

# Digital Marketing Report

## Impressions

How many ads were served:

74,575

## Clicks

Times a user clicked on an ad

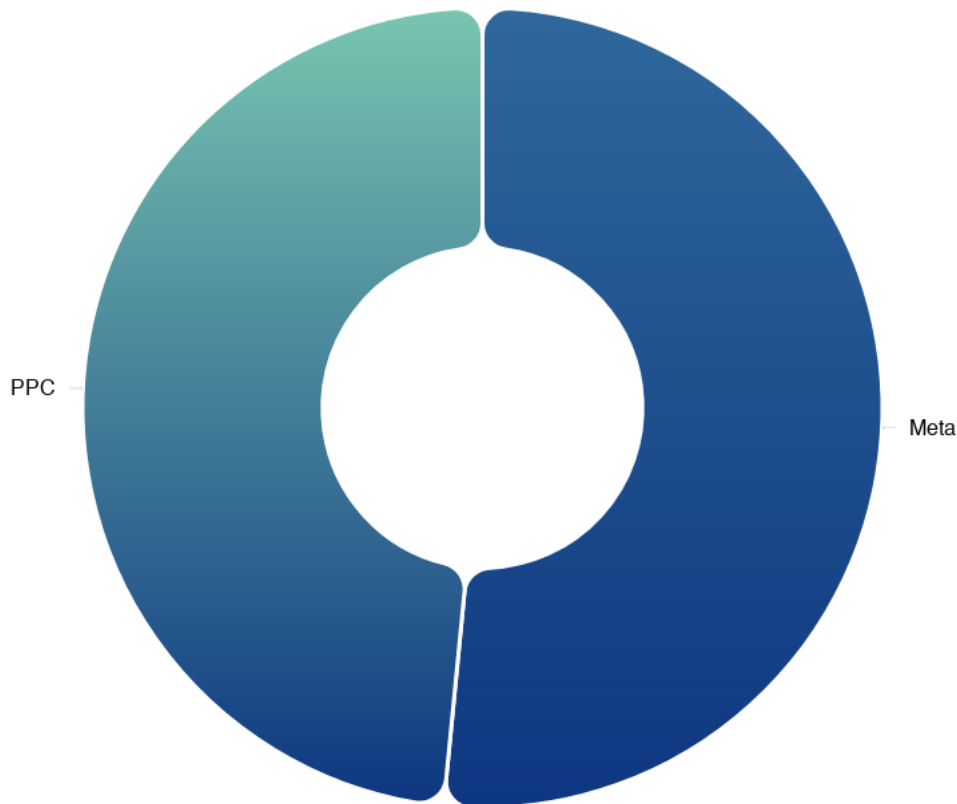
3,961

## Click-Through Rate

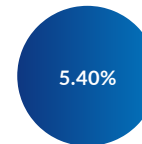
(Clicks/Impressions) x 100

5.31%

## Your Product Breakout by Impressions



## Total Engagement Rate



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

## X the National Average



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.

## Spend Performance

*Does not include management fee*

### PPC Ad Cost

Amount spent on the campaign

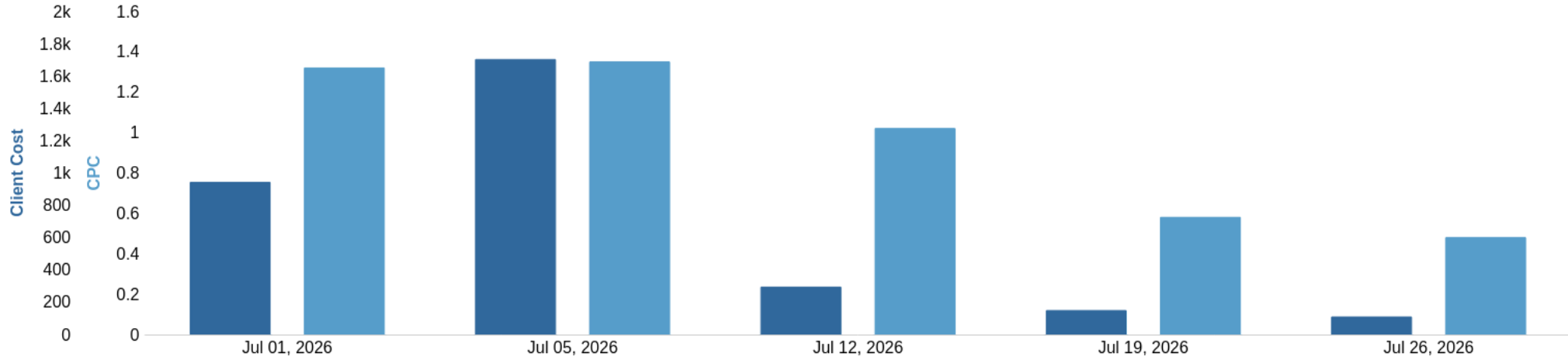
**3,194.34**

### PPC Cost-Per-Click

Cost/Clicks

**1.16**

### Week by Week Spend Performance





Line Item Performance

| Line Item Name                                                                       | Impressions ↓ | Clicks | CTR   | X the National Avg (.07%) |
|--------------------------------------------------------------------------------------|---------------|--------|-------|---------------------------|
| HomeFed - Escaya (Lead Generation Campaign) - PPC                                    | 33,128        | 2,507  | 7.57% | 108.11                    |
| HomeFed - Escaya (Lead Generation Campaign) - Behavioral Facebook/Instagram Premium  | 30,585        | 1,070  | 3.50% | 49.98                     |
| HomeFed - Escaya (Lead Generation Campaign) - Retargeting Facebook/Instagram Premium | 7,861         | 148    | 1.88% | 26.90                     |
| HomeFed - Escaya - PPC Location                                                      | 3,001         | 236    | 7.86% | 112.34                    |

