

Digital Marketing Report

Impressions

How many ads were served:

39,078

Clicks

Times a user clicked on an ad

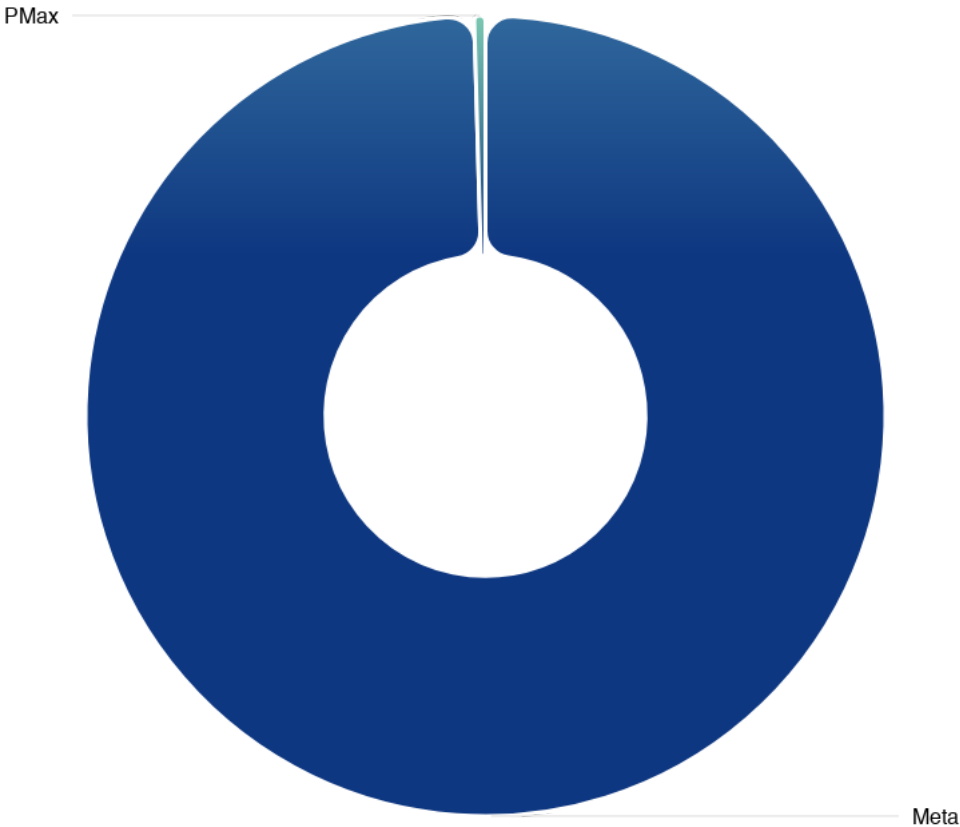
325

Click-Through Rate

(Clicks/Impressions) x 100

0.80%

Your Product Breakout by Impressions



Events

18

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

Event Rate

10.17%

(Events/Impressions) x 100

Total Engagement Rate

0.80%

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

X the National Average

11.38

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.

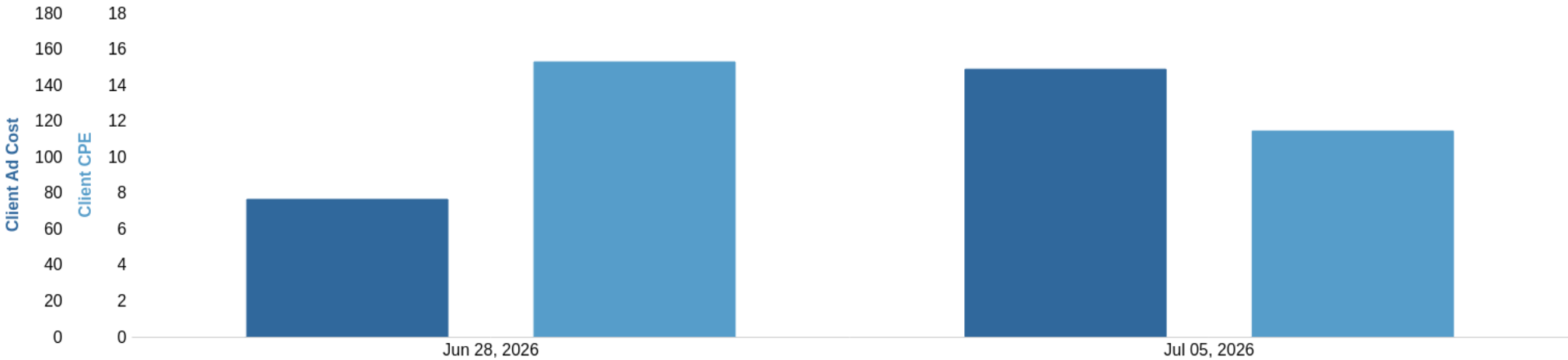
Performance Max Cost



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%)
Ally Disability - Facebook Premium Custom Audience Lookalike	34,239	213	0.62%	8.89
Ally Disability - Facebook Premium Retargeting	4,662	97	2.08%	29.72
Ally Disability - Disability Benefits/In-Market Lawyer/Retargeting Performance Max	177	15	8.47%	121.07

