



Digital Marketing Report

Impressions

How many ads were served:

18,999

Clicks

Times a user clicked on an ad

3,724

Click-Through Rate

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

19.60%

Your Product Breakout by Impressions



PPC

Total Engagement Rate

19.60%

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

X the National Average

280.01

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

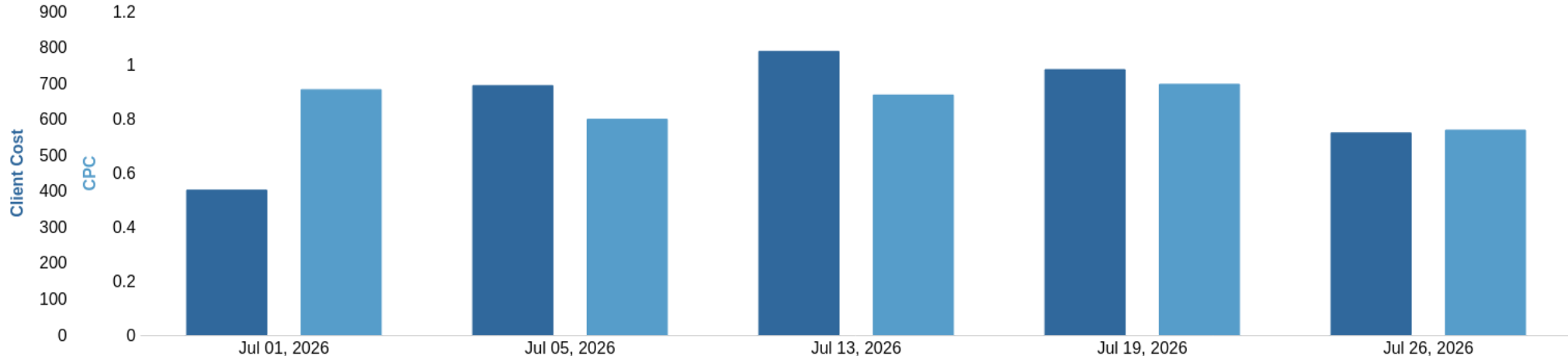
3,185.63

PPC Cost-Per-Click

Cost/Clicks

0.86

Week by Week Spend Performance





Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
ArcticFX Graphics - UTVFX Keyword PPC	18,999	3,724	19.60%	280.01



PPC Cost per Line Item

Ad Group	Impressions	Clicks ↓	CTR	Cost	Avg. CPC
ArcticFX Graphics - UTVFX Keyword PPC	18,999	3,724	19.60%	3,185.63	0.86

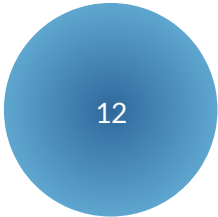
Cost: Amount Spent on the PPC campaign. You are charged when a Click occurs on an ad.

Avg. CPC: The amount paid for your Ads divided by your total Clicks.

Note: Costs do not include management fee

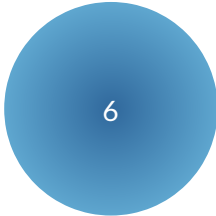


Total PPC Conversions



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

Phone Calls



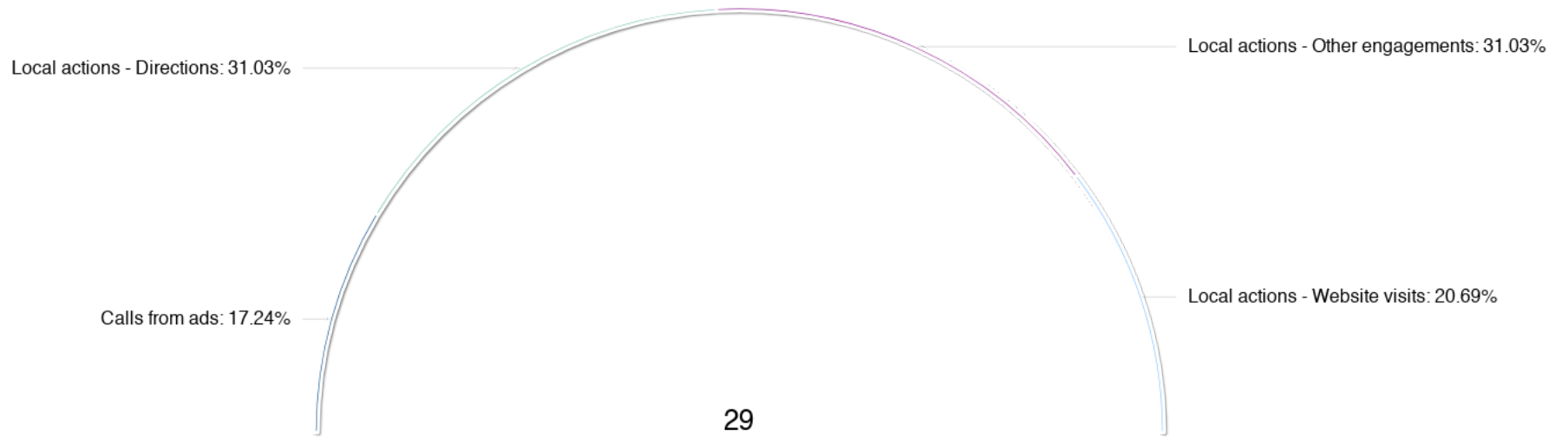
Times users clicked on the phone number on your ad and completed a call

