

Digital Marketing Report

Impressions

How many ads were served:

28,309

Clicks

Times a user clicked on an ad

2,625

Events

3,188

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

Your Product Breakout by Impressions



PMax

Event Rate

11.26%

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

Performance Max Cost

Amount spent on the campaign

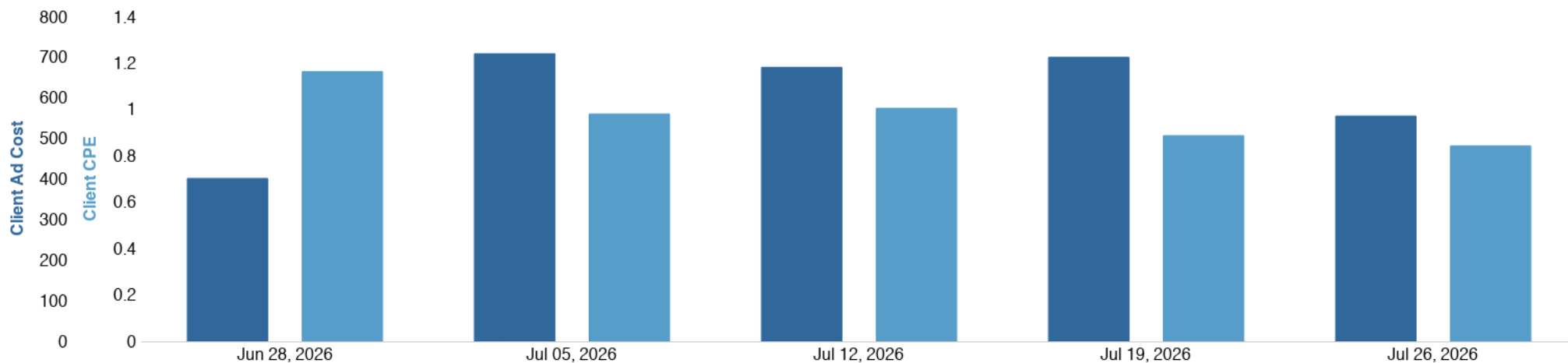
3,041.77

Performance Max Cost-Per-Event

Cost/Events

0.95

Performance Max Week by Week Spend Performance



Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Galt Advocacy - Autism/Elder Care/Retargeting Performance Max	26,383	2,352	8.91%	127.35
Galt Advocacy - Spanish - Autismo/Apoyo para cuidadores Performance Max	1,926	273	14.17%	202.49

Grid contains more rows, but they have been clipped.

Performance Max Creative Group Performance

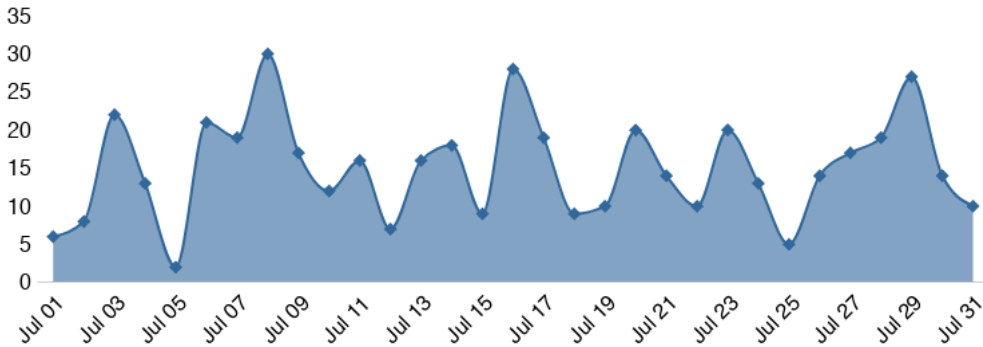
Creative Group Name	Search Themes	Client Ad Cost	Client CPE	Impressions	Events ↓	Event Rate
Galt Advocacy - Autism/Elder Care/Retargeting Performance Max	Advocate for IHSS hearing,Best chance for IHSS approval,Changes in IHSS 2026,Denied for IHSS,Down's Syndrome Resources in CA,Expert IHSS advice,Free IHSS Case Review,Free IHSS consultation,Free protective supervision consultation,Help for parents of special needs children,Help with IHSS appeal,Help with IHSS applications,Help with IHSS benefit approval,Help with IHSS Hearings,Help with IHSS process,How to apply for IHSS in CA,How to get IHSS benefits,How to win IHSS hearing,IHSS benefit experts in CA,IHSS benefits for disabled adults,IHSS care for elderly parents,IHSS caregiver eligibility,IHSS documentation help,IHSS experts in California,IHSS hearing strategy,IHSS hourly wage in CA,IHSS minimum hours,IHSS protective supervision,IHSS Regional Center Services,Improve IHSS approval odds,In home Supportive Services CA,Increase IHSS Hours,Medi-Cal requirements for IHSS,My IHSS hours were reduced,Paid caregiver support IHSS,Parents of disabled children benefits,Prepare for IHSS hearing,Protective Supervision Assessment,Protective Supervision eligibility,Protective Supervision in CA,Protective supervision process,Special needs caregiver benefits,Special needs resources in CA,Tips for IHSS Hearing,Trusted IHSS experts,what is ihss,Where to start for IHSS	2,557.47	0.90	26,383	2,830	10.73%

