

Digital Marketing Report

Impressions

How many ads were served:

34,046

Clicks

Times a user clicked on an ad

854

Events

1,221

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

Your Product Breakout by Impressions



PMax

Event Rate

3.59%

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

**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

Amount spent on the campaign

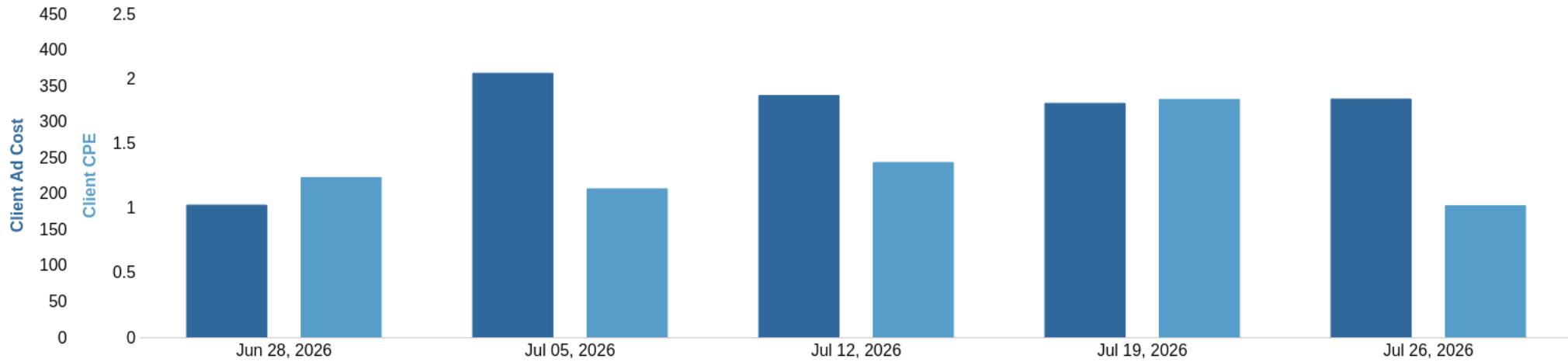
1,543.89

Performance Max Cost-Per-Event

Cost/Events

1.26

Performance Max Week by Week Spend Performance





Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Secure Fence LLC - Fencing/Gates/Retargeting Performance Max	34,046	854	2.51%	35.83



Performance Max Creative Group Performance

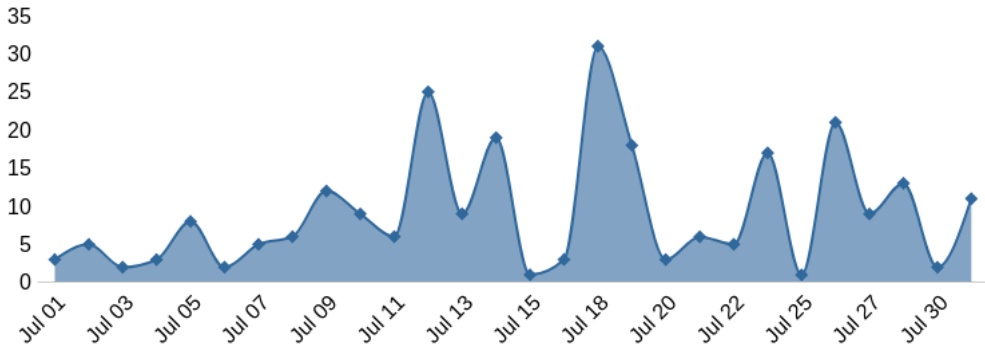
Creative Group Name	Search Themes	Client Ad Cost	Client CPE	Impressions	Events ↓	Event Rate
Secure Fence LLC - Fencing/Gates/Retargeting Performance Max	chain fence,chain fence installation,construction fencing,dog fence,dog on fence,electric fence,electric fence wire,electric gates,farm with fence,fence and installation,fence around pool,fence builder,fence builders,fence company,fence cost estimator,fence estimate,fence gates,fence installation,fence installation service,fence installers near me,fence panels,fence pricing,fencing,fencing contractors,fencing installation companies,fencing installations,front yard fence,land owner,metal fence,metal fence gates,metal fence panels,metal gates,pool fence,pool gates,privacy fence,privacy fence installation,pro fences,professional fence,railings fence,residential fencing,security fence,security fence co,security fence companies,under fence,wire fence panels,wire fencing,wood for a fence,yard gates	1,554.65	1.27	34,113	1,225	3.59%
Total		1,554.65	1.27	34,113	1,225	3.59%

