

Digital Marketing Report

Impressions

How many ads were served:

161,024

Clicks

Times a user clicked on an ad

2,645

Click-Through Rate

(Clicks/Impressions) x 100

0.94%

Your Product Breakout by Impressions



CTV Completion Rate

98.76%

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

2,445

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

Event Rate

8.08%

(Events/Impressions) x 100

Total Engagement Rate

0.94%

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

X the National Average

13.45

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

Amount spent on the campaign

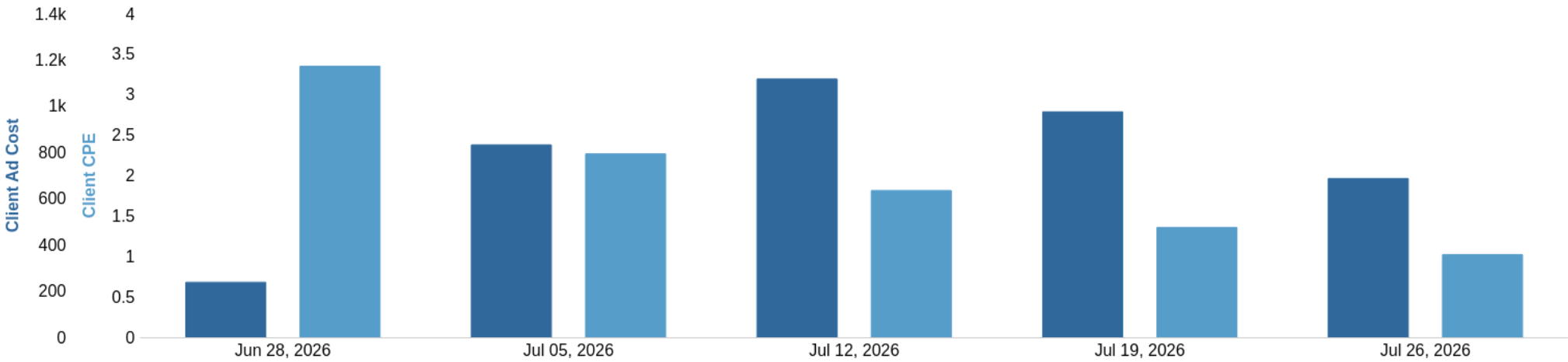
3,850.67

Performance Max Cost-Per-Event

Cost/Events

1.57

Performance Max Week by Week Spend Performance



Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Freedom Boat Club of North Texas - Boating/Lake Goers Behavioral Social Mirror	63,037	46	0.07%	1.04
Freedom Boat Club of North Texas - AI Social Mirror	37,478	931	2.48%	35.49
Freedom Boat Club of North Texas - Boat Clubs/Boating/Retargeting Performance Max	30,275	1,638	5.41%	77.29
Freedom Boat Club of North Texas - Boating/Lake Goers Behavioral CTV	12,143	3	0.02%	0.35
Freedom Boat Club of North Texas - AI CTV	11,640	2	0.02%	0.25
Freedom Boat Club of North Texas - Retargeting Social Mirror	4,024	18	0.45%	6.39
Freedom Boat Club of North Texas - Keyword Social Mirror	2,427	12	0.49%	7.06

Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	Freedom Boat Club_SM_6.5_Here's a thought	45,329	729	1.61%	22.97
	Freedom Boat Club_SM_6.5_A different Texas lake every weekend	30,255	145	0.48%	6.85
	Freedom Boat Club_SM_6.5_Here's something our members love	30,259	128	0.42%	6.04
	Freedom Boat Club_SM_3.5_Your boat membership should travel farther	552	3	0.54%	7.76
	Freedom Boat Club_SM_5.28_Splash Into Summer	571	2	0.35%	5.00