### Meta Click Conversions

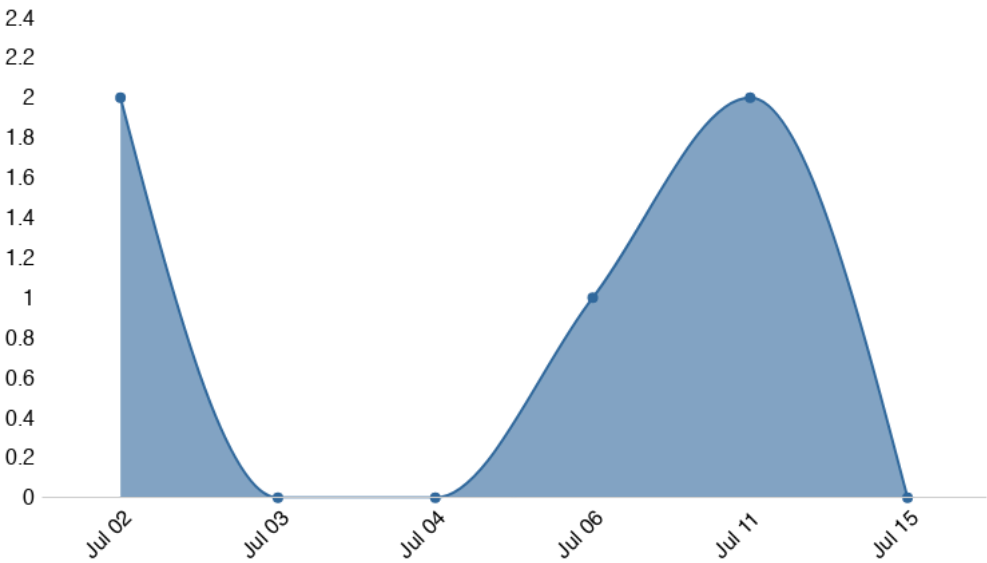


Times users clicked on an ad leading to your site and visited a page or completed an action

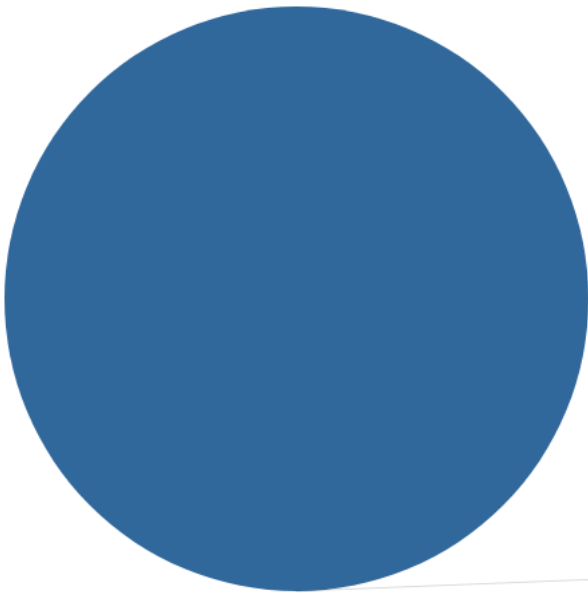
#### Meta Click Conversion Performance

| Conversion Name                              | Click Conversions ↓ |
|----------------------------------------------|---------------------|
| HomeFed - Escaya Amenities Page View         | 3                   |
| HomeFed - Escaya Anden Residence 1 Page View | 2                   |

### Meta Click Conversions by Day



### Top Meta Click Conversions by Strategy



Category Targeting: 100%

### Meta View-Through Conversions

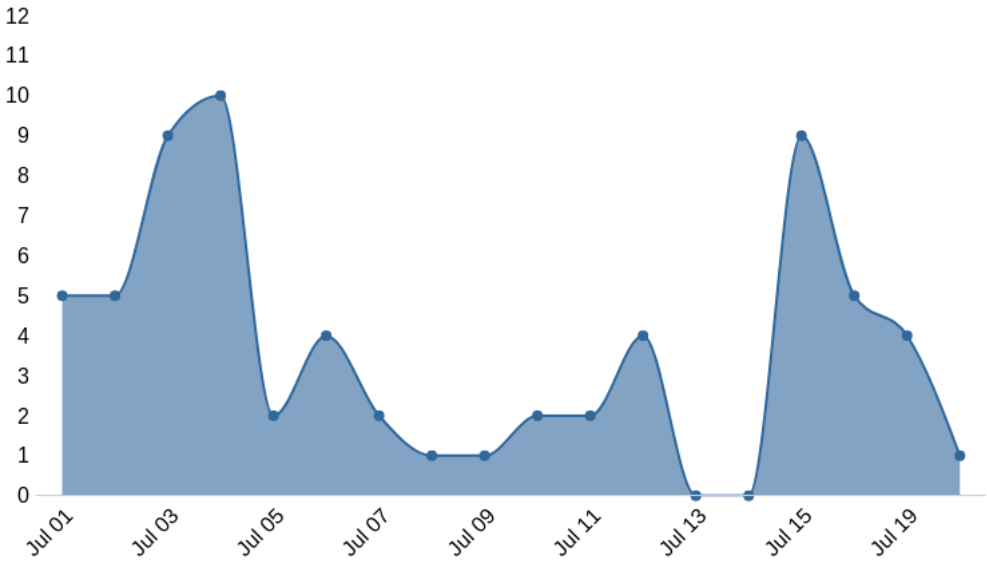


Times users saw an ad, did NOT click, but came to your site and visited a page  
or completed an action

