

Digital Marketing Report

Impressions

How many ads were served:

63,637

Clicks

Times a user clicked on an ad

357

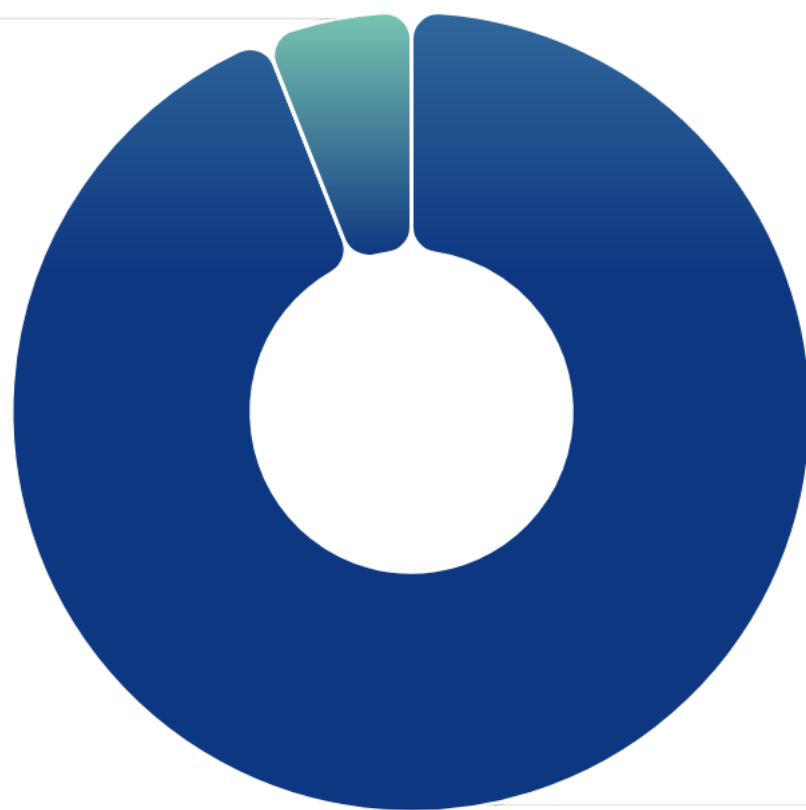
Click-Through Rate

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

0.56%

Your Product Breakout by Impressions

PPC



Mobile

Total Engagement Rate

0.57%

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

X the National Average

8.01

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

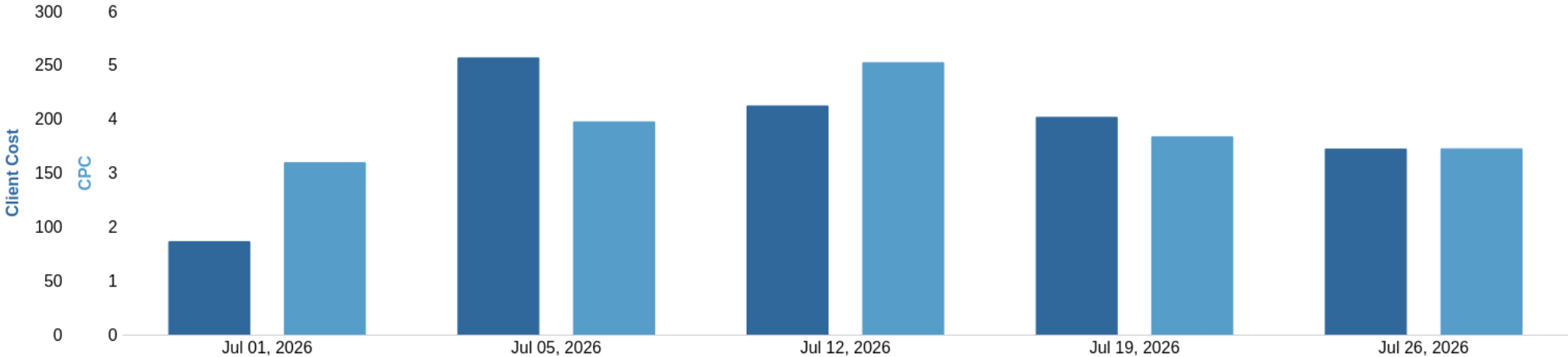
929.19

PPC Cost-Per-Click

Cost/Clicks

3.89

Week by Week Spend Performance





Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Hot Tubs Etc - Home Center Shoppers/Millennial Parents Mobile	51,289	59	0.12%	1.64
Hot Tubs Etc - Retargeting Mobile	8,542	59	0.69%	9.87
Hot Tubs Etc - Call PPC	2,586	94	3.63%	51.93
Hot Tubs Etc - Keyword PPC	1,220	145	11.89%	169.79