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

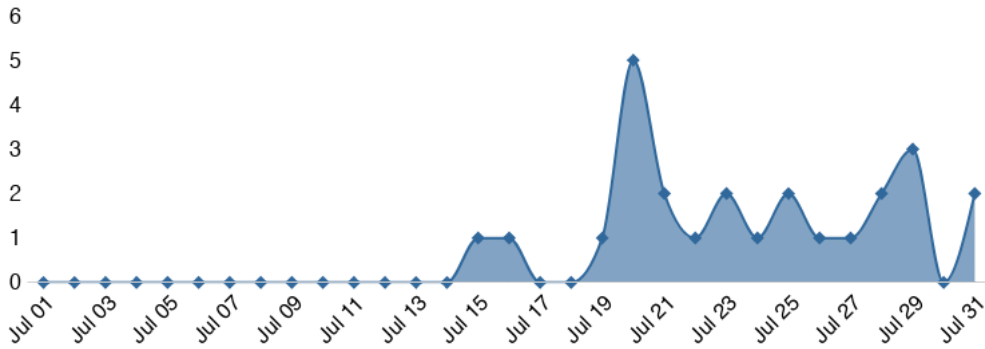
Conversion Action Name	Click Conversions ↓
Galt Advocacy Live Chat Click Conversion	399
Galt Advocacy Contact Page View	20
Galt Advocacy Special Ed Workshop Page View	9

Performance Max View-through Conversions



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

Performance Max View-through Conversions by Day

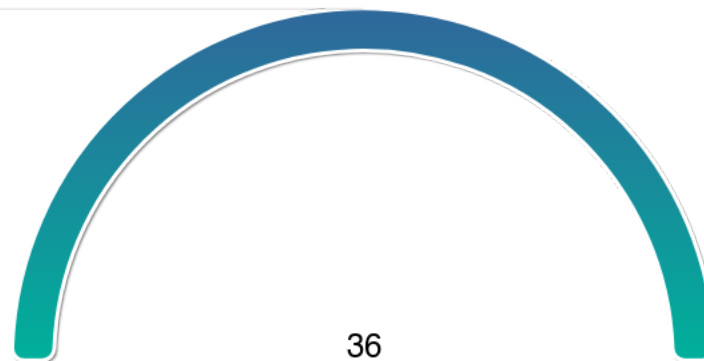


Performance Max View-through Conversion Performance

Conversion Action Name	View-through Conversions ↓
Galt Advocacy Homepage Visits	25