Performance Max Click Conversions



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

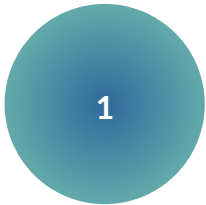
Performance Max Click Conversions by Day



Performance Max Click Conversion Performance

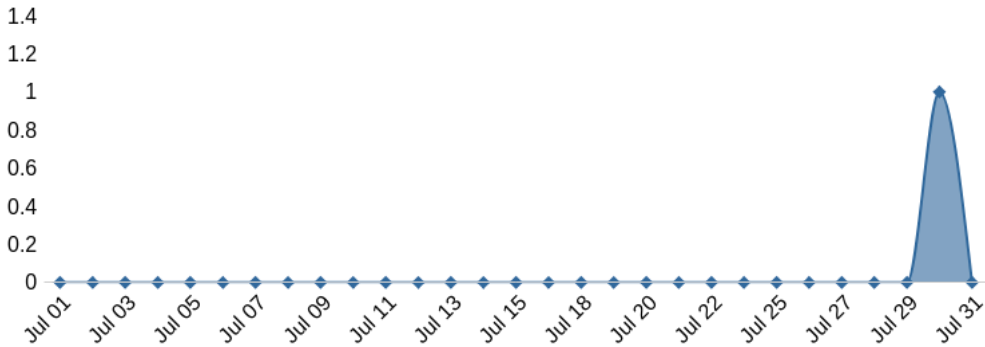
Conversion Action Name	Click Conversions ↓
Page view (Page load https://securefencepa.com)	224
Secure Fence LLC Email Click Conversion	16
Secure Fence LLC Call Click Conversion	15

