

Digital Marketing Report

Impressions

How many ads were served:

271,300

Clicks

Times a user clicked on an ad

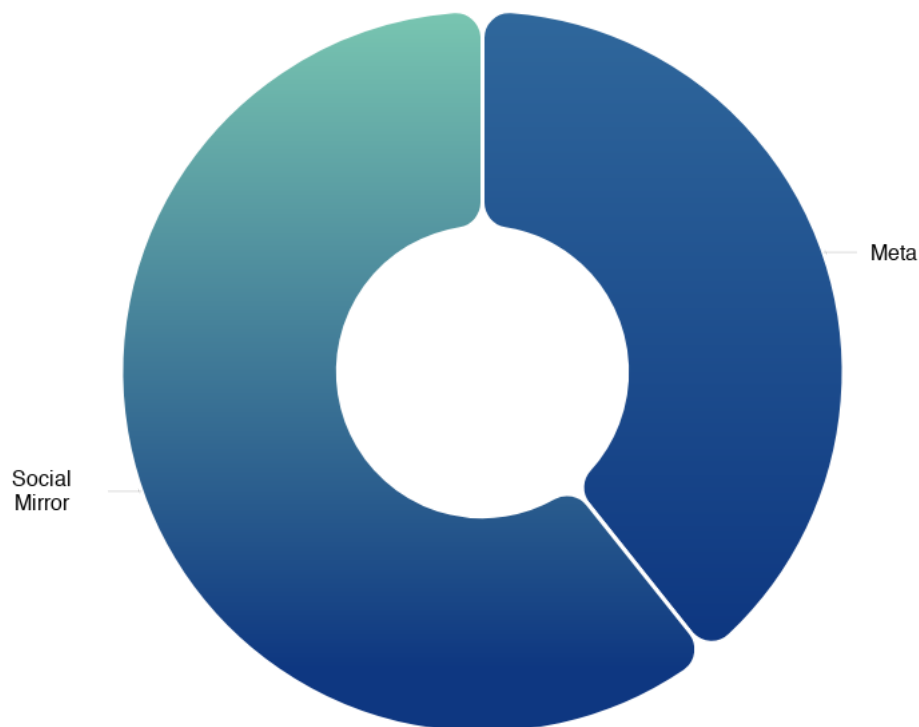
3,004

Click-Through Rate

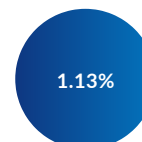
(Clicks/Impressions) x 100

1.11%

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.



Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Gary's Termite & Pest Control - Facebook Premium Retargeting	105,682	1,480	1.40%	20.01
Gary's Termite & Pest Control - AI Social Mirror	50,507	660	1.31%	18.67
Gary's Termite & Pest Control - Keyword Social Mirror	50,407	668	1.33%	18.93
Gary's Termite & Pest Control - Pest Control/Recently Moved Social Mirror	47,730	19	0.04%	0.57
Gary's Termite & Pest Control - Retargeting Social Mirror	16,094	159	0.99%	14.11
Gary's Termite & Pest Control - Facebook Premium	880	18	2.05%	29.22

Social Mirror Click Conversions

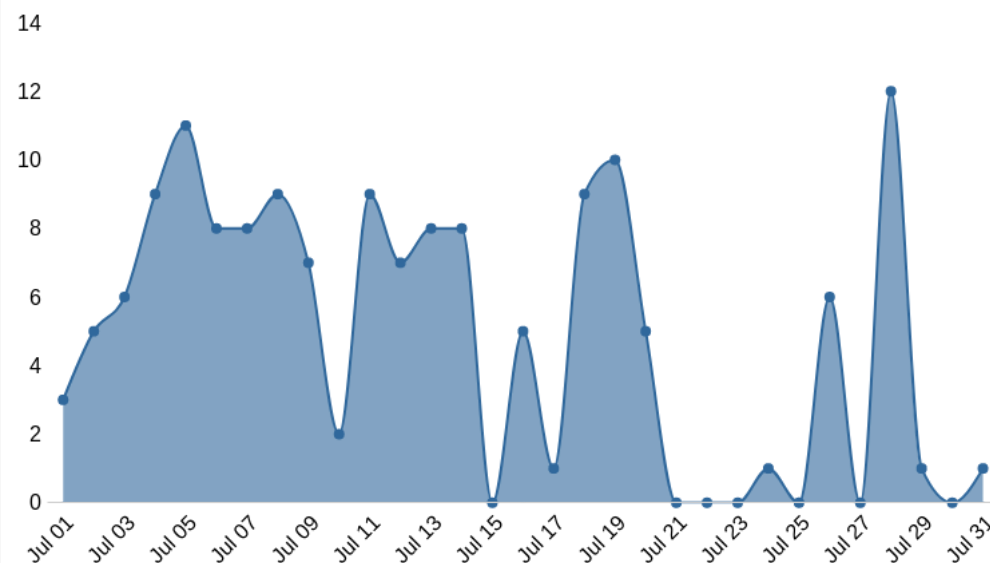


Times users clicked on an ad leading to your site and visited a page or completed an action