Social Mirror Creative AI Performance

Creative			Preview Link	Percentage Served ↓	CTR
Creative Name	Variant Name	Creative Format			
Freedom Boat Club_SM_6.5_Here's a thought	Variant: V_00002	Photo	Click to View	23.27%	2.41%
Freedom Boat Club_SM_6.5_Here's something our members love	Variant: V_00005	Photo	Click to View	5.86%	1.58%
Freedom Boat Club_SM_6.5_Here's a thought	Variant: Original	Photo	Click to View	3.57%	3.42%
Freedom Boat Club_SM_6.5_Here's something our members love	Variant: V_00012	Photo	Click to View	3.25%	1.23%
Freedom Boat Club_SM_6.5_A different Texas lake every weekend	Variant: Original	Carousel	Click to View	2.72%	1.40%
Freedom Boat Club_SM_6.5_Here's a thought	Variant: V_00008	Photo	Click to View	2.45%	3.59%
Freedom Boat Club_SM_6.5_Here's a thought	Variant: V_00013	Photo	Click to View	2.37%	3.01%
Freedom Boat Club_SM_6.5_A different Texas lake every weekend	Variant: V_00015	Carousel	Click to View	2.36%	1.95%
Freedom Boat Club_SM_6.5_A different Texas lake every weekend	Variant: V_00007	Carousel	Click to View	2.27%	1.38%
Freedom Boat Club_SM_6.5_A different Texas lake every weekend	Variant: V_00012	Carousel	Click to View	2.25%	1.34%

Connected TV (CTV) Creative Performance

Preview Image	Creative Name	Impressions	Video Completion Rate ↓
Thumbnail not available	Freedom Boat Club of North Texas_FBC Spring 2026	23,783	98.76%

Connected TV (CTV) Completion Performance by Strategy

Strategy	25% Completion Rate	50% Completion Rate	75% Completion Rate	100% Completion Rate ↓
Freedom Boat Club of North Texas - All CTV	100.00%	99.85%	99.63%	99.28%
Freedom Boat Club of North Texas - Boating/Lake Goers Behavioral CTV	100.00%	99.64%	99.38%	98.27%

BARCK+ Zip Code Performance

Zip Code	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
75201	7,719	11	0.14%	2.04
75080	6,403	617	9.64%	137.66
75067	4,100	11	0.27%	3.83
75074	3,940	14	0.36%	5.08
75243	3,459	14	0.40%	5.78
75069	3,428	7	0.20%	2.92
75013	3,130	8	0.26%	3.65
75034	3,128	7	0.22%	3.20
75002	2,968	14	0.47%	6.74
75093	2,901	11	0.38%	5.42
75006	2,894	18	0.62%	8.89
76227	2,859	12	0.42%	6.00
75078	2,817	6	0.21%	3.04
75028	2,785	10	0.36%	5.13
75068	2,710	4	0.15%	2.11
76051	2,662	4	0.15%	2.15
75024	2,570	6	0.23%	3.34
75075	2,565	11	0.43%	6.13
75071	2,528	8	0.32%	4.52
75070	2,431	6	0.25%	3.53

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Desktop	A personal computing device that remains stationary at one location.	71,498	168	0.23%
Mobile	A portable electronic device that can connect to the internet.	31,510	229	0.73%
Connected TV	An internet enabled device that provides streaming content directly on the TV, without the use of an external streaming device.	16,264	3	0.02%
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.	7,519	2	0.03%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	3,958	610	15.41%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
msn.com	27,268	1	0.00%
aol.com	2,875	0	0.00%
foxnews.com	2,350	5	0.21%
tmz.com	1,831	2	0.11%
reuters.com	1,168	4	0.34%
biblegateway.com	1,021	0	0.00%
lawandcrime.com	771	0	0.00%
mahjong4friends.com	717	0	0.00%
buzzfeed.com	711	4	0.56%
nypost.com	668	11	1.65%
dailymail.com	549	4	0.73%
zillow.com	500	0	0.00%
huffpost.com	451	2	0.44%
merriam-webster.com	438	0	0.00%
otcmarkets.com	377	1	0.27%
ultimate-guitar.com	372	0	0.00%
wildfreinds.website	350	3	0.86%
baseball-reference.com	344	1	0.29%
cnnindonesia.com	337	0	0.00%
vox.com	323	3	0.93%