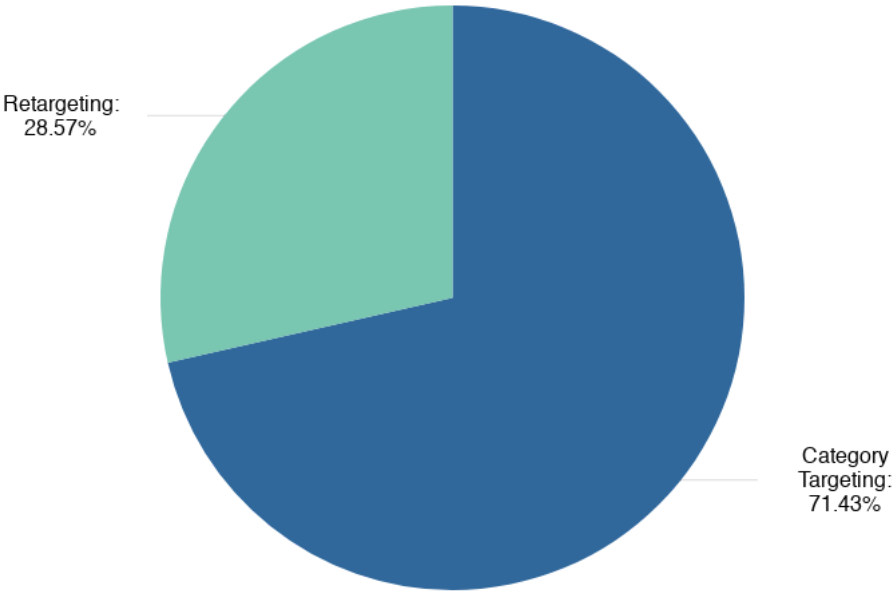
#### Meta View-Through Conversion Performance

| Conversion Name                              | View-Through Conversions ↓ |
|----------------------------------------------|----------------------------|
| HomeFed - Escaya Homepage Visits             | 57                         |
| HomeFed - Escaya Anden Residence 1 Page View | 4                          |
| HomeFed - Escaya Anden Residence 2 Page View | 2                          |
| HomeFed - Escaya Find a Home Page View       | 2                          |
| HomeFed - Escaya Anden Residence 4 Page View | 1                          |

### Meta View-Through Conversions by Day



### Top Meta View-Through Conversions by Strategy



### Social Lead Performance



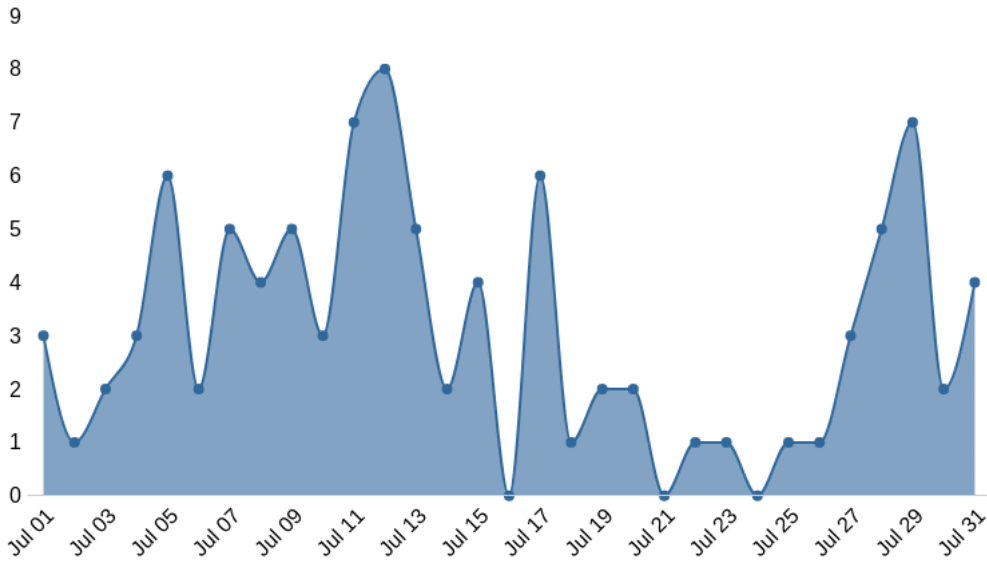
96

Times users clicked on an ad and completed the lead form

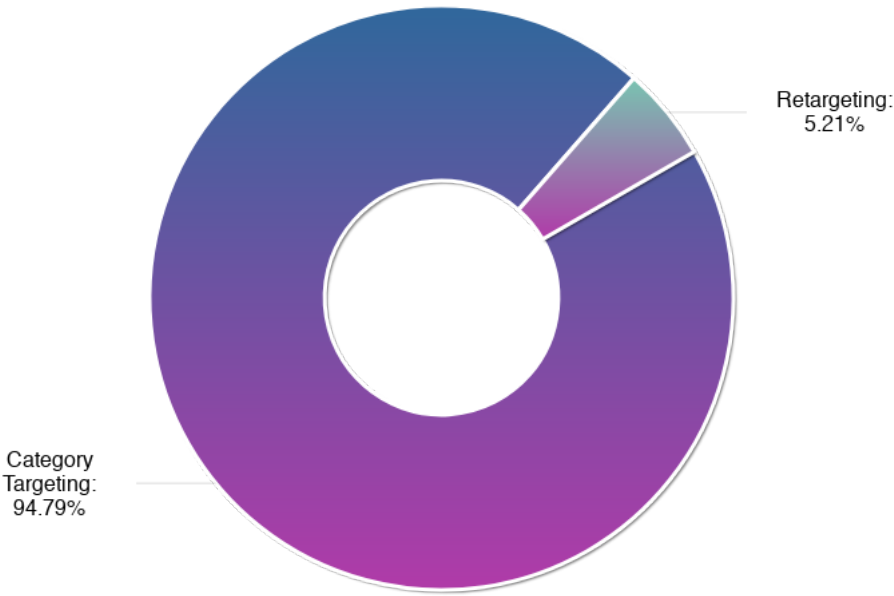
#### Social Lead Performance by Creative

| Ad                                                                      | On-Facebook Leads ↓ |
|-------------------------------------------------------------------------|---------------------|
| HomeFed - Escaya (Lead Generation Campaign)_5.8_leadformhero Escaya.jpg | 81                  |
| HomeFed - Escaya (Lead Generation Campaign)_10.15_Carousel_Price        | 15                  |

### Social Leads Performance by Day



### Social Lead Performance by Strategy



### Meta Post Engagements



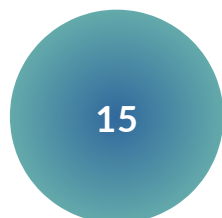
The total number of actions people take involving your ads (clicks on CTA, clicks to profile, site clicks, etc.)

