

Digital Marketing Report

Impressions

How many ads were served:

8,112

Clicks

Times a user clicked on an ad

730

Click-Through Rate

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

9.00%

Your Product Breakout by Impressions



PPC

Total Engagement Rate

9.00%

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

X the National Average

128.56

X the National Avg (.07%)

Spend Performance

Does not include management fee

PPC Ad Cost

Amount spent on the campaign

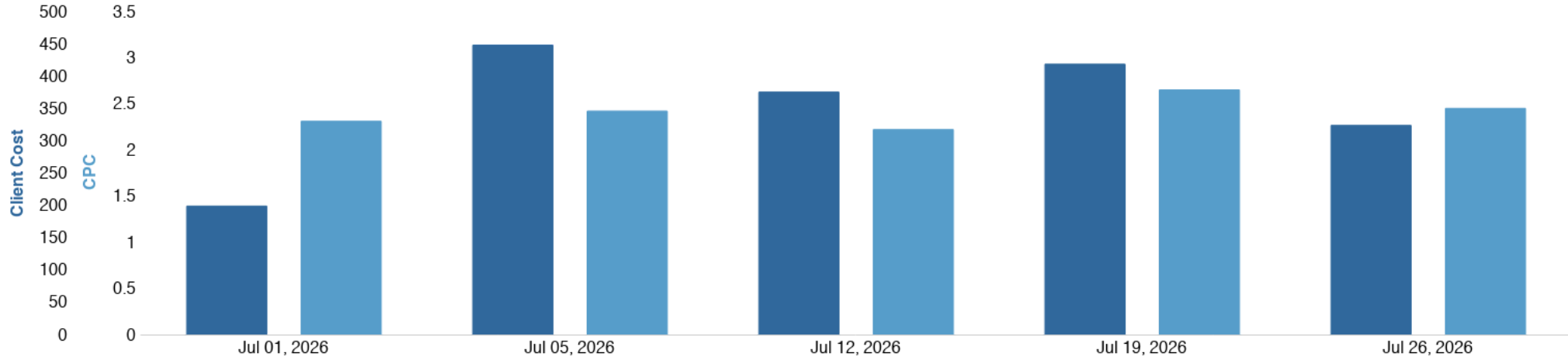
1,763.50

PPC Cost-Per-Click

Cost/Clicks

2.42

Week by Week Spend Performance





Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Eggen & Lance - Dynamic PPC	8,112	730	9.00%	128.56



PPC Cost per Line Item

Ad Group	Impressions	Clicks ↓	CTR	Cost	Avg. CPC
Eggen & Lance - Dynamic PPC	8,112	730	9.00%	1,763.50	2.42

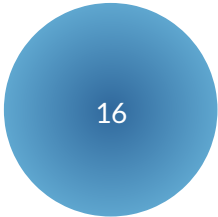
Cost: Amount Spent on the PPC campaign. You are charged when a Click occurs on an ad.