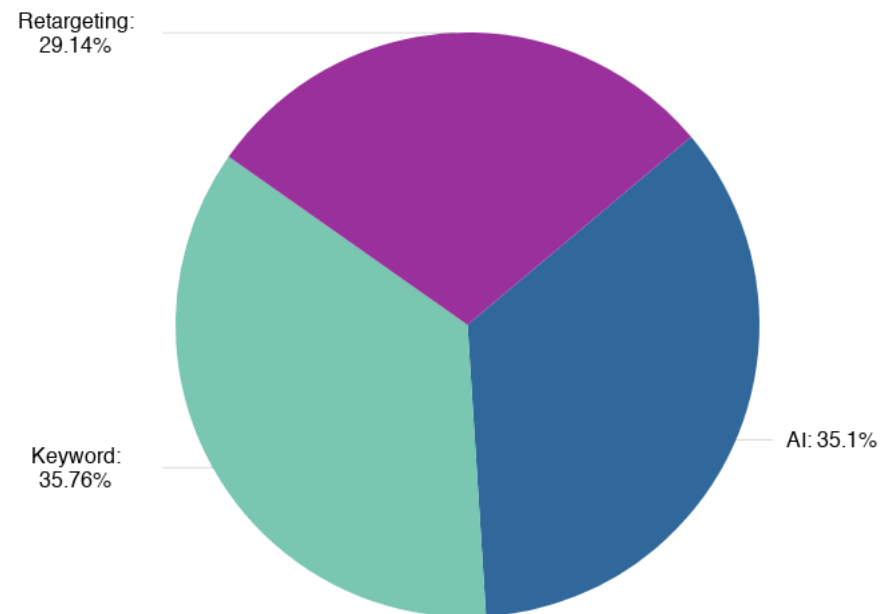
Social Mirror Click Conversion Performance Breakout

Conversion Name	Click Conversions ↓
Gary's Termite & Pest Control Learn More Click Conversion	77
Gary's Termite & Pest Control Phone Number Click Conversion	46
Gary's Termite & Pest Control Email Click Conversion	8
Gary's Termite & Pest Control Schedule Appointment Click Conversion	6
Gary's Termite & Pest Control Special Offers Image Click Conversion	6
Gary's Termite & Pest Control More About Our Services Click Conversion	5
Gary's Termite & Pest Control Contact Us Click Conversion	3

Social Mirror Click Conversions by Day



Top Social Mirror Click Conversions by Strategy



Social Mirror View-through Conversions

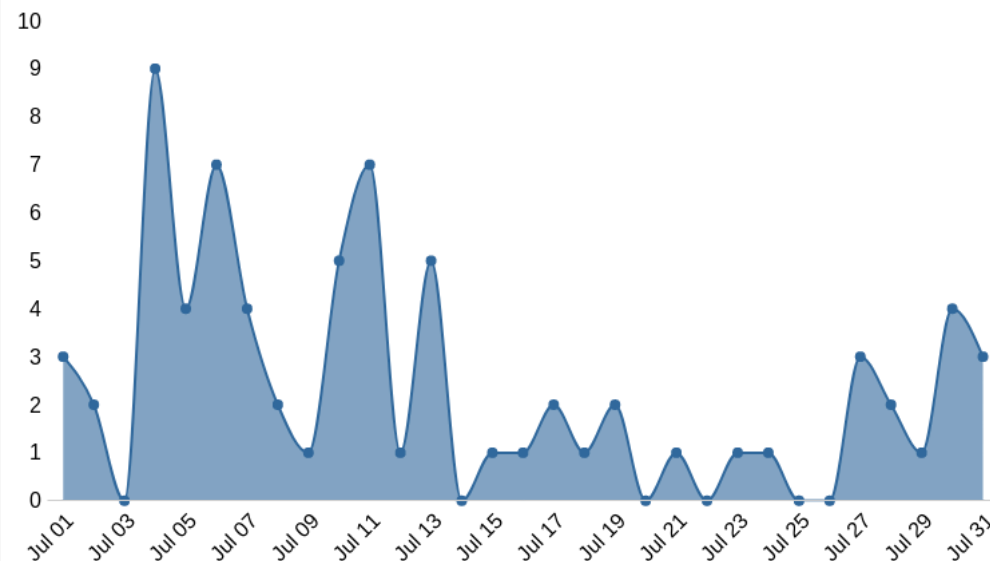


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

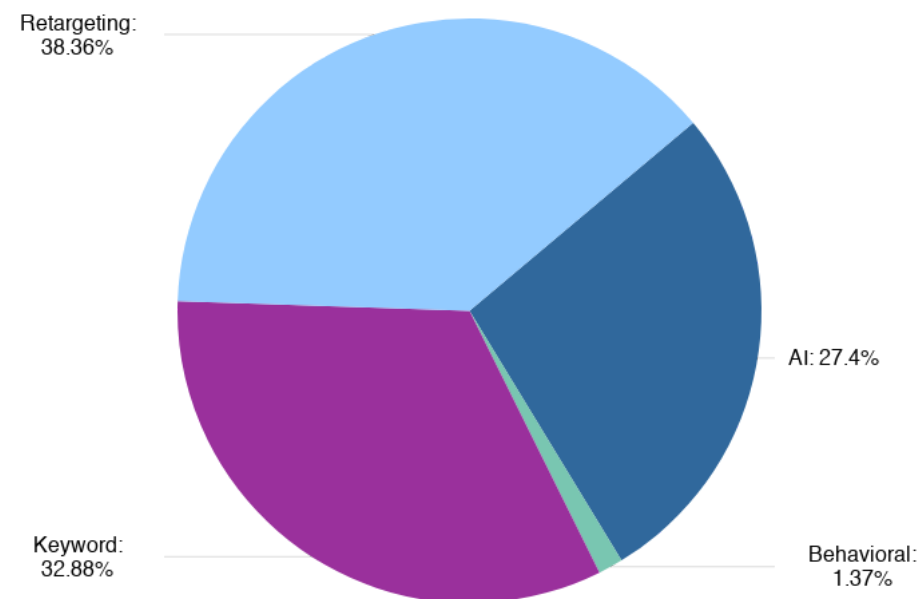
Social Mirror View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
Gary's Termite & Pest Control Homepage Visits	59
Gary's Termite & Pest Control Learn More Click Conversion	7
Gary's Termite & Pest Control Email Click Conversion	3
Gary's Termite & Pest Control Phone Number Click Conversion	3
Gary's Termite & Pest Control Special Offers Image Click Conversion	1

