

Digital Marketing Report

Impressions

How many ads were served:

234,392

Clicks

Times a user clicked on an ad

3,036

Click-Through Rate

(Clicks/Impressions) x 100

0.53%

Your Product Breakout by Impressions



CTV Completion Rate

97.26%

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

2,327

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

Event Rate

6.99%

(Events/Impressions) x 100

Total Engagement Rate

0.54%

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

X the National Average

7.54

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

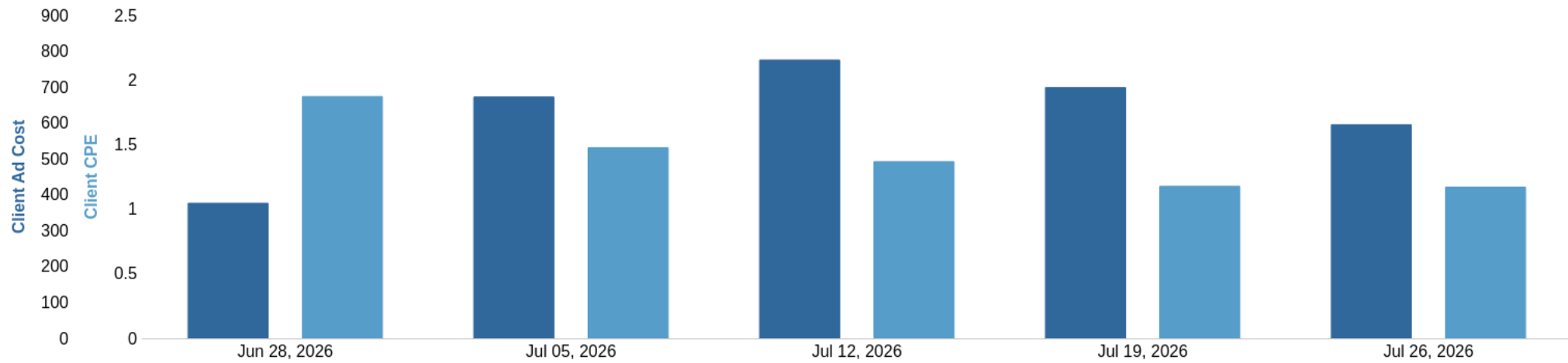
3,117.49

Performance Max Cost-Per-Event

Cost/Events

1.34

Performance Max Week by Week Spend Performance



Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
The Ooten Law Firm - Address Retargeting Mobile	79,213	183	0.23%	3.30
The Ooten Law Firm - Criminal Defense/Legal Services/Retargeting Performance Max	33,273	2,029	6.10%	87.11
The Ooten Law Firm - AI Social Mirror	31,667	107	0.34%	4.83
The Ooten Law Firm - Site Retargeting Mobile	26,758	89	0.33%	4.75
The Ooten Law Firm - Lawyer Facebook/Instagram Premium	21,370	407	1.90%	27.21
The Ooten Law Firm - Legal Services Behavioral Video	18,860	131	0.69%	9.92
The Ooten Law Firm - Legal Services Behavioral CTV	10,214	21	0.21%	2.94
The Ooten Law Firm - Retargeting Facebook/Instagram Premium	2,859	55	1.92%	27.48
The Ooten Law Firm - Mobile Cross Platform Social Mirror	1,914	0	0.00%	0.00
The Ooten Law Firm - Address Targeting Mobile	1,901	12	0.63%	9.02
The Ooten Law Firm - AI Audio	1,708	0	0.00%	0.00
The Ooten Law Firm - Website Visitor Feed Facebook/Instagram Premium	1,695	23	1.36%	19.38
The Ooten Law Firm - Legal Services/Alcohol Consumption Behavioral Audio	1,385	0	0.00%	0.00
The Ooten Law Firm - Website Visitor ID Feed Video	929	0	0.00%	0.00
The Ooten Law Firm - Retargeting Video	205	0	0.00%	0.00
The Ooten Law Firm - Website Visitor ID Feed Audio	175	0	0.00%	0.00
The Ooten Law Firm - Retargeting Audio	154	0	0.00%	0.00
The Ooten Law Firm - Retargeting CTV	111	0	0.00%	0.00
The Ooten Law Firm - Retargeting Social Mirror	1	0	0.00%	0.00

Social Mirror Click Conversions

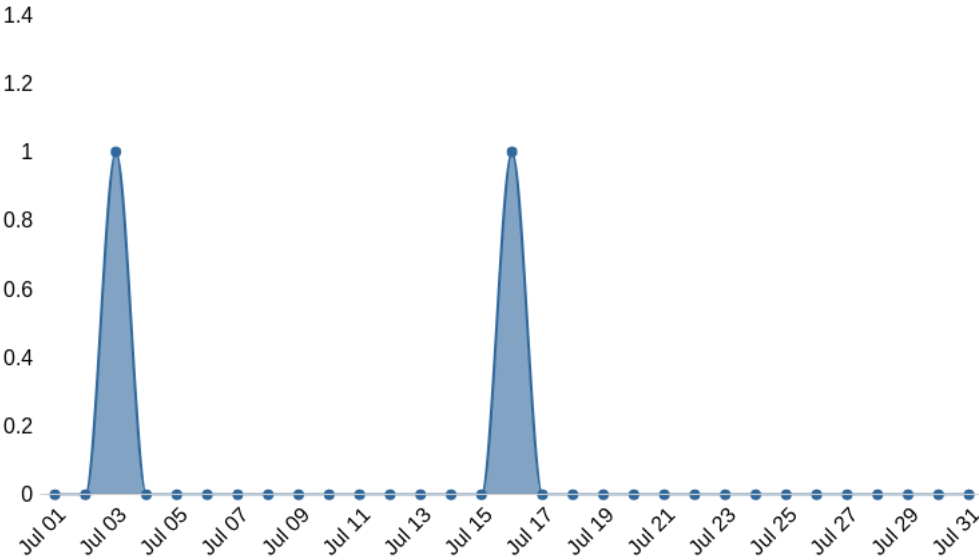


Times users clicked on an ad leading to your site and visited a page or completed an action

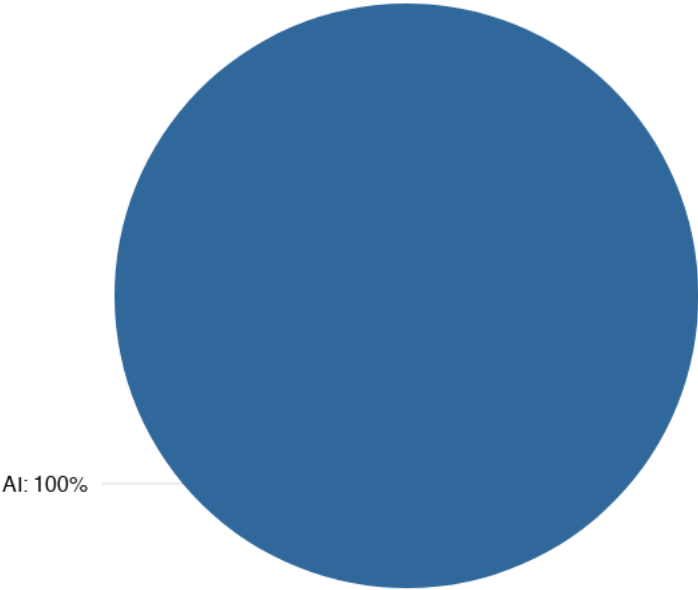
Social Mirror Click Conversion Performance Breakout

Conversion Name	Click Conversions ↓
The Ooten Law Firm Get a Free Consultation Click Conversion	1
The Ooten Law Firm Phone 0998 Click Conversions	1

Social Mirror Click Conversions by Day



Top Social Mirror Click Conversions by Strategy



Social Mirror View-through Conversions

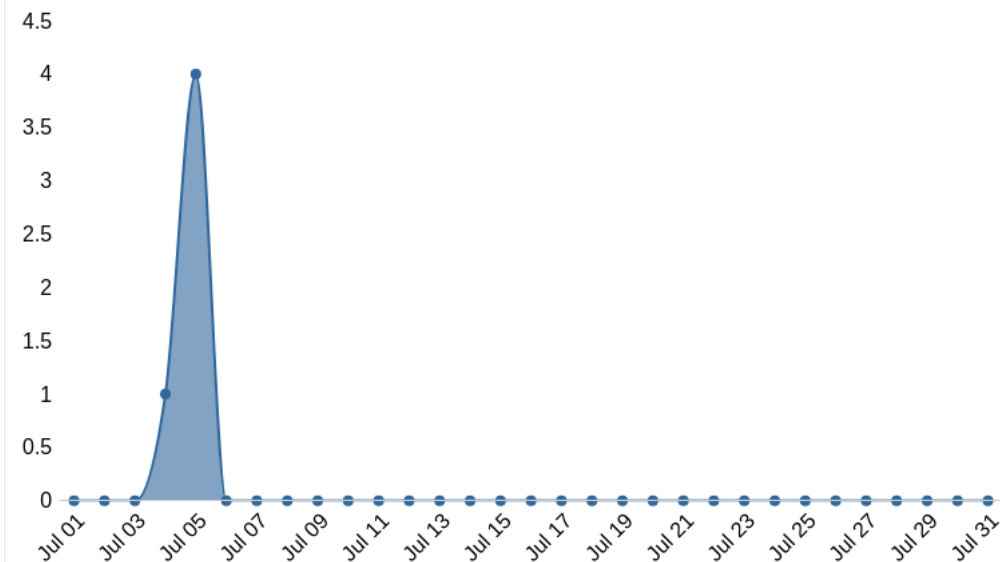


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

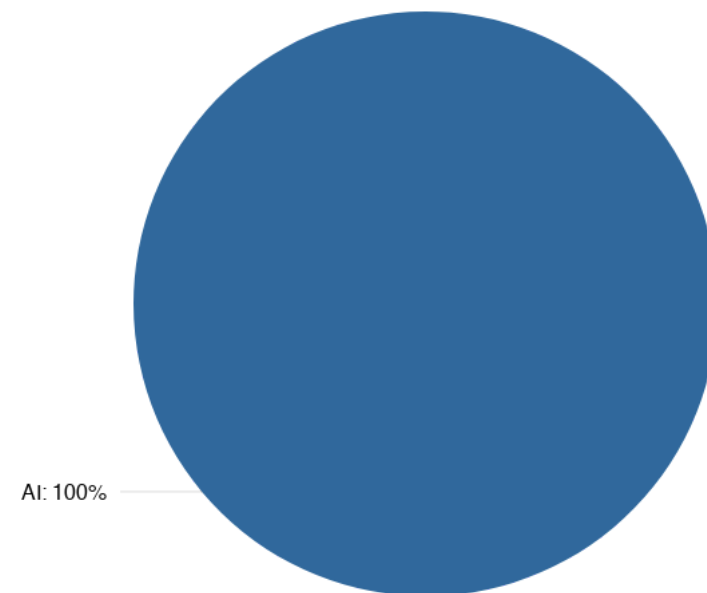
Social Mirror View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
The Ooten Law Firm Homepage Visits	5