Mobile Conquesting View-through Conversions

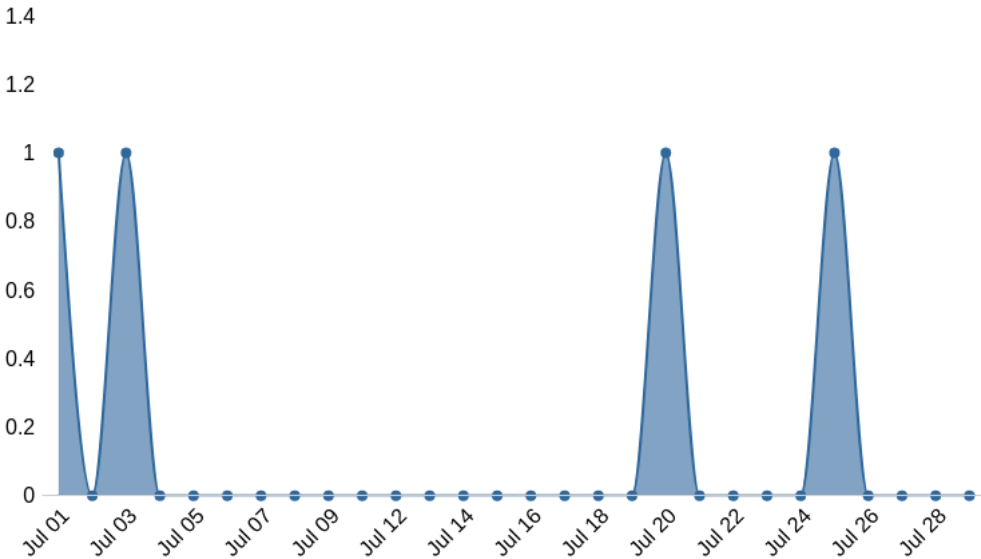


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

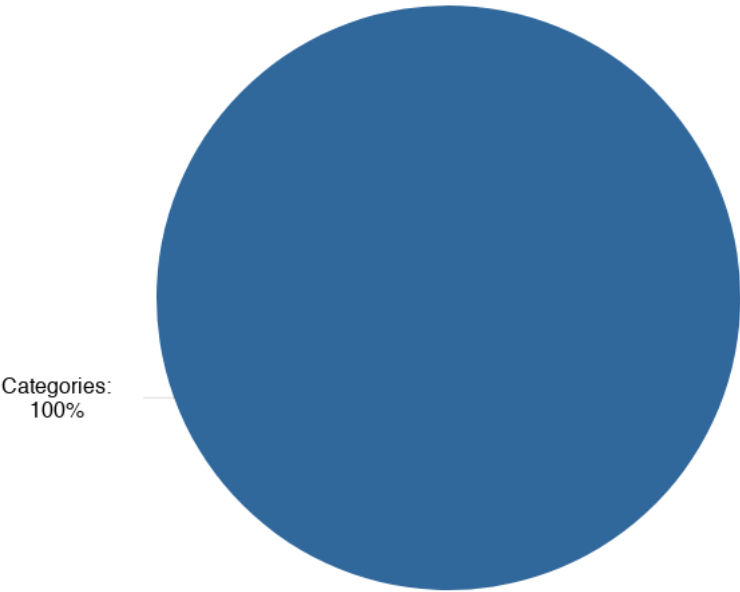
Mobile Conquesting View-through Conversion Performance Breakout

Conversion Name	View-throughs ↓
Hot Tubs Etc Homepage Visits	4

Mobile Conquesting View-through Conversions by Day



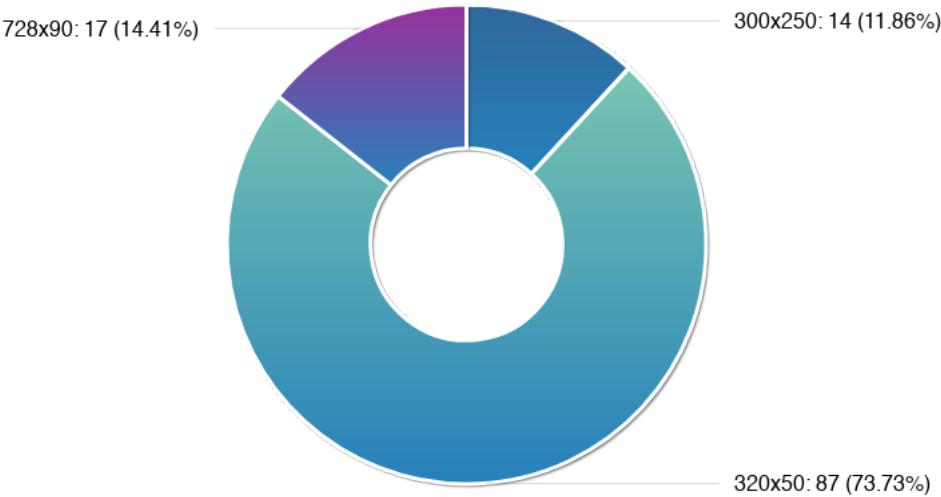
Top Mobile Conquesting View-through Conversions by Strategy



Mobile Conquesting Creative Performance

Preview	Creative Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
	Hot Tubs Etc_6.23_Scroller Ad	26,714	51	0.19%	2.73
	HTE_SPRING26_MC320X50.gif	26,662	36	0.14%	1.93
	HTE_SPRING26_MC300X250.gif	3,348	14	0.42%	5.97
	HTE_SPRING26_MC728X90.gif	2,956	17	0.58%	8.22
	Hot Tubs Etc_HTE-Branding15	133	0	0.00%	0.00
	HTE_SPRING26_MC320X480.gif	19	0	0.00%	0.00

Mobile Conquesting Click Performance by Ad Size





PPC Cost per Line Item

Ad Group	Impressions	Clicks ↓	CTR	Cost	Avg. CPC
Hot Tubs Etc - Keyword PPC	1,220	145	11.89%	577.47	3.98
Hot Tubs Etc - Call PPC	2,586	94	3.64%	351.72	3.74

