

Digital Marketing Report

Impressions

How many ads were served:

750,903

Clicks

Times a user clicked on an ad

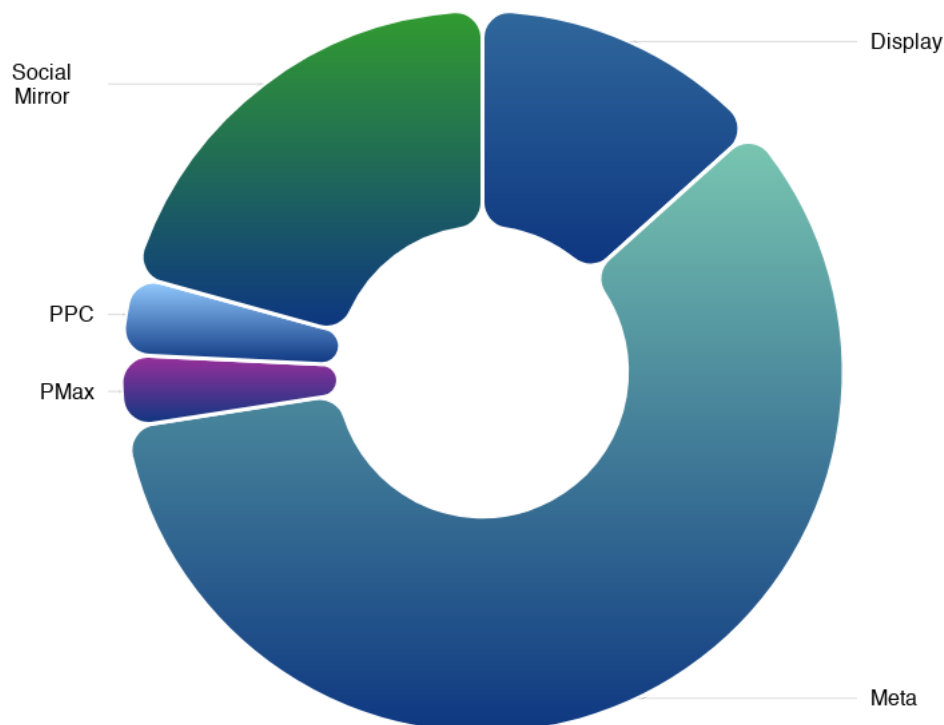
11,692

Click-Through Rate

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

1.38%

Your Product Breakout by Impressions



Events

4,658

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

Event Rate

19.12%

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

Total Engagement Rate

1.53%

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

X the National Average

19.70

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

3,860.94

PPC Cost-Per-Click

Cost/Clicks

1.10

Performance Max Cost

Amount spent on the campaign

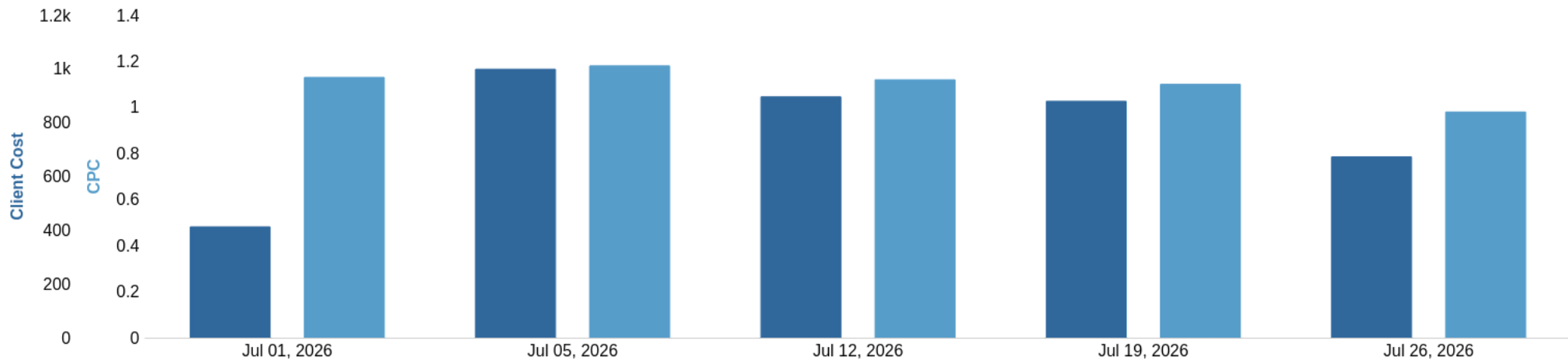
5,256.54

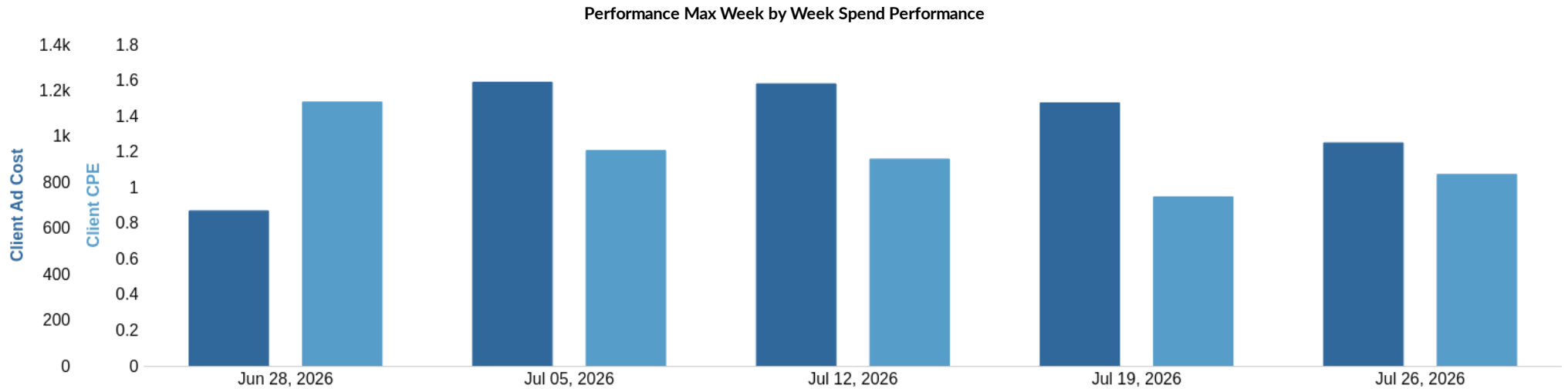
Performance Max Cost-Per-Event

Cost/Events

1.13

Week by Week Spend Performance







Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
TK Constructors - Facebook/Instagram News Feed	205,077	1,711	0.83%	11.92
TK Constructors - Dayton OH - Facebook/Instagram News Feed	117,605	727	0.62%	8.83
TK Constructors - Homebuyer/Age 25-64/New Construction Behavioral Display	59,416	737	1.24%	17.72
TK Constructors - Brookville OH - Facebook/Instagram News Feed	55,678	318	0.57%	8.16
TK Constructors - Brookville OH - Facebook/Instagram News Feed Retargeting	47,687	783	1.64%	23.46
TK Constructors - Homebuyer/Age 25-64/New Construction Behavioral Social Mirror	41,370	333	0.80%	11.50
TK Constructors - Keyword Social Mirror	41,237	54	0.13%	1.87
TK Constructors - Retargeting Social Mirror	38,045	82	0.22%	3.08
TK Constructors - AI Social Mirror	33,541	862	2.57%	36.71
TK Constructors - Keyword Display	30,616	209	0.68%	9.75
TK Constructors - Dynamic PPC	26,625	3,498	13.14%	187.69
TK Constructors - Dayton OH - Facebook/Instagram News Feed Retargeting	15,095	435	2.88%	41.17
TK Constructors - Virtual Home Tours/Affordable Custom Home Performance Max	13,409	978	7.29%	104.19
TK Constructors - Brookville & Dayton - Virtual Home Tours/Affordable Custom Home Performance Max	10,954	693	6.33%	90.38
TK Constructors - Retargeting Display	10,212	142	1.39%	19.86
TK Constructors - Facebook/Instagram News Feed Retargeting	3,125	130	4.16%	59.43
TK Constructors - Website Visitor ID Feed Social Mirror	1,211	0	0.00%	0.00

Display Click Conversions

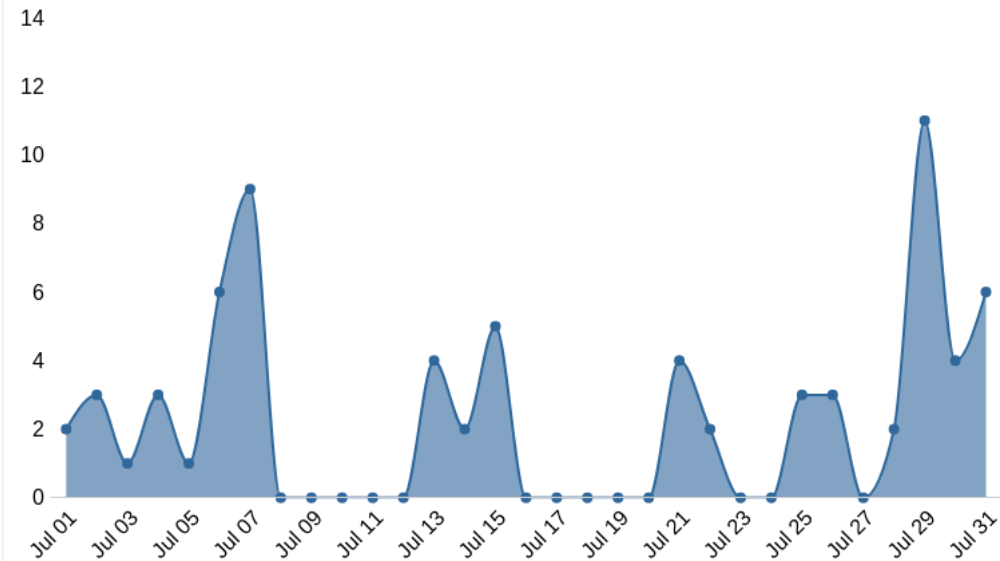
71

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

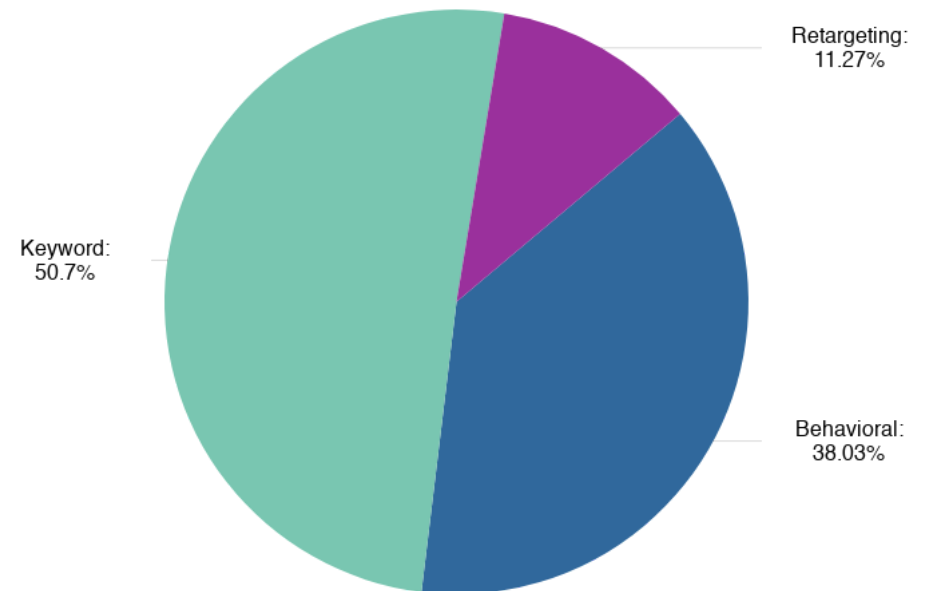
Display Click Conversion Breakout

Conversion Name	Click Conversions ↓
TK Constructors Phone Number (513) Click Conversion	24
TK Constructors Phone Number (765) Click Conversion	22
TK Constructors Contact Page View	16
TK Constructors Ranch Floorplans Page View	3
TK Constructors How We Build Page View	2
TK Constructors Virtual Tours Page View	2
TK Constructors FAQ Page View	1
TK Constructors Two Story Floorplans Page View	1

