

Digital Marketing Report

Impressions

How many ads were served:

19,990

Clicks

Times a user clicked on an ad

976

Events

1,323

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

Your Product Breakout by Impressions



PMax

Event Rate

6.62%

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

**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

Amount spent on the campaign

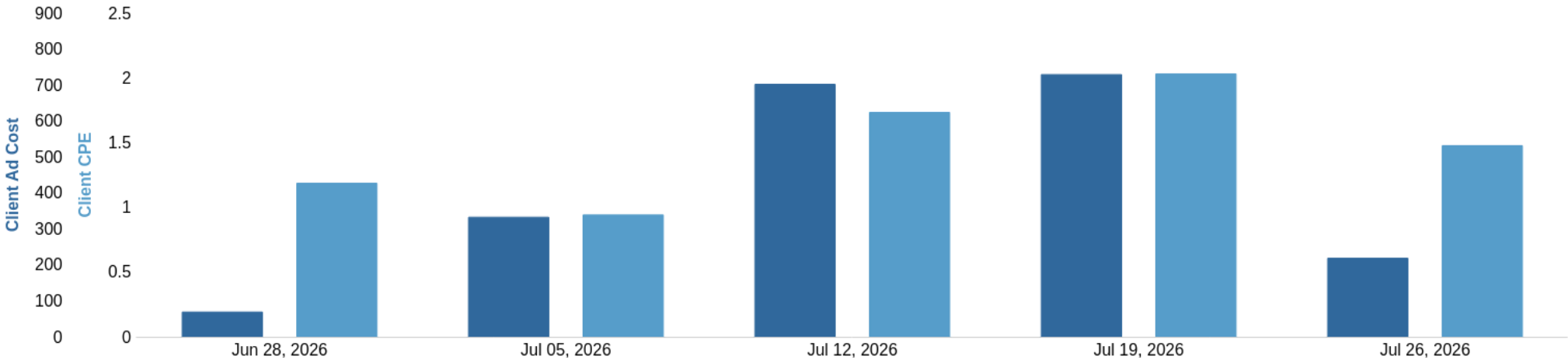
2,049.86

Performance Max Cost-Per-Event

Cost/Events

1.55

Performance Max Week by Week Spend Performance





Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Ram Jack of Eastern Virginia - Foundation Repair/Home Improvement/Retargeting Performance Max	19,990	976	4.88%	69.75



Grid contains more rows, but they have been clipped.

Performance Max Creative Group Performance

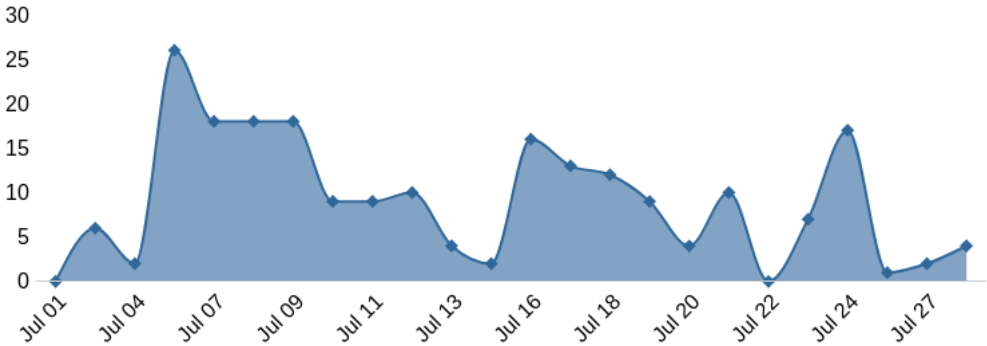
Creative Group Name	Search Themes	Client Ad Cost	Client CPE	Impressions	Events ↓	Event Rate
Ram Jack of Eastern Virginia - Foundation Repair/Home Improvement/Retargeting Performance Max	Basement Wall Stabilization,basement waterproofing Virginia,concrete foundation repair VA,Concrete Lifting & Leveling,cost of foundation repair Hampton VA,Cracked Foundation Repair,crawl space encapsulation Virginia,crawl space moisture repair VA,Crawl Space Moisture Solutions,Crawl Space Repair Services,crawl space repair Virginia,Emergency Foundation Repair,emergency foundation repair Hampton Roads,foundation crack repair Hampton VA,foundation repair Hampton VA,Foundation Settlement Repair,foundation settlement repair Virginia,Foundation Support Systems,Foundation Waterproofing Solutions,free foundation repair estimate Hampton,helical pile foundation Hampton Roads,Helical Pile Installation,house foundation repair near me,House Leveling Specialists,leaning chimney repair VA,Long-Term Structural Solutions,pier and beam foundation repair Virginia Beach,Pier and Beam Repair,Professional Foundation Services,residential foundation inspection Virginia,Residential Foundation Repair,Sagging Floors Repair,settling house repair Virginia,Sinking Foundation Repair,sinking slab repair near me,Soil Stabilization Solutions,Structural Damage Repair,structural foundation repair near me	2,049.85	1.55	19,990	1,323	6.62%
Total		2,049.85	1.55	19,990	1,323	6.62%