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

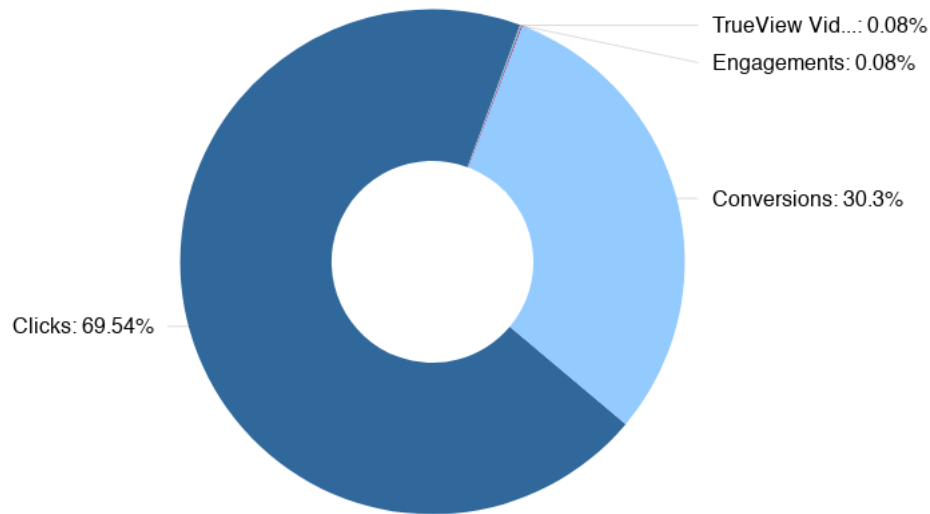


Performance Max View-through Conversion Performance

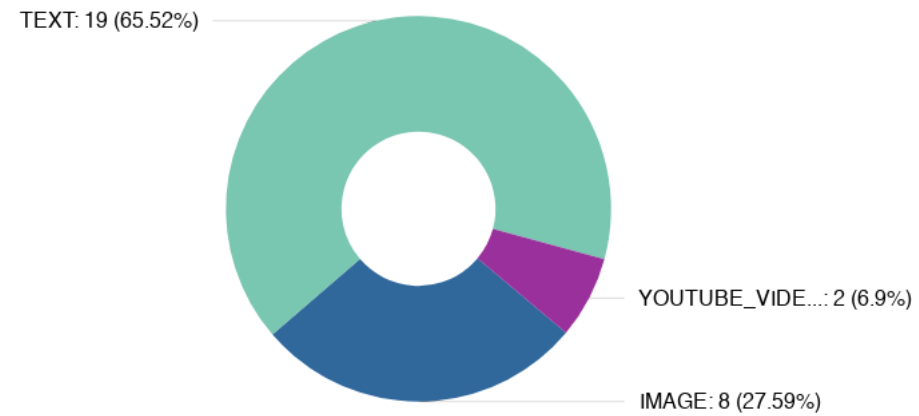
Conversion Action Name	View-through Conversions ↓
Secure Fence LLC Homepage Visits	1

"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

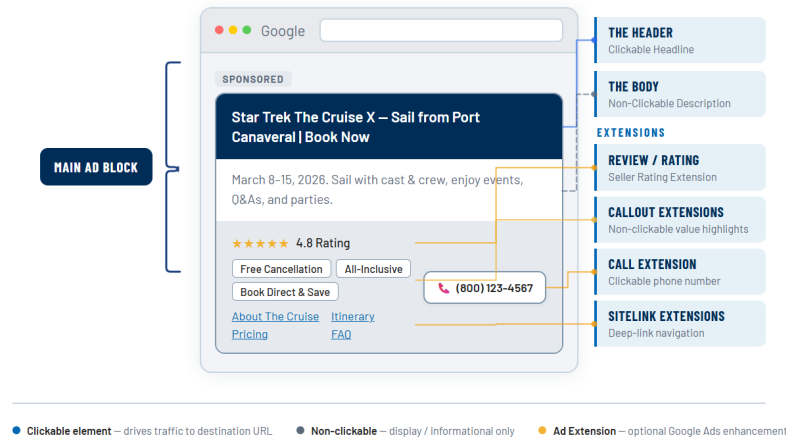
Type	Extension (upgraded)	Impressions	Events	Event Rate ↓	Client Ad Cost	Client CPE
CALLOUT	Schedule a free quote!	11	2	18.18%	1.67	0.83
CALLOUT	Booking jobs now!	11	2	18.18%	1.67	0.83
CALLOUT	Quality Craftmanship	17	2	11.76%	1.67	0.83
CALLOUT	Professional & Trusted	17	2	11.76%	1.67	0.83
CALLOUT	5-Star Rated	19	2	10.53%	1.67	0.83

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.

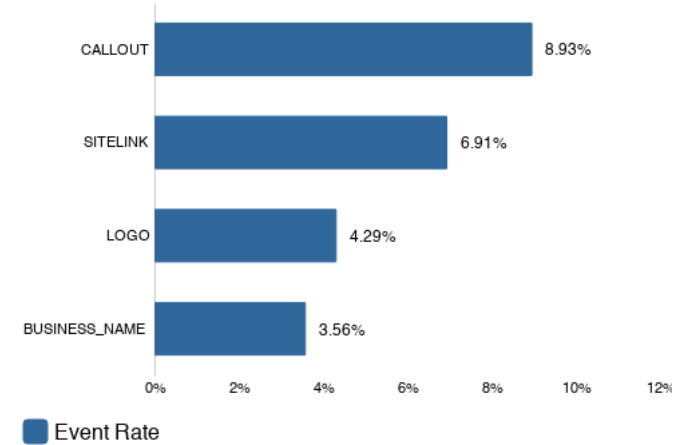
29

Number of Creative Assets

Currently Running



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



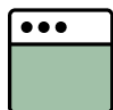
Live Chat



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.