Display Click Conversions by Day



Top Display Click Conversions by Strategy



Display View-through Conversions

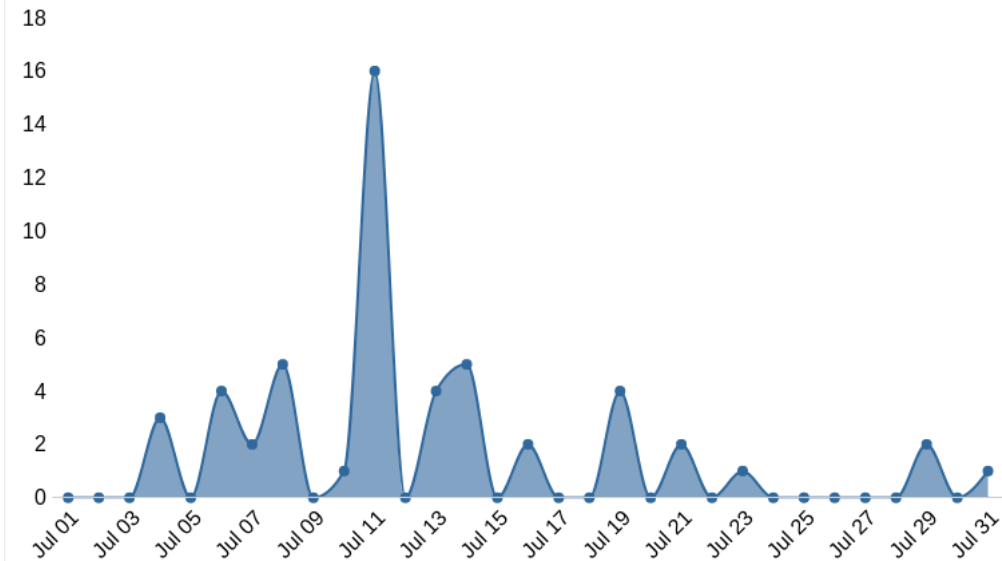
52

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

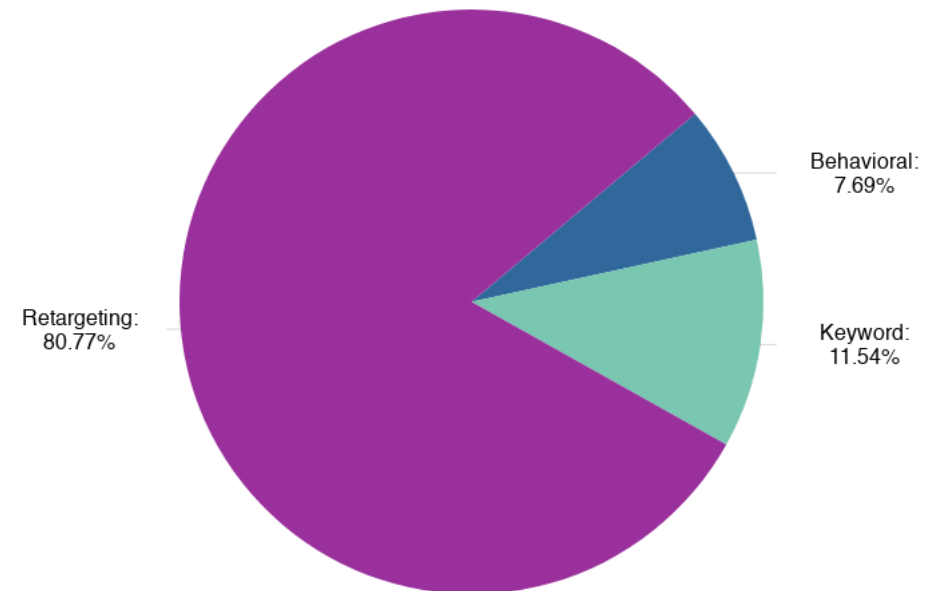
Display View-through Conversion Breakout

Conversion Name	View-through Conversions ↓
TK Constructors Ranch Floorplans Page View	26
TK Constructors Homepage Visits	10
TK Constructors Two Story Floorplans Page View	7
TK Constructors Phone Number (513) Click Conversion	4
TK Constructors Phone Number (765) Click Conversion	4
TK Constructors Submit Request Click Conversion	1

Display View-through Conversions by Day



Top Display View-through Conversions by Strategy



Social Mirror Click Conversions



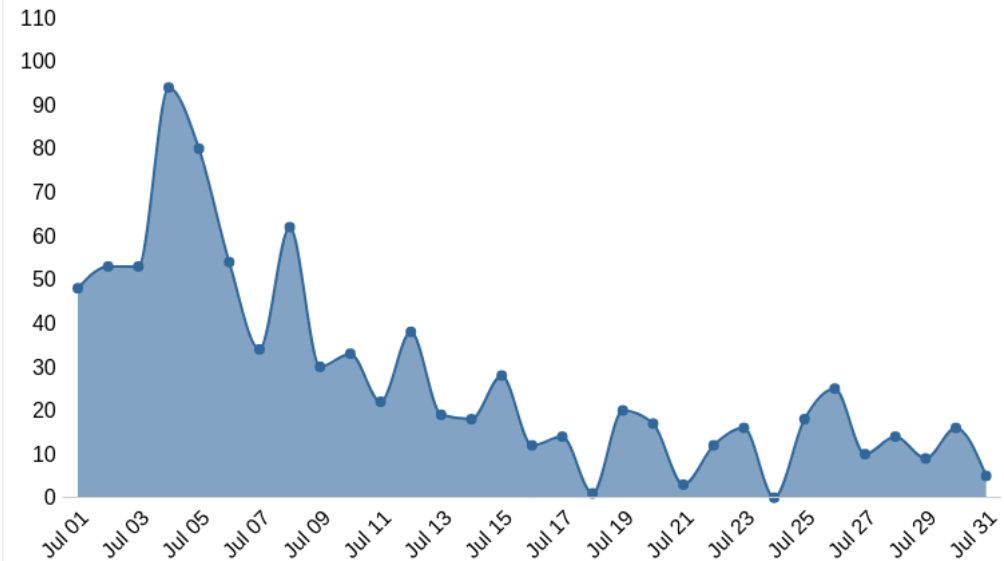
858

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

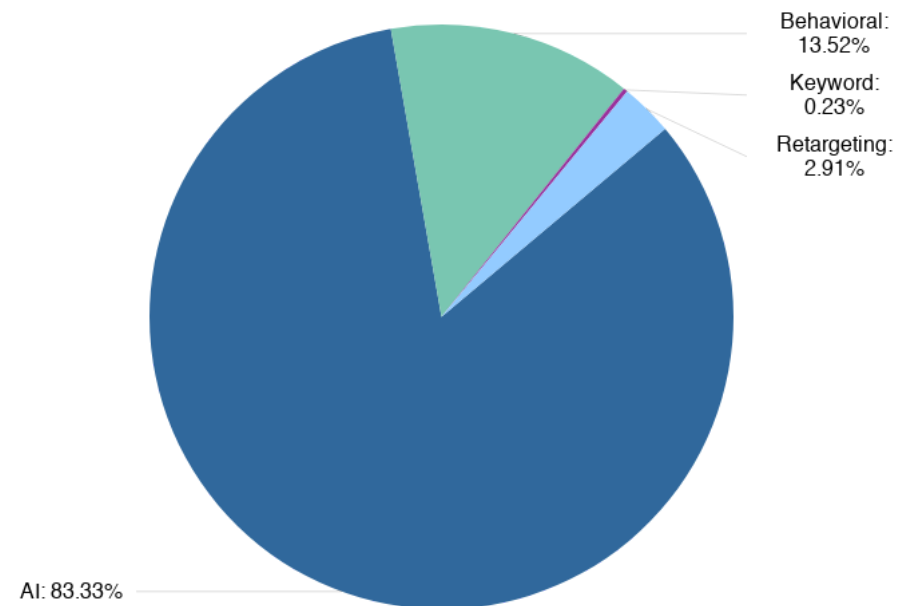
Social Mirror Click Conversion Performance Breakout

Conversion Name	Click Conversions ↓
TK Constructors Phone Number (513) Click Conversion	409
TK Constructors Phone Number (765) Click Conversion	368
	21
TK Constructors How We Build Page View	19
TK Constructors Contact Page View	16
TK Constructors Ranch Floorplans Page View	14
TK Constructors FAQ Page View	5
TK Constructors Two Story Floorplans Page View	4
TK Constructors Submit Request Click Conversion	2

