



Digital Marketing Report

Impressions

How many ads were served:

39,751

Clicks

Times a user clicked on an ad

263

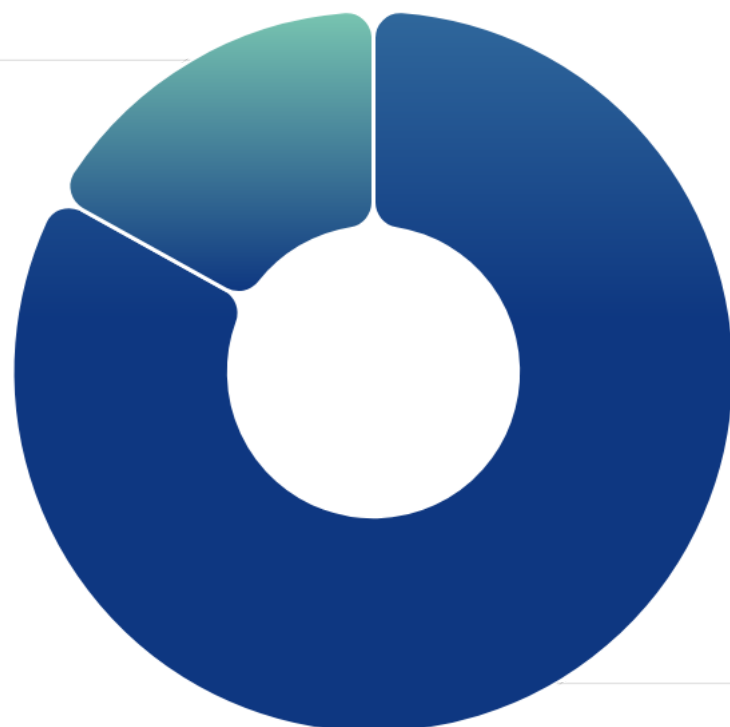
Events

570

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

Your Product Breakout by Impressions

PMax



Online
Audio

Event Rate

8.47%

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

**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.*



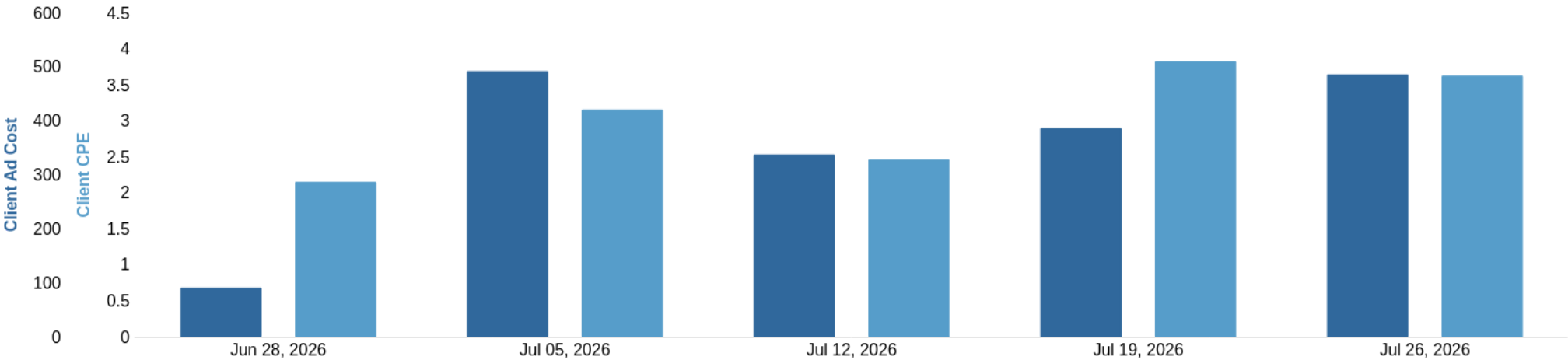
Performance Max Cost



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%)
Peters - Columbia - Homeowners/HVAC/Air Conditioning Audio	16,636	0	0.00%	0.00
Peters - Columbia - AI Audio	16,386	0	0.00%	0.00
Peters - Columbia - HVAC Services/Homeowners/Retargeting Performance Max	6,729	263	3.91%	55.84



