

Digital Marketing Report

Impressions

How many ads were served:

248,714

Clicks

Times a user clicked on an ad

7,115

Events

23,702

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

Your Product Breakout by Impressions



PMAX

Event Rate

9.53%

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

*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

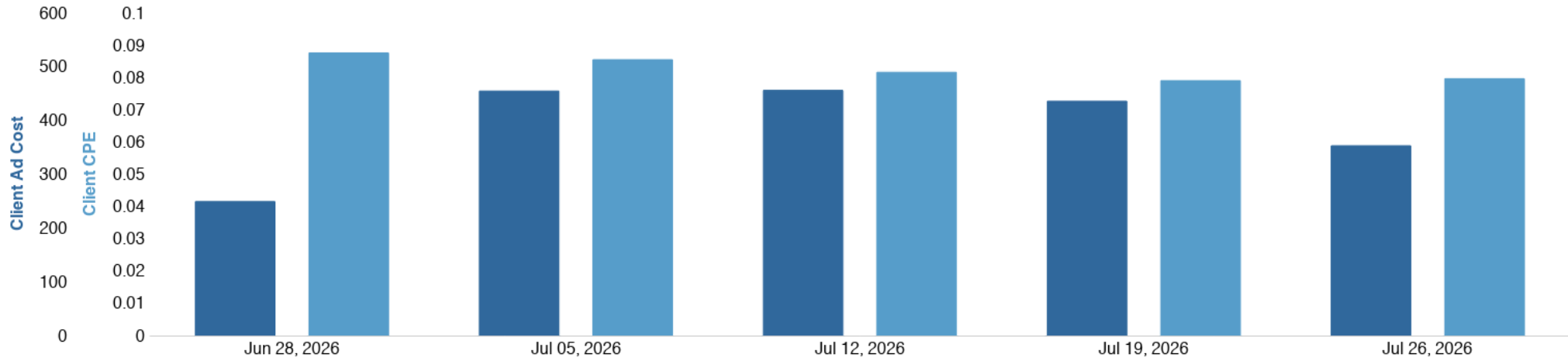
1,948.83

Performance Max Cost-Per-Event

Cost/Events

0.08

Performance Max Week by Week Spend Performance





Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
River Valley Builders - Home Building/Modular Home/Retargeting Performance Max	248,714	7,115	2.86%	40.87



Performance Max Creative Group Performance

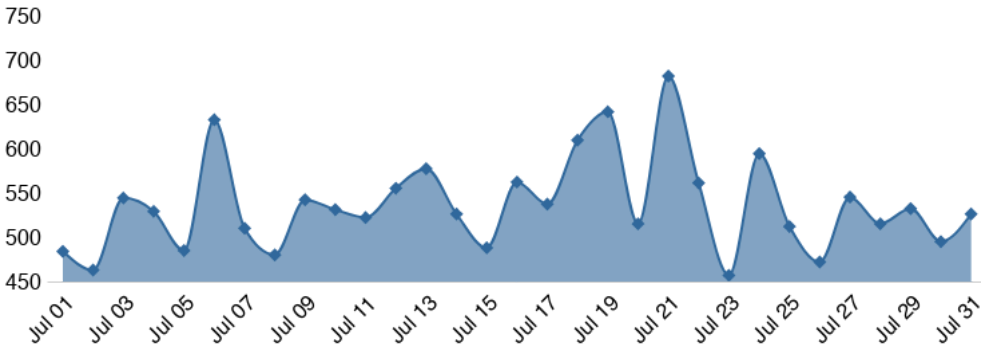
Creative Group Name	Search Themes	Client Ad Cost	Client CPE	Impressions	Events ↓	Event Rate
River Valley Builders - Home Building/Modular Home/Retargeting Performance Max	build a home in Pennsylvania,custom built modular homes,custom home floor plans,custom modular homes,energy efficient homes,factory built homes,floor plans,Home building,local modular home builders,modern prefab homes,modular builders,modular home builder,modular home construction,modular home designs,modular house,new construction homes NY,new york home builders,pre built homes,prebuilt homes,prefab builders,prefab home,prefab homes PA,premade homes,ranch style modular homes,turn key homes,two story manufactured homes,two story modular homes	1,948.82	0.08	248,714	23,702	9.53%
Total		1,948.82	0.08	248,714	23,702	9.53%