Meta Click Conversions

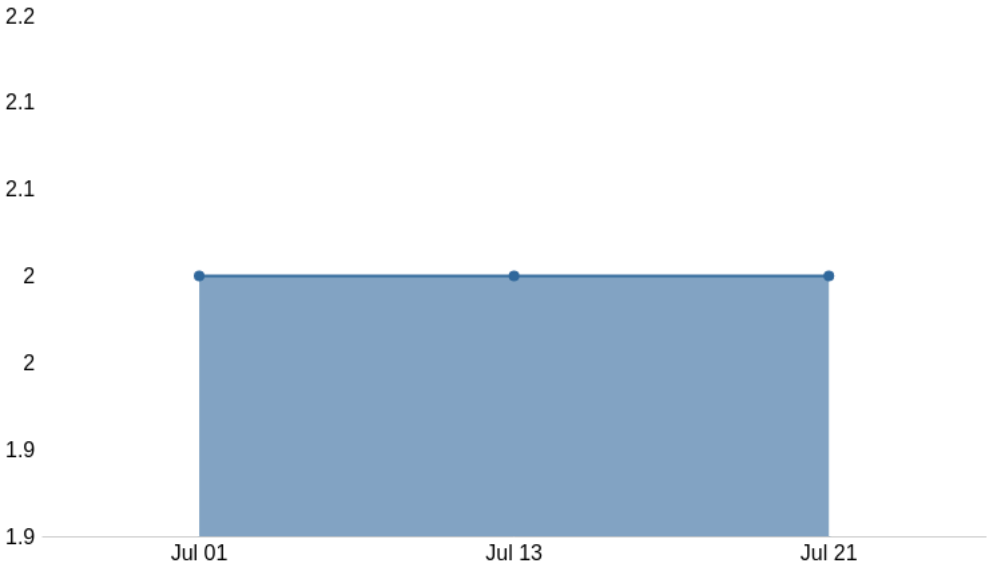


Times users clicked on an ad leading to your site and visited a page or completed an action

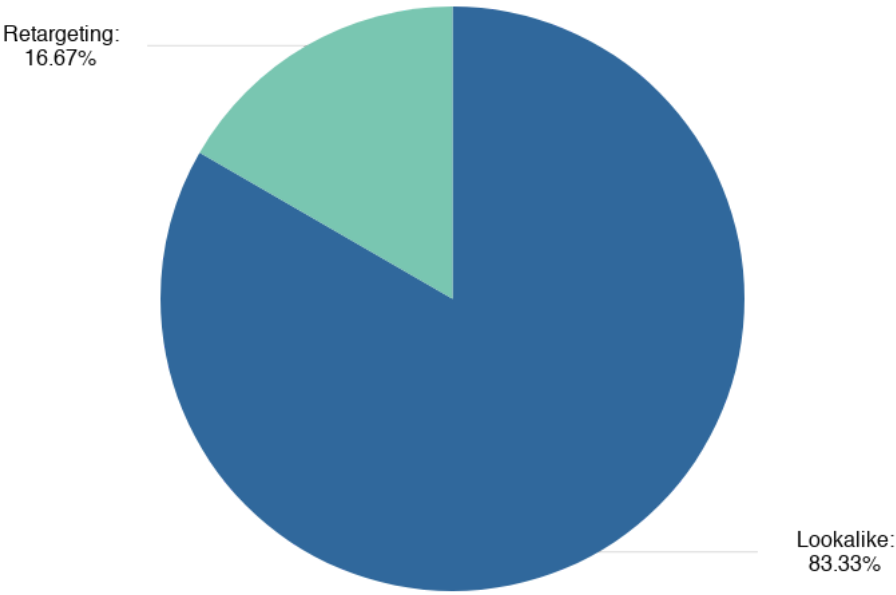
Meta Click Conversion Performance

Conversion Name	Click Conversions ↓
Ally Free Evaluation Click Conversion	4
Ally Email Click Conversion	2

Meta Click Conversions by Day



Top Meta Click Conversions by Strategy



Meta Post Engagements



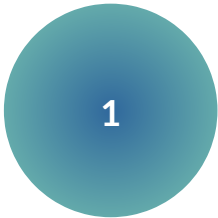
The total number of actions people take involving your ads (clicks on CTA, clicks to profile, site clicks, etc.)