Social Mirror Click Conversions by Day



Top Social Mirror Click Conversions by Strategy



Social Mirror View-through Conversions

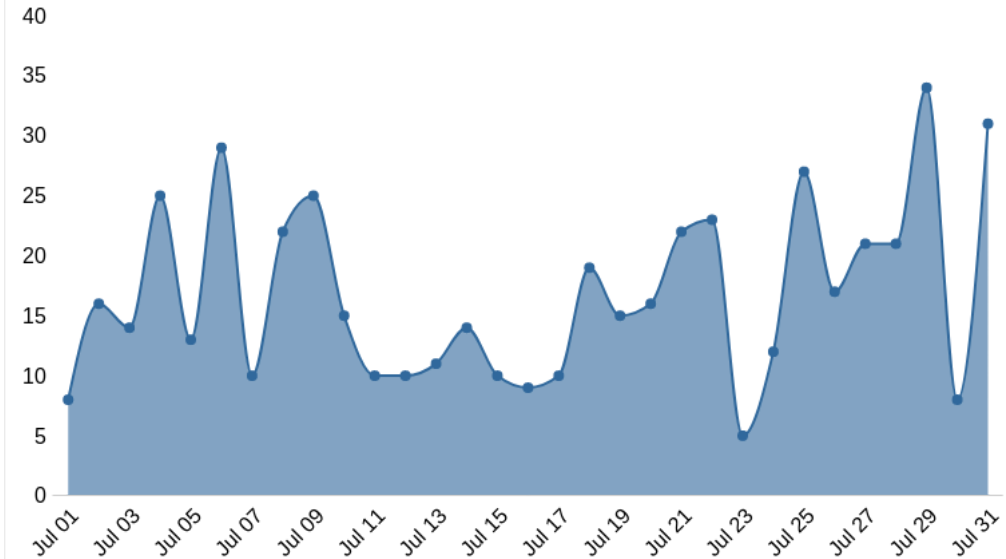


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

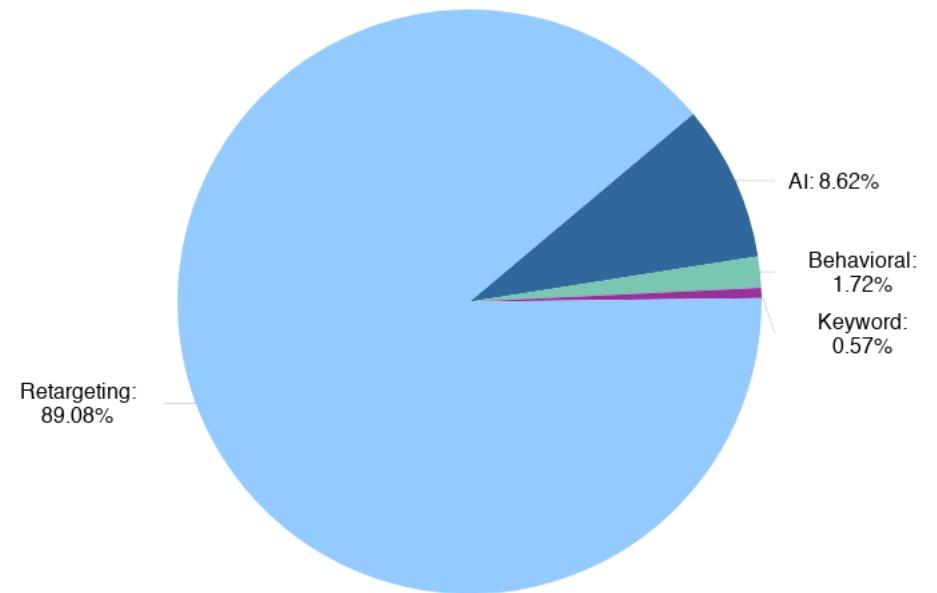
Social Mirror View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
TK Constructors Ranch Floorplans Page View	212
TK Constructors Homepage Visits	135
TK Constructors Two Story Floorplans Page View	42
TK Constructors Phone Number (765) Click Conversion	30
TK Constructors Virtual Tours Page View	26
TK Constructors Phone Number (513) Click Conversion	25
TK Constructors How We Build Page View	17
TK Constructors FAQ Page View	14
TK Constructors Contact Page View	12
TK Constructors Submit Request Click Conversion	6
	3

Social Mirror View-through Conversions by Day



Top Social Mirror View-through Conversions by Strategy



Meta Click Conversions



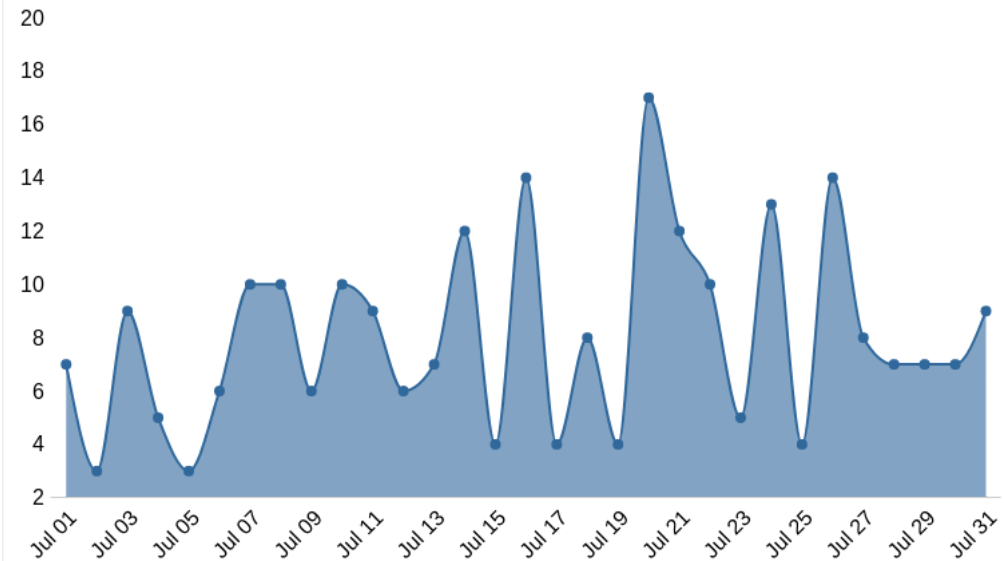
250

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

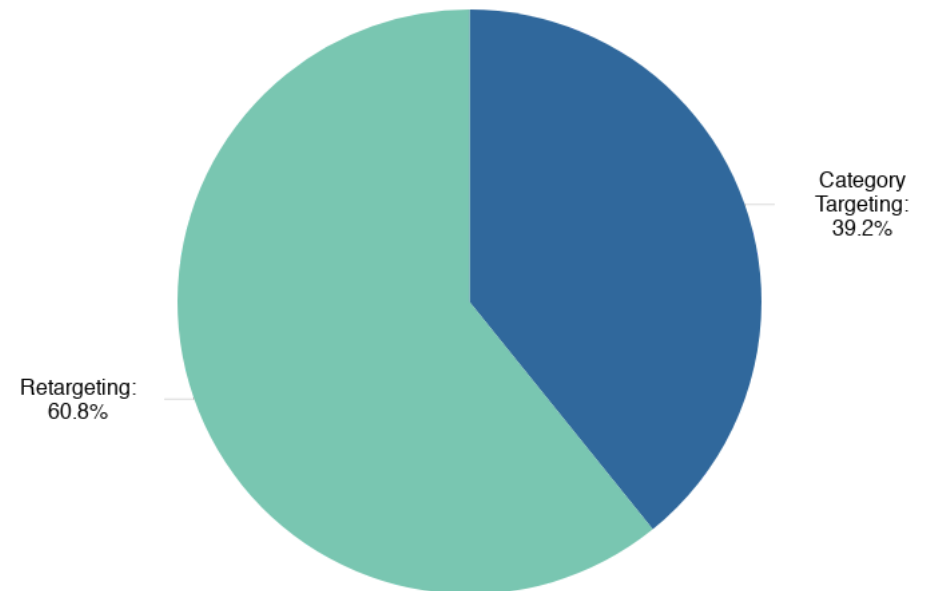
Meta Click Conversion Performance

Conversion Name	Click Conversions ↓
TK Constructors Ranch Floorplans Page View	182
TK Constructors Two Story Floorplans Page View	22
TK Constructors Submit Request Click Conversion	21
TK Constructors How We Build Page View	13
TK Constructors FAQ Page View	8
TK Constructors Contact Page View	2
TK Constructors Virtual Tours Page View	2

Meta Click Conversions by Day



Top Meta Click Conversions by Strategy



Meta View-Through Conversions

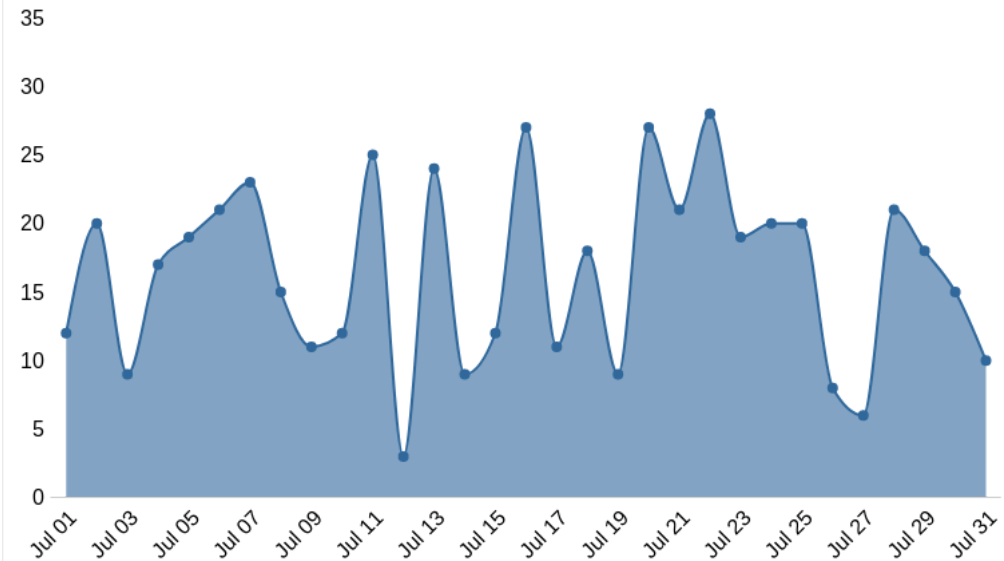


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

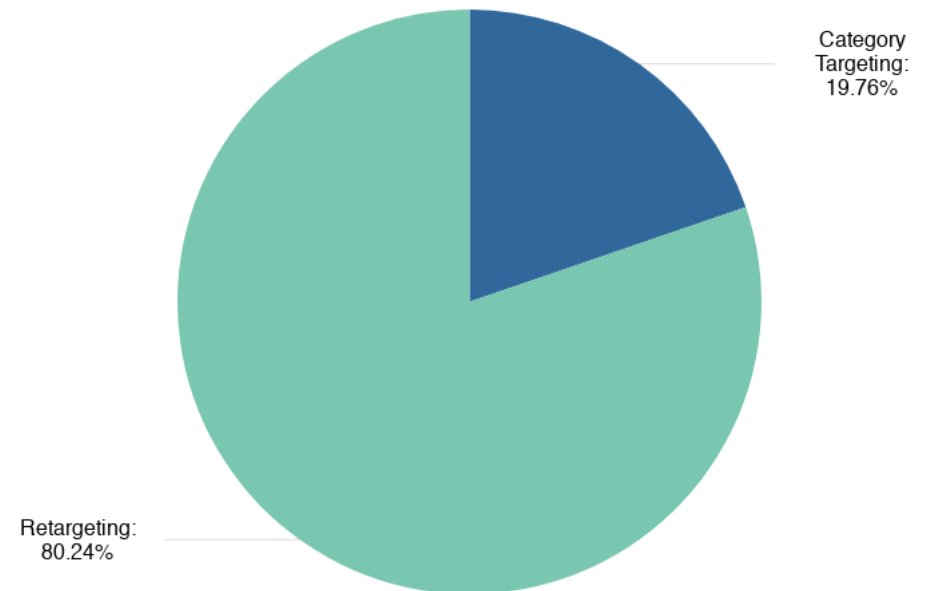
Meta View-Through Conversion Performance

Conversion Name	View-Through Conversions ↓
TK Constructors Ranch Floorplans Page View	237
TK Constructors Homepage Visits	176
TK Constructors Two Story Floorplans Page View	62
TK Constructors Virtual Tours Page View	16
TK Constructors How We Build Page View	11
TK Constructors Contact Page View	6
TK Constructors FAQ Page View	2

Meta View-Through Conversions by Day



Top Meta View-Through Conversions by Strategy



Meta Post Engagements

11,872

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

Meta Post Comments

14

The total number of comments your ads received

Meta Post Reactions

116

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

Meta Post Shares

12

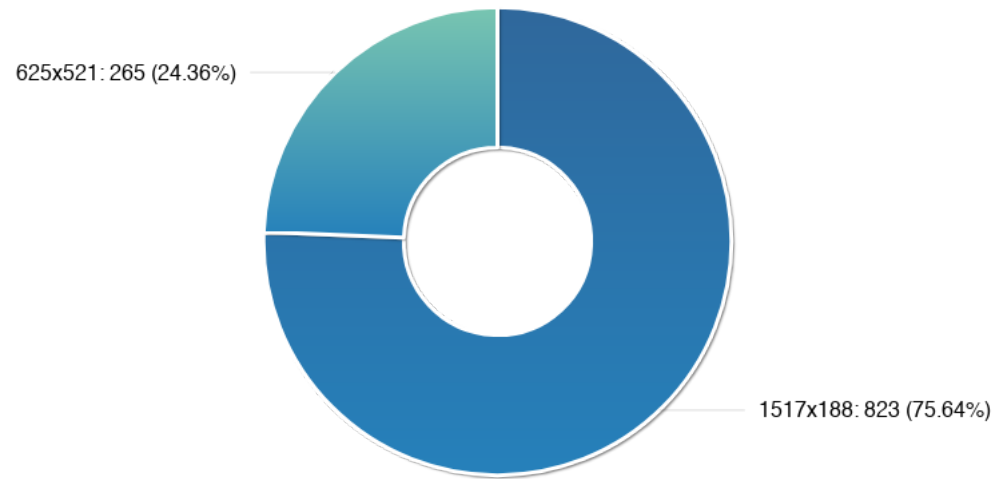
The total number of people who shared your ad, giving your campaign free impressions



