

Digital Marketing Report

Impressions

How many ads were served:

17,212

Clicks

Times a user clicked on an ad

555

Events

813

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

Your Product Breakout by Impressions



PMax

Event Rate

4.72%

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

**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

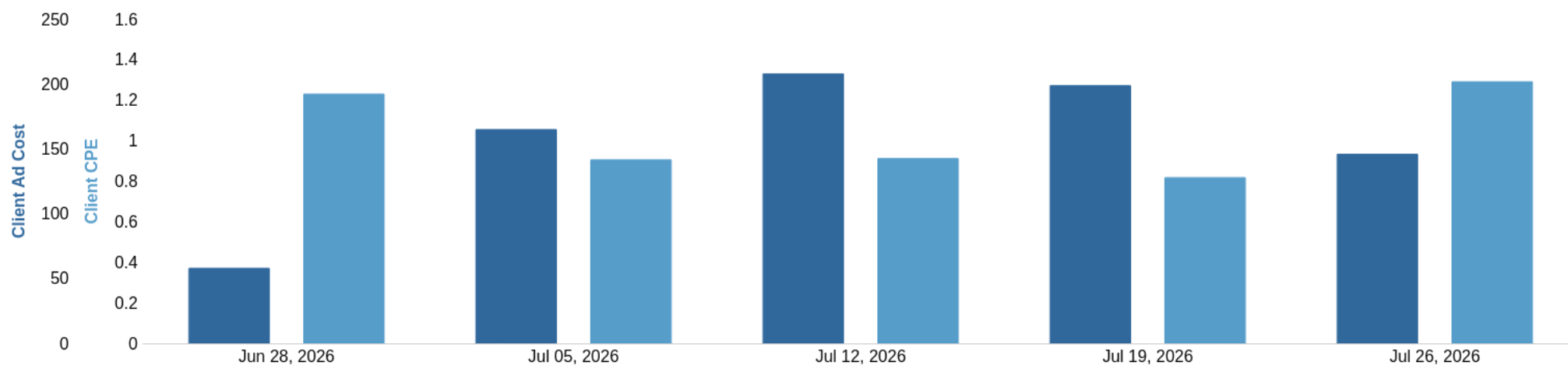
775.18

Performance Max Cost-Per-Event

Cost/Events

0.95

Performance Max Week by Week Spend Performance





Line Item Performance

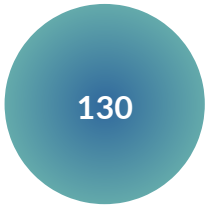
Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Rich Crosby DDS - Performance Max	17,212	555	3.22%	46.06



Performance Max Creative Group Performance

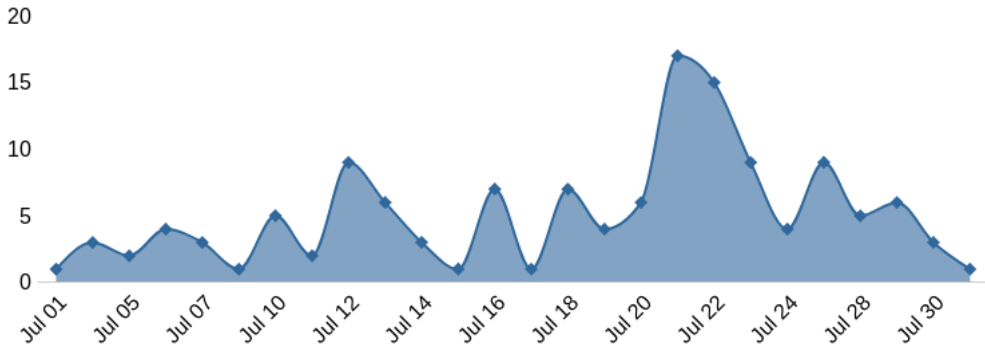
Creative Group Name	Search Themes	Client Ad Cost	Client CPE	Impressions	Events ↓	Event Rate
Rich Crosby DDS - Performance Max	Advanced dentistry Anchorage,Best cosmetic dentist Anchorage,Best dentist Anchorage,Chipped tooth repair Anchorage,Comprehensive dental care Anchorage,Cosmetic smile dentist Anchorage,Dentist Anchorage,Fix gray teeth Anchorage,Jaw pain relief Anchorage,Luxury dental office Anchorage,Midtown Anchorage dental clinic,New patient dentist Anchorage,Private practice dentist Anchorage,Snoring treatment Anchorage,Specialty dentist Anchorage,Top rated dentist Anchorage	775.19	0.95	17,212	813	4.72%
Total		775.19	0.95	17,212	813	4.72%

