

Digital Marketing Report

Impressions

How many ads were served:

342,290

Clicks

Times a user clicked on an ad

4,386

Click-Through Rate

(Clicks/Impressions) x 100

1.10%

Your Product Breakout by Impressions



CTV Completion Rate

92.55%

Percentage of users who watched the video from start to finish

CTV Cost Per Completed View

0.04

The cost of each completed video view across full-screen CTVs

Events

3,176

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

Event Rate

8.82%

(Events/Impressions) x 100

Total Engagement Rate

1.12%

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

X the National Average

12.04

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.

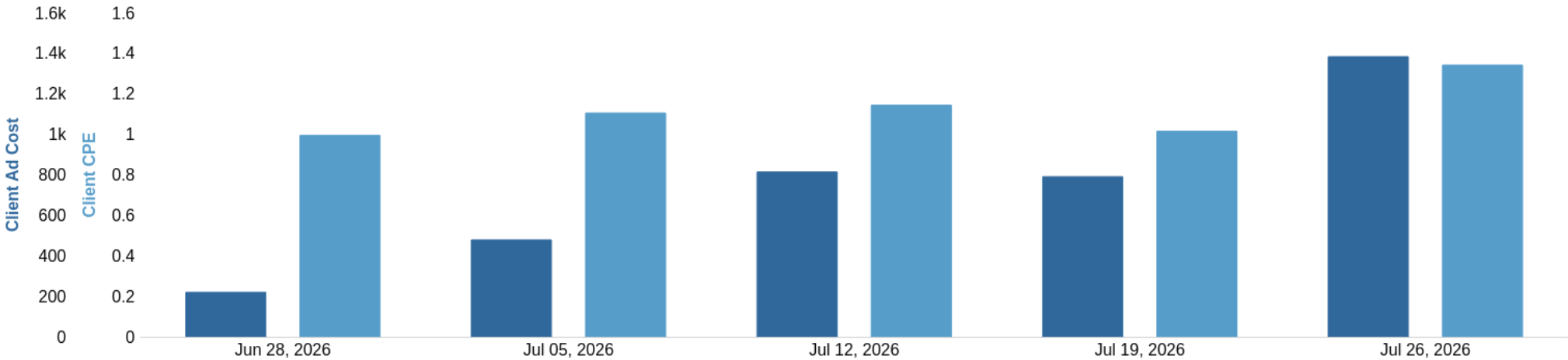
Performance Max Cost



Performance Max Cost-Per-Event



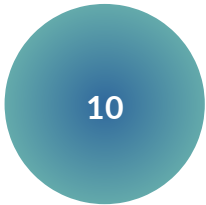
Performance Max Week by Week Spend Performance



Line Item Performance

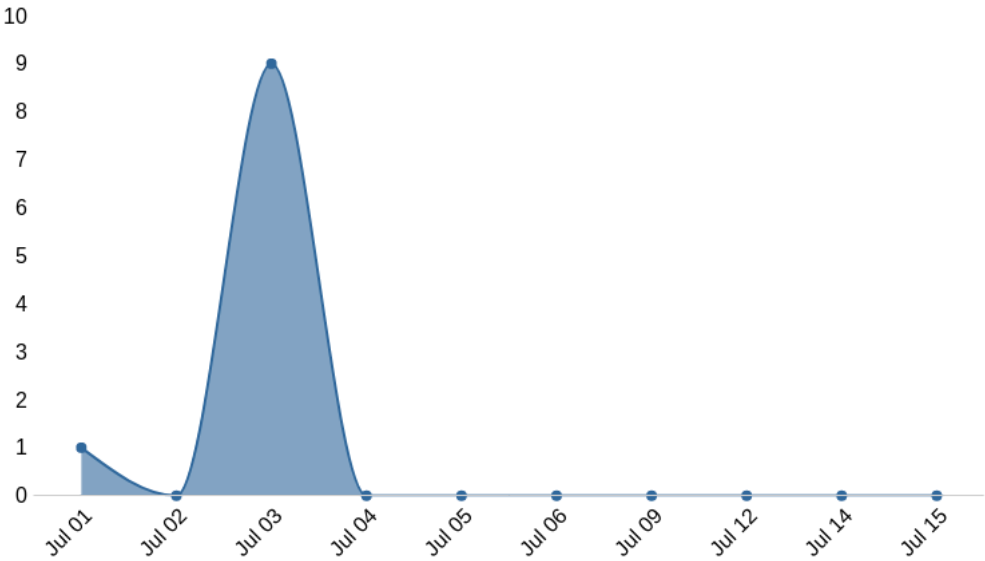
Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Save Energy - Facebook/Instagram Premium	124,099	1,435	1.16%	16.52
Save Energy - Age 35+/Doors/Windows YouTube +	64,178	12	0.02%	0.27
Save Energy - AI Video	63,246	571	0.90%	12.90
Save Energy - Window Replacement/Door and Window/Door Replacement Performance Max	36,009	2,120	5.89%	84.11
Save Energy - AI CTV	31,724	63	0.20%	2.84
Save Energy - Weatherproofing Windows/Doors/Home Improvement Amazon Video	6,608	115	1.74%	24.86
Save Energy - Facebook/Instagram Premium Retargeting	4,482	82	1.83%	26.14
Save Energy - Homeowner/Home Value \$750K+/Doors and Windows Behavioral Video	3,222	26	0.81%	11.53
Save Energy - Amazon Prime CTV Genre Targeting	2,370	0	0.00%	0.00
Save Energy - Homeowner/Home Value \$750K+/Doors and Windows Behavioral CTV	2,169	5	0.23%	3.29
Save Energy - Lookalike Video	1,561	11	0.70%	10.07
Save Energy - Retargeting Amazon Video	952	13	1.37%	19.51
Save Energy - Lookalike CTV	634	1	0.16%	2.25
Save Energy - Retargeting Video	525	1	0.19%	2.72
Save Energy - Retargeting CTV	511	0	0.00%	0.00

