

Digital Marketing Report

Impressions

How many ads were served:

166,004

Clicks

Times a user clicked on an ad

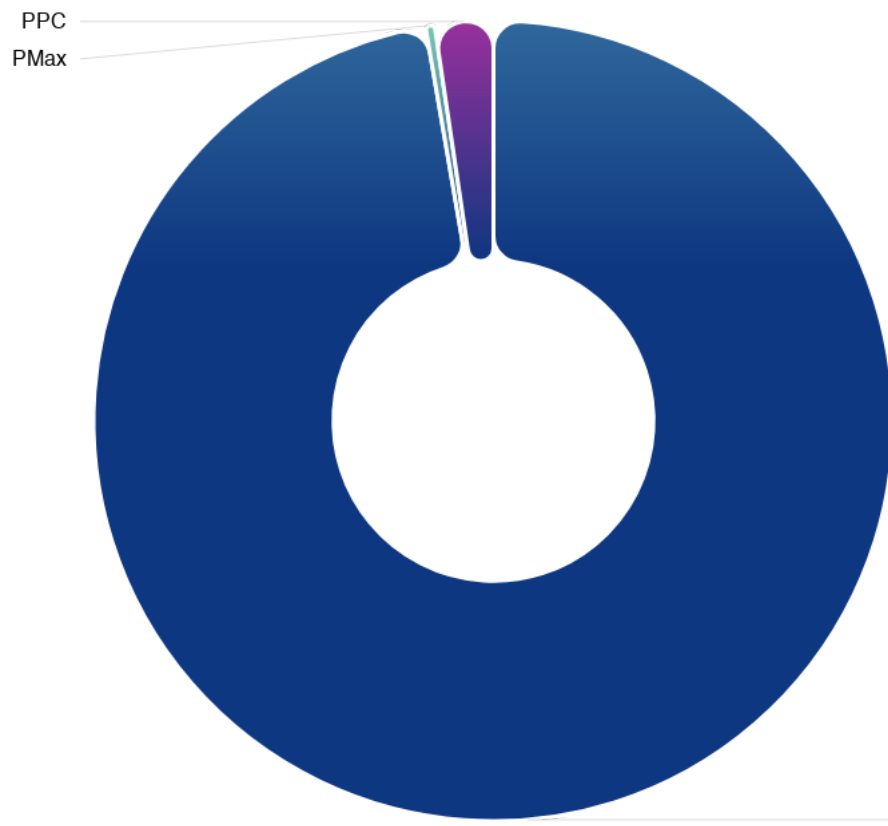
390

Click-Through Rate

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

0.23%

Your Product Breakout by Impressions



Events

111

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

Event Rate

18.14%

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

Total Engagement Rate

0.25%

$(\text{Clicks} + \text{View-throughs}) / \text{Impressions} \times 100^*$

X the National Average

3.33

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

1,394.46

PPC Cost-Per-Click

Cost/Clicks

10.18

Performance Max Cost

Amount spent on the campaign

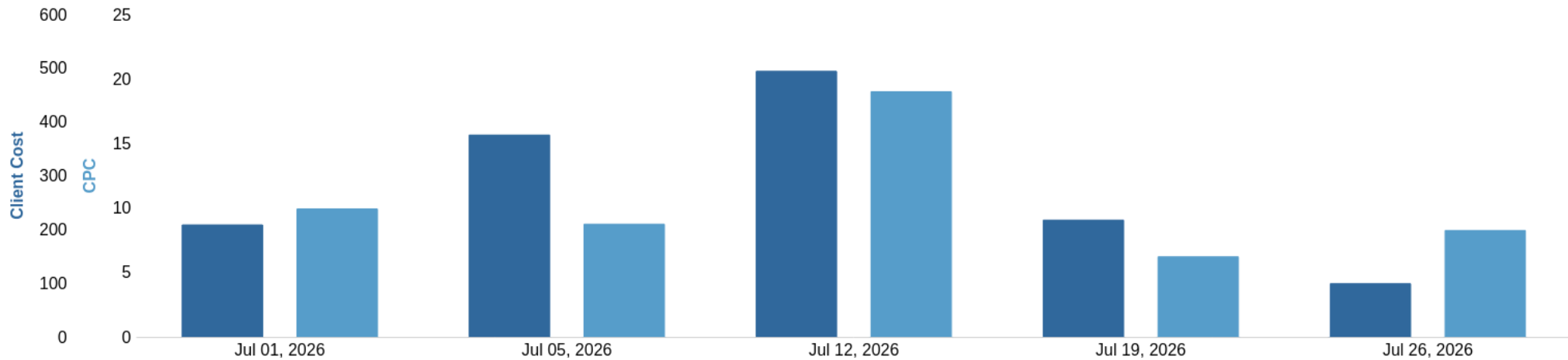
84.33