PPC Conversion Performance

Conversion Action Name	Total Conversions ↓
UTVFX Form Submission	8
UTVFXGraphics - GA4 (web) purchase	4
ArcticFX - GA4 (web) purchase	0
ArcticFX - GA4 (web) checkout	0



PPC 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.



PPC Creative Performance

Ad Preview	Impressions	Clicks ↓	CTR	Cost	Avg. CPC
Fast Turnaround Times Polaris & Can-Am UTV Wraps Upgrade & Protect Your Ride Millions of Color Options Make Your UTV Look New Again Premium Custom UTV Graphics Protect, Extend Life Of UTV Custom SXS Graphics Durable Vinyl Graphics for UTV Pro-Grade Wrap Materials Built for Off-Road Abuse Industry's Best UTV Wraps Recharge & Protect Your Ride Transforming UTVs-Custom Wraps Extend the life of your UTV https://www.utvfxgraphics.com/ Standout with customized premium UTV graphics for Polaris, Can-Am, Kawasaki, Honda & more., Buy with confidence with the UTV FX guarantee. Rigorously tested by world's top athletes., The go-to company for customized UTV wraps. Rigorously tested by the world's top athletes., Custom UTV graphics engineered for performance, style & durability. Lifetime replacements.	18,999	3,724	19.60%	3,185.63	0.86

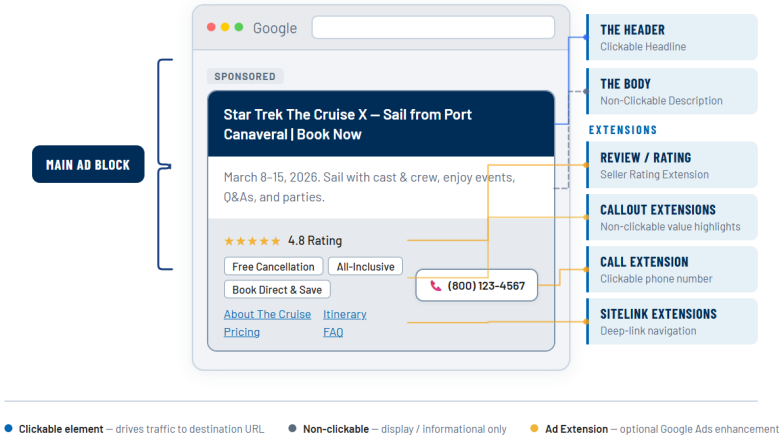
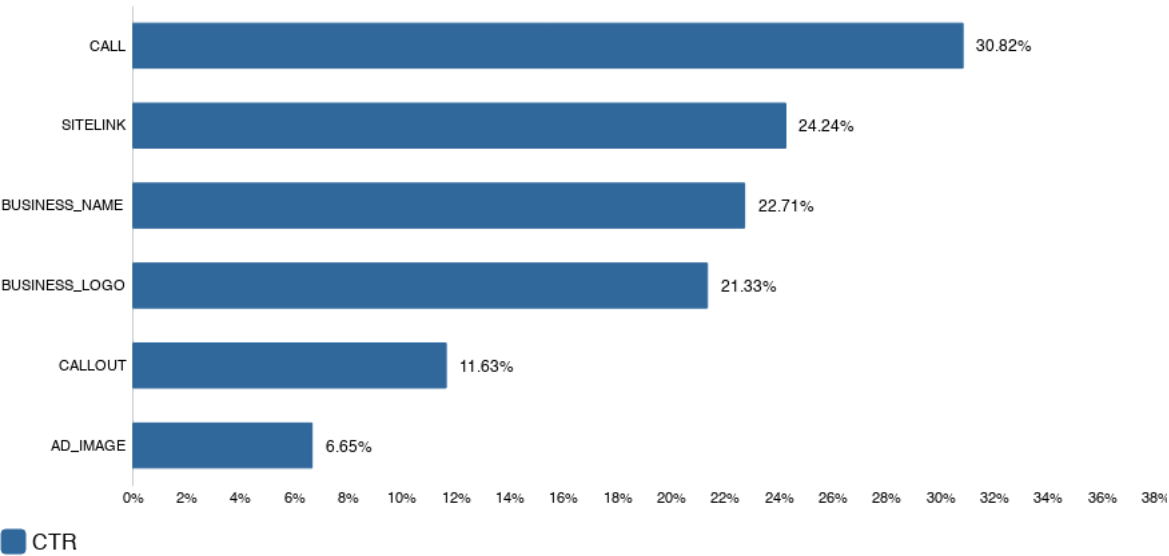