Amazon Premium Video + CTV View-through Conversions



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

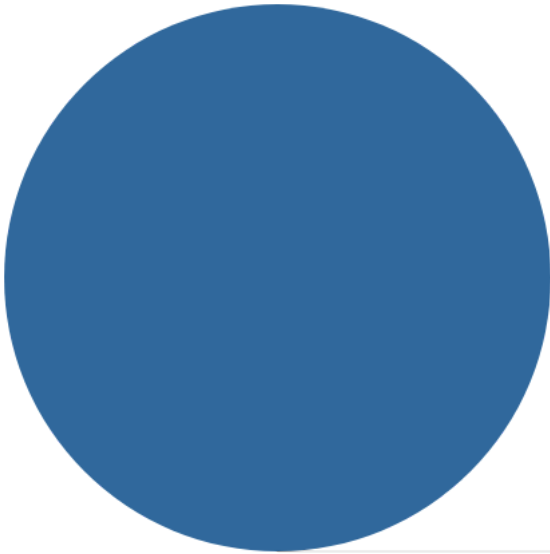
Amazon Premium Video + CTV View-through Conversions by Day



Amazon Premium Video + CTV View-through Conversion Performance

Conversion Name	View-through Conversions ↓
Save Energy Homepage Visits	9
Save Energy Phone Click Conversion	1

Top Amazon Premium Video + CTV View-through Conversions by Strategy



Retargeting: 100%

Meta View-Through Conversions

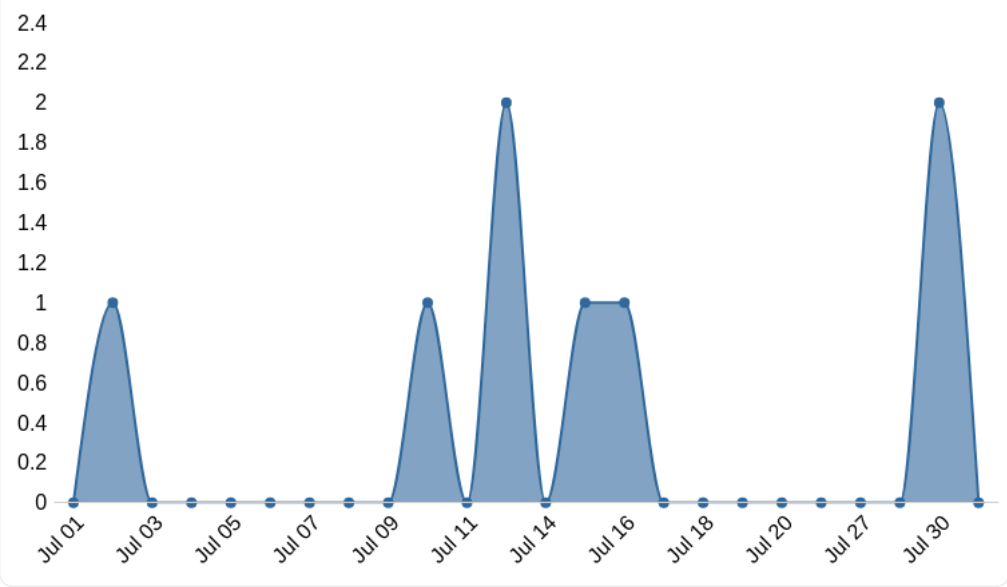


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

Meta View-Through Conversion Performance

Conversion Name	View-Through Conversions ↓
Save Energy Homepage Visits	8

Meta View-Through Conversions by Day



Meta Post Engagements



27,667

The total number of actions people take involving your ads (clicks on CTA, clicks to profile, site clicks, etc.)

Meta Post Reactions



32

The total number of people who liked, or reacted to your ad, which shows up in their friends news feeds

Video Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
Thumbnail not available	Save Energy_6.1_Save Energy Zen 30 1080p.mp4	25,897	294	1.14%	16.22
	Save Energy_6.1_Save Energy c6 Local and trusted 30_Approved.mp4	21,742	220	1.01%	14.46
	Save Energy_6.1_AmazonVideo_Save Energy John Window workout V3 1080p.mp4	20,915	95	0.45%	6.49

Video Completion Performance by Line Item

Line Item Name	25% Completed ↓	50% Completed	75% Completed	100% Completed
Save Energy - Homeowner/Home Value \$750K+/Doors and Windows Behavioral Video	73.49%	66.82%	60.15%	51.55%
Save Energy - AI Video	69.75%	61.19%	54.13%	44.33%
Save Energy - Lookalike Video	69.19%	60.99%	56.25%	48.75%
Save Energy - Retargeting Video	66.67%	57.52%	51.43%	45.90%

Connected TV (CTV) Creative Performance

Preview Image	Creative Name	Impressions	Video Completion Rate ↓
	Save Energy_6.1_Save Energy c6 Local and trusted 30_Approved.mp4	11,316	98.75%
Thumbnail not available	Save Energy_6.1_Save Energy Zen 30 1080p.mp4	11,536	98.56%
	Save Energy_6.1_AmazonVideo_Save Energy John Window workout V3 1080p.mp4	12,186	98.37%

Connected TV (CTV) Completion Performance by Strategy

Strategy	25% Completion Rate	50% Completion Rate	75% Completion Rate	100% Completion Rate ↓
Save Energy - Lookalike CTV	100.00%	99.68%	99.68%	99.36%
Save Energy - Retargeting CTV	100.00%	99.60%	99.41%	99.21%
Save Energy - AI CTV	100.00%	99.52%	99.17%	98.56%
Save Energy - Homeowner/Home Value \$750K+//Doors and Windows Behavioral CTV	100.00%	99.49%	99.30%	98.14%

