

Digital Marketing Report

Impressions

How many ads were served:

267,280

Clicks

Times a user clicked on an ad

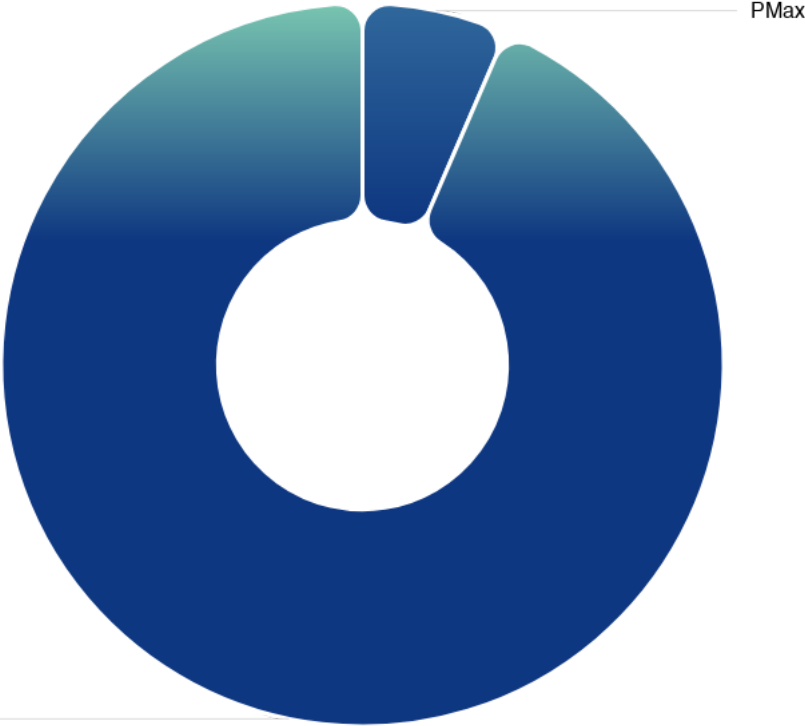
1,834

Click-Through Rate

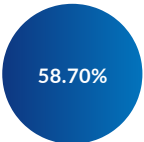
$(\text{Clicks}/\text{Impressions}) \times 100$

0.31%

Your Product Breakout by Impressions



CTV Completion Rate



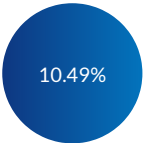
Percentage of users who watched the video from start to finish

Events



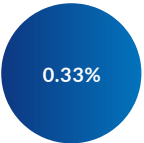
Total Clicks, Video Views, Phone Calls, Engagements, & Conversions

Event Rate



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

Total Engagement Rate



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

X the National Average



X the National Avg (.07%)

Social
Mirror

*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.