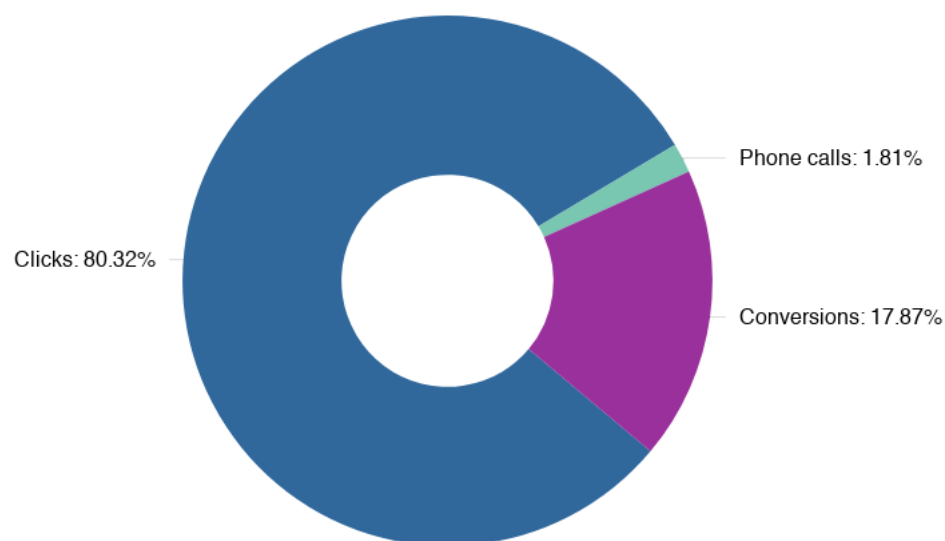
Performance Max Other Google Conversions - these are automatic conversions Google tracks based on actions taken from your ads

Calls from ads: 100%

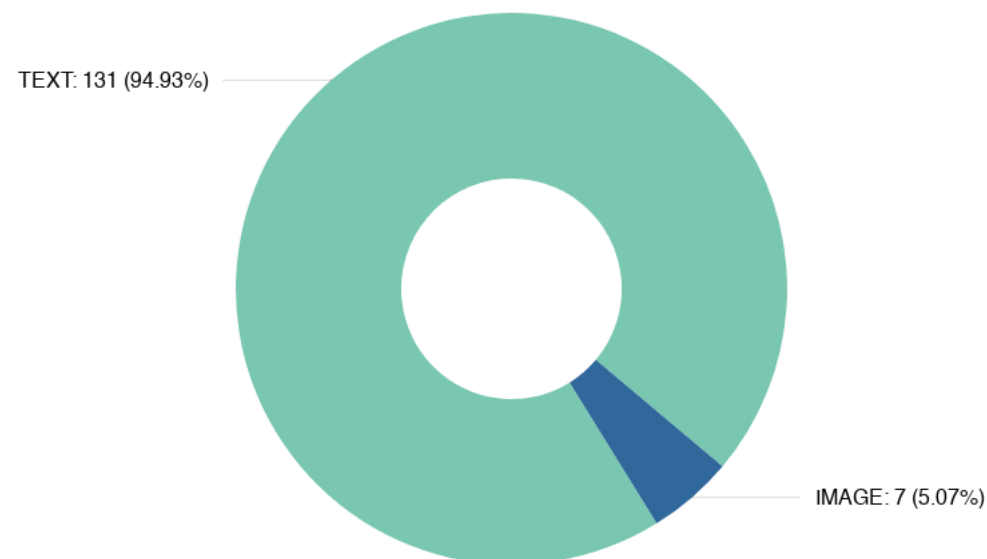


"Calls from ads" refers to a qualified conversion, meaning that the call had to go through and last for at least 60 seconds for it to be counted.

