

Digital Marketing Report

Impressions

How many ads were served:

157,994

Clicks

Times a user clicked on an ad

691

Click-Through Rate

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

0.49%

Your Product Breakout by Impressions



CTV Completion Rate

25.00%

Percentage of users who watched the video from start to finish

Events

1,010

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

Event Rate

17.53%

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

Total Engagement Rate

0.50%

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

X the National Average

4.01

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

1,815.03

PPC Cost-Per-Click

Cost/Clicks

8.44

Performance Max Cost

Amount spent on the campaign

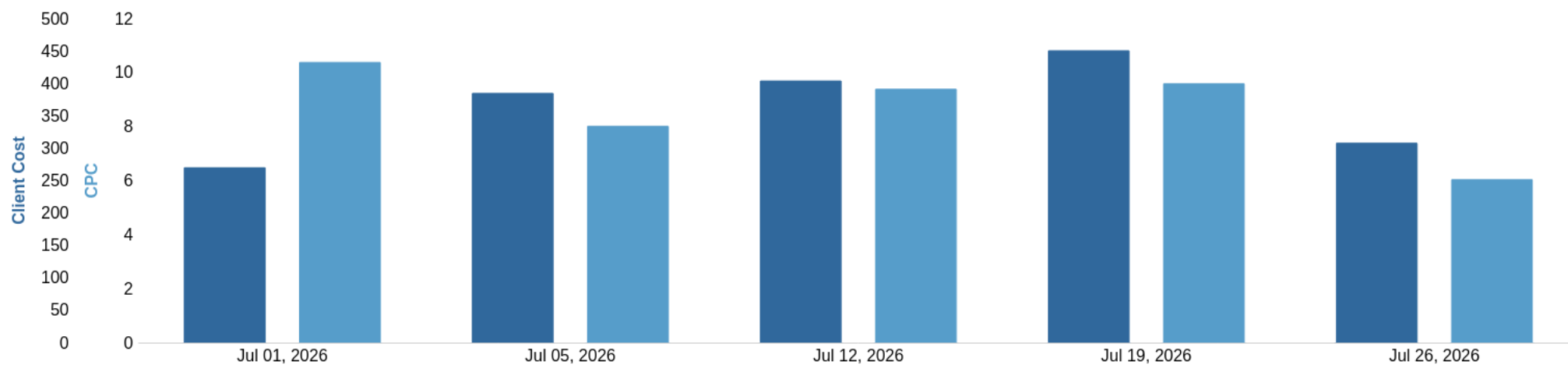
2,656.51

Performance Max Cost-Per-Event

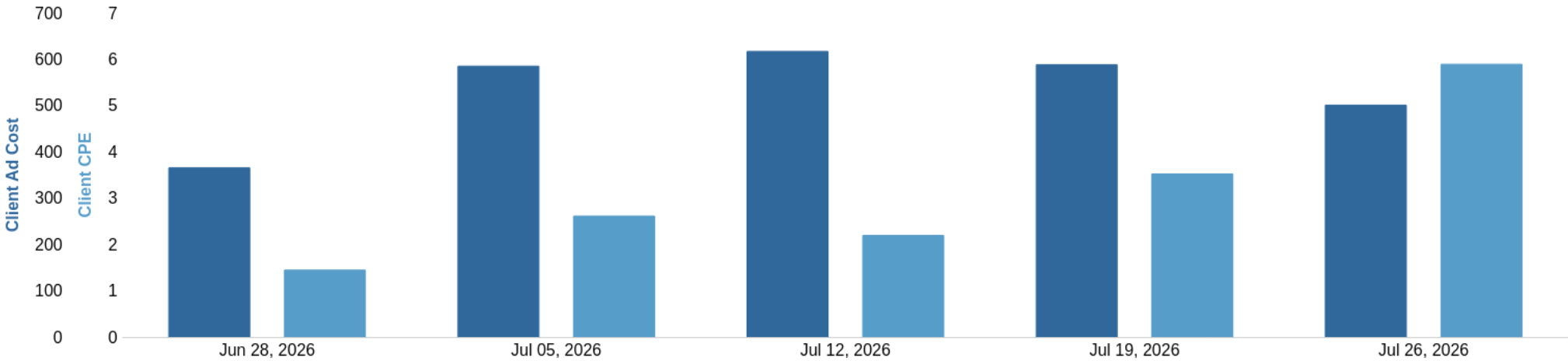
Cost/Events

2.63

Week by Week Spend Performance



Performance Max Week by Week Spend Performance





Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Milligan Vein - 55+ /Sports and Fitness/Yoga Lovers Categories YouTube+	67,929	11	0.02%	0.23
Milligan Vein - 55+ /Health and Wellness/Restless Legs Behavioral Social Mirror	49,855	140	0.28%	4.01
Milligan Vein - Custom Audience Lookalike Social Mirror	19,488	34	0.17%	2.49
Milligan Vein - Retargeting Social Mirror	11,204	27	0.24%	3.44
Milligan Vein - Varicose Veins/Health/Retargeting Performance Max	5,761	264	4.58%	65.46
Milligan Vein - Keyword PPC	2,279	171	7.50%	107.19
Milligan Vein - Call Ads PPC	1,478	44	2.98%	42.53

Social Mirror Click Conversions

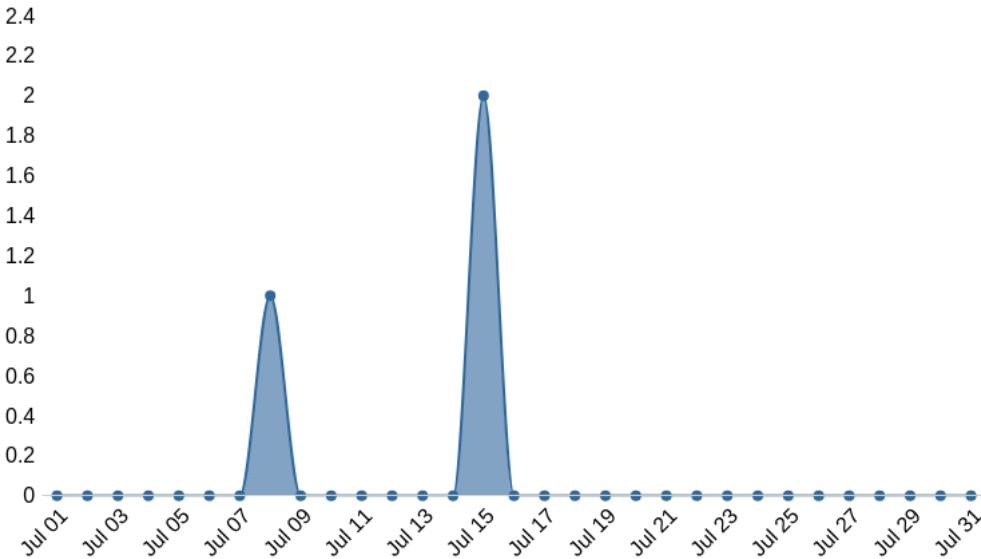


Times users clicked on an ad leading to your site and visited a page or completed an action