Top 5 Extension Performance

Extension Type	Extension	Impressions	Clicks ↓	CTR	Cost	Avg. CPC
BUSINESS_NAME	UTVFX Graphics	16,196	3,678	22.71%	3,145.49	0.86
SITELINK	Polaris UTV Wraps	9,041	2,334	25.82%	1,522.32	0.65
SITELINK	Can-Am Defender UTV Wraps	6,241	1,580	25.32%	1,040.68	0.66
SITELINK	Polaris Ranger Wraps	5,166	1,225	23.71%	778.02	0.64
SITELINK	Yamaha UTV Wraps	5,159	1,219	23.63%	811.94	0.67

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.

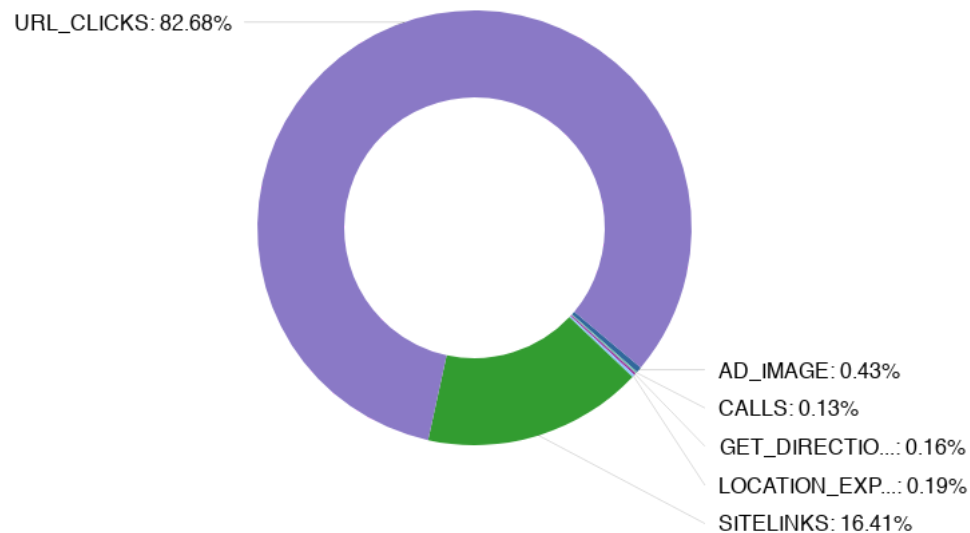
PPC Extension Type Performance



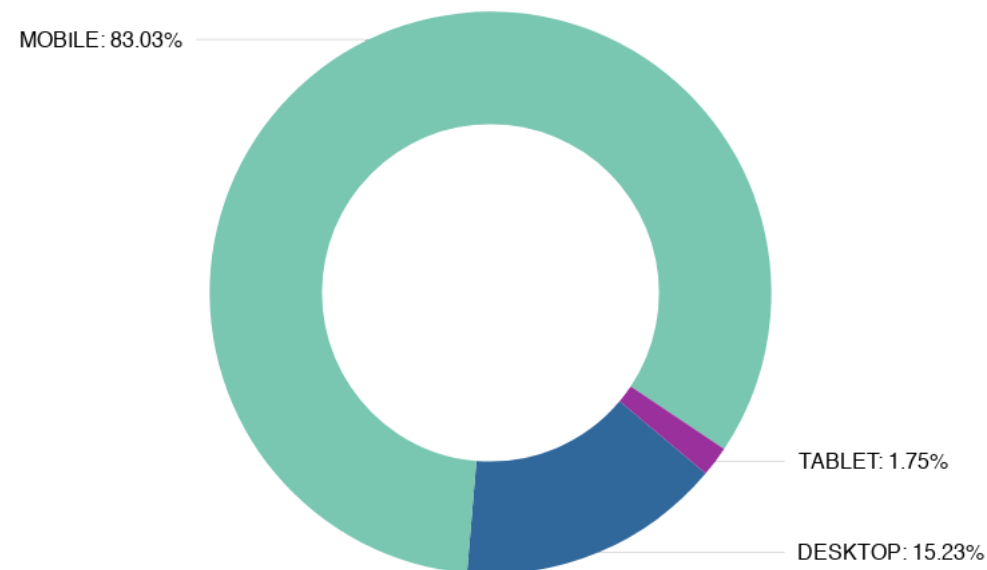
This report shows many times an ad was clicked that contained that extension, not how many people clicked on that specific extension itself. Location Extensions are not currently available to be shown.