Top CTV Publishers

Publisher Image		Publisher Name	Impressions↓	Completion Rate
		Telly - The Truly Smart TV	5,356	99.41%
		DIRECTV	3,524	99.51%
		SAMSUNG TV PLUS	2,679	99.19%
		Tubi - Free Movies & TV	738	99.60%
		Vizio - Vizio WatchFree+	711	99.86%
		Roku - Tubi	542	99.21%

	Tubi - Movies & TV Shows	535	99.62%
	The Roku Channel	478	98.00%
	Pluto TV - Live TV and Movies	258	99.23%
	Pluto TV	136	100.00%

Grid contains more rows, but they have been clipped.

Performance Max Creative Group Performance

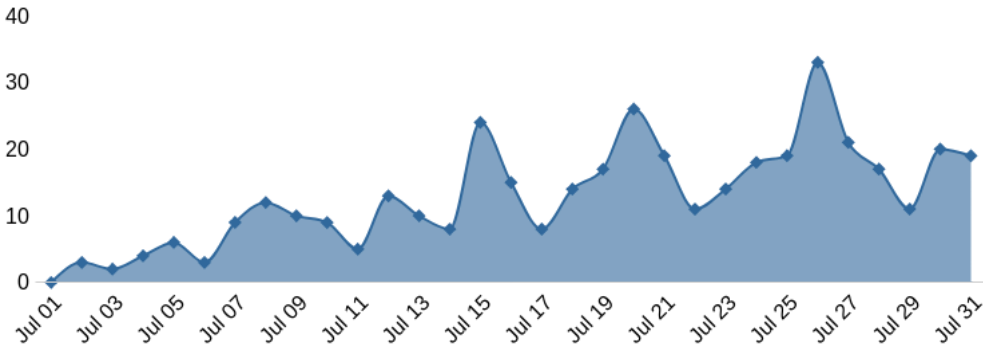
Creative Group Name	Search Themes	Client Ad Cost	Client CPE	Impressions	Events ↓	Event Rate
Freedom Boat Club of North Texas - Boat Clubs/Boating/Retargeting Performance Max	best boat clubs near me,boat captain training texoma,boat club cost vs buying,boat club grandpappy point,boat club membership,boat club near me,boat club pricing,boat club reviews,boat clubs in north texas,boat lease vs purchase,boat maintenance alternative,boat ownership alternative,boat rentals lake texoma,boat sharing lake texoma,boat storage lake texoma,boating club with training,boating in denison tx,boating without owning,bowrider boat rental texoma,carefree boat club texoma,center console boat club,cheapest way to own a boat,coastal and lake boating club,dallas boat club lake texoma,family boating membership,fishing boat club texoma,freedom boat club cost,freedom boat club lake texoma,freedom boat club marina,freedom boat club membership,freedom boat club near me,freedom boat club vs ownership,hassle free boating,how much is a boat club membership,is a boat club worth it,joining a boat club,lake texoma activities,lake texoma boat club,lake texoma boating membership,lake texoma marina club,learn to drive a boat texoma,local boat club membership,no maintenance boating,peer to peer boat rental texoma,pontoon boat rental lake texoma,pottsboro tx boat club,recreational boating club,rent a tritoon lake texoma,wakeboard boat club,weekend boating club	3,850.67	1.57	30,275	2,445	8.08%
Total		3,850.67	1.57	30,275	2,445	8.08%

