

# Digital Marketing Report

## Impressions

How many ads were served:

5,800

## Clicks

Times a user clicked on an ad

343

## Click-Through Rate

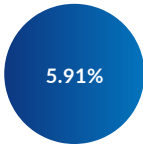
(Clicks/Impressions) x 100

5.91%

## Your Product Breakout by Impressions

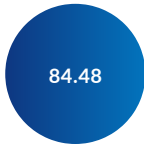


## Total Engagement Rate



(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

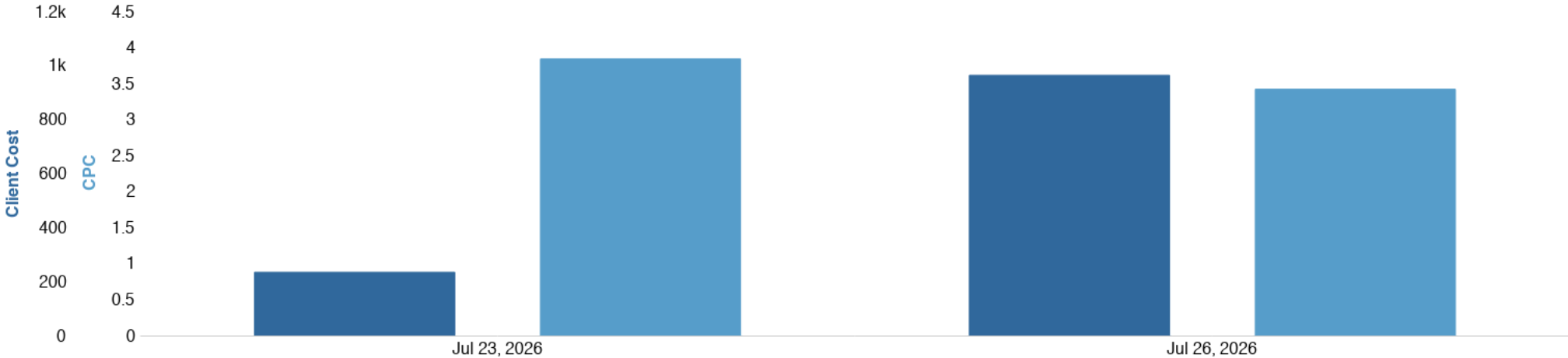
1,198.33

PPC Cost-Per-Click

Cost/Clicks

3.49

Week by Week Spend Performance



Line Item Performance

| Line Item Name                                  | Impressions ↓ | Clicks | CTR   | X the National Avg (.07%) |
|-------------------------------------------------|---------------|--------|-------|---------------------------|
| Charlottesville–Albemarle Airport - Keyword PPC | 5,800         | 343    | 5.91% | 84.48                     |

PPC Cost per Line Item

| Ad Group                                        | Impressions | Clicks ↓ | CTR   | Cost     | Avg. CPC |
|-------------------------------------------------|-------------|----------|-------|----------|----------|
| Charlottesville-Albemarle Airport - Keyword PPC | 5,800       | 343      | 5.91% | 1,198.33 | 3.49     |