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

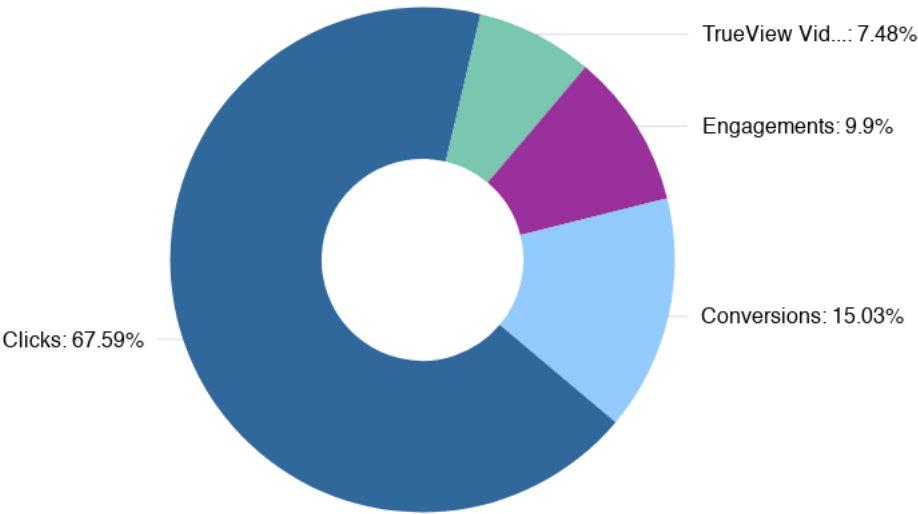


Performance Max Click Conversion Performance

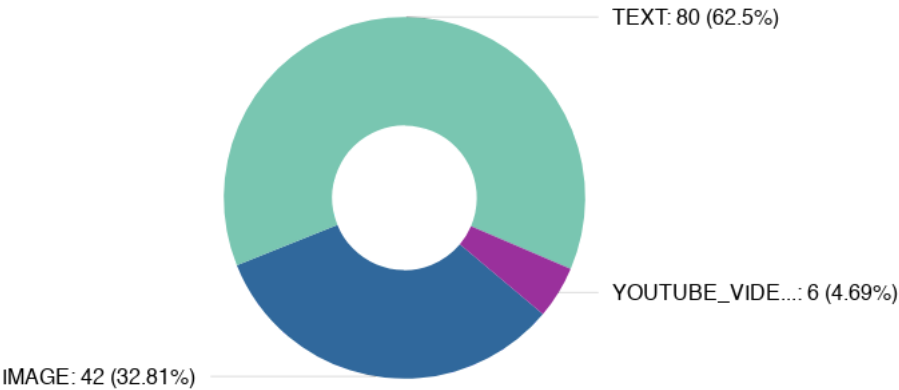
Conversion Action Name	Click Conversions ↓
Ram Jack Eastern VA Live Chat Click Conversion	201
Ram Jack of Eastern VA Phone Number Click Conversion	16

"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

Grid contains more rows, but they have been clipped.