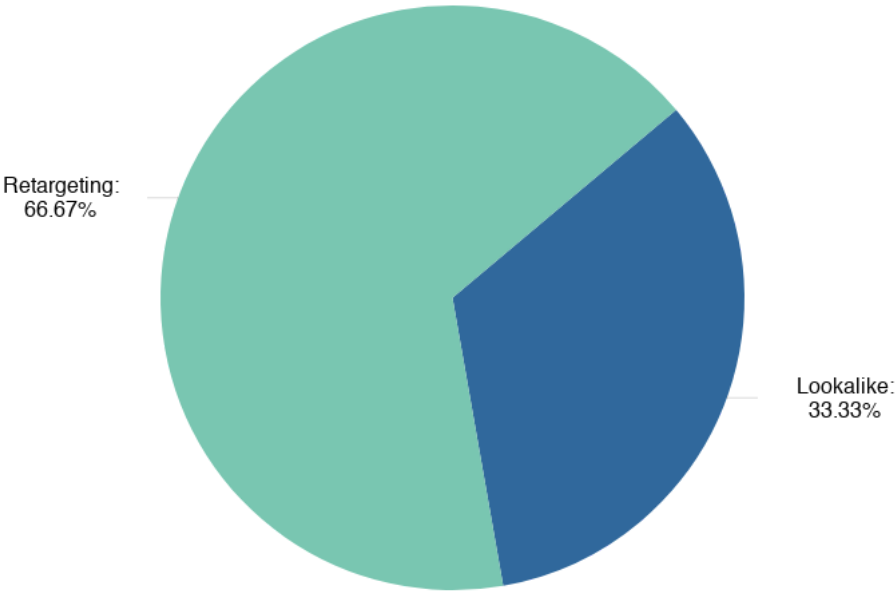
Social Mirror Click Conversion Performance Breakout

Conversion Name	Click Conversions ↓
	3

Social Mirror Click Conversions by Day



Top Social Mirror Click Conversions by Strategy



Social Mirror View-through Conversions

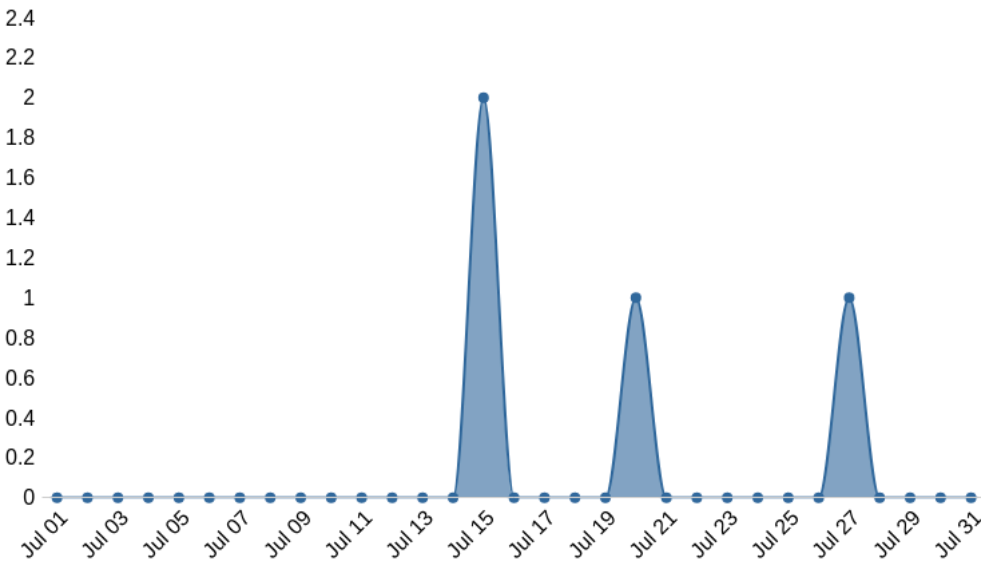


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

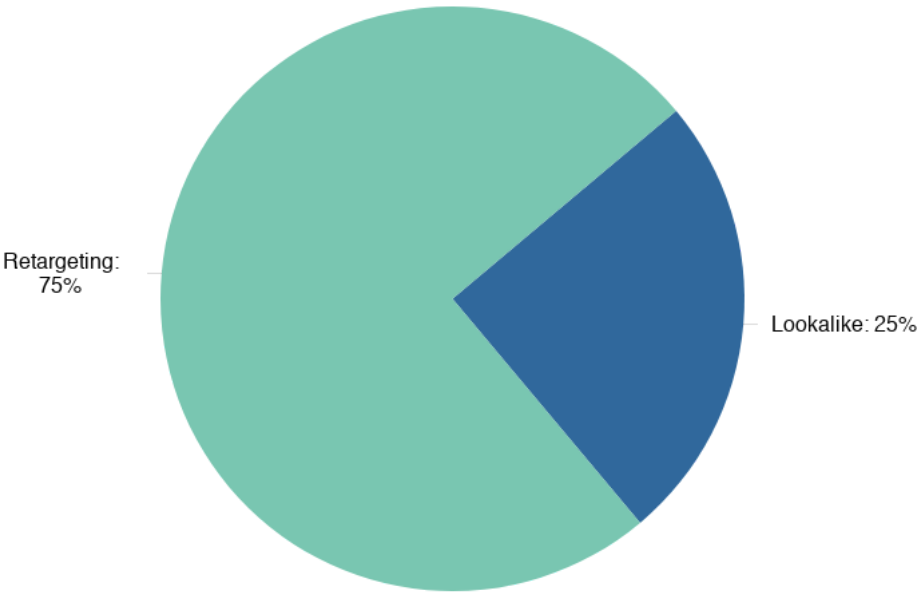
Social Mirror View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
Milligan Vein Homepage Visits	3
Milligan Vein Self Assessment Click Conversion	1

Social Mirror View-through Conversions by Day



Top Social Mirror View-through Conversions by Strategy



Native View-through Conversions

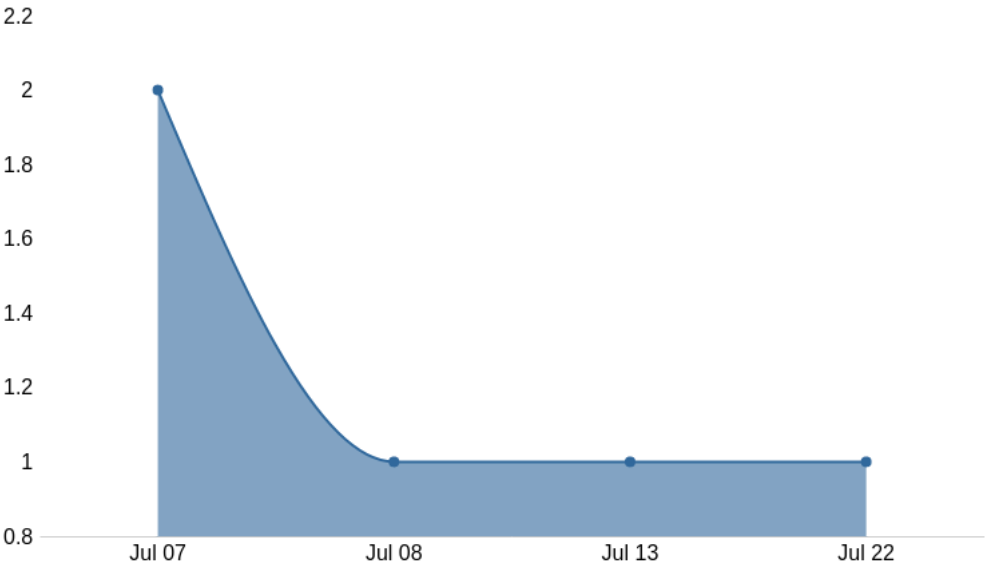


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

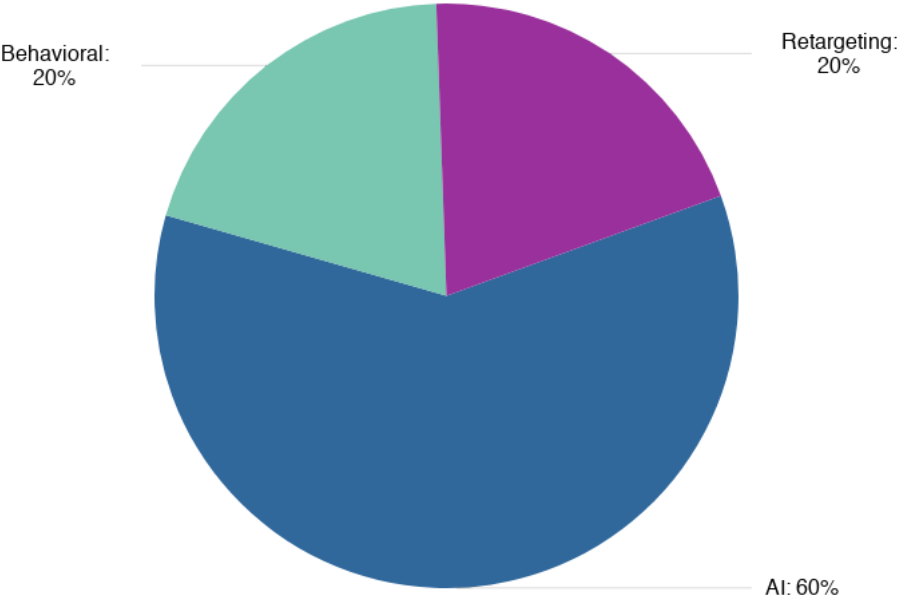
Native View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
Milligan Vein Homepage Visits	4
Milligan Vein Treatment Click Conversion	1