**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*

*"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

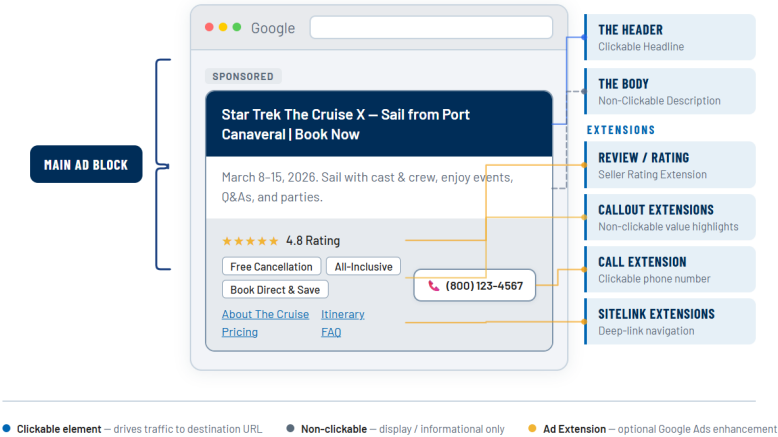
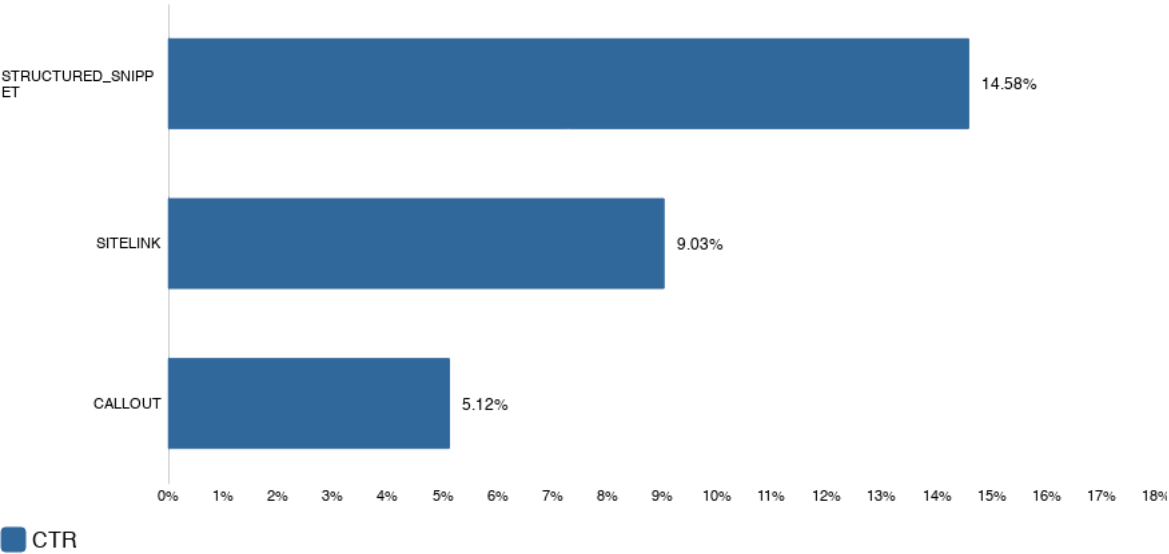
| Ad Preview                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Impressions | Clicks ↓ | CTR   | Cost     | Avg. CPC |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|----------|-------|----------|----------|
| <p>Fly CHO to NYC (LGA)   Fly CHO to Chicago (ORD)   Direct CHO to LGA   Direct CHO to ORD   Quick Flights to NYC   Easy CHO to Chicago   Convenient CHO to LGA   Best CHO to ORD Route   Fast CHO Flights to LGA   CHO to Chicago Flights   Fastest CHO to NYC   Smooth CHO to ORD   CHO to NYC Flights   Fly CHO to LGA Now   Fly CHO to ORD Now <a href="https://gocho.com/routes-stops/">https://gocho.com/routes-stops/</a></p> <p>Quick, direct flights from CHO to LGA and ORD. Fly faster and more conveniently today!, Discover easy CHO to NYC and Chicago routes. Start your journey with smooth travel!, Fly CHO to LGA or ORD. Skip long waits and enjoy a stress-free travel experience., Fast, convenient flights from CHO to LGA and ORD. Your trip just got easier!</p> | 5,800       | 343      | 5.91% | 1,198.33 | 3.49     |

Top 5 Extension Performance

| Extension Type | Extension                                                      | Impressions | Clicks ↓ | CTR   | Cost   | Avg. CPC |
|----------------|----------------------------------------------------------------|-------------|----------|-------|--------|----------|
| SITELINK       | Direct CHO to ORD routes, Fly to Chicago today, Routes & Stops | 856         | 77       | 9.00% | 188.26 | 2.44     |
| SITELINK       | Direct CHO to LGA routes, Quick flights to NYC, Where We Go    | 739         | 67       | 9.07% | 165.42 | 2.47     |
| CALLOUT        | Direct Flights to NYC                                          | 429         | 23       | 5.36% | 52.39  | 2.28     |
| CALLOUT        | Convenient CHO Airport                                         | 292         | 17       | 5.82% | 38.13  | 2.24     |
| CALLOUT        | Easy CHO Travel                                                | 260         | 13       | 5.00% | 24.80  | 1.91     |