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

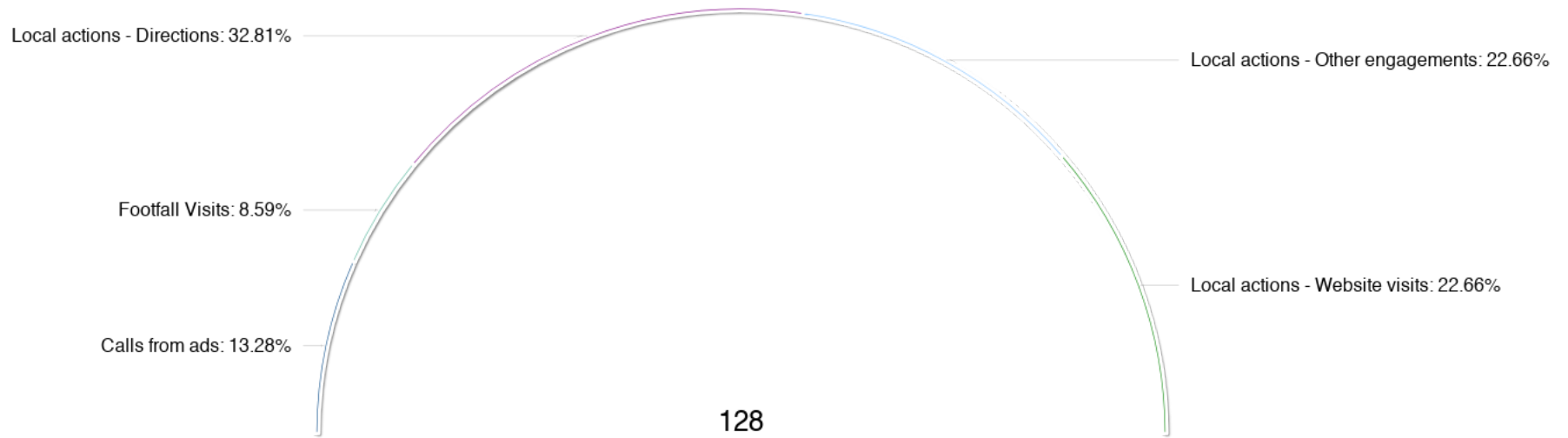


Times users clicked on the phone number on your ad and completed a call

PPC Conversion Performance

Conversion Action Name	Total Conversions ↓
Eggen & Lance 3747 Phone Call Click	5

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



"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
Funeral Services in Sonoma County. Serving families for over 100 years. With loving care. 5-Star dedicated team. Caring & compassionate funeral services. Honoring your loved ones.	8,112	730	9.00%	1,763.50	2.42



Top Dynamic Descriptions

Description	Impressions	Clicks ↓	CTR	Cost	Avg. CPC
Funeral Services in Sonoma County. Serving families for over 100 years. With loving care.	8,112	730	9.00%	1,763.50	2.42

