

# Digital Marketing Report

## Impressions

How many ads were served:

132,029

## Clicks

Times a user clicked on an ad

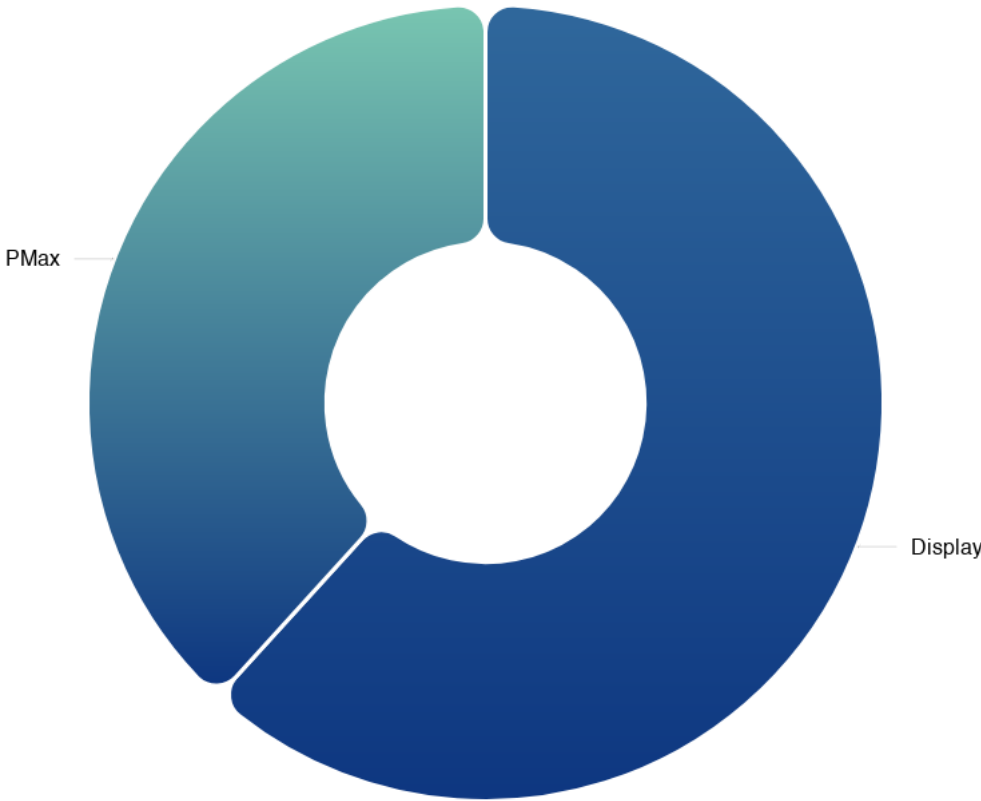
2,373

## Click-Through Rate

(Clicks/Impressions) x 100

0.18%

## Your Product Breakout by Impressions



## Events

12,395

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

## Event Rate

24.55%

(Events/Impressions) x 100

## Total Engagement Rate

0.20%

(Clicks+View-throughs)/Impressions x 100\*

## X the National Average

2.63

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

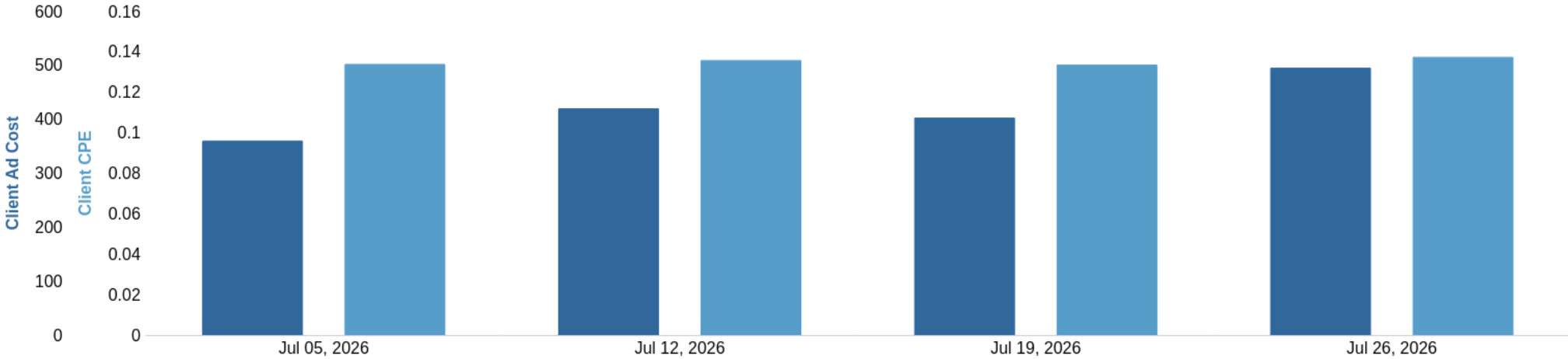
Performance Max Cost



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%) |
|----------------------------------------------------------------------------------------------------------------------|---------------|--------|-------|---------------------------|
| Charlottesville's Earthly Cleaning - B2B Business Owners/Business Decision Makers/Office Managers Behavioral Display | 63,922        | 84     | 0.13% | 1.88                      |
| Charlottesville's Earthly Cleaning - Commercial Cleaning/Business Owners/Retargeting Performance Max                 | 50,486        | 2,223  | 4.40% | 62.90                     |
| Charlottesville's Earthly Cleaning - Keyword Display                                                                 | 10,363        | 27     | 0.26% | 3.72                      |
| Charlottesville's Earthly Cleaning - Retargeting Display                                                             | 7,258         | 39     | 0.54% | 7.68                      |