Social Mirror View-through Conversions by Day



Top Social Mirror View-through Conversions by Strategy



Video Click Conversions

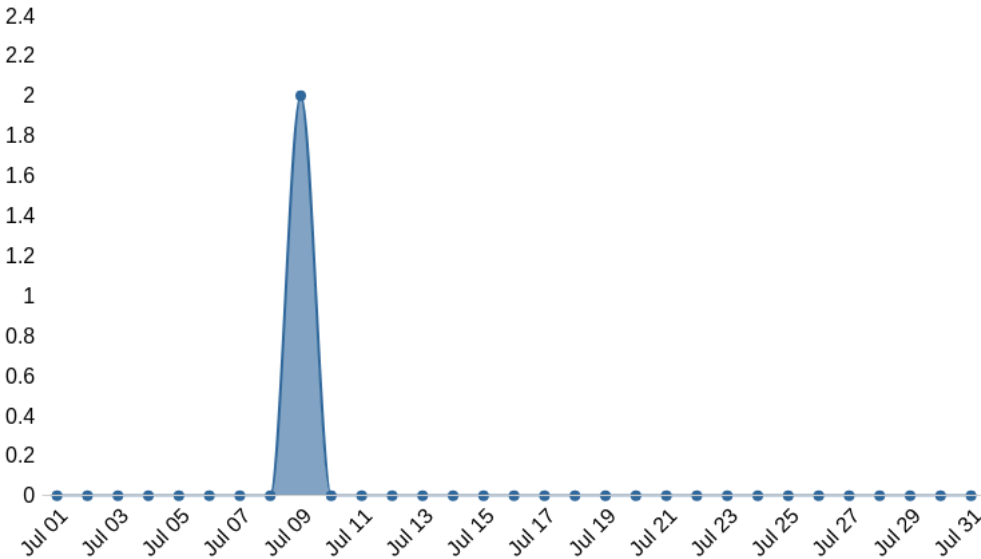


Times users clicked on an ad leading to your site and visited a page or completed an action

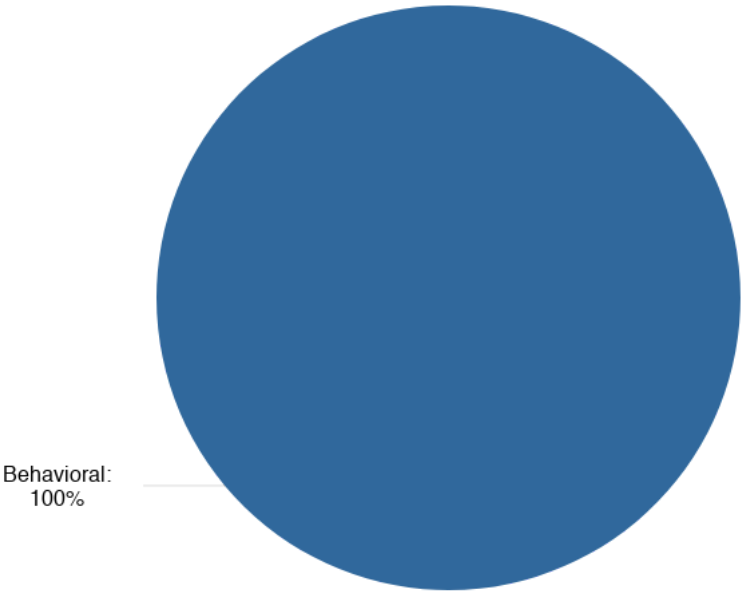
Video Click Conversion Performance Breakout

Conversion Name	Click Conversions ↓
The Ooten Law Firm Get a Free Consultation Click Conversion	2

Video Click Conversions by Day



Top Video Click Conversions by Strategy



Video View-through Conversions

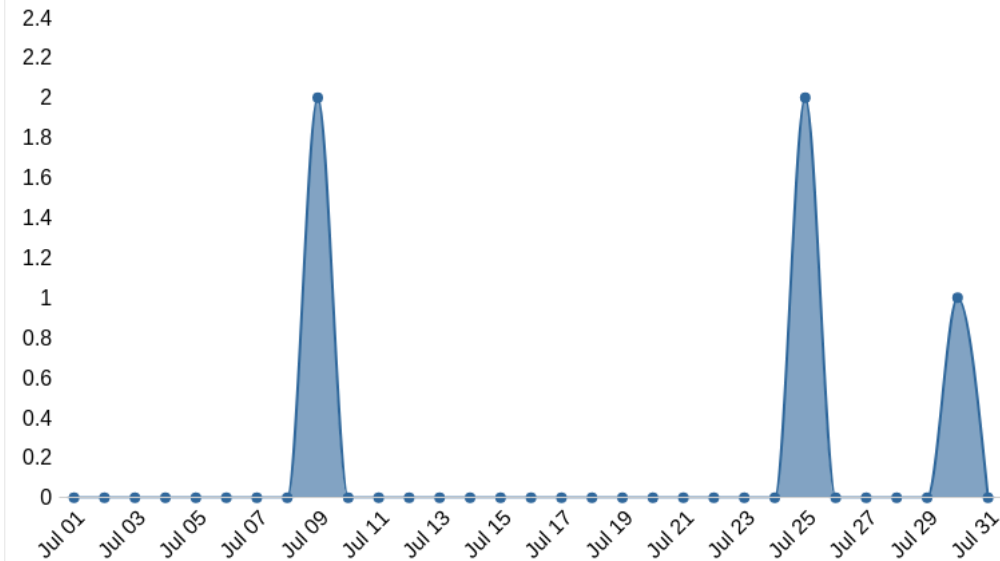


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

Video View-through Conversion Performance Breakout

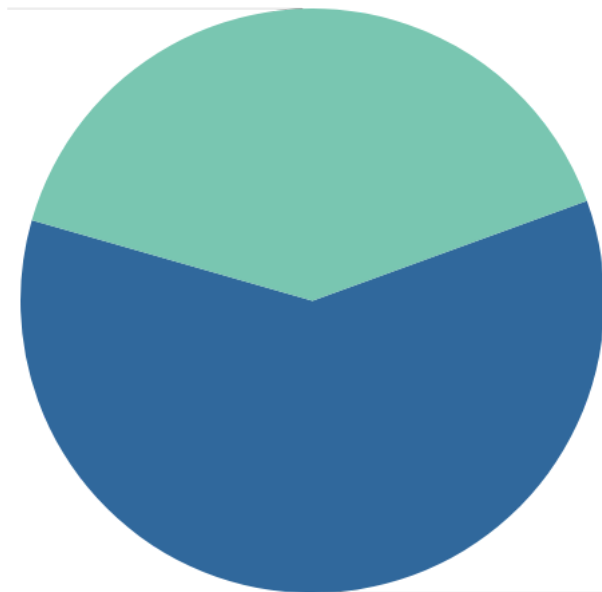
Conversion Name	View-through Conversions ↓
The Ooten Law Firm Homepage Visits	3
The Ooten Law Firm Get a Free Consultation Click Conversion	2

Video View-through Conversions by Day



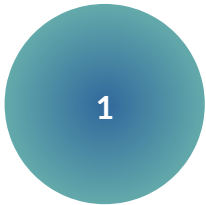
Top Video View-through Conversions by Strategy

Retargeting:
40%



Behavioral:
60%

Mobile Conquesting Click Conversions

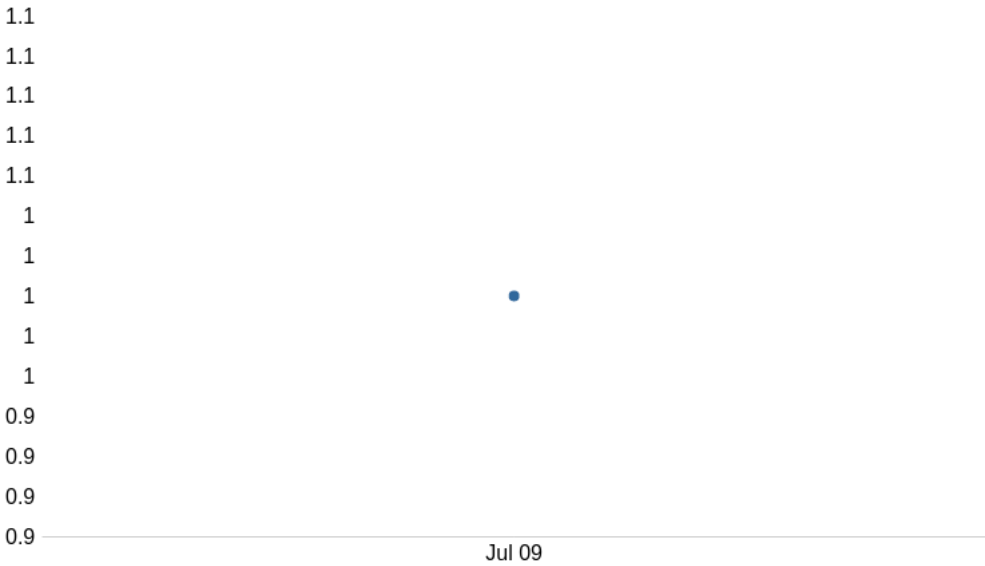


Times users clicked on an ad leading to your site and visited a page or completed an action

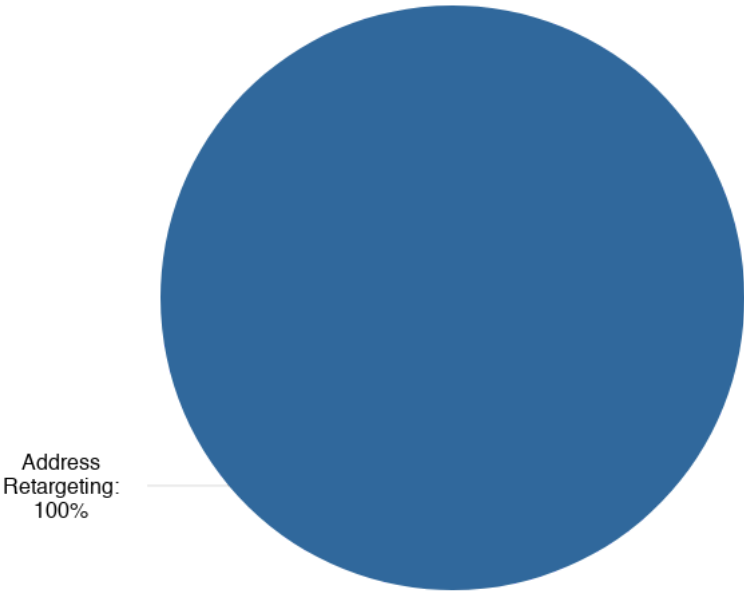
Mobile Conquesting Click Conversion Performance Breakout