Meta Post Reactions



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

Meta Post Shares



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

Meta Creative Performance

Ad	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
Ally Disability_ALLYDISABILITY_META1080MAN.png	13,871	264	1.90%	27.19
Ally Disability_REVISED VO	16,967	27	0.16%	2.27
Ally Disability_ALLYDISABILITY_META STATIC_1080X1080.png	8,063	19	0.24%	3.37

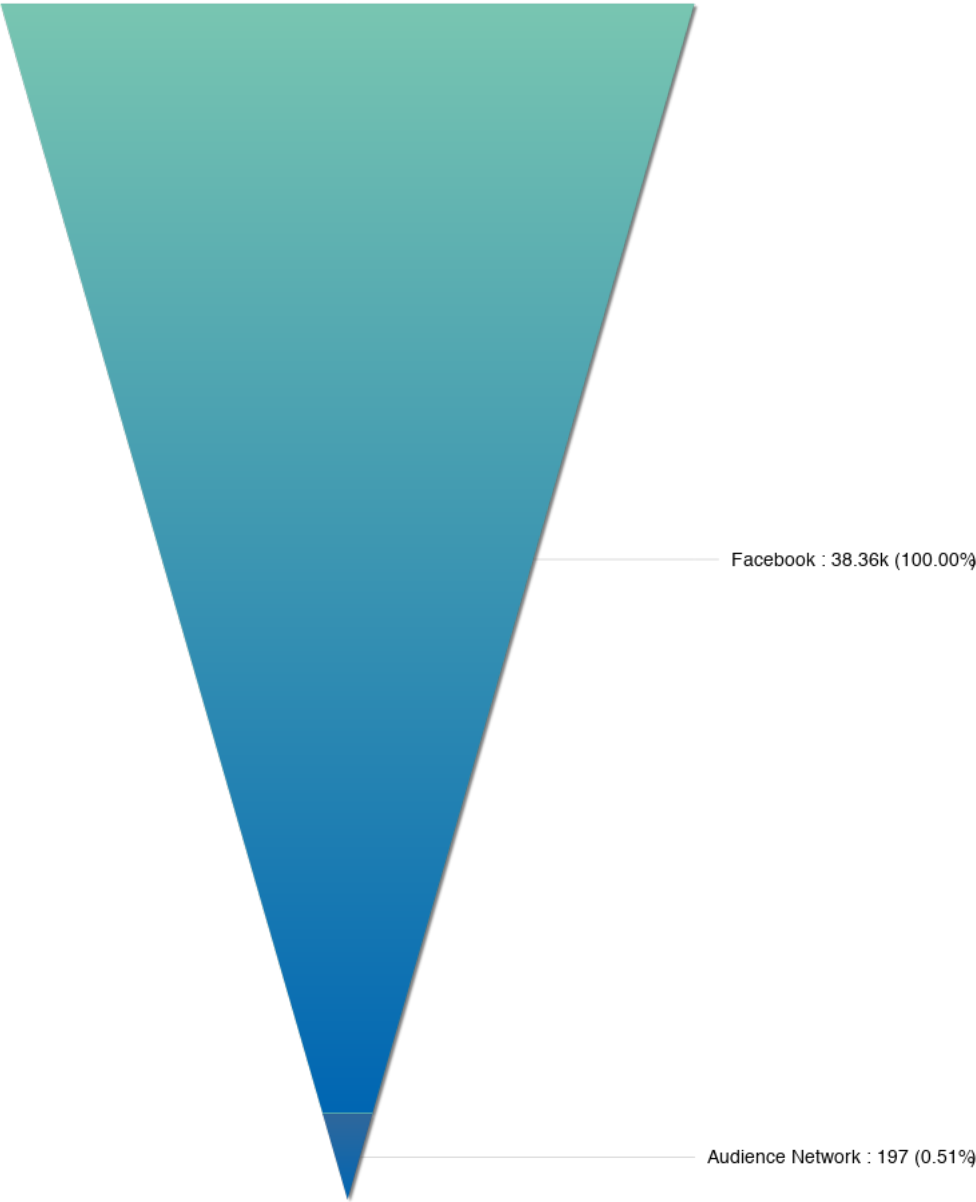
Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	37,949	299	0.79%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	710	9	1.27%
Unknown	---	199	2	1.01%
Desktop	A personal computing device that remains stationary at one location.	43	0	0.00%