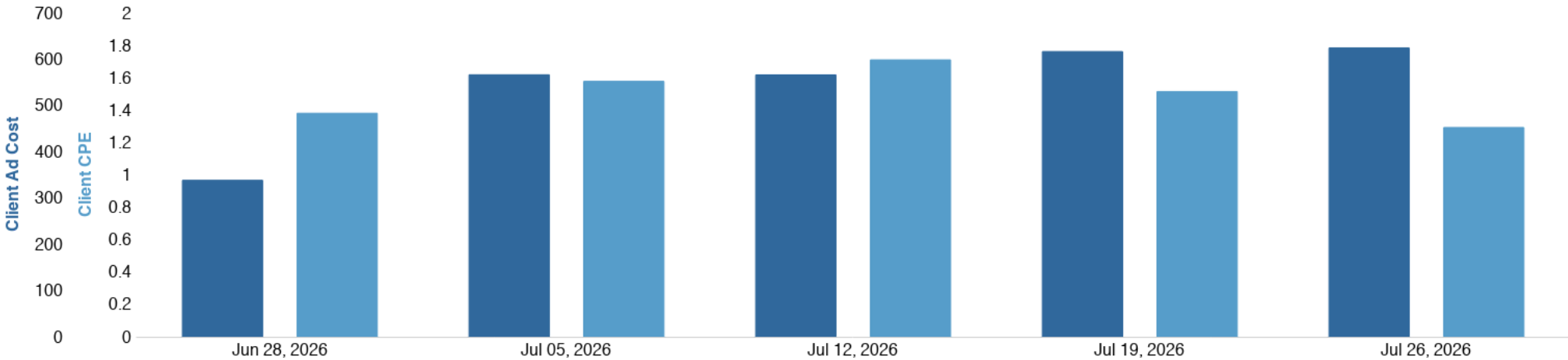
Performance Max Cost



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%)
Kerr-Bilt Trailers - Male Drivers/Purchase of Trailer Behavioral Social Mirror	56,078	486	0.87%	12.38
Kerr-Bilt Trailers - Male Drivers/Purchase of Trailer Behavioral New Jersey Social Mirror	46,843	10	0.02%	0.30
Kerr-Bilt Trailers - Male Drivers/Purchase of Trailer Behavioral Virginia Social Mirror	45,351	11	0.02%	0.35
Kerr-Bilt Trailers - Male Drivers/Purchase of Trailer Behavioral Florida Social Mirror	35,587	126	0.35%	5.06
Kerr-Bilt Trailers - Retargeting Social Mirror	19,108	24	0.13%	1.79
Kerr-Bilt Trailers - Container Trailers/Hauling Trailer/Retargeting Performance Max	17,397	1,067	6.13%	87.62
Kerr-Bilt Trailers - Retargeting New Jersey Social Mirror	14,462	40	0.28%	3.95
Kerr-Bilt Trailers - Retargeting Virginia Social Mirror	14,299	29	0.20%	2.90
Kerr-Bilt Trailers - Retargeting Florida Social Mirror	11,484	39	0.34%	4.85
Kerr-Bilt Trailers - Website Visitor Feed Virginia Social Mirror	5,397	2	0.04%	0.53
Kerr-Bilt Trailers - Website Visitor Feed New Jersey Social Mirror	1,165	0	0.00%	0.00
Kerr-Bilt Trailers - Website Visitor Feed Florida Social Mirror	67	0	0.00%	0.00
Kerr-Bilt Trailers - Website Visitor Feed Social Mirror	42	0	0.00%	0.00

Social Mirror Click Conversions

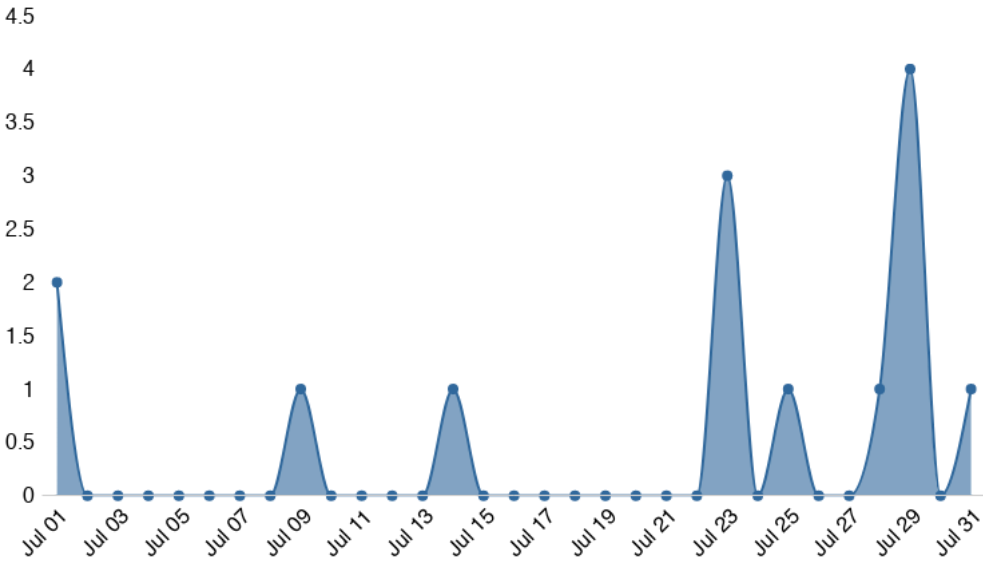


Times users clicked on an ad leading to your site and visited a page or completed an action

