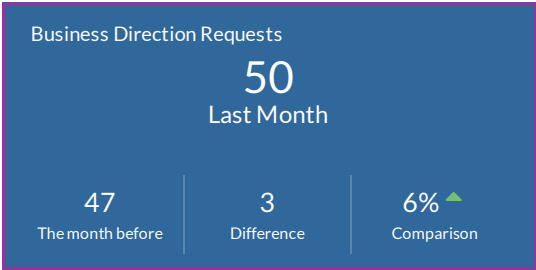
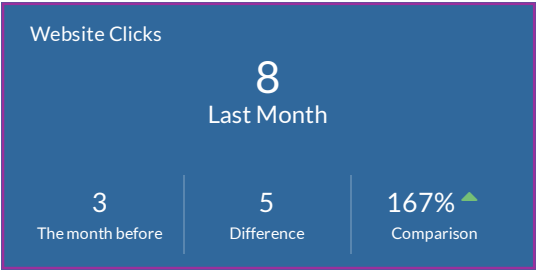
Business Impressions Desktop Search: Business impressions on Google Search on Desktop devices

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

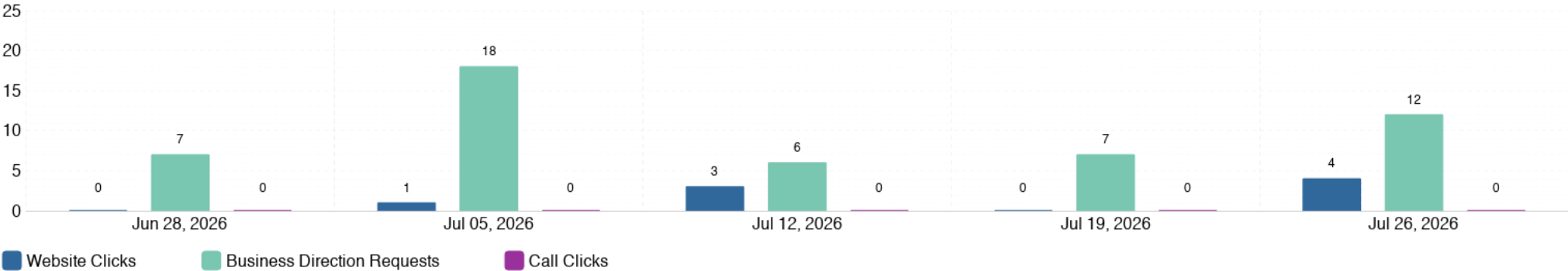
Business Impressions Maps Desktop: Business impressions on Google Maps on Desktop devices

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

What actions customers take on your listing

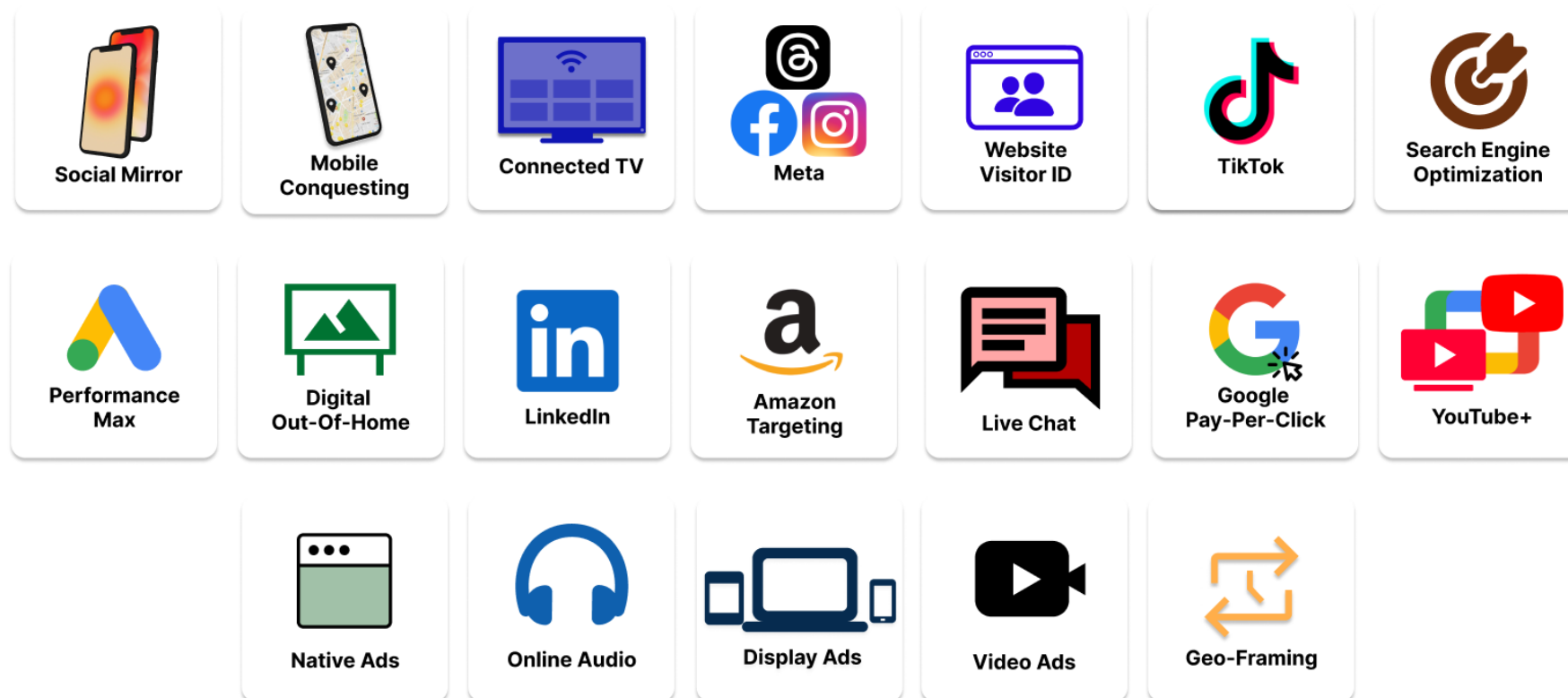


What actions customers take on your listing





All available products in our *toolbox*.



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