YouTube+ Creative Performance

Ad (Headline)	Impressions ↓	Clicks	Completion Rate	Cost Per Completed View
Save Energy_5.1_6 Local and Trusted	43,514	5	97.34%	0.04
Save Energy_5.1_YouTube Save Energy Window Workout 15	20,664	7	96.76%	0.04

YouTube+ Video Completion Performance by Creative

Ad (Headline)	25% Completed ↓	50% Completed	75% Completed	100% Completed
Save Energy_5.1_6 Local and Trusted	98.44%	97.91%	97.66%	97.34%
Save Energy_5.1_YouTube Save Energy Window Workout 15	98.41%	97.49%	97.08%	96.76%

Amazon Premium Video Creative Performance

Creative Name	Preview Link	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Save Energy_5.1_Save_Energy_Zen_30_1080p.mp4_OLV	View Preview	2,587	46	1.78%	25.40
Save Energy_5.1_AmazonVideo_Save_Energy_John_Window_workout_V3_1080p_1_OLV	View Preview	2,509	42	1.67%	23.91
Save Energy_5.1_Save_Energy_c6_Local_and_trusted_30_Approved_2_.mp4_OLV	View Preview	2,464	40	1.62%	23.19

Grid contains more rows, but they have been clipped.

Amazon Premium Video Completion Performance by Creative

Creative Name	25% Completed ↓	50% Completed	75% Completed	100% Completed
Save Energy_5.1_Save_Energy_c6_Local_and_trusted_30_Approved_2_.mp4_OLV	71.12%	49.53%	42.20%	36.61%
Save Energy_5.1_AmazonVideo_Save_Energy_John_Window_workout_V3_1080p_1_OLV	70.89%	48.82%	41.70%	36.76%
Save Energy_5.1_Save_Energy_Zen_30_1080p.mp4_OLV	70.78%	50.17%	43.19%	38.93%

Meta Creative Performance

Ad	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
Save Energy_7.15_July Save Energy 1080x1350	60,344	841	1.39%	19.91
Save Energy_5.1_Save Energy May 1080 v2	57,593	512	0.89%	12.70
Save Energy_5.1_Save Energy May Carousel 2	7,285	117	1.61%	22.94
Save Energy_5.1_Save Energy May Carousel 1	2,360	37	1.57%	22.40
Save Energy_7.15_July Carousel	963	10	1.04%	14.83
Save Energy_5.1_Save Energy May 1080 v1	36	0	0.00%	0.00

Meta Carousel Card Performance

Card Name	Ad	Count ↓
1: Local Experts	Save Energy_5.1_Save Energy May Carousel 2	59
2: Local Experts	Save Energy_5.1_Save Energy May Carousel 2	46
7: Local Experts	Save Energy_5.1_Save Energy May Carousel 2	12
3: Local Experts	Save Energy_5.1_Save Energy May Carousel 2	11
4: Local Experts	Save Energy_5.1_Save Energy May Carousel 2	4

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	168,707	2,021	1.20%
Connected TV	An internet enabled device that provides streaming content directly on the TV, without the use of an external streaming device.	79,348	52	0.07%
Desktop	A personal computing device that remains stationary at one location.	30,845	114	0.37%
Streaming Device	A stick/dongle device that connects to a TV and provides streaming content, such as a Fire TV Stick, Roku Streaming Stick, and Google Chromecast.	17,275	30	0.17%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	9,825	109	1.11%
Unknown	---	281	9	3.20%

Amazon Inventory Source Performance

Inventory				
Inventory Type	Where your ads appear	Impressions ↓	Clicks	CTR
Amazon Publisher Services	Display, Video, and OTT Impressions served to a collection of comScore 100 publishers and high-quality sites that have a direct partner relationship with Amazon on Desktop, Mobile, and Connected TV devices	7,551	128	1.70%
Prime Video	OTT impressions served on Amazon Prime while streaming TV and movies on connected TV devices	2,370	0	0.00%
TWITCH WEB VIDEO	Pre-roll/Mid-roll served on Twitch.TV, an Amazon-owned property on Desktop and Mobile devices	9	0	0.00%

Amazon Prime Video Genre Performance



All Genres: 100%

Grid contains more rows, but they have been clipped.

Amazon Premium Site and App Performance

Name	Impressions ↓	Clicks	CTR
PRIME_VIDEO_ADS_FIRE_TV (ID: 7e944acd56594310bc41d19f03766435)	557	0	0.00%
PRIME_VIDEO_ADS_CHANNEL_ROKU_TV (ID: 48c38e27ff914ab982373e57c4157aa3)	551	0	0.00%
PRIME_VIDEO_ADS_SAMSUNG_TV (ID: 67e0c74ccec444e99c8e00fe7d445093)	441	0	0.00%
PRIME_VIDEO_ADS_LG_TV (ID: af6dd00ac1bb49bda30486540ed75442)	234	0	0.00%
yahoo.com	233	1	0.43%
PRIME_VIDEO_ADS_ANDROID_TV (ID: c5a49fcb92144b23985b355a138fbf32)	145	0	0.00%
zmescience.com	137	1	0.73%
nypost.com	134	1	0.75%
Wordscapes (ID: com.peoplefun.wordcross)	126	3	2.38%
fandom.com	121	2	1.65%
usatoday.com	119	1	0.84%
atlantablackstar.com	117	2	1.71%
PRIME_VIDEO_ADS_APPLECOMPUTERINC_TV (ID: 339043f979d94b7c9403dcb5810b6040)	115	0	0.00%
PRIME_VIDEO_ADS_APPLETV (ID: df655fd5a93a44498d0e6776e944c8eb)	93	0	0.00%
Number Match - number games (ID: com.easybrain.number.puzzle.game)	85	2	2.35%
thehill.com	75	0	0.00%
Arrow Out (ID: com.arrow.out)	70	8	11.43%
238ffe83c5ba9a6eed1bf2b28f625a40	67	0	0.00%
sfgate.com	67	0	0.00%