Display Click Conversions

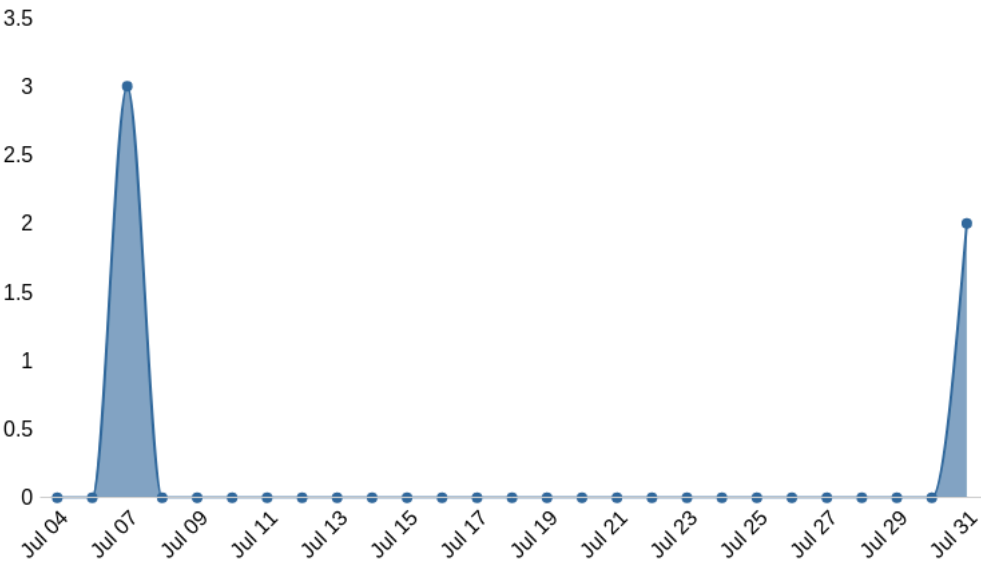


Times users clicked on an ad leading to your site and visited a page or completed an action

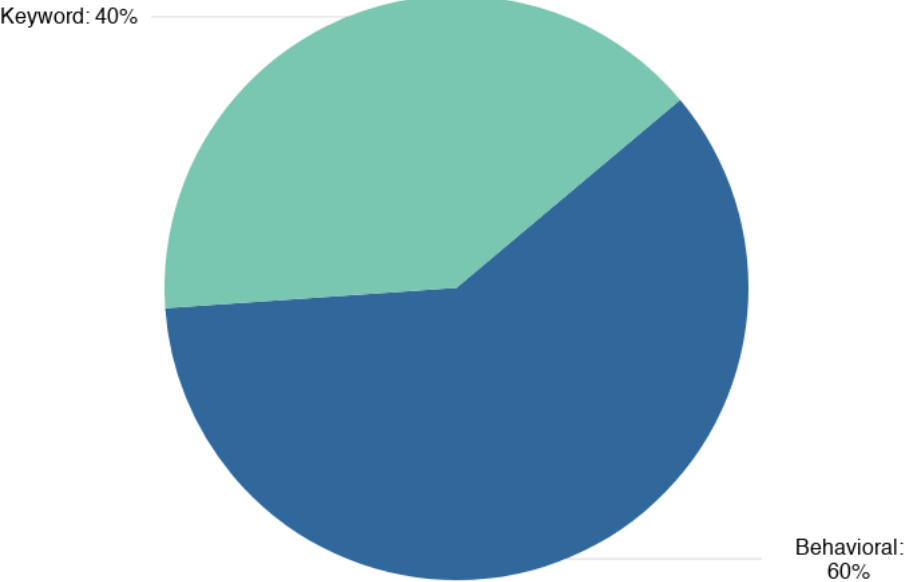
Display Click Conversion Breakout

| Conversion Name                                                   | Click Conversions ↓ |
|-------------------------------------------------------------------|---------------------|
| Charlottesville's Earthly Cleaning Commercial Cleaning Page View  | 2                   |
| Charlottesville's Earthly Cleaning About Us Page View             | 1                   |
| Charlottesville's Earthly Cleaning Free Estimate Click Conversion | 1                   |
| Charlottesville's Earthly Cleaning Phone Number Click Conversion  | 1                   |

