



Digital Marketing Report

Impressions

How many ads were served:

233,499

Clicks

Times a user clicked on an ad

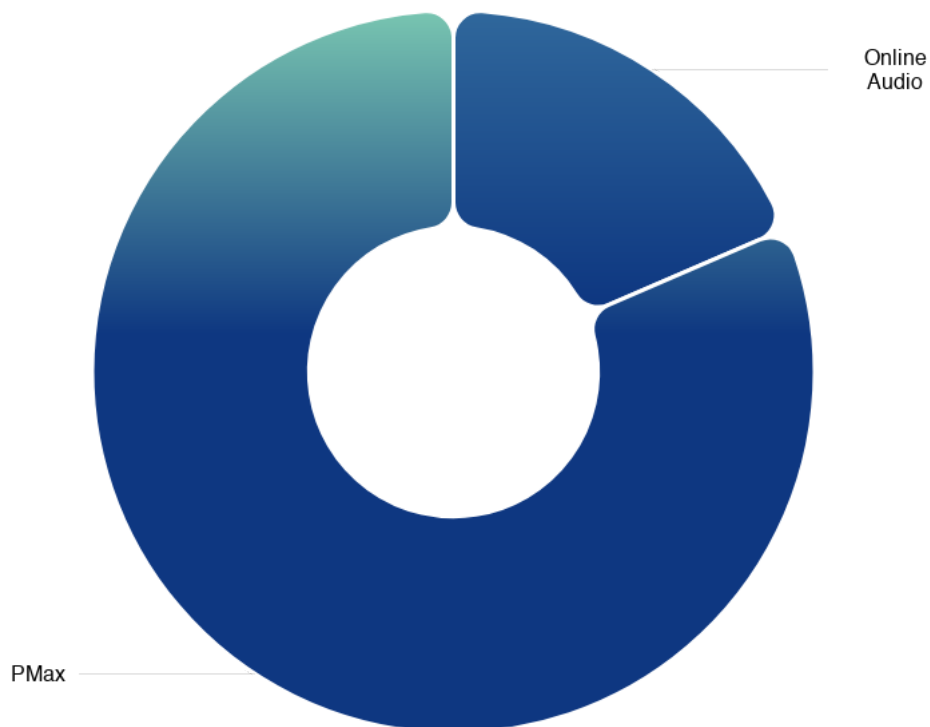
6,601

Events

14,604

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

Your Product Breakout by Impressions



Event Rate

7.68%

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

**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.*



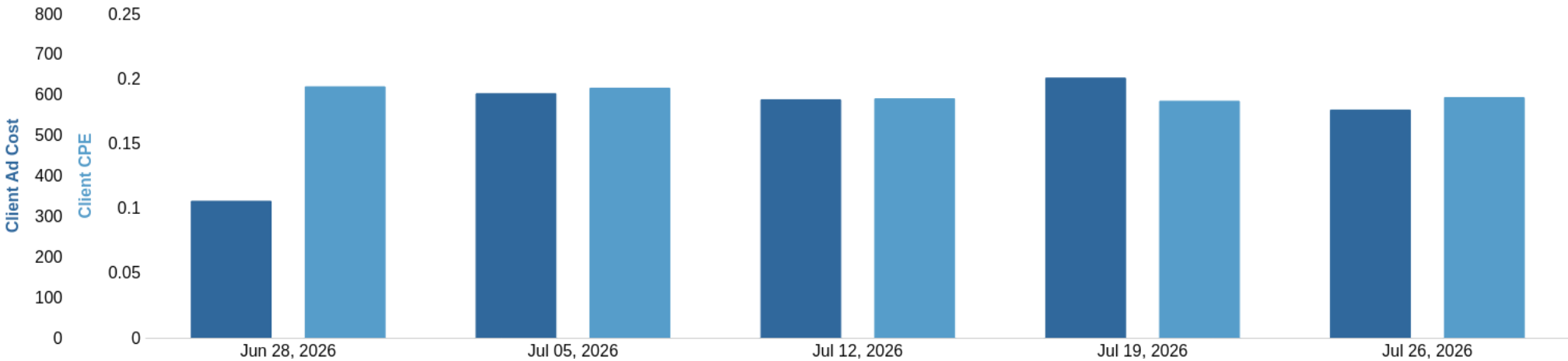
Performance Max Cost



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 - Troy - HVAC Services/Homeowners/Retargeting Performance Max	190,249	6,601	3.47%	49.57
Peters - Troy - Homeowners/HVAC/Air Conditioning Audio	23,488	0	0.00%	0.00
Peters - Troy - AI Audio	19,762	0	0.00%	0.00



Online Audio Creative Performance

Creative Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Peters - Troy_PHA WF 0823 30 Radio.mp3.mp3	23,098	0	0.00%	0.00
Peters - Troy_PHAC RA Comfort 24.mp3.mp3	20,152	0	0.00%	0.00

Online Audio Completion Performance by Line Item

Line Item Name	25% Completed ↓	50% Completed	75% Completed	100% Completed
Peters - Troy - Homeowners/HVAC/Air Conditioning Audio	99.83%	99.78%	99.71%	99.64%
Peters - Troy - AI Audio	99.78%	99.69%	99.59%	99.47%



BARCK+ Zip Code Performance

Zip Code	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
63385	5,979	0	0.00%	0.00
63376	5,692	0	0.00%	0.00