Performance Max Cost-Per-Event

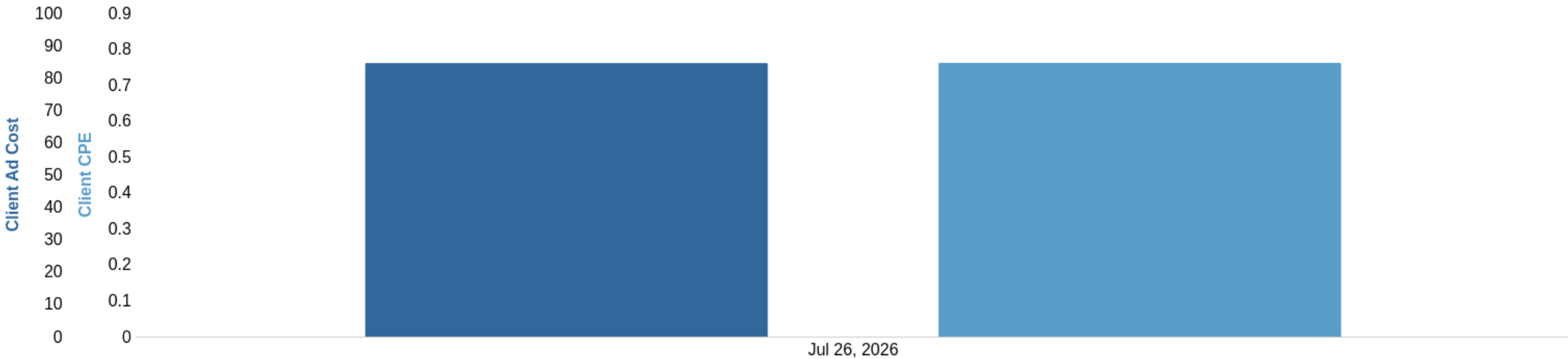
Cost/Events

0.76

Week by Week Spend Performance



Performance Max Week by Week Spend Performance





Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Roto Rooter - Parents/Home Improvement Mobile	148,558	200	0.13%	1.92
Roto Rooter - Site Retargeting Mobile	12,924	48	0.37%	5.31
Roto Rooter - Keyword PPC	3,910	137	3.50%	50.05
Roto Rooter - Drain Cleaning/Pipe Lining/Retargeting Performance Max	612	5	0.82%	11.67

Mobile Conquesting View-through Conversions

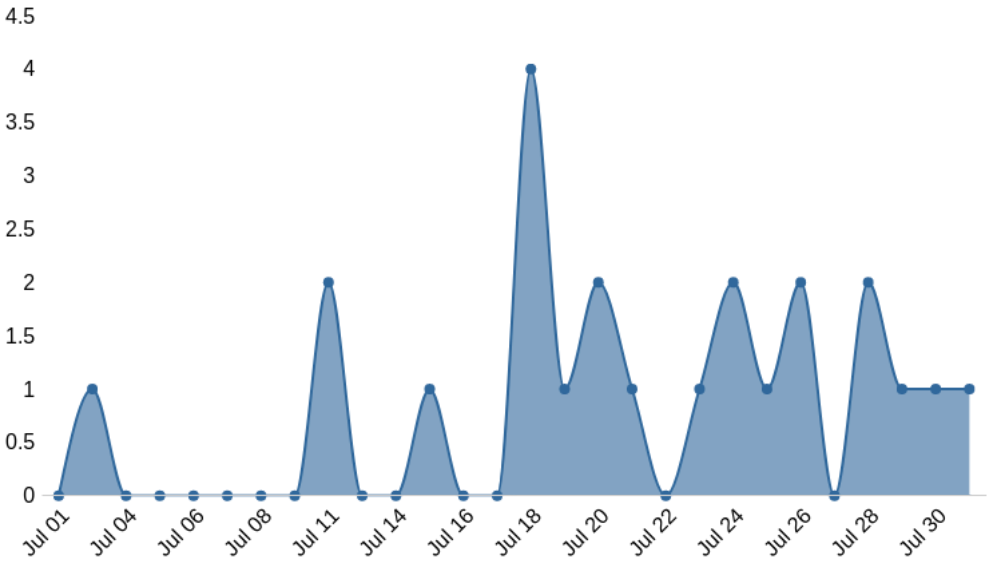


Times users saw an ad, did NOT click, but came to your site and visited a page or completed an action

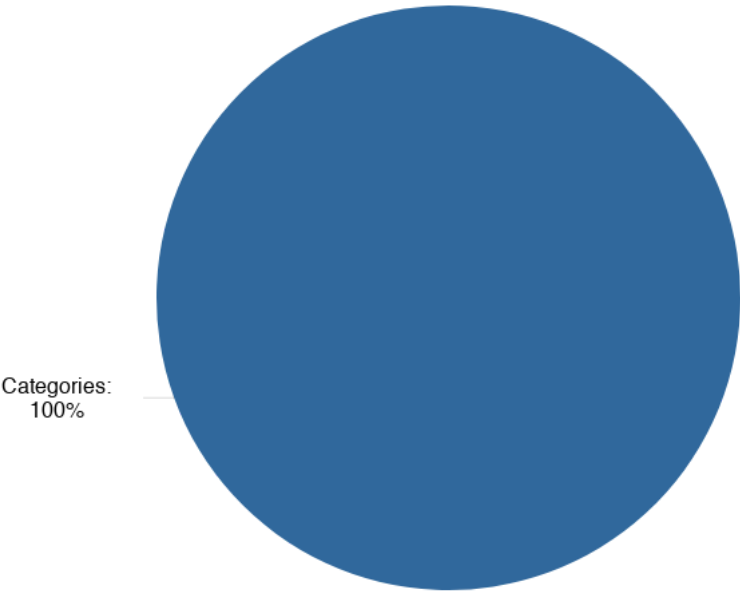
Mobile Conquesting View-through Conversion Performance Breakout