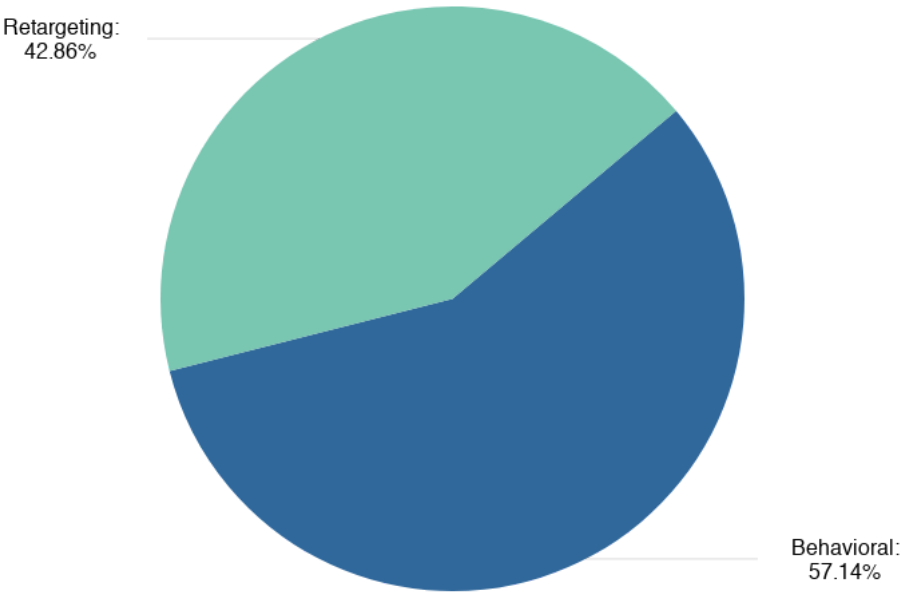
Social Mirror Click Conversion Performance Breakout

Conversion Name	Click Conversions ↓
Kerr-Bilt Trailers About Us Page View	7
Kerr-Bilt Trailers Contact Page View	7

