

Digital Marketing Report

Impressions

How many ads were served:

2,114

Clicks

Times a user clicked on an ad

197

Events

329

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

Your Product Breakout by Impressions



PMax

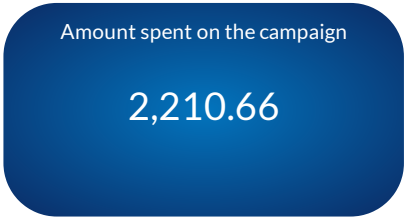
Event Rate

15.56%

(Events/Impressions) x 100

**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.*

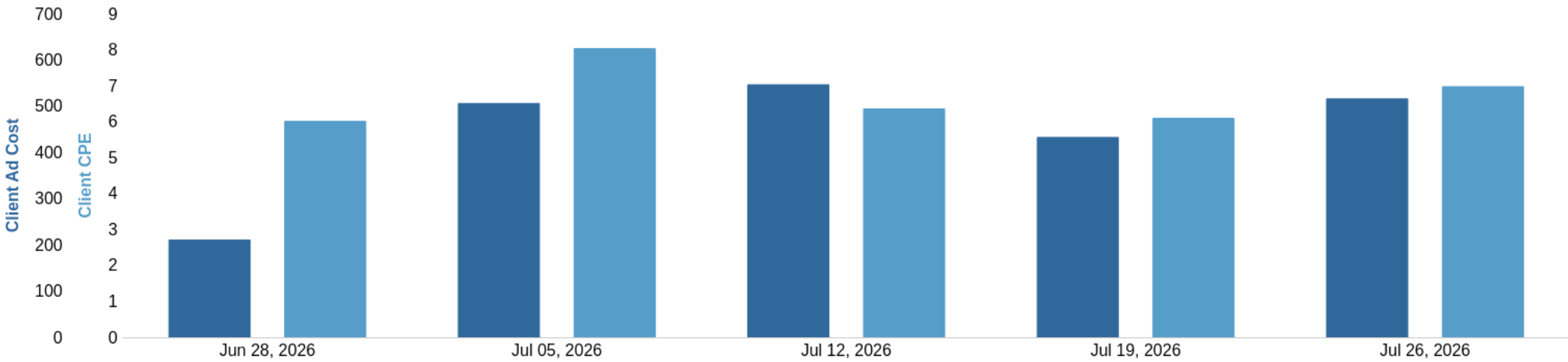
Performance Max Cost



Performance Max Cost-Per-Event



Performance Max Week by Week Spend Performance



Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
City Heating & Air - HVAC Services Near Me/HVAC Repair/Retargeting Performance Max	2,114	197	9.32%	133.13

Performance Max Creative Group Performance

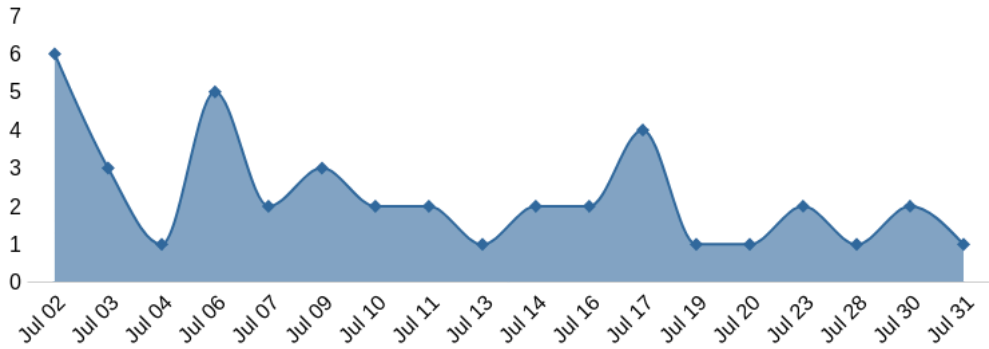
Creative Group Name	Search Themes	Client Ad Cost	Client CPE	Impressions	Events ↓	Event Rate
City Heating & Air - HVAC Services Near Me/HVAC Repair/Retargeting Performance Max	AC repair knoxville,air conditioning installation,air purifier installation,commercial hvac service,emergency a/c repair,emergency heat repair,furnace installation,furnace repair near me,heat pump repair,heater won't turn on,heating repair knoxville,heating system maintenance,hvac maintenance,HVAC repair near me,HVAC service today,HVAC technician,hvac tips,hvac tune up,Knoxville air conditioning service,local HVAC company,new AC unit cost,new furnace cost,signs you need to replace your HVAC,thermostat repair	2,210.65	6.72	2,114	329	15.56%
Total		2,210.65	6.72	2,114	329	15.56%

