

Digital Marketing Report

Impressions

How many ads were served:

10,257

Clicks

Times a user clicked on an ad

774

Events

1,440

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

Your Product Breakout by Impressions



Event Rate

14.04%

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

**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

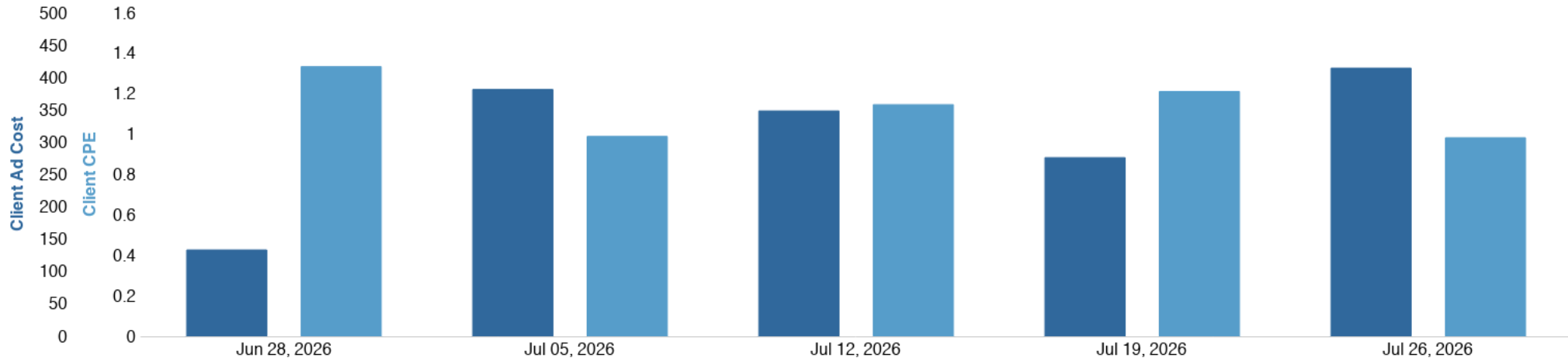
1,554.49

Performance Max Cost-Per-Event

Cost/Events

1.08

Performance Max Week by Week Spend Performance





Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Integrity Patio Accents - Wholesale Poly Outdoor Furniture/HPDE Outdoor Furniture Performance Max	10,257	774	7.55%	107.80



Grid contains more rows, but they have been clipped.

Performance Max Creative Group Performance

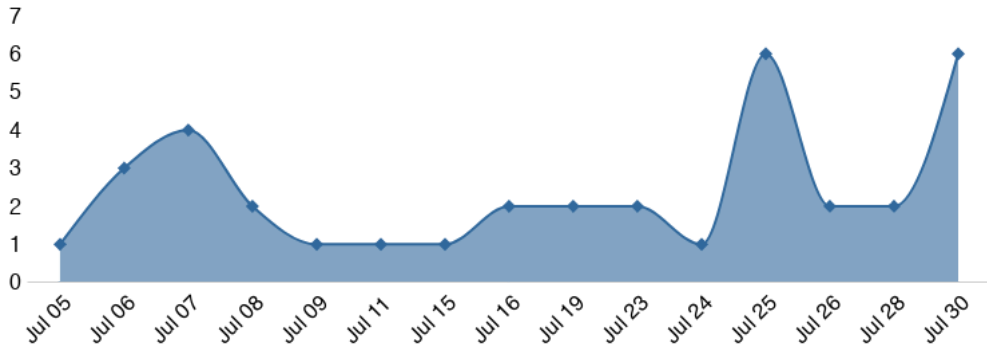
Creative Group Name	Search Themes	Client Ad Cost	Client CPE	Impressions	Events ↓	Event Rate
Integrity Patio Accents - Wholesale Poly Outdoor Furniture/HPDE Outdoor Furniture Performance Max	All-weather poly lumber furniture wholesale,Bulk order outdoor poly furniture,Bulk order poly gliders,Buy poly lumber furniture bulk,Commercial grade poly fire pits,Commercial grade poly furniture supplier,Commercial poly dining sets,Contract grade poly outdoor furniture,Custom poly furniture manufacturing,Durable outdoor plastic furniture wholesale,Eco-friendly recycled plastic furniture supplier,Factory direct HDPE furniture,HDPE chaise lounges wholesale,HDPE outdoor furniture B2B,Hotel outdoor furniture B2B,Industry Specific & Intent Themes,Low maintenance poly furniture supplier,Made in USA poly furniture manufacturer,Manufacturer direct poly outdoor furniture,Material & Feature Focused Themes,Multi-family housing poly furniture bulk,New dealer poly furniture program,New dealer poly furniture required,Outdoor furniture trade pricing,Patio furniture wholesale distributor,Poly furniture bulk purchase logistics,Poly furniture dealer application,Poly furniture for commercial use,Poly furniture wholesale California,Poly furniture wholesale Florida,Poly furniture wholesale Georgia,Poly furniture wholesale North Carolina,Poly furniture wholesale Texas,Poly lumber color options wholesale,Quick ship wholesale poly furniture,Recycled plastic furniture wholesale pricing,Resort poly pool furniture wholesale,Restaurant poly patio	1,554.48	1.08	10,257	1,440	14.04%