Social Mirror Click Conversions by Day



Top Social Mirror Click Conversions by Strategy



Social Mirror View-through Conversions

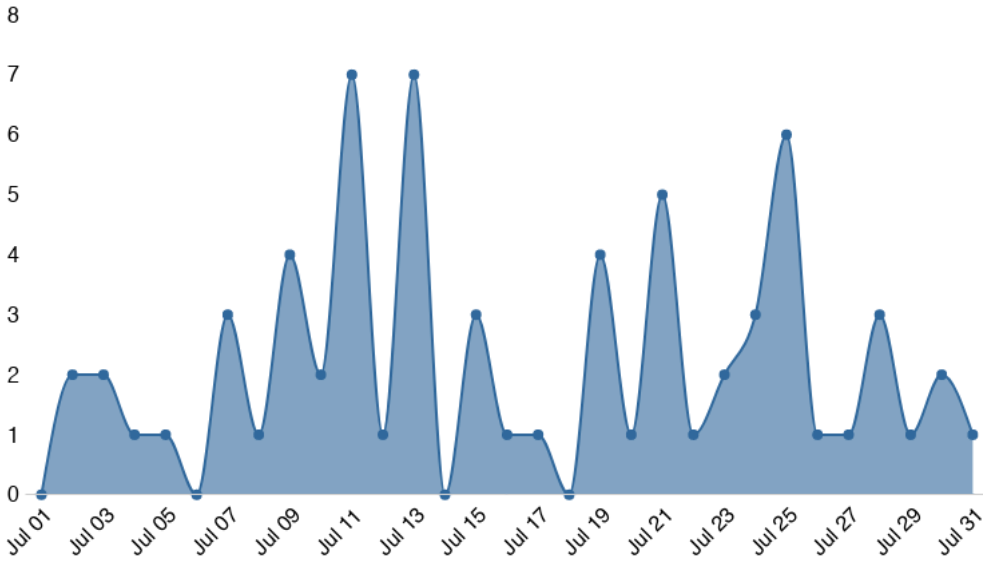


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

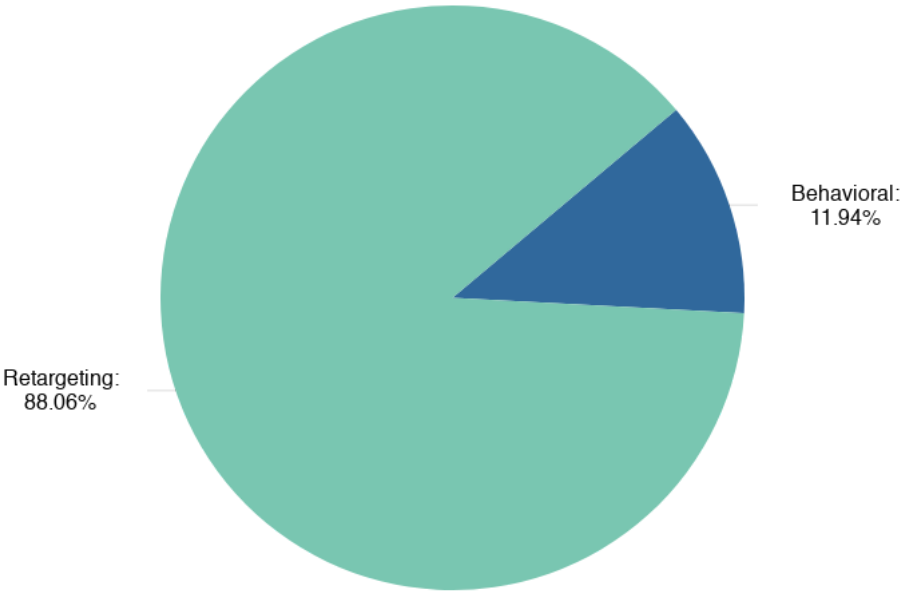
Social Mirror View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
Kerr-Bilt Trailers Homepage Visits	64
Kerr-Bilt Trailers Contact Page View	2
Kerr-Bilt Trailers About Us Page View	1

Social Mirror View-through Conversions by Day



Top Social Mirror View-through Conversions by Strategy



Display Ad Screenshots

<https://app.adreform.com/storage/attachments/perm/BAh7CEkiCGdpZAY6BkVUSSJPZ2lkOi8vYWQtcmlmb3JtL1NjcmVlbnNob3QvNTdlYjIwZDIyY2NkMS00NDVILTgyYjctMjc2NWZhMWJkMTAyP2V4cGlyZXNfaW4GOwBUSSIMcHVycG9zZQY7AFRJlg5wZXJtYW-6f82d3b3ca6eb3e888ee7314cdb303b1e5c7d502/image>

Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	Kerr-Bilt Trailers_SM_We dont cut corners	249,883	767	0.31%	4.38

BARCK+ Zip Code Performance

Zip Code	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
20147	16,221	2	0.01%	0.18
75217	2,884	15	0.52%	7.43
33186	2,534	13	0.51%	7.33
20191	1,818	0	0.00%	0.00
07104	1,515	0	0.00%	0.00
07030	1,152	0	0.00%	0.00
78228	1,008	8	0.79%	11.34
08854	925	0	0.00%	0.00
07024	830	0	0.00%	0.00
98332	793	0	0.00%	0.00
78737	783	0	0.00%	0.00
07728	755	0	0.00%	0.00
78224	743	1	0.13%	1.92
08879	729	0	0.00%	0.00
22407	727	1	0.14%	1.97
33713	715	0	0.00%	0.00
08611	714	0	0.00%	0.00
07047	707	0	0.00%	0.00
60629	677	0	0.00%	0.00
08527	631	1	0.16%	2.26