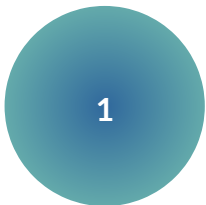
Social Mirror View-through Conversions by Day



Top Social Mirror View-through Conversions by Strategy



Meta Click Conversions

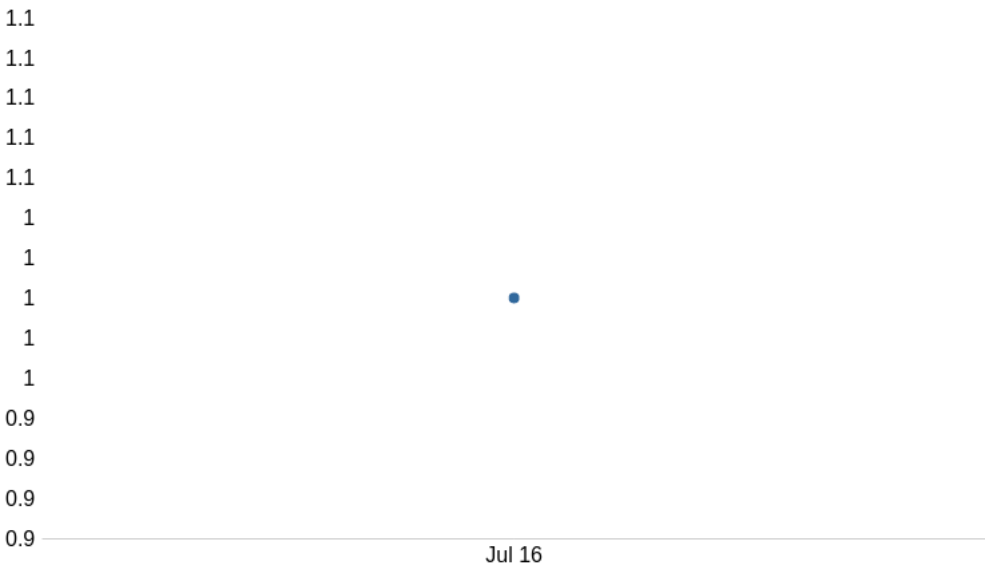


Times users clicked on an ad leading to your site and visited a page or completed an action