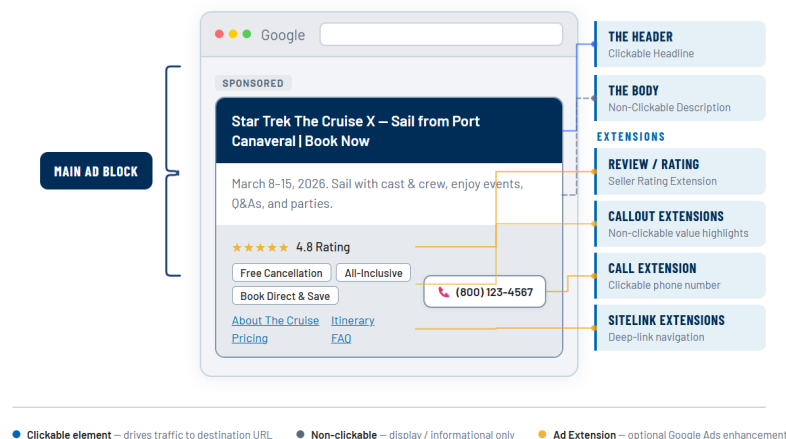
Type	Extension (upgraded)	Impressions	Events	Event Rate ↓	Client Ad Cost	Client CPE
SITELINK	Cracked foundation? We can help., Expert home foundation repairs., About Foundation Failure	235	84	35.74%	26.40	0.31
SITELINK	Home Leveling and Foundation Fixes, Fixing Foundations Right First, Foundation Repair	235	84	35.74%	26.40	0.31
SITELINK	Check out our testimonials., We fix it right the first time., What Our Customers Say	235	84	35.74%	26.40	0.31
SITELINK	We are ready to help you today., Don't do it twice, do it right., Reach Out To Us For Help	236	84	35.59%	26.40	0.31
LOGO	Screenshot 2025-12-12 121953_1:1.png, https://tpc.googlesyndication.com/simgad/5675100243345707520	15,364	1,075	7.00%	1,719.75	1.60

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.

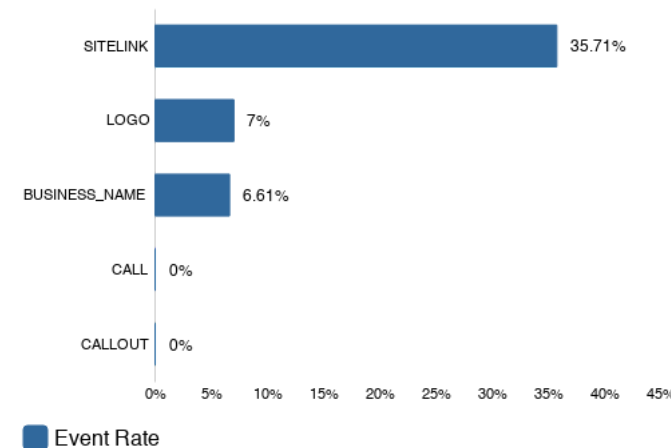
128

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.

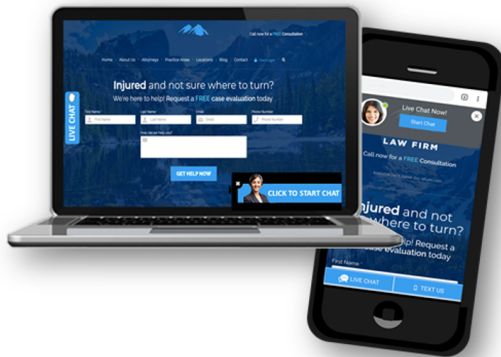
“Phone calls” are the number of times people clicked on a phone number displayed in an ad on a mobile device or manually dialed the Google forwarding number displayed in an ad on any device, regardless of the duration.

175
CHATS

4
LEADS

4
BILLABLE LEADS

2.29%
CHAT VS LEAD RATIO



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: $(\text{Billable Leads} / \text{Chats}) \times 100$

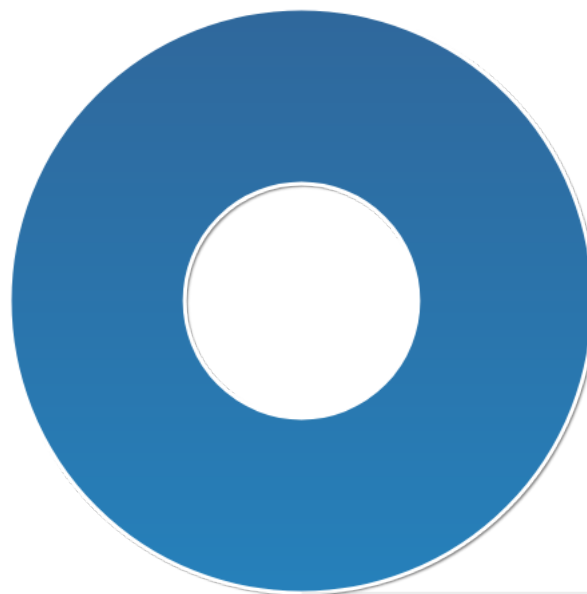
Note: Data is updated once daily. Chats and Leads will update during the next day's sync.