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

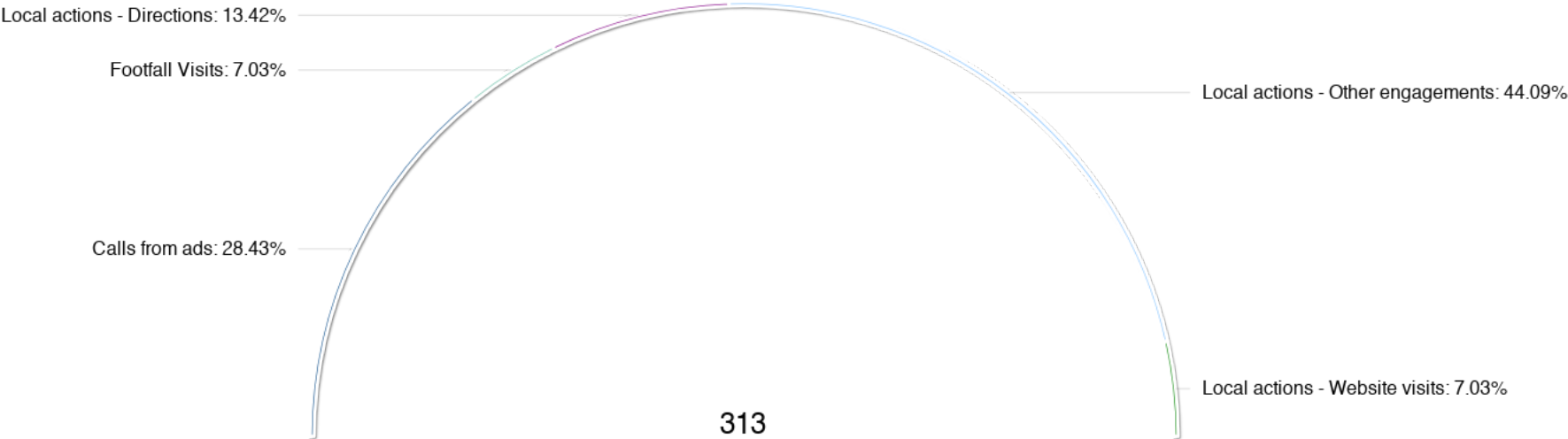


Times users clicked on the phone number on your ad and completed a call

PPC Conversion Performance

Conversion Action Name	Total Conversions ↓
Hot Tubs Etc Showroom Address Click Conversion	1
Hot Tubs Etc Email 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
Hot Tubs & Spas for Sale Now Affordable Eco Spa Hot Tubs Hot Tubs for Sale Near Me Luxury Hot Tubs & Spas Nearby Outdoor Hot Tub & Spa Deals Find the Best Hot Tubs Affordable Swim Spa Hot Tubs Buy Hot Tubs Near Pigeon Forge Premium Saunas - Buy Now Hot Tub & Spa Repair Near You Best Hot Tub Deals for You Luxury Outdoor Spas Premium Sauna For Your Home Hot Tub Maintenance Services Premium Hot Tubs And Spas https://hottubsetc.com/spas/ Hot tubs, spas, and saunas for sale – great deals on luxury models, Hot tub sales and service. We have the best deals on hot tubs in the area., Hot tub maintenance and repair services – we offer professional service near you, Relax in the comfort of your own hot tub. Shop our selection of hot tubs and spas.	1,220	145	11.89%	577.47	3.98
	2,586	94	3.64%	351.72	3.74

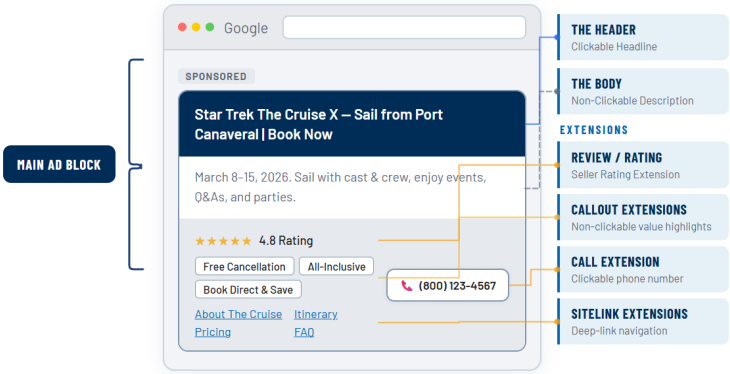
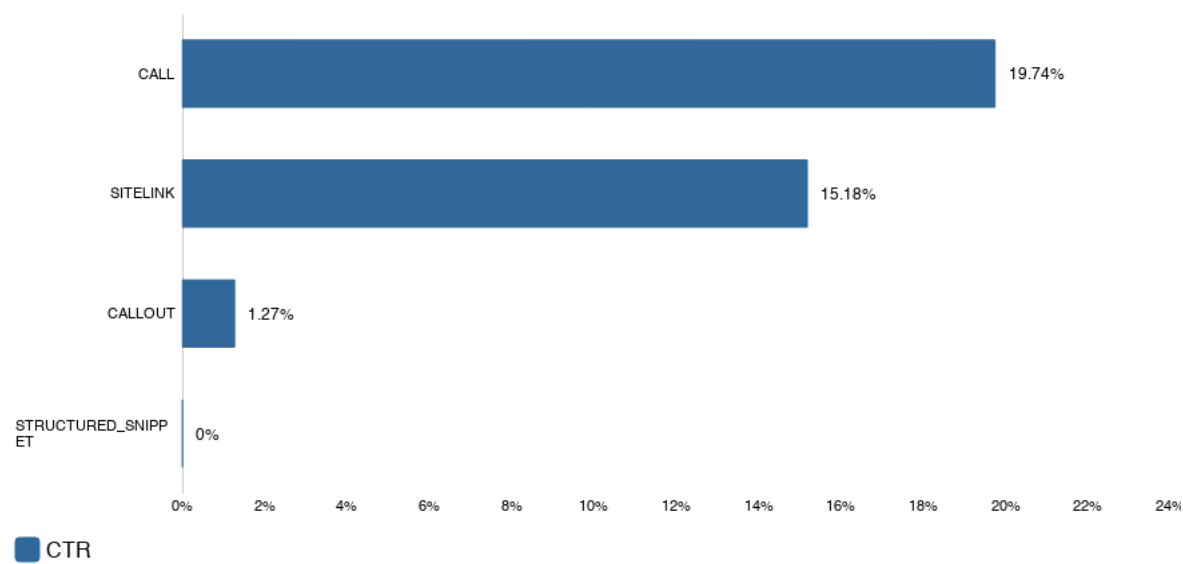
Grid contains more rows, but they have been clipped.