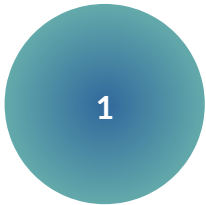
Native View-through Conversions by Day



Top Native View-through Conversions by Strategy



YouTube+ View-Through Conversions

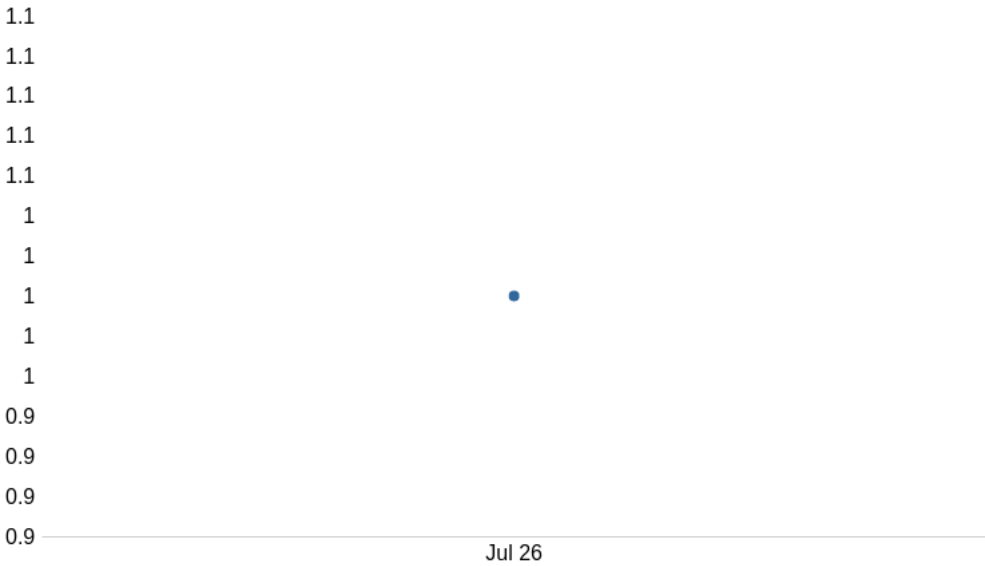


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

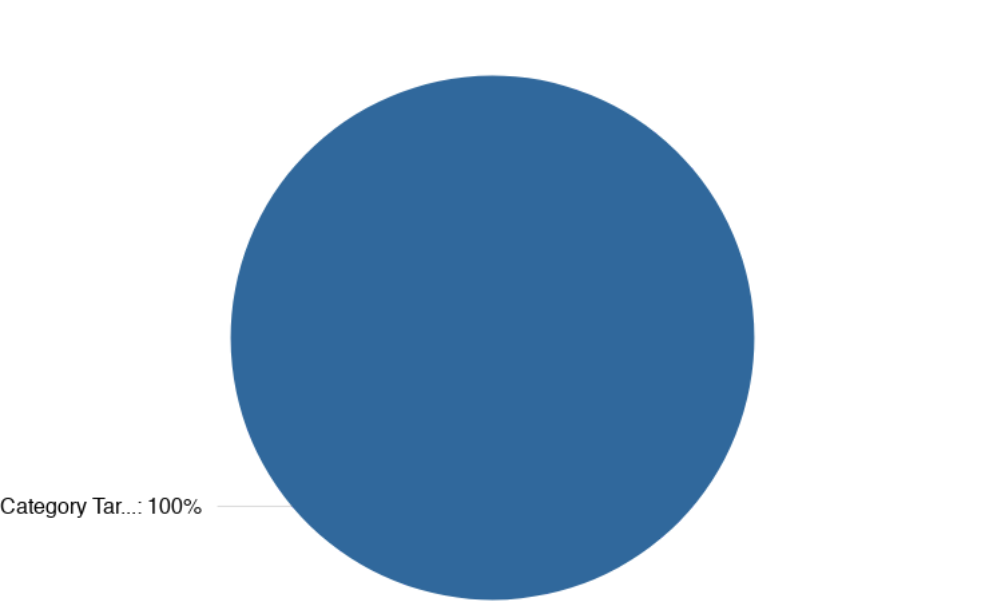
YouTube+ View-Through Conversion Performance Breakout

Conversion Name	View-throughs ↓
Milligan Vein Book Homepage Visits	1

YouTube+ View-Through Conversions by Day



Top YouTube+ View-Through Conversions by Strategy



Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	Milligan Vein_SM_2.27_Story	35,262	94	0.27%	3.81
	Milligan Vein_SM_2.27_Say goodbye to heavy	41,122	86	0.21%	2.99
Thumbnail not available	Milligan Vein_SM_7.27_Story	4,163	21	0.50%	7.21

Social Mirror Creative AI Performance

Creative			Preview Link	Percentage Served ↓	CTR
Creative Name	Variant Name	Creative Format			
Milligan Vein_SM_2.27_Say goodbye to heavy	Variant: Original	Video	Click to View	5.05%	0.51%
Milligan Vein_SM_2.27_Say goodbye to heavy	Variant: V_00005	Video	Click to View	4.12%	0.59%
Milligan Vein_SM_2.27_Say goodbye to heavy	Variant: V_00014	Video	Click to View	3.95%	0.48%
Milligan Vein_SM_2.27_Say goodbye to heavy	Variant: V_00001	Video	Click to View	3.77%	0.61%
Milligan Vein_SM_2.27_Story	Variant: V_00004	Story	Click to View	3.53%	0.54%
Milligan Vein_SM_2.27_Say goodbye to heavy	Variant: V_00013	Video	Click to View	3.43%	0.59%
Milligan Vein_SM_2.27_Story	Variant: V_00012	Story	Click to View	3.43%	0.79%
Milligan Vein_SM_2.27_Say goodbye to heavy	Variant: V_00012	Video	Click to View	3.38%	0.68%
Milligan Vein_SM_2.27_Story	Variant: V_00011	Story	Click to View	3.25%	0.59%
Milligan Vein_SM_2.27_Story	Variant: V_00010	Story	Click to View	3.13%	0.30%

Social Mirror Ad Screenshots

[illegible]

YouTube+ Creative Performance

Ad (Headline)	Impressions ↓	Clicks	Completion Rate	Cost Per Completed View
Milligan Vein_Back on the Bike	67,929	11	95.80%	0.04

YouTube+ Video Completion Performance by Creative

Ad (Headline)	25% Completed ↓	50% Completed	75% Completed	100% Completed
Milligan Vein_Back on the Bike	97.32%	96.52%	96.11%	95.80%