Performance Max Click Conversions



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

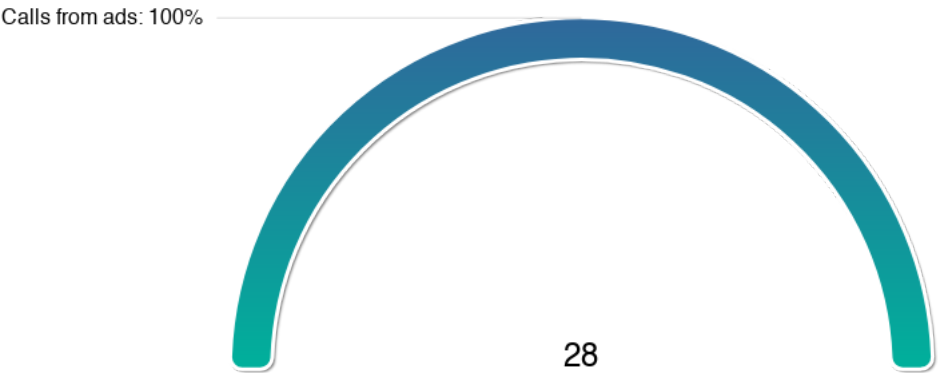
Performance Max Click Conversions by Day



Performance Max Click Conversion Performance

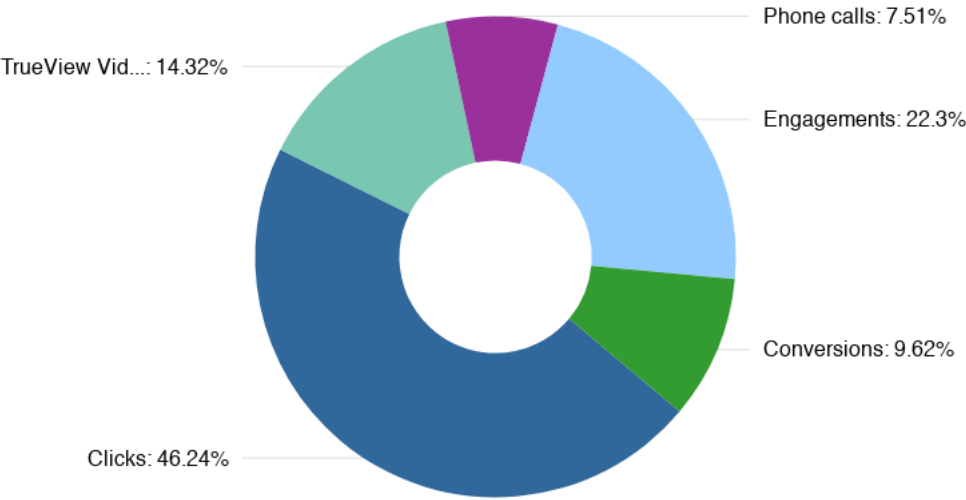
Conversion Action Name	Click Conversions ↓
City Heating and Air Call Click	10
City Heating and Air Free Estimate Click Conversion	2
Lead form - Submit	1