Top 5 Extension Performance

Extension Type	Extension	Impressions	Clicks ↓	CTR	Cost	Avg. CPC
CALL	(865) 453-1136	613	121	19.74%	472.52	3.91
SITELINK	Made-to-order hot tub covers, We help you maintain your spa, Hot Tub & Spa Accessories	158	31	19.62%	127.87	4.12
SITELINK	From sales to service to repair, We carry everything you need, Learn About Us	160	27	16.88%	124.01	4.59
SITELINK	Relax and rejuvenate with a sauna, Quality saunas-advanced technology, Premium Saunas For Homes	155	20	12.90%	103.81	5.19
SITELINK	One step closer to relaxation, Learn more about hot tubs and spas, Explore	87	7	8.05%	24.84	3.55

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.

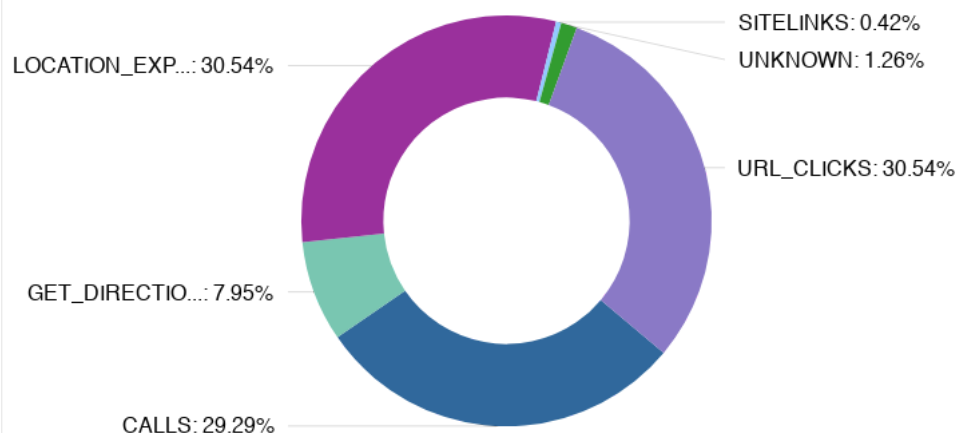
PPC Extension Type Performance



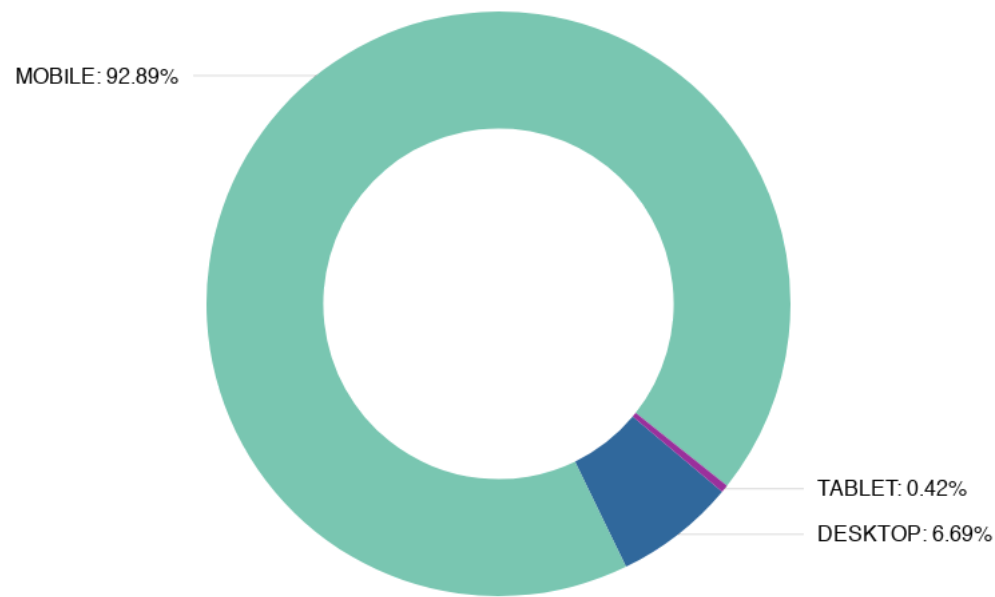
● Clickable element – drives traffic to destination URL ● Non-clickable – display / informational only ● Ad Extension – optional Google Ads enhancement

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.