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

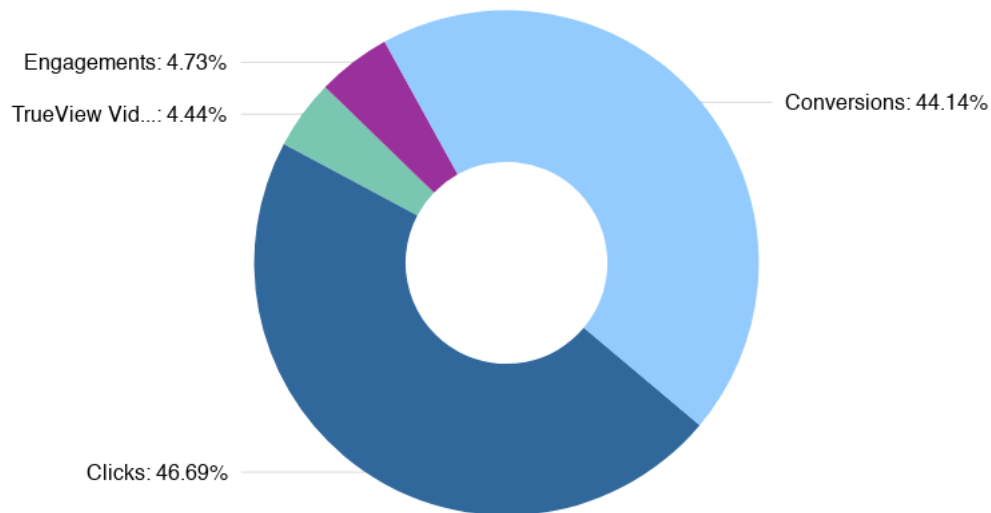


Performance Max Click Conversion Performance

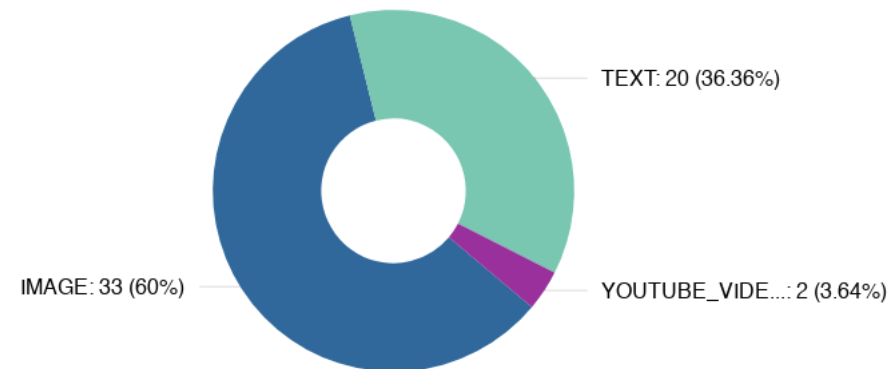
Conversion Action Name	Click Conversions ↓
Integrity Patio Accents Why Page View	32
Integrity Patio Accents About Page View	3
Integrity Patio Accents Contact Page View	1

"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

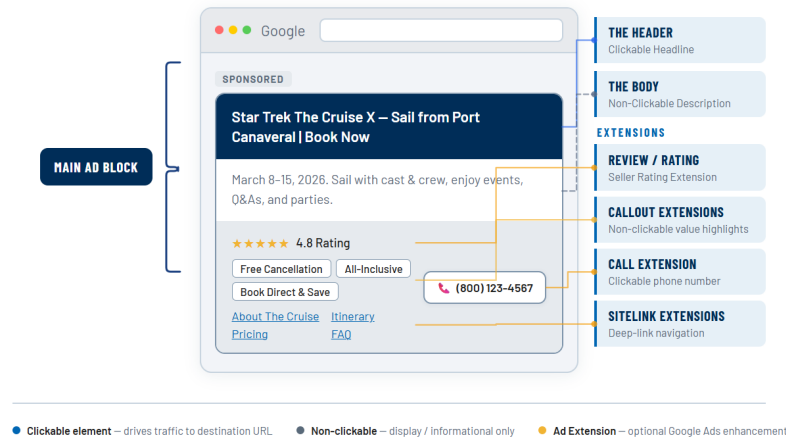
Type	Extension (upgraded)	Impressions	Events	Event Rate ↓	Client Ad Cost	Client CPE
SITELINK	Built to last & withstand elements, Handcrafted with quality and care., Why Meadowbreeze?	563	124	22.02%	116.05	0.94
BUSINESS_NAME	Meadowbreeze Furniture	9,370	1,307	13.95%	1,340.62	1.03

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.