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

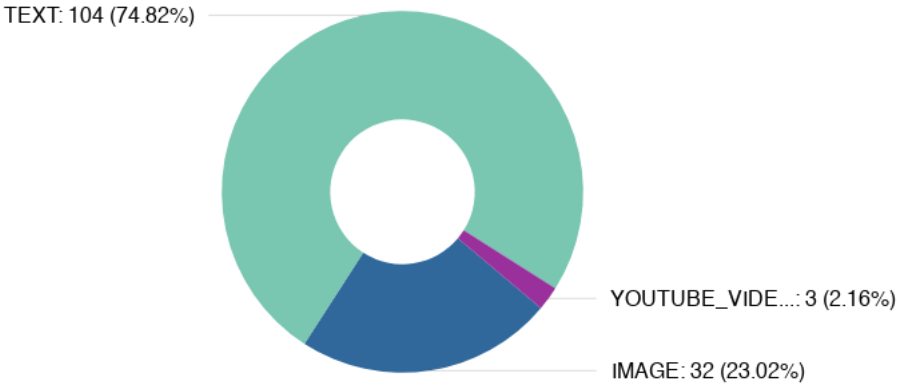


"Calls from ads" refers to a qualified conversion, meaning that the call had to go through and last for at least 60 seconds for it to be counted.

Event Breakdown by Type



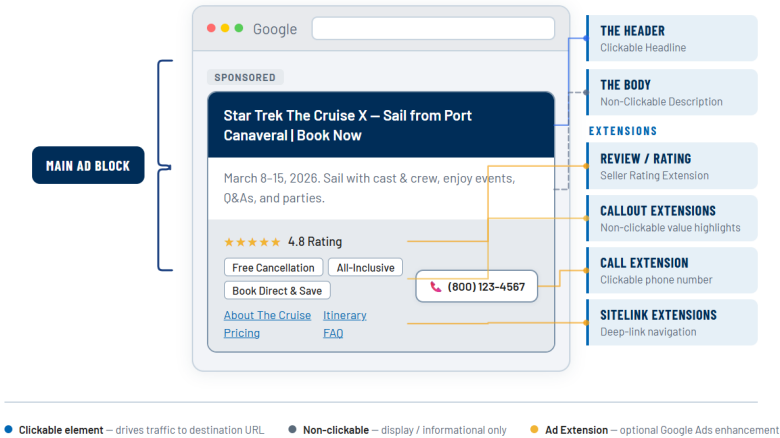
Creative Type by Quantity



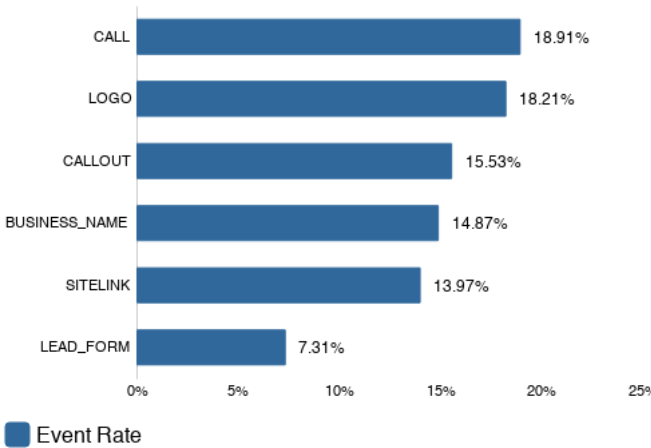
Performance Max Top 5 Extension Performance

Type	Extension (upgraded)	Impressions	Events	Event Rate ↓	Client Ad Cost	Client CPE
CALLOUT	Trusted Local Experts	8	3	37.50%	53.08	17.69
CALLOUT	Energy Efficient	25	7	27.60%	14.55	2.11
CALLOUT	Home Cooling Systems	86	23	26.21%	133.38	5.92
CALLOUT	Quality You Can Trust	12	3	25.00%	53.08	17.69
CALLOUT	Fast AC Repair	41	10	23.52%	80.55	8.36