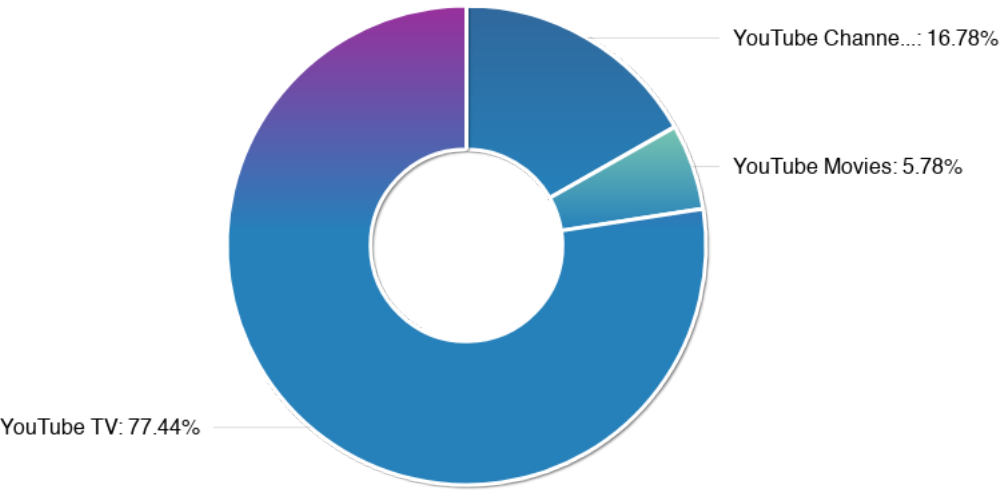
Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Connected TV	An internet enabled device that provides streaming content directly on the TV, without the use of an external streaming device.	66,872	11	0.02%
Mobile	A portable electronic device that can connect to the internet.	44,317	160	0.36%
Desktop	A personal computing device that remains stationary at one location.	35,599	34	0.10%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	4,169	13	0.31%
CONNECTED_DEVICE	---	1	0	0.00%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
foxnews.com	5,310	11	0.21%
TuneIn Radio: Music & Sports	2,654	10	0.38%
msn.com	2,156	5	0.23%
tunein.com	1,583	7	0.44%
nypost.com	1,376	8	0.58%
theSCOOP	1,301	1	0.08%
wbir.com	1,232	1	0.08%
realtor.com	1,164	0	0.00%
shopgoodwill.com	1,070	2	0.19%
zillow.com	936	0	0.00%
imdb.com	835	2	0.24%
wate.com	739	0	0.00%
knoxnews.com	724	0	0.00%
currently.att.yahoo.com	688	0	0.00%
huffpost.com	656	3	0.46%
m.imdb.com	629	0	0.00%
dailymail.com	567	2	0.35%
ebay.com	539	0	0.00%
letterboxd.com	517	0	0.00%
Letterboxd	446	0	0.00%

YouTube+ Placement Performance



Top 10 YouTube Channel Performance

Placement Display Name	Impressions ↓	Clicks	CTR
GFAM	1,051	0	0.00%
GLIV	386	0	0.00%
Midwest Safety	305	0	0.00%
Fox News	284	0	0.00%
ABC News	234	0	0.00%
CaseOh	200	0	0.00%
MeidasTouch	200	0	0.00%
AWE	146	0	0.00%
Noticias Telemundo	146	0	0.00%
Dateline NBC	140	0	0.00%

Top 10 YouTube TV Channel Performance

Placement Display Name	Impressions ↓
(YouTube TV) FOX News	13,041
(YouTube TV) MS NOW	2,257
(YouTube TV) CNN	1,449
(YouTube TV) Hallmark TV	808
(YouTube TV) FOX Business	490
(YouTube TV) TV Land	479
(YouTube TV) Investigation Discovery	436
(YouTube TV) CNBC	344
(YouTube TV) GREAT	328
(YouTube TV) ESPN	306

PPC Cost per Line Item

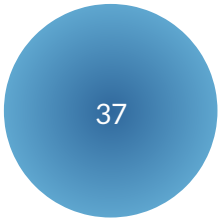
Ad Group	Impressions	Clicks ↓	CTR	Cost	Avg. CPC
Milligan Vein - Keyword PPC	2,279	171	7.50%	1,293.63	7.57
Milligan Vein - Call Ads PPC	1,478	44	2.98%	521.39	11.85

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

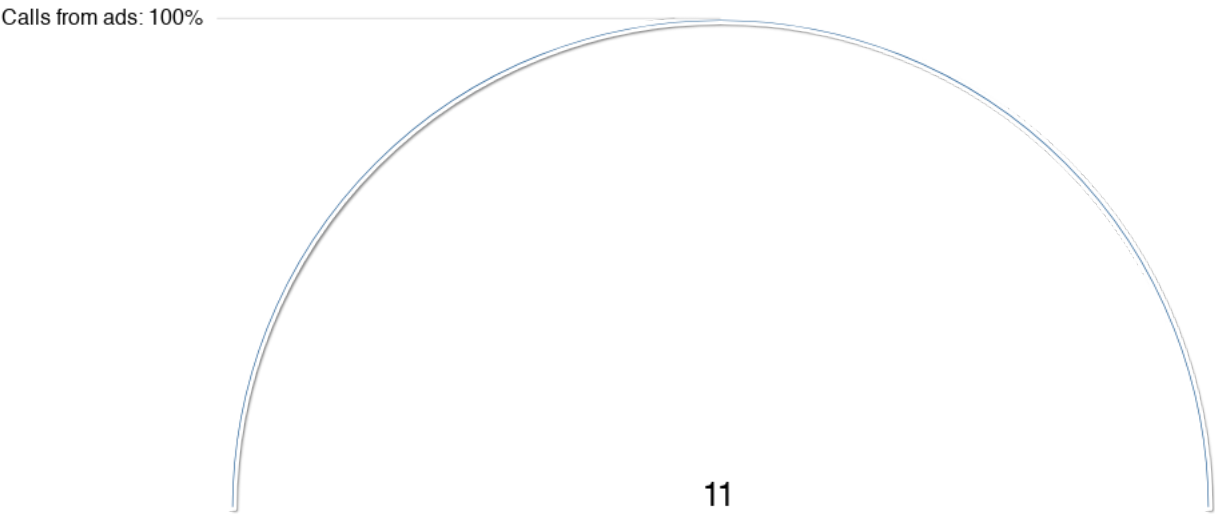


Times users clicked on the phone number on your ad and completed a call

PPC Conversion Performance

Conversion Action Name	Total Conversions ↓
Milligan Vein Treatment Click Conversion	29
Milligan Vein Phone Number Click Conversion	5
Milligan Vein (931)787-1940 Phone Click Conversion	2
Milligan Vein Self Assessment Click Conversion	1

