



Digital Marketing Report

Impressions

How many ads were served:

4,844

Clicks

Times a user clicked on an ad

211

Click-Through Rate

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

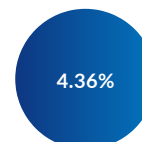
4.36%

Your Product Breakout by Impressions



PPC

Total Engagement Rate



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

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

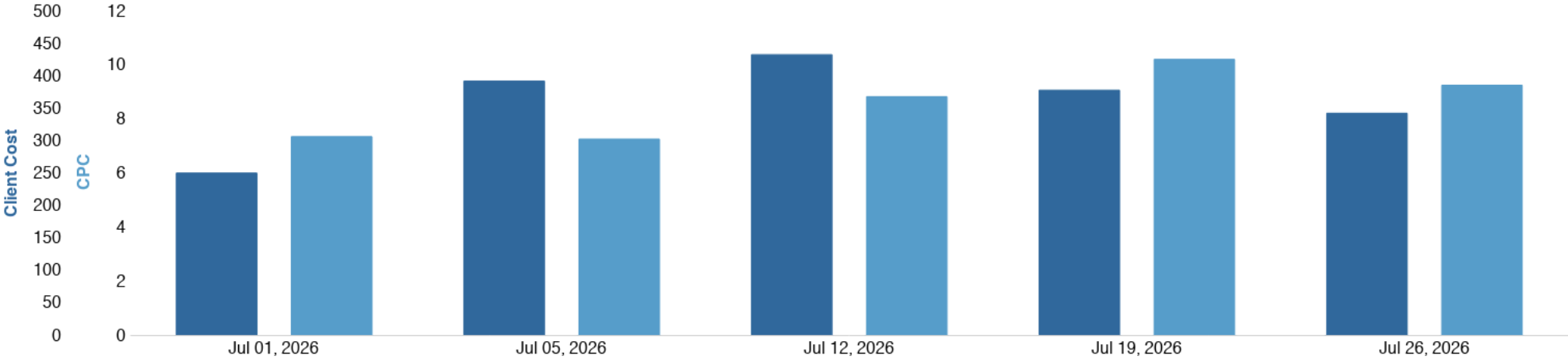
1,792.81

PPC Cost-Per-Click

Cost/Clicks

8.50

Week by Week Spend Performance





Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Bloom Heating - Keyword PPC	2,540	172	6.77%	96.74
Bloom Heating - Call Ads PPC	2,304	39	1.69%	24.18



PPC Cost per Line Item

Ad Group	Impressions	Clicks ↓	CTR	Cost	Avg. CPC
Bloom Heating - Keyword PPC	2,540	172	6.77%	1,062.47	6.18
Bloom Heating - Call Ads PPC	2,304	39	1.69%	730.33	18.73

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



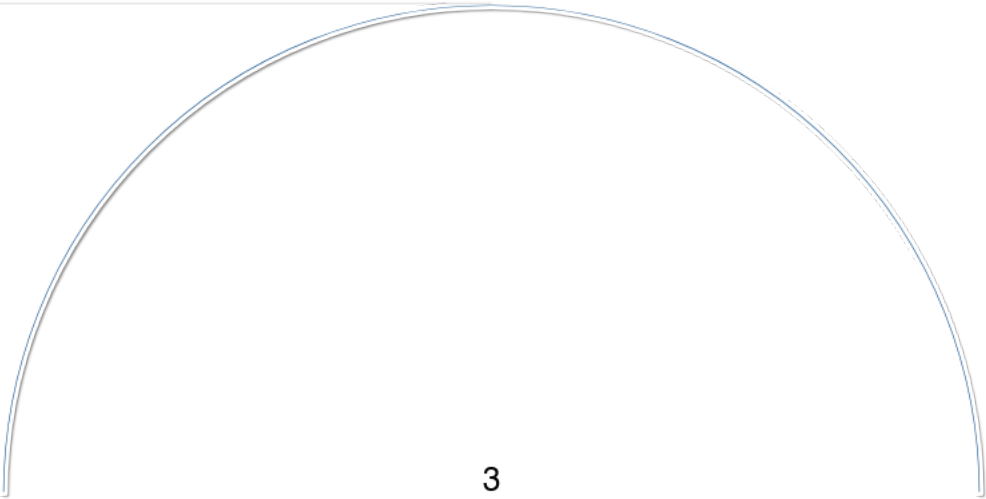
Phone Calls



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

PPC 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.