63366	3,593	0	0.00%	0.00
63379	3,414	0	0.00%	0.00
63304	3,282	0	0.00%	0.00
63301	3,055	0	0.00%	0.00
63368	3,054	0	0.00%	0.00
63303	2,901	0	0.00%	0.00
63367	2,764	0	0.00%	0.00
63090	2,582	0	0.00%	0.00
63334	1,586	0	0.00%	0.00
63380	1,334	0	0.00%	0.00
63362	630	0	0.00%	0.00
63390	617	0	0.00%	0.00
62036	254	0	0.00%	0.00
63361	251	0	0.00%	0.00
63389	243	0	0.00%	0.00
63068	226	0	0.00%	0.00
63348	154	0	0.00%	0.00
63349	146	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.	43,250	0	0.00%



Site and App Performance

Name	Impressions ↓	Clicks	CTR
iheart.com	696	0	0.00%
wotrradionetwork.com	22	0	0.00%
bonneville.com	17	0	0.00%
live365.com	13	0	0.00%
powerhitz.com	12	0	0.00%
cumulusmedia.com	6	0	0.00%
redcircle.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 - Troy - HVAC Services/Homeowners/Retargeting Performance Max	24/7 AC repair,AC tune-up,affordable furnace service,air conditioning installation,air conditioning repair,best HVAC installers,commercial HVAC services,ductless mini-split installation,emergency hvac repair,furnace repair,heat pump repair Troy MO,heating and air conditioning,heating system check-up,HVAC maintenance,HVAC services near me,indoor air quality solutions,local HVAC company,peters heating and air,thermostat replacement	2,730.58	0.19	190,249	14,604	7.68%
Total		2,730.58	0.19	190,249	14,604	7.68%

