

Digital Marketing Report

Impressions

How many ads were served:

425,429

Clicks

Times a user clicked on an ad

2,742

Click-Through Rate

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

0.59%

Your Product Breakout by Impressions



Events

320

Total Clicks, Video Views, Phone Calls, Engagements, & Conversions

Event Rate

25.48%

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

Total Engagement Rate

0.59%

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

X the National Average

8.40

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.

Performance Max Cost

Amount spent on the campaign

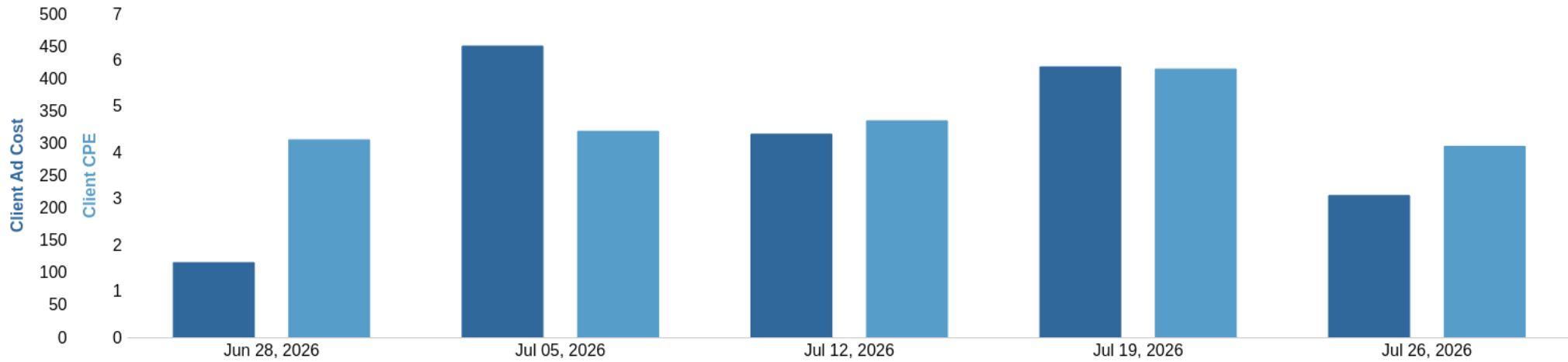
1,516.07

Performance Max Cost-Per-Event

Cost/Events

4.74

Performance Max Week by Week Spend Performance





Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
HLC, Inc. - AI Social Mirror	109,606	471	0.43%	6.14
HLC, Inc. - DIYs/Tools/Home Improvement Mobile	104,696	139	0.13%	1.90
HLC, Inc. - Homeowner - Facebook/Instagram Premium	80,694	573	0.71%	10.14
HLC, Inc. - Home Improvement/DIY/Remodeling Behavioral Social Mirror	52,244	61	0.12%	1.67
HLC, Inc. - B2B - Facebook/Instagram Premium	50,038	1,023	2.04%	29.21
HLC, Inc. - Geo-Retargeting Mobile	14,473	51	0.35%	5.03
HLC, Inc. - Homeowner - Facebook/Instagram Premium Retargeting	6,806	150	2.20%	31.48
HLC, Inc. - Geo-Fencing Mobile	5,616	27	0.48%	6.87
HLC, Inc. - Home Improvement/Tools/Lumber Yard Near Me Performance Max	1,256	247	19.67%	280.94

Meta Post Engagements

18,027

The total number of actions people take involving your ads (clicks on CTA, clicks to profile, site clicks, etc.)