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

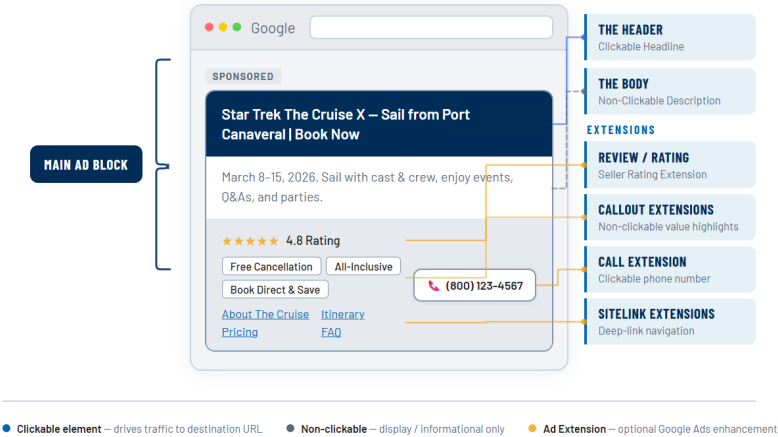
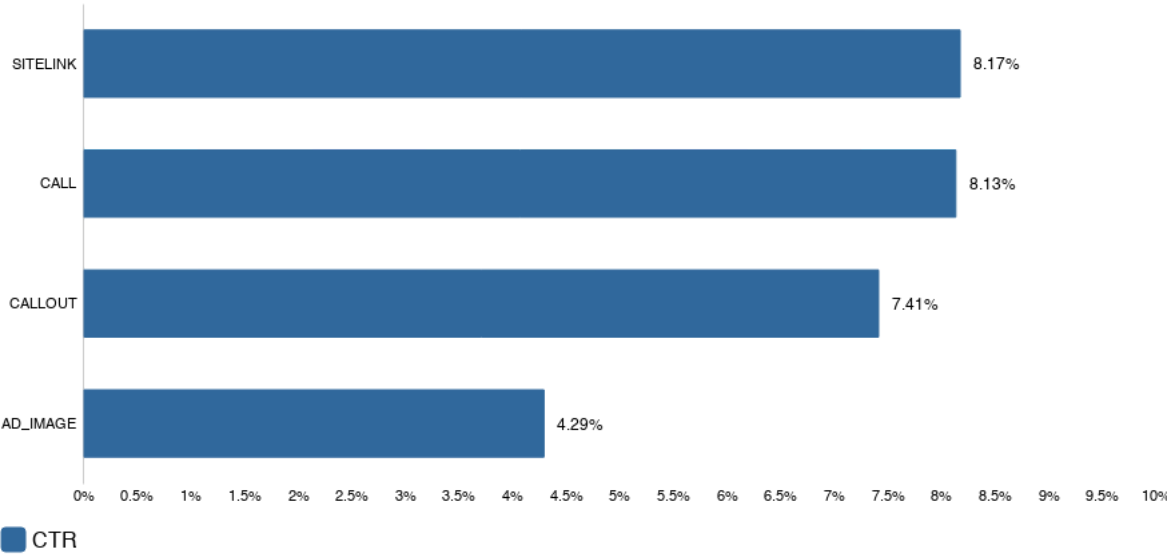
Ad Preview	Impressions	Clicks ↓	CTR	Cost	Avg. CPC
Top Vein Doctors Close To You Local Vein Dr Experts Laser Vein Removal Now Laser Vein Removal Near Me Spider Vein Laser Experts Affordable Laser Vein Solution Eliminate Spider Veins Varicose Vein Doctor Near Me Advanced Vein Laser Tech Your Vein Solutions Here Laser Vascular Treatment Best Laser for Spider Veins Vein Disease Solutions Care for painful legs Solutions for heavy tired legs https://www.milliganvein.com/ Top local vein doctors: expert laser vein removal & cosmetic treatment., Vein centers near you for laser vein therapy & varicose vein treatment., Expert vein specialists using safe laser ablation for painless vein repair., Find vein solutions and laser vascular care for pain-free and smooth legs.	2,279	171	7.50%	1,293.63	7.57
	1,478	44	2.98%	521.39	11.85

Top 5 Extension Performance

Extension Type	Extension	Impressions	Clicks ↓	CTR	Cost	Avg. CPC
SITELINK	Reach out to us today-don't wait, Schedule your Dr appt with us, Book Your Appointment	1,739	142	8.17%	1,191.85	8.39
AD_IMAGE	MILLIGAN_PPCIMAGEEXT1200X1200 (1).png, https://tpc.googlesyndication.com/simgad/15256607481654387293	2,706	116	4.29%	963.45	8.31
CALL	(865) 347-2960	922	75	8.13%	822.76	10.97
CALLOUT	Spider Vein Solutions	811	59	7.27%	413.32	7.01
CALLOUT	Top Vein Doctors Near You	679	59	8.69%	518.05	8.78

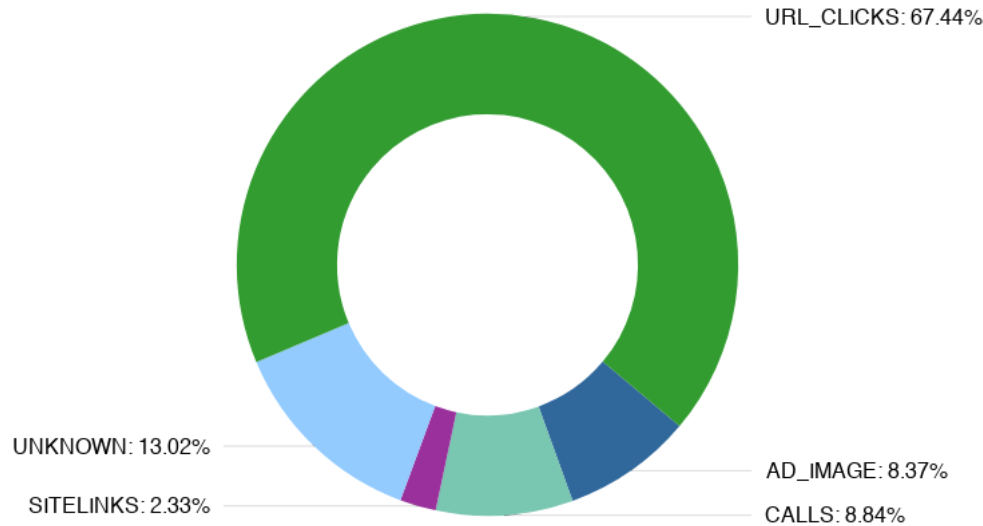
Because a single ad can display multiple extensions at the same time, this data overlaps. As a result, the combined metrics (Impressions, Clicks, CTR, Cost, & Avg. CPC) for all extensions will appear much higher than the actual overall campaign totals.

PPC Extension Type Performance

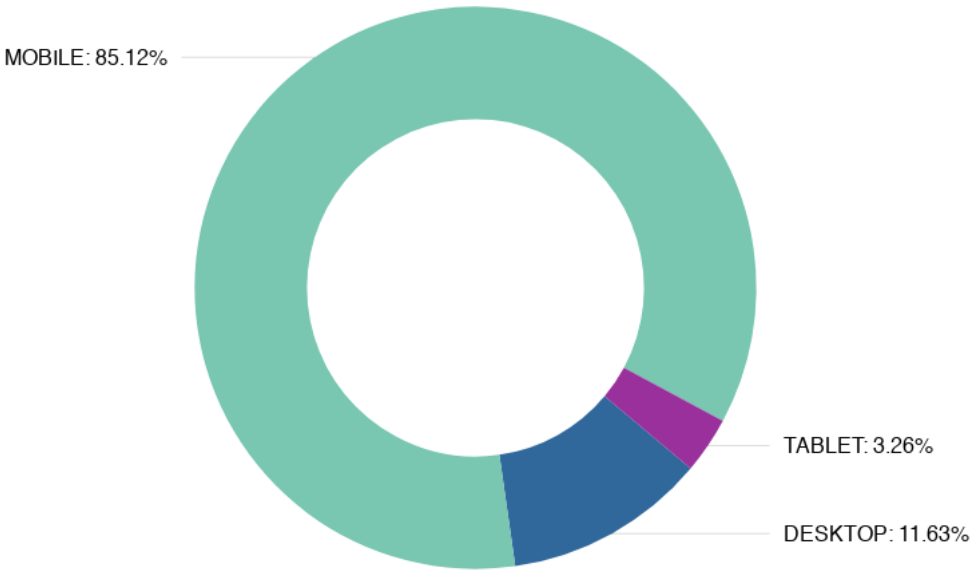


This report shows many times an ad was clicked that contained that extension, not how many people clicked on that specific extension itself. Location Extensions are not currently available to be shown.