PPC Creative Performance

Ad Preview	Impressions	Clicks ↓	CTR	Cost	Avg. CPC
AC Installation Experts Trusted HVAC Company Same-Day AC Repair Fast AC Service Today AC Repair Near You Affordable AC Service Emergency AC Repair Local Cooling Experts Air Conditioning Repair Beat The Heat Today AC Not Cooling? Call Now Home AC Maintenance AC Tune-Up Specials Cooling System Tune-Up HVAC Cooling Services https://bloomheatingllc.com/ AC not cooling? We fix it fast. Call now for same-day service., Tune-ups, repairs & installs. Keep your home cool all summer long., Beat the heat! Schedule AC service today for fast, affordable cooling., Fast AC repair, tune-ups & installs. Stay cool with reliable local experts.	2,540	172	6.77%	1,062.47	6.18
	2,304	39	1.69%	730.33	18.73

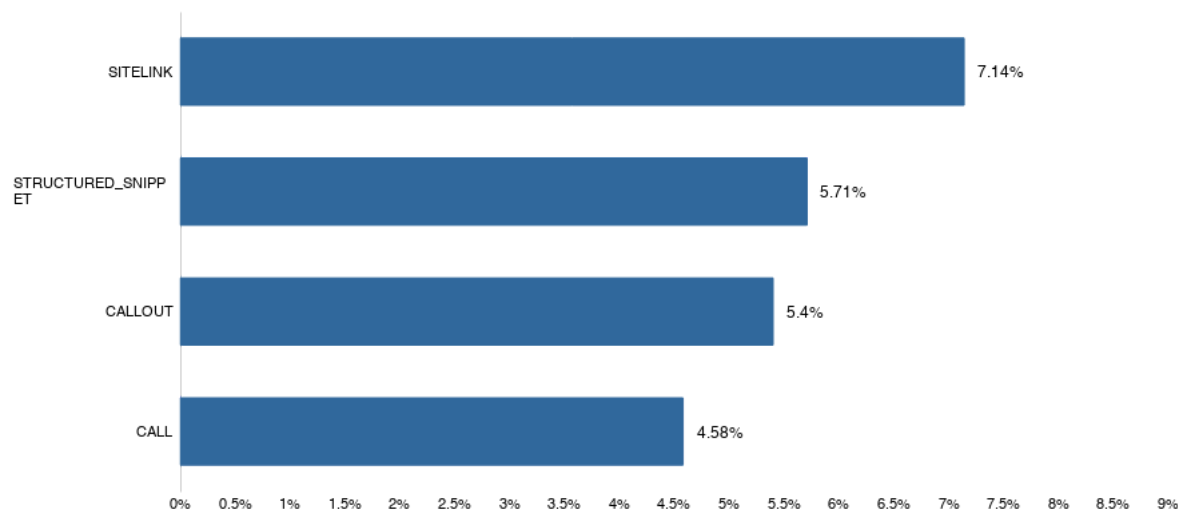


Top 5 Extension Performance

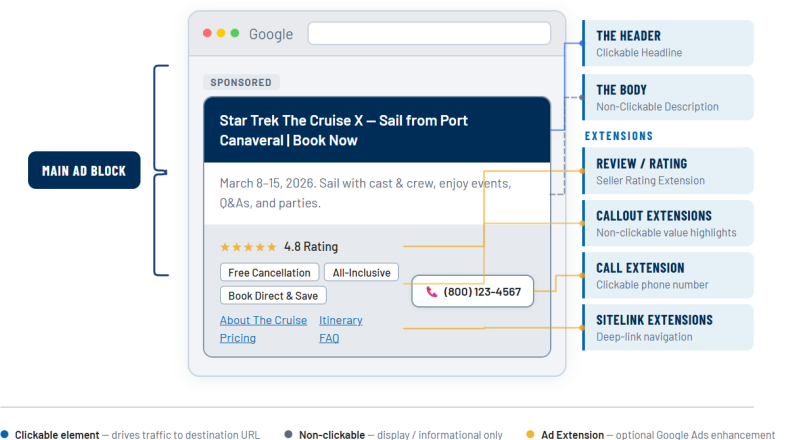
Extension Type	Extension	Impressions	Clicks ↓	CTR	Cost	Avg. CPC
SITELINK	Products & Services	1,821	133	7.30%	891.64	6.70
SITELINK	About Us	1,627	111	6.82%	760.56	6.85
SITELINK	Contact Us	1,579	109	6.90%	717.62	6.58
CALLOUT	Affordable Pricing	1,031	53	5.14%	300.73	5.67
CALLOUT	Reliable Cooling	844	49	5.81%	211.56	4.32