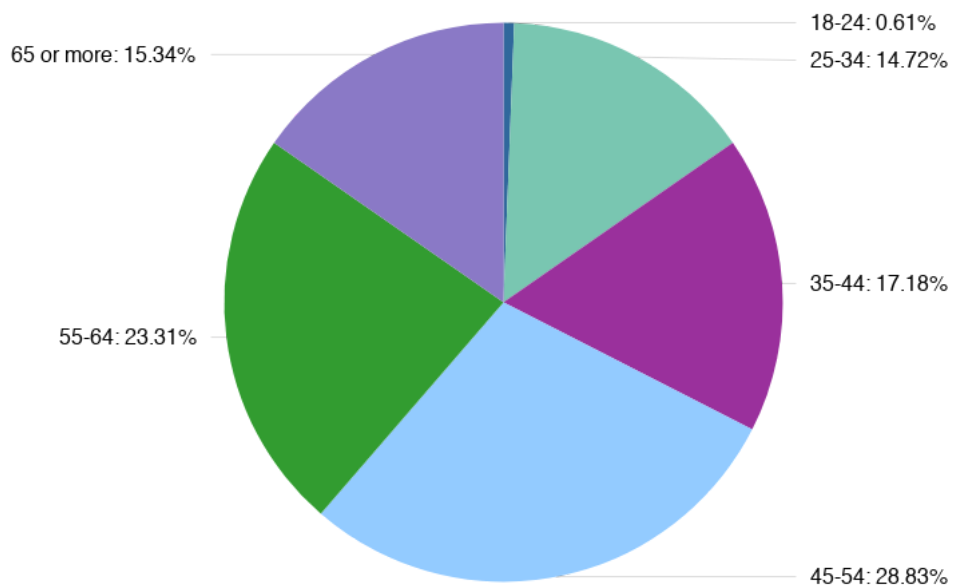
Get Location Details Click: When a user clicks in to expand the client's location in the Maps section of the search results list.

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).

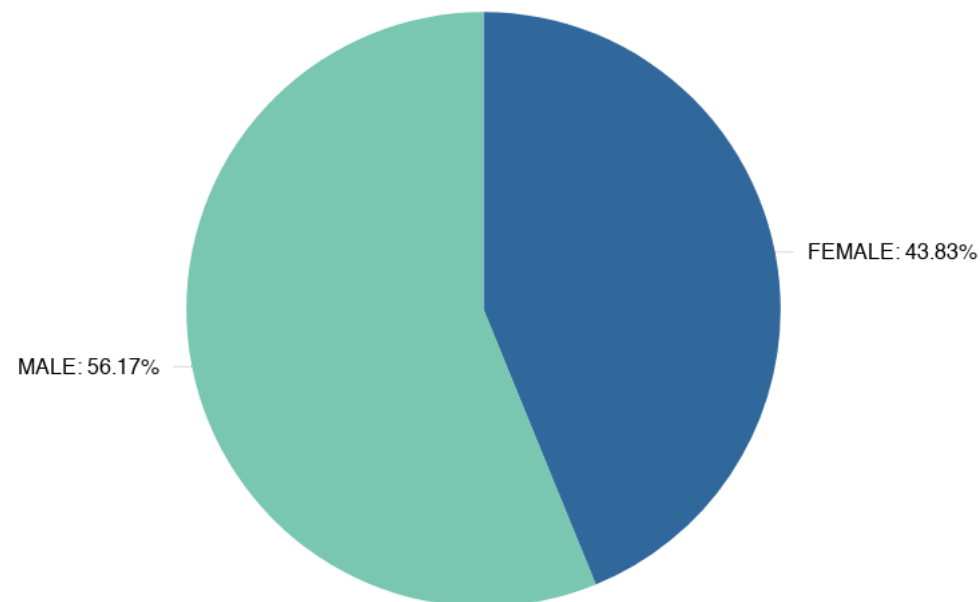
Driving Directions Click: When a user clicks on the "Get Directions" link within an ad.

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
hot tubs etc	Hot Tubs Etc - Keyword PPC	128	42	32.81%	192.33	4.58
hot tubs etc pigeon forge	Hot Tubs Etc - Keyword PPC	18	8	44.44%	53.49	6.69
hot tub near me	Hot Tubs Etc - Call PPC	31	5	16.13%	14.51	2.90
hot tub supplies near me	Hot Tubs Etc - Keyword PPC	7	5	71.43%	8.50	1.70
hot tubs morristown tn	Hot Tubs Etc - Call PPC	19	5	26.32%	17.72	3.54
hot tubs pigeon forge	Hot Tubs Etc - Call PPC	17	5	29.41%	15.35	3.07
hot tub and jacuzzi near me	Hot Tubs Etc - Call PPC	3	3	100.00%	2.33	0.78
hot tub places near me	Hot Tubs Etc - Call PPC	7	3	42.86%	19.44	6.48
hot tub store near me	Hot Tubs Etc - Call PPC	16	3	18.75%	0.68	0.23
hot tub stores near me	Hot Tubs Etc - Call PPC	17	3	17.65%	11.19	3.73
hot tubs near me	Hot Tubs Etc - Keyword PPC	13	3	23.08%	6.58	2.19
hot tub	Hot Tubs Etc - Call PPC	124	2	1.61%	6.18	3.09
hot tub for sale	Hot Tubs Etc - Call PPC	21	2	9.52%	10.11	5.06
hot tub near me	Hot Tubs Etc - Keyword PPC	25	2	8.00%	1.34	0.67
hot tub repair knoxville tn	Hot Tubs Etc - Keyword PPC	16	2	12.50%	13.46	6.73
hot tub repair near me	Hot Tubs Etc - Call PPC	22	2	9.09%	13.19	6.60
hot tub sevierville tn	Hot Tubs Etc - Call PPC	7	2	28.57%	10.36	5.18
hot tubs etc	Hot Tubs Etc - Call PPC	39	2	5.13%	12.79	6.40
hot tubs for sale near me	Hot Tubs Etc - Call PPC	13	2	15.38%	3.02	1.51
hot tubs sevierville	Hot Tubs Etc - Keyword PPC	20	2	10.00%	13.24	6.62