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

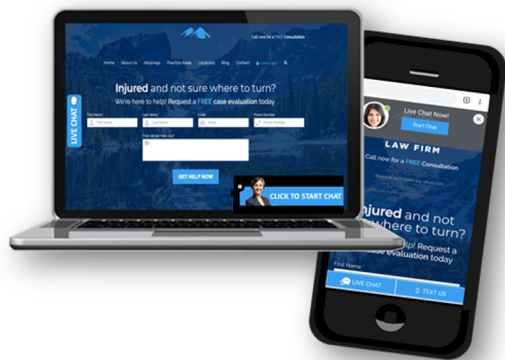


This report shows many times an ad was clicked that contained that extension, not how many people clicks on that specific extension itself. Location Extensions are not currently available to be shown.

Performance Max Call Reporting Details

Date	Client ↑	Client Phone Number	Phone calls
Jul 02, 2026	City Heating and Air	(865) 938-1005	3
Jul 03, 2026	City Heating and Air	(865) 938-1005	3
Jul 04, 2026	City Heating and Air	(865) 938-1005	1
Jul 06, 2026	City Heating and Air	(865) 938-1005	2
Jul 07, 2026	City Heating and Air	(865) 938-1005	4
Jul 09, 2026	City Heating and Air	(865) 938-1005	1
Jul 10, 2026	City Heating and Air	(865) 938-1005	2
Jul 11, 2026	City Heating and Air	(865) 938-1005	2
Jul 13, 2026	City Heating and Air	(865) 938-1005	1
Jul 14, 2026	City Heating and Air	(865) 938-1005	2
Jul 17, 2026	City Heating and Air	(865) 938-1005	5
Jul 19, 2026	City Heating and Air	(865) 938-1005	1
Jul 23, 2026	City Heating and Air	(865) 938-1005	3
Jul 30, 2026	City Heating and Air	(865) 938-1005	1
Jul 31, 2026	City Heating and Air	(865) 938-1005	1

“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.



Chats: Number of people that started a chat

Leads: Number of Visitors that started a chat and converted into a lead

Billable Leads: Leads classified as Sales Leads

Chat vs. Lead Ratio: $(\text{Billable Leads} / \text{Chats}) \times 100$

Note: Data is updated once daily. Chats and Leads will update during the next day's sync.

What are the different Lead types?

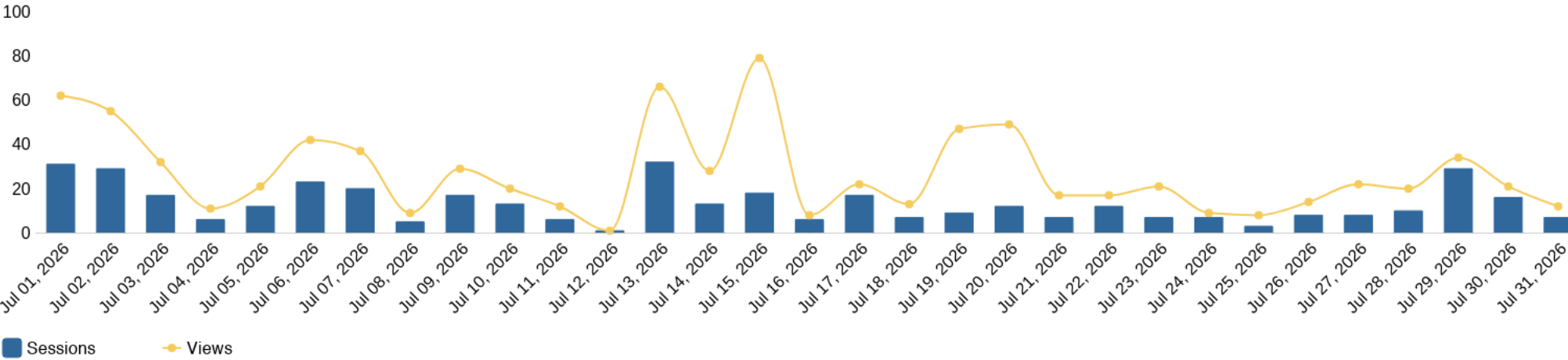
Sales Lead: (Billable) Someone we've chatted with where we've obtained the visitor's name and contact information (phone number and/or email address), what the visitor is looking for is offered by the business, and the visitor falls within the businesses geographic coverage area. This lead type is billable.