Conversion Name	View-throughs ↓
Roto Rooter Homepage Visits	23

Mobile Conquesting View-through Conversions by Day



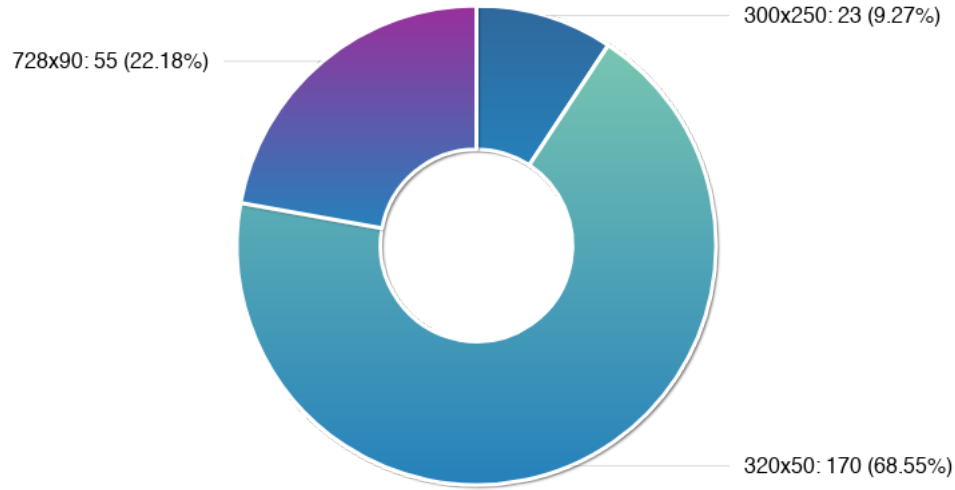
Top Mobile Conquesting View-through Conversions by Strategy



Mobile Conquesting Creative Performance

Preview	Creative Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
	Roto Rooter_5.11_ROTOROOTER-APRIL_1-320x50.jpg	67,870	91	0.13%	1.92
	Roto Rooter_5.11_ROTOROOTER-APRIL_2-320x50.jpg	67,687	79	0.12%	1.67
	Roto Rooter_5.11_ROTOROOTER-APRIL_2-728x90.jpg	10,162	25	0.25%	3.51
	Roto Rooter_5.11_ROTOROOTER-APRIL_1-728x90.jpg	10,121	30	0.30%	4.23
	Roto Rooter_5.11_ROTOROOTER-APRIL_1-300x250 (1).jpg	2,839	10	0.35%	5.03
	Roto Rooter_5.11_ROTOROOTER-APRIL_2-300X250 (1).jpg	2,803	13	0.46%	6.63

Mobile Conquesting Click Performance by Ad Size





PPC Cost per Line Item

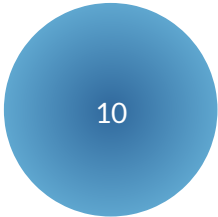
Ad Group	Impressions	Clicks ↓	CTR	Cost	Avg. CPC
Roto Rooter - Keyword PPC	3,910	137	3.50%	1,394.46	10.18

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.

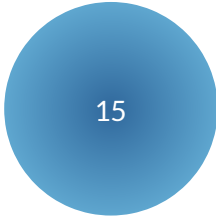
Note: Costs do not include management fee

Total PPC Conversions



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

Phone Calls



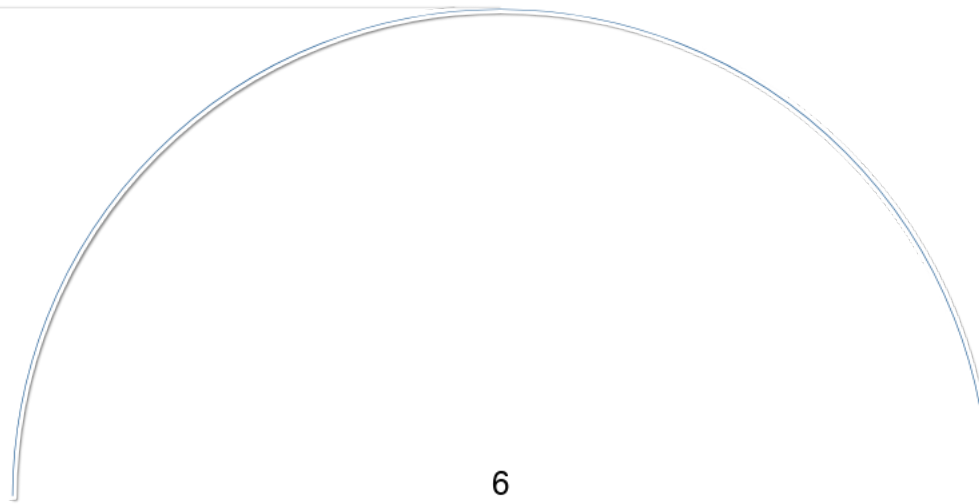
Times users clicked on the phone number on your ad and completed a call

PPC Conversion Performance

Conversion Action Name	Total Conversions ↓
Roto Rooter Careers Page View	3
Roto Rooter Contact Page View	2
Roto Rooter About Page View	2
Roto Rooter Commercial Page View	2
Roto Rooter Service Page View	1