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

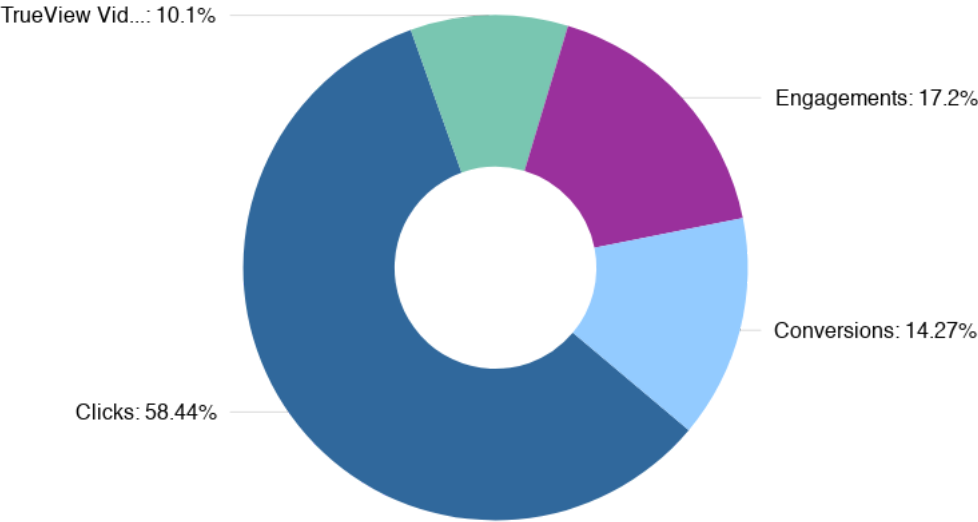


Performance Max Click Conversion Performance

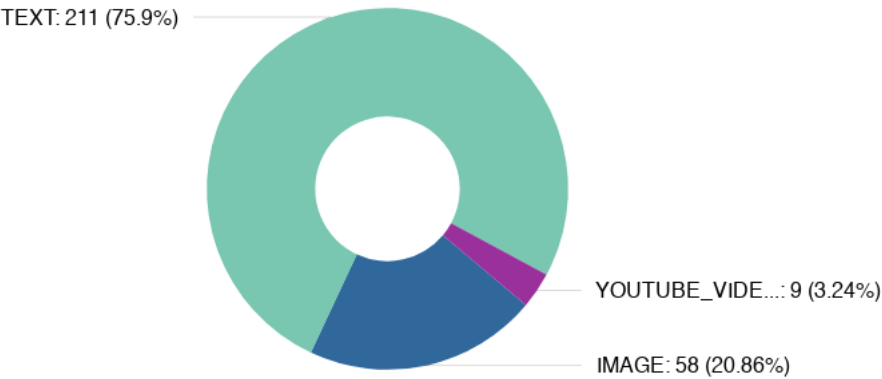
Conversion Action Name	Click Conversions ↓
Freedom Boat Club Get Info Now Click Conversion	335
Freedom Boat Club Get Exclusive Membership Info Click Conversion	65

"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



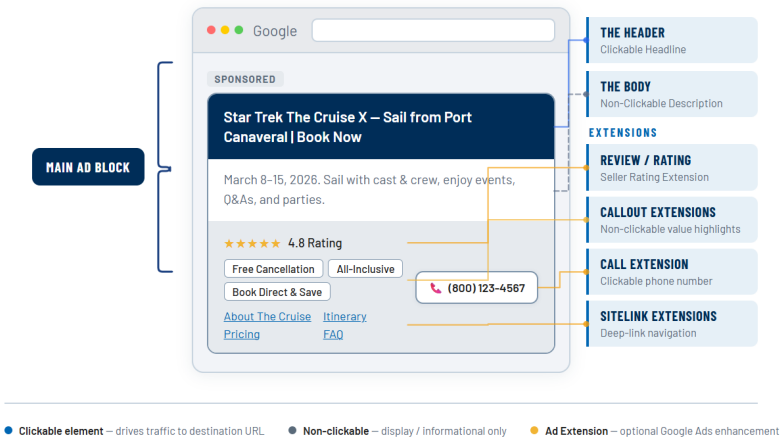
Creative Type by Quantity



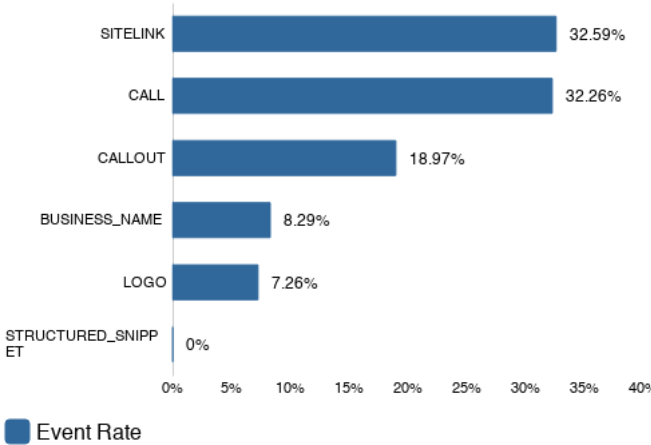
Performance Max Top 5 Extension Performance