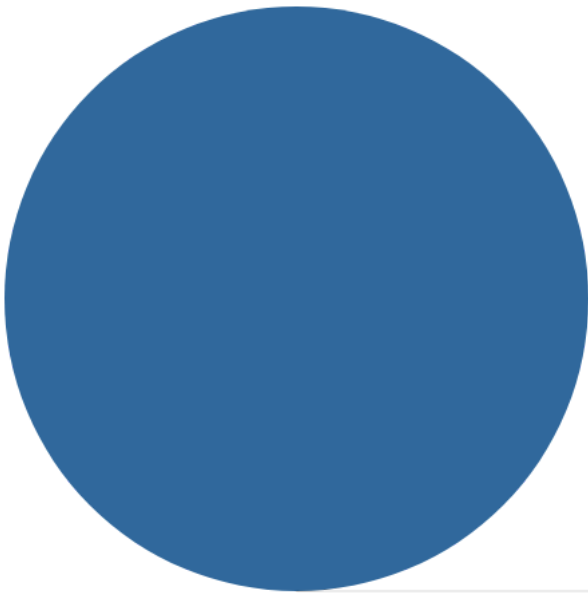
Meta Click Conversion Performance

Conversion Name	Click Conversions ↓
Gary's Termite & Pest Control Email Click	1

Meta Click Conversions by Day

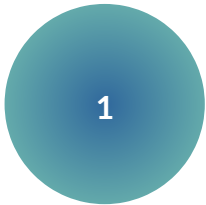


Top Meta Click Conversions by Strategy



Retargeting:
100%

Meta View-Through Conversions

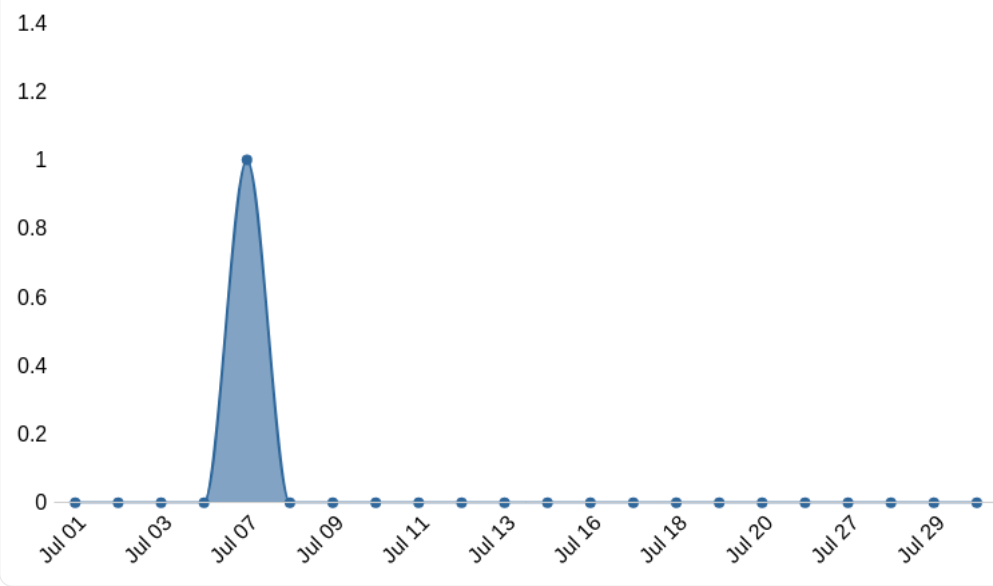


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

Meta View-Through Conversion Performance

Conversion Name	View-Through Conversions ↓
Gary's Termite & Pest Control Homepage Visits	1

Meta View-Through Conversions by Day



Meta Post Engagements

2,993

The total number of actions people take involving your ads (clicks on CTA, clicks to profile, site clicks, etc.)

Meta Post Comments

3

The total number of comments your ads received

Meta Post Reactions

2

The total number of people who liked, or reacted to your ad, which shows up in their friends news feeds

Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	Gary's Termite & Pest Control_Social Mirror_From bugs to buildup and everything in-between FB	81,090	775	0.96%	13.65
Thumbnail not available	Gary's Termite & Pest Control_Social Mirror_Get Gary's & Get 'Em Gone! TikTok	83,648	731	0.87%	12.48



Meta Creative Performance

Ad	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
Gary's Termite & Pest Control_Carousel_7.1	102,141	1,468	1.44%	20.53
Gary's Termite & Pest Control_Carousel_7.31	3,274	21	0.64%	9.16
Gary's Termite & Pest Control_5.1.26_Carousel	1,147	9	0.78%	11.21

Meta Carousel Card Performance

Card Name	Ad	Count ↓
1: No More Creepy Crawlers!	Gary's Termite & Pest Control_Carousel_7.1	1,264
2: Protect Your Fur- Babies!	Gary's Termite & Pest Control_Carousel_7.1	92
Gary's Termite & Pest Control Co.	Gary's Termite & Pest Control_5.1.26_Carousel	47
4: Protect Your Home!	Gary's Termite & Pest Control_Carousel_7.1	19
1: Bedbug Control & Elimination	Gary's Termite & Pest Control_Carousel_7.31	18



Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	184,607	2,128	1.15%
Desktop	A personal computing device that remains stationary at one location.	71,742	823	1.15%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	13,749	46	0.33%
Unknown	---	1,202	7	0.58%