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

Calls from ads: 100%



"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

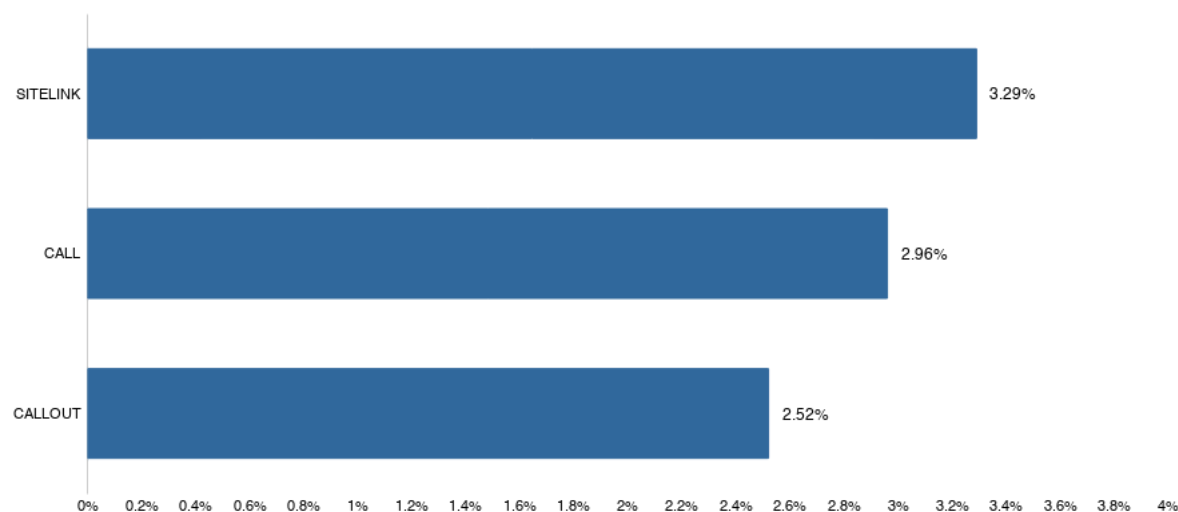
Ad Preview	Impressions	Clicks ↓	CTR	Cost	Avg. CPC
PA Roto Rooter Septic & Drain Roto Rooter Sewer & Drain Roto Rooter Local Drain Repair https://parotorooter.com/ Sewer, Drain & Septic Services. Fast service & knowledgeable, professional technicians., Residential & Commercial Septic Repair Services. State of the art diagnostic technology., Sewer & Drain Cleaning Services. Same Day Service Available., Advanced Plumbing Servcies - State of the art diagnostic technology & professional techs.	3,910	137	3.50%	1,394.46	10.18

Top 5 Extension Performance

Extension Type	Extension	Impressions	Clicks ↓	CTR	Cost	Avg. CPC
SITELINK	Schedule your appointment today., Same Day Appointments Available, Schedule Service Today	2,742	89	3.25%	1,045.73	11.75
SITELINK	Commercial Septic Maintenance, Commercial Septic Repair, Commercial Services	2,639	88	3.33%	1,004.12	11.41
CALL	570-215-3588	1,419	42	2.96%	644.95	15.36
CALLOUT	Sewer Line Repair	683	17	2.49%	203.98	12.00
CALLOUT	Locally Owned & Operated	618	16	2.59%	175.22	10.95

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.

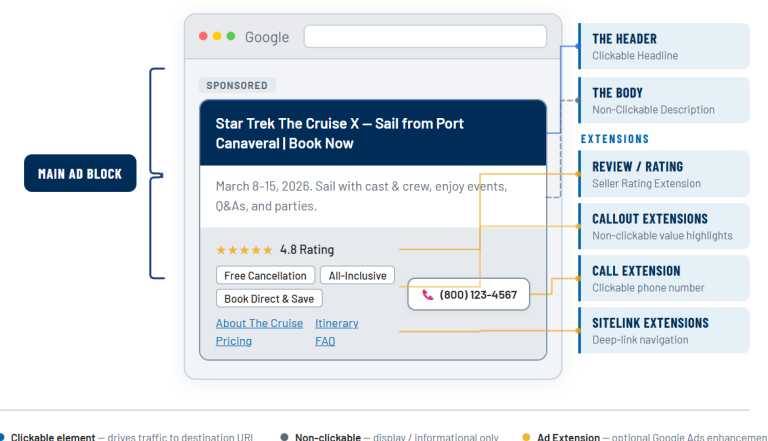
PPC Extension Type Performance



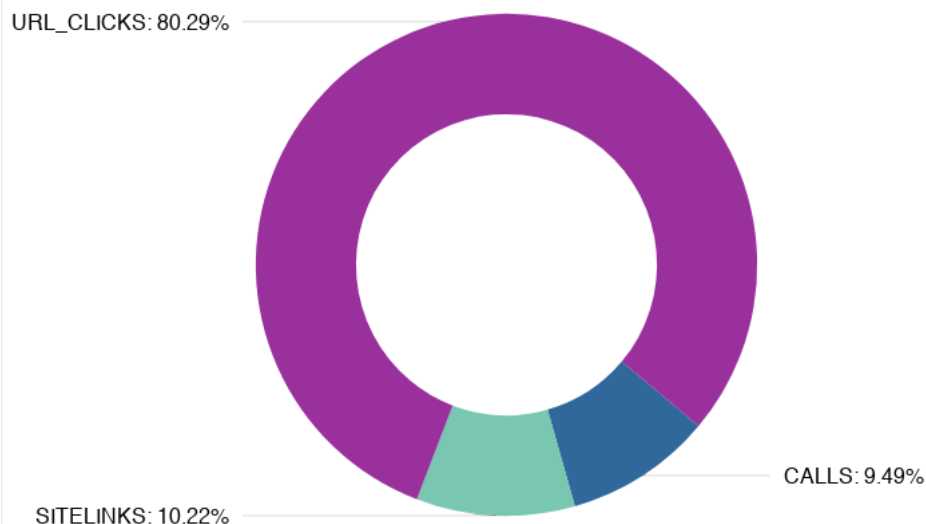
CTR

This report shows many times an ad was clicked that contained that extension, not how many people clicked on that specific extension itself.