Meta Post Reactions

31

The total number of people who liked, or reacted to your ad, which shows up in their friends news feeds

Meta Post Shares

1

The total number of people who shared your ad, giving your campaign free impressions

Mobile Conquesting Visit Performance: *To be counted as a "Verified Visit", the user must have GPS on and be browsing at the store location.*

Mobile Conquesting Number of Store Locations

1

NUMBER OF LOCATIONS THAT TRACKED A VISIT



Visits



Estimated Visits (4x Verified Data)

Mobile Conquesting Visits by Store Location

Business Name	Address	City	State	Zip	Visits ↓
Healdsburg Lumber Co.	13534 Healdsburg Ave	Healdsburg	CA	95448	2

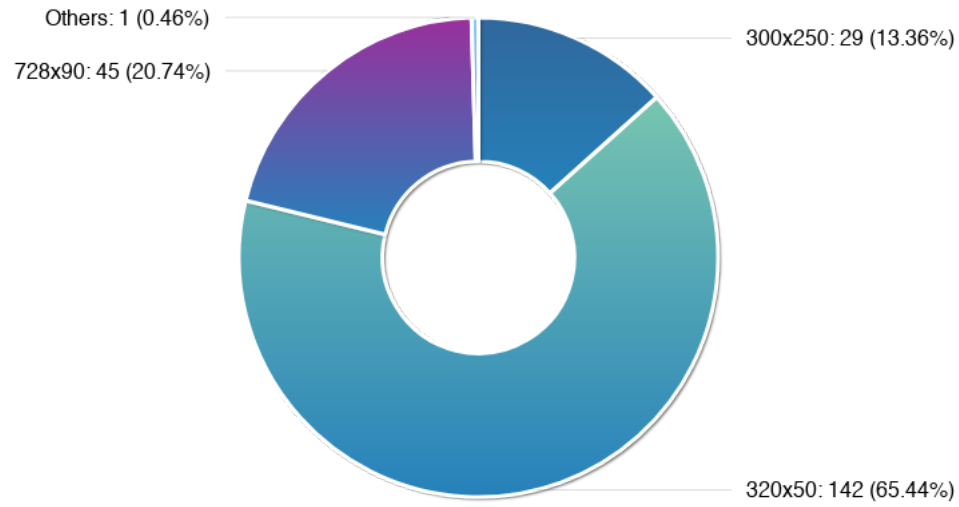
Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
Thumbnail not available	HLC Inc_6.30_HLC Marvin July Reel	161,849	532	0.33%	4.70
Thumbnail not available	HLC Inc_6.9_HLC Milgard June social mirror reel.mp4	1	0	0.00%	0.00

Mobile Conquesting Creative Performance

Preview	Creative Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
	HLC Inc_6.30_HLC Marvin July 320x50.gif	103,438	142	0.14%	1.96
	HLC Inc_6.30_HLC Marvin July 728x90.gif	16,007	45	0.28%	4.02
	HLC Inc_6.30_HLC Marvin July 300x250.gif	5,292	29	0.55%	7.83
	HLC Inc_6.30_HLC Marvin July 320x480.gif	49	1	2.04%	29.15

Mobile Conquesting Click Performance by Ad Size



Mobile Conquesting Visit Performance by Ad Size





Meta Creative Performance

Ad	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
HLC Inc_6.30_HLC Marvin July 1080x1350	137,538	1,746	1.27%	18.14

Grid contains more rows, but they have been clipped.