### Meta Post Comments



The total number of comments your ads received

### Meta Post Reactions



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

### Meta Post Shares



The total number of people who shared your ad, giving your campaign free impressions



Meta Creative Performance

| Ad                                                                      | Impressions | Clicks ↓ | CTR   | X the National Avg (.07%) |
|-------------------------------------------------------------------------|-------------|----------|-------|---------------------------|
| HomeFed - Escaya (Lead Generation Campaign)_5.8_leadformhero Escaya.jpg | 27,128      | 964      | 3.55% | 50.76                     |
| HomeFed - Escaya (Lead Generation Campaign)_10.15_Carousel_Price        | 11,318      | 254      | 2.24% | 32.06                     |

Meta Carousel Card Performance

Grid contains more rows, but they have been clipped.

| Card Name                                           | Ad                                                               | Count ↓ |
|-----------------------------------------------------|------------------------------------------------------------------|---------|
| 1: First Class amenities                            | HomeFed - Escaya (Lead Generation Campaign)_10.15_Carousel_Price | 67      |
| 6: New Homes in Chula Vista starting in the \$700s. | HomeFed - Escaya (Lead Generation Campaign)_10.15_Carousel_Price | 48      |
| 2: Community Events                                 | HomeFed - Escaya (Lead Generation Campaign)_10.15_Carousel_Price | 21      |
| Escaya                                              | HomeFed - Escaya (Lead Generation Campaign)_10.15_Carousel_Price | 17      |
| 3: Planned Open Spaces                              | HomeFed - Escaya (Lead Generation Campaign)_10.15_Carousel_Price | 11      |



Device Performance

| Device      |                                                                                             |               |        |       |
|-------------|---------------------------------------------------------------------------------------------|---------------|--------|-------|
| Device Name | Description                                                                                 | Impressions ↓ | Clicks | CTR   |
| Mobile      | A portable electronic device that can connect to the internet.                              | 37,580        | 1,190  | 3.17% |
| Tablet      | A portable personal computer with a touchscreen interface that can connect to the internet. | 604           | 19     | 3.15% |
| Desktop     | A personal computing device that remains stationary at one location.                        | 148           | 6      | 4.05% |
| Unknown     | ---                                                                                         | 114           | 3      | 2.63% |

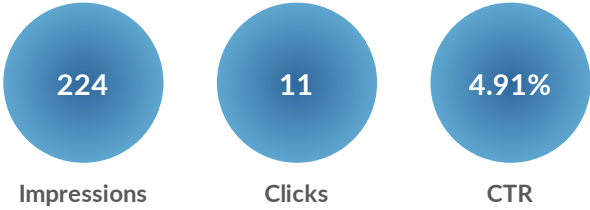
## Social Placement Performance

| 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. | 15,329        | 535    | 3.49% |
| Facebook Notification                               | Your ads appear within a user's notifications feed.                                                                                                                                                                                            | 7,090         | 304    | 4.29% |
| Facebook Reels                                      | Your ads appear in the Reels tab on Facebook.                                                                                                                                                                                                  | 3,828         | 94     | 2.46% |
| Instagram Feed                                      | Your ads appear in the mobile app and on desktop and mobile web.                                                                                                                                                                               | 3,372         | 98     | 2.91% |
| Facebook Search Results                             | Your ads appear next to relevant Facebook and Marketplace search results.                                                                                                                                                                      | 2,767         | 26     | 0.94% |
| Facebook Marketplace                                | Your ads appear in the Marketplace home page or when someone browses Marketplace in the Facebook app.                                                                                                                                          | 2,709         | 56     | 2.07% |
| Facebook Stories                                    | Your ads appear in people's Stories on Facebook.                                                                                                                                                                                               | 1,250         | 47     | 3.76% |
| Instagram Stories                                   | Your ads appear in people's Stories on Instagram.                                                                                                                                                                                              | 1,245         | 33     | 2.65% |
| Instagram Reels                                     | Your ads appear in the Reels tab on Instagram.                                                                                                                                                                                                 | 307           | 3      | 0.98% |
| Audience Network (Native, Banner, and Interstitial) | Your ads appear on apps on Audience Network.                                                                                                                                                                                                   | 224           | 11     | 4.91% |

Facebook News Feed Performance



Audience Network Performance



Instagram Performance





PPC Cost per Line Item

| Ad Group                                          | Impressions | Clicks ↓ | CTR   | Cost     | Avg. CPC |
|---------------------------------------------------|-------------|----------|-------|----------|----------|
| HomeFed - Escaya (Lead Generation Campaign) - PPC | 33,128      | 2,507    | 7.57% | 3,067.17 | 1.22     |
| HomeFed - Escaya - PPC Location                   | 3,001       | 236      | 7.86% | 127.17   | 0.54     |