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.

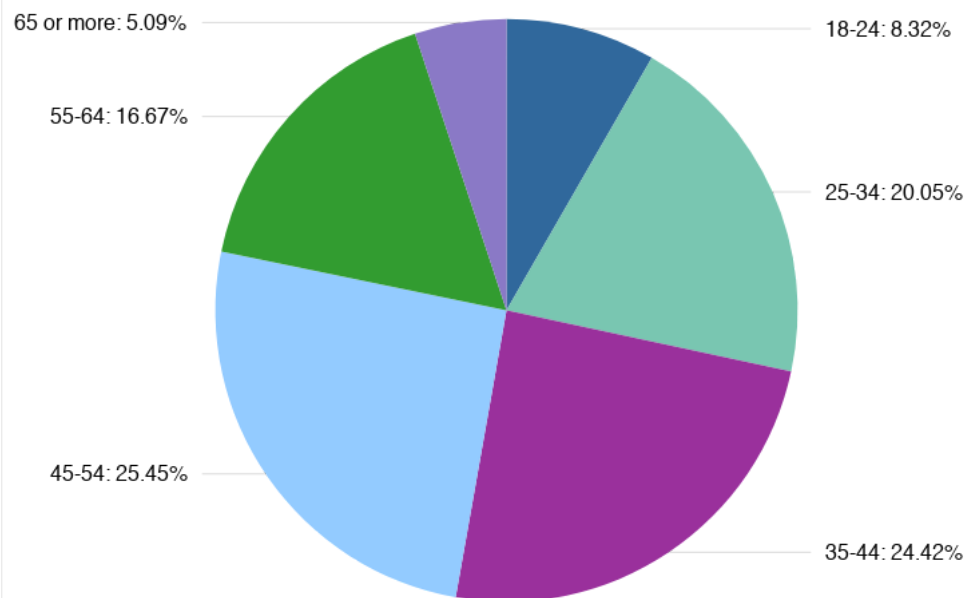
Phone Calls Click: When a user clicks to call your business (includes hang ups after the click - will be less than the completed calls reported in the Conversion section).

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

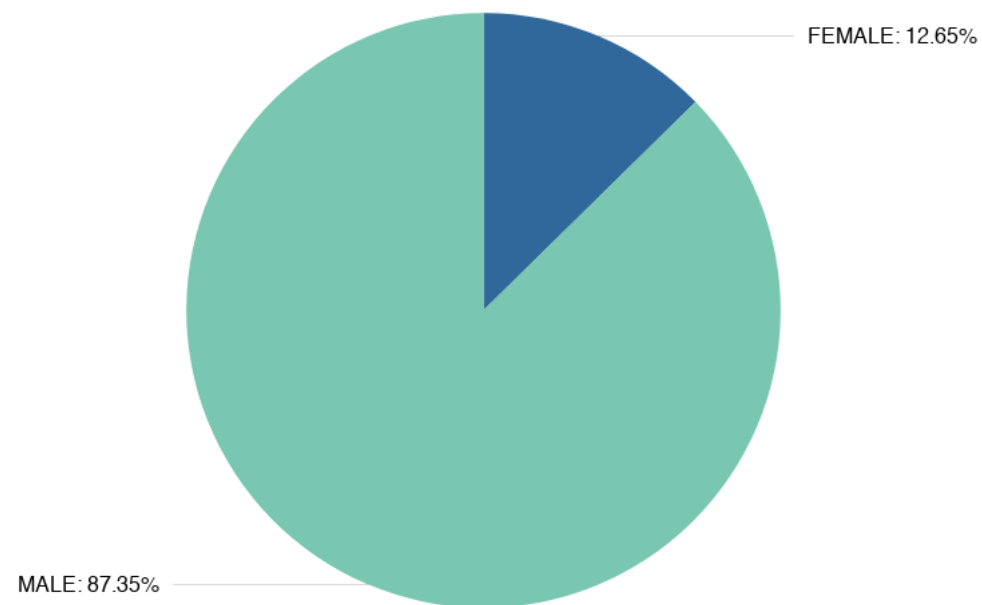
Location Expansion: Clicks on ads shown to users near or interested in locations similar to those targeted in the campaign.