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Desktop	A personal computing device that remains stationary at one location.	133,604	139	0.10%
Mobile	A portable electronic device that can connect to the internet.	101,602	597	0.59%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	8,739	31	0.35%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
msn.com	44,474	1	0.00%
foxnews.com	13,266	30	0.23%
aol.com	8,636	0	0.00%
nypost.com	5,859	16	0.27%
tmz.com	2,645	4	0.15%
huffpost.com	2,531	0	0.00%
dailymail.com	2,339	5	0.21%
T-Mobile Play	2,265	0	0.00%
biblegateway.com	2,036	1	0.05%
realclearpolitics.com	1,527	0	0.00%
shopgoodwill.com	1,499	1	0.07%
WeatherBug – Weather Forecast	1,349	0	0.00%
redmas.com.co	1,348	1	0.07%
lawandcrime.com	1,179	0	0.00%
tumblr.com	1,171	0	0.00%
courttv.com	1,071	0	0.00%
Weather by WeatherBug	838	0	0.00%
Podcast Player	823	0	0.00%
diario.mx	801	0	0.00%
brezzamistica.info	793	1	0.13%

Grid contains more rows, but they have been clipped.

Performance Max Creative Group Performance

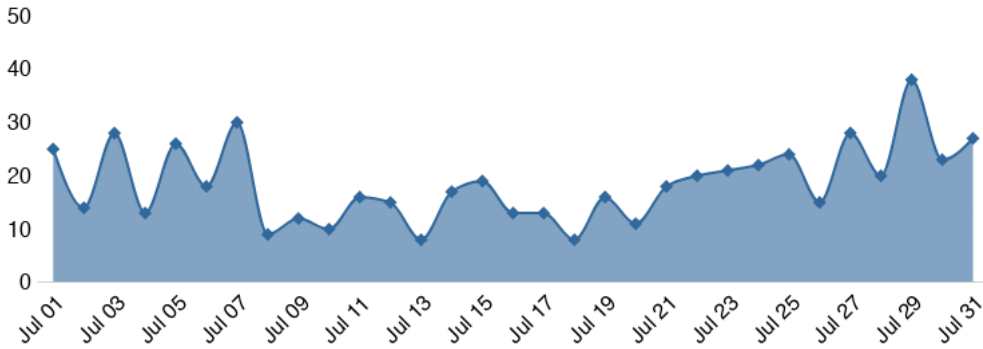
Creative Group Name	Search Themes	Client Ad Cost	Client CPE	Impressions	Events ↓	Event Rate
Kerr-Bilt Trailers - Container Trailers/Hauling Trailer/Retargeting Performance Max	20 Foot Container Trailer,20 Ft Container Chassis,40 Foot Container Chassis,40 Ft Container Trailer,Commercial Custom Trailer Builder,Commercial Equipment Haulers,Commercial Flatbed Trailers,Commercial Freight Trailers,Commercial Gooseneck Trailers,Container Chassis,Container Hauling Trailer,Container Transport Equipment,Custom Equipment Trailer Manufacturer,Custom Fleet Logistics Trailers,Custom Gooseneck Haulers,Custom Heavy Duty Trailers,Custom Heavy Haul Trailer Builder,Custom Logistics Trailers,Custom Trailer Builder,Custom Trailer Fabrication,Custom Trailer Manufacturing,Gooseneck Container Trailers,Gooseneck Equipment Trailers,Ground Loading Container Trailer,Heavy Duty Container Chassis,Heavy Duty Equipment Trailers,Heavy Duty Gooseneck Trailers,Heavy Duty Machinery Trailers,Heavy Duty Tilt Deck Trailers,Heavy Equipment Flatbed Trailers,Heavy Haul Trailers,Heavy Transport Equipment Manufacturing,Hydraulic Container Loading Trailer,Hydraulic Tilt Deck Trailers,Hydraulic Tilt Trailers,Industrial Equipment Transport,Industrial Flatbed Trailer Builder,Industrial Material Handling Trailers,Industrial Trailer Fabricator,Industrial Transport Solutions,Intermodal Chassis For	2,711.79	1.49	17,397	1,825	10.49%

