

28,986

IMPRESSIONS

1,414

CLICKS

4.88%

CTR

69.69

X THE NATIONAL AVG (.07%)

4.88%

TOTAL ENGAGEMENT RATE



Impressions: How many ads were served

Clicks: How many times a user clicked on an ad

CTR: "Click-through Rate" which is $(\text{Clicks} / \text{Impressions}) \times 100$

X THE NATIONAL AVG: Number of times greater than the .07% National Average CTR

TOTAL ENGAGEMENT RATE: $(\text{Clicks} + \text{View-throughs}) / \text{Impressions} \times 100^*$

(A View-through is how many people saw an ad, did NOT click, but came to your site and visited a page or completed an action)

**Note: Total Engagement Rate does not include Mobile Conquesting View-throughs. For Meta and TikTok campaigns, Total Engagement Rate includes both Click Conversions and View-throughs due to differences in Conversion tracking. If total engagement rate equals your CTR, there were no view-throughs reported.*

Line Item Performance

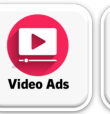
Strategy Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
HELOC	3	1	33.33%	476.19
Total	3	1	33.33%	476.19

All Available Products in Our Toolbox:

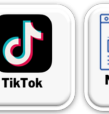
Social Mirror

Mobile Conquesting

OTT Over-The-Top

Video Ads

Amazon Targeting

TikTok

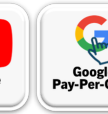
Native Ads

Facebook & Instagram

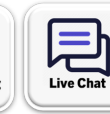
Display Ads

Online Audio

LinkedIn

YouTube

Google Pay-Per-Click

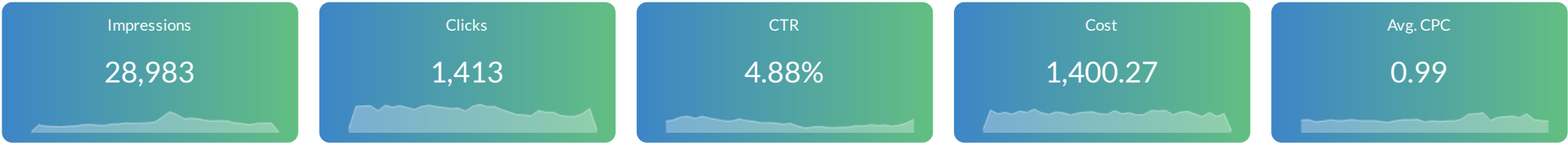
Geo-Framing

Live Chat

SEO Search Engine Optimization

Digital Out-Of-Home

Pay-Per-Click Campaign Performance



PPC Line Item Performance

Ad Group	Impressions	Clicks ↓	CTR	Cost	Avg. CPC
AlaTrust Credit Union - Keyword PPC	28,983	1,413	4.88%	1,400.27	0.99
Total	28,983	1,413	4.88%	1,400.27	0.99

Total PPC Conversions



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

Phone Calls



Times users clicked on the phone number on your ad and completed a call

PPC Conversion Performance

Conversion Action Name	Total Conversions ↓
AlaTrust Credit Union Home page Visits	1,109
Store visits	240
Local actions - Directions	186
AlaTrust Credit Union Contact Us Page View	149
Local actions - Other engagements	147
Clicks to call	137
Local actions - Website visits	87
AlaTrust Credit Union Join Now Click	62
AlaTrust Credit Union Contact Form Submit Click	34
AlaTrust Credit Union Open an Account Click	11