Conversion Name	Click Conversions ↓
The Ooten Law Firm Get a Free Consultation Click Conversion	1

Mobile Conquesting Click Conversions by Day



Top Mobile Conquesting Click Conversions by Strategy



Mobile Conquesting View-through Conversions

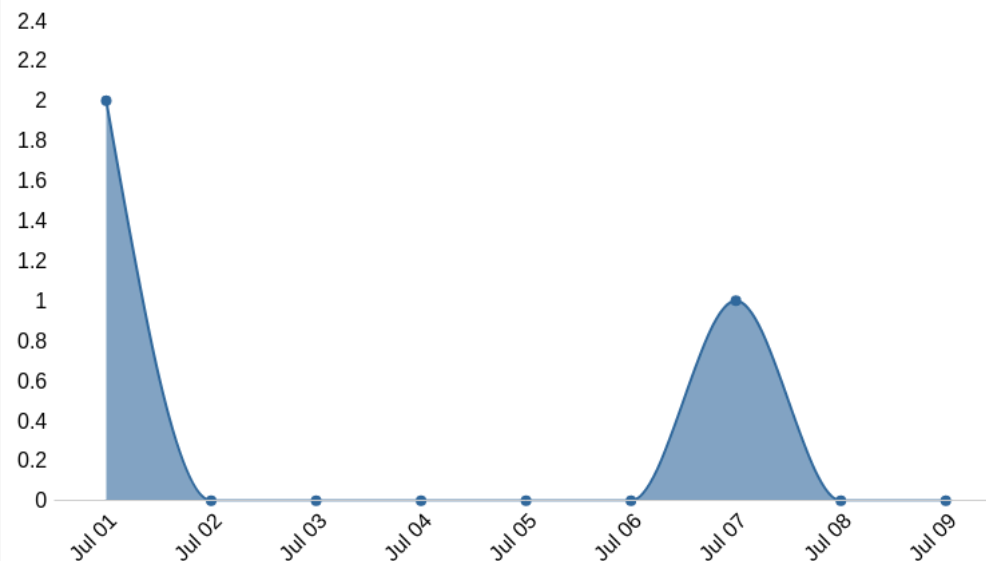


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

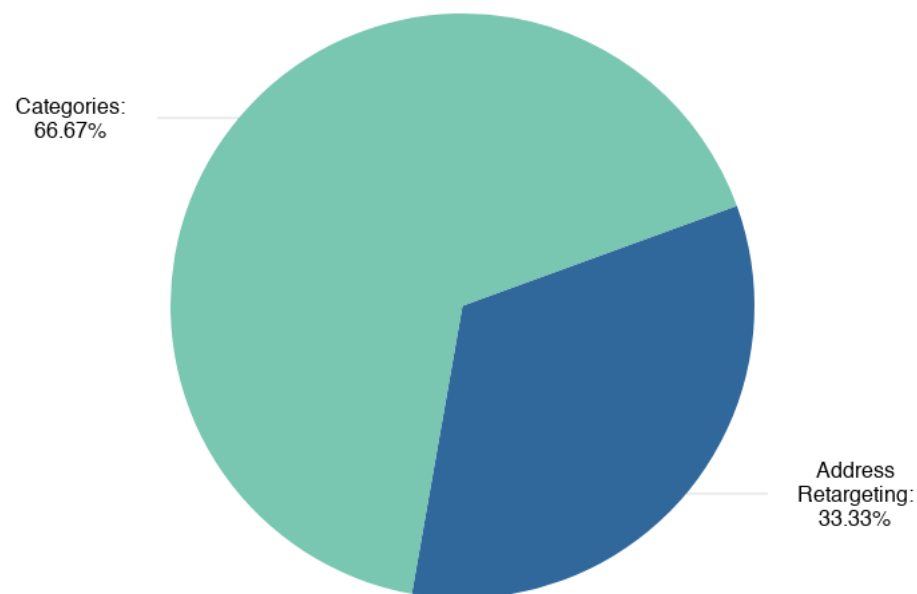
Mobile Conquesting View-through Conversion Performance Breakout

Conversion Name	View-throughs ↓
The Ooten Law Firm Homepage Visits	3

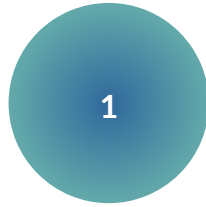
Mobile Conquesting View-through Conversions by Day



Top Mobile Conquesting View-through Conversions by Strategy



CTV View-through Conversions

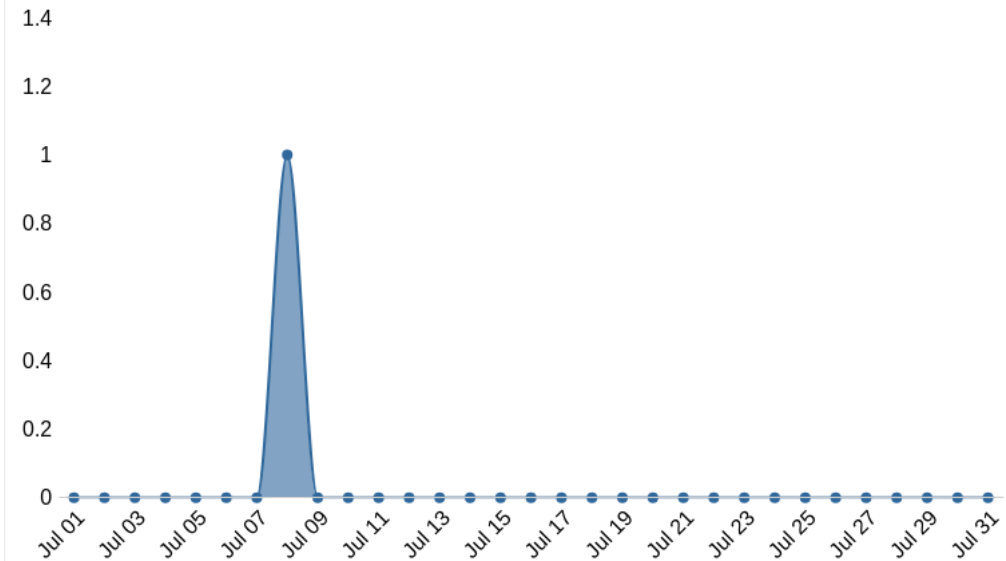


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

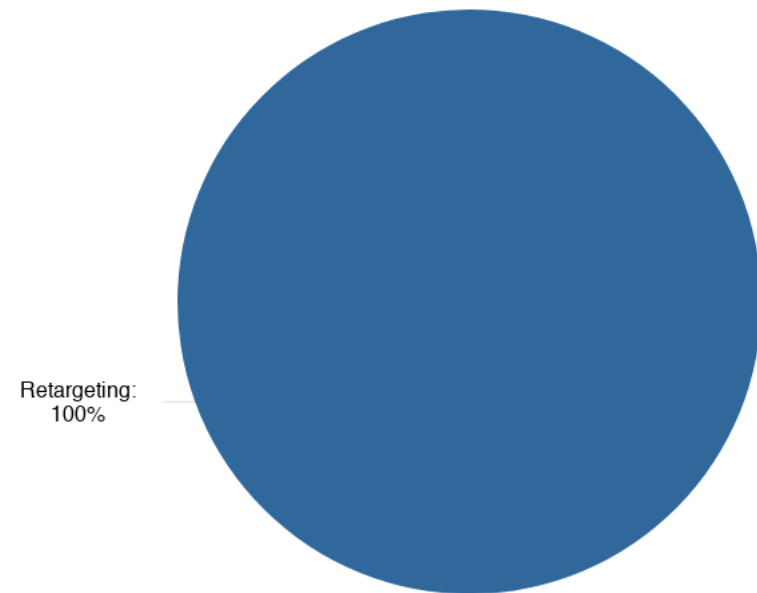
CTV View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
The Ooten Law Firm Homepage Visits	1

CTV View-through Conversions by Day



Top CTV View-through Conversions by Strategy



Meta Click Conversions

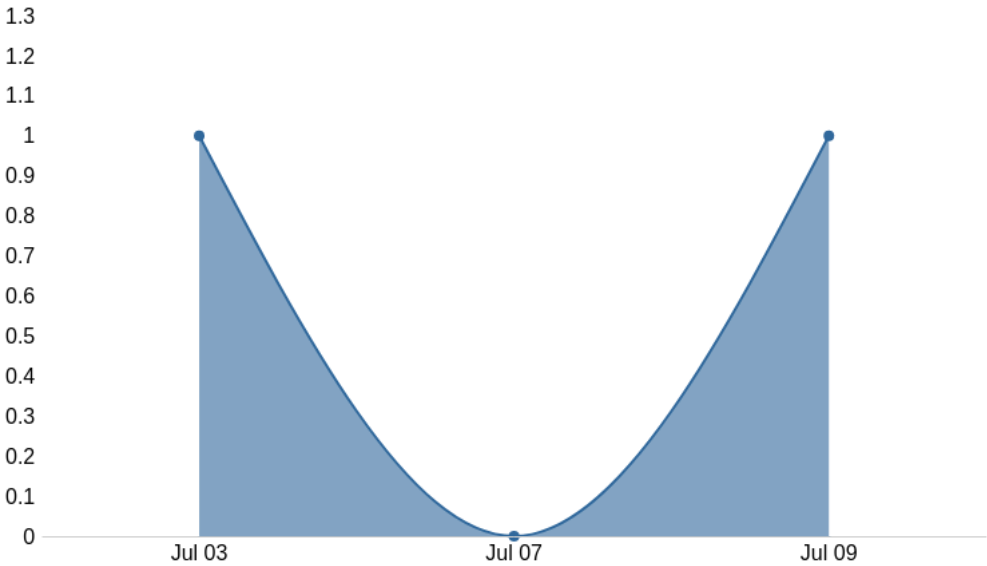


Times users clicked on an ad leading to your site and visited a page or completed an action

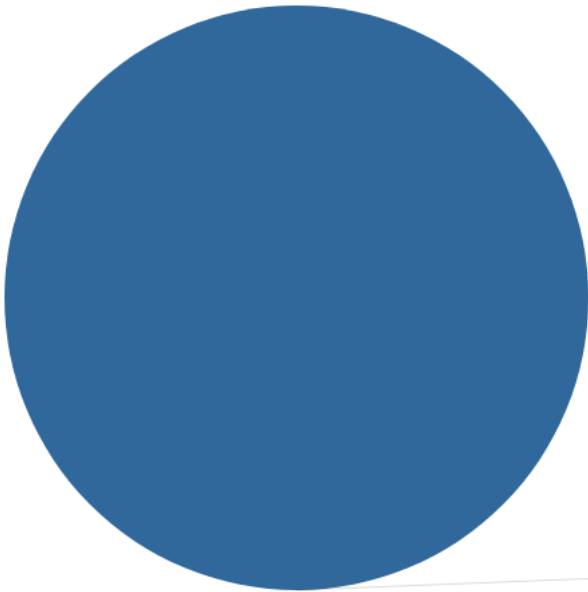
Meta Click Conversion Performance

Conversion Name	Click Conversions ↓
The Ooten Law Firm Live Chat Click Conversion	2