Click Type Performance

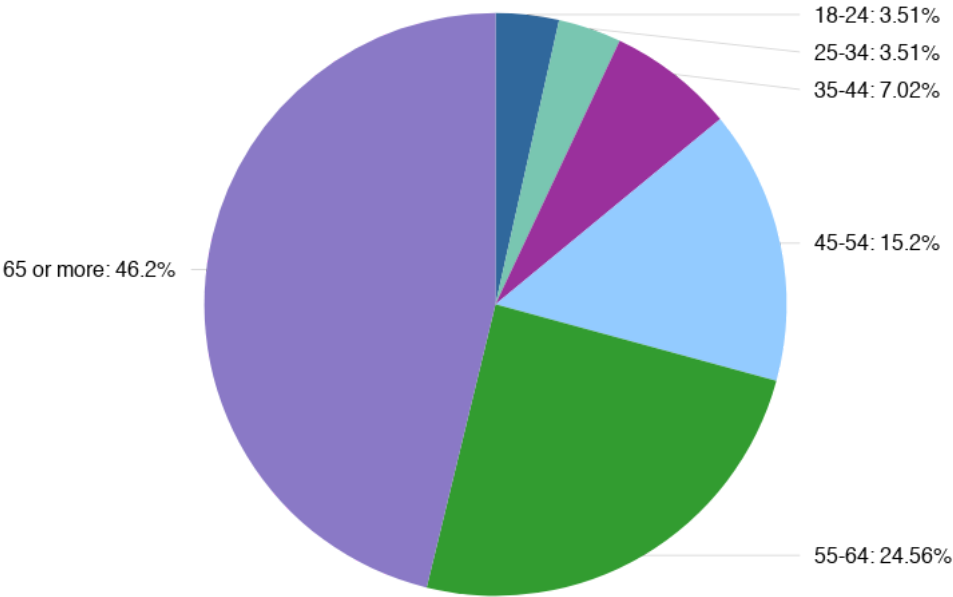


Device Performance

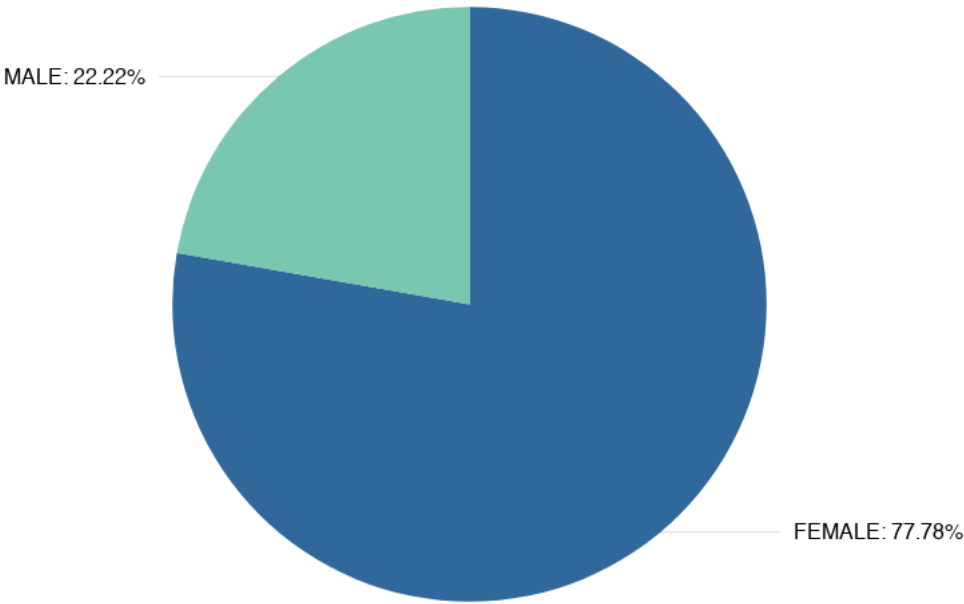


- URL Click:** When users click on the final URL in an ad.
- Headline Click:** Clicks on the ad's main headline, which also leads users to the main landing page.
- Sitelink Click:** When a user clicks on one of the sitelink extensions that links then directly to a specific page on your site.
- Get Location 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
milligan vein	Milligan Vein - Keyword PPC	35	8	22.86%	43.60	5.45
milligan vein clinic	Milligan Vein - Keyword PPC	36	6	16.67%	64.25	10.71
clot in leg	Milligan Vein - Keyword PPC	5	3	60.00%	4.17	1.39
dr milligan crossville tn	Milligan Vein - Keyword PPC	8	3	37.50%	23.16	7.72
milligan vein clinic	Milligan Vein - Call Ads PPC	21	3	14.29%	17.08	5.69
varicose vein treatment	Milligan Vein - Keyword PPC	21	3	14.29%	22.94	7.65
vascular surgeon knoxville tn	Milligan Vein - Keyword PPC	20	3	15.00%	28.46	9.49
vein blockage	Milligan Vein - Keyword PPC	3	3	100.00%	3.62	1.21
milligan vein	Milligan Vein - Call Ads PPC	24	2	8.33%	12.06	6.03
milligan vein clinic crossville tn	Milligan Vein - Keyword PPC	3	2	66.67%	22.10	11.05
milligan vein crossville	Milligan Vein - Call Ads PPC	3	2	66.67%	28.19	14.10
the vein company knoxville	Milligan Vein - Call Ads PPC	31	2	6.45%	26.26	13.13
vein clinics near me	Milligan Vein - Keyword PPC	14	2	14.29%	34.16	17.08
apex vascular crossville tn	Milligan Vein - Keyword PPC	8	1	12.50%	7.26	7.26
apex vascular lenoir city	Milligan Vein - Keyword PPC	12	1	8.33%	22.60	22.60
apex vascular powell tn	Milligan Vein - Call Ads PPC	16	1	6.25%	22.54	22.54
at home spider vein treatment	Milligan Vein - Keyword PPC	2	1	50.00%	11.39	11.39
best vascular surgeon in knoxville tn	Milligan Vein - Keyword PPC	12	1	8.33%	3.33	3.33
best vein clinic near me	Milligan Vein - Keyword PPC	2	1	50.00%	15.95	15.95
best vein specialist near me	Milligan Vein - Keyword PPC	1	1	100.00%	19.04	19.04

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
Milligan Vein - Call Ads PPC	Jul 02, 2026 11:34 AM	Jul 02, 2026 11:36 AM	141	RECEIVED	AD	423	HIGH_END_MOBILE_SEARCH	1
Milligan Vein - Keyword PPC	Jul 06, 2026 10:17 AM	Jul 06, 2026 10:17 AM	41	RECEIVED	AD	865	HIGH_END_MOBILE_SEARCH	1
Milligan Vein - Keyword PPC	Jul 07, 2026 9:40 AM	Jul 07, 2026 9:55 AM	907	RECEIVED	AD	865	HIGH_END_MOBILE_SEARCH	1
Milligan Vein - Keyword PPC	Jul 09, 2026 10:34 AM	Jul 09, 2026 10:34 AM	18	RECEIVED	AD	865	HIGH_END_MOBILE_SEARCH	1
Milligan Vein - Call Ads PPC	Jul 10, 2026 11:30 AM	Jul 10, 2026 11:33 AM	142	RECEIVED	AD	779	HIGH_END_MOBILE_SEARCH	1
Milligan Vein - Call Ads PPC	Jul 15, 2026 4:44 PM	Jul 15, 2026 4:45 PM	35	RECEIVED	AD	865	HIGH_END_MOBILE_SEARCH	1
Milligan Vein - Keyword PPC	Jul 17, 2026 1:06 PM	Jul 17, 2026 1:06 PM	7	RECEIVED	AD		HIGH_END_MOBILE_SEARCH	1
Milligan Vein - Call Ads PPC	Jul 20, 2026 1:19 PM	Jul 20, 2026 1:19 PM	5	RECEIVED	AD		HIGH_END_MOBILE_SEARCH	1
Milligan Vein - Keyword PPC	Jul 21, 2026 11:20 AM	Jul 21, 2026 11:22 AM	114	RECEIVED	AD	423	HIGH_END_MOBILE_SEARCH	1
Milligan Vein - Keyword PPC	Jul 24, 2026 11:07 AM	Jul 24, 2026 11:08 AM	62	RECEIVED	AD	865	HIGH_END_MOBILE_SEARCH	1
Milligan Vein - Keyword PPC	Jul 24, 2026 11:17 AM	Jul 24, 2026 11:18 AM	35	RECEIVED	AD	865	HIGH_END_MOBILE_SEARCH	1
Milligan Vein - Keyword PPC	Jul 24, 2026 1:23 PM	Jul 24, 2026 1:24 PM	101	RECEIVED	AD	865	HIGH_END_MOBILE_SEARCH	1
Milligan Vein - Call Ads PPC	Jul 25, 2026 1:55 PM	Jul 25, 2026 1:56 PM	8	RECEIVED	AD		HIGH_END_MOBILE_SEARCH	1
Milligan Vein -	Jul 27, 2026 9:47	Jul 27, 2026 9:50	183	RECEIVED	AD	865	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.