PPC Creative Performance

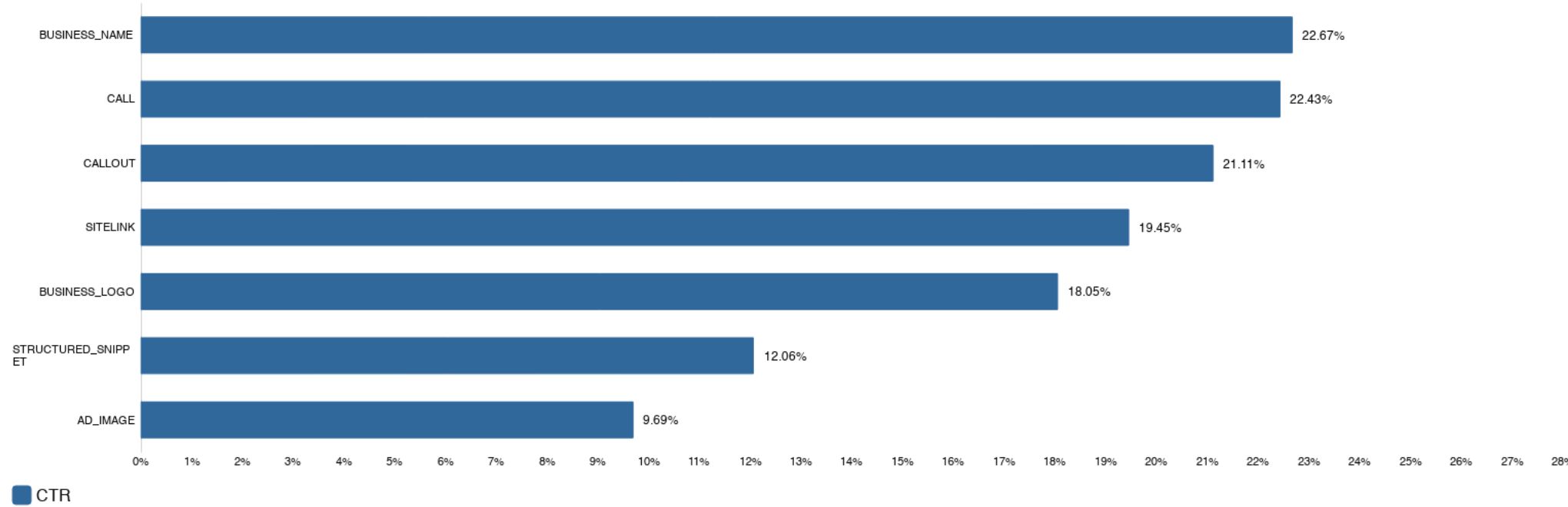
Ad Preview	Ad Group	Impressions	Clicks ↓	CTR	Cost	Avg. CPC
Bank Local With AlaTrust AlaTrust Member Benefits Join AlaTrust Credit Union Secure Online Banking Trusted Alabama Credit Union Serving Alabama Since 1935 Checking & Savings Options AlaTrust Credit Union Low-Rate Loans Available Better Banking Starts Here Bank With AlaTrust Today Open Your Account Today Become A Member Today Financial Solutions For You Credit Union You Can Trust https://www.alatrustedcu.com/ Bank better with AlaTrust Credit Union. Open accounts, save more, and borrow smarter., Join AlaTrust and enjoy competitive loan rates, savings options, and trusted service., Start your membership today and access checking, savings, loans, and more., Experience not-for-profit banking designed to put members first.	AlaTrust Credit Union - Keyword PPC	22,357	1,165	5.21%	1,155.88	0.99
Competitive Car Loan Rates Locally Owned Credit Union The Loan Headquarters The Car Loan Headquarters Every Car Loan Has A Story Your First Stop For Car Loans 3 Months No Payments Affordable Car Loan Rates Extended Terms Car Loans Convenient Pre-Approvals Drive Away Happy With Our Loan Terms To Fit Every Budget Free Car Loan Calculator View Car Loan Rates Car Payment Free Calculator https://www.alatrustedcu.com/Borrow/Auto?panel=Auto-Loans#Auto-Loans Deal with Dealers on a cash basis with our car loans, We have total payment protection available with our car loans, Use our auto rebate vs low interest calculator, We offer extended terms and affordable rates for your car loan	AlaTrust Credit Union - Keyword PPC	6,548	247	3.77%	243.18	0.98
Unlock Your Home Equity Use Your Home's Equity Renovate With Confidence Fund Big Plans With A HELOC Flexible Home Equity Access AlaTrust HELOC Special Borrow What You Need Home Equity Made Easy Pay Off High Interest Debt Finance Home Improvements Turn Equity Into Opportunity Your Equity. Your Future. Access Cash As Needed Apply For A HELOC Today https://www.alatrustedcu.com/Promotions/All/HELOC Access your home equity with a flexible HELOC from AlaTrust Credit Union., Use your HELOC for renovations, debt consolidation, tuition and more., Borrow only what you need with flexible access to your available equity.	AlaTrust Credit Union - Keyword PPC	78	1	1.28%	1.21	1.21