Mobile Conquesting Geo-Fencing Performance

Business Name	Address	City	State	Zip	Latitude	Longitude	Impressions ↓	Clicks	CTR
Gallery 41 Kitchen Bath & Design	1064 Santa Rosa Ave	Santa Rosa	CA	95404			1,864	7	0.38%
Kitchen Design Center by TeeVax	422 Wilson St. STE A	Santa Rosa	CA	95401			1,386	5	0.36%
Granite Transformation	3485 Airway Drive	Santa Rosa	CA	95403			954	5	0.52%
Asiens Home Appliance	1801 Piner Road	Santa Rosa	CA	95403			761	5	0.66%
Mead Clark Lumber Co Inc	2667 Dowd Drive	Santa Rosa	CA	95407			143	1	0.70%
Kitchen Design Center	6600 Redwood Drive	Rohnert Park	CA	94928			134	0	0.00%
Friedman's Home Improvement Sonoma	1360 Broadway	Sonoma	CA	95476			130	1	0.77%
Garrett Ace Hardware Healdsburg	1340 Healdsburg Ave	Healdsburg	CA	95448			68	0	0.00%
Cabernet Kitchen & Bath	812 W Napa St	Sonoma	CA	95476			49	0	0.00%
American Kitchen & Bath	5805 Labath Ave. STE 2	Rohnert Park	CA	94928			43	1	2.33%
Premier Bath & Kitchen	3201 Cleveland Ave	Santa Rosa	CA	95403			34	0	0.00%
True Value	15600 River Rd	Guerneville	CA	95446			23	0	0.00%
West Coast Professional Door	70 Commerce Lane	Cloverdale	CA	95425			12	0	0.00%
Ace Hardware	750 S Cloverdale Blvd	Cloverdale	CA	95425			7	1	14.29%
Mendo Mill & Lumber	1870 N State St.	Ukiah	CA	95482			6	1	16.67%
Northbay Kitchen & Bath	1110 Petaluma Blvd N	Petaluma	CA	94952			4	0	0.00%
Friedman's Home Improvement Ukiah	1255 Airport Park Blvd	Ukiah	CA	95482			1	0	0.00%
All-Coast Forest Products	250 Asti Rd.	Cloverdale	CA	95425			1	0	0.00%

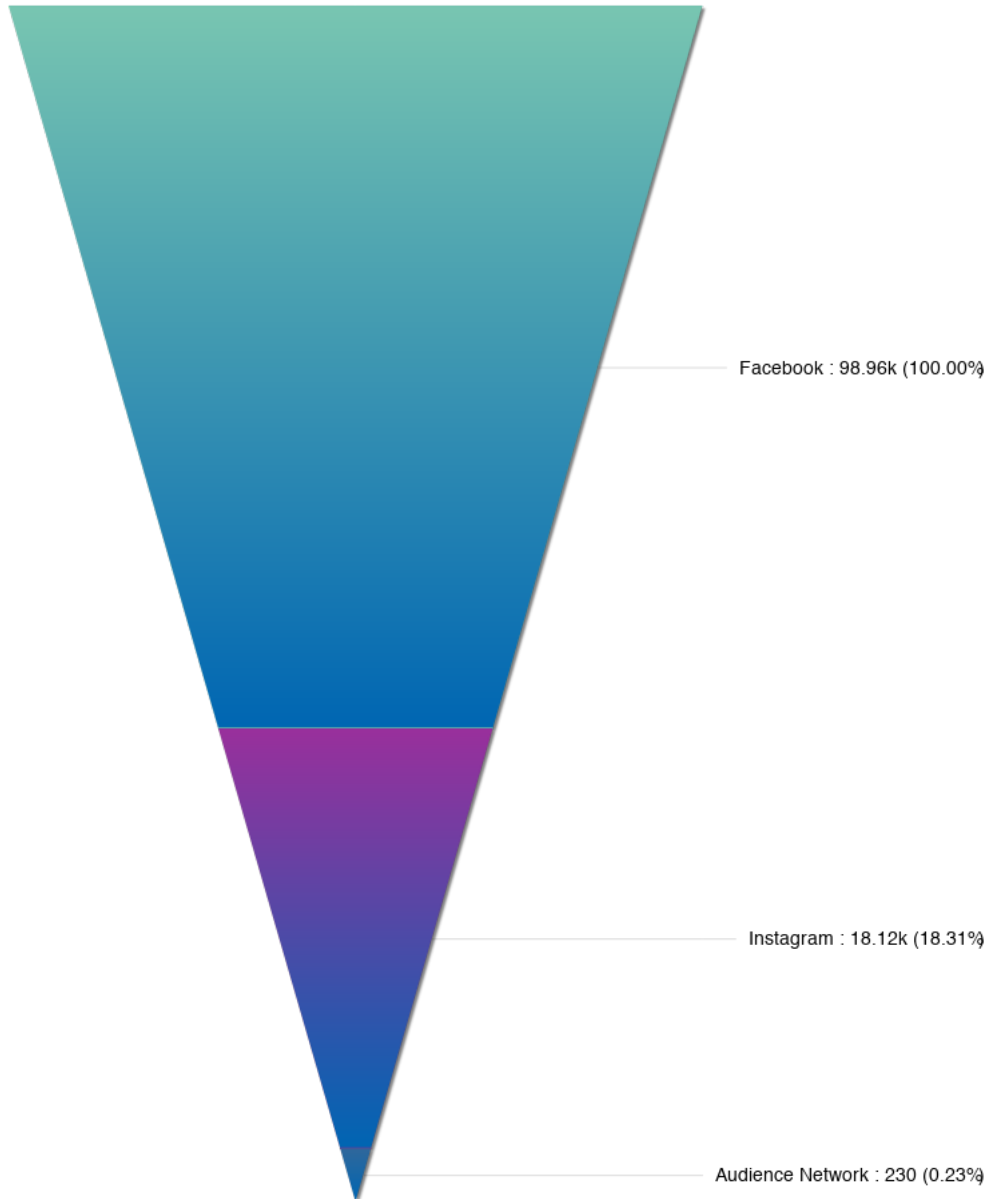
Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	223,094	2,151	0.96%
Desktop	A personal computing device that remains stationary at one location.	57,984	75	0.13%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	17,616	44	0.25%
Unknown	---	694	8	1.15%