Type	Extension (upgraded)	Impressions	Events	Event Rate ↓	Client Ad Cost	Client CPE
SITELINK	Shop Our Store	651	268	41.17%	712.91	2.66
SITELINK	Shop Now	1,757	647	36.82%	917.82	1.42
SITELINK	Find A Club	1,782	603	33.84%	894.41	1.48
CALLOUT	Insurance Included	34	11	32.35%	20.41	1.86
CALL	972-532-1901	31	10	32.26%	47.40	4.74

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.



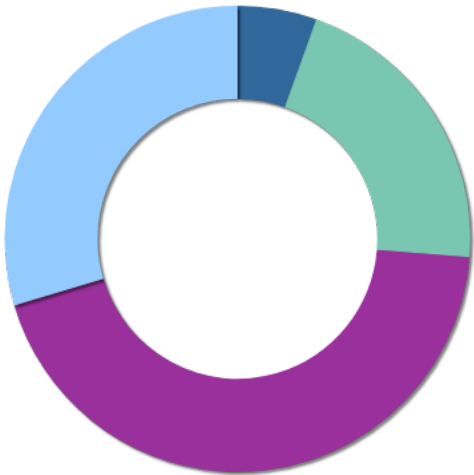
Performance Max Extension Type Performance



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.

How customers search for your business on Google



Business Impressions Desktop Maps	207	Business Impressions Desktop Search	781
Business Impressions Mobile Search	1.7k	Business Impressions Mobile Maps	1.1k

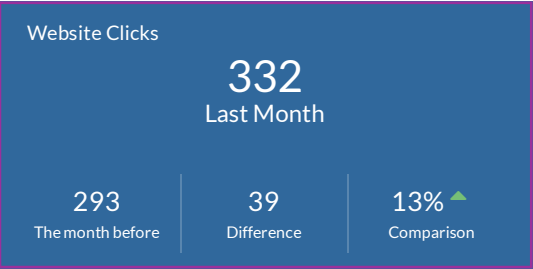
Business Impressions Desktop Search: Business impressions on Google Search on Desktop devices

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

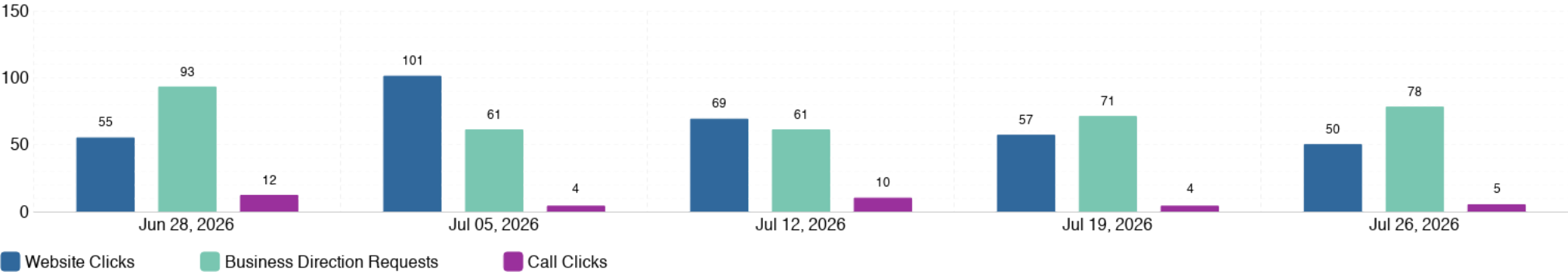
Business Impressions Maps Desktop: Business impressions on Google Maps on Desktop devices

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*.



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.