Performance Max Creative Group Performance

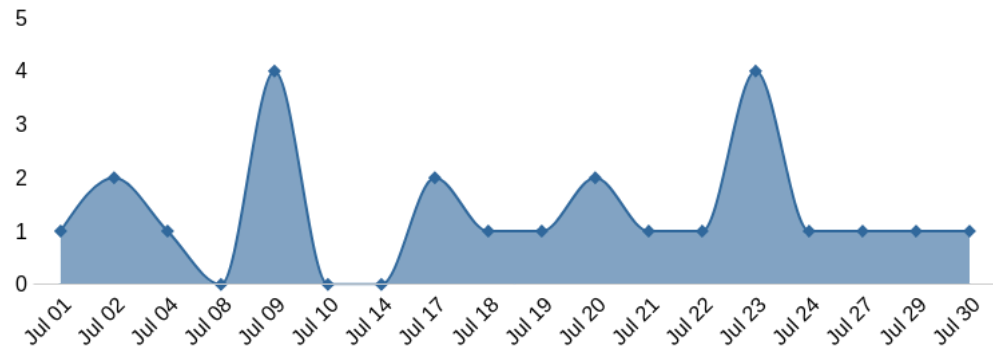
Creative Group Name	Search Themes	Client Ad Cost	Client CPE	Impressions	Events ↓	Event Rate
Milligan Vein - Varicose Veins/Health/Retargeting Performance Max	aching legs,are varicose veins dangerous,best vein doctor near me,burning sensation in leg veins,East Tennessee Vein Clinic,endovenous laser ablation,EVLT treatment,heavy legs,leg pain and swelling,leg ulcer treatment,minimally invasive vein treatment,painful veins,Premier Vein & Vascular Center,radiofrequency ablation,sclerotherapy for spider veins,spider vein treatment,swollen leg veins,The Vein Company,tired heavy aching legs,varicose veins,vein ablation treatment,vein clinic East TN,vein clinic near me,vein clinic Tennessee,vein condition,vein doctor,vein treatment near me,VenaSeal treatment,what causes varicose veins	2,656.50	2.63	5,761	1,010	17.53%
Total		2,656.50	2.63	5,761	1,010	17.53%

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

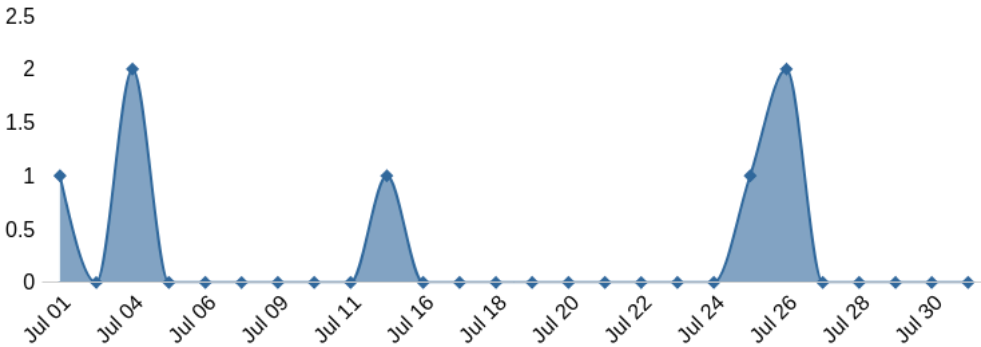
Conversion Action Name	Click Conversions ↓
Milligan Vein Treatment Click Conversion	12
Milligan Vein Phone Number Click Conversion	5
Milligan Vein Self Assessment Click Conversion	1

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

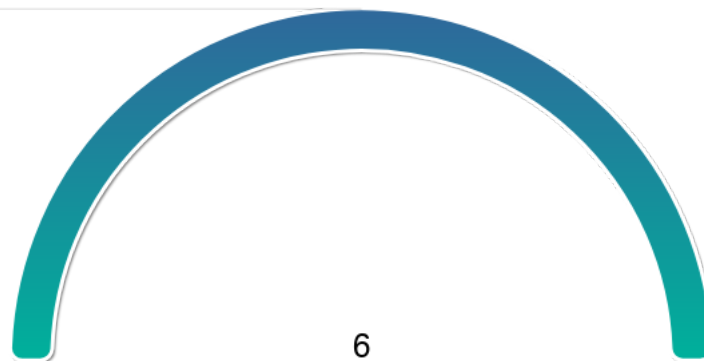


Performance Max View-through Conversion Performance

Conversion Action Name	View-through Conversions ↓
Milligan Vein Book Homepage Visits	7

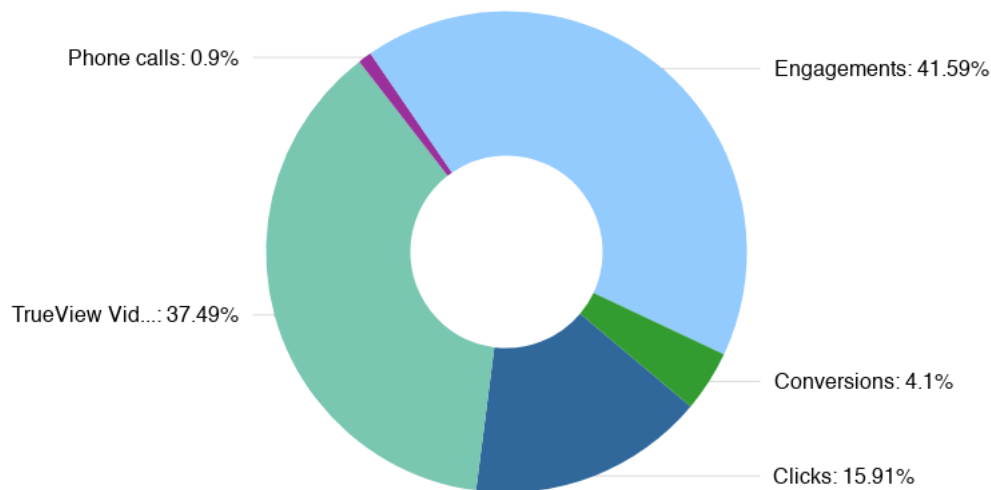
Performance Max Other Google Conversions - these are automatic conversions Google tracks based on actions taken from your ads

Calls from ads: 100%

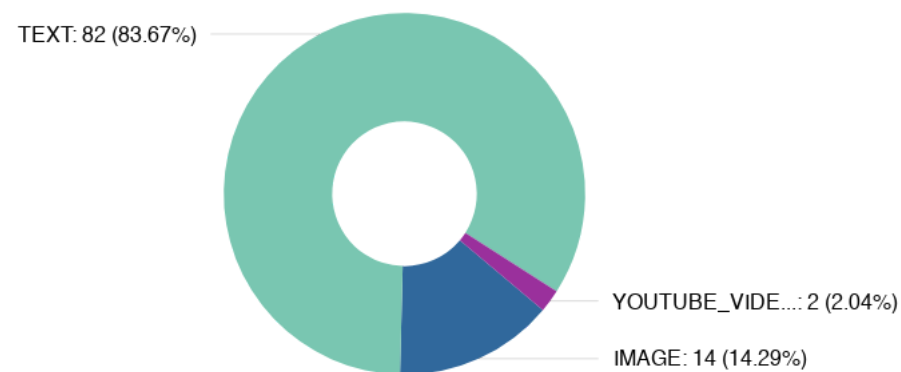


"Calls from ads" refers to a qualified conversion, meaning that the call had to go through and last for at least 60 seconds for it to be counted.