Service Lead: (Non-Billable) An existing client of the business - they may be trying to reschedule an appointment or get in touch with their account manager, etc. This lead type is non-billable.

Other Lead: (Non-Billable) Someone who's outside of the geographic coverage area, someone looking for a service the business doesn't offer, looking for a job, etc. This lead type is non-billable.

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

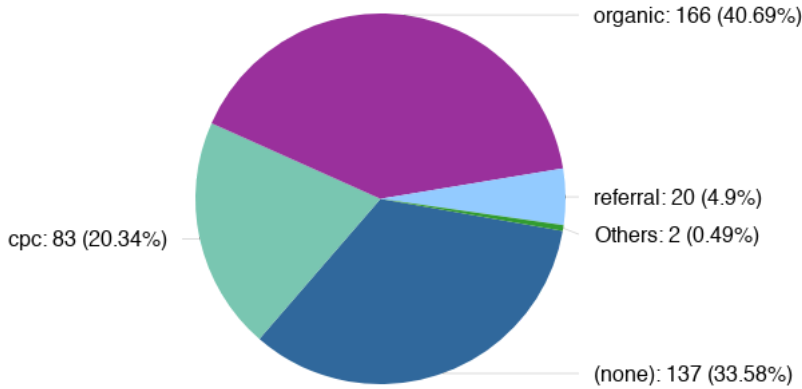
Google Analytics 4 Performance by Day



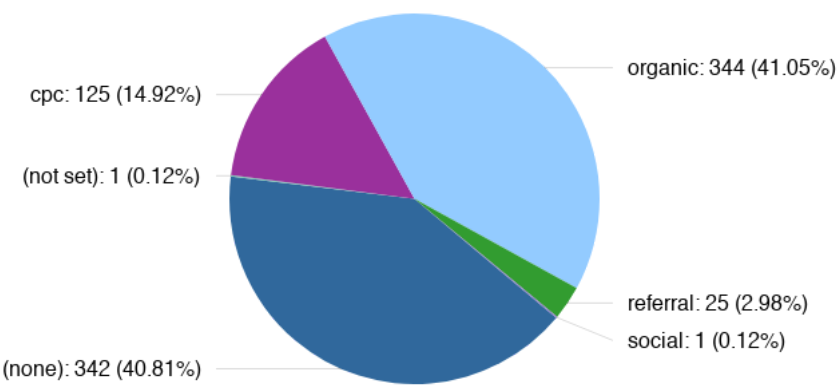
Google Analytics 4 Account Performance

Analytics Account Name ↑	Sessions	Views	Total User Engagement	Pages / Session	Engagement rate
Total	408	838	6:01:28	2.05	55.15%
City Heat & Air	408	838	06:01:28	2.05	55.15%