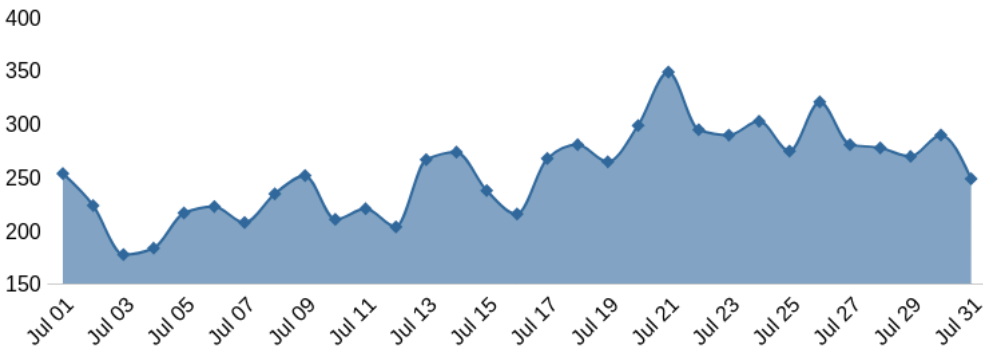


Performance Max Click Conversions



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

Performance Max Click Conversions by Day



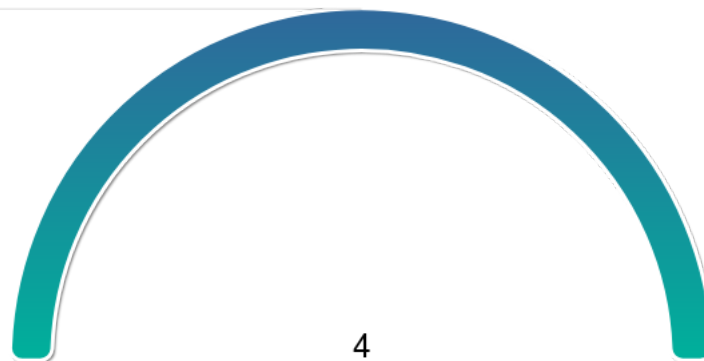
Performance Max Click Conversion Performance

Conversion Action Name	Click Conversions ↓
Peters Troy Location Page View	7,907
Peters Financing Page View	3
Peters About Us Page View	3
Peters Heating & Air Conditioning Services Page View	2
Peters Geothermal Page View	1



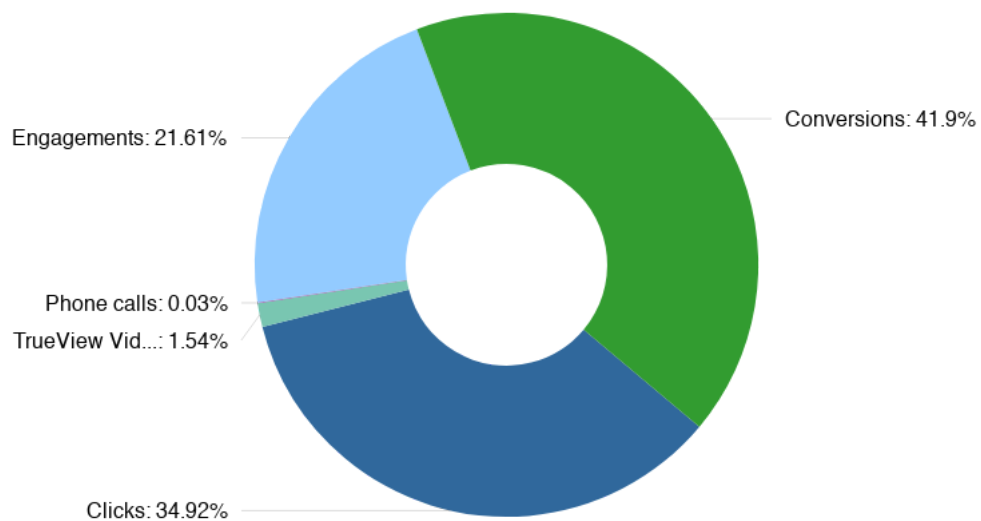
Performance Max Other Google Conversions - these are automatic conversions Google tracks based on actions taken from your ads