Top 5 Extension Performance

Grid contains more rows, but they have been clipped.

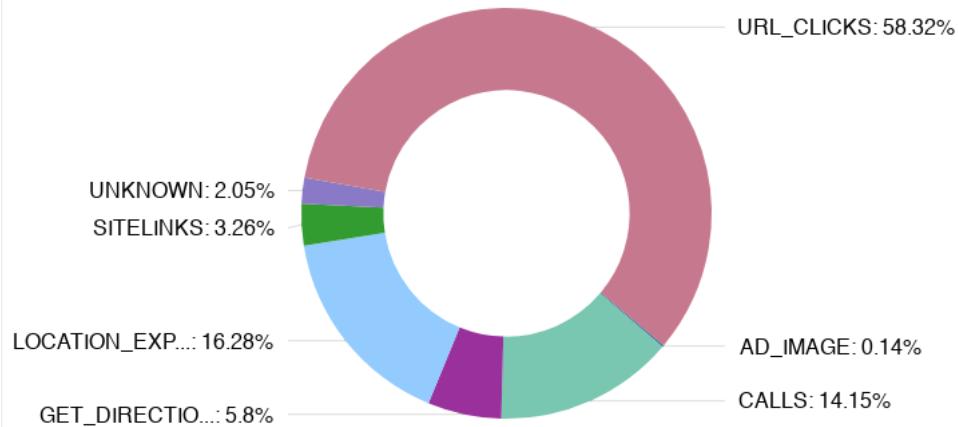
Extension	Extension Type	Impressions	Clicks ↓	CTR	Cost	Avg. CPC
Website image - 2026-04-22 14:15:23.093, https://tpc.googlesyndication.com/simgad/14076300244487762719	BUSINESS_LOGO	5,755	1,039	18.05%	1,154.24	1.11
AlatrustPPC-images-2.png, https://tpc.googlesyndication.com/simgad/16093097907524777462	AD_IMAGE	7,152	666	9.31%	689.26	1.03
AlatrustPPC-images-7.png, https://tpc.googlesyndication.com/simgad/10593245760015371732	AD_IMAGE	6,619	632	9.55%	669.19	1.06
AlatrustPPC-images-9.png, https://tpc.googlesyndication.com/simgad/10010105050410150100	AD_IMAGE	5,442	531	9.76%	549.52	1.03