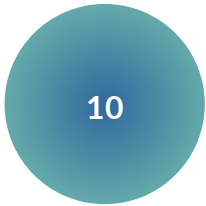
Display Click Conversions by Day



Top Display Click Conversions by Strategy



Display View-through Conversions

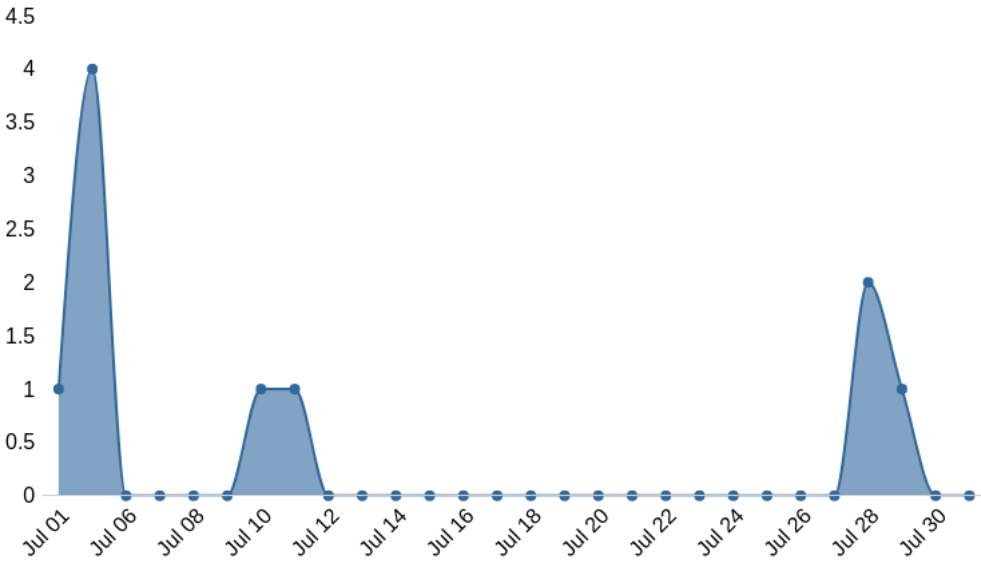


Times users saw an ad, did NOT click, but came to your site and visited a page  
or completed an action

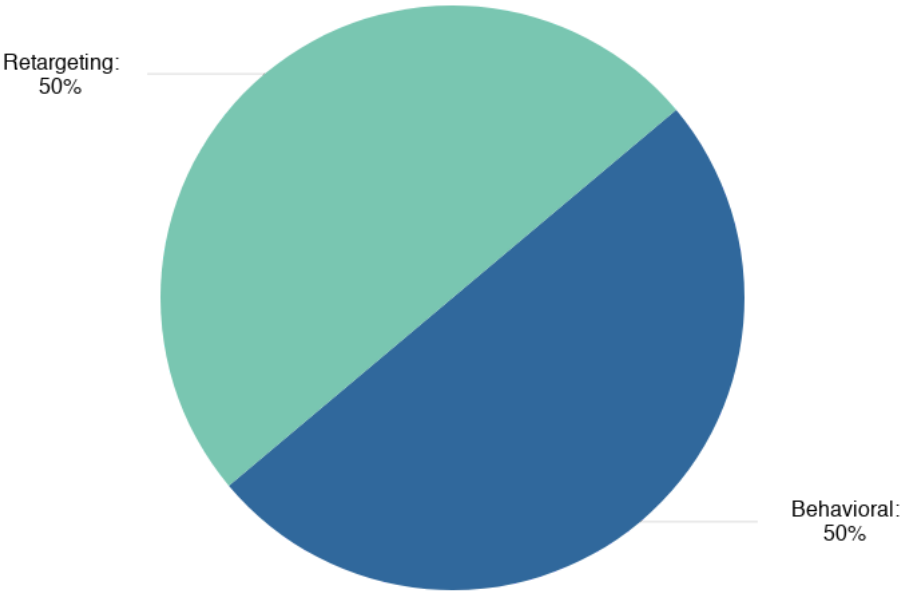
Display View-through Conversion Breakout

| Conversion Name                                                   | View-through Conversions ↓ |
|-------------------------------------------------------------------|----------------------------|
| Charlottesville's Earthly Cleaning Homepage Visits                | 4                          |
| Charlottesville's Earthly Cleaning Commercial Cleaning Page View  | 2                          |
| Charlottesville's Earthly Cleaning Specialty Cleaning Page View   | 2                          |
| Charlottesville's Earthly Cleaning Contact Us Page View           | 1                          |
| Charlottesville's Earthly Cleaning Free Estimate Click Conversion | 1                          |