**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*

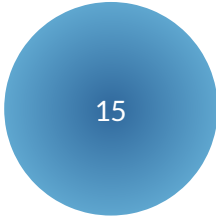
Total PPC Conversions



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

action

Phone Calls

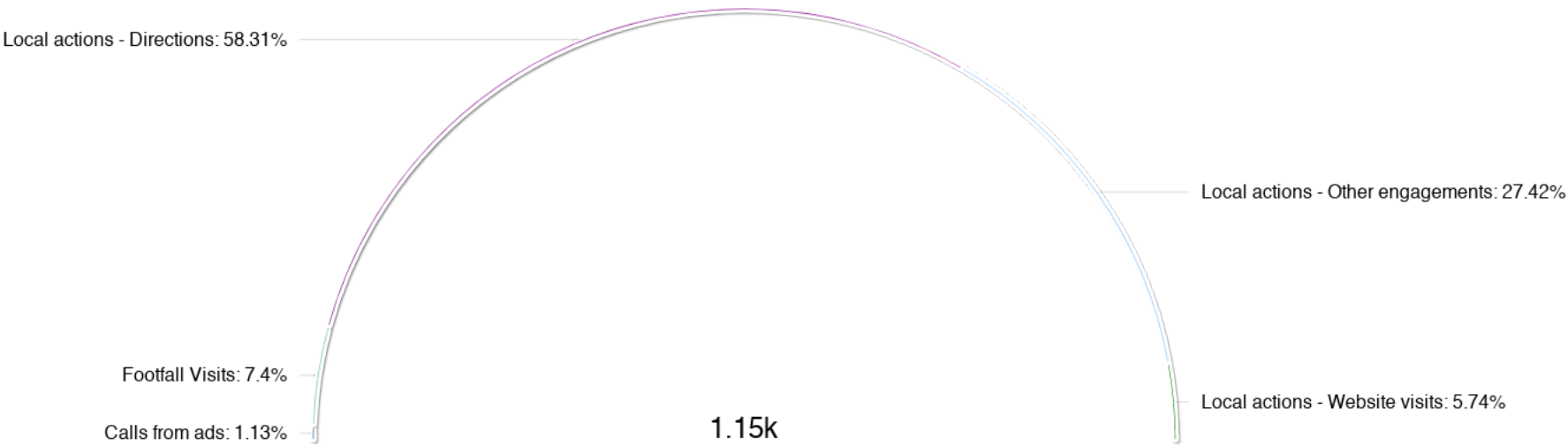


Times users clicked on the phone number on your ad and completed a call

PPC Conversion Performance

| Conversion Action Name                            | Total Conversions ↓ |
|---------------------------------------------------|---------------------|
| HomeFed - Escaya Anden Residence 1 Page View      | 288                 |
| HomeFed - Escaya Anden Residence 2 Page View      | 106                 |
| HomeFed - Escaya Anden Residence 4 Page View      | 106                 |
| HomeFed - Escaya - Find a Home Page View          | 75                  |
| HomeFed - Escaya Amenities Page View              | 75                  |
| HomeFed - Escaya Anden Residence 4x Page View     | 63                  |
| HomeFed - Escaya See What is New Click Conversion | 48                  |
| HomeFed - Escaya Anden Residence 3x Page View     | 32                  |
| HomeFed - Escaya Life at Escaya Page View         | 20                  |

PPC 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.

## PPC Creative Performance

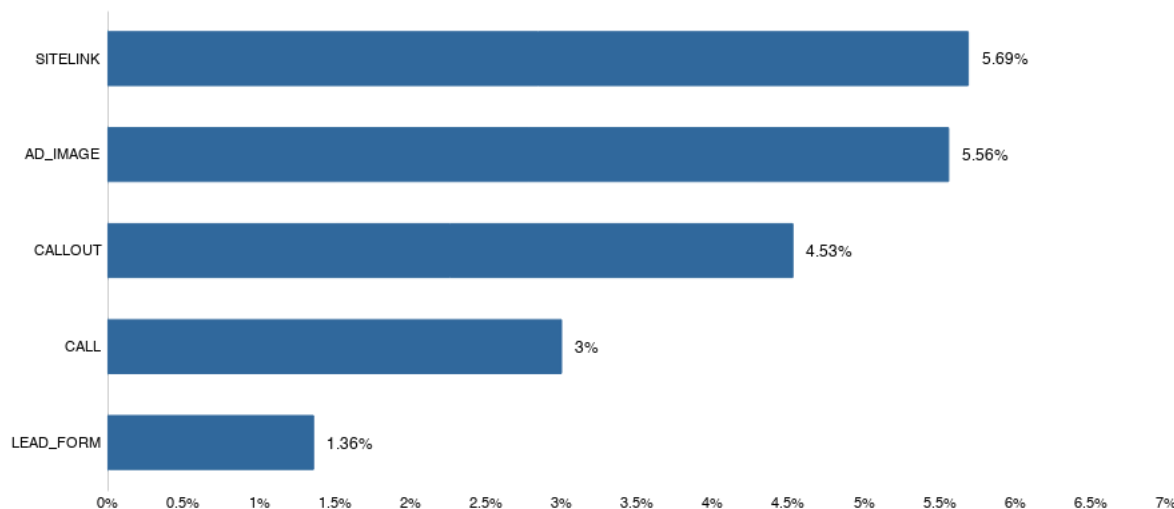
| Ad Preview                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Impressions | Clicks ↓ | CTR   | Cost     | Avg. CPC |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|----------|-------|----------|----------|
| <p><a href="#">New Homes in east Chula Vista   Discover The Village of Escaya   Resort-Style Amenities   Schedule Your Tour Today   New Homes in Desired Area   New Community Offering   Anden at Escaya   Award Winning Community   Move-In Ready Homes   Family-Friendly Living   Close to Top Schools   Modern Homes in Chula Vista   Book Your Private Tour   Schedule a Model Home Visit   Explore The Village Escaya</a></p> <p><a href="https://www.escayalife.com/">https://www.escayalife.com/</a></p> <p>Find your perfect home in east Chula Vista with parks, trails, shops, and great schools., Explore new homes with spacious layouts, modern design, and vibrant surroundings., Enjoy the Escaya lifestyle—clubhouse, pool, fitness center, and community events., Discover a walkable neighborhood where convenience and nature come together.</p> | 33,128      | 2,507    | 7.57% | 3,067.17 | 1.22     |
| <p><a href="#">New Homes in Chula Vista   New Homes at Anden   Anden at Otay Ranch   Chula Vista New Homes   New Construction Homes   Townhomes in Chula Vista   Homes Near Eastlake   Otay Ranch New Homes   New Homes from the \$600s   Explore Anden Homes   Chula Vista Home Builders   Modern New Townhomes   Live at Anden   Master Planned Living   Discover Anden Today</a></p> <p><a href="https://www.escayalife.com/">https://www.escayalife.com/</a></p> <p>Explore new townhomes at Anden in Chula Vista's vibrant Otay Ranch community., Modern new homes near parks, trails, shopping, dining, and top schools., Discover thoughtfully designed homes with flexible floorplans and amenities., Tour Anden today and find your new home in one of Chula Vista's best locations.</p>                                                                   | 3,001       | 236      | 7.86% | 127.17   | 0.54     |

## Top 5 Extension Performance

| Extension Type | Extension                                                                                                                                                           | Impressions | Clicks ↓ | CTR   | Cost     | Avg. CPC |
|----------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|----------|-------|----------|----------|
| AD_IMAGE       | Escaya PPC 1200x1200.png, <a href="https://tpc.googlesyndication.com/simgad/12813979375674650466">https://tpc.googlesyndication.com/simgad/12813979375674650466</a> | 22,761      | 1,266    | 5.56% | 1,674.12 | 1.32     |
| SITELINK       | Find your perfect home, Starting in the \$700s, New Homes Now Selling                                                                                               | 15,208      | 1,174    | 7.72% | 1,392.19 | 1.19     |
| SITELINK       | Bringing neighbors closer, Making new Friends, Community Events                                                                                                     | 12,940      | 714      | 5.52% | 720.42   | 1.01     |
| SITELINK       | Parks and Trails, Clubhouse and Pool, First Class Amenities                                                                                                         | 13,278      | 684      | 5.15% | 810.93   | 1.19     |
| CALLOUT        | Award Winning                                                                                                                                                       | 6,791       | 546      | 8.04% | 515.37   | 0.94     |

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.