Event Breakdown by Type



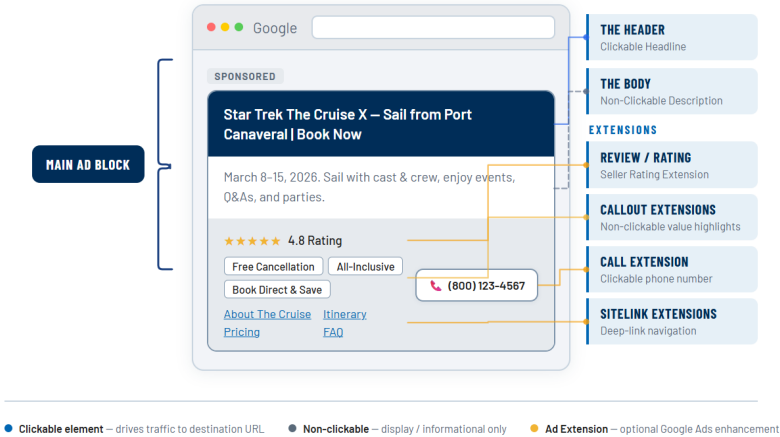
Creative Type by Quantity



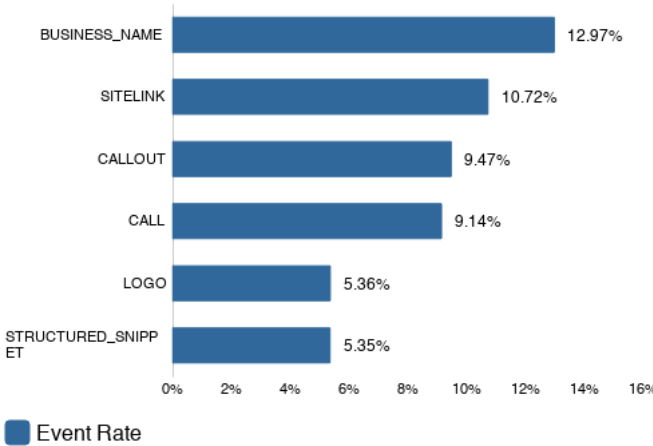
Performance Max Top 5 Extension Performance

Type	Extension (upgraded)	Impressions	Events	Event Rate ↓	Client Ad Cost	Client CPE
SITELINK	Verifique su elegibilidad, Ayuda experta en el proceso, Cómo solicitar IHSS	1,406	313	22.26%	422.30	1.35
SITELINK	Verifique si es elegible, Apoyo durante el proceso, Supervisión Protectora	455	92	20.22%	154.69	1.68
CALLOUT	Maximice Beneficios IHSS	15	3	20.00%	1.28	0.43
SITELINK	Apoyo experto en cada condado, Asegure los beneficios que merece, Salarios IHSS CA 2026	1,520	302	19.87%	404.18	1.34
SITELINK	Hable con un experto hoy, Más de 15 años experiencia, Consulta IHSS Gratis	1,268	243	19.16%	359.34	1.48

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 01, 2026	Galt Advocacy	707-566-7600	2
Jul 02, 2026	Galt Advocacy	707-566-7600	2
Jul 03, 2026	Galt Advocacy	707-566-7600	3
Jul 06, 2026	Galt Advocacy	707-566-7600	2
Jul 07, 2026	Galt Advocacy	707-566-7600	3
Jul 08, 2026	Galt Advocacy	707-566-7600	1
Jul 09, 2026	Galt Advocacy	707-566-7600	6
Jul 10, 2026	Galt Advocacy	707-566-7600	2
Jul 13, 2026	Galt Advocacy	707-566-7600	5
Jul 16, 2026	Galt Advocacy	707-566-7600	2
Jul 17, 2026	Galt Advocacy	707-566-7600	1
Jul 20, 2026	Galt Advocacy	707-566-7600	3
Jul 21, 2026	Galt Advocacy	707-566-7600	3
Jul 22, 2026	Galt Advocacy	707-566-7600	3
Jul 24, 2026	Galt Advocacy	707-566-7600	1

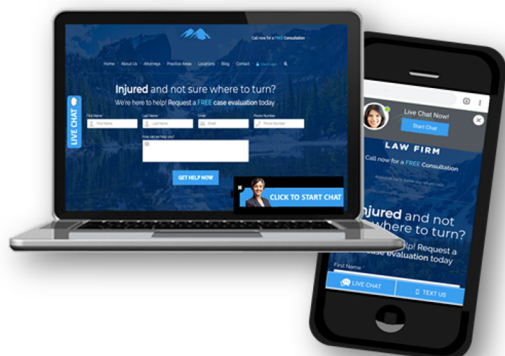
“Phone calls” are the number of times people clicked on a phone number displayed in an ad on a mobile device or manually dialed the Google forwarding number displayed in an ad on any device, regardless of the duration.