Extension Type Performance

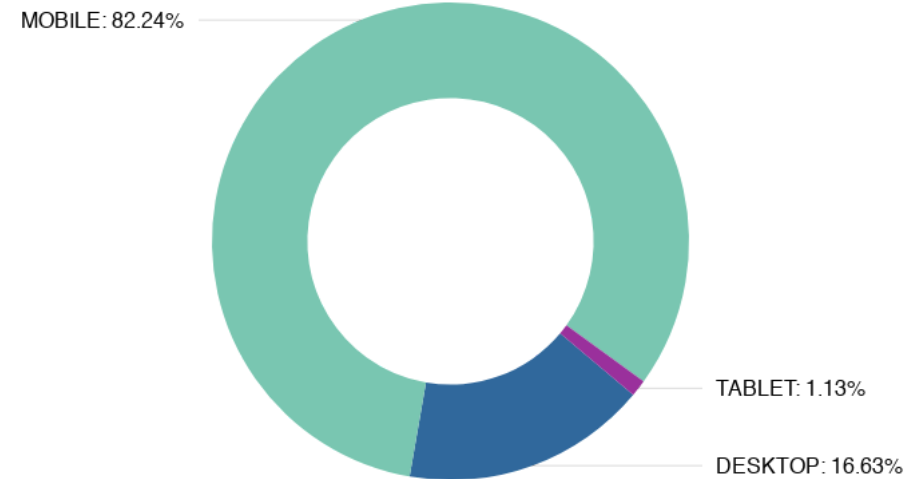


This report shows how many times an ad was clicked that contained that extension, not how many people clicked on that specific extension itself.
 Location Extensions are not currently available to be shown.

Click Type Performance



Device Performance



Headline click: When a user clicks on the main headline of the ad.

Sitelink click: When a user clicks on one of the sitelink extensions that link then directly to a specific page on your site.

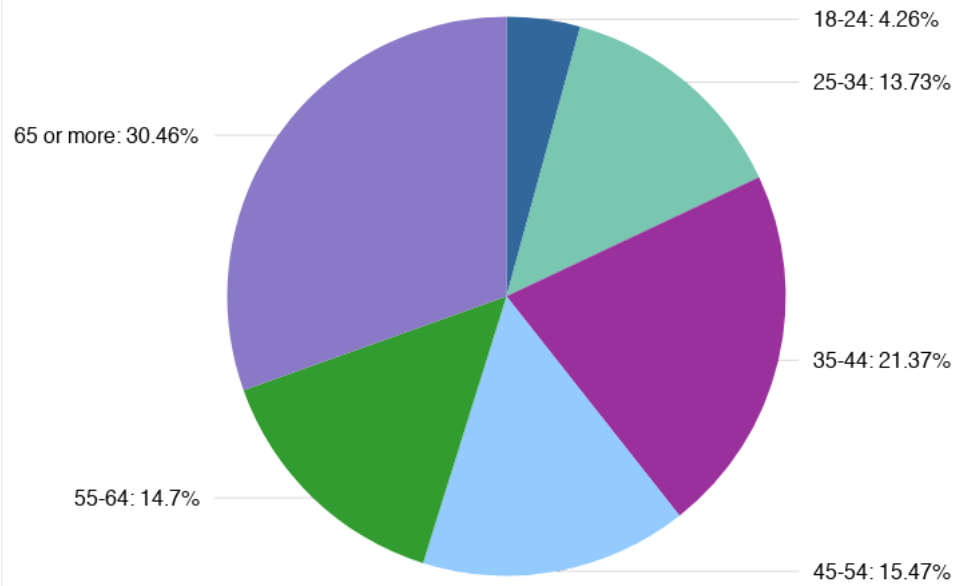
Get location details click: When a user clicks in to expand the client's location in the Maps section of the search results list.

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).