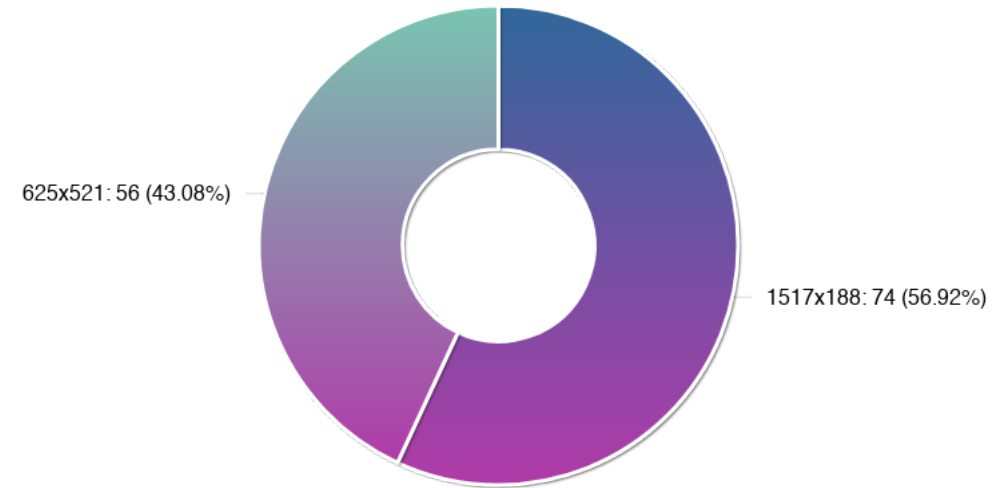
Display Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	TK Constructors_5.28_TKC - January 2026 Social Ads - 728x908.jpg	70,826	823	1.16%	16.60
	TK Constructors_5.28_TKC - January 2026 Social Ads - 300x2509.jpg	29,418	265	0.90%	12.87

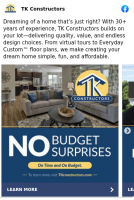
Display Click Performance by Ad Size



Display Conversion Performance by Ad Size



Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	TK Constructors_1.21_Social Mirror_Carousel 1	42,780	572	1.34%	19.10
	TK Constructors_1.21_Social Mirror_Carousel 2	39,529	319	0.81%	11.53
	TK Constructors_1.21_Social Mirror_TKC - January 2026 Social Ads - 1080x10807.jpg	36,366	257	0.71%	10.10
	TK Constructors_1.21_Social Mirror_TKC - January 2026 Social Ads - 1080x10803.jpg	36,729	183	0.50%	7.12



Meta Creative Performance

Ad	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
TK Constructors_1.21_Carousel 1	108,664	1,875	1.73%	24.65
TK Constructors_1.21_TKC - January 2026 Social Ads - 1080x10807.jpg	223,681	1,160	0.52%	7.41
TK Constructors_1.21_Carousel 2	57,662	632	1.10%	15.66
TK Constructors_1.21_TKC - January 2026 Social Ads - 1080x10803.jpg	54,260	437	0.81%	11.51

Meta Carousel Card Performance

Card Name	Ad	Count ↓
1:	TK Constructors_1.21_Carousel 1	1,245
2:	TK Constructors_1.21_Carousel 1	158
TK Constructors	TK Constructors_1.21_Carousel 1	30
3:	TK Constructors_1.21_Carousel 1	16
8:	TK Constructors_1.21_Carousel 1	15



Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	572,238	5,581	0.98%
Desktop	A personal computing device that remains stationary at one location.	95,417	744	0.78%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	29,224	178	0.61%
Unknown	---	3,036	20	0.66%

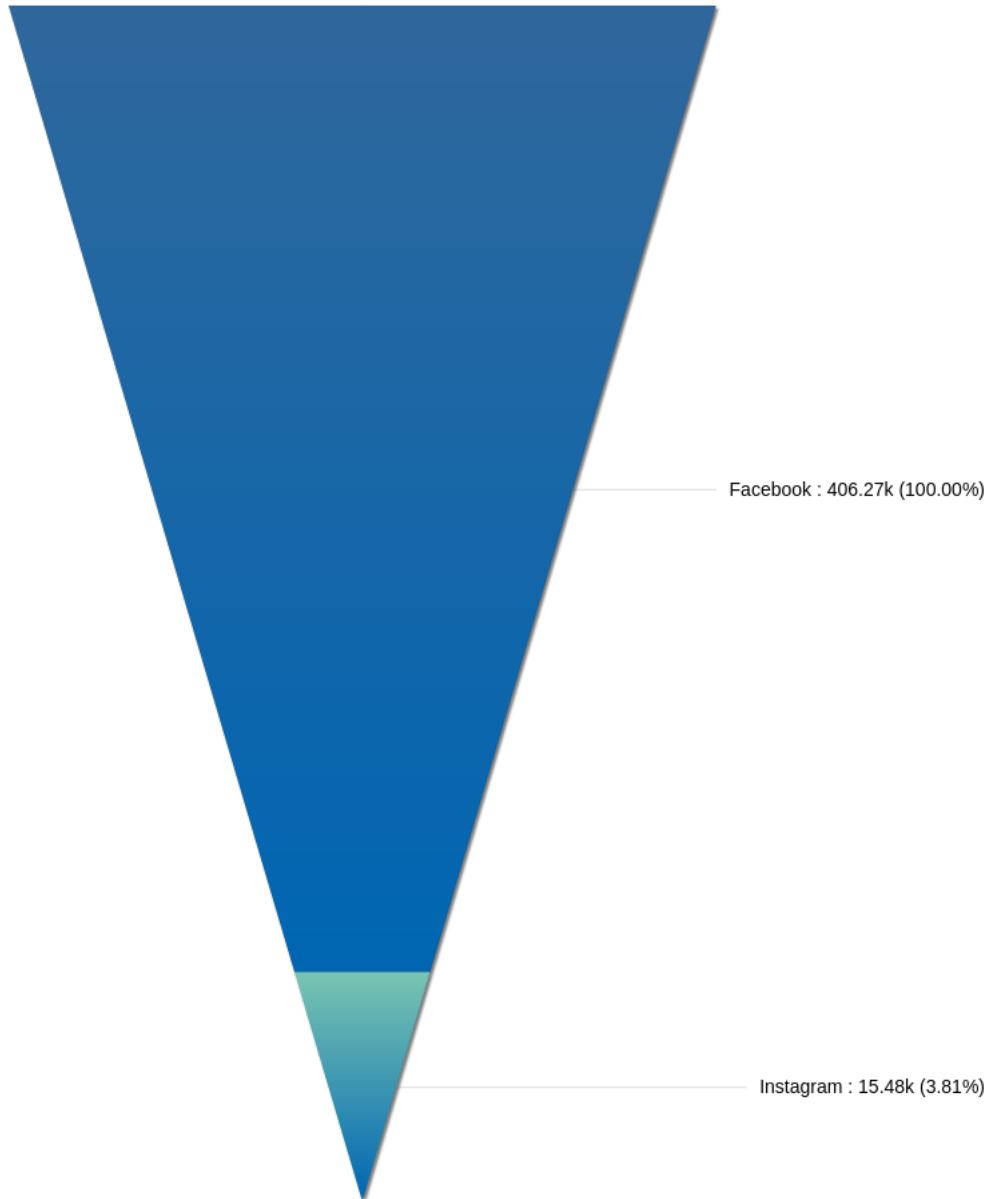
Site and App Performance

Name	Impressions ↓	Clicks	CTR
msn.com	8,451	2	0.02%
foxnews.com	7,318	24	0.33%
lawandcrime.com	3,654	1	0.03%
realtor.com	2,910	0	0.00%
themirror.com	2,851	7	0.25%
tmz.com	2,724	9	0.33%
dailymail.com	2,067	15	0.73%
Solitaire	1,659	29	1.75%
aol.com	1,609	0	0.00%
nypost.com	1,545	18	1.17%
hollywoodpq.com	1,407	12	0.85%
ultimate-guitar.com	1,311	2	0.15%
courttv.com	1,100	4	0.36%
arcamax.com	1,079	8	0.74%
justthenews.com	1,018	1	0.10%
realclearpolitics.com	904	4	0.44%
rapidtables.com	902	3	0.33%
ysnlive.com	899	2	0.22%
people.com	886	5	0.56%
huffpost.com	829	6	0.72%

Social Placement Performance

Placement	Where your ads appear	Impressions ↓	Clicks	CTR
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.	406,272	3,879	0.95%
Facebook Profile Feed	Your ads appear within the feeds of public user profiles.	20,217	49	0.24%
Instagram Feed	Your ads appear in the mobile app and on desktop and mobile web.	15,481	161	1.04%
Unknown	Your ads appeared on one of the Facebook or Instagram placements, but the Meta Exchange wasn't able to accurately track the placement type.	2,297	15	0.65%

Social Placement Performance by Impressions



Facebook News Feed Performance



Instagram Performance





PPC Cost per Line Item

Ad Group	Impressions	Clicks ↓	CTR	Cost	Avg. CPC
TK Constructors - Dynamic PPC	26,625	3,498	13.14%	3,860.94	1.10

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

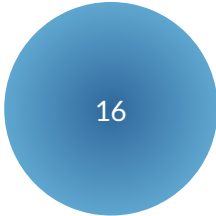


Total PPC Conversions



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

Phone Calls



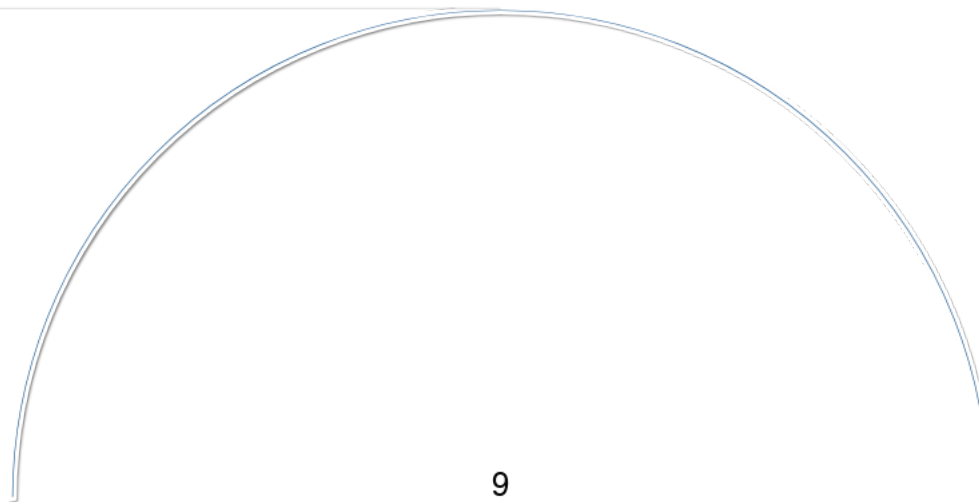
Times users clicked on the phone number on your ad and completed a call

