

Digital Marketing Report

**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

Social Mirror Creative AI Performance

Creative					
Creative Name	Variant Name	Creative Format	Preview Link	Percentage Served ↓	CTR
Clinkscales Elder Law_12.4_Social Mirror_Your Medicaid, VA benefits and crisis care planning experts are one phone call away!	Variant: V_00007	Video	Click to View	28.57%	0.00%
Clinkscales Elder Law_12.4_Social Mirror_Your Medicaid, VA benefits and crisis care planning experts are one phone call away!	Variant: V_00008	Video	Click to View	28.57%	0.00%
Clinkscales Elder Law_12.4_Social Mirror_Your Medicaid, VA benefits and crisis care planning experts are one phone call away!	Variant: V_00012	Video	Click to View	14.29%	0.00%
Clinkscales Elder Law_12.4_Social Mirror_Your Medicaid, VA benefits and crisis care planning experts are one phone call away!	Variant: V_00006	Video	Click to View	14.29%	0.00%
Clinkscales Elder Law_12.4_Social Mirror_Your Medicaid, VA benefits and crisis care planning experts are one phone call away!	Variant: V_00004	Video	Click to View	14.29%	0.00%

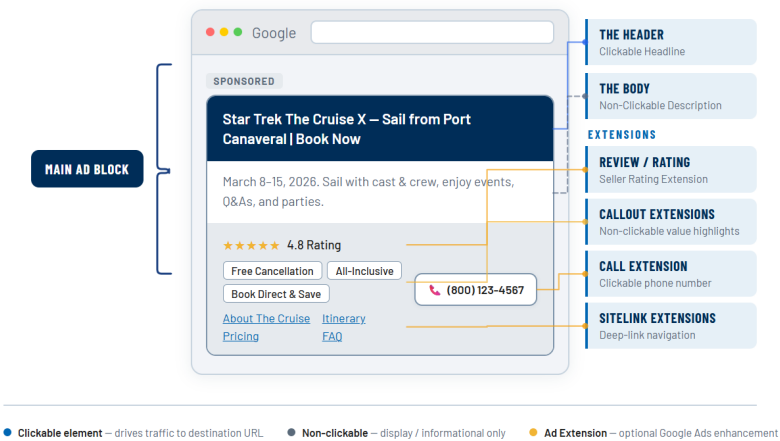
Cost: Amount Spent on the PPC campaign. You are charged when a Click occurs on an ad.

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.

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.