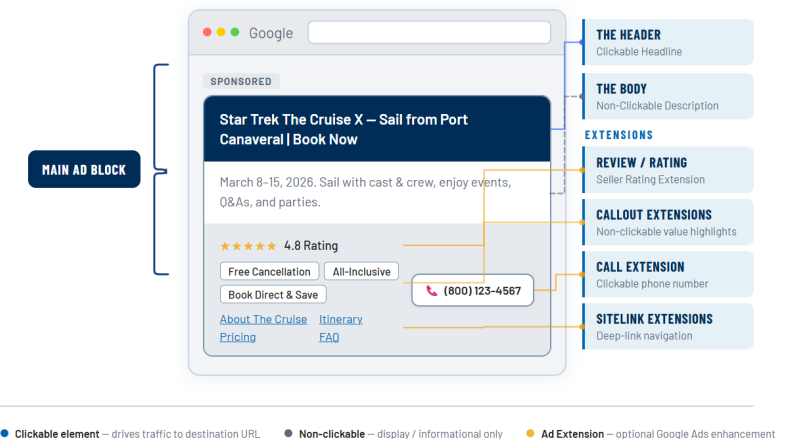
## PPC Extension Type Performance



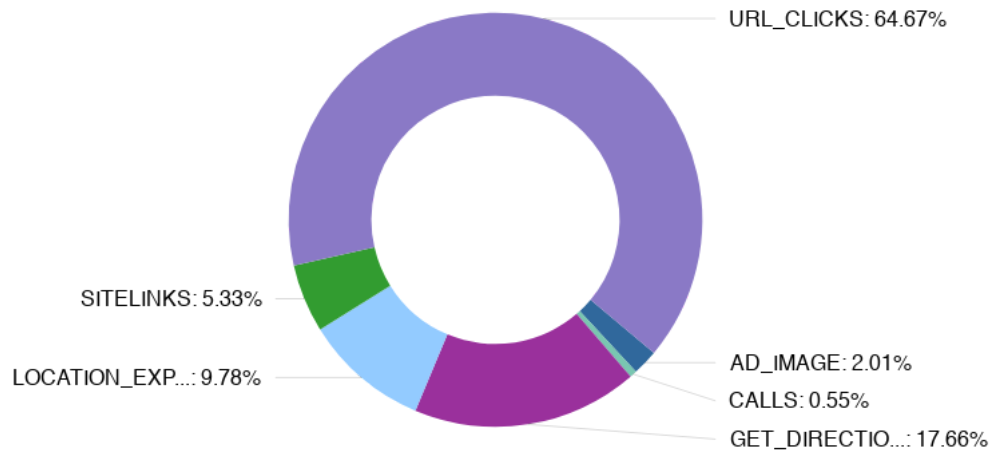
CTR

This report shows many times an ad was clicked that contained that extension, not how many people clicked on that specific extension itself.

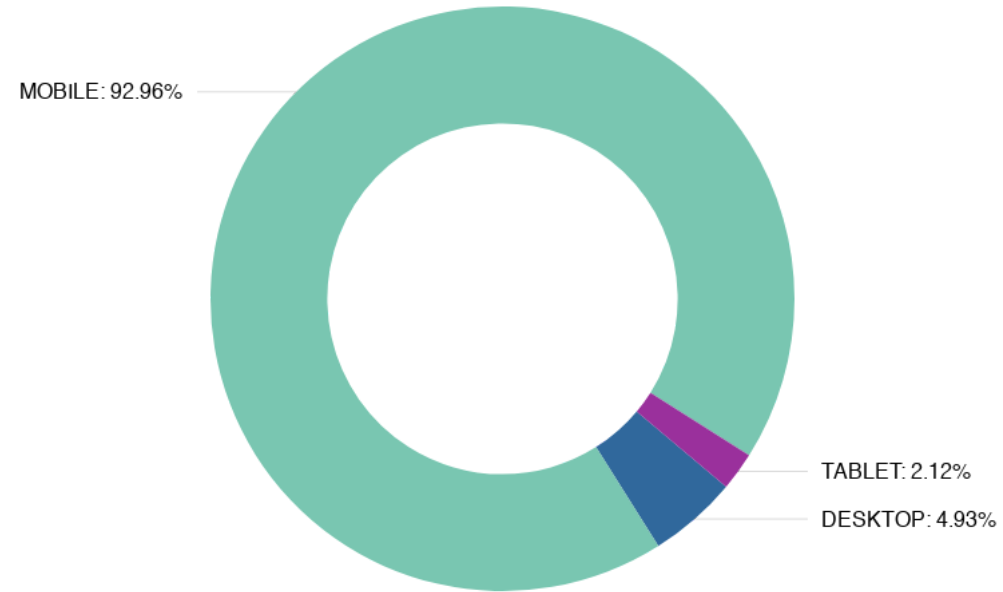
Location Extensions are not currently available to be shown.