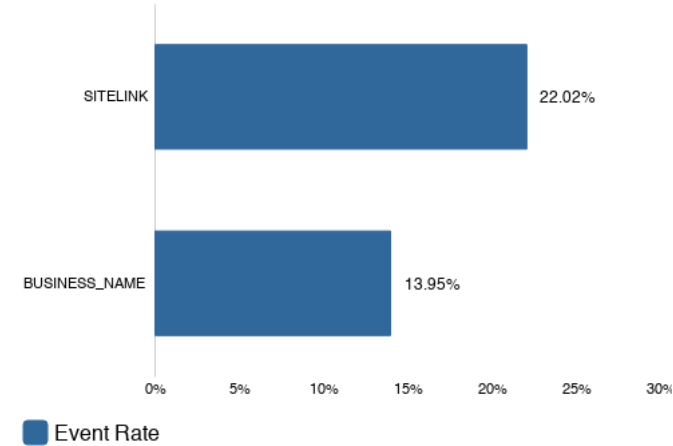
55

Number of Creative Assets

Currently Running



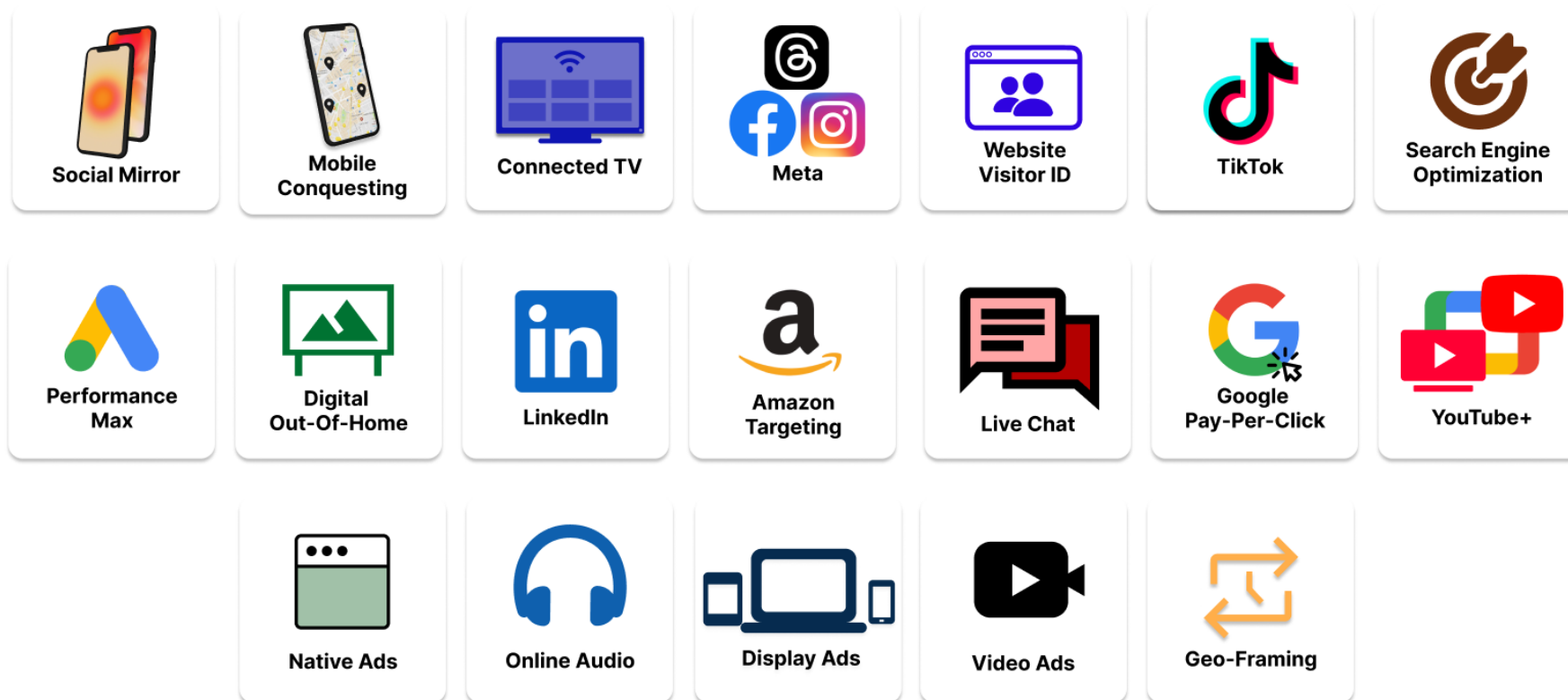
Performance Max Extension Type Performance



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*.



[?](#) Your account team is [here to help](#) - reach out with any questions or to explore new ideas.