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

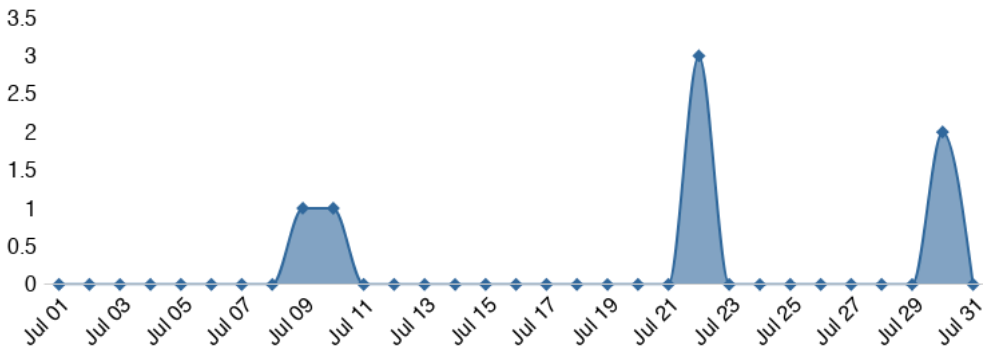
Conversion Action Name	Click Conversions ↓
Kerr-Bilt Trailers Contact Page View	127
Kerr-Bilt Trailers Financing Page View	84
Kerr-Bilt Trailers Containers Page View	81
Kerr-Bilt Trailers Location Page View	78
Kerr-Bilt Trailers Hours Page View	73
Kerr-Bilt Trailers Warranty Page View	69
Kerr-Bilt Trailers About Us Page View	64