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
Hot Tubs Etc - Call PPC	Jul 01, 2026 8:52 AM	Jul 01, 2026 8:54 AM	117	RECEIVED	AD	706	HIGH_END_MOBILE_SEARCH	1
Hot Tubs Etc - Keyword PPC	Jul 01, 2026 9:12 AM	Jul 01, 2026 9:12 AM	13	RECEIVED	AD		MANUALLY_DIALED	1
Hot Tubs Etc - Keyword PPC	Jul 01, 2026 1:10 PM	Jul 01, 2026 1:23 PM	790	RECEIVED	AD	908	HIGH_END_MOBILE_SEARCH	1
Hot Tubs Etc - Call PPC	Jul 01, 2026 1:39 PM	Jul 01, 2026 1:45 PM	357	RECEIVED	AD	865	HIGH_END_MOBILE_SEARCH	1
Hot Tubs Etc - Keyword PPC	Jul 02, 2026 11:40 AM	Jul 02, 2026 11:40 AM	7	RECEIVED	AD		MANUALLY_DIALED	1
Hot Tubs Etc - Keyword PPC	Jul 03, 2026 8:42 AM	Jul 03, 2026 8:42 AM	4	RECEIVED	AD		HIGH_END_MOBILE_SEARCH	1
Hot Tubs Etc - Keyword PPC	Jul 03, 2026 8:43 AM	Jul 03, 2026 8:43 AM	-	MISSED	AD		HIGH_END_MOBILE_SEARCH	1
Hot Tubs Etc - Keyword PPC	Jul 03, 2026 8:55 AM	Jul 03, 2026 8:56 AM	59	RECEIVED	AD	865	HIGH_END_MOBILE_SEARCH	1
Hot Tubs Etc - Keyword PPC	Jul 03, 2026 4:58 PM	Jul 03, 2026 5:00 PM	100	RECEIVED	AD	865	MANUALLY_DIALED	1
Hot Tubs Etc - Call PPC	Jul 06, 2026 9:48 AM	Jul 06, 2026 9:50 AM	137	RECEIVED	AD	423	HIGH_END_MOBILE_SEARCH	1
Hot Tubs Etc - Keyword PPC	Jul 06, 2026 10:03 AM	Jul 06, 2026 10:05 AM	97	RECEIVED	AD	606	HIGH_END_MOBILE_SEARCH	1
Hot Tubs Etc - Keyword PPC	Jul 06, 2026 10:45 AM	Jul 06, 2026 10:56 AM	687	RECEIVED	AD	865	HIGH_END_MOBILE_SEARCH	1
Hot Tubs Etc - Keyword PPC	Jul 06, 2026 12:49 PM	Jul 06, 2026 12:49 PM	10	RECEIVED	AD		HIGH_END_MOBILE_SEARCH	1
Hot Tubs Etc -	Jul 06, 2026 1:32	Jul 06, 2026 1:36	271	RECEIVED	AD	865	MANUALLY_DIALED	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.

Google Analytics 4 Performance

1,391	974	334	34.29%	877	831	915
VIEWS	SESSIONS	ENGAGED SESSIONS	ENGAGEMENT RATE	ACTIVE USERS	NEW USERS	TOTAL USERS
1.11			6:40:39			
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.

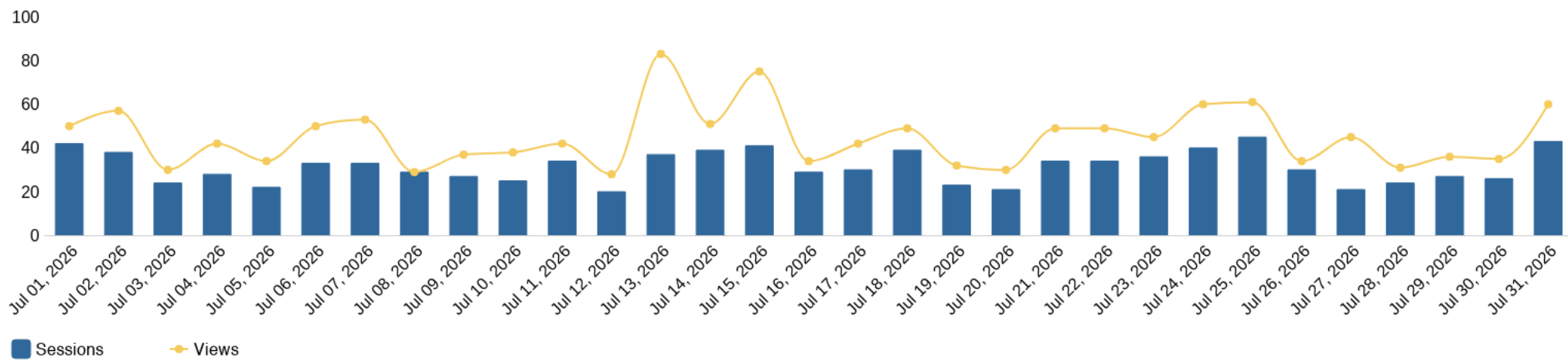
New Users: The number of new unique user IDs who interacted with your site or launched your app for the first time.

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.

