

Digital Marketing Report

Impressions

How many ads were served:

81,359

Clicks

Times a user clicked on an ad

3,658

Events

7,492

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

Your Product Breakout by Impressions



PMax

Event Rate

9.21%

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

**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.*

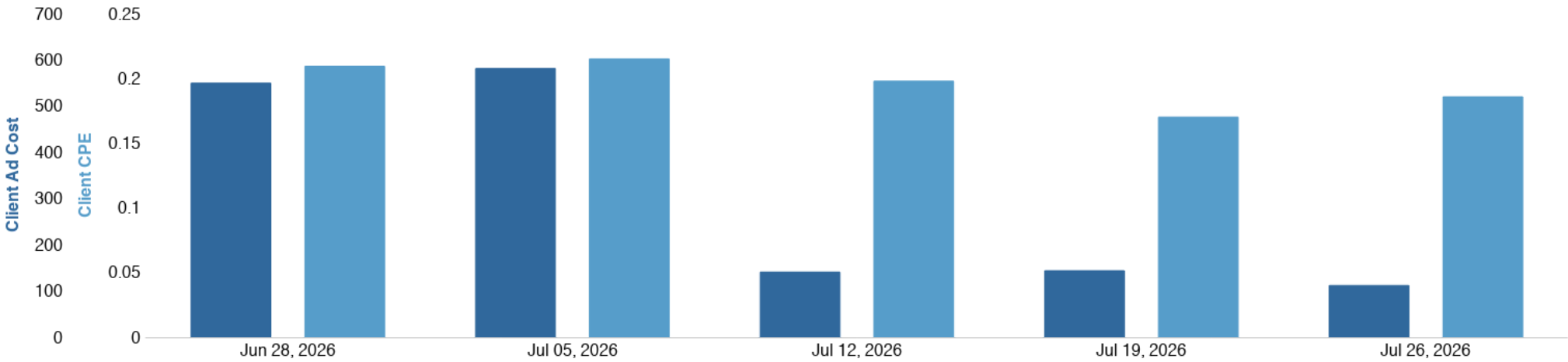
Performance Max Cost



Performance Max Cost-Per-Event



Performance Max Week by Week Spend Performance



Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Alpha Rain Metal Roofing - Roofing Services/Homeowners/Metal Roofing Performance Max	81,359	3,658	4.50%	64.23

Performance Max Creative Group Performance

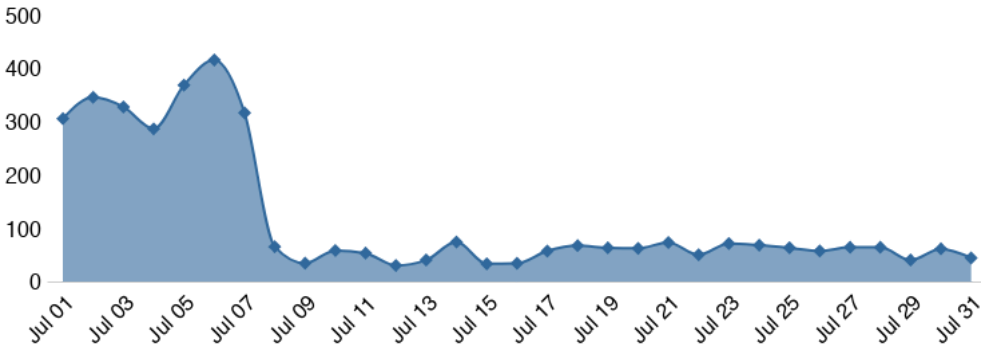
Creative Group Name	Search Themes	Client Ad Cost	Client CPE	Impressions	Events ↓	Event Rate
Alpha Rain Metal Roofing - Roofing Services/Homeowners/Metal Roofing Performance Max	affordable metal roofing,best roof for heavy rain and storms,best roof to replace shingles,cool metal roofing,cost to replace shingle roof with metal,durable roofing for high wind,eco friendly roofing options,energy efficient roofing,how much does a metal roof cost in virginia,lifetime metal roof vs shingles,lifetime roofing system,local metal roofing company,long lasting roof options,low maintenance roofing materials,metal roof cost,metal roof cost vs shingles,metal roof financing,metal roof installation,metal roof installers near me,metal roof vs shingle roof,metal roofing,metal roofing company near me,metal roofing prices per square foot,metal roofing services,metal roofing specialists,monthly payment metal roof,residential metal roofing,standing seam metal roof,standing seam metal roof cost,switch from shingles to metal roof,upgrade asphalt shingles to metal	1,528.62	0.20	81,359	7,492	9.21%
Total		1,528.62	0.20	81,359	7,492	9.21%