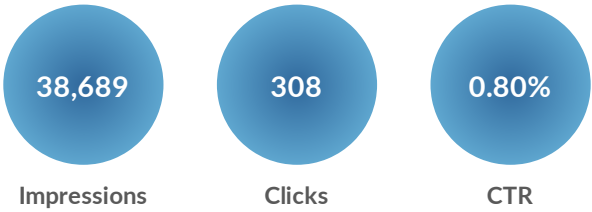
Social Placement Performance

Placement	Where your ads appear	Impressions ↓	Clicks	CTR
Facebook Reels	Your ads appear in the Reels tab on Facebook.	20,915	219	1.05%
Facebook Marketplace	Your ads appear in the Marketplace home page or when someone browses Marketplace in the Facebook app.	11,541	8	0.07%
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.	4,824	29	0.60%
Facebook In-stream Videos	Your ads appear in video on demand and in a select group of approved partner live streams on Facebook.	1,064	30	2.82%
Facebook Notification	Your ads appear within a user's notifications feed.	328	22	6.71%
Audience Network (Native, Banner, and Interstitial)	Your ads appear on apps on Audience Network.	197	2	1.02%
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.	15	0	0.00%
Facebook Stories	Your ads appear in people's Stories on Facebook.	9	0	0.00%
Facebook Search Results	Your ads appear next to relevant Facebook and Marketplace search results.	8	0	0.00%

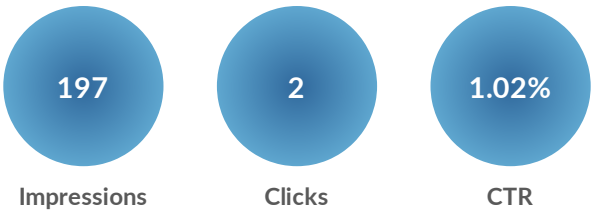
Social Placement Performance by Impressions



Facebook News Feed Performance



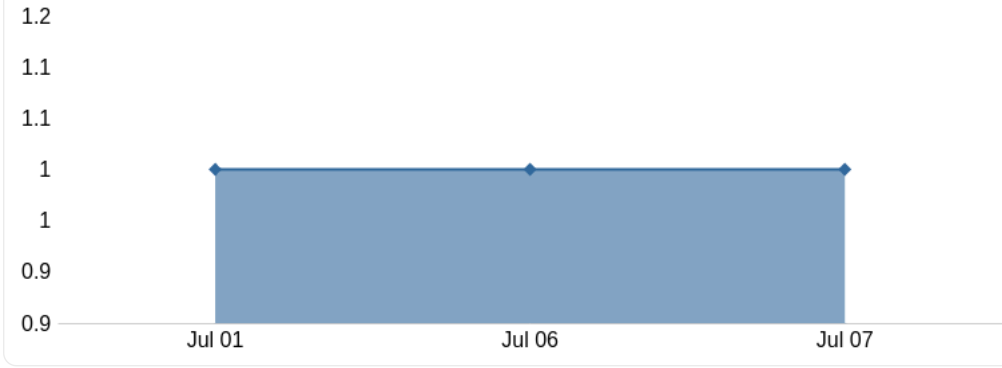
Audience Network Performance



Performance Max Creative Group Performance

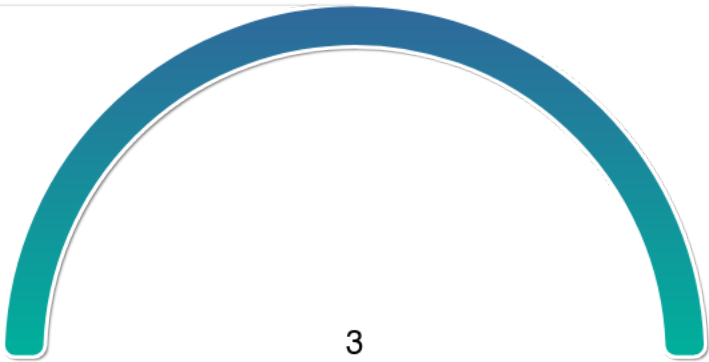
Creative Group Name	Search Themes	Client Ad Cost	Client CPE	Impressions	Events ↓	Event Rate
Ally Disability - Disability Benefits/In-Market Lawyer/Retargeting Performance Max	apply for ssdi,can't work benefits,denied disability claim,disability advocates,disability appeal help,disability assistance,disability attorney,disability benefits attorney,disability benefits denied,disability benefits help,disability case review,disability claim help,disability eligibility,disability legal consultation,disability legal help,file disability claim,free disability evaluation,out of work benefits,pain management centers,qualify for disability,rehabilitation office,social security appeal,social security disability,social security disability help,social security for parent,social security for spouse,ssdi application,ssdi application consultation,ssdi attorney,ssdi claim help,ssdi help,veteran medical offices	225.10	12.51	177	18	10.17%
Total		225.10	12.51	177	18	10.17%