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

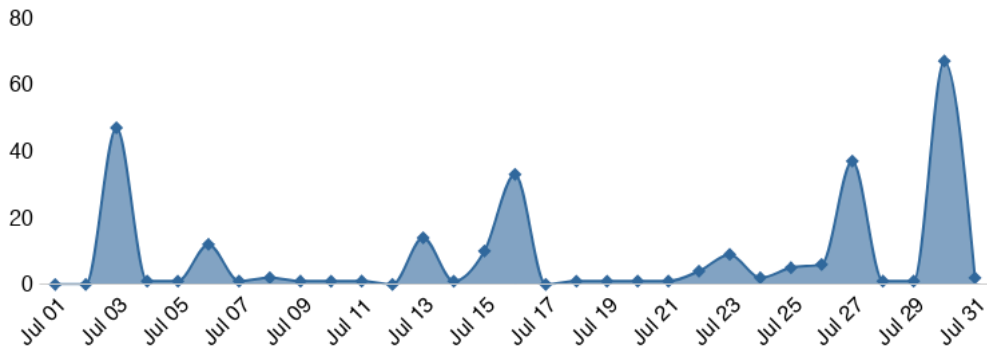
Conversion Action Name	Click Conversions ↓
River Valley Builders Live Chat Conversion	8,648
River valley Builders Floor Plans Page View	7,899
River valley Builders Virtual Tours Page View	38
River valley Builders Contact Page View	34
River Valley Builders Your Dream House Page View	31