Meta Click Conversions by Day



Top Meta Click Conversions by Strategy



Category Targeting: 100%

Meta View-Through Conversions

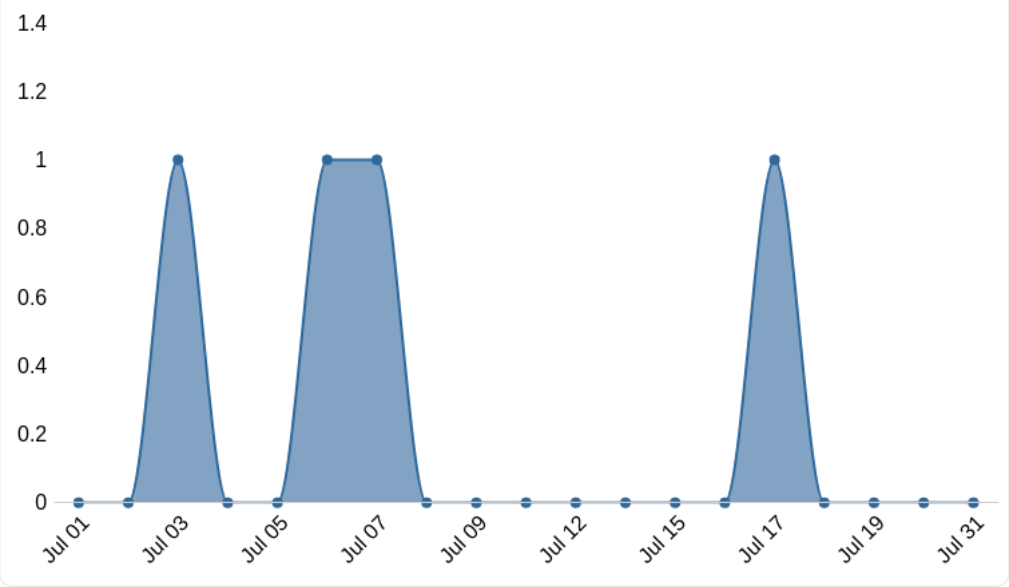


Times users saw an ad, did NOT click, but came to your site and visited a page or completed an action

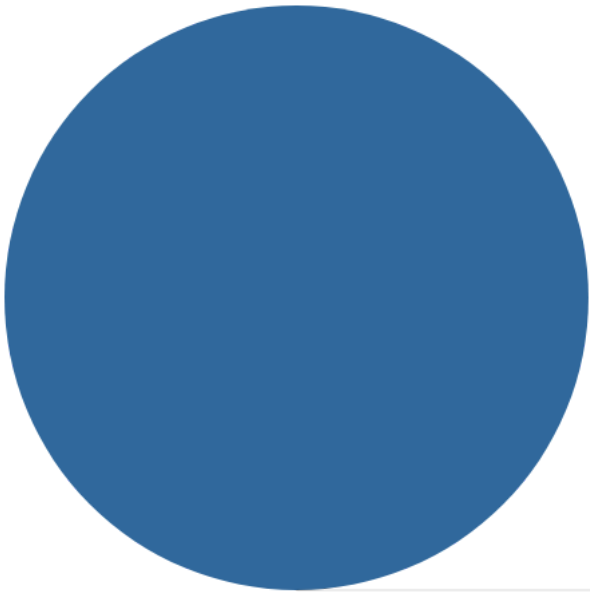
Meta View-Through Conversion Performance

Conversion Name	View-Through Conversions ↓
The Ooten Law Firm Homepage Visits	3
The Ooten Law Firm Get A Free Consultation Click	1

Meta View-Through Conversions by Day



Top Meta View-Through Conversions by Strategy



Retargeting: 100%

Meta Post Engagements

919

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

Meta Post Comments

1

The total number of comments your ads received

Meta Post Reactions

34

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

Meta Post Shares

3

The total number of people who shared your ad, giving your campaign free impressions

Mobile Conquesting Visit Performance: *To be counted as a "Verified Visit", the user must have GPS on and be browsing at the store location.*

Mobile Conquesting Number of Store Locations

1

NUMBER OF LOCATIONS THAT TRACKED A VISIT



Visits



Estimated Visits (4x Verified Data)

Mobile Conquesting Visits by Store Location

Business Name	Address	City	State	Zip	Visits ↓
Ooten Law Firm	1341 Branton Blvd	Knoxville	TN	37922	1

Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
Thumbnail not available	The Ooten Law Firm_SM_Let's talk numbers	33,580	107	0.32%	4.55
Thumbnail not available	The Ooten Law Firm_SM_Choosing The Ooten Law Firm means choosing confidence in your future	2	0	0.00%	0.00

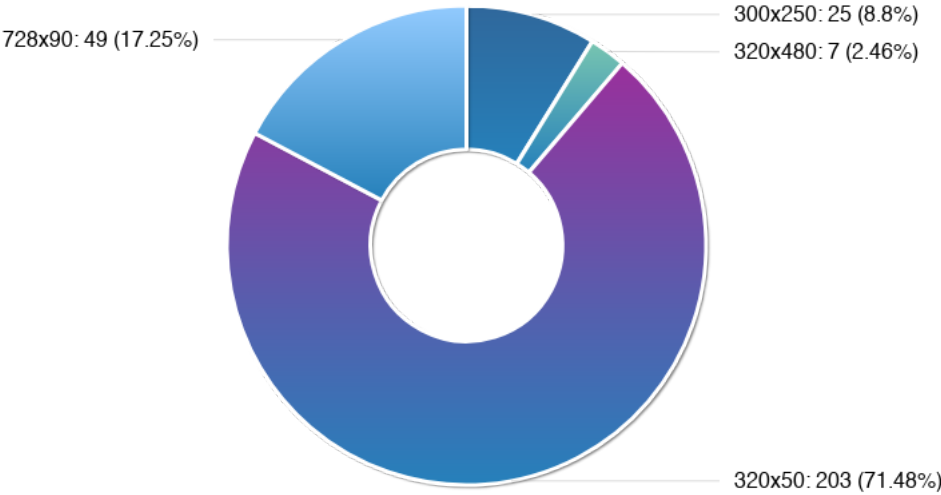
Social Mirror Creative AI Performance

Creative			Preview Link	Percentage Served ↓	CTR
Creative Name	Variant Name	Creative Format			
The Ooten Law Firm_SM_Let's talk numbers	Variant: V_00009	Carousel	Click to View	6.55%	1.51%
The Ooten Law Firm_SM_Let's talk numbers	Variant: Original	Carousel	Click to View	6.49%	1.87%
The Ooten Law Firm_SM_Let's talk numbers	Variant: V_00013	Carousel	Click to View	6.37%	1.15%
The Ooten Law Firm_SM_Let's talk numbers	Variant: V_00012	Carousel	Click to View	6.37%	1.46%
The Ooten Law Firm_SM_Let's talk numbers	Variant: V_00002	Carousel	Click to View	6.32%	1.72%
The Ooten Law Firm_SM_Let's talk numbers	Variant: V_00007	Carousel	Click to View	6.25%	1.28%
The Ooten Law Firm_SM_Let's talk numbers	Variant: V_00006	Carousel	Click to View	6.25%	1.43%
The Ooten Law Firm_SM_Let's talk numbers	Variant: V_00003	Carousel	Click to View	6.24%	1.23%
The Ooten Law Firm_SM_Let's talk numbers	Variant: V_00011	Carousel	Click to View	6.21%	1.39%
The Ooten Law Firm_SM_Let's talk numbers	Variant: V_00004	Carousel	Click to View	6.21%	1.49%

Mobile Conquesting Creative Performance

Preview	Creative Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
	The Ooten Law Firm_Scroller	47,078	94	0.20%	2.85
	OOTEN_EXPERIENCED_MC320X50.gif	44,863	104	0.23%	3.31
	OOTEN_EXPERIENCED_MC728X90.gif	9,186	47	0.51%	7.31
	OOTEN_EXPERIENCE_MC300X250.gif	3,984	24	0.60%	8.61
	Ooten Law Firm 320x50 GIF.gif	2,168	5	0.23%	3.29
	Ooten Law MC 728x90 GIF.gif	351	2	0.57%	8.14
	Ooten Law Firm 300x250 MC GIF.gif	147	1	0.68%	9.72
	OOTEN_EXPERIENCED_MC320X480.gif	92	7	7.61%	108.70
	Ooten Law Firm 320x480 MC.gif	3	0	0.00%	0.00

Mobile Conquesting Click Performance by Ad Size



Mobile Conquesting Visit Performance by Ad Size



Video Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
Thumbnail not available	The Ooten Law Firm_Ooten Law Firm--When Experience Matters--1x30--7-18-25.mp4	15,526	93	0.60%	8.56
Thumbnail not available	The Ooten Law Firm_Ooten Law--Experience Matters--- 1x15--7-18-25.mp4	4,468	38	0.85%	12.15

Video Completion Performance by Line Item

Line Item Name	25% Completed ↓	50% Completed	75% Completed	100% Completed
The Ooten Law Firm - Retargeting Video	78.54%	72.20%	65.85%	62.44%
The Ooten Law Firm - Website Visitor ID Feed Video	74.49%	67.28%	64.16%	54.68%
The Ooten Law Firm - Legal Services Behavioral Video	74.22%	65.62%	60.32%	52.93%

Connected TV (CTV) Creative Performance

Preview Image	Creative Name	Impressions	Video Completion Rate ↓
Thumbnail not available	The Ooten Law Firm_Ooten Law Firm--When Experience Matters---1x30--7-18-25.mp4	7,414	98.44%
Thumbnail not available	The Ooten Law Firm_Ooten Law-- Experience Matters--- 1x15--7-18-25.mp4	2,911	94.22%

Connected TV (CTV) Completion Performance by Strategy

Strategy	25% Completion Rate	50% Completion Rate	75% Completion Rate	100% Completion Rate ↓
The Ooten Law Firm - Retargeting CTV	100.00%	100.00%	100.00%	100.00%
The Ooten Law Firm - Legal Services Behavioral CTV	100.00%	98.83%	97.66%	97.22%

Online Audio Creative Performance

Creative Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
The Ooten Law Firm_Ooten law firm-ET top law firm-accident- 15 (1).wav	1,891	0	0.00%	0.00
The Ooten Law Firm_Ooten law-Testimonial - Flawless Experience 30 (1).wav	1,531	0	0.00%	0.00