PPC Conversion Performance

Conversion Action Name	Total Conversions ↓
TK Constructors Ranch Floorplans Page View	2,510
TK Constructors Two Story Floorplans Page View	662
TK Constructors Virtual Tours Page View	325
TK Constructors How We Build Page View	261
TK Constructors FAQ Page View	176
TK Constructors Phone Number (765) Click Conversion	146
TK Constructors Phone Number (513) Click Conversion	141
TK Constructors Contact Page View	138
TK Constructors Submit Request Click Conversion	98

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
If you don't love your TK Constructors home we will buy it back-that's how sure we are Build your dream home with custom designs, quality construction & flexible floor plans	26,625	3,498	13.14%	3,860.94	1.10



Top Dynamic Descriptions

Description	Impressions	Clicks ↓	CTR	Cost	Avg. CPC
If you don't love your TK Constructors home we will buy it back-that's how sure we are	26,625	3,498	13.14%	3,860.94	1.10

Top Dynamic Landing Pages

Expanded Final URL	Impressions	Clicks ↓	CTR	Cost	Avg. CPC
https://tkconstructors.com/?gad_source=1&gad_campaignid=22440291084	965	326	33.78%	218.77	0.67
https://tkconstructors.com/floorplans/ranch/?gad_source=1&gad_campaignid=22440291084	634	104	16.40%	135.56	1.30
https://tkconstructors.com/virtual-tours/?gad_source=1&gad_campaignid=22440291084	6,969	87	1.25%	100.58	1.16
https://tkconstructors.com/where-we-build/indiana-model-centers/?gad_source=1&gad_campaignid=22440291084	695	86	12.37%	113.91	1.32
https://tkconstructors.com/where-we-build/ohio-model-centers/?gad_source=1&gad_campaignid=22440291084	397	52	13.10%	69.24	1.33

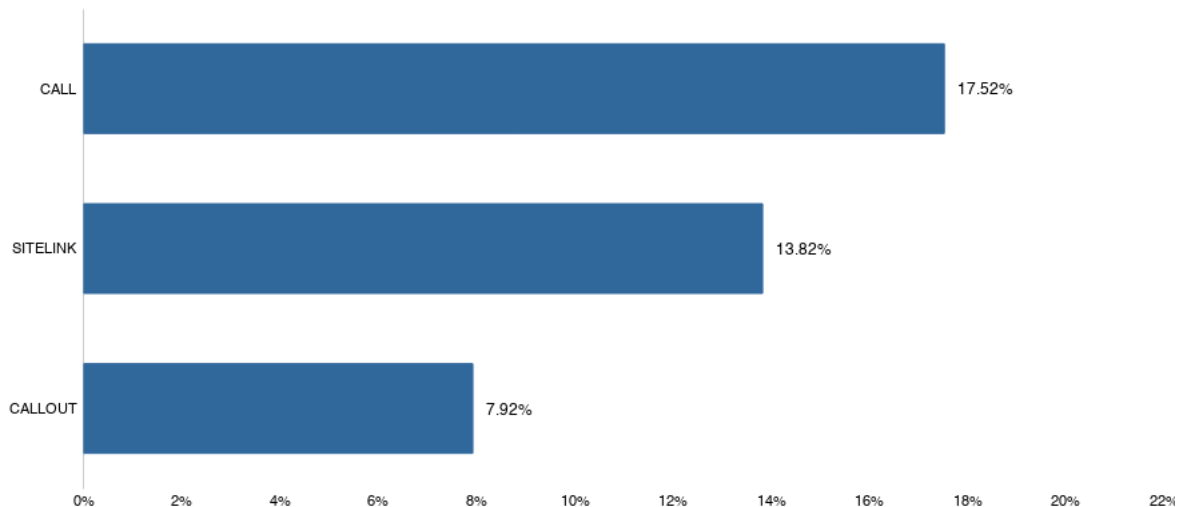
Grid contains more rows, but they have been clipped.

Top 5 Extension Performance

Extension Type	Extension	Impressions	Clicks ↓	CTR	Cost	Avg. CPC
SITELINK	Take a look at our homes, Ranch & 2-Story homes, Virtual Home Tours	18,190	2,682	14.74%	2,746.93	1.02
SITELINK	On-time & on budget is how we roll, Committed to your satisfaction, Learn How We Build Homes	18,056	2,633	14.58%	2,684.34	1.02
SITELINK	Learn about what makes us different, If we give our word we keep it, Who Is TK Constructors	16,855	2,241	13.30%	2,222.37	0.99
SITELINK	Request a brochure and pricing, Start your new home journey today, Want More Info?	16,162	2,013	12.46%	1,999.53	0.99
CALLOUT	We deliver homes on-time	12,188	1,014	8.32%	1,148.00	1.13

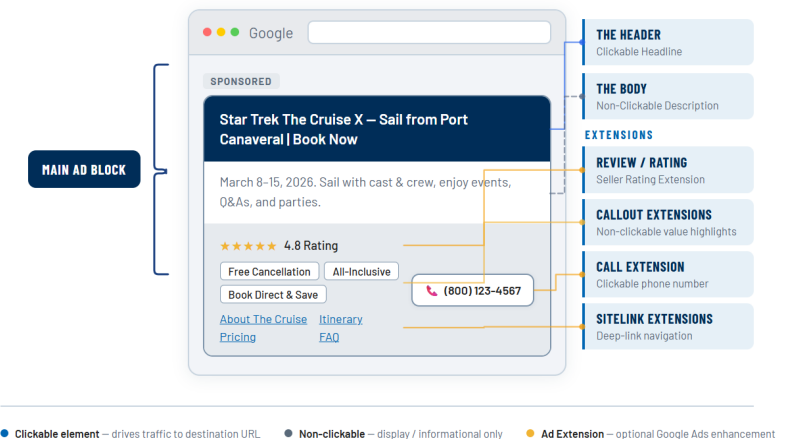
Because a single ad can display multiple extensions at the same time, this data overlaps. As a result, the combined metrics (Impressions, Clicks, CTR, Cost, & Avg. CPC) for all extensions will appear much higher than the actual overall campaign totals.

PPC Extension Type Performance

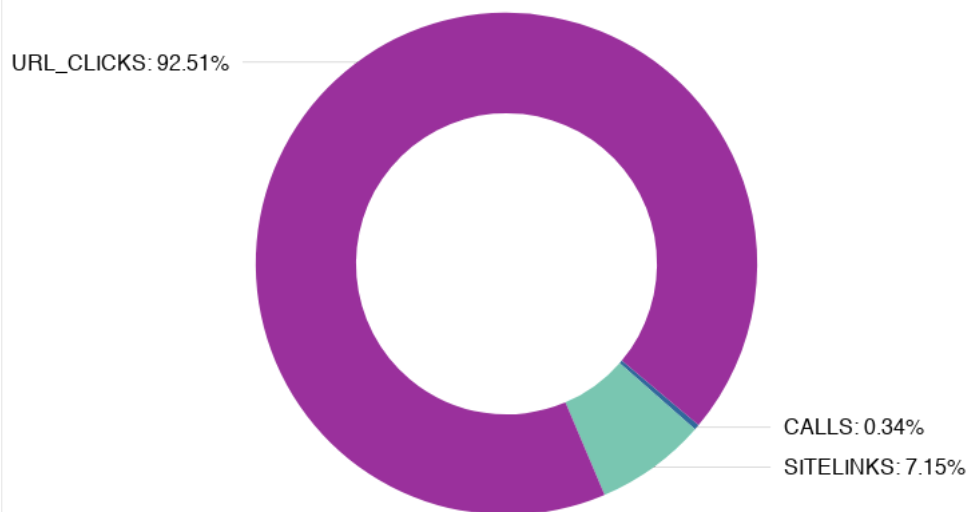


CTR

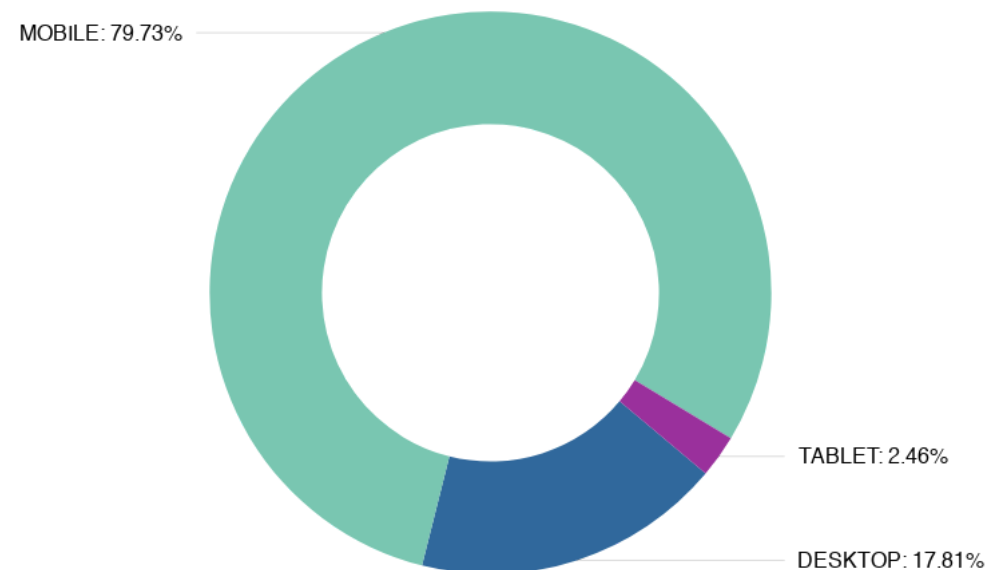
This report shows many times an ad was clicked that contained that extension, not how many people clicked on that specific extension itself. Location Extensions are not currently available to be shown.



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.

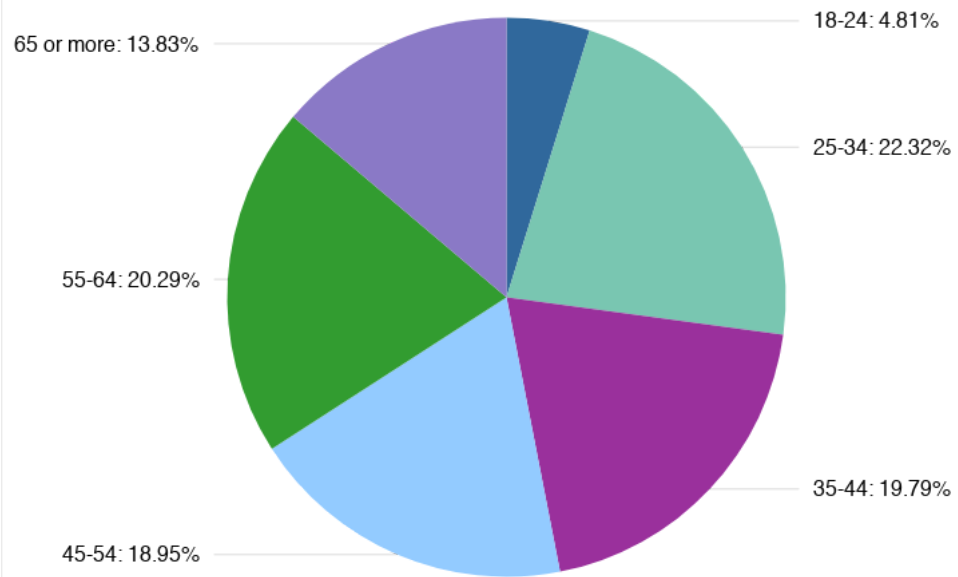
Get Location Details Click: When a user clicks in to expand the client's location in the Maps section of the search results list.