Display View-through Conversions by Day



Top Display View-through Conversions by Strategy



CTV Click Conversions

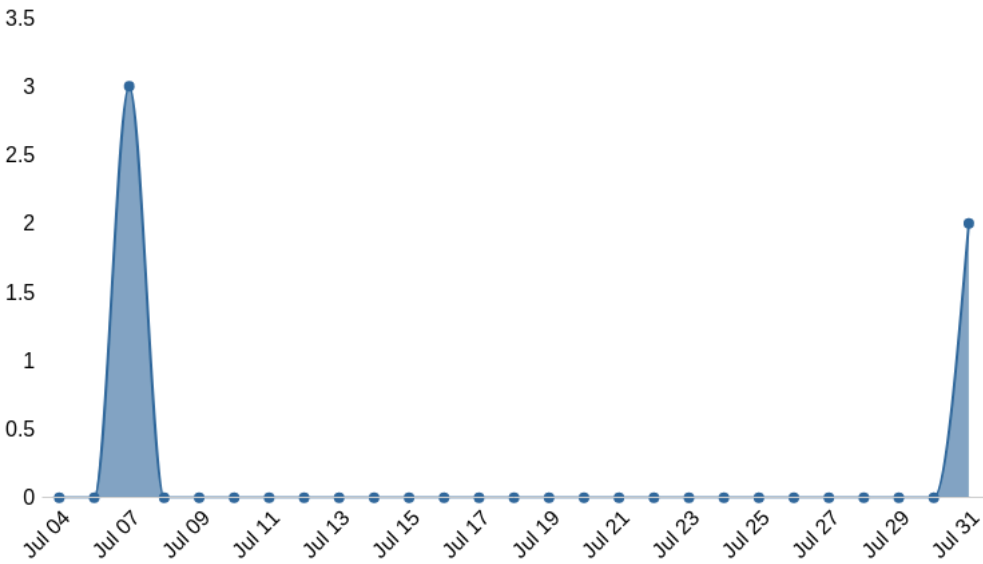


Times users clicked on an ad leading to your site and visited a page or completed an action

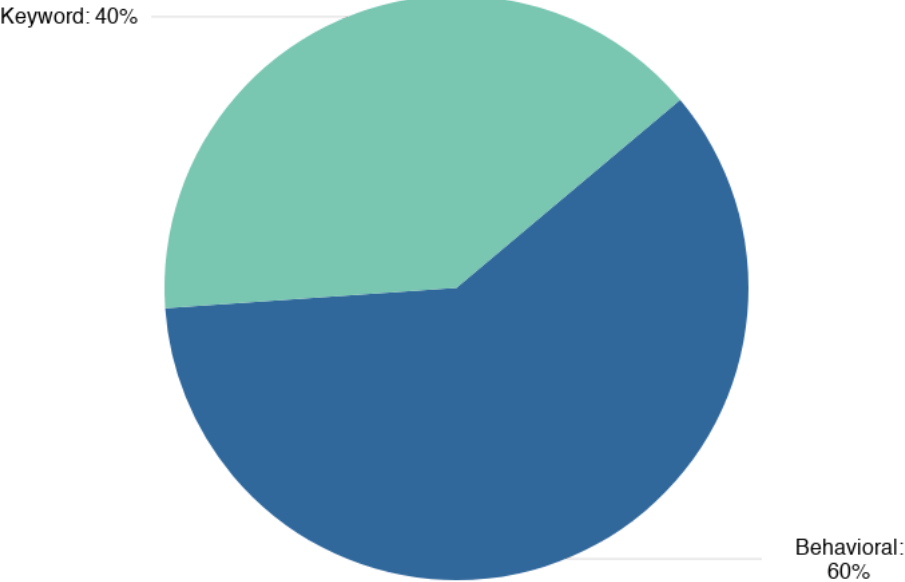
CTV Click Conversion Performance Breakout

| Conversion Name                                                   | Click Conversions ↓ |
|-------------------------------------------------------------------|---------------------|
| Charlottesville's Earthly Cleaning Commercial Cleaning Page View  | 2                   |
| Charlottesville's Earthly Cleaning About Us Page View             | 1                   |
| Charlottesville's Earthly Cleaning Free Estimate Click Conversion | 1                   |
| Charlottesville's Earthly Cleaning Phone Number Click Conversion  | 1                   |