Online Audio Completion Performance by Line Item

Line Item Name	25% Completed ↓	50% Completed	75% Completed	100% Completed
The Ooten Law Firm - Website Visitor ID Feed Audio	98.86%	98.86%	98.86%	96.57%
The Ooten Law Firm - Legal Services/Alcohol Consumption Behavioral Audio	94.01%	93.07%	92.42%	91.19%
The Ooten Law Firm - AI Audio	91.98%	91.86%	91.22%	90.87%
The Ooten Law Firm - Retargeting Audio	66.88%	66.88%	66.23%	65.58%

Meta Creative Performance

Ad	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
The Ooten Law Firm_Meta 1080x1080.png	25,924	485	1.87%	26.73

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	59,862	624	1.04%
Desktop	A personal computing device that remains stationary at one location.	17,503	76	0.43%
Connected TV	An internet enabled device that provides streaming content directly on the TV, without the use of an external streaming device.	6,791	7	0.10%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	4,763	22	0.46%
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.	4,072	14	0.34%
Unknown	---	61	1	1.64%
Connected Audio	An internet enabled device, like Smart Speakers, Connected Cars, or Streaming Boxes, that allow audio content.	15	0	0.00%
Media Player	A personal device, either mobile or stationary, that plays media, such as Smart Speakers and iPods.	4	0	0.00%

Top Online Audio Device Makes

Device Make	Impressions ↓	Clicks	CTR
Apple	978	0	0.00%
Samsung	849	0	0.00%
Vizio	310	0	0.00%
Motorola	154	0	0.00%
Google	67	0	0.00%
Amazon	66	0	0.00%
Roku	4	0	0.00%
Philips	1	0	0.00%

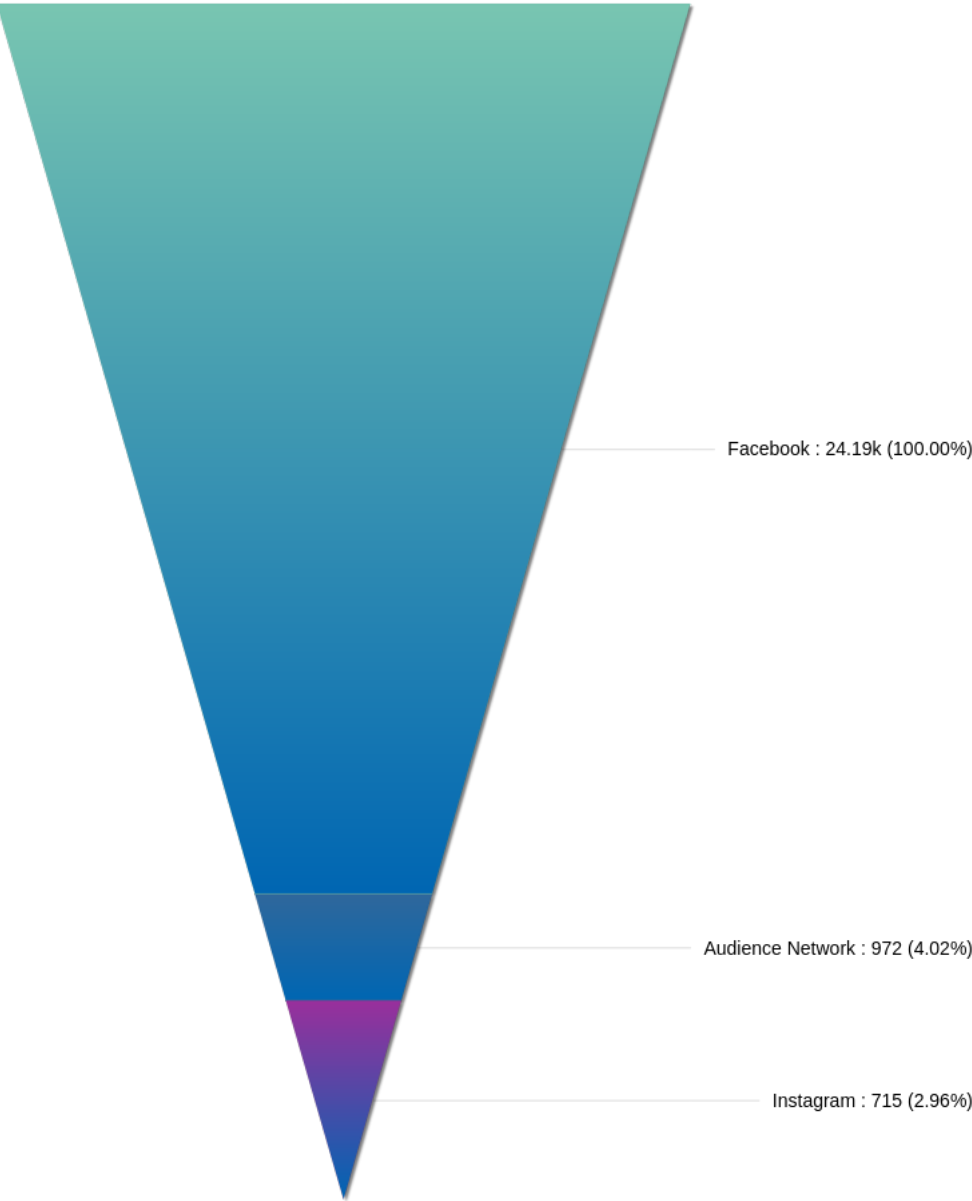
Site and App Performance

Name	Impressions ↓	Clicks	CTR
imdb.com	4,163	3	0.07%
wvlt.tv	2,495	18	0.72%
nypost.com	2,071	6	0.29%
Spotify: Play music & podcasts	917	0	0.00%
thehive.com	803	10	1.25%
zillow.com	803	0	0.00%
Spotify - Music and Podcasts	761	0	0.00%
the-sun.com	746	1	0.13%
x.com	731	0	0.00%
arcamax.com	721	5	0.69%
themirror.com	582	4	0.69%
wate.com	522	1	0.19%
aol.com	511	0	0.00%
sheshinestories.com	476	0	0.00%
T-Mobile Play	374	0	0.00%
abcnews.com	343	1	0.29%
dailymail.com	325	1	0.31%
thesun.co.uk	265	1	0.38%
reuters.com	214	1	0.47%
BeReal. Your friends for real.	208	6	2.88%

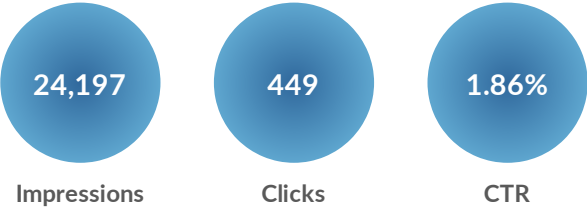
Social Placement Performance

Placement	Where your ads appear	Impressions ↓	Clicks	CTR
Facebook Reels	Your ads appear in the Reels tab on Facebook.	21,326	338	1.58%
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.	1,772	84	4.74%
Audience Network (Native, Banner, and Interstitial)	Your ads appear on apps on Audience Network.	972	2	0.21%
Facebook In-stream Videos	Your ads appear in video on demand and in a select group of approved partner live streams on Facebook.	875	22	2.51%
Instagram Reels	Your ads appear in the Reels tab on Instagram.	426	18	4.23%
Instagram Feed	Your ads appear in the mobile app and on desktop and mobile web.	260	10	3.85%
Facebook Stories	Your ads appear in people's Stories on Facebook.	194	5	2.58%
Threads	Your ads appear in the Threads feed.	36	4	11.11%
Instagram Stories	Your ads appear in people's Stories on Instagram.	29	2	6.90%
Facebook Search Results	Your ads appear next to relevant Facebook and Marketplace search results.	22	0	0.00%

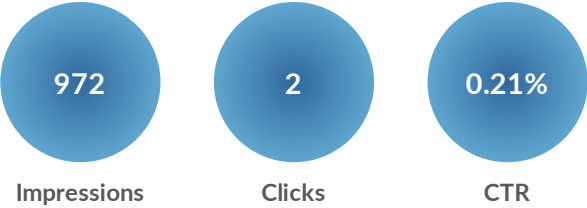
Social Placement Performance by Impressions



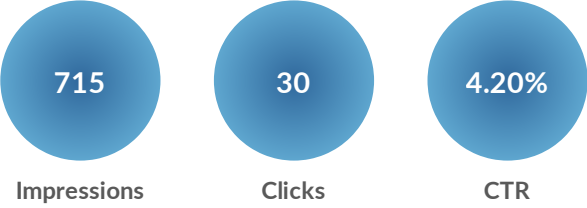
Facebook News Feed Performance



Audience Network Performance



Instagram Performance



Top CTV Publishers

Publisher Image	Publisher Name	Impressions↓	Completion Rate
	SAMSUNG TV PLUS	2,369	98.94%
	Vizio - Vizio WatchFree+	729	91.29%
	Telly - The Truly Smart TV	182	83.10%
	DIRECTV	148	97.78%
	Tubi - Free Movies & TV	46	100.00%
	Tubi - Movies & TV Shows	37	100.00%

	U-verse	24	100.00%
--	---------	----	---------

Performance Max Creative Group Performance

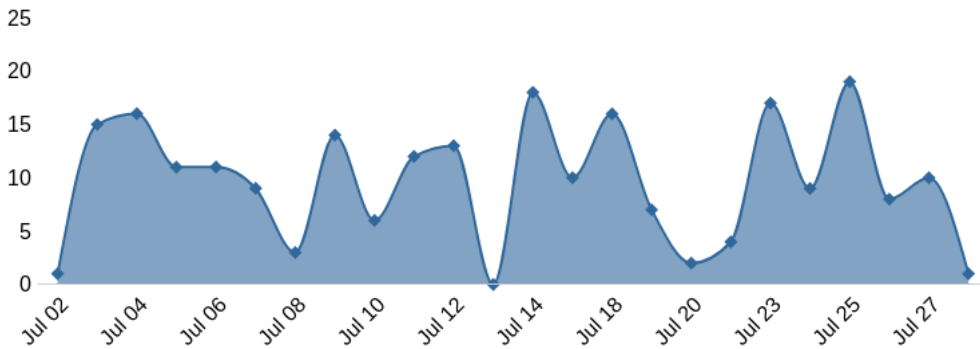
Creative Group Name	Search Themes	Client Ad Cost	Client CPE	Impressions	Events ↓	Event Rate
The Ooten Law Firm - Criminal Defense/Legal Services/Retargeting Performance Max	aggressive criminal defence attorney,arrested in knoxville,assault defense attorney,bail bonds,bail bondsman near me,bail hearing lawyer,Banks & Jones,Barnes & Furston,best criminal lawyer knoxville,bondsman near me,Bosch Law,criminal bond lawyer,criminal charges lawyer,criminal defense attorney knoxville,criminal lawyer near me,domestic assault lawyer,domestic violence attorney,drug possession lawyer,DUI attorney knoxville,DUI checkpoint lawyer,DUI lawyer knoxville,East TN DUI lawyer,evading arrest,felony attorney near me,felony defense attorney knoxville,first offense DUI lawyer,Garza Law,immediate legal assistance,Isaacs Law,knox county criminal defense attorney,Knox Defense,knoxville bail lawyer,lawyer after arrest,lawyer near me now,license suspension help,misdemeanor attorney,multiple DUI offense,need a lawyer now,need criminal lawyer,Otten Law,possession lawyer,public intox lawyer,reckless driving attorney,second offense DUI attorney,T. Scott Jones,tennessee bail lawyer,Tennessee DUI lawyer,theft attorney,theft charge assistance	3,117.51	1.34	33,273	2,327	6.99%
Total		3,117.51	1.34	33,273	2,327	6.99%