Top 10 YouTube Channel Performance

Placement Display Name	Impressions ↓	Clicks	CTR
Noticias Telemundo	701	0	0.00%
GFAM	549	0	0.00%
ABC7 News Bay Area	503	0	0.00%
48 Hours	451	0	0.00%
MeidasTouch	445	0	0.00%
The Daily Show	311	0	0.00%
ABC News	307	0	0.00%
Midwest Safety	305	0	0.00%
MS NOW	300	0	0.00%
HISTORY	300	0	0.00%

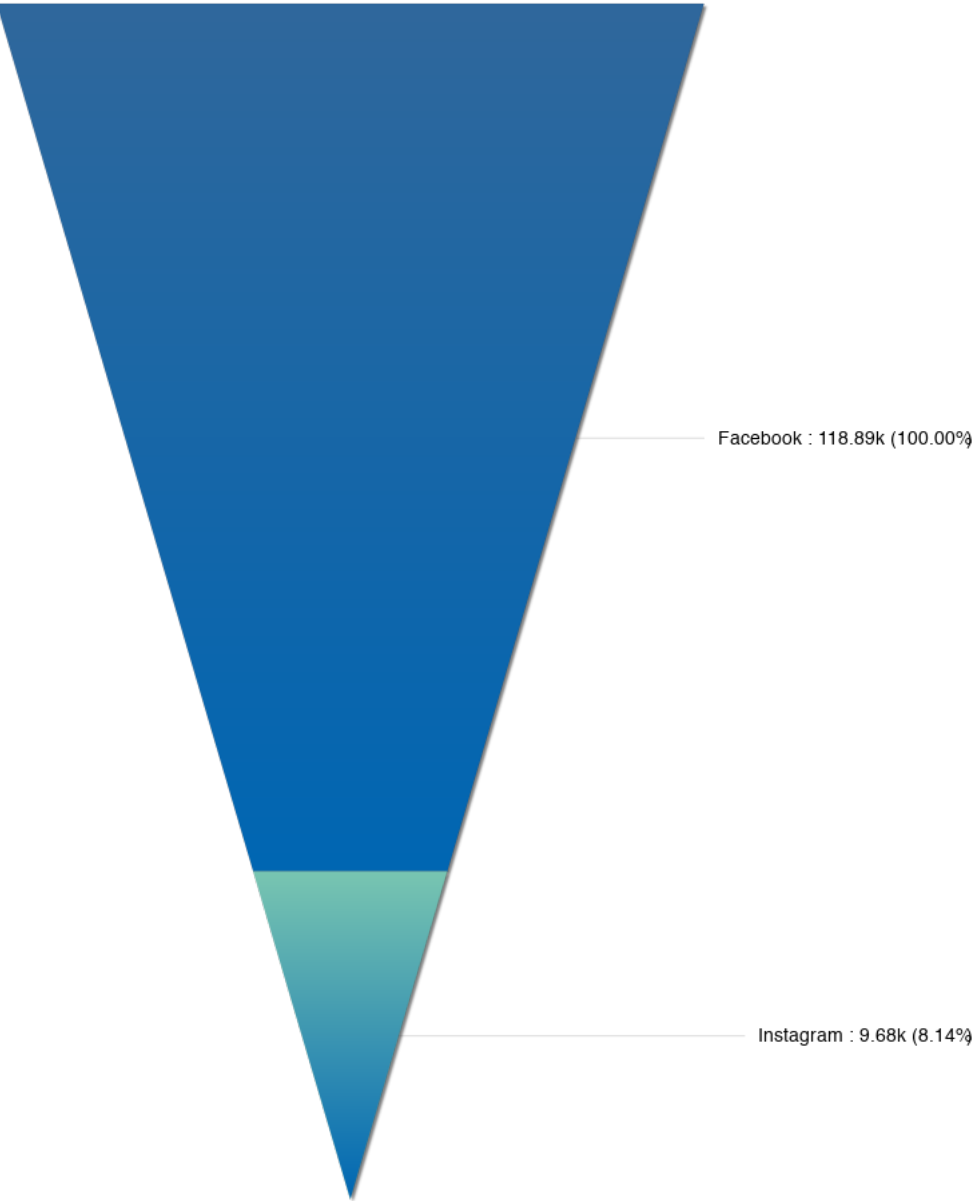
Top 10 YouTube TV Channel Performance

Placement Display Name	Impressions ↓
(YouTube TV) MS NOW	7,619
(YouTube TV) FOX News	5,610
(YouTube TV) CNN	3,987
(YouTube TV) CNBC	1,443
(YouTube TV) FOX Business	383
(YouTube TV) GREAT	299
(YouTube TV) ESPN	295
(YouTube TV) Investigation Discovery	147
(YouTube TV) Hallmark TV	102
(YouTube TV) TLC	94

Social Placement Performance

Placement	Where your ads appear	Impressions ↓	Clicks	CTR
Facebook Feed	Your ads appear in the desktop Feed when people access the Facebook website on their computers. Your ads appear in the mobile Feed when people use the Facebook app on mobile devices or access the Facebook website through a mobile browser.	118,586	1,336	1.13%
Instagram Reels	Your ads appear in the Reels tab on Instagram.	5,979	112	1.87%
Instagram Feed	Your ads appear in the mobile app and on desktop and mobile web.	3,700	68	1.84%
Facebook Search Results	Your ads appear next to relevant Facebook and Marketplace search results.	301	1	0.33%
Unknown	Your ads appeared on one of the Facebook or Instagram placements, but the Meta Exchange wasn't able to accurately track the placement type.	15	0	0.00%