Live Chat Submission Details

Date ↑	Client	Chat ID	Lead Type Name	Name	Phone Number	Email	Attempted Calls	Completed Calls	Leads Count
Total							2	2	4
Jul 02, 2026	Ram Jack of Eastern Virginia	79686716	Sales	Josh Bartley	7572015720	bartley2@yahoo.com	1	1	1
Jul 10, 2026	Ram Jack of Eastern Virginia	79807770	Sales	Richard	7575066462	cruzin413@yahoo.co m	1	1	1
Jul 19, 2026	Ram Jack of Eastern Virginia	79938620	Sales	Mary	7578511946	racefanofcar24@cox.n et	0	0	1
Jul 30, 2026	Ram Jack of Eastern Virginia	80109555	Sales	Ashley	7575036301	ohanaxinfinity@gmail .com	0	0	1

Lead Type Performance



Sales: 4 (100%)

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.

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.

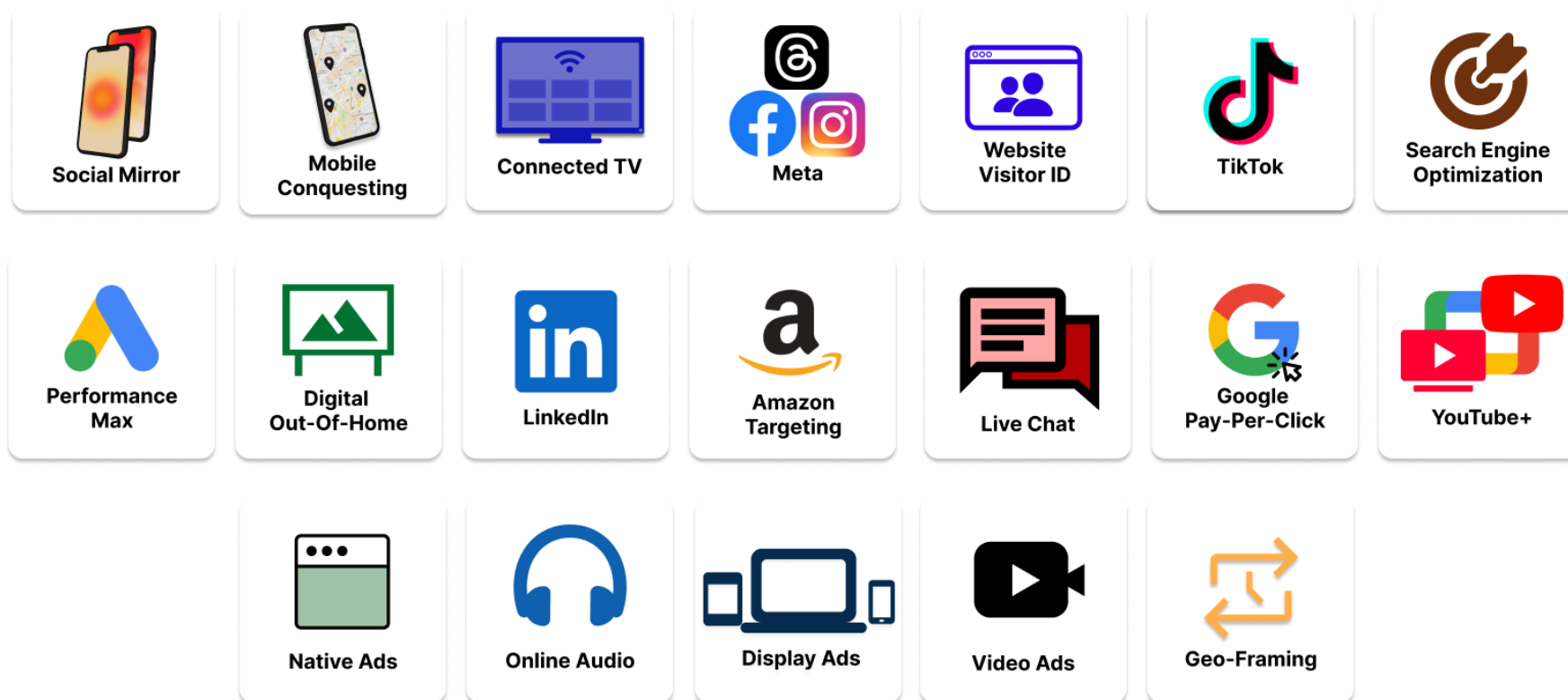
Business Impressions Desktop Search: Business impressions on Google Search on Desktop devices

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

All available products in our *toolbox*.



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