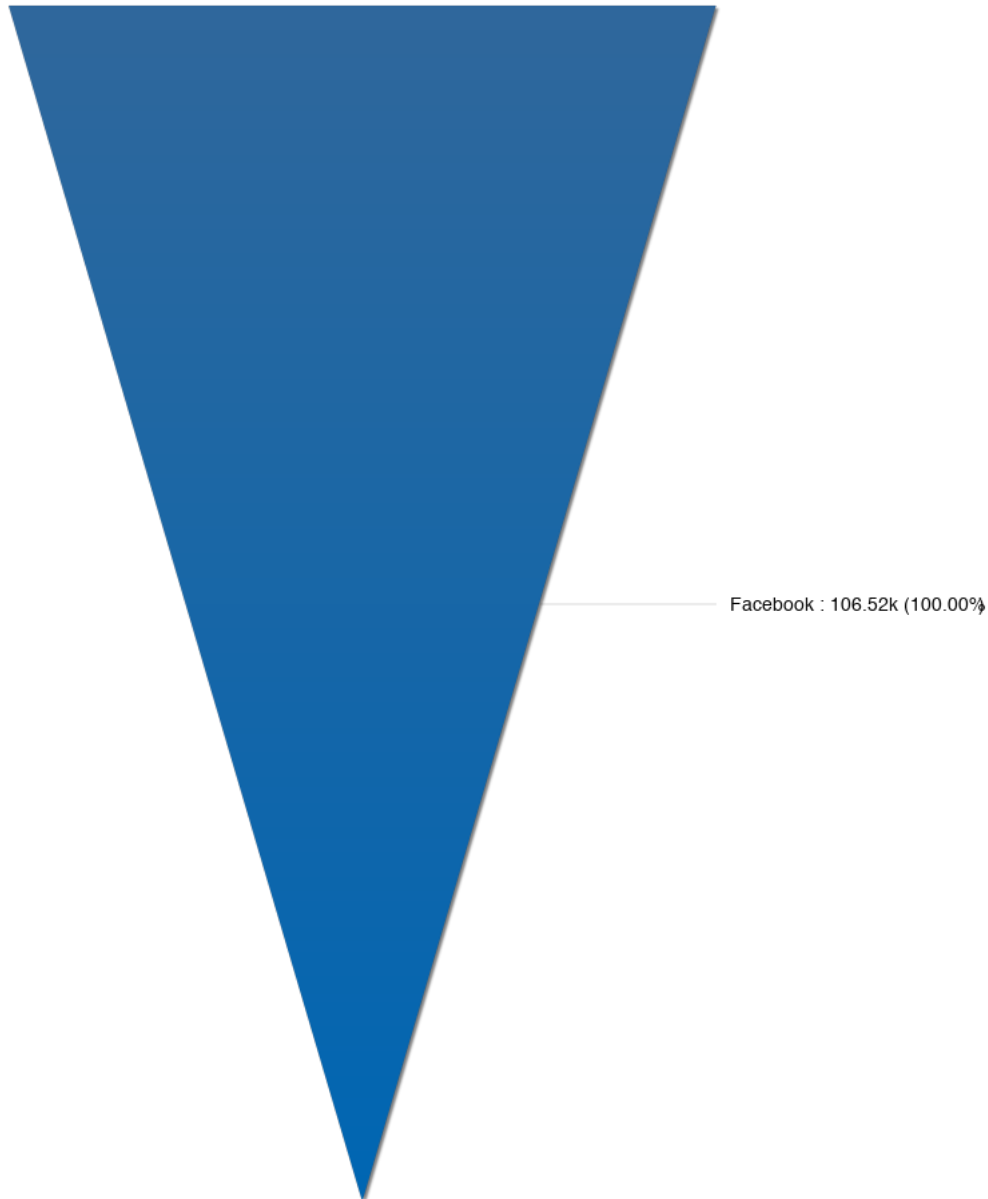
Site and App Performance

Name	Impressions ↓	Clicks	CTR
nypost.com	7,860	7	0.09%
tmz.com	6,073	5	0.08%
foxnews.com	5,571	1	0.02%
dailymail.com	3,880	23	0.59%
Fox News - Daily Breaking News	2,828	0	0.00%
msn.com	2,656	0	0.00%
courttv.com	2,638	3	0.11%
theguardian.com	1,777	2	0.11%
lawandcrime.com	1,677	0	0.00%
gizmodo.com	1,557	0	0.00%
buzzfeed.com	1,418	0	0.00%
aol.com	1,326	0	0.00%
studyfinds.com	1,267	0	0.00%
wildfreinds.website	1,138	57	5.01%
brezzamistica.info	949	0	0.00%
reuters.com	939	5	0.53%
OfferUp: Buy. Sell. Letgo.	871	0	0.00%
idleontoolbox.com	825	0	0.00%
Weather by WeatherBug	736	0	0.00%
ultimate-guitar.com	729	1	0.14%

Social Placement Performance

Placement	Where your ads appear	Impressions ↓	Clicks	CTR
Facebook Marketplace	Your ads appear in the Marketplace home page or when someone browses Marketplace in the Facebook app.	99,314	1,169	1.18%
Facebook Feed	Your ads appear in the desktop Feed when people access the Facebook website on their computers. Your ads appear in the mobile Feed when people use the Facebook app on mobile devices or access the Facebook website through a mobile browser.	4,685	289	6.17%
Facebook Search Results	Your ads appear next to relevant Facebook and Marketplace search results.	1,724	19	1.10%
Facebook In-stream Videos	Your ads appear in video on demand and in a select group of approved partner live streams on Facebook.	792	17	2.15%
Facebook Profile Feed	Your ads appear within the feeds of public user profiles.	35	1	2.86%
Facebook Reels	Your ads appear in the Reels tab on Facebook.	4	0	0.00%
Facebook Stories	Your ads appear in people's Stories on Facebook.	4	3	75.00%
Unknown	Your ads appeared on one of the Facebook or Instagram placements, but the Meta Exchange wasn't able to accurately track the placement type.	4	0	0.00%

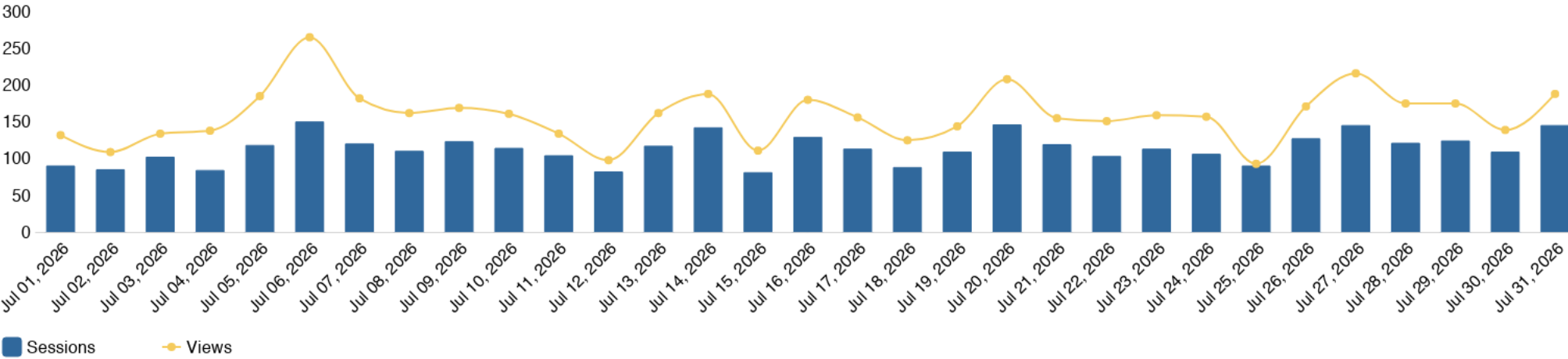
Social Placement Performance by Impressions