Online Audio Creative Performance

Creative Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Peters - Columbia_PHA WF 0823 30 Radio.mp3.mp3	16,764	0	0.00%	0.00
Peters - Columbia_PHAC RA Comfort 24.mp3.mp3	16,258	0	0.00%	0.00

Online Audio Completion Performance by Line Item

Line Item Name	25% Completed ↓	50% Completed	75% Completed	100% Completed
Peters - Columbia - Homeowners/HVAC/Air Conditioning Audio	99.85%	99.80%	99.73%	99.66%
Peters - Columbia - AI Audio	99.82%	99.66%	99.44%	99.26%



BARCK+ Zip Code Performance

Zip Code	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
65203	6,400	0	0.00%	0.00
65202	4,423	0	0.00%	0.00
65109	4,369	0	0.00%	0.00
65251	3,145	0	0.00%	0.00
65101	2,501	0	0.00%	0.00
65201	2,337	0	0.00%	0.00
65043	1,799	0	0.00%	0.00
65233	1,318	0	0.00%	0.00
65265	1,274	0	0.00%	0.00
65255	1,237	0	0.00%	0.00
65231	991	0	0.00%	0.00
65240	703	0	0.00%	0.00
65018	376	0	0.00%	0.00
65063	359	0	0.00%	0.00
65010	345	0	0.00%	0.00
65248	309	0	0.00%	0.00
65243	296	0	0.00%	0.00
65068	85	0	0.00%	0.00
65279	73	0	0.00%	0.00
65039	49	0	0.00%	0.00



Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Connected Audio	An internet enabled device, like Smart Speakers, Connected Cars, or Streaming Boxes, that allow audio content.	33,022	0	0.00%



Site and App Performance

Name	Impressions ↓	Clicks	CTR
zimmercommunications.com	1,122	0	0.00%
cumulusmedia.com	534	0	0.00%
idobi.com	524	0	0.00%
prostreaming.net	73	0	0.00%
live365.com	24	0	0.00%
tunein.com	19	0	0.00%
wbgo.org	8	0	0.00%
harvardmedia.com	7	0	0.00%
iheart.com	6	0	0.00%
181fm.com	5	0	0.00%



Performance Max Creative Group Performance

Creative Group Name	Search Themes	Client Ad Cost	Client CPE	Impressions	Events ↓	Event Rate
Peters - Columbia - HVAC Services/Homeowners/Retargeting Performance Max	AC repair,air conditioning installation,air conditioning repair,air conditioning service,air purifier installation,commercial HVAC repair,ductless mini-split,emergency AC service,emergency HVAC repair,furnace installation,furnace repair,geothermal heating,heating and air conditioning,heating system check-up,HVAC financing,HVAC maintenance,HVAC repair,HVAC services Columbia MO,HVAC services near me,Jefferson City MO HVAC,local HVAC company,Peters Heating and Air,thermostat replacement,Trane dealer	1,790.27	3.14	6,729	570	8.47%
Total		1,790.27	3.14	6,729	570	8.47%