Social Placement Performance

Placement	Where your ads appear	Impressions ↓	Clicks	CTR
Facebook Marketplace	Your ads appear in the Marketplace home page or when someone browses Marketplace in the Facebook app.	46,695	43	0.09%
Facebook Feed	Your ads appear in the desktop Feed when people access the Facebook website on their computers. Your ads appear in the mobile Feed when people use the Facebook app on mobile devices or access the Facebook website through a mobile browser.	30,118	341	1.13%
Facebook Notification	Your ads appear within a user's notifications feed.	19,023	782	4.11%
Facebook Reels	Your ads appear in the Reels tab on Facebook.	17,641	146	0.83%
Instagram Stories	Your ads appear in people's Stories on Instagram.	17,452	289	1.66%
Facebook In-stream Videos	Your ads appear in video on demand and in a select group of approved partner live streams on Facebook.	2,538	66	2.60%
Facebook Stories	Your ads appear in people's Stories on Facebook.	1,548	55	3.55%
Threads	Your ads appear in the Threads feed.	619	5	0.81%
Instagram Feed	Your ads appear in the mobile app and on desktop and mobile web.	520	5	0.96%
Facebook Search Results	Your ads appear next to relevant Facebook and Marketplace search results.	418	0	0.00%

Social Placement Performance by Impressions



Facebook News Feed Performance



Audience Network Performance



Instagram Performance



Grid contains more rows, but they have been clipped.