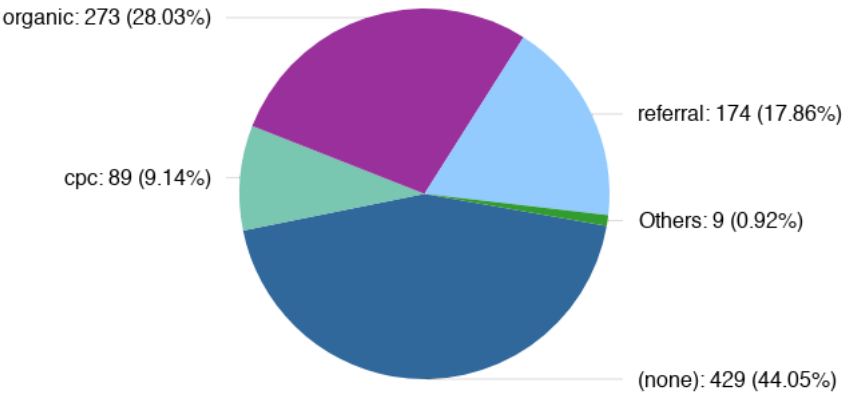
Google Analytics 4 Performance by Day



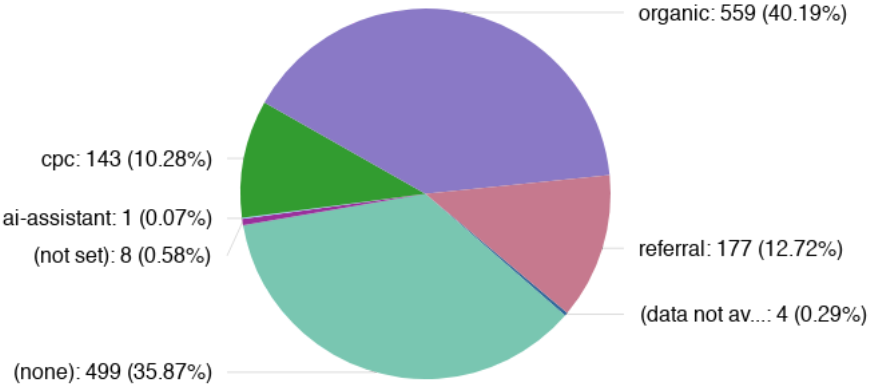
Google Analytics 4 Account Performance

Analytics Account Name ↑	Sessions	Views	Total User Engagement	Pages / Session	Engagement rate
Total	974	1,391	6:40:39	1.43	34.29%
HotTubsandGamesLLC	974	1,391	06:40:39	1.43	34.29%

Google Analytics 4 Sessions by Medium



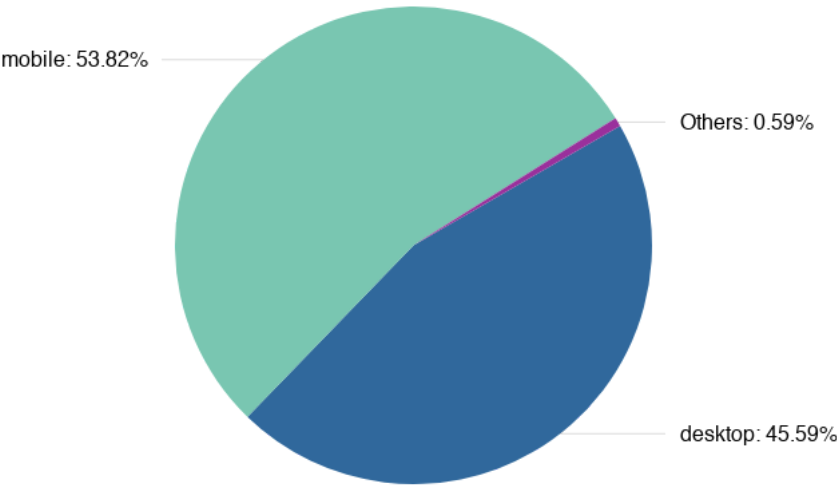
Google Analytics 4 Page Views by Medium



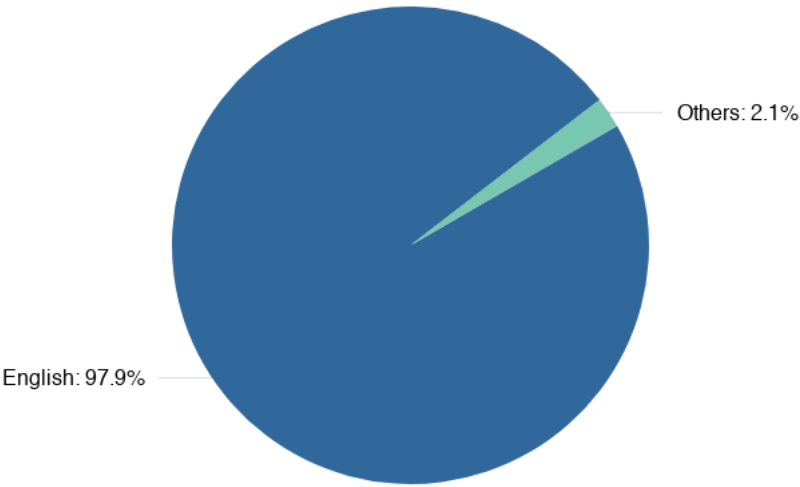
Google Analytics 4 Event Performance

Event name	Event count ↓
Total	4,330
page_view	1,391
session_start	971
first_visit	831
user_engagement	791
scroll	242
click	99
form_start	5