Click Engagement by Age



Click Engagement by Gender





Grid contains more rows, but they have been clipped.

Top Search Term Performance

Search Term	Ad Group	Impressions	Clicks ↓	CTR	Cost	Avg. CPC
utvfx	ArcticFX Graphics - UTVFX Keyword PPC	205	118	57.56%	19.89	0.17
utvfx graphics	ArcticFX Graphics - UTVFX Keyword PPC	181	90	49.72%	9.37	0.10
utv graphics	ArcticFX Graphics - UTVFX Keyword PPC	133	63	47.37%	65.78	1.04
utv wraps	ArcticFX Graphics - UTVFX Keyword PPC	164	62	37.80%	57.58	0.93
sxs wraps	ArcticFX Graphics - UTVFX Keyword PPC	74	29	39.19%	20.23	0.70
rzr wraps	ArcticFX Graphics - UTVFX Keyword PPC	61	26	42.62%	9.79	0.38
side by side wraps	ArcticFX Graphics - UTVFX Keyword PPC	58	25	43.10%	20.58	0.82
utv fx graphics	ArcticFX Graphics - UTVFX Keyword PPC	35	22	62.86%	18.60	0.85
can am defender wraps	ArcticFX Graphics - UTVFX Keyword PPC	30	20	66.67%	8.60	0.43
polaris rzr wraps	ArcticFX Graphics - UTVFX Keyword PPC	33	19	57.58%	29.19	1.54
rzr wrap kit	ArcticFX Graphics - UTVFX Keyword PPC	21	16	76.19%	5.42	0.34
polaris xpedition wrap	ArcticFX Graphics - UTVFX Keyword PPC	55	15	27.27%	8.88	0.59
polaris ranger wrap kit	ArcticFX Graphics - UTVFX Keyword PPC	30	14	46.67%	6.52	0.47
can am x3 wrap	ArcticFX Graphics - UTVFX Keyword PPC	105	13	12.38%	9.11	0.70
can am defender wrap	ArcticFX Graphics - UTVFX Keyword PPC	48	12	25.00%	6.91	0.58



Call Reporting Details

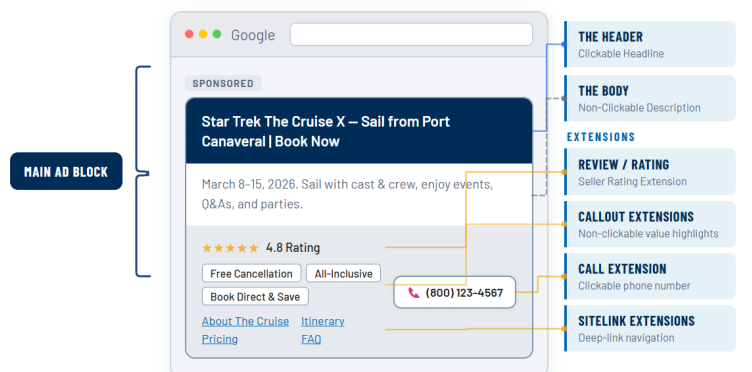
Ad Group	Start Time ↑	End Time	Duration (seconds)	Status	Call Tracking DisplayLocation	Caller Area Code	Call Type	Calls Count
ArcticFX Graphics - UTVFX Keyword PPC	Jul 09, 2026 3:21 PM	Jul 09, 2026 3:24 PM	184	RECEIVED	AD	586	HIGH_END_MOBILE_SEARCH	1
ArcticFX Graphics - UTVFX Keyword PPC	Jul 10, 2026 10:45 AM	Jul 10, 2026 10:45 AM	8	RECEIVED	AD		HIGH_END_MOBILE_SEARCH	1
ArcticFX Graphics - UTVFX Keyword PPC	Jul 13, 2026 5:32 PM	Jul 13, 2026 5:33 PM	109	RECEIVED	AD	517	HIGH_END_MOBILE_SEARCH	1
ArcticFX Graphics - UTVFX Keyword PPC	Jul 17, 2026 2:03 PM	Jul 17, 2026 2:05 PM	115	RECEIVED	AD	740	HIGH_END_MOBILE_SEARCH	1
ArcticFX Graphics - UTVFX Keyword PPC	Jul 20, 2026 3:00 PM	Jul 20, 2026 3:08 PM	485	RECEIVED	AD	734	HIGH_END_MOBILE_SEARCH	1
ArcticFX Graphics - UTVFX Keyword PPC	Jul 22, 2026 8:44 AM	Jul 22, 2026 8:44 AM	53	RECEIVED	AD	586	HIGH_END_MOBILE_SEARCH	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.