Google Analytics 4 Sessions by Medium



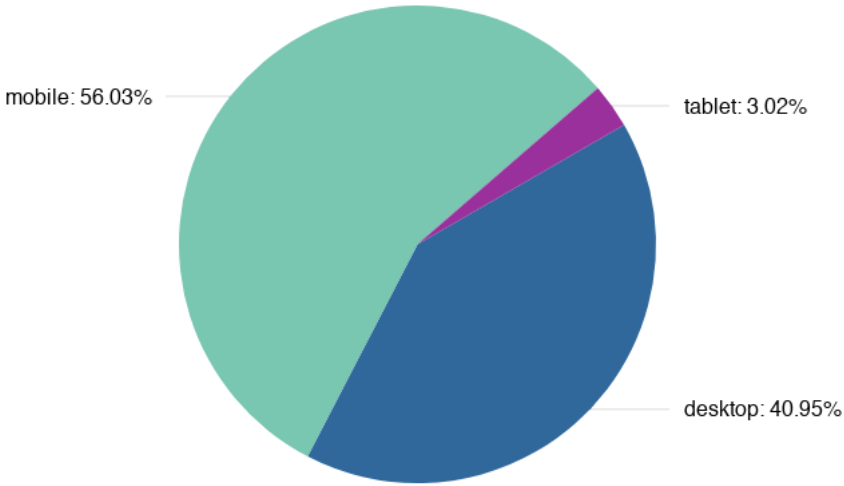
Google Analytics 4 Page Views by Medium



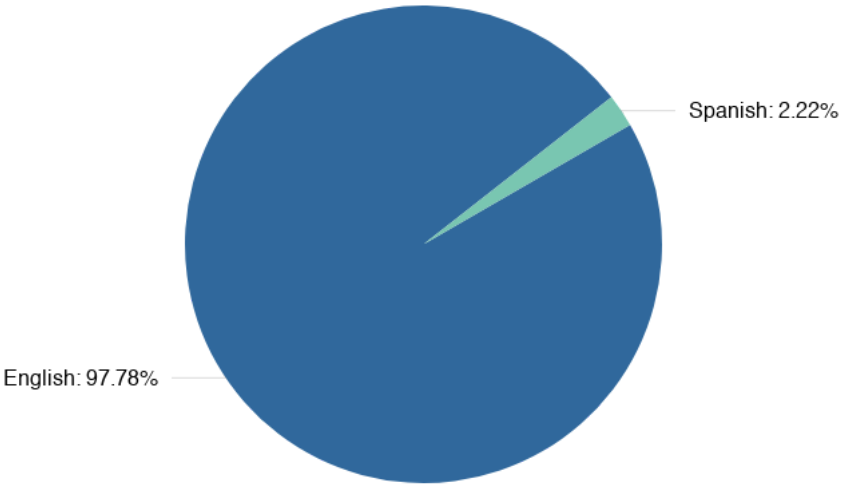
Google Analytics 4 Event Performance

Event name	Event count ↓
Total	2,761
page_view	838
user_engagement	832
session_start	409
scroll	300
first_visit	282
form_start	48
form_submit	28
click	24

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	416	838	232	55.77%	6:01:28
Chrome	206	450	100	48.54%	02:35:39
Safari	155	272	91	58.71%	02:00:34
Edge	26	60	22	84.62%	00:48:31
Android Webview	16	32	9	56.25%	00:30:42
Firefox	8	14	7	87.50%	00:04:25

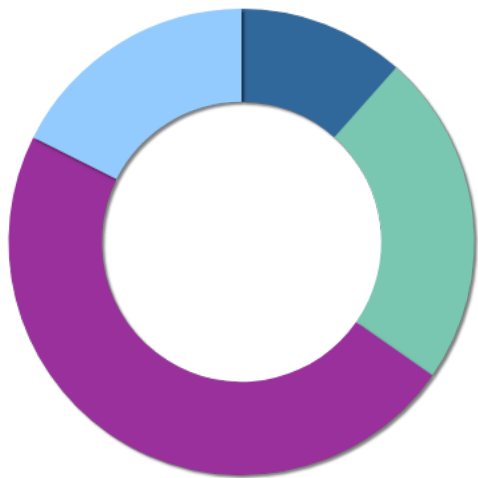
Google Analytics 4 Page Path Performance

Page path	Engaged sessions ↓
Total	493
/	153
/contact/	80
/residential-hvac/	41
/financing/	31
/services/	31
/about/	28
/services/air-conditioning-repair/	26
/services/air-conditioning-installation/	15
/services/air-conditioning-tuneup/	12
/who-we-serve/	11