Calls from ads: 100%

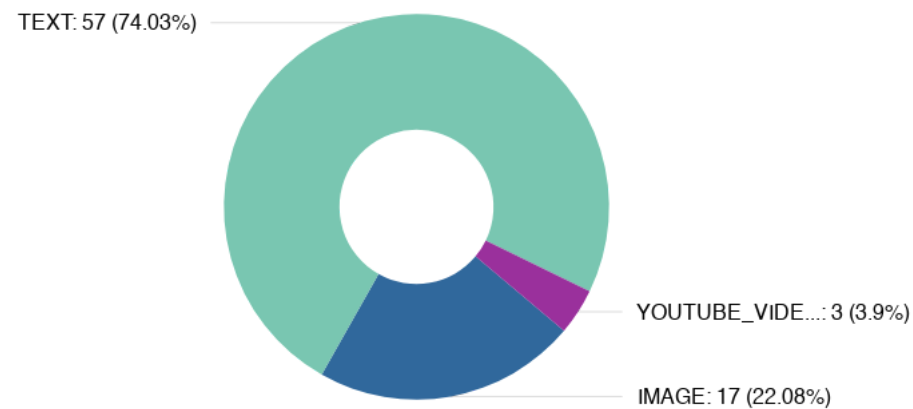


"Calls from ads" refers to a qualified conversion, meaning that the call had to go through and last for at least 60 seconds for it to be counted.

Event Breakdown by Type



Creative Type by Quantity

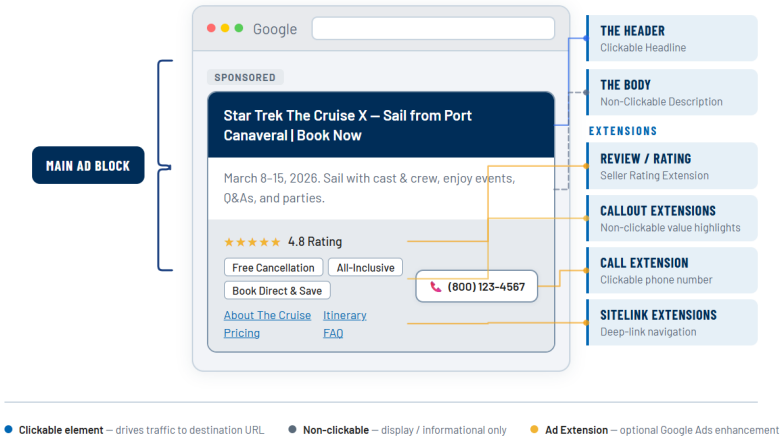




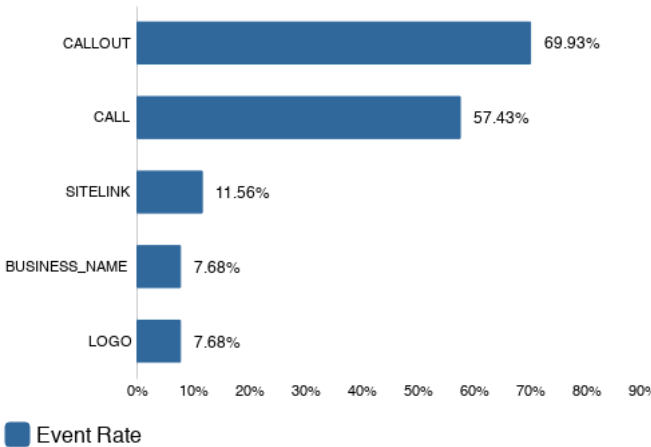
Performance Max Top 5 Extension Performance

Type	Extension (upgraded)	Impressions	Events	Event Rate ↓	Client Ad Cost	Client CPE
CALLOUT	Locally Owned & Operated	45	37	81.11%	5.26	0.14
LOGO	https://tpc.googlesyndication.com/simgad/17958937858063245282	164	120	73.17%	13.51	0.11
CALLOUT	24/7 Emergency Service	28	20	71.43%	3.68	0.18
CALLOUT	Licensed HVAC Experts	31	22	70.97%	3.40	0.15
CALL	636-462-5161	74	43	57.43%	5.34	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



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.