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).

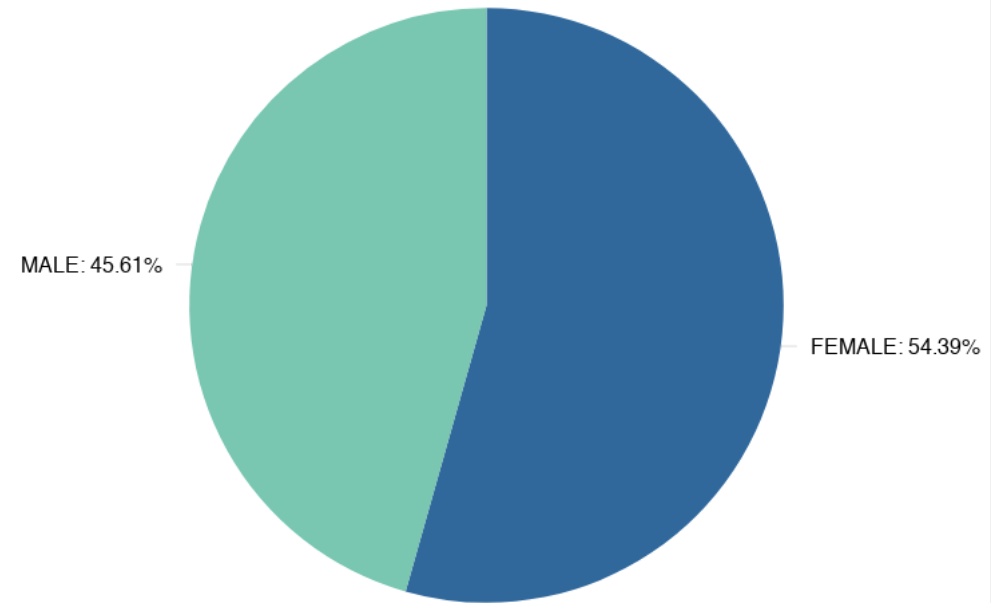
Driving Directions Click: When a user clicks on the "Get Directions" link within an ad.

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
tk constructors	TK Constructors - Dynamic PPC	961	477	49.64%	133.50	0.28
tk homes	TK Constructors - Dynamic PPC	602	349	57.97%	233.93	0.67
modular homes indiana	TK Constructors - Dynamic PPC	958	125	13.05%	174.55	1.40
tk construction	TK Constructors - Dynamic PPC	136	64	47.06%	62.94	0.98
tk homes floor plans with prices	TK Constructors - Dynamic PPC	126	64	50.79%	77.12	1.21
tk homes indiana	TK Constructors - Dynamic PPC	95	53	55.79%	48.09	0.91
tk builders	TK Constructors - Dynamic PPC	101	52	51.49%	61.84	1.19
manufactured homes indiana	TK Constructors - Dynamic PPC	357	43	12.04%	57.03	1.33
modular homes ohio	TK Constructors - Dynamic PPC	334	43	12.87%	60.66	1.41
tk constructors inc	TK Constructors - Dynamic PPC	58	38	65.52%	15.87	0.42
prefab homes ohio	TK Constructors - Dynamic PPC	133	28	21.05%	38.10	1.36
construction calculator	TK Constructors - Dynamic PPC	101	20	19.80%	28.59	1.43
home plans	TK Constructors - Dynamic PPC	107	19	17.76%	22.99	1.21
prefab homes indiana	TK Constructors - Dynamic PPC	179	19	10.61%	27.41	1.44
home builders near me	TK Constructors - Dynamic PPC	126	18	14.29%	23.65	1.31
modular homes cincinnati	TK Constructors - Dynamic PPC	151	18	11.92%	24.92	1.38
tk home builders	TK Constructors - Dynamic PPC	14	12	85.71%	8.86	0.74
tk homes price list	TK Constructors - Dynamic PPC	39	12	30.77%	13.21	1.10
modular homes for sale indiana	TK Constructors - Dynamic PPC	84	11	13.10%	15.37	1.40
tk construction llc	TK Constructors - Dynamic PPC	21	11	52.38%	10.28	0.93



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
TK Constructors - Dynamic PPC	Jul 01, 2026 10:45 AM	Jul 01, 2026 10:45 AM	24	RECEIVED	AD	203	MANUALLY_DIALED	1
TK Constructors - Dynamic PPC	Jul 01, 2026 12:40 PM	Jul 01, 2026 12:41 PM	36	RECEIVED	AD	765	HIGH_END_MOBILE_SEARCH	1
TK Constructors - Dynamic PPC	Jul 01, 2026 12:44 PM	Jul 01, 2026 12:44 PM	-	MISSED	AD		HIGH_END_MOBILE_SEARCH	1
TK Constructors - Dynamic PPC	Jul 02, 2026 8:51 PM	Jul 02, 2026 8:54 PM	162	RECEIVED	AD	803	MANUALLY_DIALED	1
TK Constructors - Dynamic PPC	Jul 11, 2026 9:44 PM	Jul 11, 2026 9:46 PM	163	RECEIVED	AD	208	MANUALLY_DIALED	1
TK Constructors - Dynamic PPC	Jul 13, 2026 1:21 PM	Jul 13, 2026 1:24 PM	153	RECEIVED	AD	765	HIGH_END_MOBILE_SEARCH	1
TK Constructors - Dynamic PPC	Jul 14, 2026 9:16 AM	Jul 14, 2026 9:20 AM	252	RECEIVED	AD	812	HIGH_END_MOBILE_SEARCH	1
TK Constructors - Dynamic PPC	Jul 16, 2026 8:37 PM	Jul 16, 2026 8:39 PM	162	RECEIVED	AD	314	MANUALLY_DIALED	1
TK Constructors - Dynamic PPC	Jul 21, 2026 1:29 PM	Jul 21, 2026 1:45 PM	969	RECEIVED	AD	438	MANUALLY_DIALED	1
TK Constructors - Dynamic PPC	Jul 22, 2026 9:56 AM	Jul 22, 2026 9:56 AM	23	RECEIVED	AD	812	HIGH_END_MOBILE_SEARCH	1
TK Constructors - Dynamic PPC	Jul 28, 2026 12:32 PM	Jul 28, 2026 12:35 PM	189	RECEIVED	AD	812	HIGH_END_MOBILE_SEARCH	1
TK Constructors - Dynamic PPC	Jul 29, 2026 10:05 AM	Jul 29, 2026 10:08 AM	180	RECEIVED	AD	765	HIGH_END_MOBILE_SEARCH	1
TK Constructors - Dynamic PPC	Jul 30, 2026 8:43 AM	Jul 30, 2026 8:44 AM	71	RECEIVED	AD	208	MANUALLY_DIALED	1
TK Constructors -	Jul 30, 2026 10:52	Jul 30, 2026 10:52	24	RECEIVED	AD	859	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.



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
TK Constructors - Virtual Home Tours/Affordable Custom Home Performance Max	affordable custom homes,affordable new home construction,build on your land home builder,build on your lot process,build your dream home services,construction permit assistance,custom exterior color options,custom finish selections,custom floor plan options,custom home construction services,custom home design consultation,custom home warranty benefits,everyday custom home floor plans,exterior design tool home builder,family-owned home builder,find a model home center near me,first time home builder services,help finding land to build,home builders in Indiana,home builders in Kentucky,home builders in Ohio,home building cost estimator tools,home construction with warranty,home site evaluation services,homeowner testimonials new build,included home features options,Midwest home builders,new construction homes financing guidance,new home build timelines,new home builder on your lot,new home building FAQs,on-your-lot builder near me,ranch style new homes,transparent home building pricing,two story new home builds,virtual home tours,virtual tours for home plans	2,843.54	0.93	13,409	3,050	22.75%

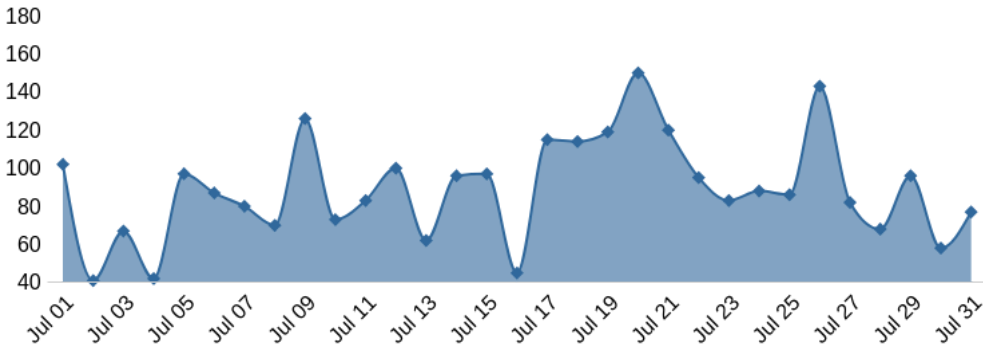


Performance Max Click Conversions



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 ↓
TK Constructors Ranch Floorplans Page View	1,649
TK Constructors Two Story Floorplans Page View	383
TK Constructors Virtual Tours Page View	177
TK Constructors How We Build Page View	152
TK Constructors Phone Number (513) Click Conversion	97
TK Constructors FAQ Page View	95
TK Constructors Phone Number (765) Click Conversion	93
TK Constructors Submit Request Click Conversion	75
TK Constructors Contact Page View	40