Google Analytics 4 Performance by Geo

City	Region	Sessions ↓	Views	Engaged sessions	Engagement rate	Total User Engagement
Total		423	838	239	56.50%	6:01:28
Knoxville	Tennessee	73	145	44	60.27%	01:13:27
Atlanta	Georgia	46	71	28	60.87%	00:34:29
(not set)	(not set)	23	34	16	69.57%	00:07:53
Nashville	Tennessee	20	37	10	50.00%	00:10:37
North Bergen	New Jersey	14	20	2	14.29%	00:00:19
Oak Ridge	Tennessee	14	29	8	57.14%	00:08:47
Farragut	Tennessee	11	15	4	36.36%	00:05:53
Ashburn	Virginia	9	12	3	33.33%	00:10:55
Birmingham	Alabama	8	11	3	37.50%	00:02:01
Maryville	Tennessee	8	18	5	62.50%	00:11:31
(not set)	(not set)	7	7	6	85.71%	00:01:24
Indianapolis	Indiana	7	13	5	71.43%	00:01:55
(not set)	Tennessee	6	11	4	66.67%	00:11:14
North Charleston	South Carolina	6	6	0	0.00%	00:00:00
Alcoa	Tennessee	5	12	3	60.00%	00:02:49

How customers search for your business on Google



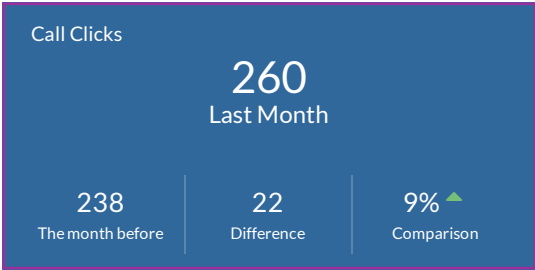
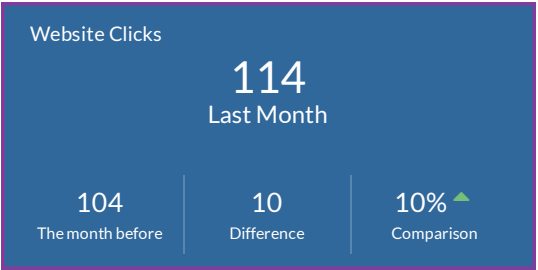
Business Impressions Desktop Search: Business impressions on Google Search on Desktop devices

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

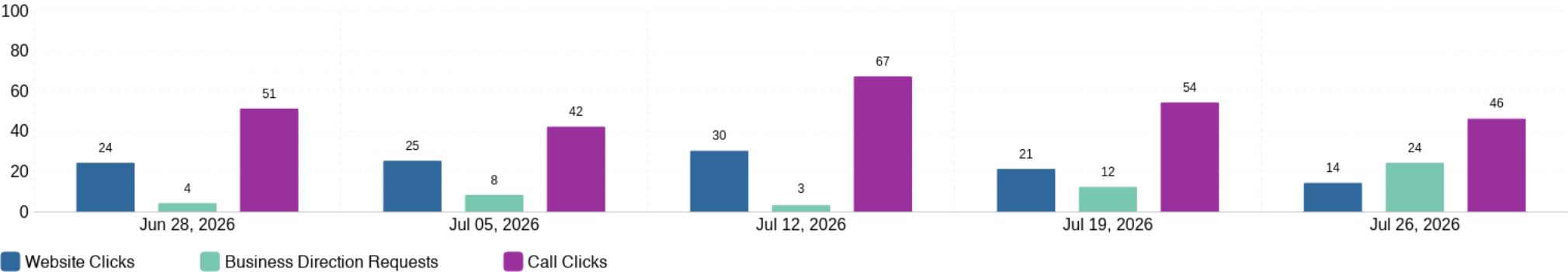
Business Impressions Maps Desktop: Business impressions on Google Maps on Desktop devices

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.