Top Dynamic Landing Pages

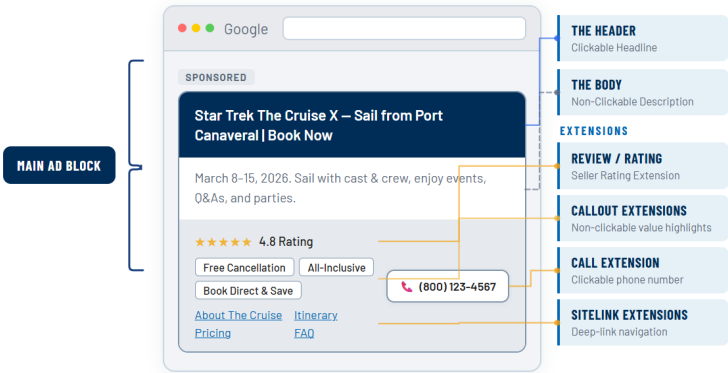
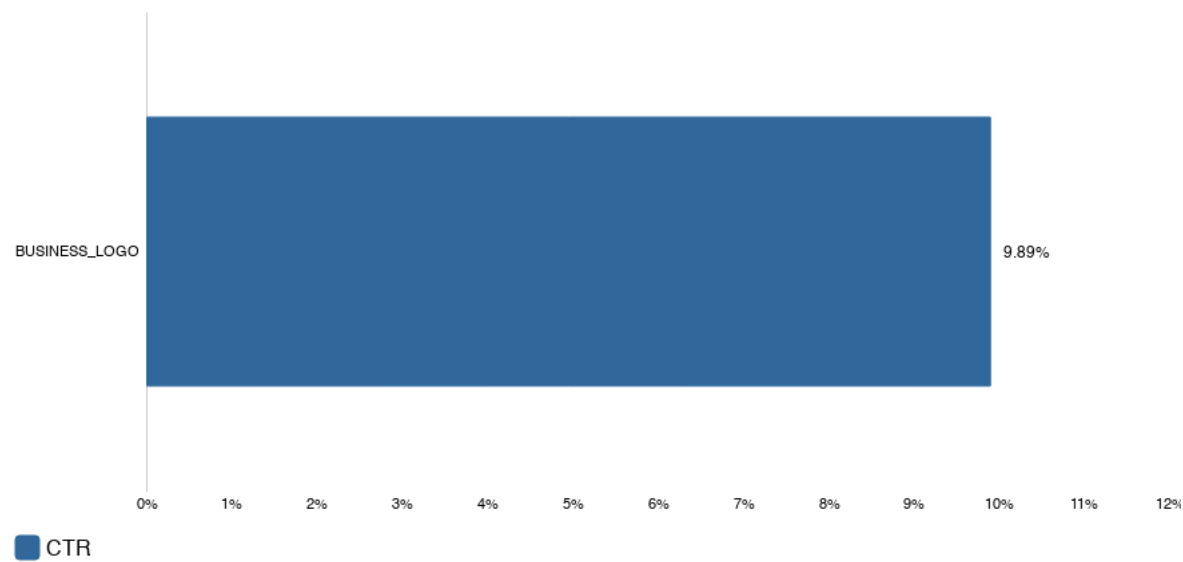
Expanded Final URL	Impressions	Clicks ↓	CTR	Cost	Avg. CPC
https://srmel.com/obituaries/?gad_source=1&gad_campaignid=23518582468	1,589	204	12.84%	493.92	2.42
https://srmel.com/?gad_source=1&gad_campaignid=23518582468	1,814	15	0.83%	39.13	2.61
https://srmel.com/obituaries/?gad_source=1&gad_campaignid=23518582468&gbraid=0AAAAAp6h5JqOsPV5NWxEqXAkKAb1ljwTZ	34	11	32.35%	25.84	2.35
https://srmel.com/green-burials-in-sonoma-county-what-you-need-to-know/?gad_source=1&gad_campaignid=23518582468	124	10	8.06%	23.18	2.32
https://srmel.com/obituaries/?gad_source=1&gad_campaignid=23518582468&gbraid=0AAAAAp6h5Joz0xRpxxfG1GNeaQRVzLSPV	29	10	34.48%	26.79	2.68