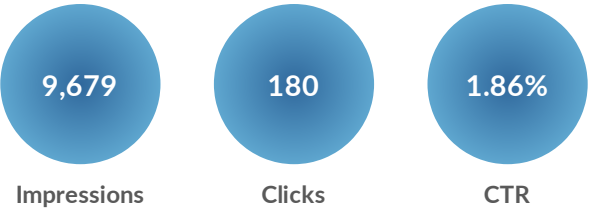
Social Placement Performance by Impressions



Facebook News Feed Performance



Instagram Performance



Top CTV Publishers

Publisher Image	Publisher Name	Impressions ↓	Completion Rate
	DirecTV	2,659	98.42%
	SAMSUNG TV PLUS	1,638	93.56%
	Tubi - Free Movies & TV	1,545	99.00%
	Vizio - Vizio WatchFree+	1,005	98.52%
	Xfinity TV - Tubi	753	97.52%
	Tubi - Movies & TV Shows	700	98.62%
	The Roku Channel	613	92.98%

			
	Sling TV	483	92.86%
	DISH Anywhere	318	96.01%
	Vizio Channel	287	98.46%

Grid contains more rows, but they have been clipped.

Performance Max Creative Group Performance

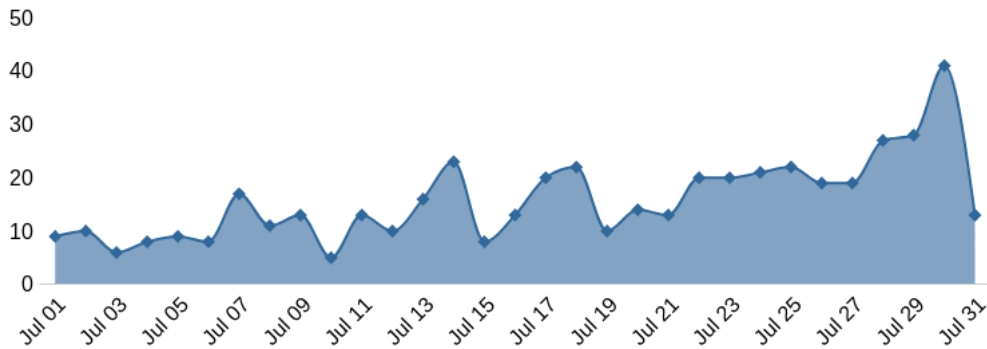
Creative Group Name	Search Themes	Client Ad Cost	Client CPE	Impressions	Events ↓	Event Rate
Save Energy - Window Replacement/Door and Window/Door Replacement Performance Max	architectural window replacement,bay window replacement,best window replacement company near me,custom door replacement napa,custom entry door replacement,custom window replacement,door replacement company near me,door replacement marin county,door replacement san francisco,energy efficient window replacement,french door replacement,high end window replacement,historic home window replacement,local window replacement installer,low e windows,luxury window replacement,modern front door replacement,multi panel sliding door replacement,patio door replacement,premier window company near me,premium window replacement,residential window replacement contractor,retrofit window replacement,retrofit windows historic home,sliding glass door replacement,soundproof window replacement,victorian window replacement san francisco,whole house window replacement>window and door replacement estimate>window installer napa>window replacement company near me>window replacement estimate near me>window replacement larkspur>window replacement marin county>window replacement mill valley>window replacement napa>window replacement novato>window replacement petaluma>window replacement san anselmo>window replacement san	3,688.37	1.16	36,009	3,176	8.82%

Performance Max Click Conversions



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

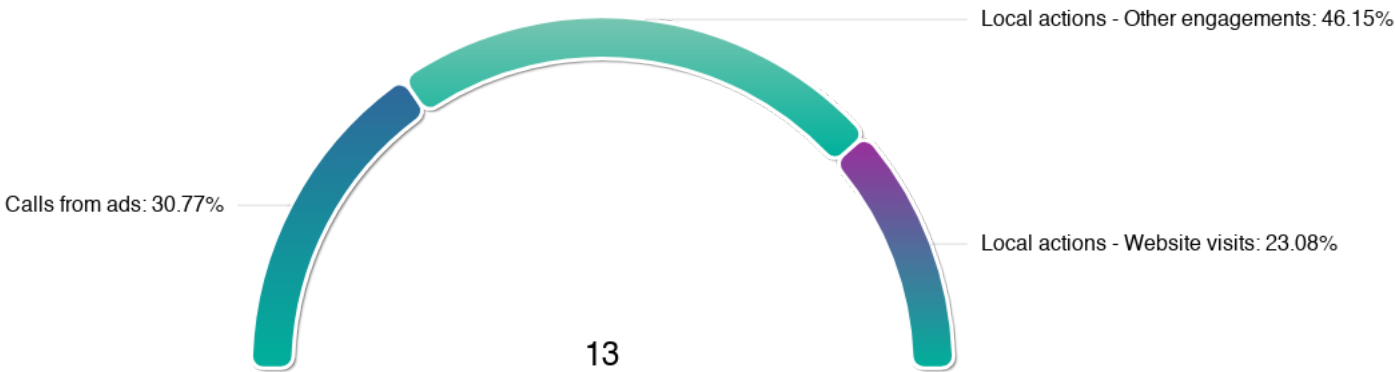
Performance Max Click Conversions by Day