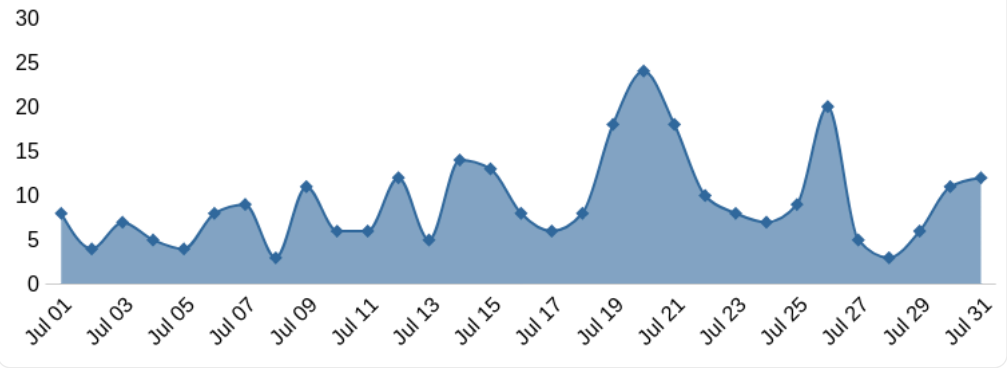


Performance Max View-through Conversions



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

Performance Max View-through Conversions by Day

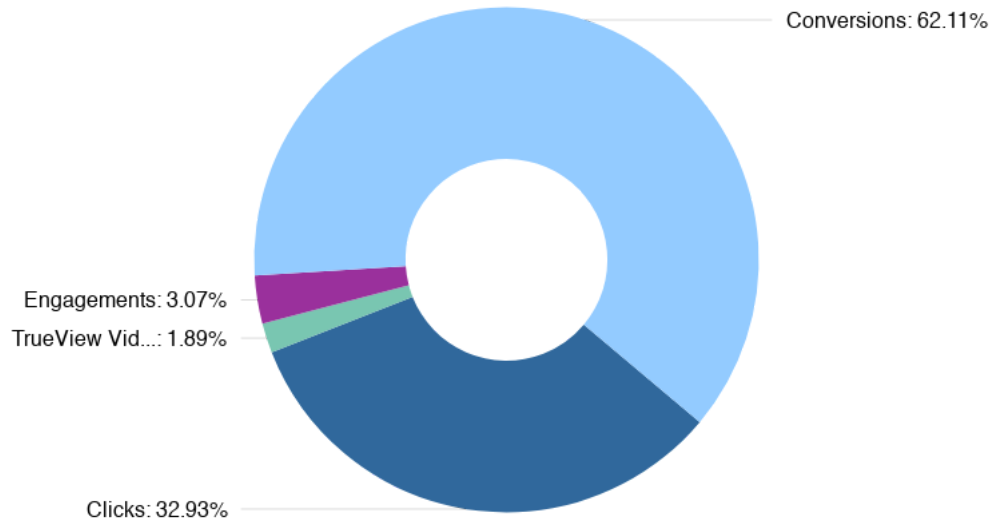


Performance Max View-through Conversion Performance

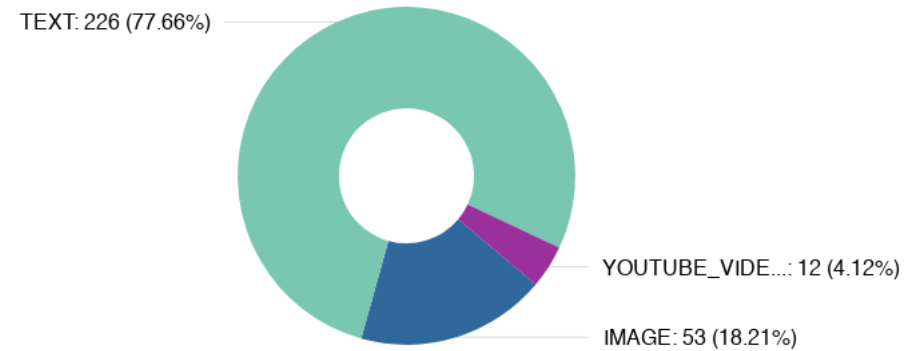
Conversion Action Name	View-through Conversions ↓
TK Constructors Ranch Floorplans Page View	77
TK Constructors Homepage Visits	52
TK Constructors Phone Number (513) Click Conversion	40
TK Constructors Phone Number (765) Click Conversion	38
TK Constructors Two Story Floorplans Page View	33
TK Constructors Virtual Tours Page View	21
TK Constructors How We Build Page View	9
TK Constructors FAQ Page View	8
TK Constructors Contact Page View	6
TK Constructors Submit Request 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

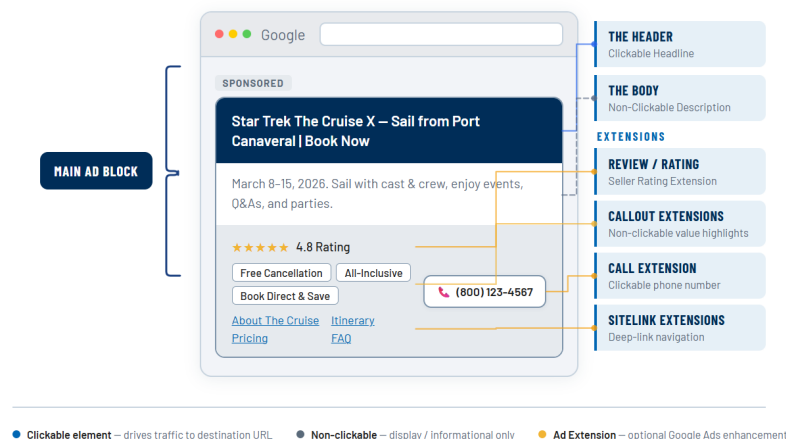
Type	Extension (upgraded)	Impressions	Events	Event Rate ↓	Client Ad Cost	Client CPE
SITELINK	Ranch Style Floor Plans	11,385	3,413	29.98%	3,476.71	1.02
SITELINK	Where We Build	10,753	3,110	28.92%	3,102.45	1.00
LOGO	Suggested logo #2_1:1, https://tpc.google syndication.com/simgad/16576460447264962143	16,233	3,835	23.62%	4,095.61	1.07
BUSINESS_NAME	TK Constructors	22,659	4,891	21.58%	5,219.37	1.07
SITELINK	How We Build	7,525	1,599	21.25%	1,670.72	1.05

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.

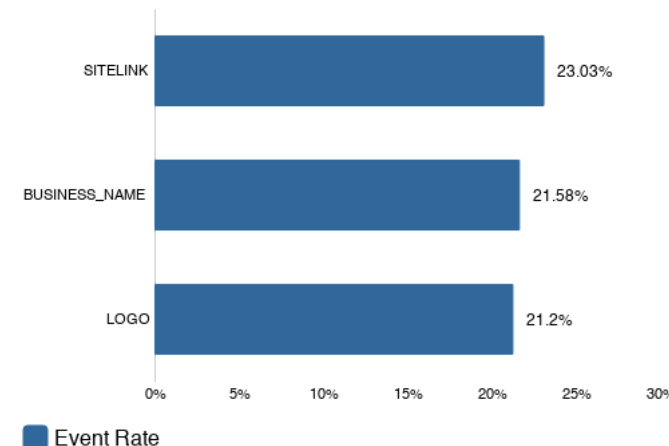
291

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.



47,968 16,984 8,887 52.33% 13,620 11,583 14,741
VIEWS SESSIONS ENGAGED SESSIONS ENGAGEMENT RATE ACTIVE USERS NEW USERS TOTAL USERS
1.25 399:42:01
SESSIONS PER USER TOTAL USER ENGAGEMENT

Views: The number of mobile app screens or web pages your users saw. Repeated views of a single screen or page are counted.

Sessions: The number of sessions that began on your website or application. A session is a period of time during which a user interacts with your website or app.

Engaged Sessions: The number of sessions that lasted 10 seconds or longer, or had 1 or more conversion events or 2 or more page or screen views.

Engagement Rate: Engaged Sessions / Total Sessions

Active Users: The number of distinct users who visited your website or application. An active user is any user who has an engaged session.

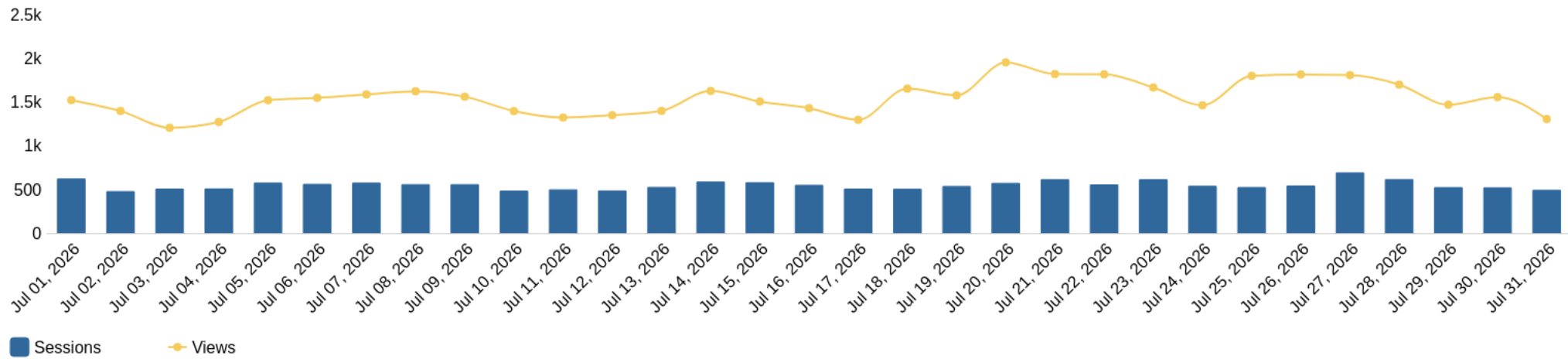
New Users: The number of new unique user IDs who interacted with your site or launched your app for the first time.

Total Users: The number of unique user IDs that triggered any events.

Sessions Per User: The average number of sessions per user.

Total User Engagement: The length of total time that your app screen was in the foreground or your web page was in focus.

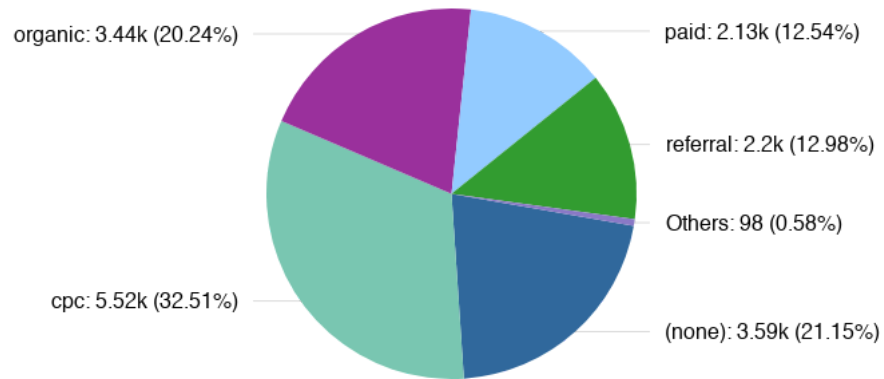
Google Analytics 4 Performance by Day



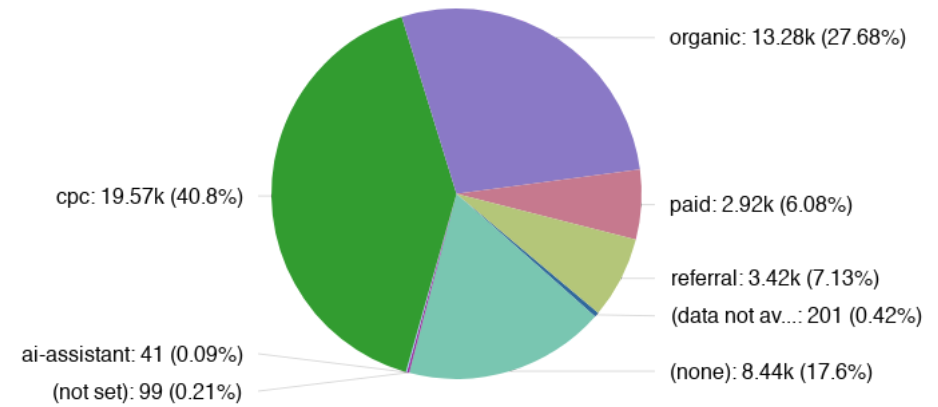
Google Analytics 4 Account Performance

Analytics Account Name ↑	Sessions	Views	Total User Engagement	Pages / Session	Engagement rate
Total	16,984	47,968	399:42:01	2.82	52.33%
TKWEB	16,984	47,968	399:42:01	2.82	52.33%