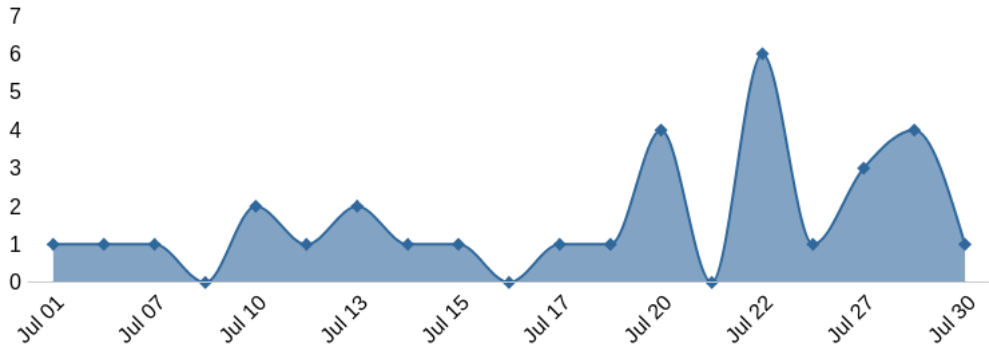


Performance Max Click Conversions



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

Performance Max Click Conversions by Day



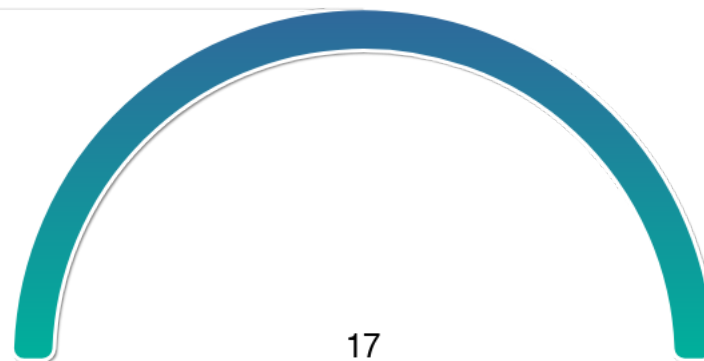
Performance Max Click Conversion Performance

Conversion Action Name	Click Conversions ↓
Peters Heating & Air Conditioning Products Page View	7
Peters Financing Page View	2
Peters About Us Page View	2
Peters Troy Location Page View	2
Peters Heating & Air Conditioning Services Page View	1



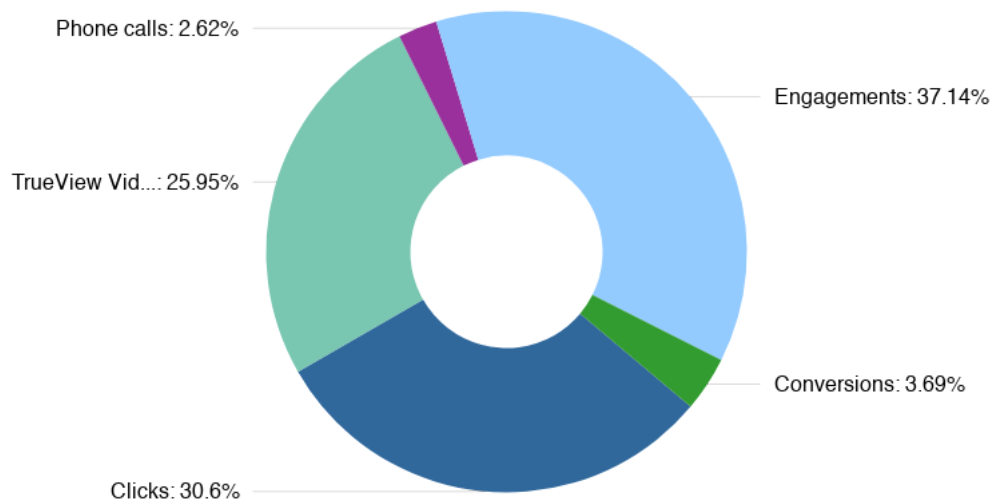
Performance Max Other Google Conversions - these are automatic conversions Google tracks based on actions taken from your ads

Calls from ads: 100%

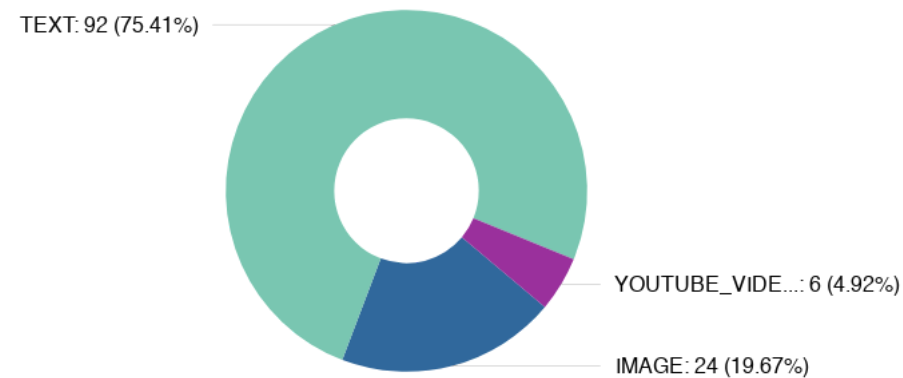


"Calls from ads" refers to a qualified conversion, meaning that the call had to go through and last for at least 60 seconds for it to be counted.