Performance Max Click Conversions



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

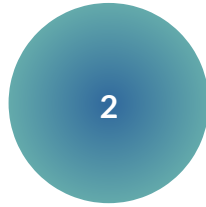
Performance Max Click Conversions by Day



Performance Max Click Conversion Performance

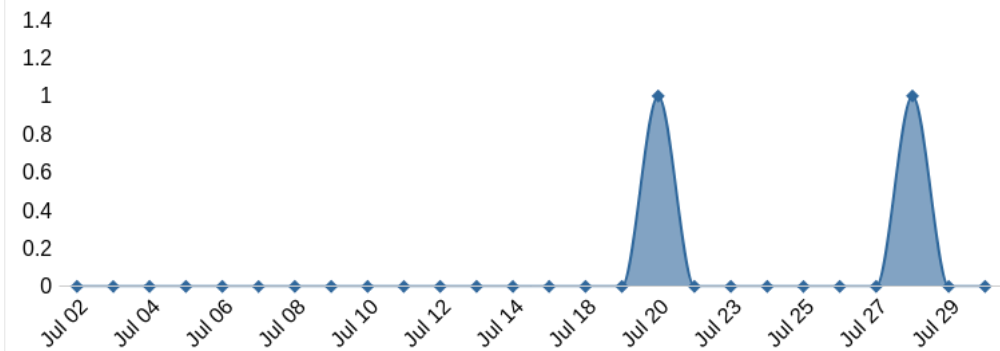
Conversion Action Name	Click Conversions ↓
The Ooten Law Firm Get a Free Consultation Click Conversion	209
The Ooten Law Firm Contact Us Click Conversion	7
The Ooten Law Firm Get Directions Click Conversion	5
The Ooten Law Firm Email Click Conversion	3
The Ooten Law Firm Phone Click Conversion	2
The Ooten Law Firm Request a Consultation Click Conversion	2
The Ooten Law Firm Thank You Page View	1

Performance Max View-through Conversions



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

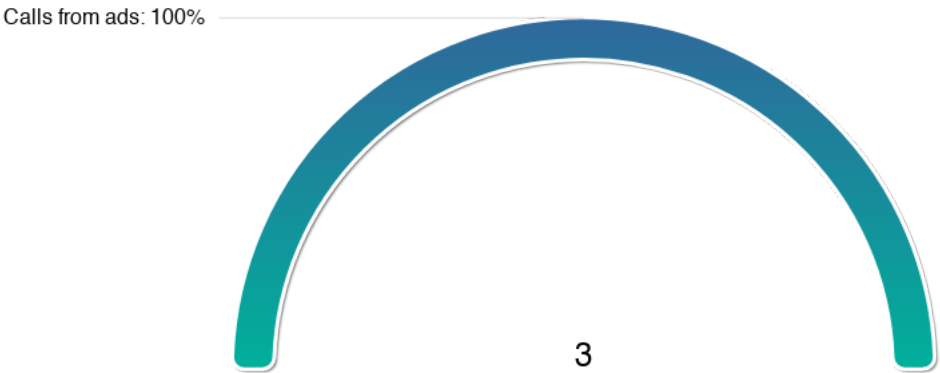
Performance Max View-through Conversions by Day



Performance Max View-through Conversion Performance

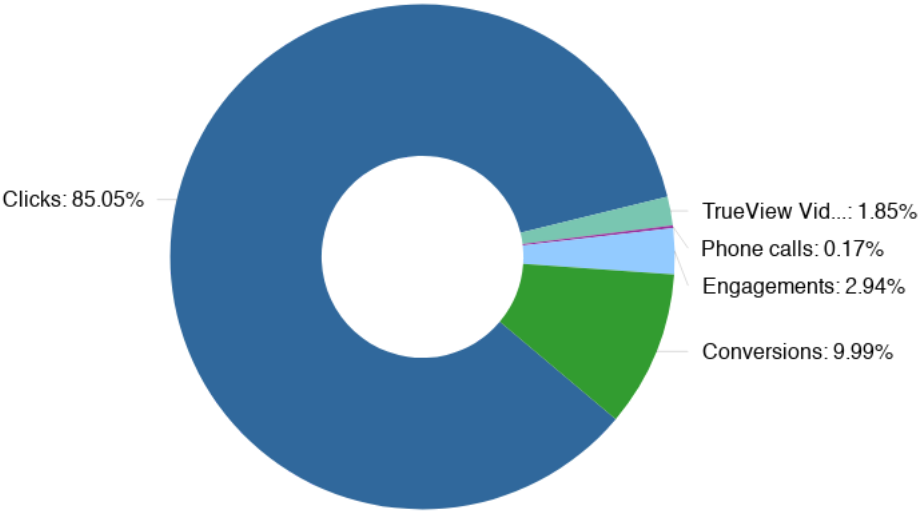
Conversion Action Name	View-through Conversions ↓
The Ooten Law Firm Homepage Visits	2

Performance Max Other Google Conversions - these are automatic conversions Google tracks based on actions taken from your ads

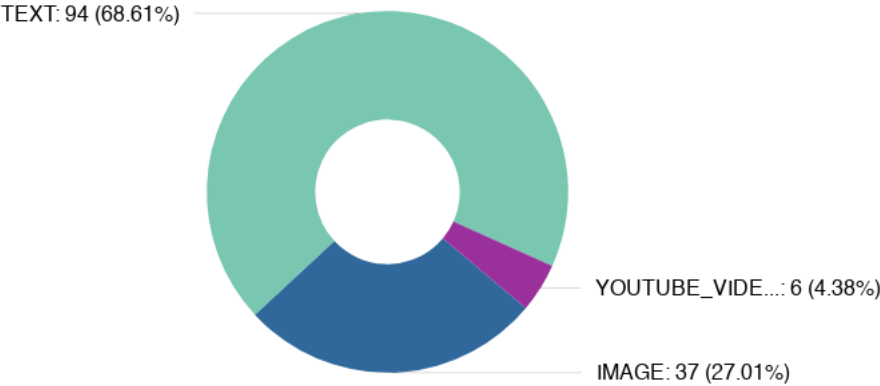


"Calls from ads" refers to a qualified conversion, meaning that the call had to go through and last for at least 60 seconds for it to be counted.

Event Breakdown by Type



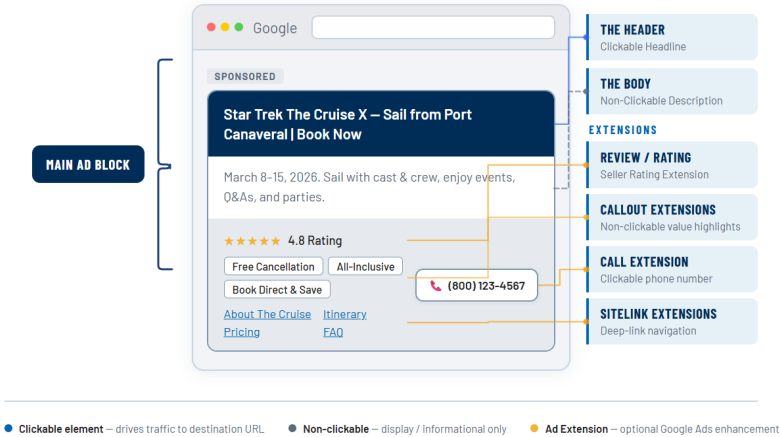
Creative Type by Quantity



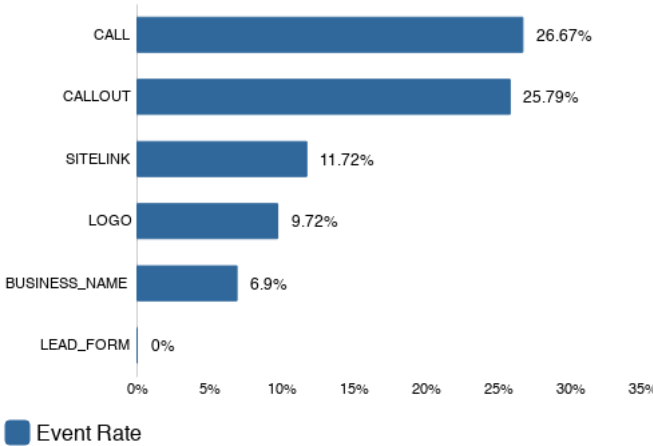
Performance Max Top 5 Extension Performance

Type	Extension (upgraded)	Impressions	Events	Event Rate ↓	Client Ad Cost	Client CPE
CALLOUT	Rights Protection	1	2	200.00%	6.63	3.31
CALLOUT	Available To Help	3	2	66.67%	1.30	0.65
CALLOUT	Fights For You	5	3	60.00%	4.05	1.35
CALLOUT	Local Knoxville Firm	19	10	52.63%	13.83	1.38
CALLOUT	Proven Defense Team	17	6	35.29%	5.06	0.84

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.

Performance Max Call Reporting Details

Date	Client ↑	Client Phone Number	Phone calls
Jul 20, 2026	The Ooten Law Firm	865-259-0999	1
Jul 24, 2026	The Ooten Law Firm	865-259-0999	1
Jul 27, 2026	The Ooten Law Firm	865-259-0999	1
Jul 28, 2026	The Ooten Law Firm	865-259-0999	1

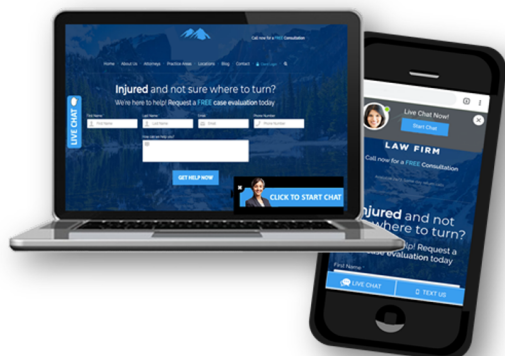
“Phone calls” are the number of times people clicked on a phone number displayed in an ad on a mobile device or manually dialed the Google forwarding number displayed in an ad on any device, regardless of the duration.