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

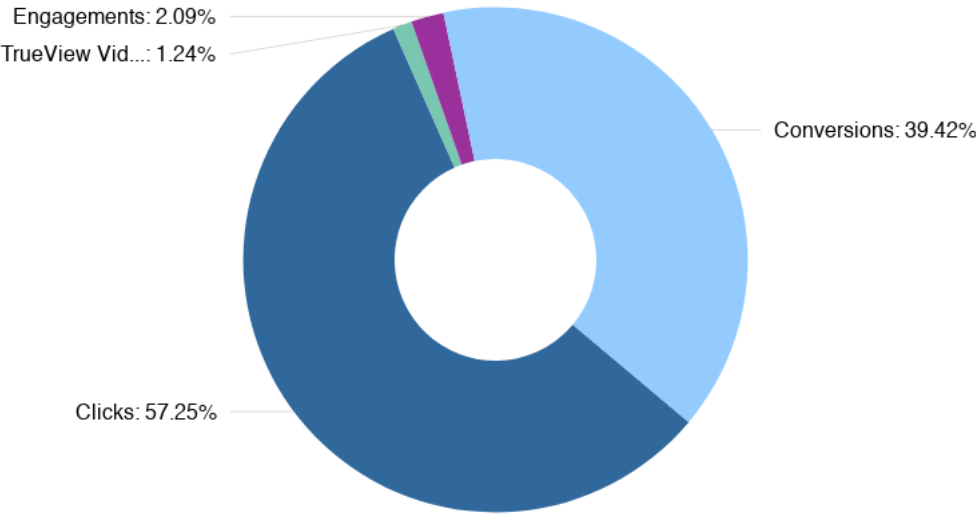


Performance Max View-through Conversion Performance

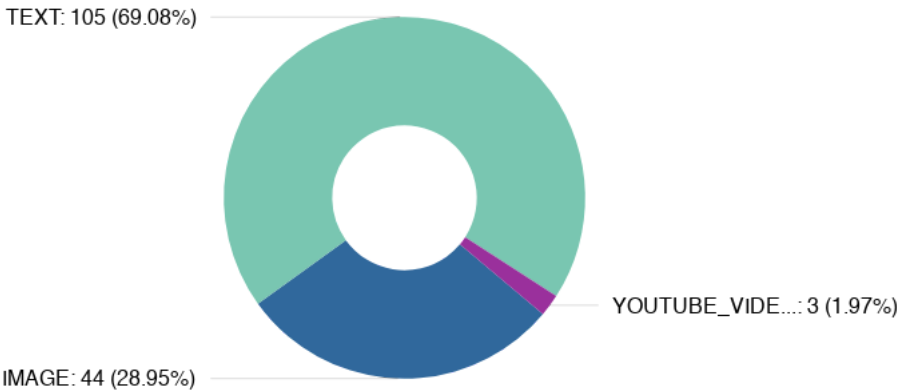
Conversion Action Name	View-through Conversions ↓
Kerr-Bilt Trailers Homepage Visits	5
Kerr-Bilt Trailers Containers Page View	1

"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



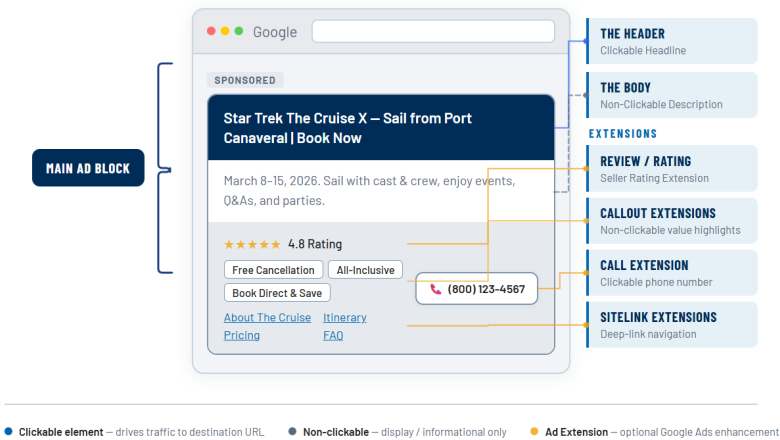
Creative Type by Quantity



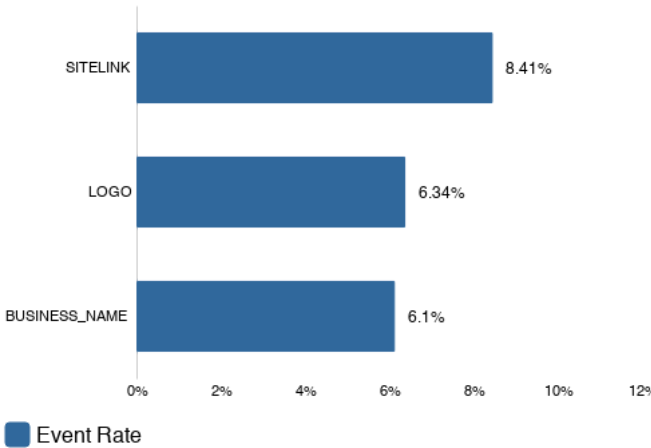
Performance Max Top 5 Extension Performance

Type	Extension (upgraded)	Impressions	Events	Event Rate ↓	Client Ad Cost	Client CPE
SITELINK	Location Details	5,069	570	11.25%	894.66	1.57
SITELINK	Hydraulic Trailers	5,090	540	10.61%	908.02	1.68
SITELINK	About Us	3,714	288	7.74%	443.58	1.54
SITELINK	Trailer Financing	5,220	333	6.37%	561.10	1.69
LOGO	Website image - 2026-05-14 16:01:45.014.png, https://tpc.googlesyndication.com/simgad/16722416740605853648	3,374	214	6.34%	146.61	0.69

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.

“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



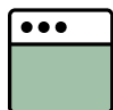
Live Chat



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.