Top 5 Extension Performance

Extension Type	Extension	Impressions	Clicks ↓	CTR	Cost	Avg. CPC
BUSINESS_LOGO	https://tpc.googlesyndication.com/simgad/15480499591269934678	6,268	620	9.89%	1,527.57	2.46

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.

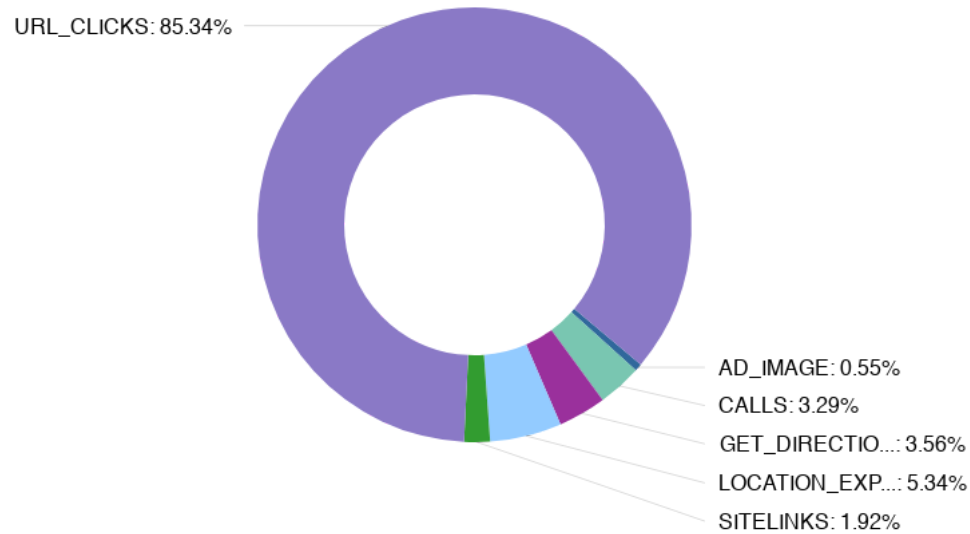
PPC Extension Type Performance



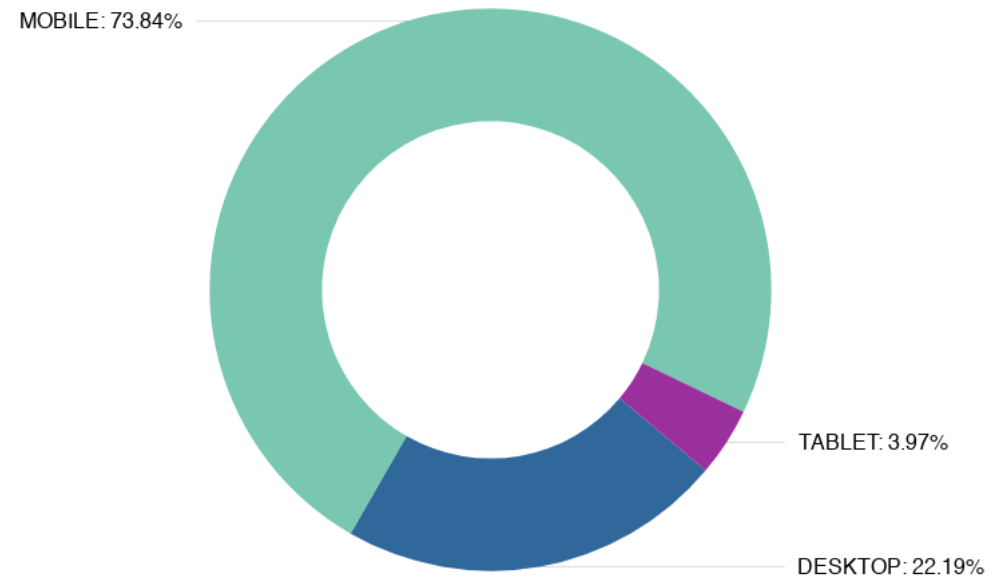
● Clickable element – drives traffic to destination URL ● Non-clickable – display / informational only ● Ad Extension – optional Google Ads enhancement

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.

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.

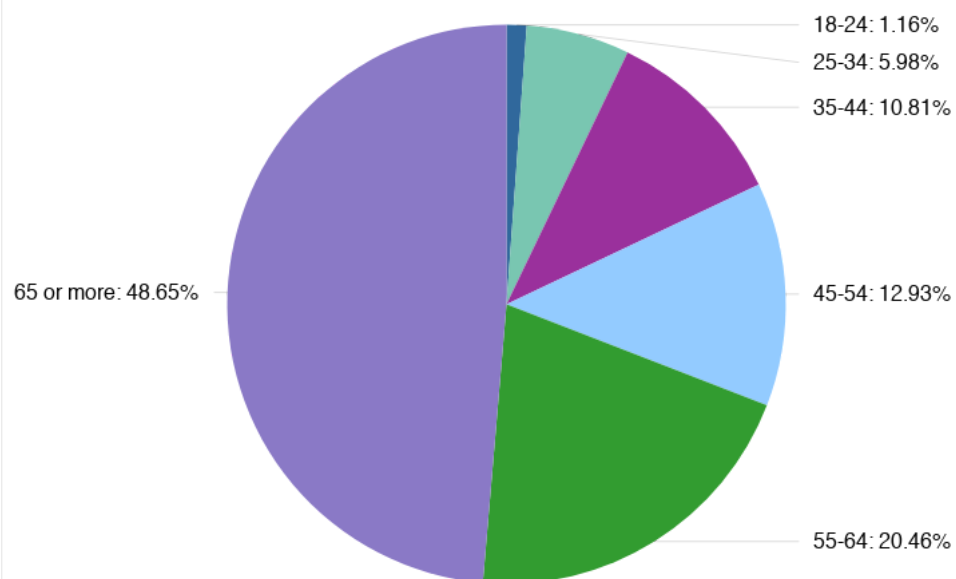
Get Location Details Click: When a user clicks in to expand the client's location in the Maps section of the search results list.