Performance Max Click Conversions by Day



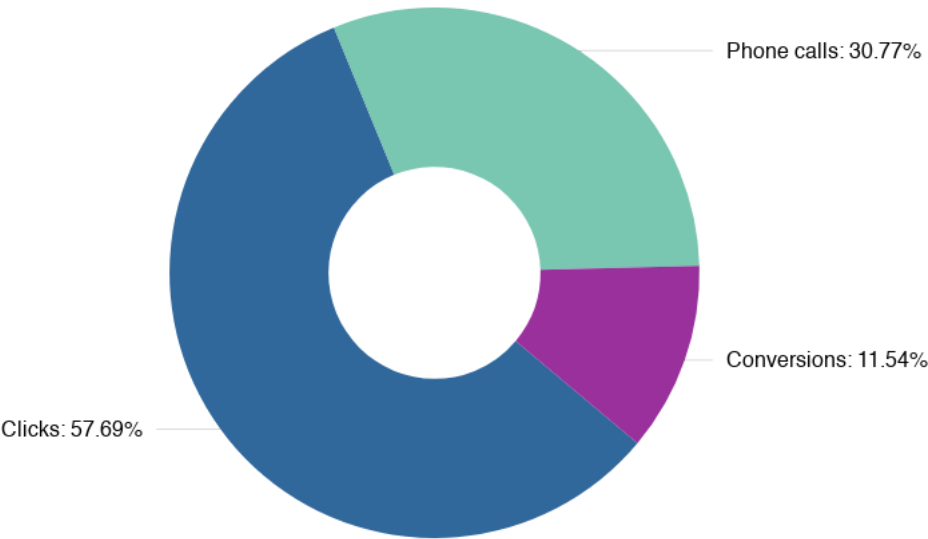
Performance Max Other Google Conversions - these are automatic conversions Google tracks based on actions taken from your ads

Calls from ads: 100%

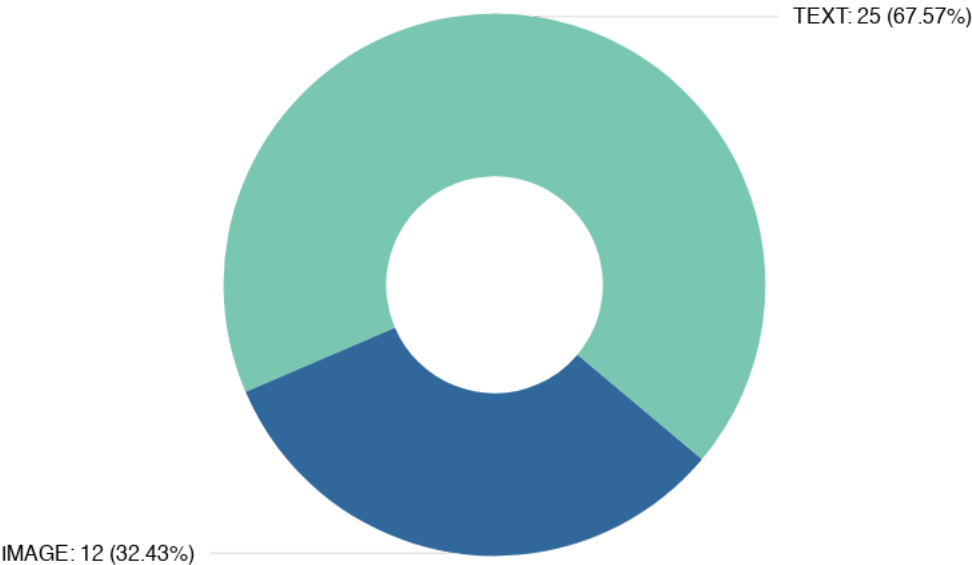


"Calls from ads" refers to a qualified conversion, meaning that the call had to go through and last for at least 60 seconds for it to be counted.