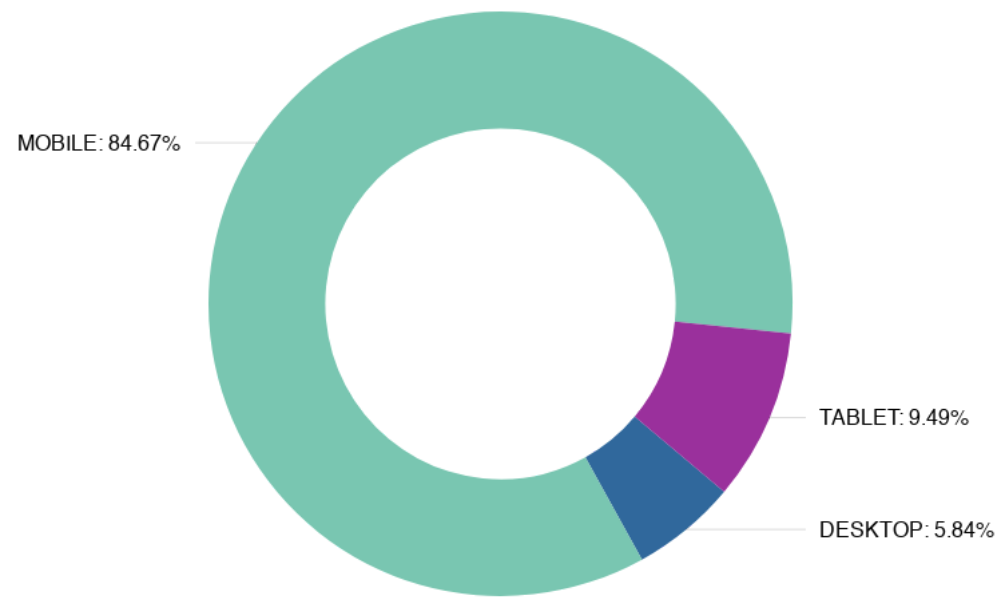
Location Extensions are not currently available to be shown.



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.

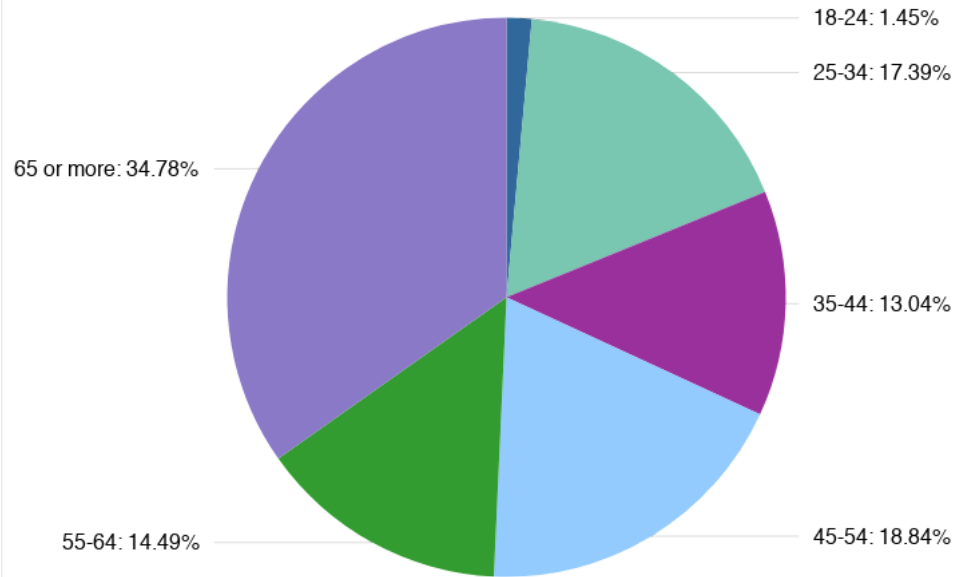
Get Location Details Click: When a user clicks in to expand the client's location in the Maps section of the search results list.

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).

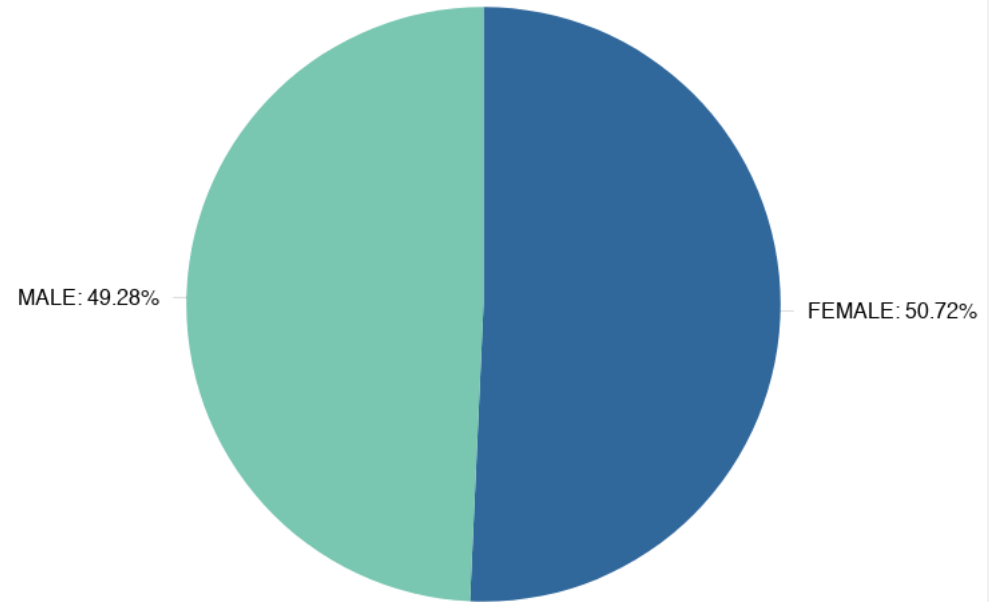
Driving Directions Click: When a user clicks on the "Get Directions" link within an ad.