"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.

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.



● Clickable element – drives traffic to destination URL ● Non-clickable – display / informational only ● Ad Extension – optional Google Ads enhancement

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.



Google Analytics 4 Performance

49,555	7,383	4,886	66.18%	5,347	4,102	5,798
VIEWS	SESSIONS	ENGAGED SESSIONS	ENGAGEMENT RATE	ACTIVE USERS	NEW USERS	TOTAL USERS
		1.38	292:29:24			
		SESSIONS PER USER	TOTAL USER ENGAGEMENT			

Views: The number of mobile app screens or web pages your users saw. Repeated views of a single screen or page are counted.

Sessions: The number of sessions that began on your website or application. A session is a period of time during which a user interacts with your website or app.

Engaged Sessions: The number of sessions that lasted 10 seconds or longer, or had 1 or more conversion events or 2 or more page or screen views.

Engagement Rate: Engaged Sessions / Total Sessions

Active Users: The number of distinct users who visited your website or application. An active user is any user who has an engaged session.

New Users: The number of new unique user IDs who interacted with your site or launched your app for the first time.

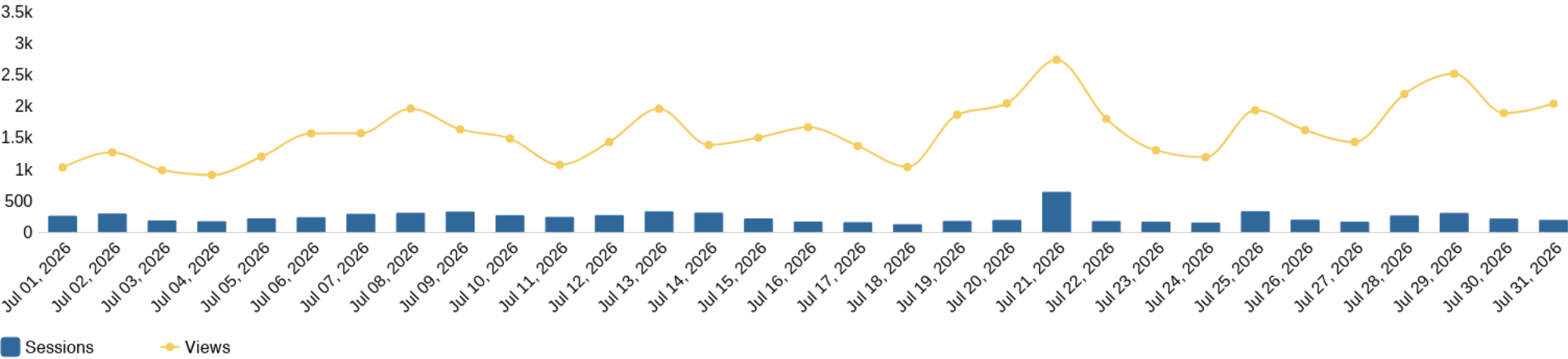
Total Users: The number of unique user IDs that triggered any events.

Sessions Per User: The average number of sessions per user.