Facebook News Feed Performance



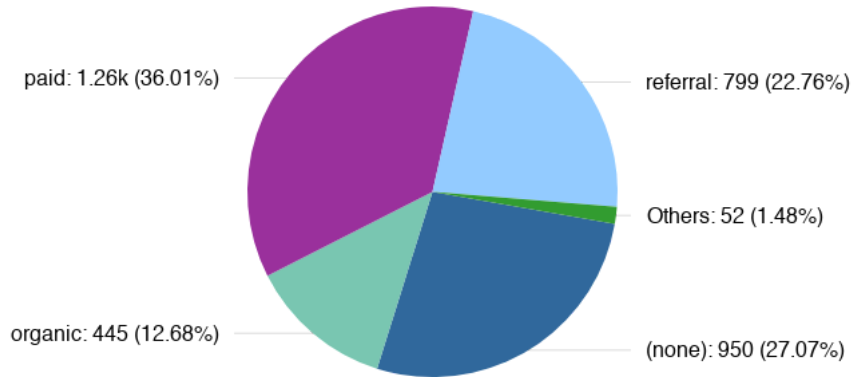
Google Analytics 4 Performance by Day



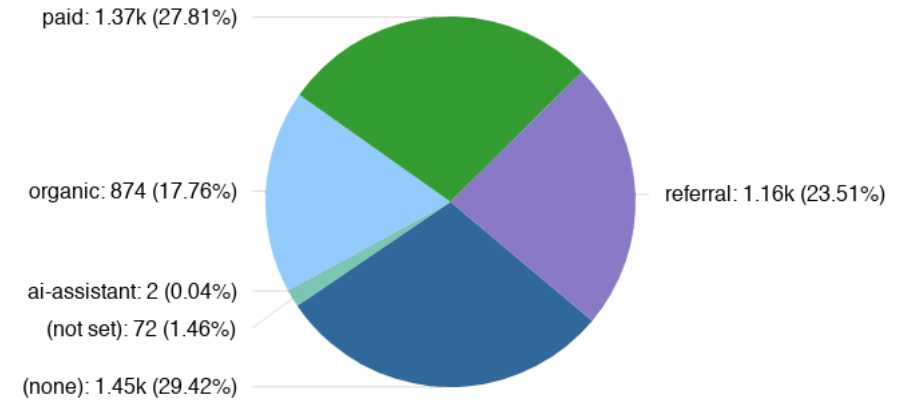
Google Analytics 4 Account Performance

Analytics Account Name ↑	Sessions	Views	Total User Engagement	Pages / Session	Engagement rate
Total	3,509	4,922	24:45:52	1.40	32.37%
GarysTPC.com	3,509	4,922	24:45:52	1.40	32.37%

Google Analytics 4 Sessions by Medium



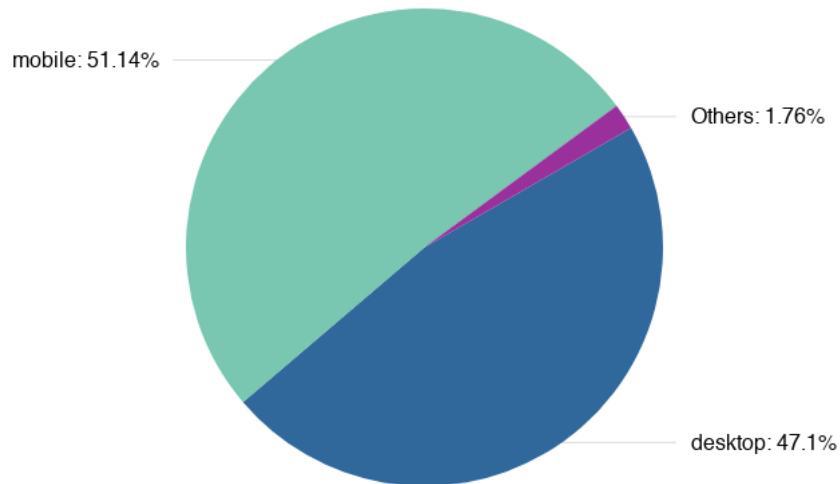
Google Analytics 4 Page Views by Medium



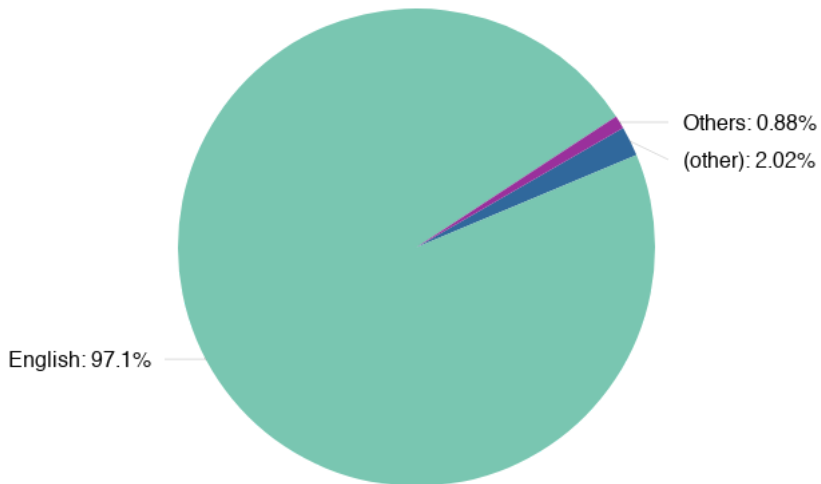
Google Analytics 4 Event Performance

Event name	Event count ↓
Total	14,542
page_view	4,922
session_start	3,515
first_visit	2,988
user_engagement	1,559
scroll	918
form_submit	317
form_start	305
click	13
file_download	5