Event Breakdown by Type



Creative Type by Quantity

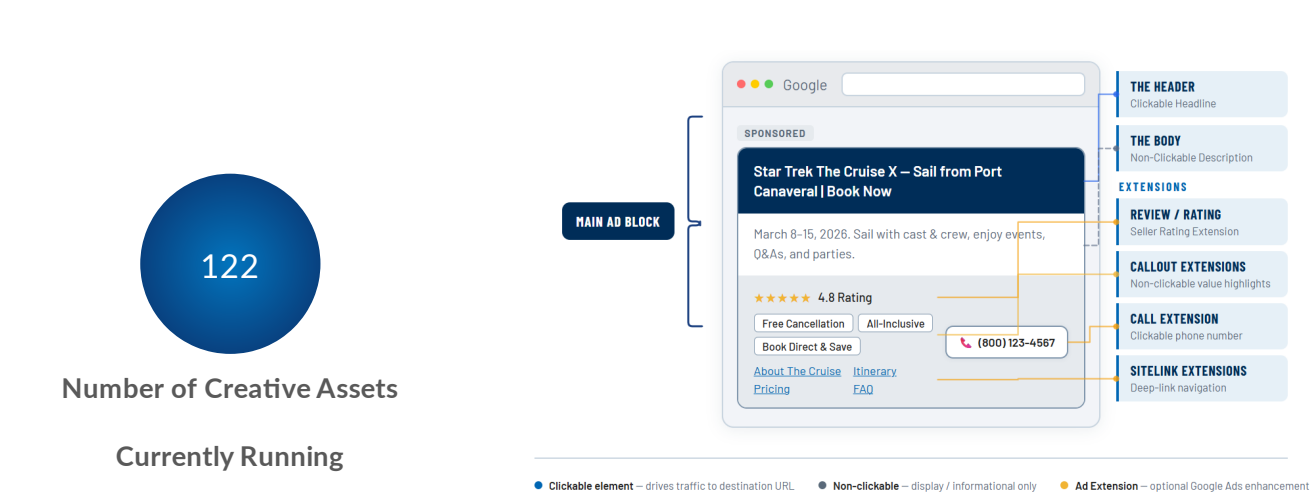




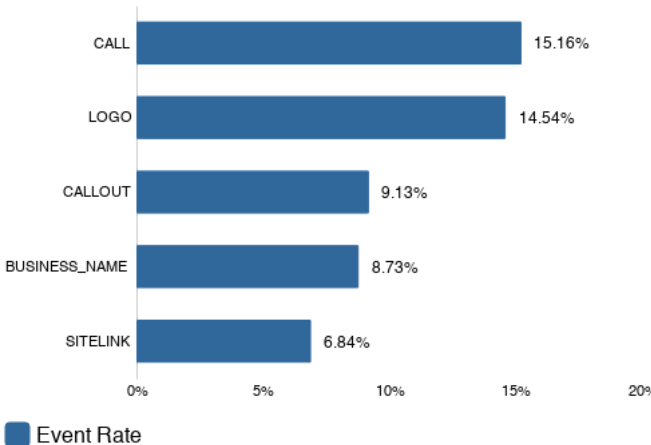
Performance Max Top 5 Extension Performance

Type	Extension (upgraded)	Impressions	Events	Event Rate ↓	Client Ad Cost	Client CPE
CALL	573-443-3660	653	99	15.16%	1,131.58	11.43
LOGO	https://tpc.google syndication.com/simgad/17958937858063245282	952	140	14.71%	1,548.89	11.06
LOGO	Website image - 2026-06-03 13:57:21.409 (1)_1:1.png, https://tpc.google syndication.com/simgad/15989549991015299023	2,620	379	14.47%	134.78	0.36
CALLOUT	Locally Owned & Operated	296	31	10.47%	363.46	11.72
CALLOUT	Licensed HVAC Experts	206	19	9.22%	191.60	10.08

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.



