

Digital Marketing Report

Impressions

How many ads were served:

43,924

Clicks

Times a user clicked on an ad

2,261

Events

2,703

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

Your Product Breakout by Impressions



PMax

Event Rate

6.15%

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

**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

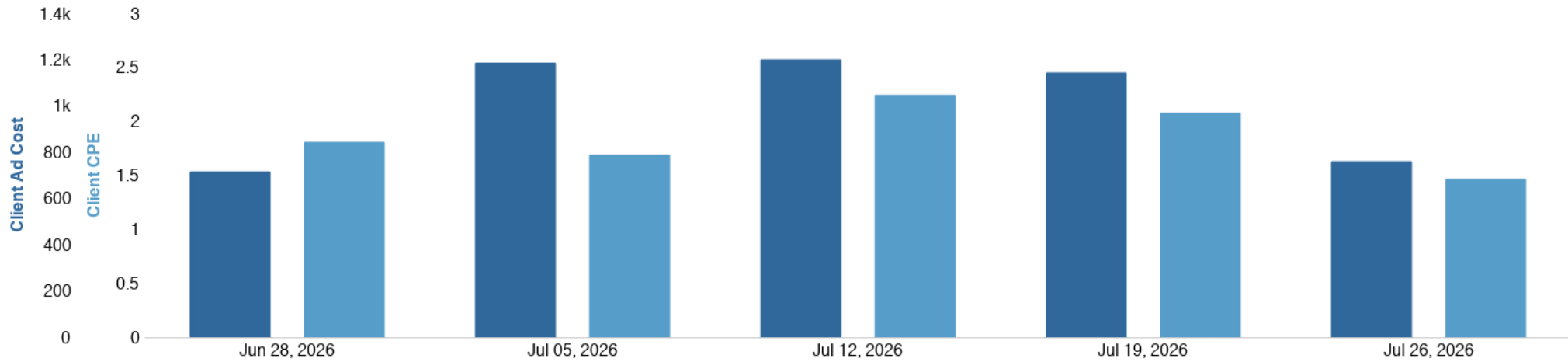
5,005.86

Performance Max Cost-Per-Event

Cost/Events

1.85

Performance Max Week by Week Spend Performance





Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Patton Logistics - LTL Shipping Services/Business Logistics Solutions Performance Max	43,924	2,261	5.15%	73.54



Performance Max Creative Group Performance

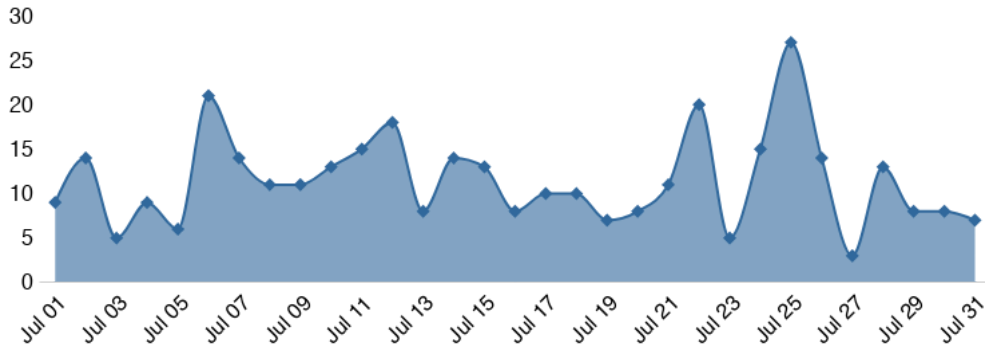
Creative Group Name	Search Themes	Client Ad Cost	Client CPE	Impressions	Events ↓	Event Rate
Patton Logistics - LTL Shipping Services/Business Logistics Solutions Performance Max	3pl services,business logistics solutions,e-commerce fulfillment services,for e-commerce,freight brokerage services,full truckload carriers,intermodal transportation providers,international freight forwarding,ltl shipping services,shipping cost reduction,supply chain consulting,transportation rfps,warehouse and fulfillment	5,005.83	1.85	43,924	2,703	6.15%
Total		5,005.83	1.85	43,924	2,703	6.15%