Google Analytics 4 Engaged Sessions by Device



Google Analytics 4 Sessions by Language



Google Analytics 4 Top Browser Performance

Browser	Sessions ↓	Views	Engaged sessions	Engagement rate	Total User Engagement
Total	3,510	4,922	1,136	32.36%	24:45:52
Chrome	1,863	2,663	687	36.88%	16:02:46
Safari	872	1,221	243	27.87%	05:01:48
Android Webview	442	521	39	8.82%	00:10:34
Edge	112	205	71	63.39%	00:49:17
Firefox	75	125	37	49.33%	00:42:25



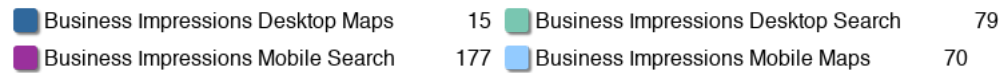
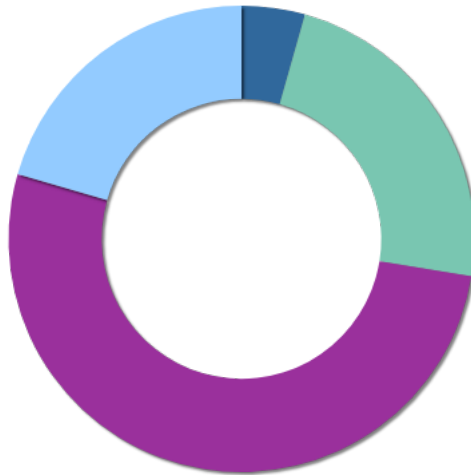
Google Analytics 4 Page Path Performance

Page path	Engaged sessions ↓
Total	1,973
/	932
/payments/	197
/contact/	139
/pest-id/spiders/	83
/pest-control/wildlife-removal/	81
/specialty-services/lawn-and-tree-services/	78
/pest-control/	67
/pest-control/flea-and-tick-control/	52
/special-offers/	50
/about/	44

Google Analytics 4 Performance by Geo

City	Region	Sessions ↓	Views	Engaged sessions	Engagement rate	Total User Engagement
Total		3,592	4,922	1,211	33.71%	24:45:52
Dallas	Texas	372	629	168	45.16%	03:15:21
(not set)	(not set)	169	169	1	0.59%	00:00:22
Garland	Texas	80	133	63	78.75%	01:13:00
Houston	Texas	74	86	19	25.68%	00:14:31
Los Angeles	California	63	149	41	65.08%	01:43:05
Las Vegas Valley	Nevada	56	56	4	7.14%	00:01:44
(not set)	Texas	52	69	19	36.54%	00:18:12
Sulphur Springs	Texas	52	119	39	75.00%	01:04:16
Mount Vernon	Texas	49	87	29	59.18%	00:45:21
Chicago	Illinois	48	59	13	27.08%	00:14:49
Mount Pleasant	Texas	47	93	33	70.21%	00:42:08
Fort Worth	Texas	45	61	16	35.56%	00:28:04
(not set)	(not set)	44	44	0	0.00%	00:00:00
New York	New York	43	61	15	34.88%	00:09:25
Austin	Texas	36	49	6	16.67%	00:05:24

How customers search for your business on Google



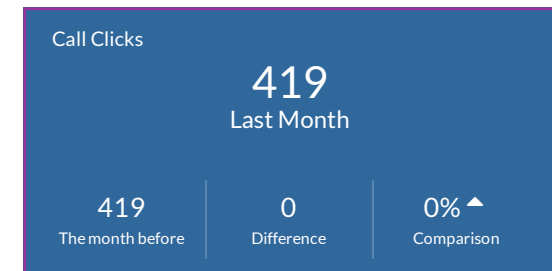
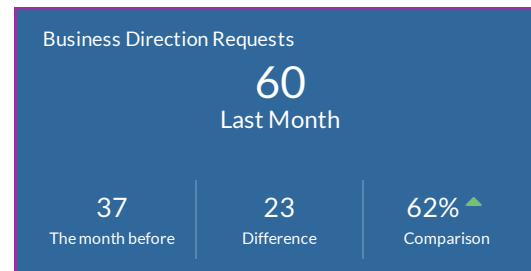
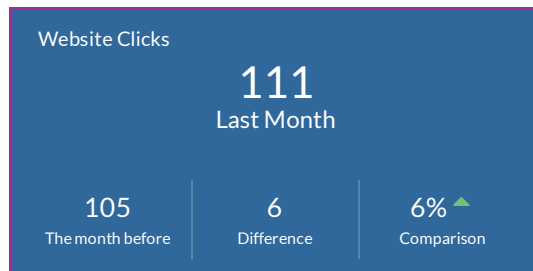
Business Impressions Desktop Search: Business impressions on Google Search on Desktop devices