Event Breakdown by Type



Creative Type by Quantity



Performance Max Top 5 Extension Performance

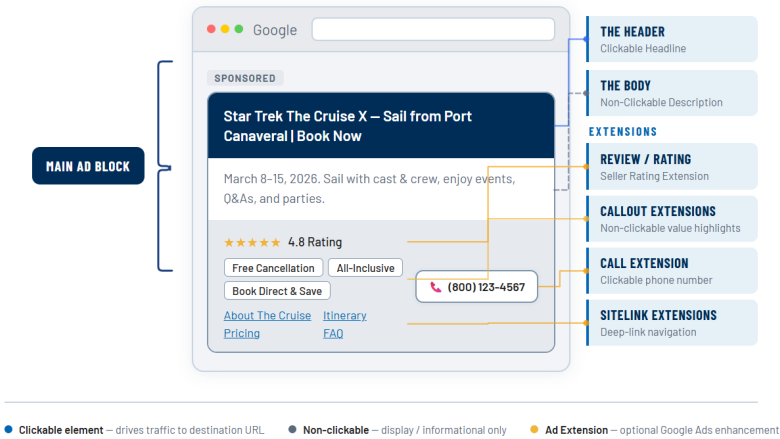
Type	Extension (upgraded)	Impressions	Events	Event Rate ↓	Client Ad Cost	Client CPE
CALL	865-424-5200	52	14	26.92%	219.88	15.71
SITELINK	SSI Guidance, Claim Help & Support, SSI Benefits Help	35	8	22.86%	100.75	12.59
SITELINK	Learn About SSDI, Claim Help & Support, SSDI Information	32	4	12.50%	40.47	10.12
SITELINK	Common Questions, Get Clear Answers, Disability FAQs	30	3	10.00%	31.11	10.37
SITELINK	See If You Qualify, No Obligation Review, Free Evaluation	30	3	10.00%	31.11	10.37

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.

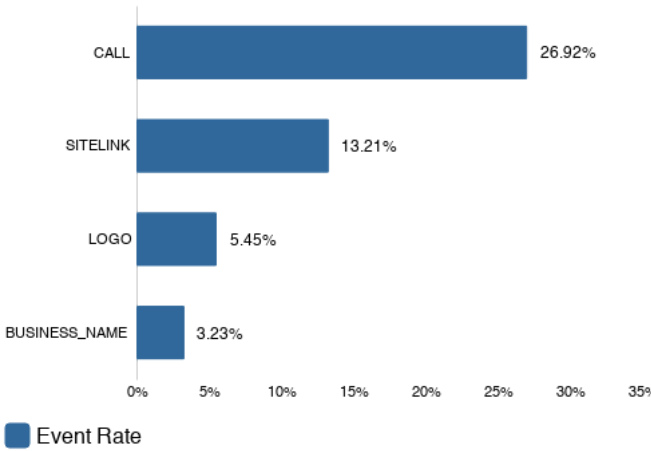


Number of Creative Assets

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.

Performance Max Call Reporting Details

Date	Client ↑	Client Phone Number	Phone calls
Jul 01, 2026	Ally Disability	865-424-5200	1
Jul 06, 2026	Ally Disability	865-424-5200	2
Jul 07, 2026	Ally Disability	865-424-5200	5

“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.

28

CHATS

10

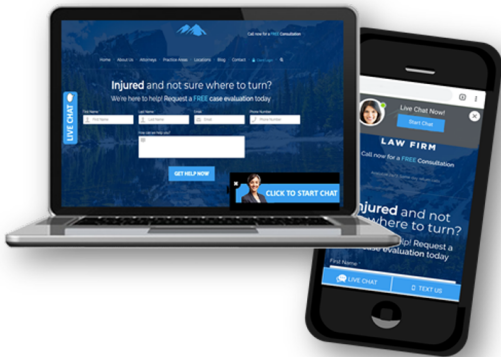
LEADS

3

BILLABLE LEADS

10.71%

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

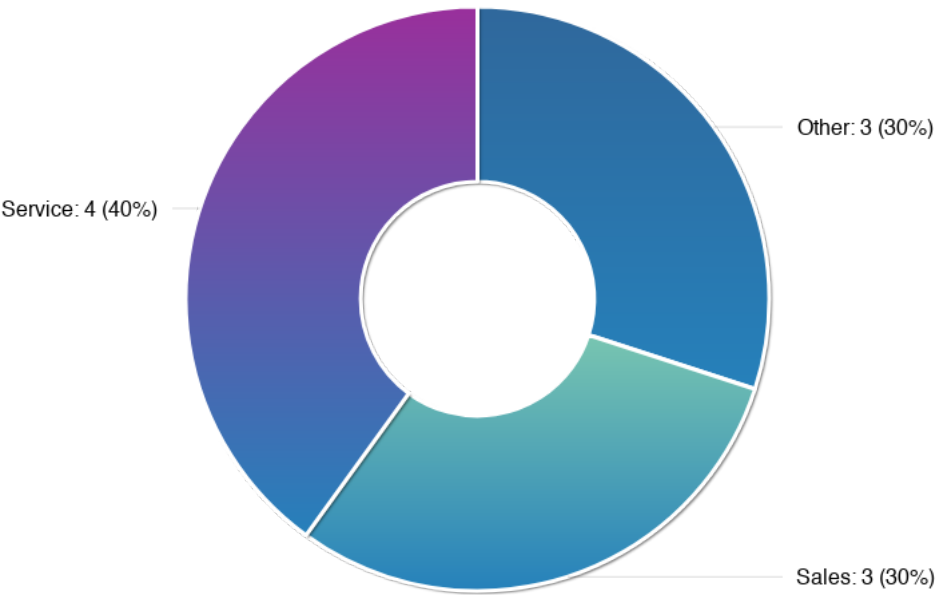
Chat vs. Lead Ratio: $(\text{Billable Leads} / \text{Chats}) \times 100$