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

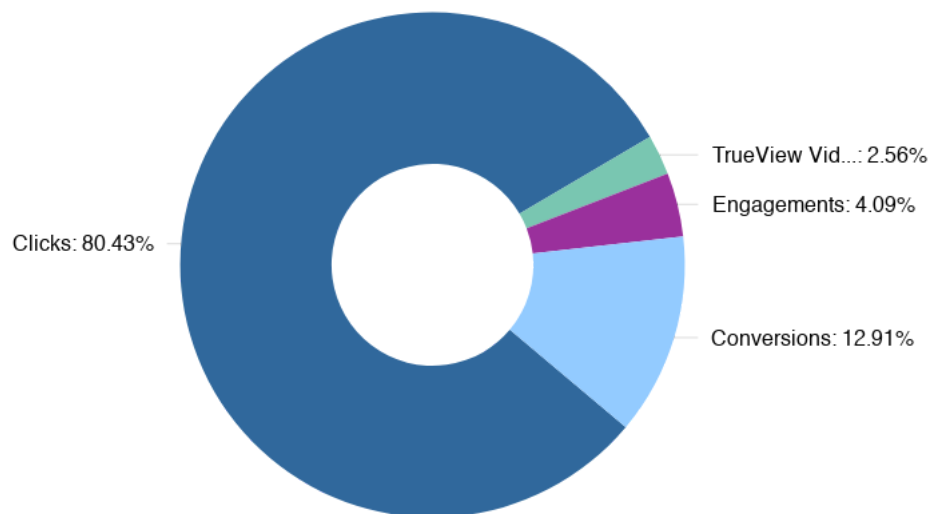


Performance Max Click Conversion Performance

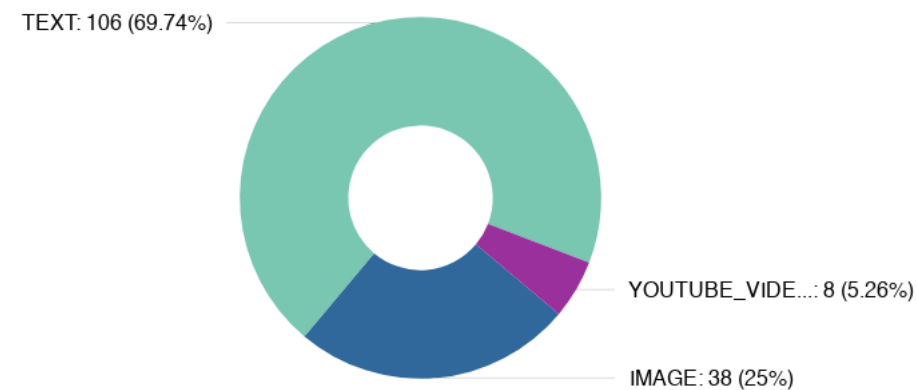
Conversion Action Name	Click Conversions ↓
Patton Logistics Success Stories Page View	99
Patton Logistics Partner Carriers Page View	95
Patton Logistics About Page View	39
Patton Logistics Contact Us Page View	31
Patton Logistics Transportation Page View	28
Patton Logistics Value Added Services Page View	21
Patton Logistics Yard Management Page View	21
Patton Logistics Capacity Management	21

"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

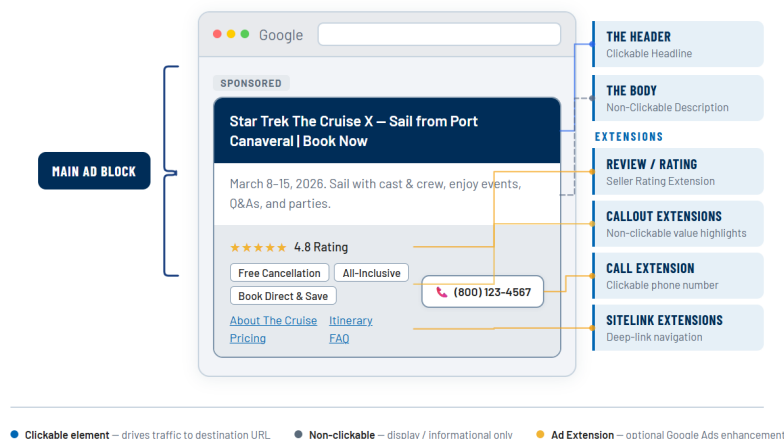
Type	Extension (upgraded)	Impressions	Events	Event Rate ↓	Client Ad Cost	Client CPE
SITELINK	Contact Us	2,468	385	15.60%	1,070.95	2.78
SITELINK	About Us	2,545	397	15.60%	1,078.89	2.72
SITELINK	Warehousing Solutions	2,359	341	14.46%	780.15	2.29
SITELINK	Partner Carriers	2,225	308	13.84%	749.86	2.43
SITELINK	Yard Management	2,012	249	12.38%	540.90	2.17

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.

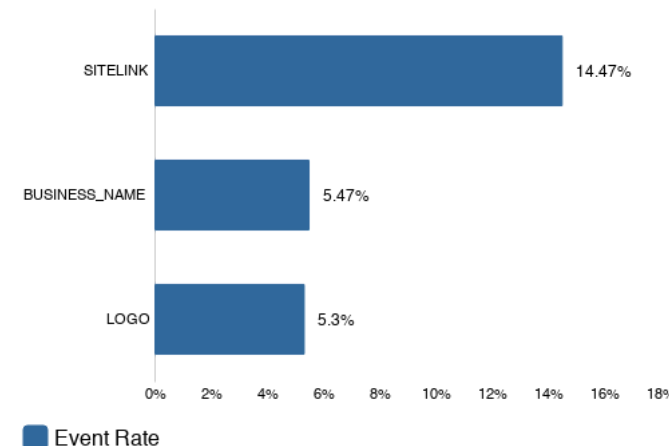
152

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.