Performance Max Creative Group Performance

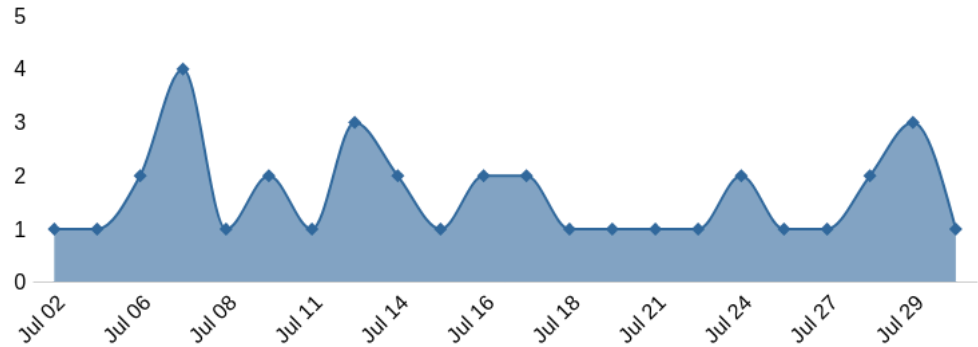
Creative Group Name	Search Themes	Client Ad Cost	Client CPE	Impressions	Events ↓	Event Rate
HLC, Inc. - Home Improvement/Tools/Lumber Yard Near Me Performance Max	Bathroom remodel cabinets,Bathroom vanity cabinets,Building materials Healdsburg,Building supply company,Cabinet design services,Cabinet showroom near me,Cabinet supplier for contractors,Construction materials store,Contractor hardware supplies,Contractor lumber supply,Contractor supply store,Custom kitchen cabinets,Custom windows and doors,Decking materials Healdsburg,Door installation materials,Energy efficient windows,Exterior doors near me,Fasteners and tools supplier,Framing lumber supplier,General contractor supplier,Hand tools hardware store,Hardware store Healdsburg,Healdsburg building supply,Healdsburg lumber yard,Home improvement hardware,Home remodeling materials,Home renovation materials,Interior doors supplier,Jobsite supplies store,Kitchen and bath remodeling store,Kitchen cabinets Healdsburg,Kitchen remodel cabinets,Local building supply store,Local hardware store,Local lumber supplier,Lumber yard near me,Modern kitchen cabinets,New construction windows,Paint and supplies Healdsburg,Power tools near me,Pressure treated lumber near me,Professional contractor supplies,Redwood lumber Healdsburg,Remodel supply showroom,Replacement windows Healdsburg,Residential construction supplies,Semi custom cabinets,Sliding glass	1,516.07	4.74	1,256	320	25.48%

Performance Max Click Conversions



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

Performance Max Click Conversions by Day

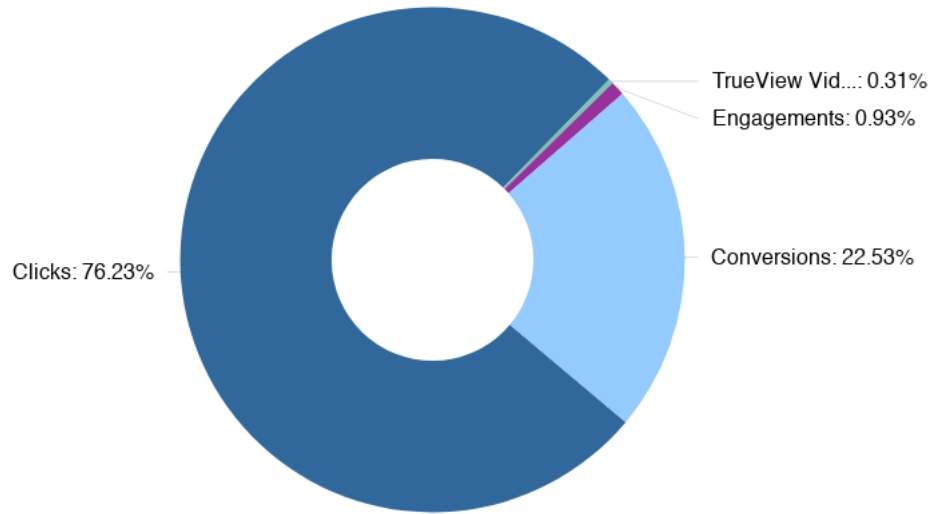


Performance Max Click Conversion Performance

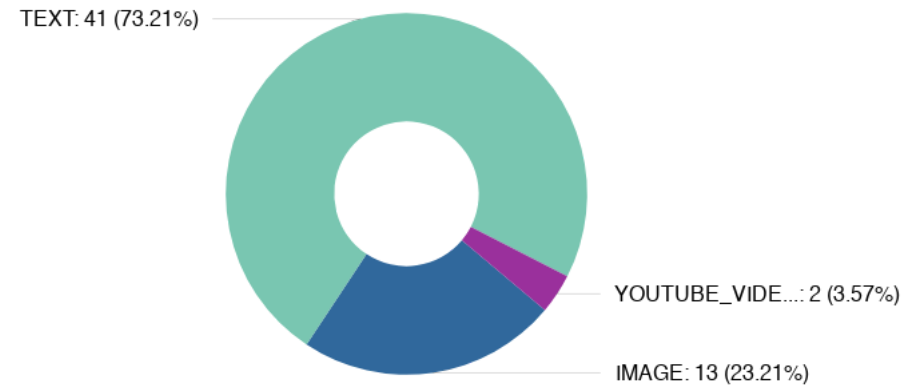
Conversion Action Name	Click Conversions ↓
HLC, Inc. Tap to Call Conversion	33
HLC, Inc. Sign In Click Conversion	3