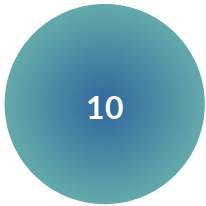
CTV Click Conversions by Day



Top CTV Click Conversions by Strategy



CTV View-through Conversions

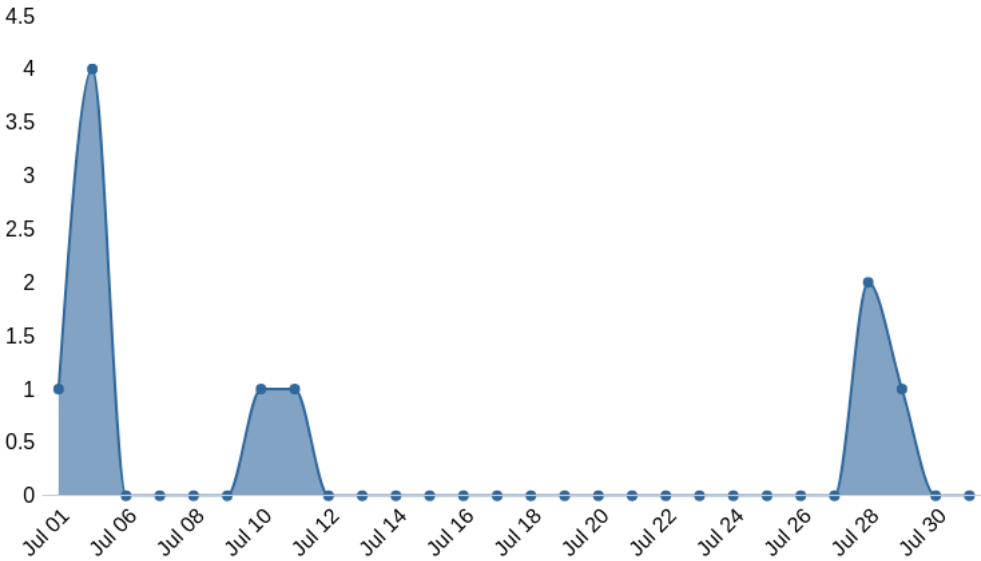


Times users saw an ad, did NOT click, but came to your site and visited a page  
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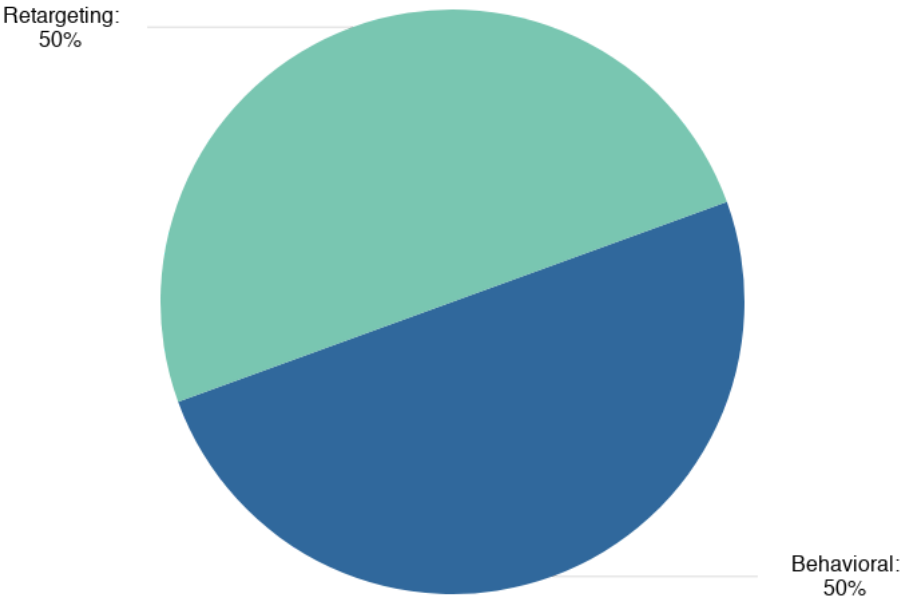
CTV View-through Conversion Performance Breakout

| Conversion Name                                                   | View-through Conversions ↓ |
|-------------------------------------------------------------------|----------------------------|
| Charlottesville's Earthly Cleaning Homepage Visits                | 4                          |
| Charlottesville's Earthly Cleaning Commercial Cleaning Page View  | 2                          |
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| Charlottesville's Earthly Cleaning Contact Us Page View           | 1                          |
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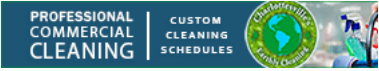
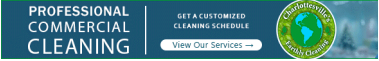
CTV View-through Conversions by Day



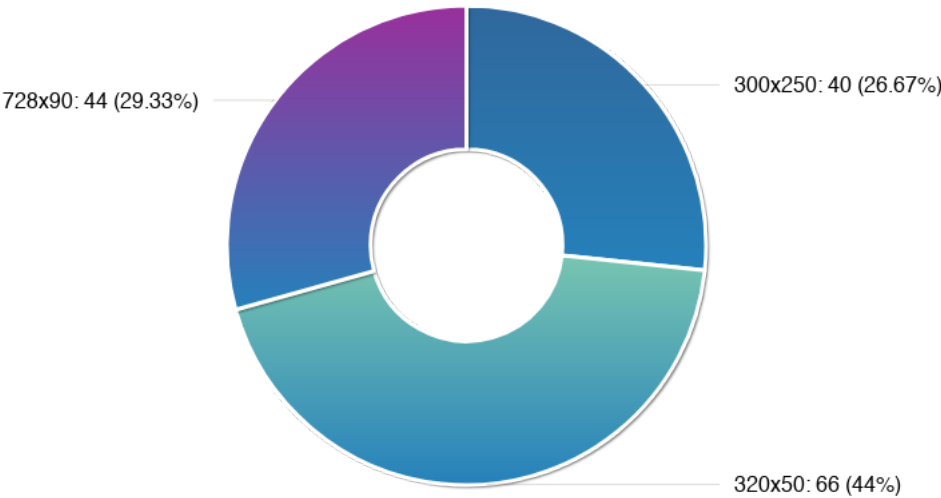
Top CTV View-through Conversions by Strategy