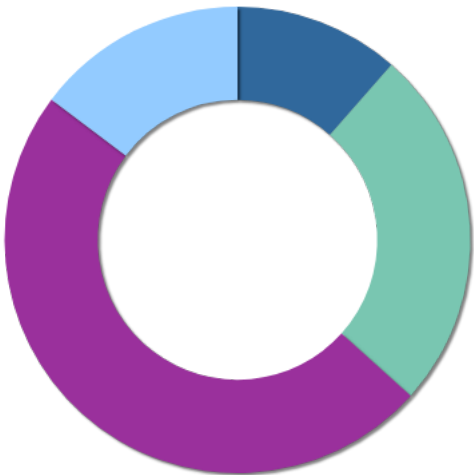
Performance Max Call Reporting Details

Date	Client ↑	Client Phone Number	Phone calls
Jul 03, 2026	Peters - Columbia	573-443-3660	1
Jul 06, 2026	Peters - Columbia	573-443-3660	1
Jul 10, 2026	Peters - Columbia	573-443-3660	2
Jul 12, 2026	Peters - Columbia	573-443-3660	1
Jul 15, 2026	Peters - Columbia	573-443-3660	1
Jul 17, 2026	Peters - Columbia	573-443-3660	3
Jul 20, 2026	Peters - Columbia	573-443-3660	4
Jul 21, 2026	Peters - Columbia	573-443-3660	1
Jul 22, 2026	Peters - Columbia	573-443-3660	1
Jul 27, 2026	Peters - Columbia	573-443-3660	1
Jul 28, 2026	Peters - Columbia	573-443-3660	4
Jul 30, 2026	Peters - Columbia	573-443-3660	1
Jul 31, 2026	Peters - Columbia	573-443-3660	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.



How customers search for your business on Google



Business Impressions Desktop Maps	121	Business Impressions Desktop Search	265
Business Impressions Mobile Search	512	Business Impressions Mobile Maps	155

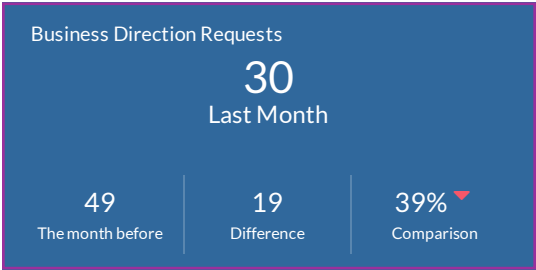
Business Impressions Desktop Search: Business impressions on Google Search on Desktop devices

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

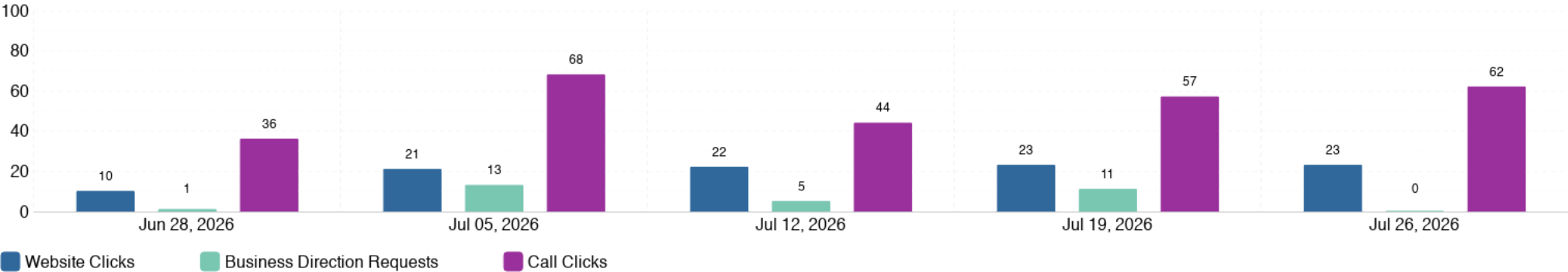
Business Impressions Maps Desktop: Business impressions on Google Maps on Desktop devices

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.