Event Breakdown by Type



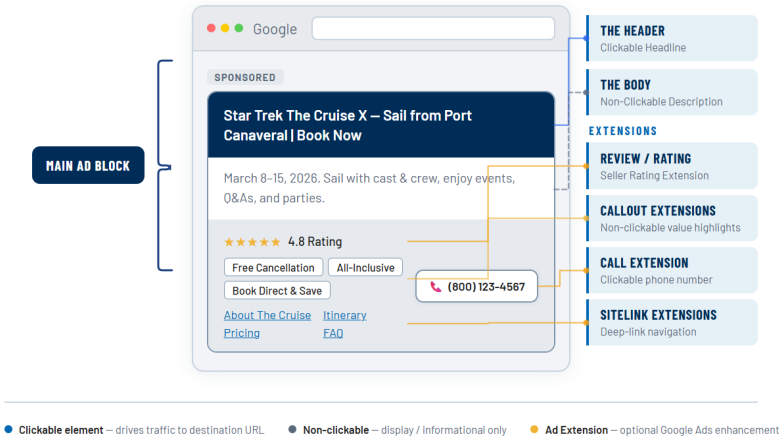
Creative Type by Quantity



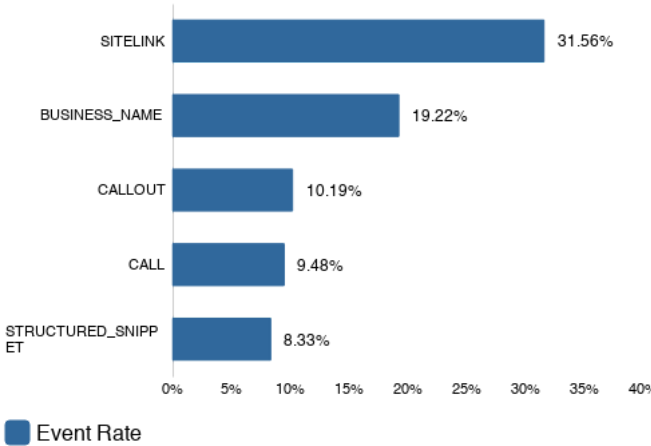
Performance Max Top 5 Extension Performance

Type	Extension (upgraded)	Impressions	Events	Event Rate ↓	Client Ad Cost	Client CPE
SITELINK	Minimally Invasive, Restore Circulation, EVLT Laser Treatment	1,685	576	34.18%	1,370.48	2.38
SITELINK	Learn The Signs, Find Treatment Options, Vein Disease	1,897	613	32.31%	1,779.64	2.90
SITELINK	Board-Certified Care, Experienced Specialists, Meet The Experts	1,791	574	32.05%	1,373.14	2.39
SITELINK	Advanced Vein Care, Little Downtime, Radiofrequency Ablation	1,790	565	31.56%	1,452.65	2.57
CALLOUT	Convenient Locations	126	27	21.43%	284.21	10.53

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.



Performance Max Extension Type Performance



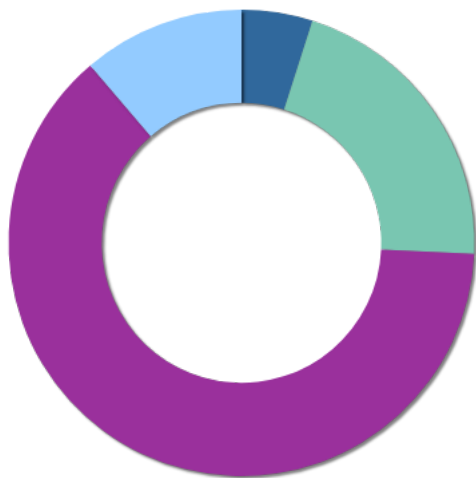
This report shows many times an ad was clicked that contained that extension, not how many people clicks on that specific extension itself. Location Extensions are not currently available to be shown.

Performance Max Call Reporting Details

Date	Client ↑	Client Phone Number	Phone calls
Jul 01, 2026	Milligan Vein	(865) 347-2960	1
Jul 02, 2026	Milligan Vein	(865) 347-2960	2
Jul 06, 2026	Milligan Vein	(865) 347-2960	2
Jul 10, 2026	Milligan Vein	(865) 347-2960	4
Jul 13, 2026	Milligan Vein	(865) 347-2960	1
Jul 14, 2026	Milligan Vein	(865) 347-2960	1
Jul 23, 2026	Milligan Vein	(865) 347-2960	1
Jul 27, 2026	Milligan Vein	(865) 347-2960	1
Jul 30, 2026	Milligan Vein	(865) 347-2960	2

“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.

How customers search for your business on Google



Business Impressions Desktop Maps	68	Business Impressions Desktop Search	287
Business Impressions Mobile Search	869	Business Impressions Mobile Maps	155

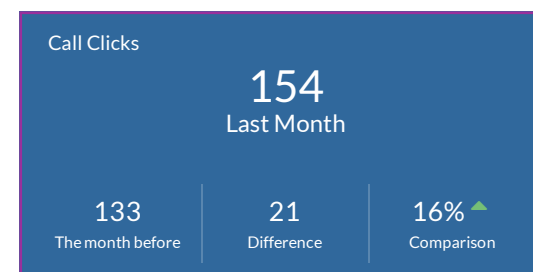
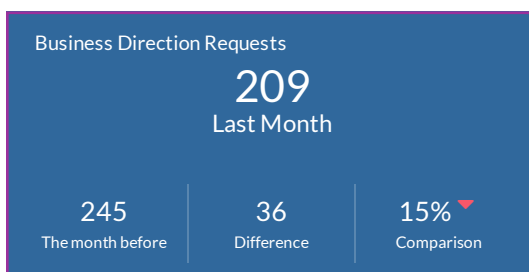
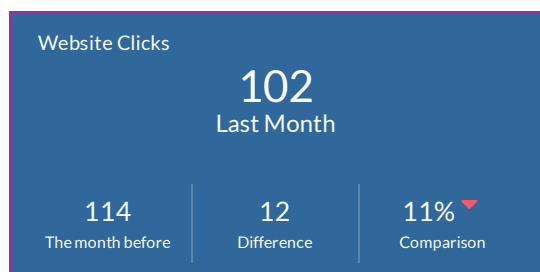
Business Impressions Desktop Search: Business impressions on Google Search on Desktop devices

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

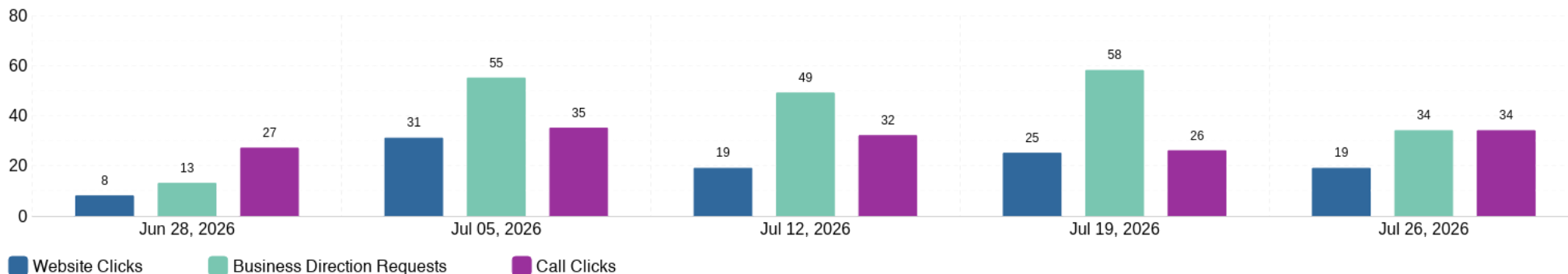
Business Impressions Maps Desktop: Business impressions on Google Maps on Desktop devices

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



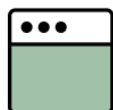
Live Chat



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.