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

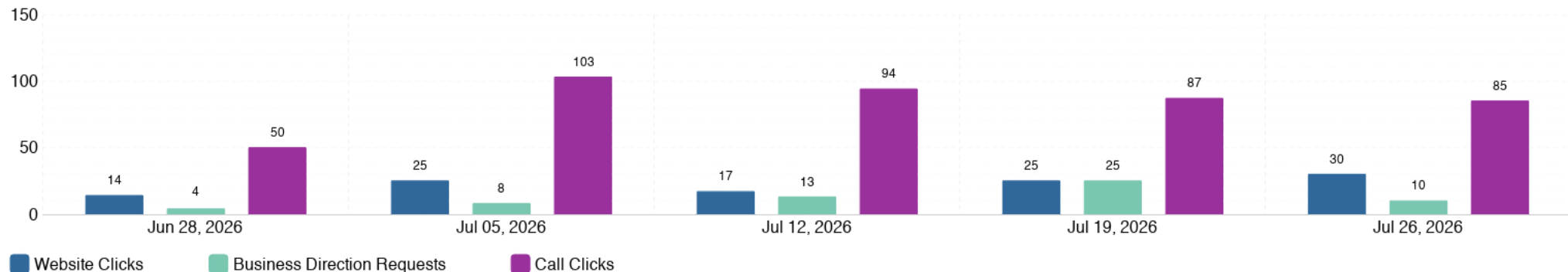
Business Impressions Maps Desktop: Business impressions on Google Maps on Desktop devices

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

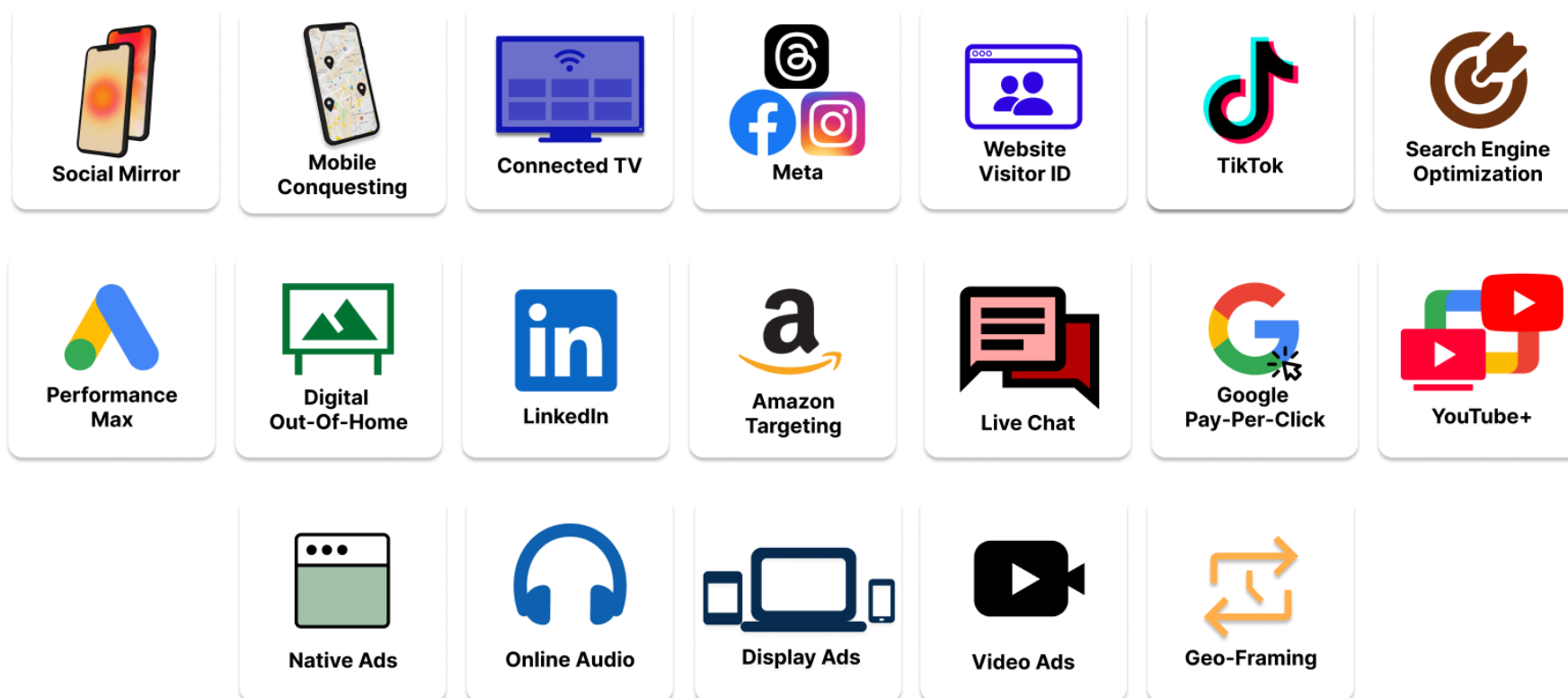
What actions customers take on your listing



What actions customers take on your listing



All available products in our *toolbox*.



? Your account team is [here to help](#) - reach out with any questions or to explore new ideas.