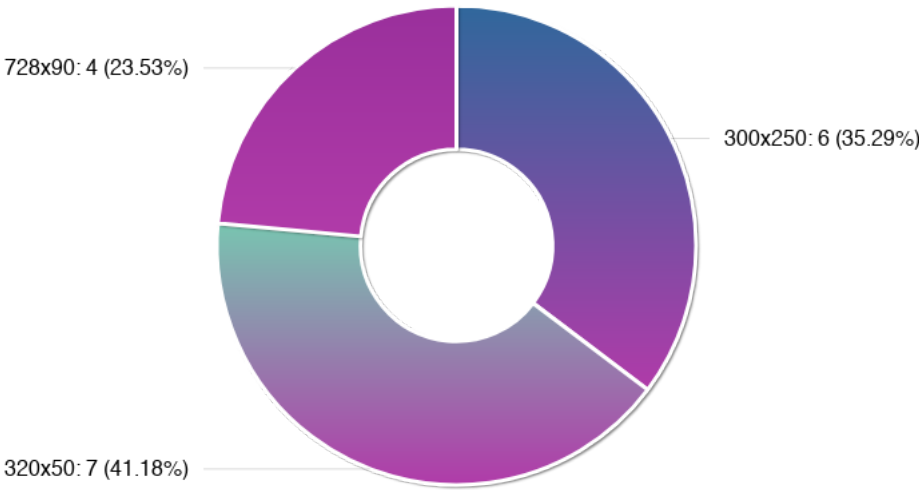
Display Creative Performance

| Preview Image                                                                     | Creative Name                                | Impressions | Clicks ↓ | CTR   | X the National Avg (.07%) |
|-----------------------------------------------------------------------------------|----------------------------------------------|-------------|----------|-------|---------------------------|
|   | Charlottesville's Earthly Cleaning_320x50    | 11,624      | 37       | 0.32% | 4.55                      |
|   | Charlottesville's Earthly Cleaning_320x50_2  | 11,774      | 29       | 0.25% | 3.52                      |
|   | Charlottesville's Earthly Cleaning_728x90_2  | 9,113       | 28       | 0.31% | 4.39                      |
|  | Charlottesville's Earthly Cleaning_300x250   | 20,084      | 21       | 0.10% | 1.49                      |
|  | Charlottesville's Earthly Cleaning_300x250_2 | 19,877      | 19       | 0.10% | 1.37                      |
|  | Charlottesville's Earthly Cleaning_728x90    | 9,071       | 16       | 0.18% | 2.52                      |

Display Click Performance by Ad Size



Display Conversion Performance by Ad Size



Device Performance

| Device      |                                                                                             |               |        |       |
|-------------|---------------------------------------------------------------------------------------------|---------------|--------|-------|
| Device Name | Description                                                                                 | Impressions ↓ | Clicks | CTR   |
| Desktop     | A personal computing device that remains stationary at one location.                        | 47,627        | 46     | 0.10% |
| Mobile      | A portable electronic device that can connect to the internet.                              | 28,864        | 88     | 0.30% |
| Tablet      | A portable personal computer with a touchscreen interface that can connect to the internet. | 5,052         | 16     | 0.32% |

Site and App Performance

| Name                | Impressions ↓ | Clicks | CTR   |
|---------------------|---------------|--------|-------|
| aol.com             | 9,234         | 0      | 0.00% |
| msn.com             | 7,890         | 0      | 0.00% |
| zillow.com          | 3,052         | 0      | 0.00% |
| imdb.com            | 1,486         | 0      | 0.00% |
| milb.com            | 1,225         | 1      | 0.08% |
| ebay.com            | 1,203         | 0      | 0.00% |
| usatoday.com        | 1,134         | 2      | 0.18% |
| foxnews.com         | 725           | 0      | 0.00% |
| huffpost.com        | 656           | 2      | 0.30% |
| biblegateway.com    | 611           | 1      | 0.16% |
| wikihow.com         | 531           | 0      | 0.00% |
| x.com               | 480           | 0      | 0.00% |
| legacy.com          | 477           | 0      | 0.00% |
| mybluelight.com     | 402           | 0      | 0.00% |
| lovewhatmatters.com | 389           | 0      | 0.00% |
| apnews.com          | 385           | 1      | 0.26% |
| wset.com            | 368           | 0      | 0.00% |
| nypost.com          | 340           | 12     | 3.53% |
| sciencedaily.com    | 340           | 0      | 0.00% |
| radiopaedia.org     | 338           | 0      | 0.00% |

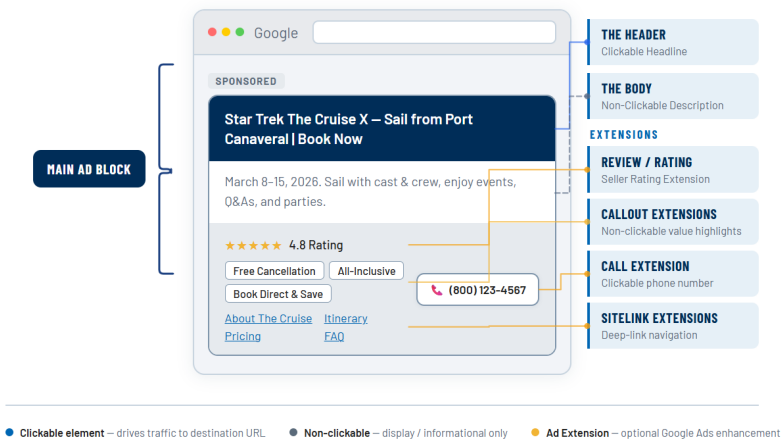
**Cost:** Amount Spent on the PPC campaign. You are charged when a Click occurs on an ad.