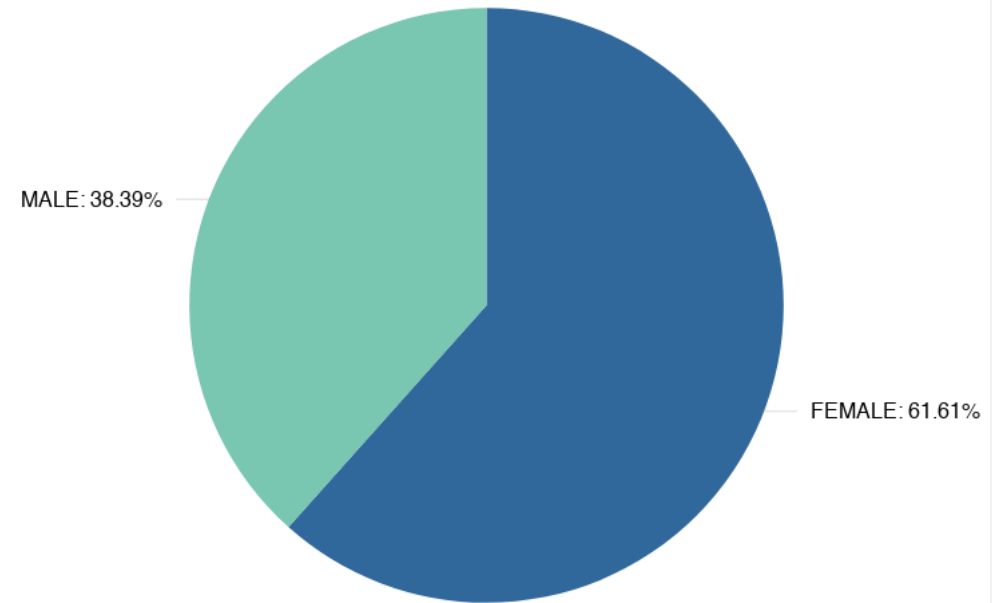
Driving directions click: When a user clicks to get directions to your business.

Call Ad Landing Page click: When a user clicks on the website link of a Call Only Ad.

Click Engagement by Age



Click Engagement by Gender



Grid contains more rows, but they have been clipped.

Top Search Term Performance

Search Term	Ad Group	Impressions	Clicks ↓	CTR	Cost	Avg. CPC
alatrust credit union login	AlaTrust Credit Union - Keyword PPC	129	76	58.91%	9.99	0.13
alatrust credit union near me	AlaTrust Credit Union - Keyword PPC	122	44	36.07%	19.40	0.44
alatrustcu com	AlaTrust Credit Union - Keyword PPC	53	41	77.36%	7.23	0.18
alatrust online banking	AlaTrust Credit Union - Keyword PPC	84	40	47.62%	17.93	0.45
alatrust credit union hoover	AlaTrust Credit Union - Keyword PPC	78	34	43.59%	26.15	0.77
alatrust credit union	AlaTrust Credit Union - Keyword PPC	37	23	62.16%	5.64	0.25
credit unions near me	AlaTrust Credit Union - Keyword PPC	488	23	4.71%	26.95	1.17
alatrust credit union hoover al	AlaTrust Credit Union - Keyword PPC	49	19	38.78%	18.23	0.96
credit union near me	AlaTrust Credit Union - Keyword PPC	326	19	5.83%	14.55	0.77
alltrust credit union	AlaTrust Credit Union - Keyword PPC	28	14	50.00%	17.15	1.22
alatrust credit union birmingham al	AlaTrust Credit Union - Keyword PPC	27	13	48.15%	19.24	1.48
alatrust credit union customer service	AlaTrust Credit Union - Keyword PPC	32	13	40.63%	23.05	1.77
bank near me	AlaTrust Credit Union - Keyword PPC	327	11	3.36%	3.76	0.34
www alatrust credit union	AlaTrust Credit Union - Keyword PPC	44	11	25.00%	14.97	1.36
alabama trust credit union	AlaTrust Credit Union - Keyword PPC	32	10	31.25%	7.88	0.79

Grid contains more rows, but they have been clipped.