286
CHATS

9
LEADS

4
BILLABLE LEADS

1.40%
CHAT VS LEAD RATIO



Chats: Number of people that started a chat

Leads: Number of Visitors that started a chat and converted into a lead

Billable Leads: Leads classified as Sales Leads

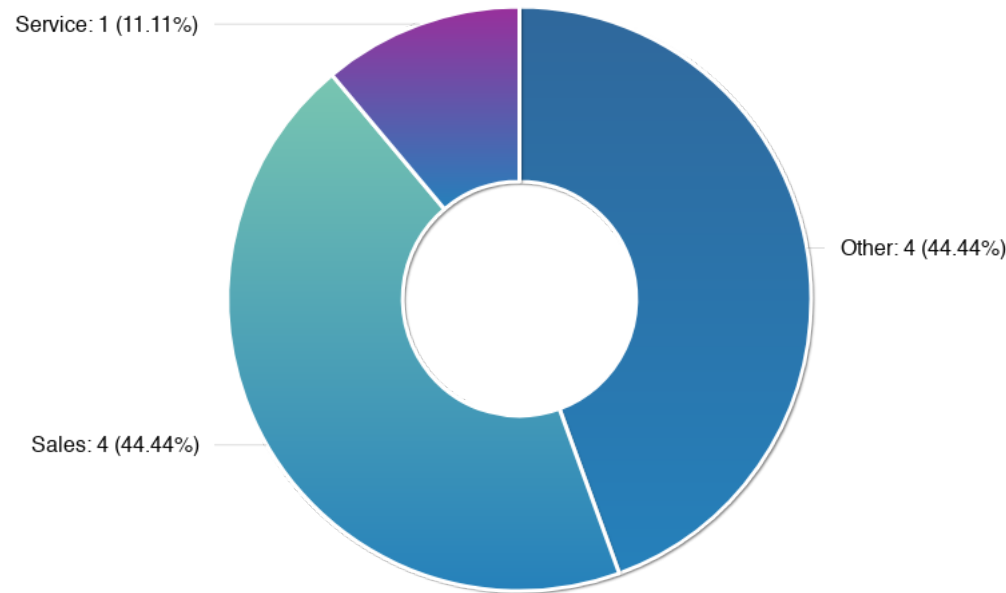
Chat vs. Lead Ratio: $(\text{Billable Leads} / \text{Chats}) \times 100$

Note: Data is updated once daily. Chats and Leads will update during the next day's sync.

Live Chat Submission Details

Date ↑	Client	Chat ID	Lead Type Name	Name	Phone Number	Email	Attempted Calls	Completed Calls	Leads Count
Total							6	6	9
Jul 06, 2026	The Ooten Law Firm	79735667	Sales	Jayden Major	7174223633	jayden.major111@gmail.com	0	0	1
Jul 09, 2026	The Ooten Law Firm	79795560	Sales	Paige Davenport	8657765098	tpaigedavenport@gmail.com	1	1	1
Jul 09, 2026	The Ooten Law Firm	79798622	Other	John Cotton	8507767930	jccotton08@gmail.com	0	0	1
Jul 16, 2026	The Ooten Law Firm	79892633	Sales	Olivia Sands	8654219945	osandswich@gmail.com	1	1	1
Jul 17, 2026	The Ooten Law Firm	79908555	Service	Patricia Hornyak	8652031613	29pjhorn@gmail.com	1	1	1
Jul 20, 2026	The Ooten Law Firm	79947575	Other	Sarah Crawford	8656017077	sarahcrawford919@gmail.com	1	1	1
Jul 20, 2026	The Ooten Law Firm	79952545	Other	Casey Lee Short	3373217271	cshort1980@yahoo.com	1	1	1
Jul 27, 2026	The Ooten Law Firm	80062374	Sales	Bobbi Meredith	8652742394	thereisnobobbionlyzul@gmail.com	1	1	1
Jul 29, 2026	The Ooten Law Firm	80095803	Other	Jesse Hickman	4238837374		0	0	1

Lead Type Performance



What are the different Lead types?

Sales Lead: (Billable) Someone we've chatted with where we've obtained the visitor's name and contact information (phone number and/or email address), what the visitor is looking for is offered by the business, and the visitor falls within the businesses geographic coverage area. This lead type is billable.

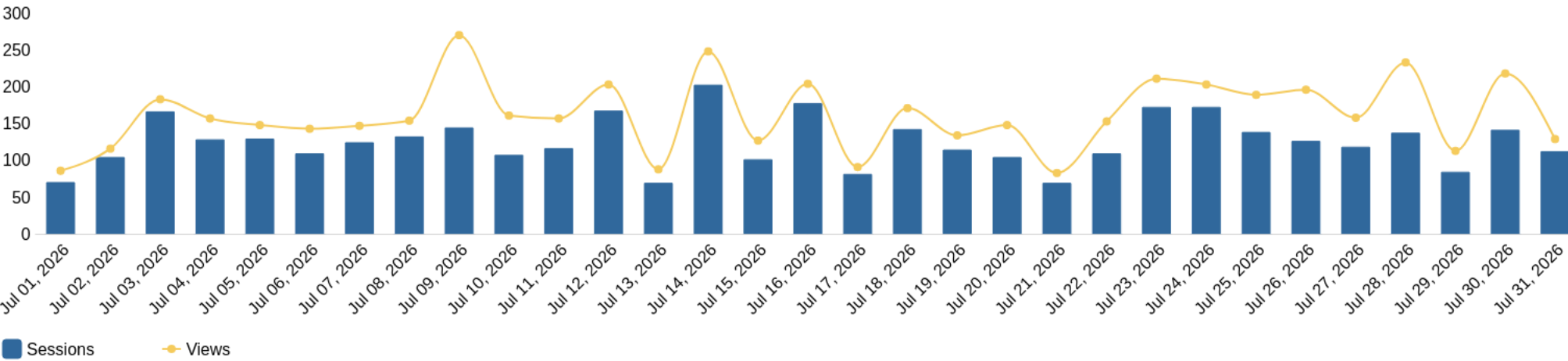
Service Lead: (Non-Billable) An existing client of the business - they may be trying to reschedule an appointment or get in touch with their account manager, etc. This lead type is non-billable.

Other Lead: (Non-Billable) Someone who's outside of the geographic coverage area, someone looking for a service the business doesn't offer, looking for a job, etc. This lead type is non-billable.

5,022 3,864 1,647 42.62% 3,489 3,232 3,579
VIEWS SESSIONS ENGAGED SESSIONS ENGAGEMENT RATE ACTIVE USERS NEW USERS TOTAL USERS
1.11 37:04:54
SESSIONS PER USER TOTAL USER ENGAGEMENT

Total User Engagement: The length of total time that your app screen was in the foreground or your web page was in focus.

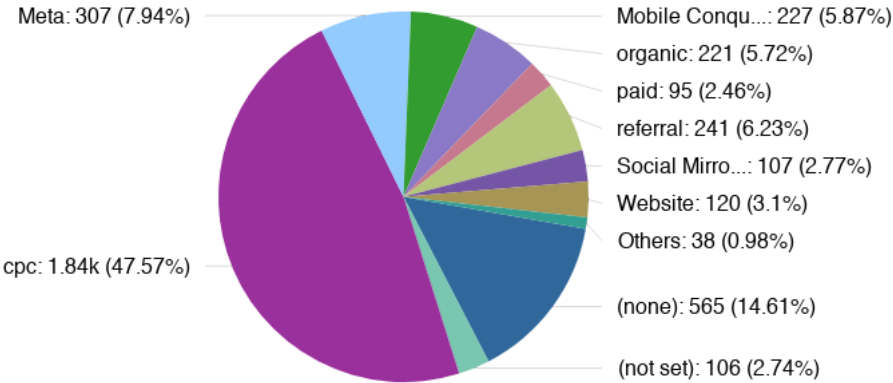
Google Analytics 4 Performance by Day



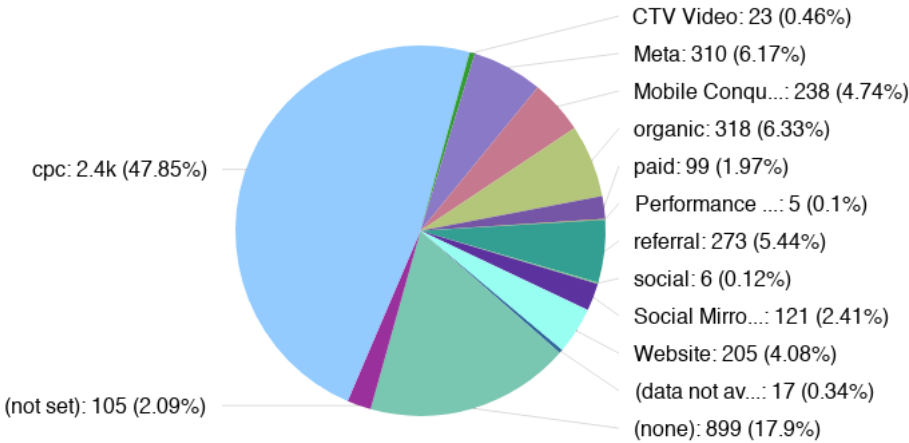
Google Analytics 4 Account Performance

Analytics Account Name ↑	Sessions	Views	Total User Engagement	Pages / Session	Engagement rate
Total	3,864	5,022	37:04:54	1.30	42.62%
Ooten Law Firm	3,864	5,022	37:04:54	1.30	42.62%

Google Analytics 4 Sessions by Medium



Google Analytics 4 Page Views by Medium

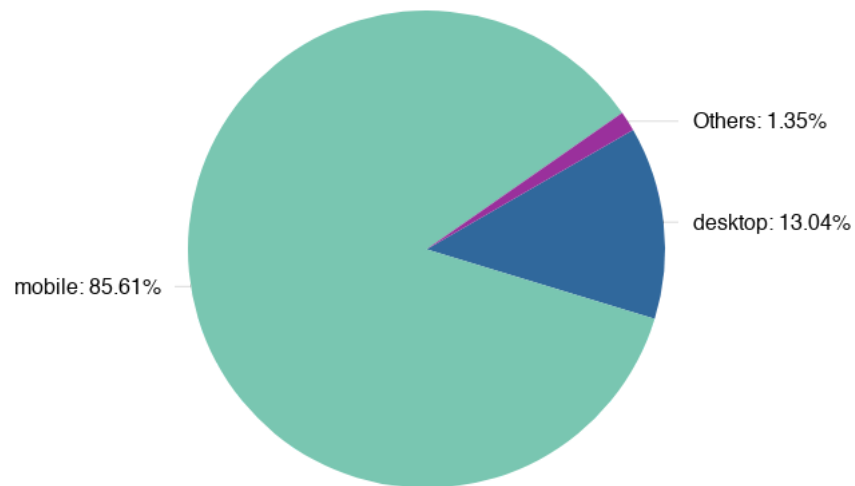


Grid contains more rows, but they have been clipped.