**Avg. CPC:** The amount paid for your Ads divided by your total Clicks.

*Note: Costs do not include management fee*

*"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.*

*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.*



*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.*

**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.

*"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

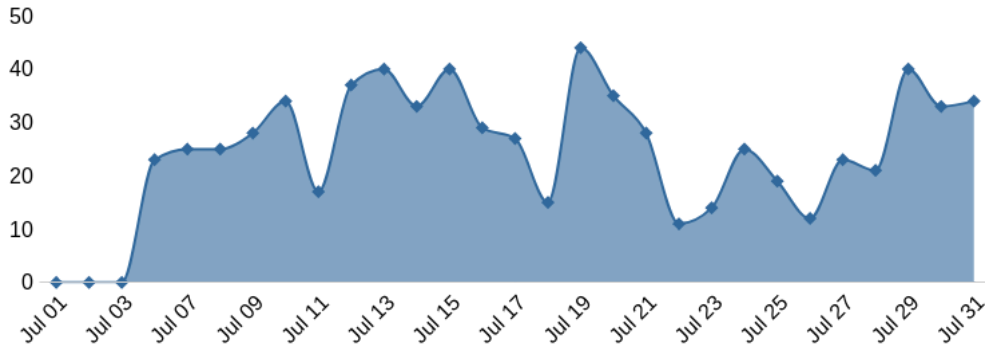
| Creative Group Name                                                                                  | Search Themes                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Client Ad Cost | Client CPE | Impressions | Events ↓ | Event Rate |
|------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------|------------|-------------|----------|------------|
| Charlottesville's Earthly Cleaning - Commercial Cleaning/Business Owners/Retargeting Performance Max | building cleaning services,building maintenance services,business cleaning services,carpet cleaning services,cleaning service near me,commercial building cleaning,commercial building maintenance,commercial carpet cleaning,commercial cleaning,commercial cleaning companies,commercial cleaning near me,commercial cleaning services,commercial disinfecting,commercial floor cleaning,commercial janitorial services,commercial kitchen cleaning,contract cleaning services,corporate cleaning services,corporate office cleaning,deep cleaning services,disinfecting services near me,event cleaning services,facility cleaning services,floor cleaning services,floor maintenance services,floor strip and wax services,healthcare facility cleaning,hotel cleaning services,industrial cleaning services,janitorial cleaning near me,janitorial office cleaning services,janitorial services,medical facility cleaning,office cleaning,office cleaning services,office deep cleaning service,office disinfecting services,office disinfection cleaning,office janitorial cleaning,office sanitization near me,post-construction cleaning,professional cleaning services,professional sanitation services,restaurant cleaning services,retail store cleaning,routine office cleaning,sanitization services for businesses,scheduled office | 1,675.89       | 0.14       | 50,486      | 12,395   | 24.55%     |