### Click Type Performance



### Device Performance



**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.

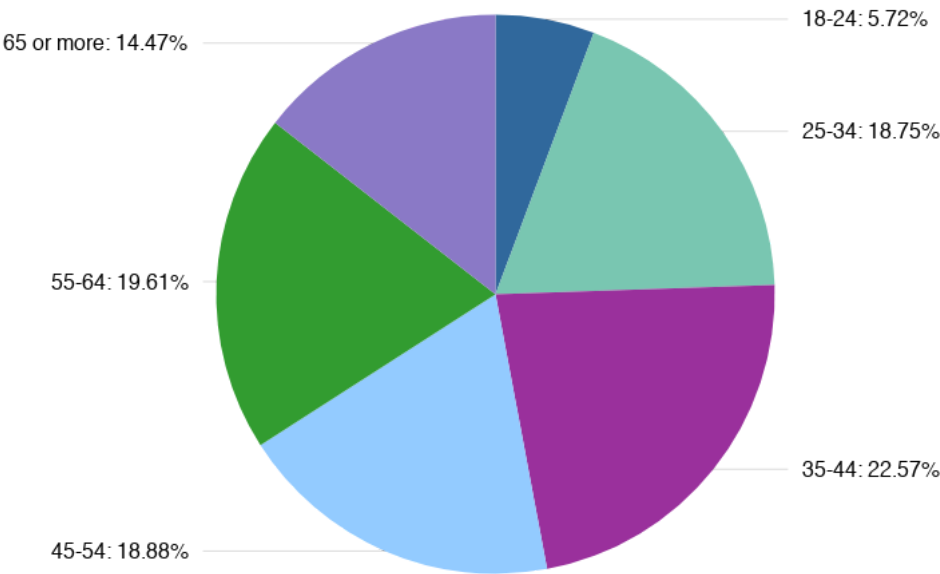
**Get Location Details Click:** When a user clicks in to expand the client's location in the Maps section of the search results list.

**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).

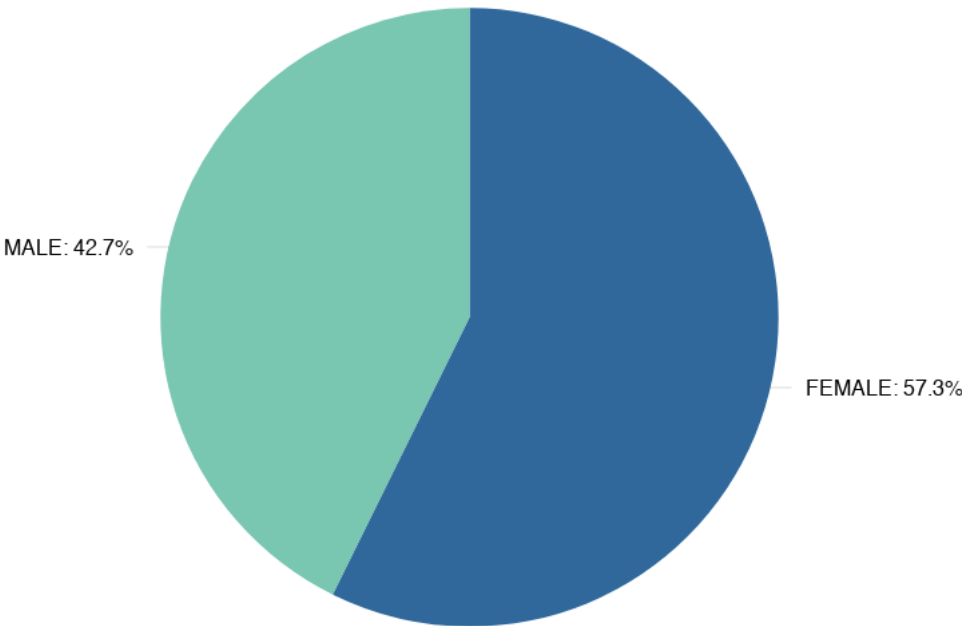
**Driving Directions Click:** When a user clicks on the "Get Directions" link within an ad.

**Location Expansion:** Clicks on ads shown to users near or interested in locations similar to those targeted in the campaign.

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 |
|--------------------------------------------|---------------------------------------------------|-------------|----------|--------|-------|----------|
| show homes for sale near me                | HomeFed - Escaya (Lead Generation Campaign) - PPC | 86          | 61       | 70.93% | 51.48 | 0.84     |
| single story townhomes near me             | HomeFed - Escaya (Lead Generation Campaign) - PPC | 59          | 42       | 71.19% | 26.04 | 0.62     |
| escaya chula vista                         | HomeFed - Escaya (Lead Generation Campaign) - PPC | 155         | 38       | 24.52% | 45.38 | 1.19     |
| complete home packages with prices near me | HomeFed - Escaya (Lead Generation Campaign) - PPC | 53          | 36       | 67.92% | 24.09 | 0.67     |
| lennar homes san diego                     | HomeFed - Escaya (Lead Generation Campaign) - PPC | 583         | 28       | 4.80%  | 45.47 | 1.62     |
| home near me                               | HomeFed - Escaya (Lead Generation Campaign) - PPC | 124         | 27       | 21.77% | 23.62 | 0.87     |
| anden at escaya                            | HomeFed - Escaya (Lead Generation Campaign) - PPC | 59          | 22       | 37.29% | 27.75 | 1.26     |
| houses in my area for sale                 | HomeFed - Escaya (Lead Generation Campaign) - PPC | 25          | 16       | 64.00% | 13.36 | 0.84     |
| land and home packages near me with prices | HomeFed - Escaya (Lead Generation Campaign) - PPC | 42          | 16       | 38.10% | 9.72  | 0.61     |
| manufactured homes for sale san diego      | HomeFed - Escaya (Lead Generation Campaign) - PPC | 133         | 16       | 12.03% | 26.08 | 1.63     |
| already built homes for sale               | HomeFed - Escaya (Lead Generation Campaign) - PPC | 25          | 15       | 60.00% | 11.10 | 0.74     |
| houses for sale near me right now          | HomeFed - Escaya (Lead Generation Campaign) - PPC | 19          | 15       | 78.95% | 13.94 | 0.93     |
| the village of escaya                      | HomeFed - Escaya (Lead Generation Campaign) - PPC | 48          | 14       | 29.17% | 16.82 | 1.20     |
| village of escaya                          | HomeFed - Escaya (Lead Generation Campaign) - PPC | 53          | 14       | 26.42% | 19.87 | 1.42     |
| lennar homes                               | HomeFed - Escaya (Lead Generation Campaign) - PPC | 200         | 12       | 6.00%  | 14.54 | 1.21     |