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

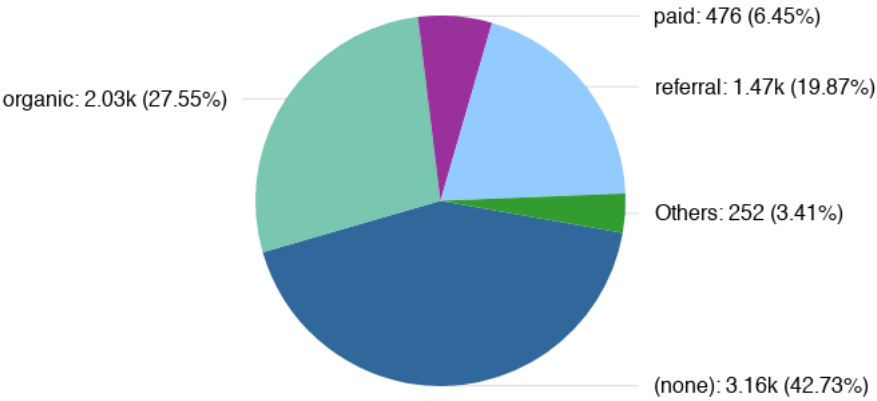


Google Analytics 4 Account Performance

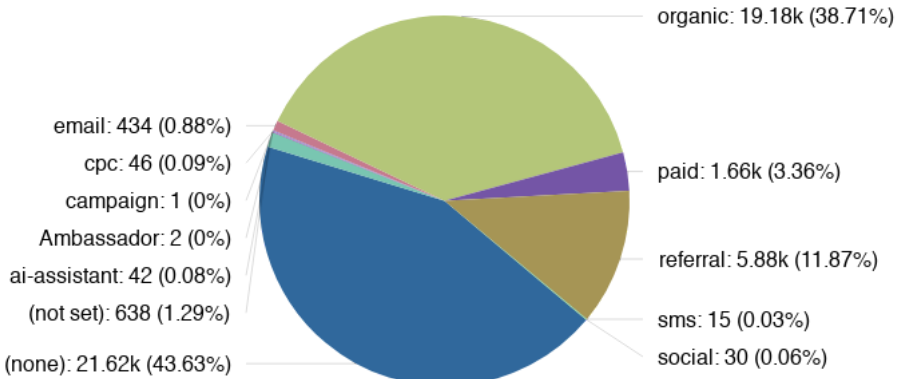
Analytics Account Name ↑	Sessions	Views	Total User Engagement	Pages / Session	Engagement rate
Total	7,383	49,555	292:29:24	6.71	66.18%
ArcticFX	7,383	49,555	292:29:24	6.71	66.18%



Google Analytics 4 Sessions by Medium



Google Analytics 4 Page Views by Medium

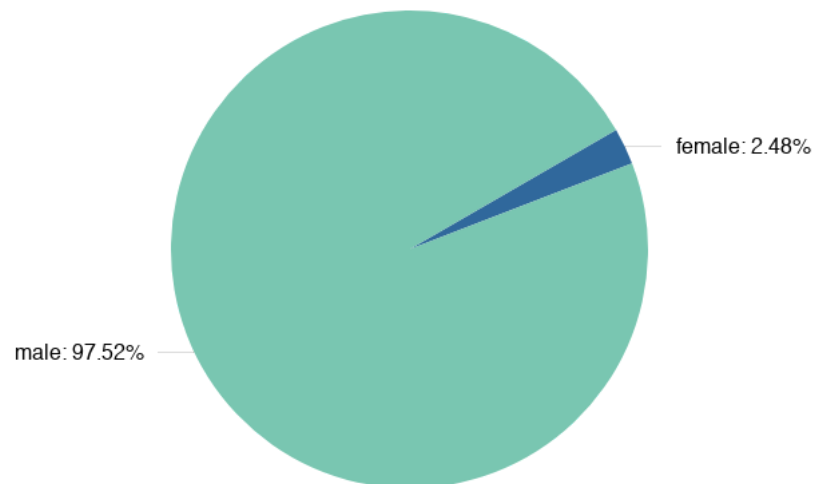


Google Analytics 4 Event Performance

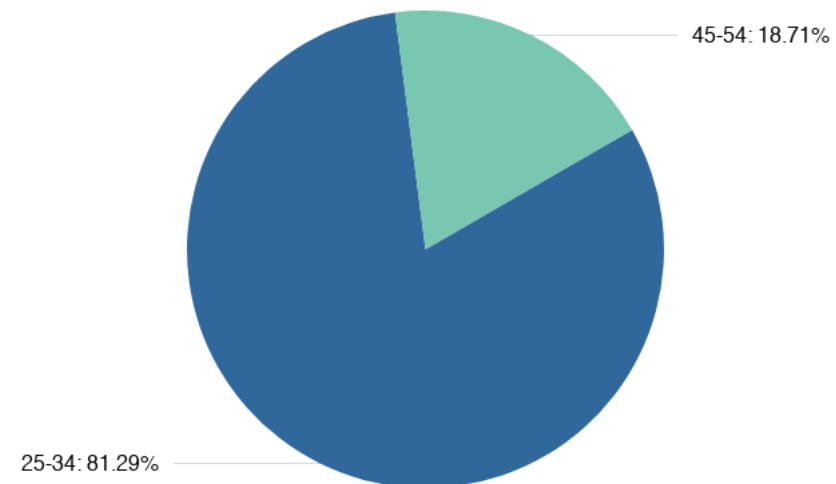
Event name	Event count ↓
Total	107,646
page_view	49,555
user_engagement	29,331
scroll	14,454
session_start	7,375
first_visit	4,102
shopping_cart	1,326
view_cart	543
checkout	531
click	236
begin_checkout	134
purchase	59