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



Top Search Term Performance

Search Term	Ad Group	Impressions	Clicks ↓	CTR	Cost	Avg. CPC
main line cleaning	Roto Rooter - Keyword PPC	5	5	100.00%	11.18	2.24
plumbing contractors in my area	Roto Rooter - Keyword PPC	4	4	100.00%	12.98	3.25
chip adams sewer and drain	Roto Rooter - Keyword PPC	36	3	8.33%	27.73	9.24
plumber sewer line cerca de mi	Roto Rooter - Keyword PPC	3	3	100.00%	7.88	2.63
roto rooter dishwasher	Roto Rooter - Keyword PPC	4	3	75.00%	9.97	3.32
things that clog drains	Roto Rooter - Keyword PPC	3	3	100.00%	1.76	0.59
drain cleaning company near me	Roto Rooter - Keyword PPC	3	2	66.67%	8.20	4.10
local plumbing contractors	Roto Rooter - Keyword PPC	2	2	100.00%	9.74	4.87
select plumbing and guttering	Roto Rooter - Keyword PPC	2	2	100.00%	7.21	3.61
septic tank clean out	Roto Rooter - Keyword PPC	4	2	50.00%	4.14	2.07
the best drain unclogger	Roto Rooter - Keyword PPC	3	2	66.67%	2.01	1.01
\$49 drain cleaning near me	Roto Rooter - Keyword PPC	2	1	50.00%	3.47	3.47
beaver valley septic	Roto Rooter - Keyword PPC	18	1	5.56%	23.87	23.87
best drain unblocker	Roto Rooter - Keyword PPC	1	1	100.00%	0.97	0.97
best drain unclogger	Roto Rooter - Keyword PPC	4	1	25.00%	0.89	0.89
brett's water service	Roto Rooter - Keyword PPC	4	1	25.00%	16.19	16.19
cox plumbing	Roto Rooter - Keyword PPC	1	1	100.00%	1.76	1.76
drano for toilets	Roto Rooter - Keyword PPC	2	1	50.00%	19.94	19.94
grinder pump repair	Roto Rooter - Keyword PPC	2	1	50.00%	39.24	39.24
home leak repair	Roto Rooter - Keyword PPC	1	1	100.00%	2.52	2.52

Grid contains more rows, but they have been clipped.

Call Reporting Details

Ad Group	Start Time ↑	End Time	Duration (seconds)	Status	Call Tracking DisplayLocation	Caller Area Code	Call Type	Calls Count
Roto Rooter - Keyword PPC	Jul 02, 2026 12:23 PM	Jul 02, 2026 12:24 PM	23	RECEIVED	AD	570	HIGH_END_MOBILE_SEARCH	1
Roto Rooter - Keyword PPC	Jul 03, 2026 8:55 AM	Jul 03, 2026 9:02 AM	440	RECEIVED	AD	570	HIGH_END_MOBILE_SEARCH	1
Roto Rooter - Keyword PPC	Jul 03, 2026 3:26 PM	Jul 03, 2026 3:27 PM	77	RECEIVED	AD	570	HIGH_END_MOBILE_SEARCH	1
Roto Rooter - Keyword PPC	Jul 03, 2026 3:42 PM	Jul 03, 2026 3:48 PM	355	RECEIVED	AD	570	HIGH_END_MOBILE_SEARCH	1
Roto Rooter - Keyword PPC	Jul 03, 2026 6:34 PM	Jul 03, 2026 6:34 PM	15	RECEIVED	AD	302	HIGH_END_MOBILE_SEARCH	1
Roto Rooter - Keyword PPC	Jul 07, 2026 11:05 AM	Jul 07, 2026 11:05 AM	-	MISSED	AD		HIGH_END_MOBILE_SEARCH	1
Roto Rooter - Keyword PPC	Jul 08, 2026 1:36 PM	Jul 08, 2026 1:37 PM	9	RECEIVED	AD		HIGH_END_MOBILE_SEARCH	1
Roto Rooter - Keyword PPC	Jul 13, 2026 3:17 PM	Jul 13, 2026 3:32 PM	913	RECEIVED	AD	570	MANUALLY_DIALED	1
Roto Rooter - Keyword PPC	Jul 17, 2026 9:32 AM	Jul 17, 2026 9:39 AM	421	RECEIVED	AD	631	HIGH_END_MOBILE_SEARCH	1
Roto Rooter - Keyword PPC	Jul 17, 2026 9:56 AM	Jul 17, 2026 9:56 AM	5	RECEIVED	AD		HIGH_END_MOBILE_SEARCH	1
Roto Rooter - Keyword PPC	Jul 22, 2026 1:01 PM	Jul 22, 2026 1:01 PM	-	MISSED	AD		HIGH_END_MOBILE_SEARCH	1
Roto Rooter - Keyword PPC	Jul 22, 2026 1:01 PM	Jul 22, 2026 1:02 PM	11	RECEIVED	AD		HIGH_END_MOBILE_SEARCH	1
Roto Rooter - Keyword PPC	Jul 23, 2026 1:55 PM	Jul 23, 2026 1:55 PM	6	RECEIVED	AD		MANUALLY_DIALED	1
Roto Rooter -	Jul 23, 2026 1:59	Jul 23, 2026 1:59	-	MISSED	AD		MANUALLY_DIALED	1

"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.