Performance Max Click Conversion Performance

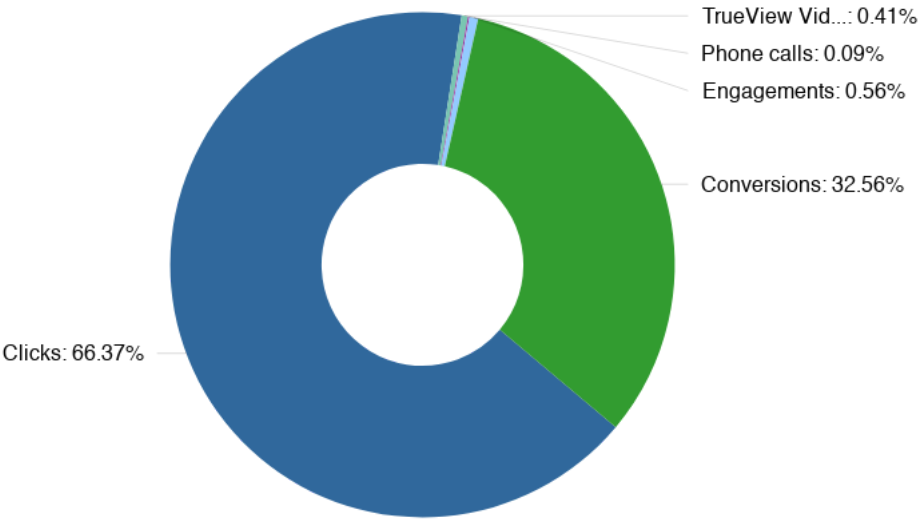
Conversion Action Name	Click Conversions ↓
Save Energy Request an Estimate Click Conversion	394
Save Energy Click to Call Conversion	81
Local actions - Other engagements	6
Local actions - Website visits	3
Clicks to call	1

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

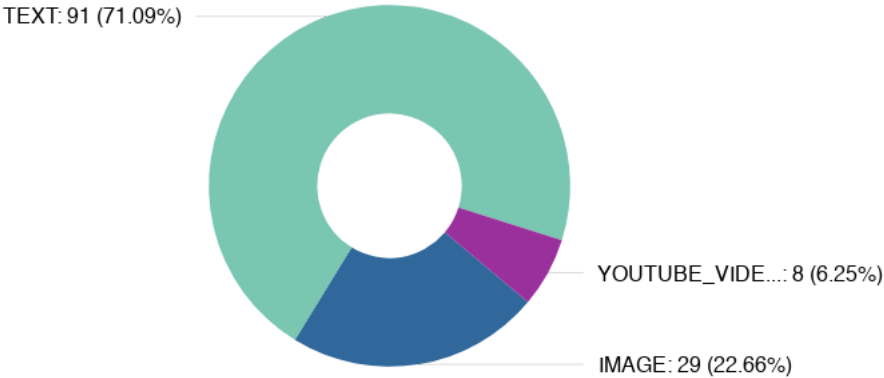


"Calls from ads" refers to a qualified conversion, meaning that the call had to go through and last for at least 60 seconds for it to be counted.

Event Breakdown by Type



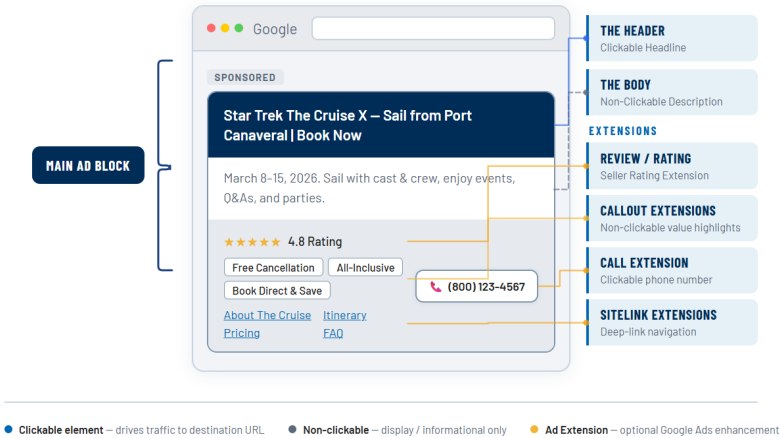
Creative Type by Quantity



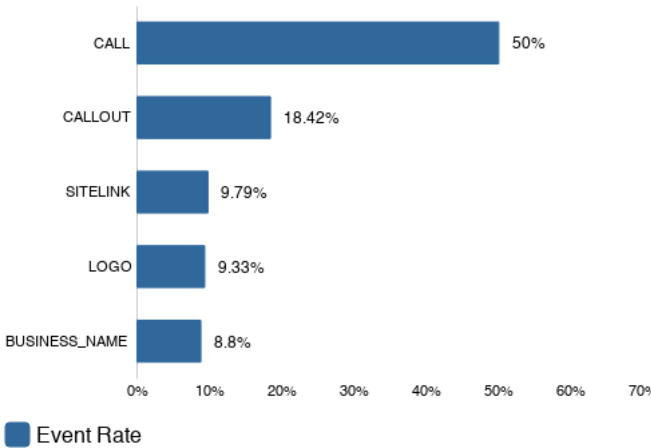
Performance Max Top 5 Extension Performance

Type	Extension (upgraded)	Impressions	Events	Event Rate ↓	Client Ad Cost	Client CPE
CALL	707-347-1900	2	1	50.00%	5.84	5.84
CALLOUT	Marvin Windows	6	3	50.00%	2.56	0.85
CALLOUT	Simonton Windows	11	4	36.36%	8.40	2.10
SITELINK	Sonoma, Marin, Napa & SF Counties, Windows & Doors for Bay Area Homes, Service Areas	17,408	1,705	9.79%	2,077.67	1.22
SITELINK	Request a Free Estimate	17,404	1,704	9.79%	2,076.31	1.22

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.

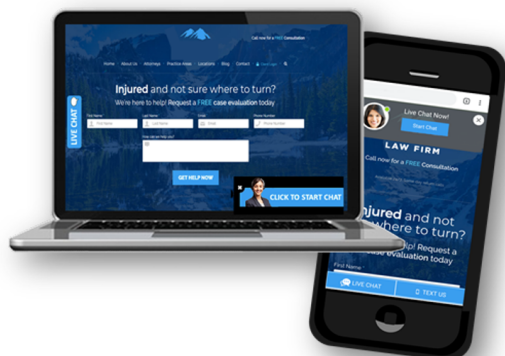
"Phone calls" are the number of times people clicked on a phone number displayed in an ad on a mobile device or manually dialed the Google forwarding number displayed in an ad on any device, regardless of the duration.