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	980	1,391	340	34.69%	6:40:39
Chrome	546	742	154	28.21%	03:37:04
Safari	241	400	140	58.09%	02:03:25
Android Webview	104	105	1	0.96%	00:00:05
Edge	57	99	33	57.89%	00:50:09
Firefox	18	30	10	55.56%	00:09:19

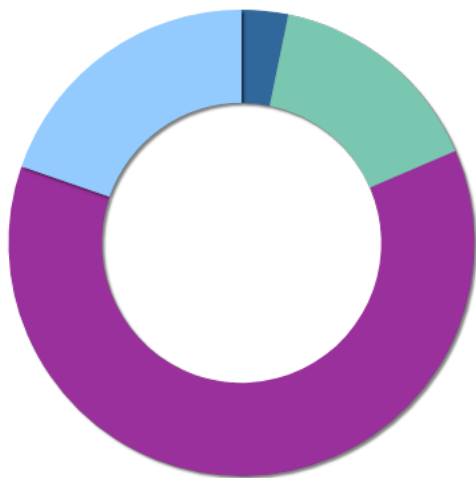
Google Analytics 4 Page Path Performance

Page path	Engaged sessions ↓
Total	634
/	238
/spas/	142
/games/	40
/accessories/	28
/spa-covers/	25
/about/	20
/contact/	14
/chemicals/	12
/pool-tables/	11
/saunas/	11

Google Analytics 4 Performance by Geo

City	Region	Sessions ↓	Views	Engaged sessions	Engagement rate	Total User Engagement
Total		1,006	1,391	365	36.28%	6:40:39
(not set)	(not set)	191	192	1	0.52%	00:20:44
Atlanta	Georgia	44	65	26	59.09%	00:13:36
New York	New York	44	45	5	11.36%	00:01:52
(not set)	New York	43	43	0	0.00%	00:00:01
Pigeon Forge	Tennessee	34	63	27	79.41%	00:25:31
(not set)	(not set)	29	29	2	6.90%	00:02:16
Nashville	Tennessee	29	40	17	58.62%	00:09:16
Las Vegas Valley	Nevada	24	24	3	12.50%	00:00:15
Dallas	Texas	15	16	3	20.00%	00:01:09
Sevierville	Tennessee	14	24	10	71.43%	00:07:18
Ashburn	Virginia	13	24	3	23.08%	00:06:53
Chicago	Illinois	13	17	5	38.46%	00:03:23
Gatlinburg	Tennessee	11	28	9	81.82%	00:10:28
London	Kentucky	11	11	5	45.45%	00:01:47
(not set)	(not set)	10	10	0	0.00%	00:00:02

How customers search for your business on Google



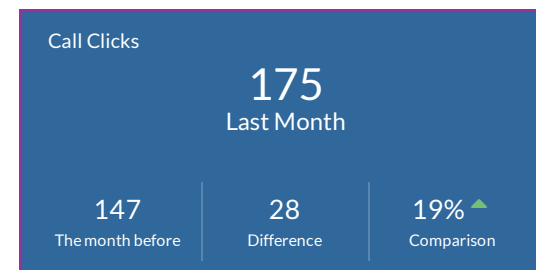
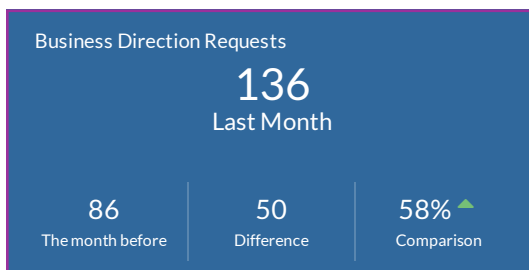
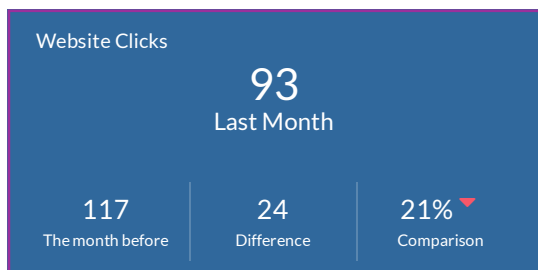
Business Impressions Desktop Search: Business impressions on Google Search on Desktop devices

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

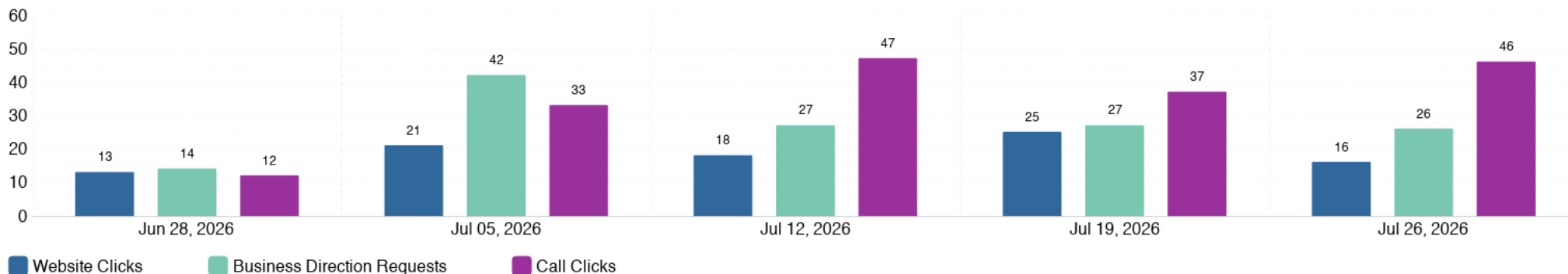
Business Impressions Maps Desktop: Business impressions on Google Maps on Desktop devices

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.