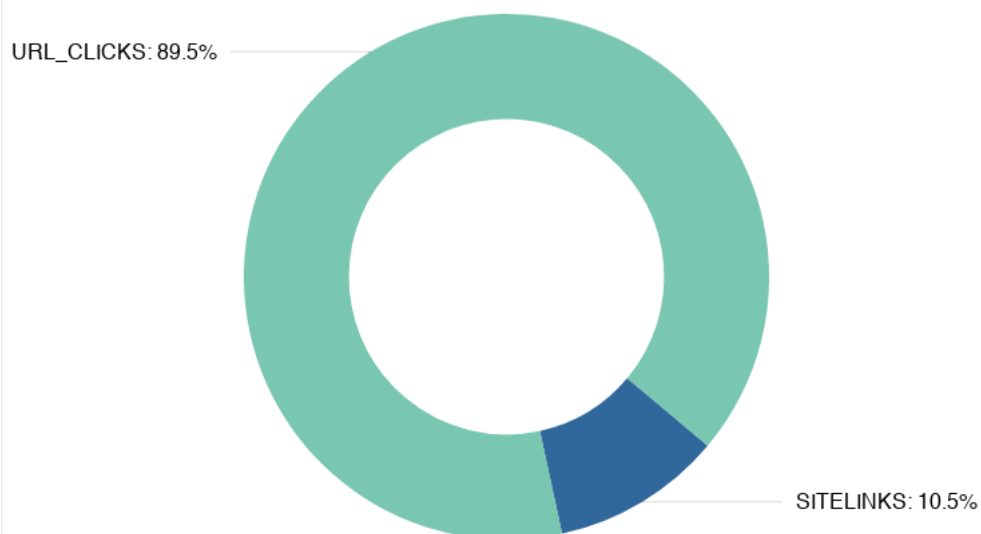
Because a single ad can display multiple extensions at the same time, this data overlaps. As a result, the combined metrics (Impressions, Clicks, CTR, Cost, & Avg. CPC) for all extensions will appear much higher than the actual overall campaign totals.

PPC Extension Type Performance

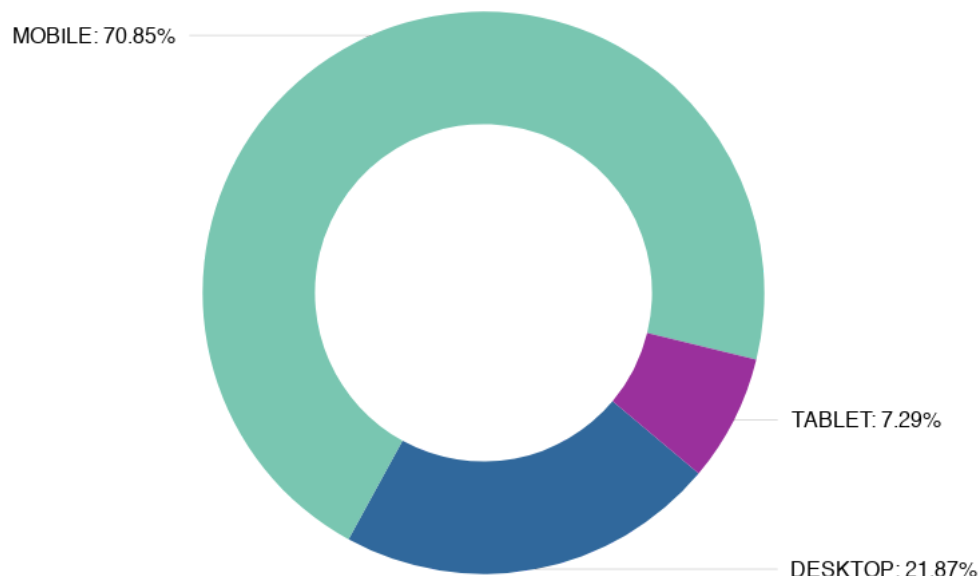


This report shows many times an ad was clicked that contained that extension, not how many people clicked on that specific extension itself. Location Extensions are not currently available to be shown.

### 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.

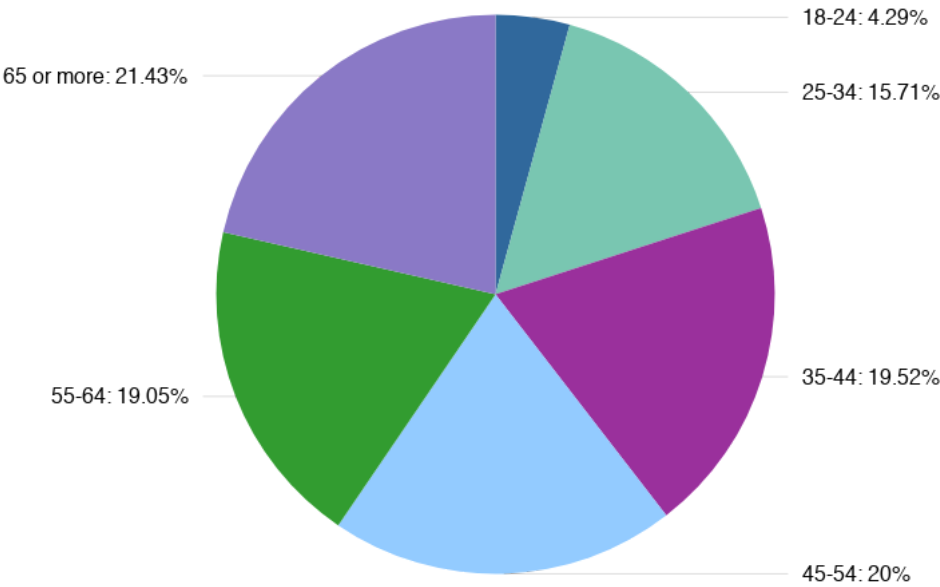
**Get Location Details Click:** When a user clicks in to expand the client's location in the Maps section of the search results list.