Performance Max Creative Group Performance

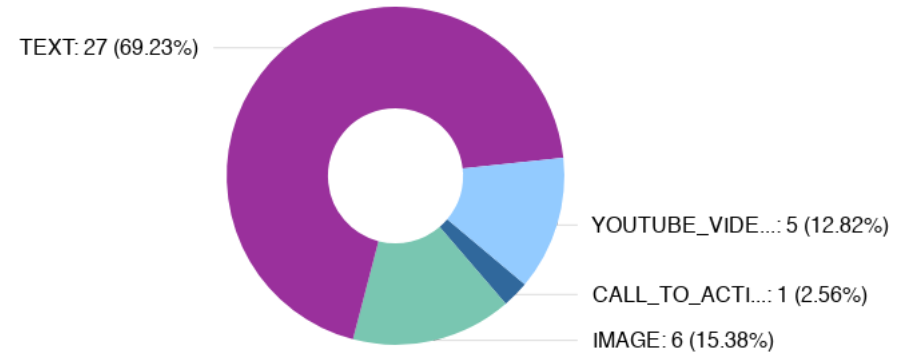
Creative Group Name	Search Themes	Client Ad Cost	Client CPE	Impressions	Events ↓	Event Rate
Roto Rooter - Drain Cleaning/Pipe Lining/Retargeting Performance Max	clogged bathtub,clogged drain,clogged drain service,clogged kitchen sink,clogged shower,clogged sink,clogged sink drain,clogged toliet,clogged tub,commercial drain repair,commercial plumber,commercial plumbers,Cured-in-Place Pipe,draig unclogging,drain camera inspection near me,drain cleaning,drain cleaning service,drain cleaning service near me,drain cleaning services,drain repair,drain service,drain service near me,drain services near me,grease trap cleaning near me,grease trap cleaning services,pipe lining,pipe maintenance,plumber,plumbers near me,plumbing,roto rooter,rotorooter,septic system repair,septic pump repair,septic pump repair and replacement,toliet clog,trenchless pipe repair,unclog toilet,water heater installation	84.33	0.76	612	111	18.14%
Total		84.33	0.76	612	111	18.14%

"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

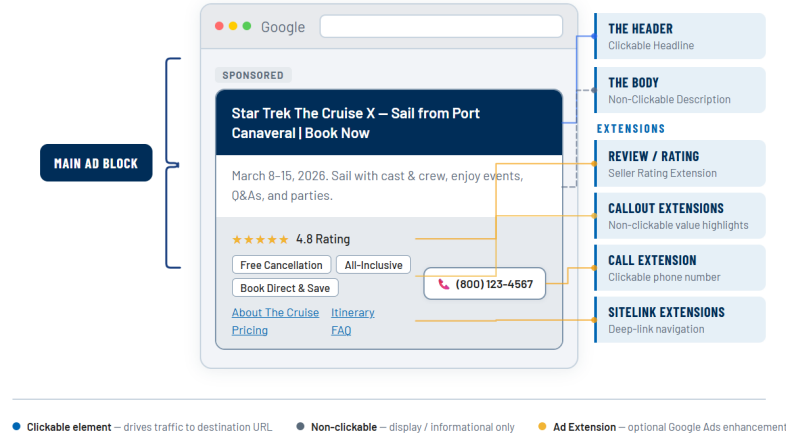
Type	Extension (upgraded)	Impressions	Events	Event Rate ↓	Client Ad Cost	Client CPE
SITELINK	24/7 Commercial Plumbing, Sewer & Drain Services, Commercial & Industrial	42	15	35.71%	5.83	0.39
SITELINK	24/7 Sewer & Drain, Camera Plumbing Inspections, Emergency Sewer Repair	46	15	32.61%	5.83	0.39
SITELINK	Plumbing Issue?, 5-star rated, Full Service Plumbing	46	15	32.61%	5.83	0.39
BUSINESS_NAME	PA Roto Rooter	606	111	18.32%	84.33	0.76
LOGO	Suggested logo #2_1, https://tpc.google syndication.com/simgad/17287350052533982429	606	111	18.32%	84.33	0.76

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.

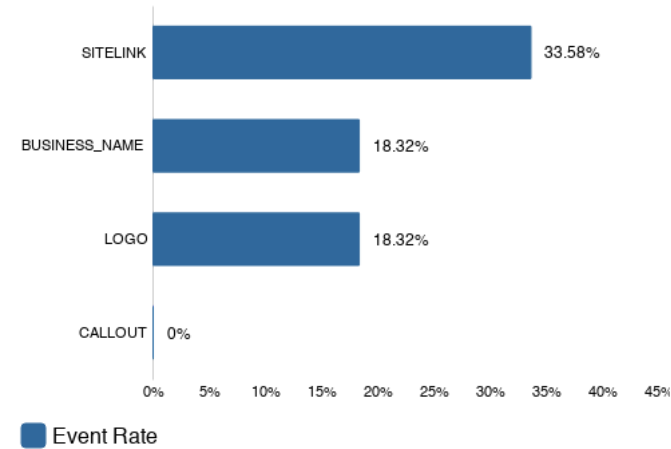


Number of Creative Assets

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.