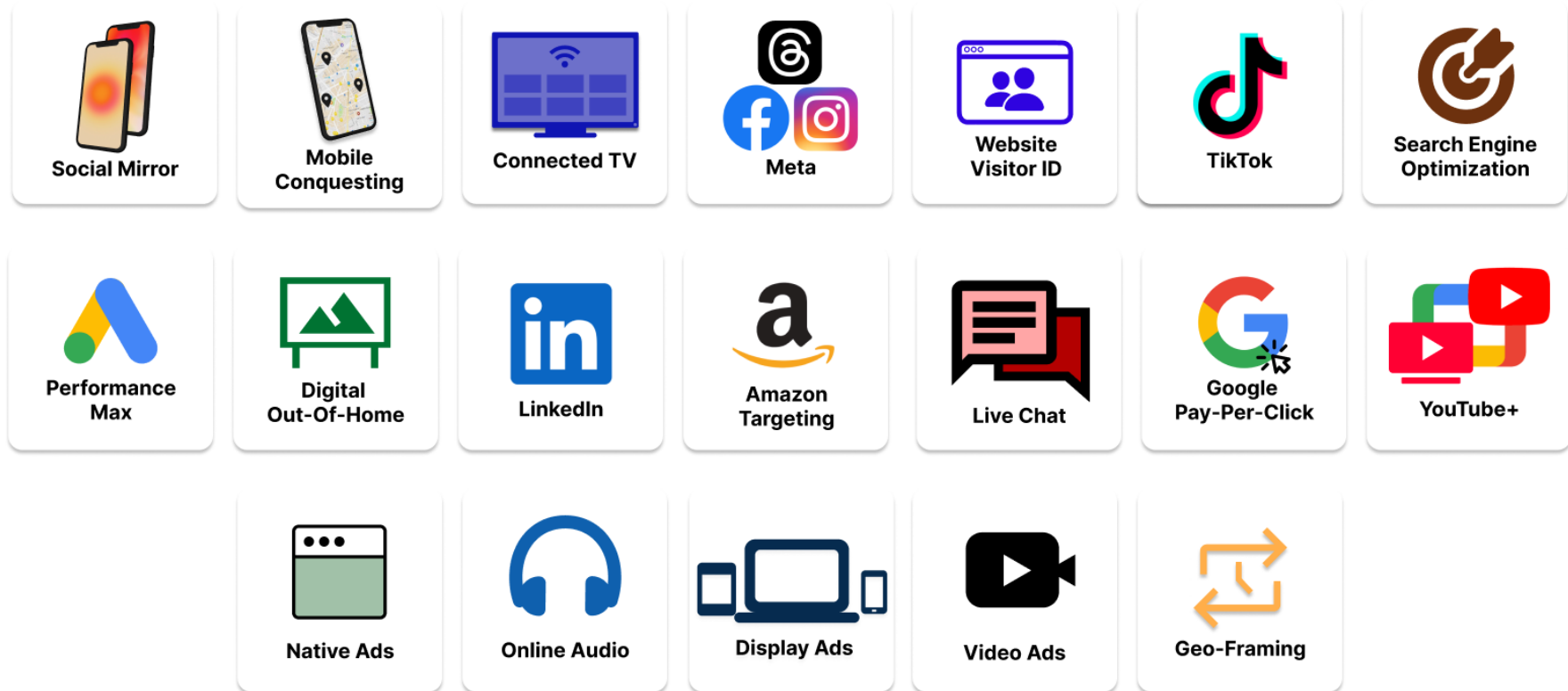
Grid contains more rows, but they have been clipped.

## Call Reporting Details

| Ad Group                                          | Start Time ↑          | End Time              | Duration (seconds) | Status   | Call Tracking DisplayLocation | Caller Area Code | Call Type              | Calls Count |
|---------------------------------------------------|-----------------------|-----------------------|--------------------|----------|-------------------------------|------------------|------------------------|-------------|
| HomeFed - Escaya (Lead Generation Campaign) - PPC | Jul 01, 2026 3:16 PM  | Jul 01, 2026 3:16 PM  | 26                 | RECEIVED | AD                            | 619              | HIGH_END_MOBILE_SEARCH | 1           |
| HomeFed - Escaya (Lead Generation Campaign) - PPC | Jul 06, 2026 10:08 AM | Jul 06, 2026 10:09 AM | 20                 | RECEIVED | AD                            | 619              | HIGH_END_MOBILE_SEARCH | 1           |
| HomeFed - Escaya (Lead Generation Campaign) - PPC | Jul 06, 2026 10:09 AM | Jul 06, 2026 10:11 AM | 148                | RECEIVED | AD                            | 619              | HIGH_END_MOBILE_SEARCH | 1           |
| HomeFed - Escaya (Lead Generation Campaign) - PPC | Jul 06, 2026 10:12 AM | Jul 06, 2026 10:12 AM | 3                  | RECEIVED | AD                            |                  | HIGH_END_MOBILE_SEARCH | 1           |
| HomeFed - Escaya (Lead Generation Campaign) - PPC | Jul 06, 2026 10:12 AM | Jul 06, 2026 10:13 AM | 54                 | RECEIVED | AD                            | 619              | HIGH_END_MOBILE_SEARCH | 1           |
| HomeFed - Escaya (Lead Generation Campaign) - PPC | Jul 06, 2026 10:13 AM | Jul 06, 2026 10:16 AM | 159                | RECEIVED | AD                            | 619              | HIGH_END_MOBILE_SEARCH | 1           |
| HomeFed - Escaya (Lead Generation Campaign) - PPC | Jul 06, 2026 10:52 AM | Jul 06, 2026 10:52 AM | 8                  | RECEIVED | AD                            |                  | HIGH_END_MOBILE_SEARCH | 1           |
| HomeFed - Escaya (Lead Generation Campaign) - PPC | Jul 06, 2026 4:46 PM  | Jul 06, 2026 4:46 PM  | 6                  | RECEIVED | AD                            |                  | HIGH_END_MOBILE_SEARCH | 1           |

"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*.



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