Google Analytics 4 Sessions by Medium



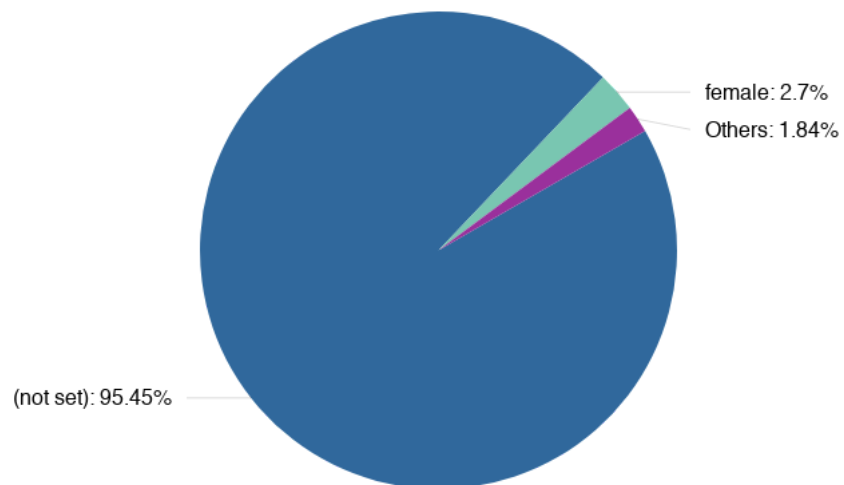
Google Analytics 4 Page Views by Medium



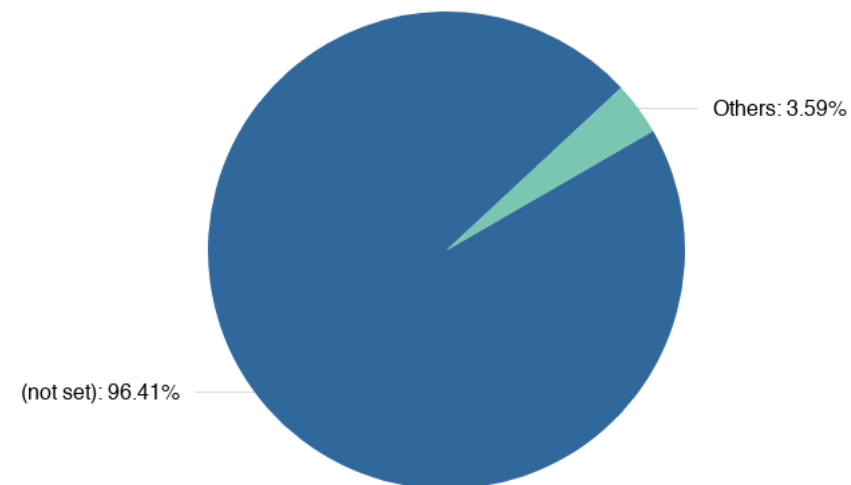
Google Analytics 4 Event Performance

Event name	Event count ↓
Total	134,166
page_view	47,968
user_engagement	38,459
session_start	16,992
first_visit	11,583
scroll	9,142
click	8,023
form_start	844
form_submit	799
view_search_results	356

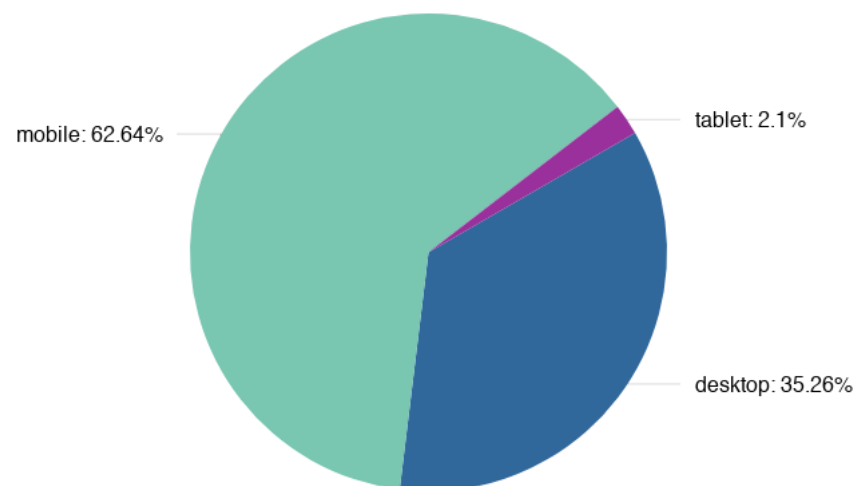
Google Analytics 4 Engaged Sessions by Gender



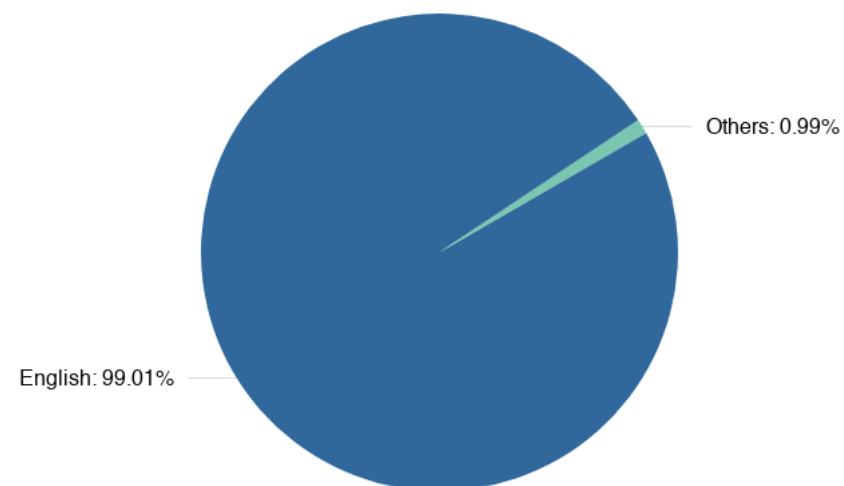
Google Analytics 4 Engaged Sessions by Age



Google Analytics 4 Engaged Sessions by Device



Google Analytics 4 Sessions by Language



Google Analytics 4 Top Browser Performance

Browser	Sessions ↓	Views	Engaged sessions	Engagement rate	Total User Engagement
Total	17,042	47,968	8,950	52.52%	399:42:01
Chrome	7,600	22,425	3,958	52.08%	119:53:42
Safari	7,185	19,827	4,008	55.78%	129:04:54
Android Webview	786	1,138	159	20.23%	03:02:04
Edge	784	3,182	555	70.79%	141:31:55
Firefox	241	579	111	46.06%	03:18:20

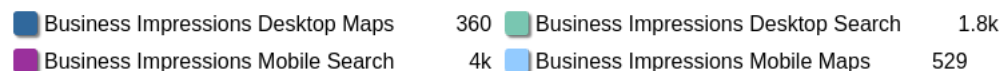
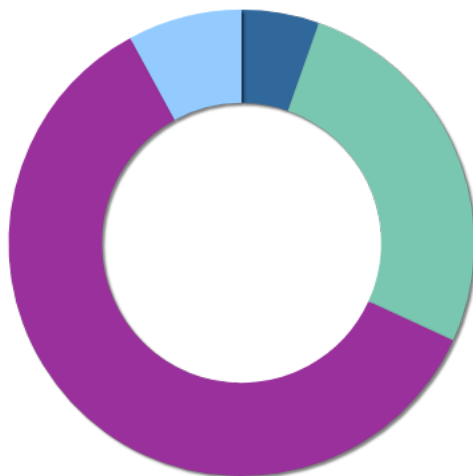
Google Analytics 4 Page Path Performance

Page path	Engaged sessions ↓
Total	31,023
/floorplans/ranch/	4,853
/	4,779
/request-brochure/	1,329
/floorplans/two-story/	1,179
/floorplan/hampton-ii/	975
/floorplan/new-orleans/	860
/where-we-build/indiana-model-centers/	799
/virtual-tours/	744
/floorplan/richmond/	655
/how-we-build/	652

Google Analytics 4 Performance by Geo

City	Region	Sessions ↓	Views	Engaged sessions	Engagement rate	Total User Engagement
Total		18,385	47,968	10,278	55.90%	399:42:01
Indianapolis	Indiana	1,108	3,312	636	57.40%	20:24:38
Columbus	Ohio	426	2,297	191	44.84%	05:57:24
New York	New York	367	587	92	25.07%	02:13:00
Cincinnati	Ohio	358	988	173	48.32%	05:12:13
(not set)	Indiana	339	1,085	203	59.88%	06:46:35
Dayton	Ohio	331	539	73	22.05%	01:23:28
Chicago	Illinois	329	1,030	196	59.57%	06:29:51
(not set)	Ohio	298	781	182	61.07%	05:09:06
(not set)	(not set)	250	401	73	29.20%	01:59:24
Bloomington	Indiana	213	555	124	58.22%	03:08:35
Columbus	Indiana	206	505	126	61.17%	02:38:41
(not set)	New York	194	199	3	1.55%	00:03:27
Muncie	Indiana	179	436	100	55.87%	03:10:38
Greenfield	Indiana	154	486	103	66.88%	03:54:32
Yorktown	Indiana	143	370	72	50.35%	01:36:32

How customers search for your business on Google



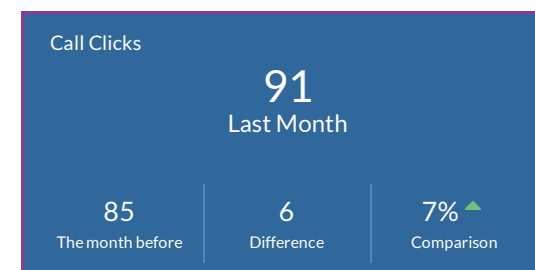
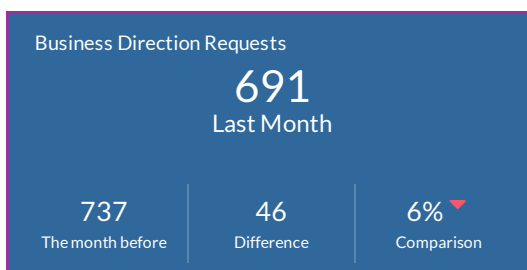
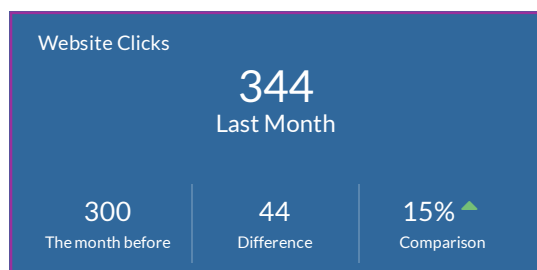
Business Impressions Desktop Search: Business impressions on Google Search on Desktop devices

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

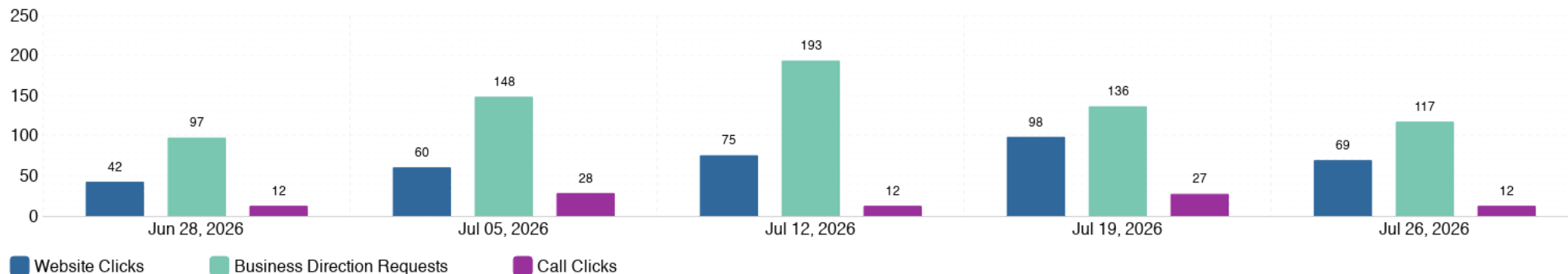
Business Impressions Maps Desktop: Business impressions on Google Maps on Desktop devices

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*.



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.