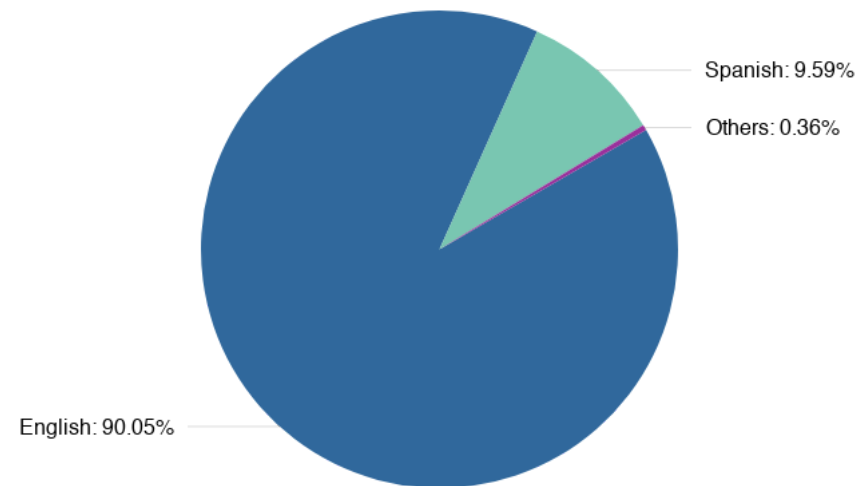
Google Analytics 4 Event Performance

Event name	Event count ↓
Total	19,184
page_view	5,022
session_start	3,897
first_visit	3,232
m3_session_start	2,472
user_engagement	2,133
m3_internal_click	707
scroll	406
click	230
m3_dock_text	225
m3_outbound_click	150
m3_external_click	139
m3_click_to_call	132

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	3,930	5,022	1,703	43.33%	37:04:54
Android Webview	1,995	2,555	1,229	61.60%	30:45:58
Chrome	1,004	1,401	252	25.10%	04:08:33
Safari	664	760	142	21.39%	01:18:42
Safari (in-app)	130	147	32	24.62%	00:15:12
Edge	57	64	27	47.37%	00:25:49

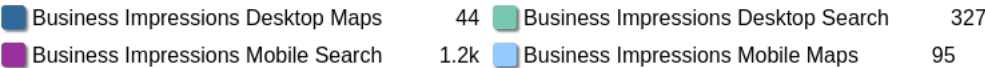
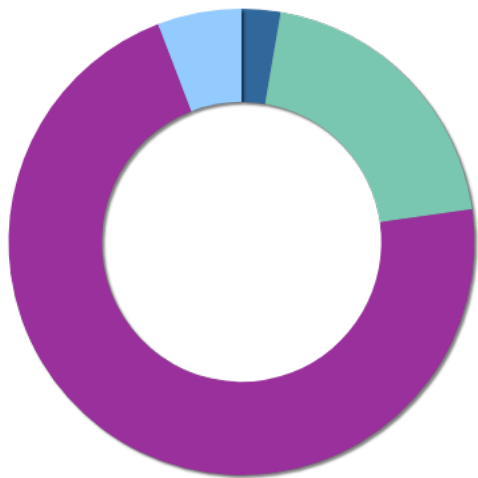
Google Analytics 4 Page Path Performance

Page path	Engaged sessions ↓
Total	2,183
/	1,642
/contact/	216
/attorneys/	115
/practice-areas/criminal-defense/misdemeanors-and-felonies/	15
/thank-you/	15
/practice-areas/dui/	12
/practice-areas/criminal-defense/assault/	11
/faq/	10
/practice-areas/social-security-disability-lawyer-knoxville-tn/	9
/practice-areas/	8

Google Analytics 4 Performance by Geo

City	Region	Sessions ↓	Views	Engaged sessions	Engagement rate	Total User Engagement
Total		3,950	5,022	1,723	43.62%	37:04:54
Knoxville	Tennessee	679	897	382	56.26%	09:39:59
Nashville	Tennessee	480	678	289	60.21%	08:06:31
(not set)	(not set)	272	274	5	1.84%	00:01:20
(not set)	New York	129	129	0	0.00%	00:00:00
Pigeon Forge	Tennessee	111	130	69	62.16%	01:21:25
Oak Ridge	Tennessee	108	152	56	51.85%	01:04:21
(not set)	(not set)	101	101	3	2.97%	00:00:05
Maryville	Tennessee	75	88	26	34.67%	00:37:02
Atlanta	Georgia	72	105	47	65.28%	00:50:32
Rockwood	Tennessee	66	82	43	65.15%	01:17:20
Las Vegas Valley	Nevada	64	64	7	10.94%	00:01:28
(not set)	Tennessee	58	62	25	43.10%	00:11:22
(not set)	(not set)	58	64	14	24.14%	00:04:29
Harriman	Tennessee	58	73	35	60.34%	00:50:22
Lenoir City	Tennessee	58	75	33	56.90%	00:21:56

How customers search for your business on Google



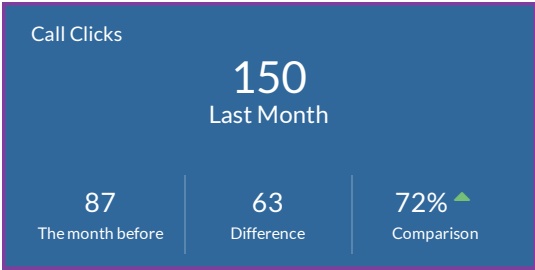
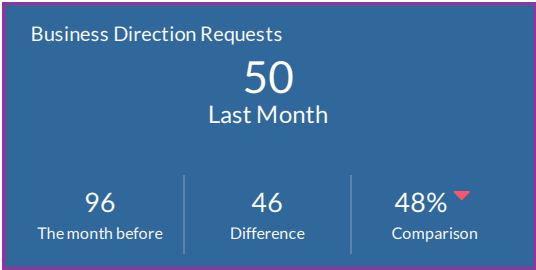
Business Impressions Desktop Search: Business impressions on Google Search on Desktop devices

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

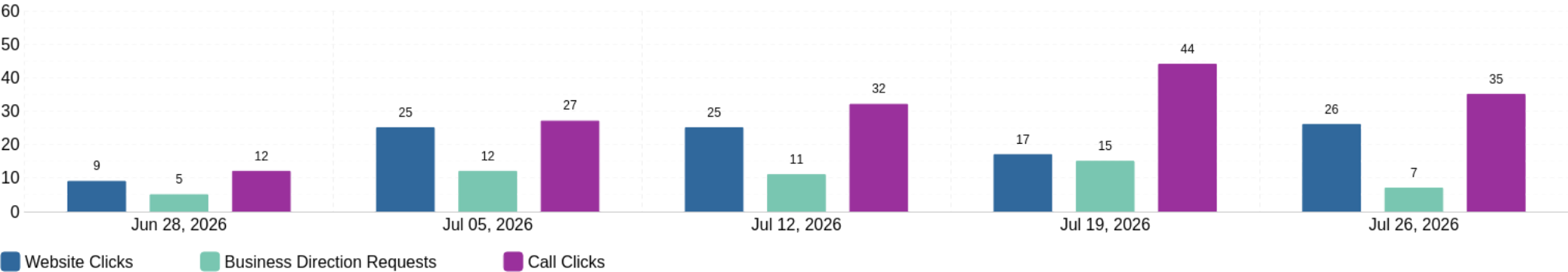
Business Impressions Maps Desktop: Business impressions on Google Maps on Desktop devices

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

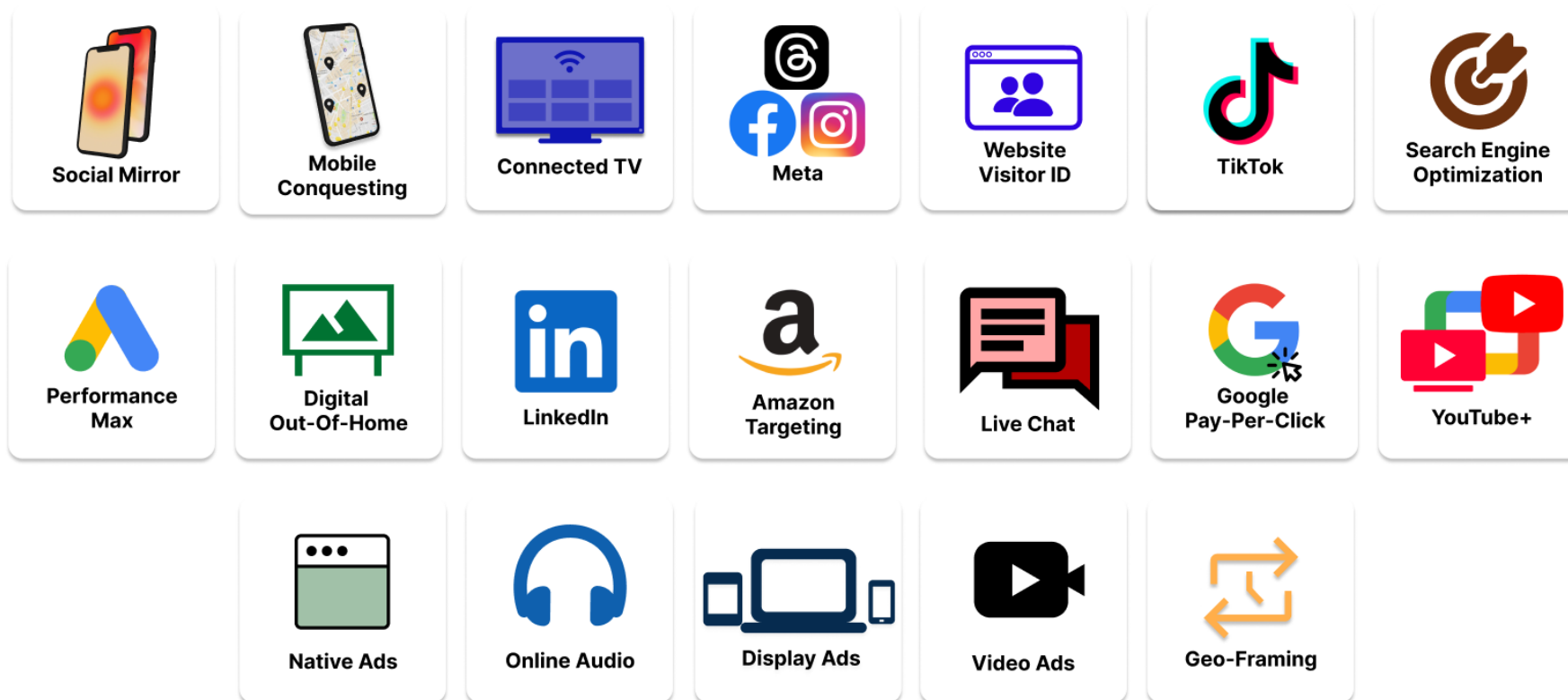
What actions customers take on your listing



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.