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).

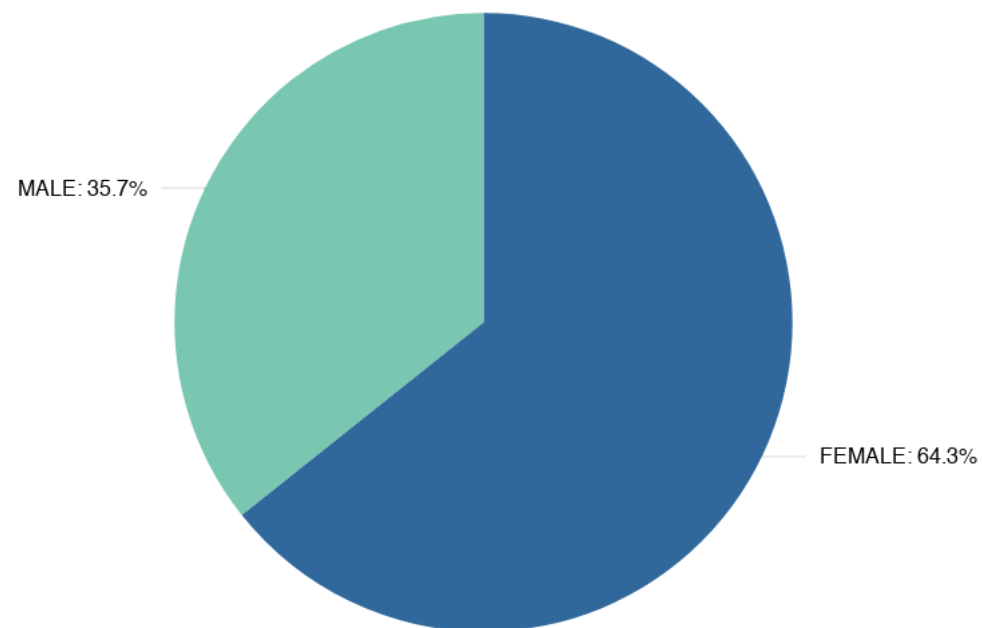
Driving Directions Click: When a user clicks on the "Get Directions" link within an ad.

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





Top Search Term Performance

Search Term	Ad Group	Impressions	Clicks ↓	CTR	Cost	Avg. CPC
recent deaths in santa rosa ca	Eggen & Lance - Dynamic PPC	93	34	36.56%	90.52	2.66
recent deaths in sonoma county	Eggen & Lance - Dynamic PPC	119	29	24.37%	73.62	2.54
daniels chapel of the roses	Eggen & Lance - Dynamic PPC	228	18	7.89%	50.42	2.80
obituary santa rosa	Eggen & Lance - Dynamic PPC	83	14	16.87%	34.95	2.50
eggen and lance	Eggen & Lance - Dynamic PPC	120	13	10.83%	30.75	2.37
obituary	Eggen & Lance - Dynamic PPC	215	12	5.58%	28.44	2.37
santa rosa memorial park	Eggen & Lance - Dynamic PPC	47	10	21.28%	25.83	2.58
cemetery near me	Eggen & Lance - Dynamic PPC	157	8	5.10%	14.23	1.78
santa rosa deaths this week	Eggen & Lance - Dynamic PPC	42	8	19.05%	19.62	2.45
eggan and lance	Eggen & Lance - Dynamic PPC	64	7	10.94%	16.03	2.29
pressdemocrat obits	Eggen & Lance - Dynamic PPC	21	6	28.57%	13.94	2.32
sonoma index tribune obits	Eggen & Lance - Dynamic PPC	30	6	20.00%	17.81	2.97
obituary sonoma county	Eggen & Lance - Dynamic PPC	18	5	27.78%	11.64	2.33
sonoma county obits	Eggen & Lance - Dynamic PPC	10	5	50.00%	11.06	2.21
1900 franklin ave santa rosa ca	Eggen & Lance - Dynamic PPC	5	4	80.00%	9.67	2.42
daniel's chapel of the roses	Eggen & Lance - Dynamic PPC	16	4	25.00%	9.19	2.30
daniels chapel of the roses santa rosa	Eggen & Lance - Dynamic PPC	17	4	23.53%	9.39	2.35
eggen & lance mortuary funeral home	Eggen & Lance - Dynamic PPC	6	4	66.67%	9.66	2.42
neptune society santa rosa	Eggen & Lance - Dynamic PPC	64	4	6.25%	9.59	2.40
cremation after death	Eggen & Lance - Dynamic PPC	7	3	42.86%	4.52	1.51