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

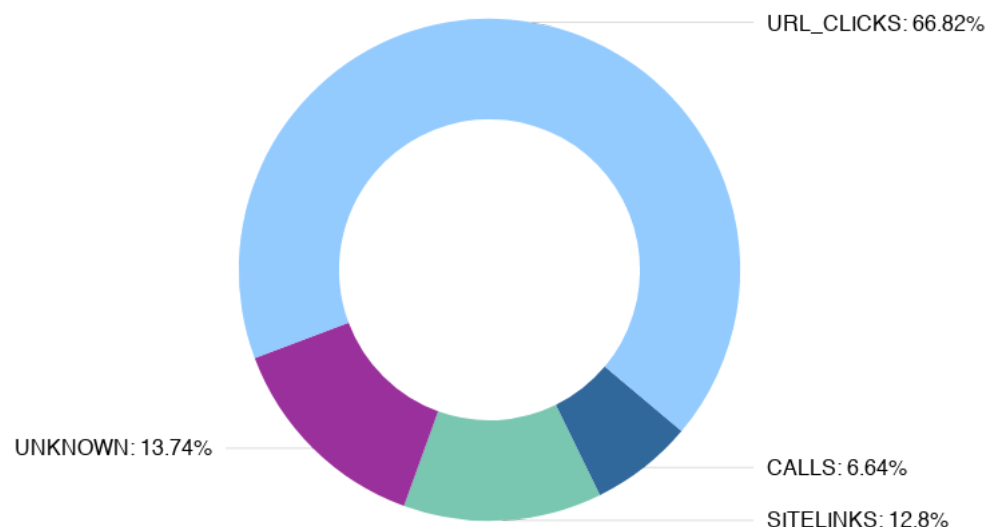


This report shows many times an ad was clicked that contained that extension, not how many people clicked on that specific extension itself.

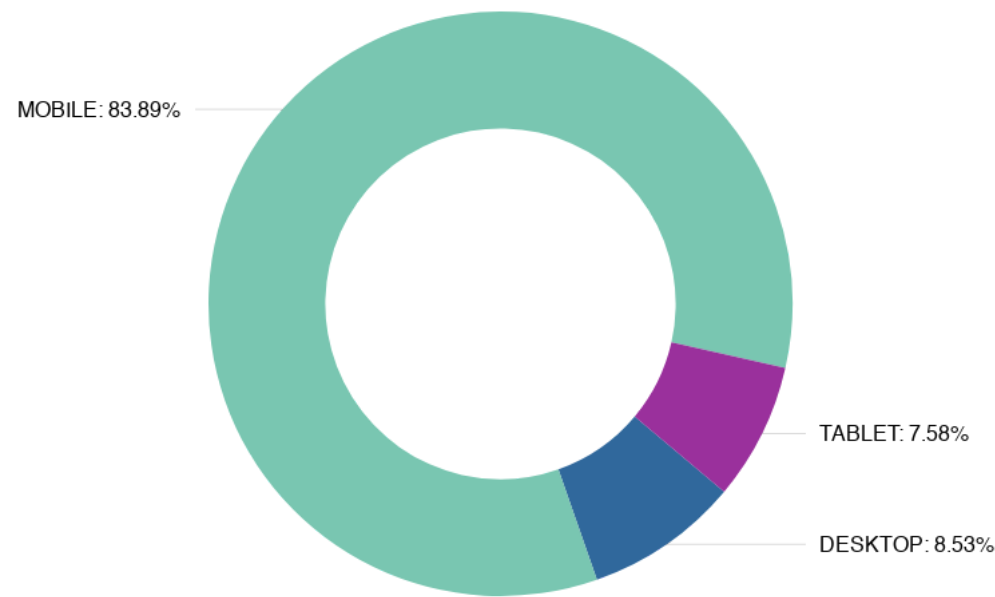
Location Extensions are not currently available to be shown.



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.