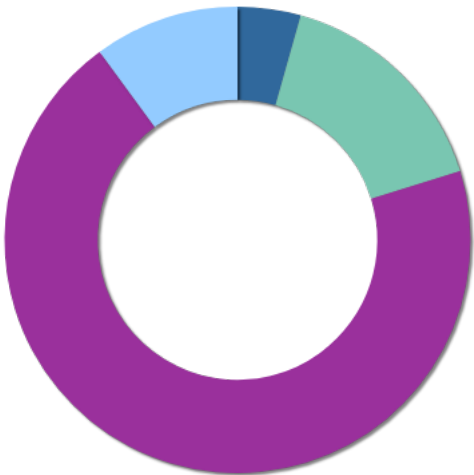
Performance Max Call Reporting Details

Date	Client ↑	Client Phone Number	Phone calls
Jul 10, 2026	Peters - Troy	636-462-5161	1
Jul 14, 2026	Peters - Troy	636-462-5161	1
Jul 15, 2026	Peters - Troy	636-462-5161	1
Jul 31, 2026	Peters - Troy	636-462-5161	2

“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	47	Business Impressions Desktop Search	170
Business Impressions Mobile Search	747	Business Impressions Mobile Maps	108

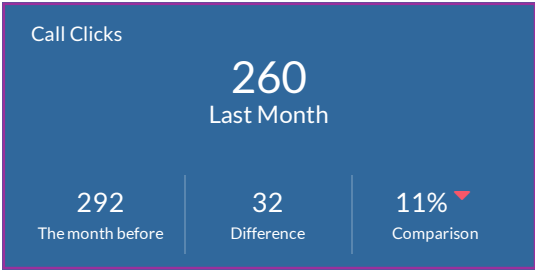
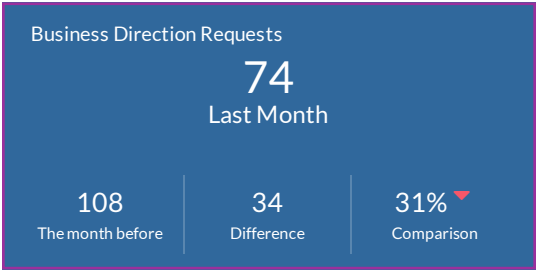
Business Impressions Desktop Search: Business impressions on Google Search on Desktop devices

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

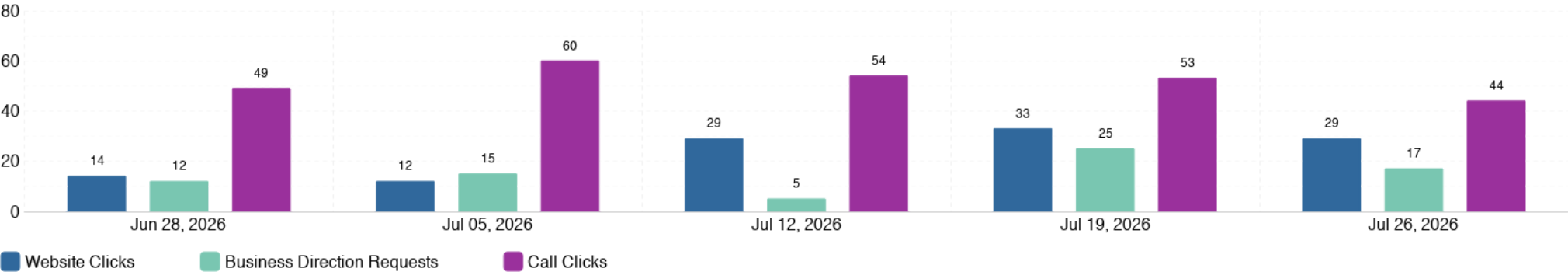
Business Impressions Maps Desktop: Business impressions on Google Maps on Desktop devices

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



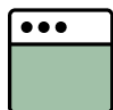
Live Chat



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.