"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.

Event Breakdown by Type



Creative Type by Quantity



Performance Max Top 5 Extension Performance

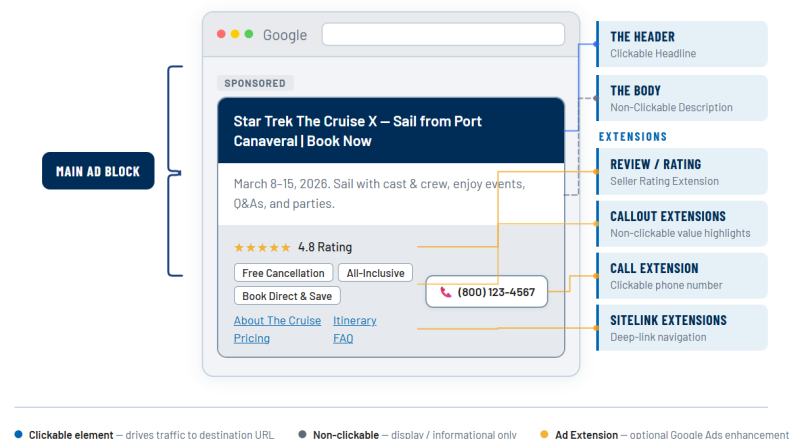
Type	Extension (upgraded)	Impressions	Events	Event Rate ↓	Client Ad Cost	Client CPE
CALLOUT	Sonoma County Lumber	255	86	33.73%	317.44	3.69
CALLOUT	Contractors Welcome	7	2	28.57%	6.28	3.14
SITELINK	Lumber Products	1,054	288	27.32%	1,371.54	4.76
CALLOUT	Premium Lumber Stock	260	69	26.54%	210.83	3.06
SITELINK	Contact Us	1,012	263	25.99%	1,357.95	5.16

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.

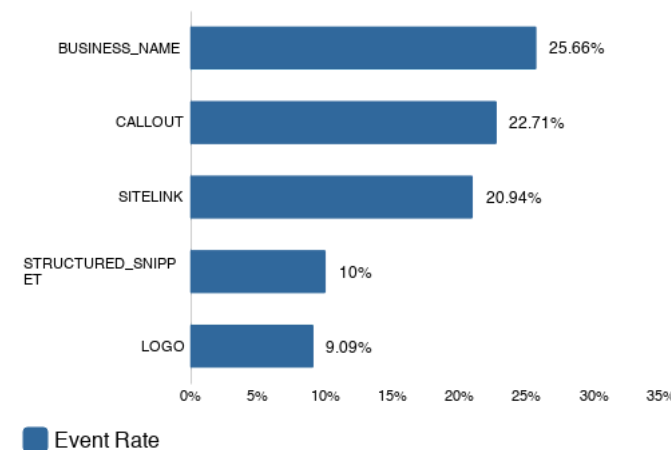
56

Number of Creative Assets

Currently Running



Performance Max Extension Type Performance



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.

All available products in our *toolbox*.



Social Mirror



Mobile Conquesting



Connected TV



Meta



Website Visitor ID



TikTok



Search Engine Optimization



Performance Max



Digital Out-Of-Home



LinkedIn



Amazon Targeting



Live Chat



Google Pay-Per-Click



YouTube+



Native Ads



Online Audio



Display Ads



Video Ads



Geo-Framing

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