Call Reporting Details

Ad Group	Start Time ↑	End Time	Duration (seconds)	Status	Call Tracking DisplayLocation	Caller Area Code	Call Type	Calls Count
AlaTrust Credit Union - Keyword PPC	Jul 01, 2026 10:05 AM	Jul 01, 2026 10:07 AM	110	RECEIVED	AD	404	HIGH_END_MOBILE_SEARCH	1
AlaTrust Credit Union - Keyword PPC	Jul 01, 2026 1:10 PM	Jul 01, 2026 1:11 PM	29	RECEIVED	AD	256	HIGH_END_MOBILE_SEARCH	1
AlaTrust Credit Union - Keyword PPC	Jul 01, 2026 1:11 PM	Jul 01, 2026 1:12 PM	30	RECEIVED	AD	256	HIGH_END_MOBILE_SEARCH	1
AlaTrust Credit Union - Keyword PPC	Jul 01, 2026 1:12 PM	Jul 01, 2026 1:15 PM	177	RECEIVED	AD	256	HIGH_END_MOBILE_SEARCH	1
AlaTrust Credit Union - Keyword PPC	Jul 01, 2026 1:33 PM	Jul 01, 2026 1:35 PM	134	RECEIVED	AD	205	HIGH_END_MOBILE_SEARCH	1
AlaTrust Credit Union - Keyword PPC	Jul 01, 2026 2:15 PM	Jul 01, 2026 2:19 PM	240	RECEIVED	AD	256	HIGH_END_MOBILE_SEARCH	1
AlaTrust Credit Union - Keyword PPC	Jul 01, 2026 2:49 PM	Jul 01, 2026 2:49 PM	10	RECEIVED	AD		HIGH_END_MOBILE_SEARCH	1
AlaTrust Credit Union - Keyword PPC	Jul 01, 2026 3:55 PM	Jul 01, 2026 3:56 PM	11	RECEIVED	AD		HIGH_END_MOBILE_SEARCH	1
AlaTrust Credit Union - Keyword PPC	Jul 01, 2026 4:56 PM	Jul 01, 2026 4:58 PM	113	RECEIVED	AD	205	HIGH_END_MOBILE_SEARCH	1
AlaTrust Credit Union - Keyword PPC	Jul 02, 2026 9:57 AM	Jul 02, 2026 9:59 AM	107	RECEIVED	AD	205	HIGH_END_MOBILE_SEARCH	1
AlaTrust Credit	Jul 02, 2026 11:07	Jul 02, 2026 11:09	120	RECEIVED	AD	256	HIGH_END_MOBILE	1

Desktop Device Performance

3

Impressions

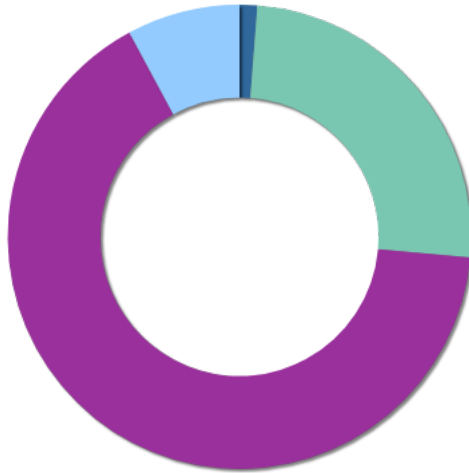
1

Clicks

33.33%

CTR

How customers search for your business on Google



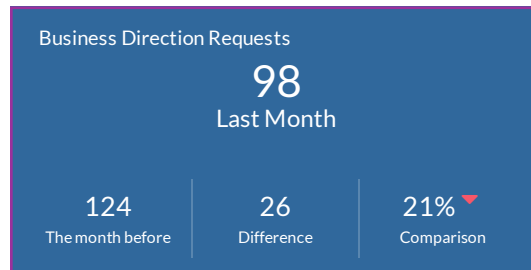
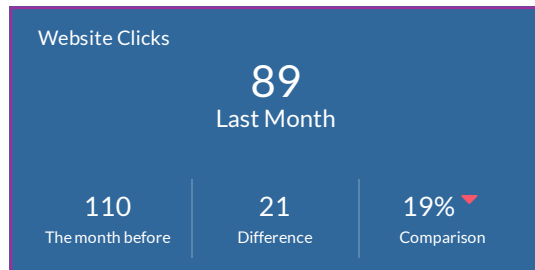
Business Impressions Desktop Search: Business impressions on Google Search on Desktop devices

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