**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).

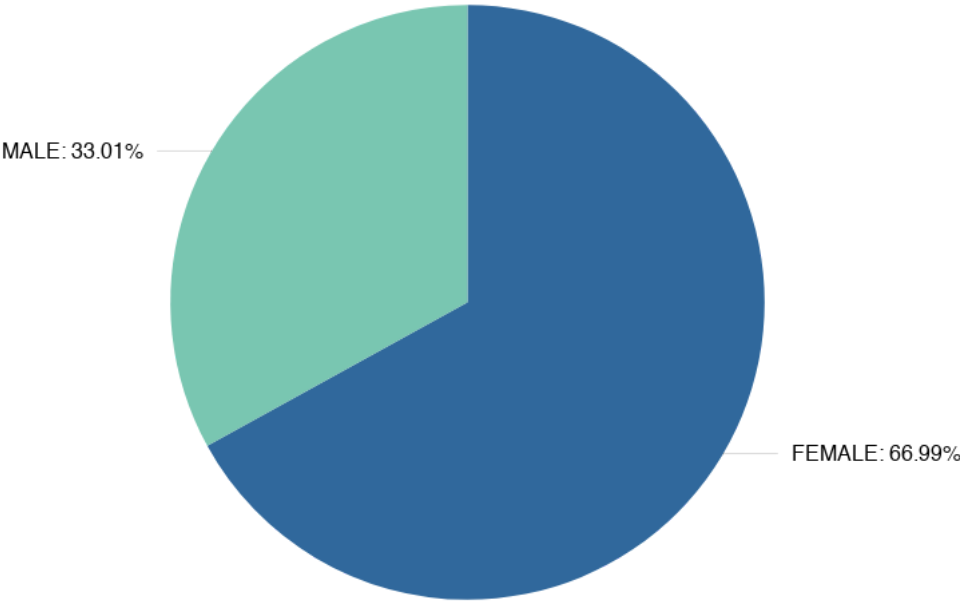
**Driving Directions Click:** When a user clicks on the "Get Directions" link within an ad.

**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 |
|-------------------------------------|-------------------------------------------------|-------------|----------|---------|-------|----------|
| cho airport                         | Charlottesville–Albemarle Airport - Keyword PPC | 321         | 31       | 9.66%   | 96.27 | 3.11     |
| charlottesville airport             | Charlottesville–Albemarle Airport - Keyword PPC | 259         | 20       | 7.72%   | 72.30 | 3.62     |
| cho                                 | Charlottesville–Albemarle Airport - Keyword PPC | 89          | 13       | 14.61%  | 48.94 | 3.76     |
| best town to visit in virginia      | Charlottesville–Albemarle Airport - Keyword PPC | 15          | 10       | 66.67%  | 9.07  | 0.91     |
| top 10 places to visit in usa       | Charlottesville–Albemarle Airport - Keyword PPC | 13          | 7        | 53.85%  | 6.79  | 0.97     |
| affordable weekend getaways near me | Charlottesville–Albemarle Airport - Keyword PPC | 5           | 4        | 80.00%  | 4.06  | 1.02     |
| flights charlottesville             | Charlottesville–Albemarle Airport - Keyword PPC | 30          | 4        | 13.33%  | 15.89 | 3.97     |
| vacation packages for two           | Charlottesville–Albemarle Airport - Keyword PPC | 7           | 4        | 57.14%  | 5.03  | 1.26     |
| cho direct flights                  | Charlottesville–Albemarle Airport - Keyword PPC | 8           | 3        | 37.50%  | 10.25 | 3.42     |
| flights                             | Charlottesville–Albemarle Airport - Keyword PPC | 254         | 3        | 1.18%   | 12.45 | 4.15     |
| flights virginia                    | Charlottesville–Albemarle Airport - Keyword PPC | 5           | 3        | 60.00%  | 13.03 | 4.34     |
| 3 day getaway near me               | Charlottesville–Albemarle Airport - Keyword PPC | 2           | 2        | 100.00% | 1.29  | 0.65     |
| adult getaway near me               | Charlottesville–Albemarle Airport - Keyword PPC | 3           | 2        | 66.67%  | 1.32  | 0.66     |
| business class flight deals         | Charlottesville–Albemarle Airport - Keyword PPC | 4           | 2        | 50.00%  | 2.16  | 1.08     |
| charlottesville to orlando flights  | Charlottesville–Albemarle Airport - Keyword PPC | 6           | 2        | 33.33%  | 5.19  | 2.60     |

*"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.