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							5	4	10
Jul 01, 2026	Ally Disability	79667421	Other	Pamela Denise Stansberry	1865607968		0	0	1
Jul 06, 2026	Ally Disability	79747341	Other	Benjamin Kent	3124851571		0	0	1
Jul 08, 2026	Ally Disability	79775292	Sales	Ivory John Hamby	4233196029	ivoryjhamby@gmail.com	1	1	1
Jul 10, 2026	Ally Disability	79809405	Other	Timothy Hughes	3304617255	1timhughes1@gmail.com	1	0	1
Jul 17, 2026	Ally Disability	79912307	Service	Larry Nuehring	6309177085		1	1	1
Jul 19, 2026	Ally Disability	79937008	Sales	Kristins Heaton		roxymyfatdog1281978@gmail.com	0	0	1
Jul 21, 2026	Ally Disability	79965708	Service	Craig Mann	8439318272	manncraig721@gmail.com	0	0	1
Jul 21, 2026	Ally Disability	79966372	Service	Craig Mann	8439318272	manncraig721@gmail.com	0	0	1
Jul 23, 2026	Ally Disability	80001264	Sales	Shannon Bowers	4238362617	shannonbowers46@gmail.com	1	1	1
Jul 28, 2026	Ally Disability	80079745	Service	Shannon Bowers	4238362617	shannonbowers46@gmail.com	1	1	1

Lead Type Performance



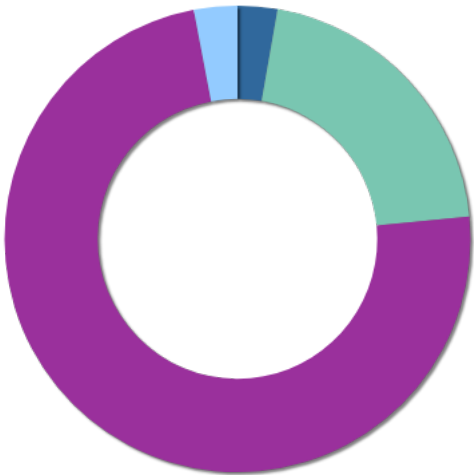
What are the different Lead types?

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.

How customers search for your business on Google



Business Impressions Desktop Maps	22	Business Impressions Desktop Search	165
Business Impressions Mobile Search	586	Business Impressions Mobile Maps	24

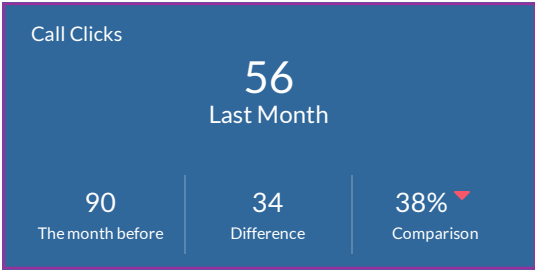
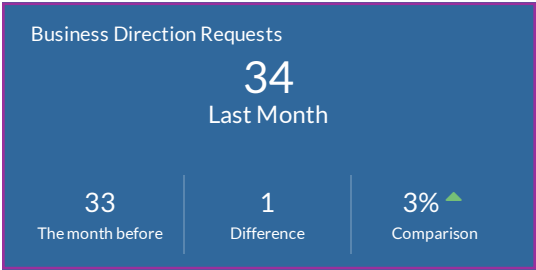
Business Impressions Desktop Search: Business impressions on Google Search on Desktop devices