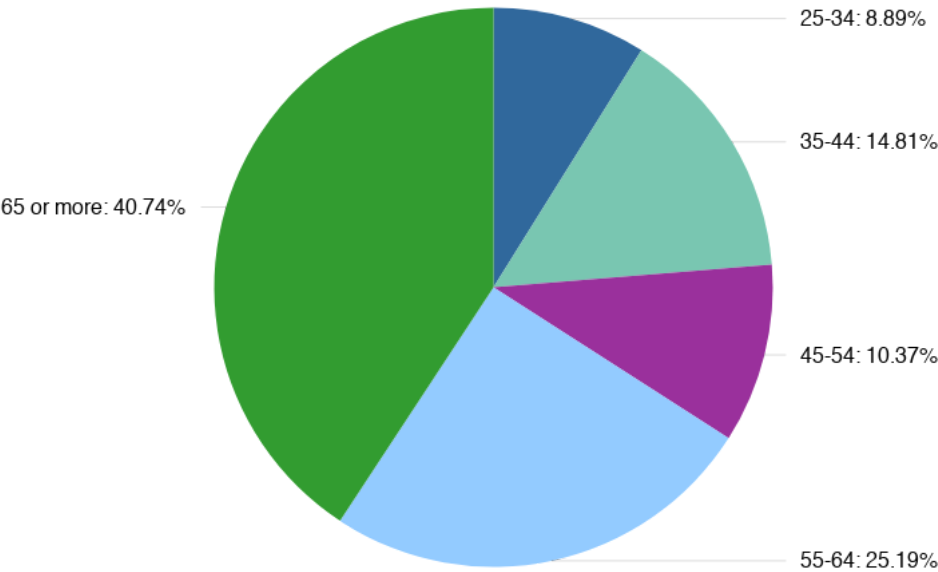
Phone Calls Click: When a user clicks to call your business (includes hang ups after the click - will be less than the completed calls reported in the Conversion section).

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

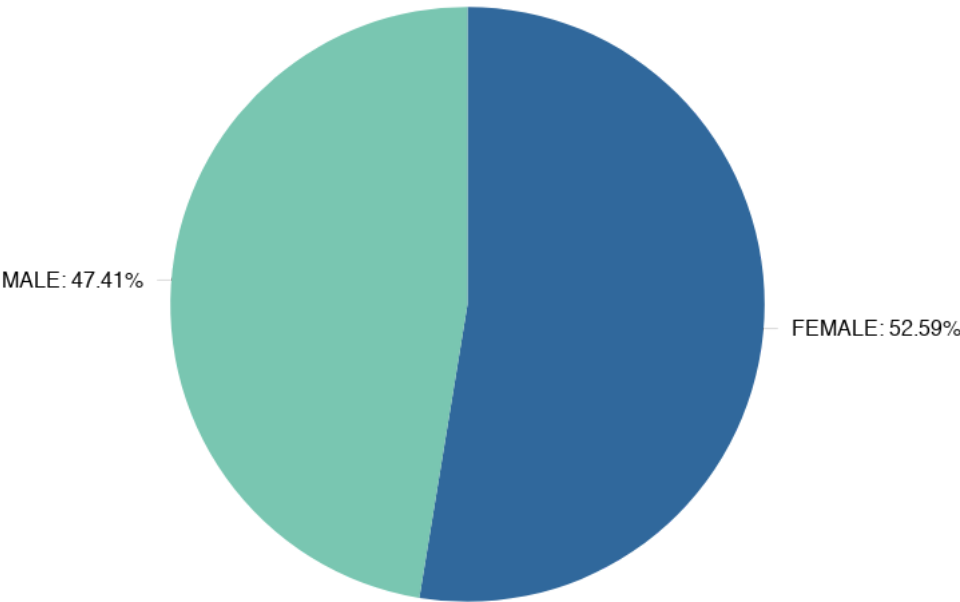
Location Expansion: Clicks on ads shown to users near or interested in locations similar to those targeted in the campaign.