Grid contains more rows, but they have been clipped.

Call Reporting Details

Ad Group	Start Time ↑	End Time	Duration (seconds)	Status	Call Tracking DisplayLocation	Caller Area Code	Call Type	Calls Count
Eggen & Lance - Dynamic PPC	Jul 05, 2026 5:50 PM	Jul 05, 2026 5:52 PM	167	RECEIVED	AD	707	HIGH_END_MOBILE_SEARCH	1
Eggen & Lance - Dynamic PPC	Jul 07, 2026 1:28 PM	Jul 07, 2026 1:28 PM	29	RECEIVED	AD	415	HIGH_END_MOBILE_SEARCH	1
Eggen & Lance - Dynamic PPC	Jul 10, 2026 2:23 PM	Jul 10, 2026 2:26 PM	171	RECEIVED	AD	415	HIGH_END_MOBILE_SEARCH	1
Eggen & Lance - Dynamic PPC	Jul 12, 2026 12:33 PM	Jul 12, 2026 12:40 PM	418	RECEIVED	AD	707	HIGH_END_MOBILE_SEARCH	1
Eggen & Lance - Dynamic PPC	Jul 12, 2026 1:10 PM	Jul 12, 2026 1:10 PM	2	RECEIVED	AD		HIGH_END_MOBILE_SEARCH	1
Eggen & Lance - Dynamic PPC	Jul 15, 2026 12:45 PM	Jul 15, 2026 12:45 PM	16	RECEIVED	AD	707	HIGH_END_MOBILE_SEARCH	1
Eggen & Lance - Dynamic PPC	Jul 15, 2026 2:24 PM	Jul 15, 2026 2:24 PM	26	RECEIVED	AD	707	HIGH_END_MOBILE_SEARCH	1
Eggen & Lance - Dynamic PPC	Jul 16, 2026 9:33 AM	Jul 16, 2026 9:33 AM	24	RECEIVED	AD	707	HIGH_END_MOBILE_SEARCH	1
Eggen & Lance - Dynamic PPC	Jul 18, 2026 9:24 AM	Jul 18, 2026 9:30 AM	321	RECEIVED	AD	707	HIGH_END_MOBILE_SEARCH	1
Eggen & Lance - Dynamic PPC	Jul 19, 2026 10:37 PM	Jul 19, 2026 10:42 PM	298	RECEIVED	AD	541	HIGH_END_MOBILE_SEARCH	1
Eggen & Lance - Dynamic PPC	Jul 20, 2026 4:11 PM	Jul 20, 2026 4:23 PM	764	RECEIVED	AD	949	HIGH_END_MOBILE_SEARCH	1
Eggen & Lance - Dynamic PPC	Jul 21, 2026 2:07 PM	Jul 21, 2026 2:07 PM	22	RECEIVED	AD	707	HIGH_END_MOBILE_SEARCH	1
Eggen & Lance - Dynamic PPC	Jul 24, 2026 4:28 PM	Jul 24, 2026 4:29 PM	65	RECEIVED	AD	707	HIGH_END_MOBILE_SEARCH	1
Eggen & Lance -	Jul 27, 2026 7:08	Jul 27, 2026 7:49	2,453	RECEIVED	AD	408	HIGH_END_MOBILE	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.