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

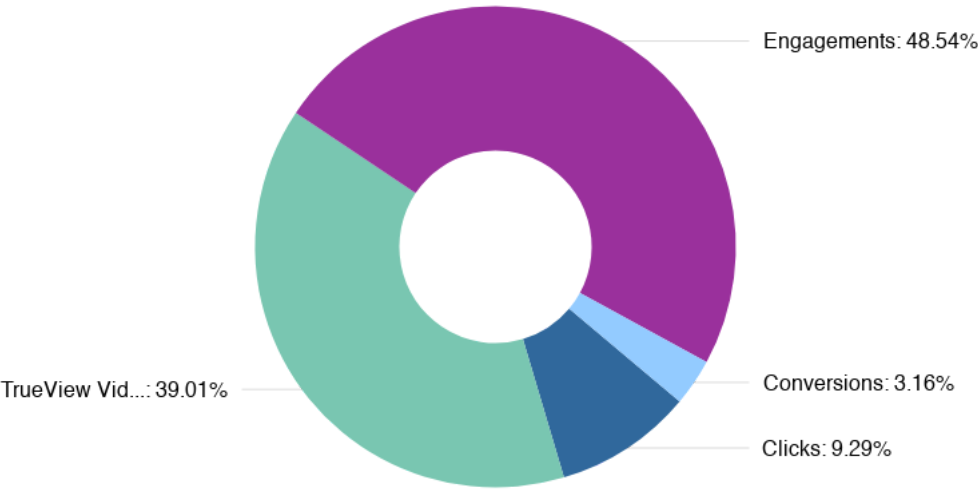


Performance Max Click Conversion Performance

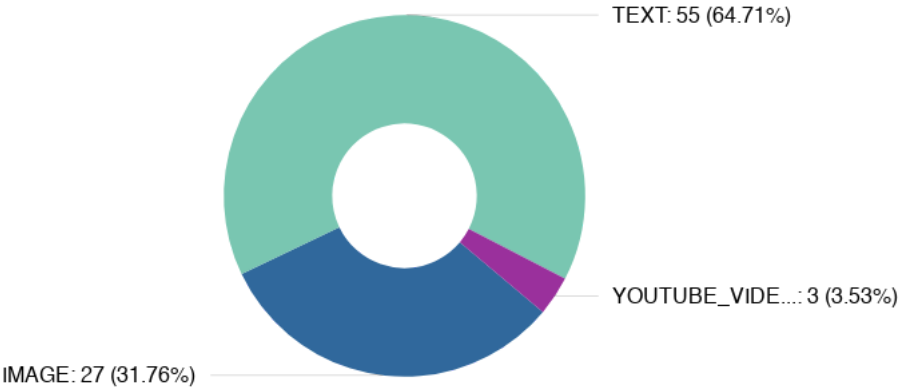
| Conversion Action Name                                            | Click Conversions ↓ |
|-------------------------------------------------------------------|---------------------|
| Charlottesville's Earthly Cleaning Contact Us Page View           | 275                 |
| Charlottesville's Earthly Cleaning Commercial Cleaning Page View  | 234                 |
| Charlottesville's Earthly Cleaning Request Quote Click Conversion | 176                 |
| Charlottesville's Earthly Cleaning Phone Number Click Conversion  | 25                  |

"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



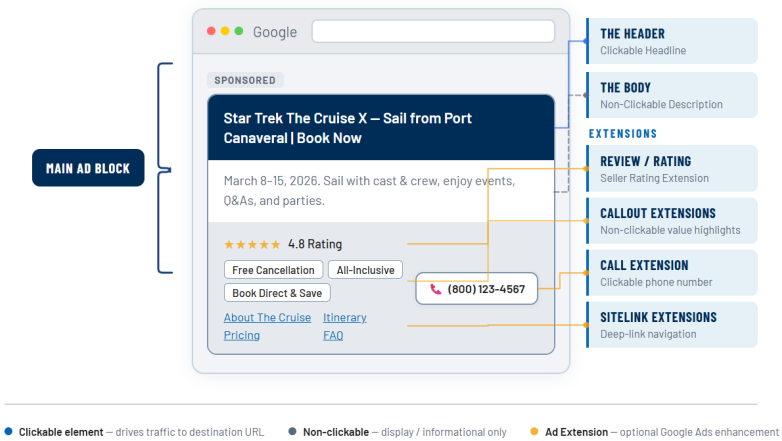
Creative Type by Quantity



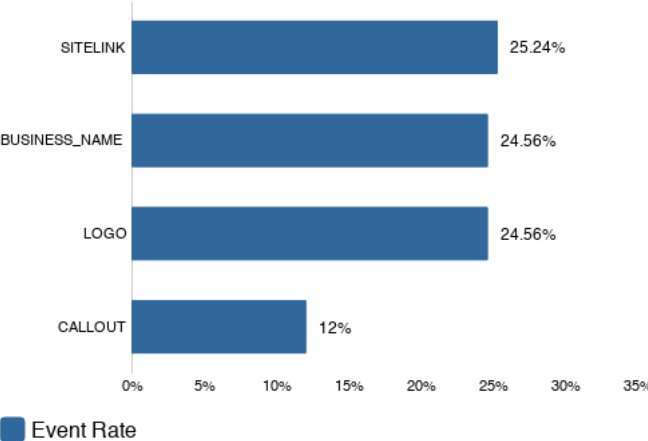
Performance Max Top 5 Extension Performance

| Type     | Extension (upgraded)                                                                          | Impressions | Events | Event Rate ↓ | Client Ad Cost | Client CPE |
|----------|-----------------------------------------------------------------------------------------------|-------------|--------|--------------|----------------|------------|
| CALLOUT  | OSHA Certified                                                                                | 11          | 3      | 27.27%       | 1.32           | 0.44       |
| SITELINK | We're ready to help-call us, Get your quote & schedule today, Reach Out To Us Today           | 48,957      | 12,358 | 25.24%       | 1,650.11       | 0.13       |
| SITELINK | Odors, bacteria, stains, removed, Customized cleaning for your needs, Carpet & Floor Cleaning | 48,958      | 12,358 | 25.24%       | 1,650.11       | 0.13       |
| SITELINK | Office buildings to medical centers, One-time or on-going cleaning, Building & Event Cleaning | 48,959      | 12,358 | 25.24%       | 1,650.11       | 0.13       |
| SITELINK | Tell us what you need today, Let us show you what we can do, Customized Cleaning Quote        | 48,956      | 12,357 | 25.24%       | 1,646.87       | 0.13       |

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.

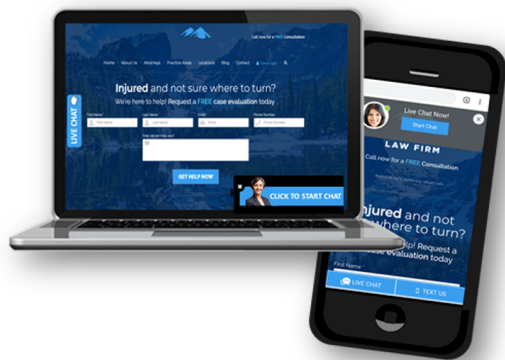


Performance Max Extension Type Performance



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“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.

## 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.