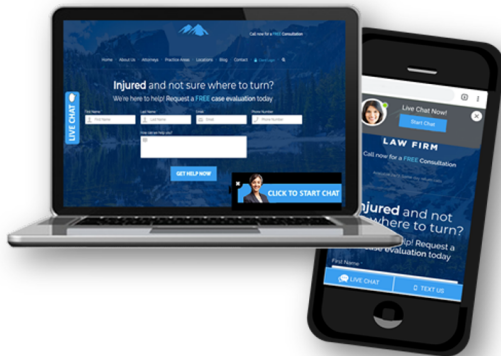
"Phone calls" are the number of times people clicked on a phone number displayed in an ad on a mobile device or manually dialed the Google forwarding number displayed in an ad on any device, regardless of the duration.

53
CHATS

28
LEADS

14
BILLABLE LEADS

26.42%
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: $(\text{Billable Leads} / \text{Chats}) \times 100$

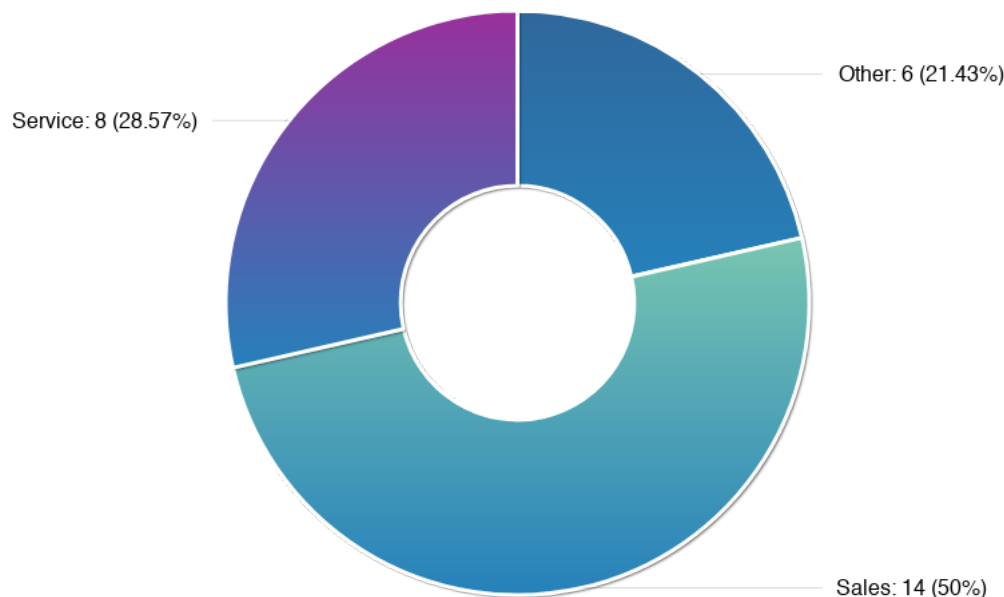
Note: Data is updated once daily. Chats and Leads will update during the next day's sync.

Grid contains more rows, but they have been clipped.

Live Chat Submission Details

Date ↑	Client	Chat ID	Lead Type Name	Name	Phone Number	Email	Attempted Calls	Completed Calls	Leads Count
Total							5	5	28
Jul 01, 2026	Roto Rooter	79670312	Sales	Laura Esparza	5704411460	espiatt36@hotmail.com	0	0	1
Jul 01, 2026	Roto Rooter	79677541	Sales	Melissa Eroh	5704557000	meroh@willow-foundation.org	0	0	1
Jul 02, 2026	Roto Rooter	79690490	Sales	Anne Jones	5704171688	annemjones0402@gmail.com	1	1	1
Jul 04, 2026	Roto Rooter	79717344	Other	Edgardo matheus	5707108585		0	0	1
Jul 10, 2026	Roto Rooter	79803596	Service	Meg Richter	7138262779	richtermarm@gmail.com	0	0	1
Jul 11, 2026	Roto Rooter	79818506	Sales	John Gregory	5702330257	jgrizzle_81@yahoo.com	0	0	1
Jul 11, 2026	Roto Rooter	79825729	Service	Loina drumheiser	8022121100		0	0	1
Jul 15, 2026	Roto Rooter	79872140	Sales	Dinesh Mehta	5704013517	mehtazero3@yahoo.com	0	0	1
Jul 16, 2026	Roto Rooter	79892516	Other	NA		kristislusser571@gmail.com	0	0	1
Jul 16, 2026	Roto Rooter	79897608	Sales	John Crockett		john_crockett@ryder.com	0	0	1
Jul 17, 2026	Roto Rooter	79905068	Other	Kristi	5703177270	kristislusser571@gmail.com	0	0	1
Jul 17, 2026	Roto Rooter	79908474	Sales	Johnathon Maury	4846290795	monstertruckfreak2013@yahoo.com	1	1	1
Jul 17, 2026	Roto Rooter	79909414	Sales	Cheyenne Wilson	5709512331		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.

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.