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

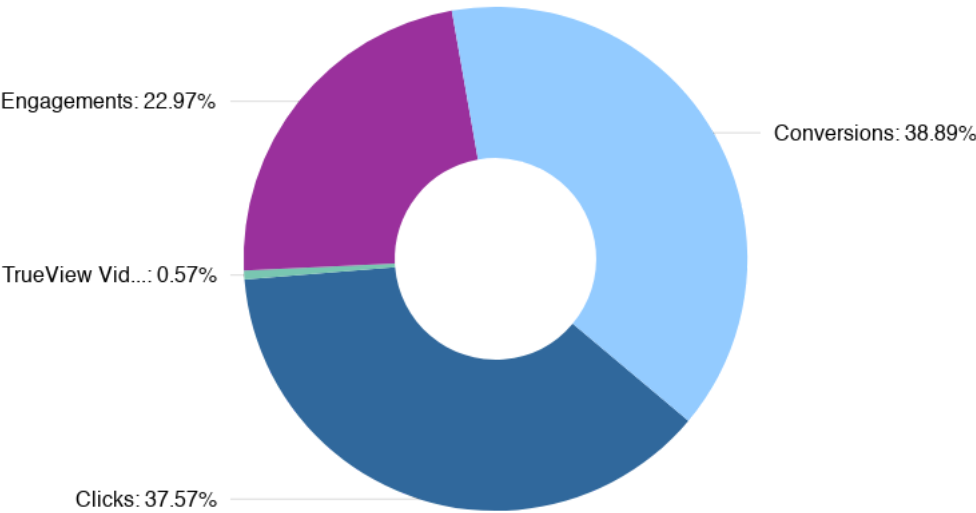


Performance Max Click Conversion Performance

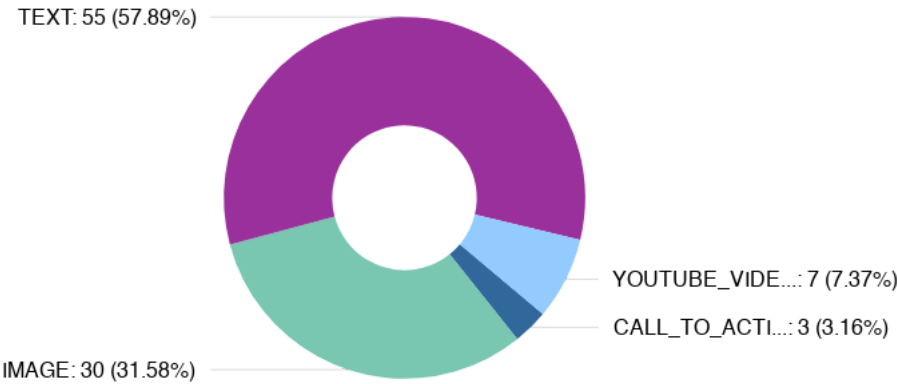
Conversion Action Name	Click Conversions ↓
Alpha Rain Metal Roofing Contact Page View	3,710
Alpha Rain Metal Roofing Free Estimates Page View	12
Alpha Rain Metal Roofing Why Us Page View	8
Alpha Rain Metal Roofing Client Testimonials Page View	7
Alpha Rain Metal Roofing Phone Number Click Conversion	5
Alpha Rain Metal Roofing Contact Submit Click Conversion	5
Alpha Rain Metal Roofing Metal Roof Page View	2

"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



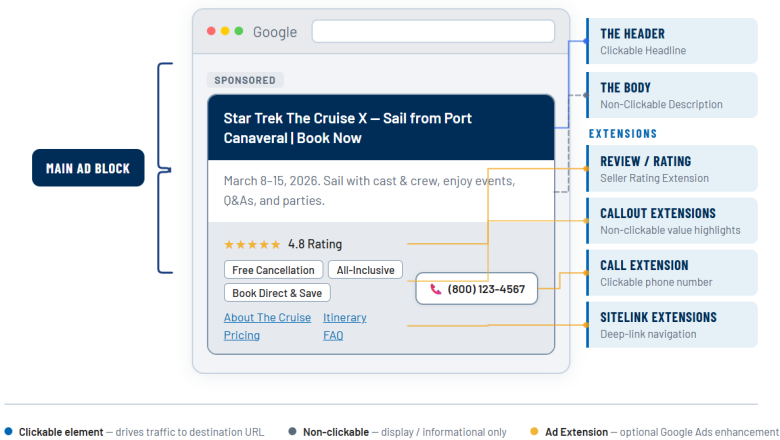
Creative Type by Quantity



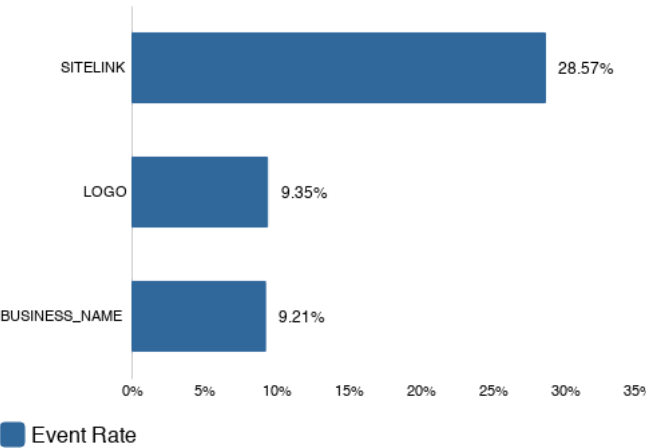
Performance Max Top 5 Extension Performance

Type	Extension (upgraded)	Impressions	Events	Event Rate ↓	Client Ad Cost	Client CPE
SITELINK	Video Testimonials	154	44	28.57%	2.78	0.06
SITELINK	Read The FAQs	154	44	28.57%	2.78	0.06
SITELINK	Shingle Roofing	154	44	28.57%	2.78	0.06
LOGO	rl0wBPuU_400x400.jpg, https://tpc.googlesyndication.com/simgad/15366347711197503142	79,703	7,456	9.35%	1,516.91	0.20
BUSINESS_NAME	Alpha Rain Metal Roofing	81,341	7,494	9.21%	1,527.09	0.20

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.

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



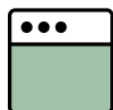
Live Chat



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.