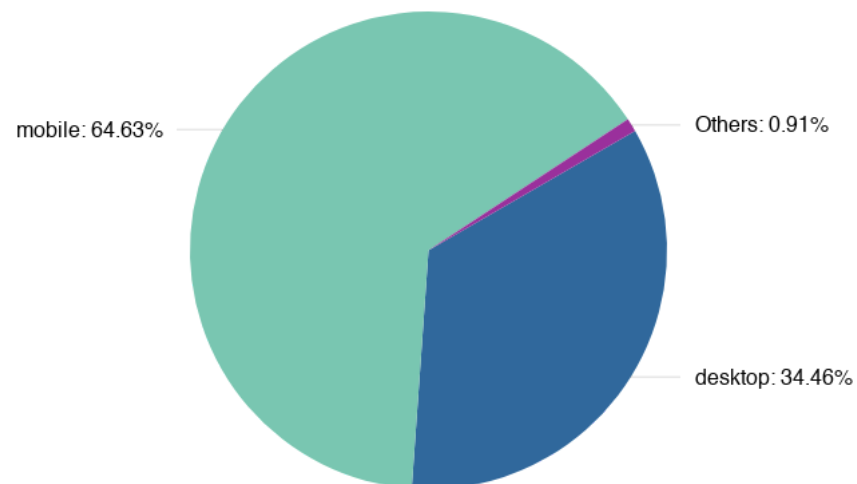
Google Analytics 4 Engaged Sessions by Gender



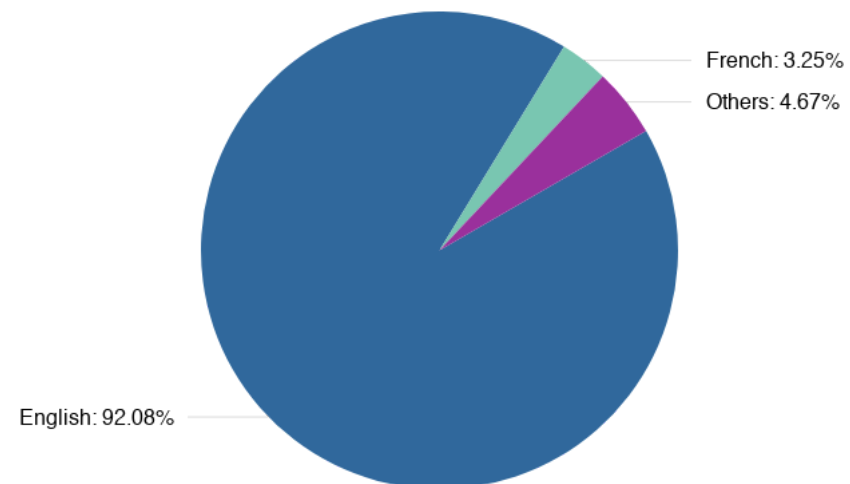
Google Analytics 4 Engaged Sessions by Age



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	7,456	49,555	4,954	66.44%	292:29:24
Safari	3,345	22,206	2,094	62.60%	113:11:28
Chrome	3,213	20,316	2,167	67.44%	116:08:54
Edge	305	4,498	262	85.90%	50:21:13
Android Webview	188	436	131	69.68%	02:15:48
Samsung Internet	132	1,006	78	59.09%	04:08:06

Google Analytics 4 Page Path Performance

Page path	Engaged sessions ↓
Total	30,321
/	2,574
/polaris-wraps	789
/ski-doo-wraps	505
/catalog/matrixx-mtn	435
/cart/	422
/arctic-cat-wraps	281
/catalog/matrixx-trail	233
/editor	177
/gallery	164
/catalog/axys-mtn	156



Google Analytics 4 Performance by Geo

City	Region	Sessions ↓	Views	Engaged sessions	Engagement rate	Total User Engagement
Total		9,222	49,555	6,607	71.64%	292:29:24
(not set)	(not set)	466	907	452	97.00%	05:07:18
Singapore	(not set)	306	417	128	41.83%	00:03:12
Chicago	Illinois	211	953	151	71.56%	03:45:35
Minneapolis	Minnesota	153	775	115	75.16%	03:24:17
Riverview	Michigan	121	860	87	71.90%	03:57:05
Toronto	Ontario	121	967	92	76.03%	05:10:58
Seattle	Washington	118	715	94	79.66%	02:51:19
Bountiful	Utah	102	102	0	0.00%	00:00:00
Montreal	Quebec	86	528	66	76.74%	02:15:15
Prineville	Oregon	84	152	75	89.29%	00:08:17
Anchorage	Alaska	82	539	58	70.73%	04:06:21
New York	New York	78	261	55	70.51%	00:42:53
Denver	Colorado	77	496	50	64.94%	01:51:32
Romeo	Michigan	66	297	38	57.58%	01:00:45
Detroit	Michigan	63	312	40	63.49%	01:37:41



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



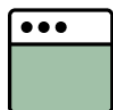
Live Chat



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.