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

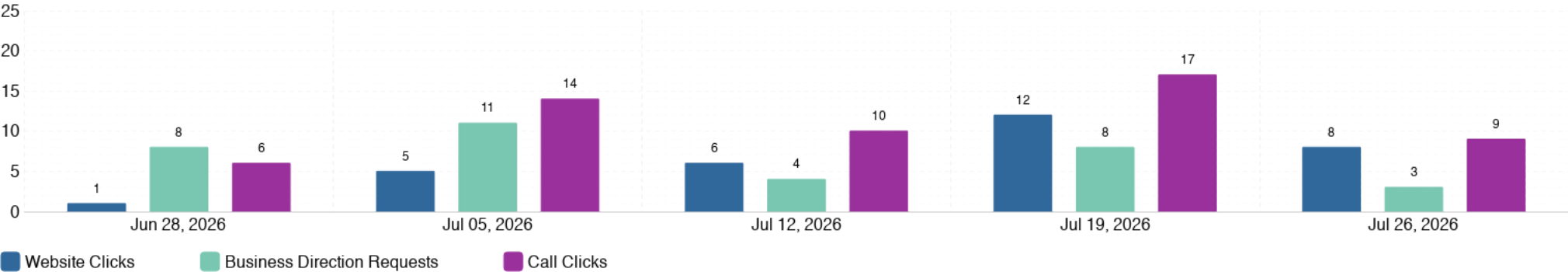
Business Impressions Maps Desktop: Business impressions on Google Maps on Desktop devices

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

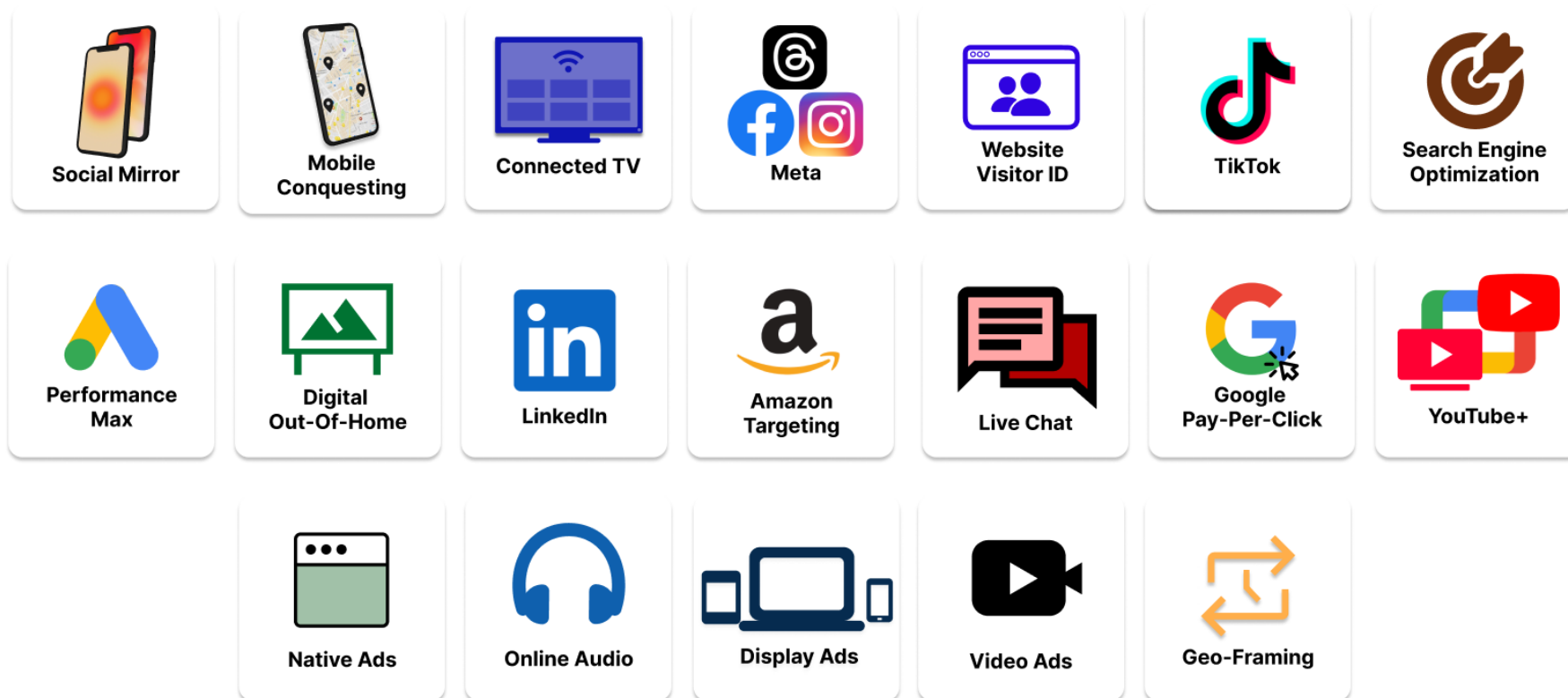
What actions customers take on your listing



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.