150
CHATS

23
LEADS

16
BILLABLE LEADS

10.67%
CHAT VS LEAD RATIO



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: $(\text{Billable Leads} / \text{Chats}) \times 100$

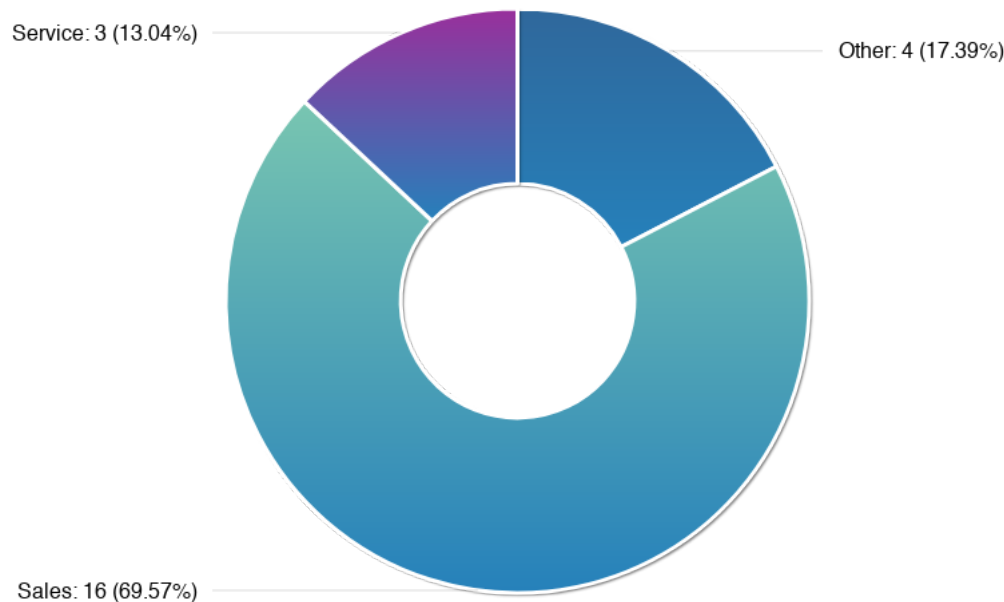
Note: Data is updated once daily. Chats and Leads will update during the next day's sync.

Grid contains more rows, but they have been clipped.

Live Chat Submission Details

Date ↑	Client	Chat ID	Lead Type Name	Name	Phone Number	Email	Attempted Calls	Completed Calls	Leads Count
Total							8	8	23
Jul 02, 2026	Save Energy	79683328	Sales	Vivian Tsen	4152715869	sfbayrental@gmail.com	0	0	1
Jul 02, 2026	Save Energy	79690221	Other	Steven Silverstein	4153856449	stevensilverstein03@gmail.com	0	0	1
Jul 06, 2026	Save Energy	79734463	Sales	Laurrie Petrelli	4158302522	laurriepetrelli@gmail.com	0	0	1
Jul 06, 2026	Save Energy	79742955	Sales	Kristina	8316016829	kmkazans@gmail.com	1	1	1
Jul 07, 2026	Save Energy	79757814	Other	Adam Schnitzer	7073640304	schnitzera@comcast.net	0	0	1
Jul 09, 2026	Save Energy	79797374	Sales	Julia Grey (Re-send)	17074772880	julialyn08@gmail.com	1	1	1
Jul 11, 2026	Save Energy	79819964	Sales	Casey	8088541226	casey.slivka@gmail.com	0	0	1
Jul 13, 2026	Save Energy	79845101	Sales	Emily Ingram	3697770006	emandseth@msn.com	1	1	1
Jul 15, 2026	Save Energy	79871242	Sales	Maria Elena Romero	4155779255		0	0	1
Jul 15, 2026	Save Energy	79880493	Sales	Douglas Cross	7076942984	douglasswardcross@gmail.com	1	1	1
Jul 18, 2026	Save Energy	79923552	Sales	Meg Woolf	4154883628	megtreewoolf@gmail.com	0	0	1
Jul 19, 2026	Save Energy	79931375	Sales	Wade Carbone	9254088005	wadecarbone@gmail.com	0	0	1
Jul 20, 2026	Save Energy	79947752	Service	William Teufe	4155180492	wlteufel@comcast.net	0	0	1

Lead Type Performance



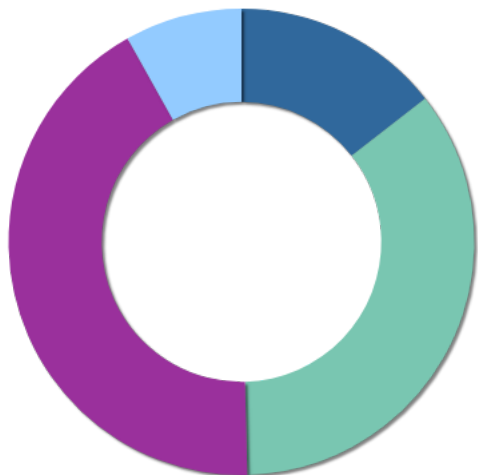
What are the different Lead types?

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.