Click Engagement by Age



Click Engagement by Gender





Top Search Term Performance

Search Term	Ad Group	Impressions	Clicks ↓	CTR	Cost	Avg. CPC
ductless air conditioner cost	Bloom Heating - Keyword PPC	3	3	100.00%	2.50	0.83
mini split system	Bloom Heating - Keyword PPC	35	3	8.57%	22.32	7.44
new ductless air conditioner	Bloom Heating - Keyword PPC	3	3	100.00%	3.35	1.12
oil prices near me	Bloom Heating - Keyword PPC	6	3	50.00%	27.82	9.27
air conditioner quick fix	Bloom Heating - Keyword PPC	2	2	100.00%	1.97	0.99
air conditioner repair near me	Bloom Heating - Keyword PPC	3	2	66.67%	10.60	5.30
bloom heating oil prices	Bloom Heating - Call Ads PPC	8	2	25.00%	29.55	14.77
bloom heating reviews	Bloom Heating - Keyword PPC	5	2	40.00%	16.08	8.04
how much is a mini split	Bloom Heating - Keyword PPC	4	2	50.00%	19.27	9.64
hvac bloomsburg pa	Bloom Heating - Keyword PPC	5	2	40.00%	14.18	7.09
lowest heating oil prices near me	Bloom Heating - Keyword PPC	4	2	50.00%	11.02	5.51
mini splits heating and cooling	Bloom Heating - Keyword PPC	7	2	28.57%	12.94	6.47
mitsubishi mini split cost	Bloom Heating - Keyword PPC	2	2	100.00%	6.29	3.15
mitsubishi mini split prices	Bloom Heating - Keyword PPC	2	2	100.00%	3.35	1.68
new ways to heat your home	Bloom Heating - Keyword PPC	2	2	100.00%	0.96	0.48
split air conditioner units	Bloom Heating - Keyword PPC	3	2	66.67%	16.37	8.19
split unit ac and heat cost	Bloom Heating - Keyword PPC	2	2	100.00%	14.17	7.09
total hvac berwick pa	Bloom Heating - Keyword PPC	8	2	25.00%	17.77	8.89
18000 btu mini split	Bloom Heating - Keyword PPC	4	1	25.00%	5.96	5.96
2 ton split system	Bloom Heating - Keyword PPC	1	1	100.00%	0.66	0.66



Call Reporting Details

Ad Group	Start Time ↑	End Time	Duration (seconds)	Status	Call Tracking DisplayLocation	Caller Area Code	Call Type	Calls Count
Bloom Heating - Keyword PPC	Jul 08, 2026 9:06 AM	Jul 08, 2026 9:06 AM	24	RECEIVED	AD	570	HIGH_END_MOBILE_SEARCH	1
Bloom Heating - Keyword PPC	Jul 08, 2026 9:12 AM	Jul 08, 2026 9:14 AM	87	RECEIVED	AD	570	HIGH_END_MOBILE_SEARCH	1
Bloom Heating - Call Ads PPC	Jul 08, 2026 11:43 AM	Jul 08, 2026 11:45 AM	101	RECEIVED	AD	570	HIGH_END_MOBILE_SEARCH	1
Bloom Heating - Call Ads PPC	Jul 09, 2026 8:42 AM	Jul 09, 2026 8:43 AM	30	RECEIVED	AD	570	HIGH_END_MOBILE_SEARCH	1
Bloom Heating - Call Ads PPC	Jul 13, 2026 8:17 AM	Jul 13, 2026 8:18 AM	59	RECEIVED	AD	267	HIGH_END_MOBILE_SEARCH	1
Bloom Heating - Call Ads PPC	Jul 18, 2026 9:36 AM	Jul 18, 2026 9:36 AM	-	MISSED	AD		HIGH_END_MOBILE_SEARCH	1
Bloom Heating - Keyword PPC	Jul 20, 2026 2:21 PM	Jul 20, 2026 2:22 PM	44	RECEIVED	AD	570	HIGH_END_MOBILE_SEARCH	1
Bloom Heating - Call Ads PPC	Jul 28, 2026 4:53 PM	Jul 28, 2026 4:54 PM	72	RECEIVED	AD	570	HIGH_END_MOBILE_SEARCH	1
Bloom Heating - Keyword PPC	Jul 30, 2026 12:02 PM	Jul 30, 2026 12:02 PM	-	MISSED	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*.



Social Mirror



Mobile Conquesting



Connected TV



Meta



Website Visitor ID



TikTok



Search Engine Optimization



Performance Max



Digital Out-Of-Home



LinkedIn



Amazon Targeting



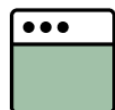
Live Chat



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.