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

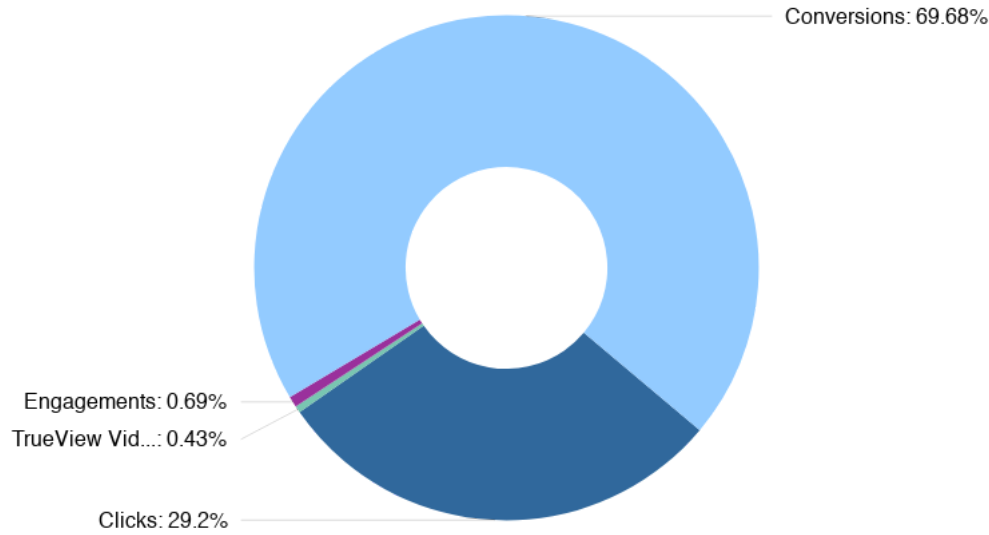


Performance Max View-through Conversion Performance

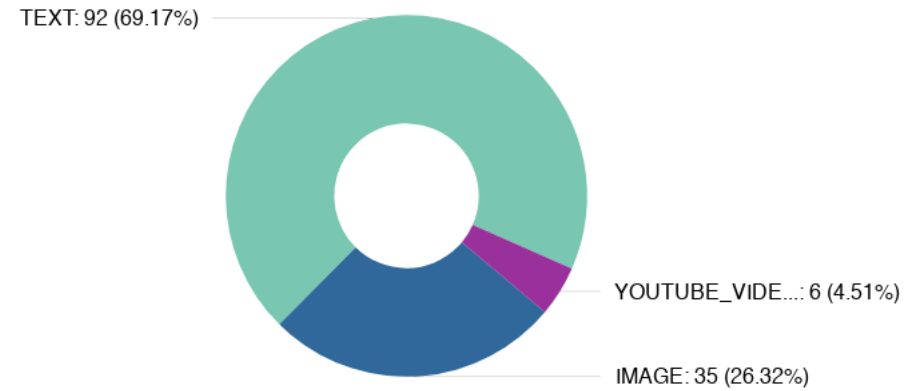
Conversion Action Name	View-through Conversions ↓
River Valley Builders Live Chat Conversion	159
River valley Builders Floor Plans Page View	63
River Valley Builders Homepage Visits	37
River Valley Builders Your Dream House Page View	1
River valley Builders Virtual Tours Page View	1

"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

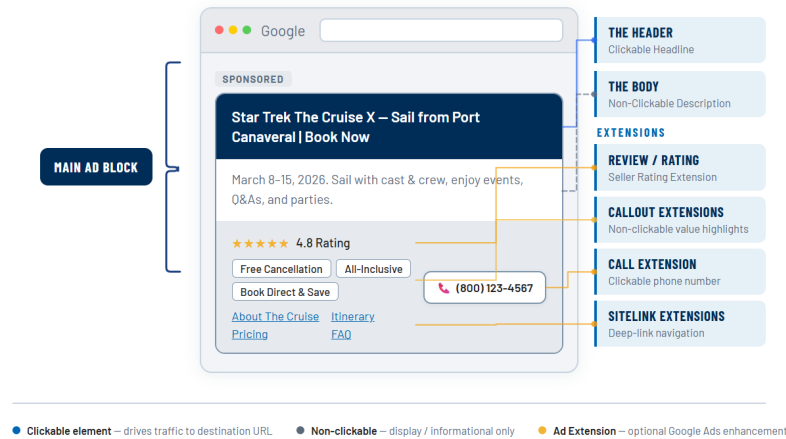
Type	Extension (upgraded)	Impressions	Events	Event Rate ↓	Client Ad Cost	Client CPE
SITELINK	Virtual Tours	3,531	1,144	32.40%	78.65	0.07
SITELINK	Your Dream House	3,459	984	28.45%	59.63	0.06
SITELINK	Video Gallery	3,499	917	26.20%	66.55	0.07
SITELINK	Service Area	3,435	715	20.82%	49.75	0.07
LOGO	LOGO.png, https://tpc.google syndication.com/simgad/4380071309807213117	78,084	10,593	13.57%	907.30	0.09

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.

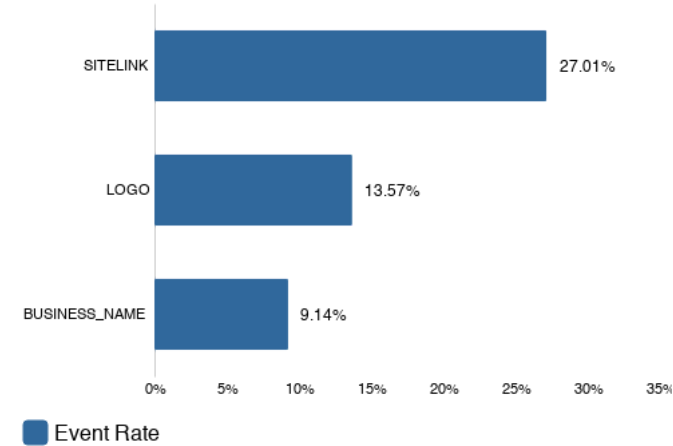
133

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.