How customers search for your business on Google



Business Impressions Desktop Maps	183	Business Impressions Desktop Search	445
Business Impressions Mobile Search	535	Business Impressions Mobile Maps	103

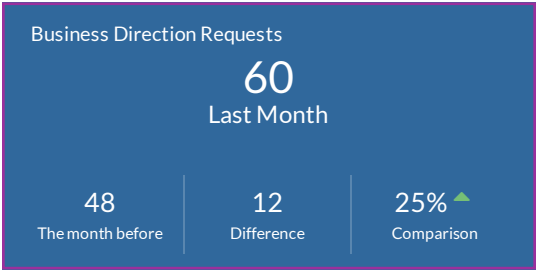
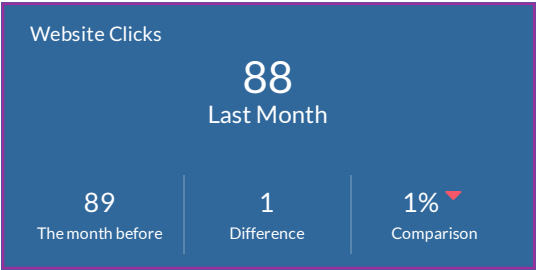
Business Impressions Desktop Search: Business impressions on Google Search on Desktop devices

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

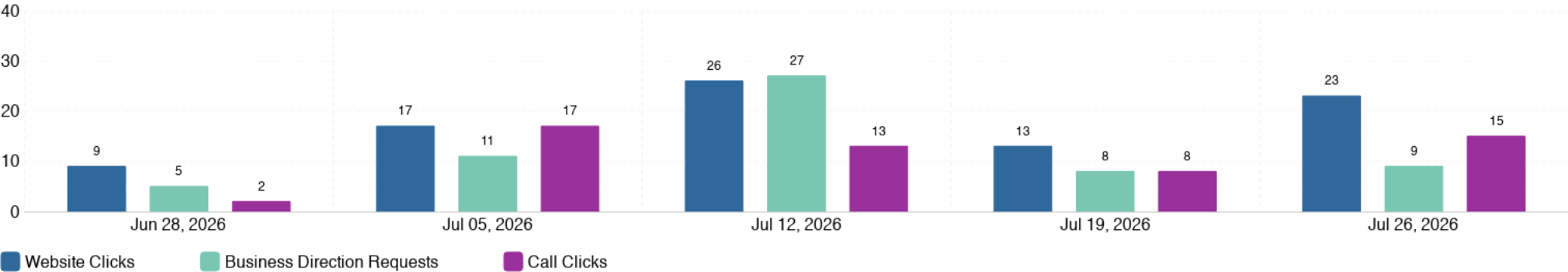
Business Impressions Maps Desktop: Business impressions on Google Maps on Desktop devices

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

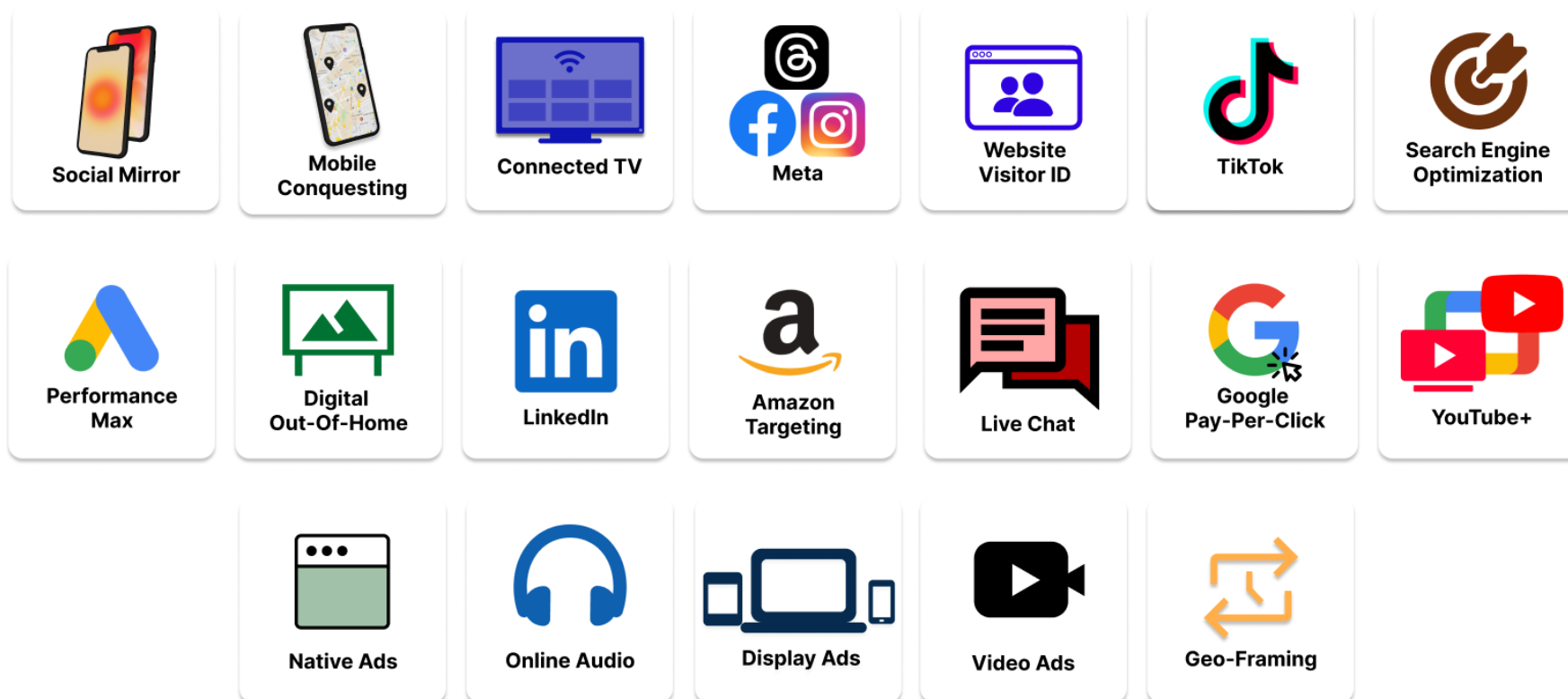
What actions customers take on your listing



What actions customers take on your listing



All available products in our *toolbox*.



? Your account team is [here to help](#) - reach out with any questions or to explore new ideas.