595
CHATS

209
LEADS

112
BILLABLE LEADS

18.82%
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: $(\text{Billable Leads} / \text{Chats}) \times 100$

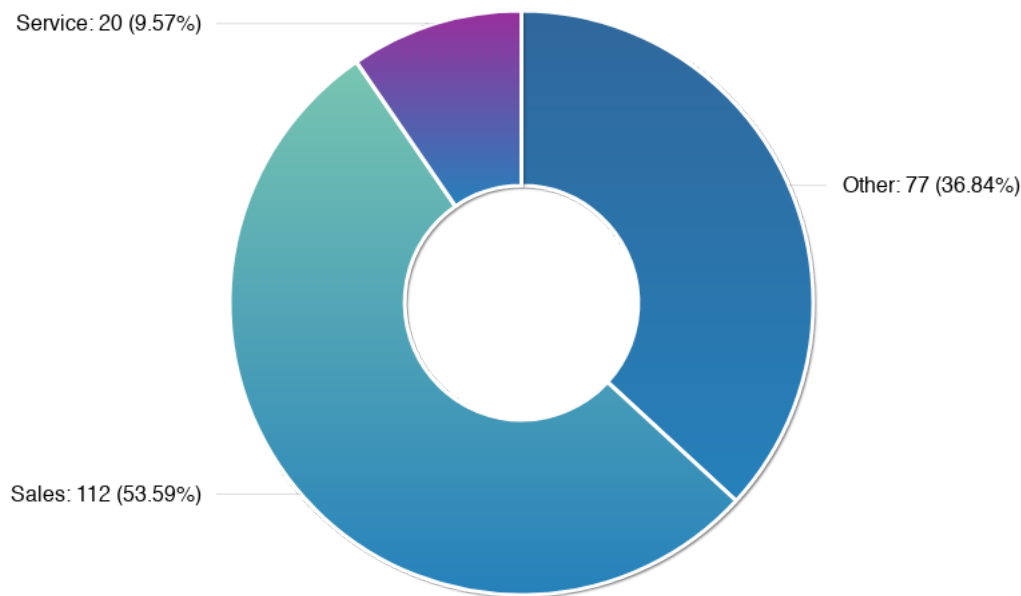
Note: Data is updated once daily. Chats and Leads will update during the next day's sync.

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							68	66	209
Jul 01, 2026	Galt Advocacy	79665537	Other	Toulu Thao		toulut@yahoo.com	0	0	1
Jul 01, 2026	Galt Advocacy	79667271	Other	Shawna vunovich	7473206260	shawnavunovich2@gmail.com	0	0	1
Jul 01, 2026	Galt Advocacy	79667369	Other	Christine Phan	9097677162		0	0	1
Jul 01, 2026	Galt Advocacy	79667771	Other	Christine Phan	9097677162		0	0	1
Jul 01, 2026	Galt Advocacy	79667886	Sales	Joyce Villabroza		joyce_villabroza@yahoo.com	0	0	1
Jul 01, 2026	Galt Advocacy	79668241	Sales	Cheryl Votruba	6619989769	themoabof5@icloud.com	0	0	1
Jul 01, 2026	Galt Advocacy	79672344	Sales	Larry K. Vizard Jr.	9095575054	larryvizard@gmail.com	0	0	1
Jul 01, 2026	Galt Advocacy	79675327	Sales	Noemí Valenzuela	4088490968	valenzuelanoemi19@gmail.com	1	1	1
Jul 01, 2026	Galt Advocacy	79678878	Other	Shawna Vunovich	7473206260		1	1	1
Jul 01, 2026	Galt Advocacy	79679026	Sales	Dharmesh kharwa	7148600462	kharwag21@gmail.com	0	0	1
Jul 01, 2026	Galt Advocacy	79679604	Sales	Lorena Martin	6617095992	lorimartin8778@gmail.com	1	1	1
Jul 01, 2026	Galt Advocacy	79679645	Other	na	2135311509		0	0	1
Jul 01, 2026	Galt Advocacy	79679649	Service	diana Enriquez	2135311509	dianaenriquez2019@gmail.com	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.