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

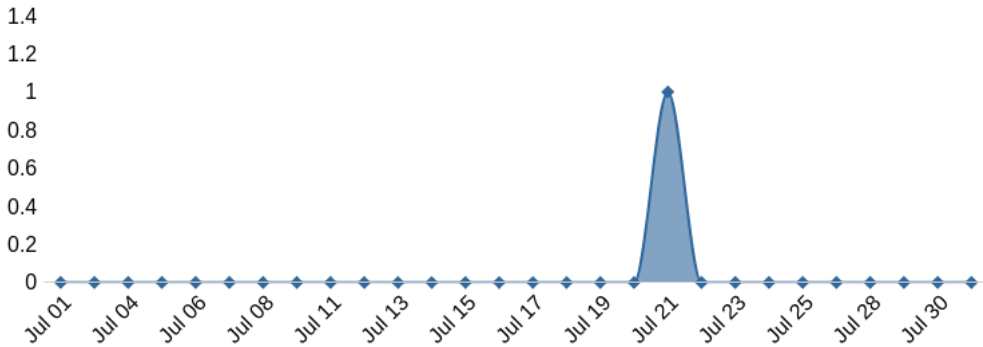
Conversion Action Name	Click Conversions ↓
Rich Crosby DDS Book Appointment Page View	104
Rich Crosby DDS Contact Page View	13
Rich Crosby DDS Appointment Submit Conversion	11
Rich Crosby DDS Contact Submit Conversion	2

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

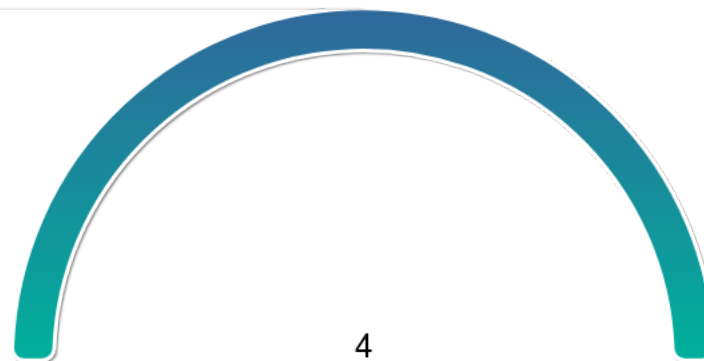


Performance Max View-through Conversion Performance

Conversion Action Name	View-through Conversions ↓
Rich Crosby DDS Homepage Visits	1

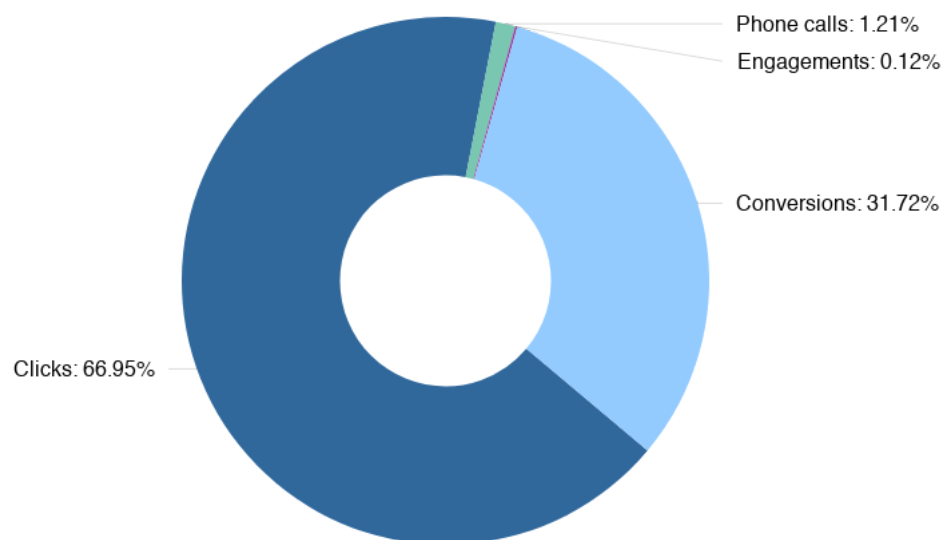
Performance Max Other Google Conversions - these are automatic conversions Google tracks based on actions taken from your ads

Calls from ads: 100%

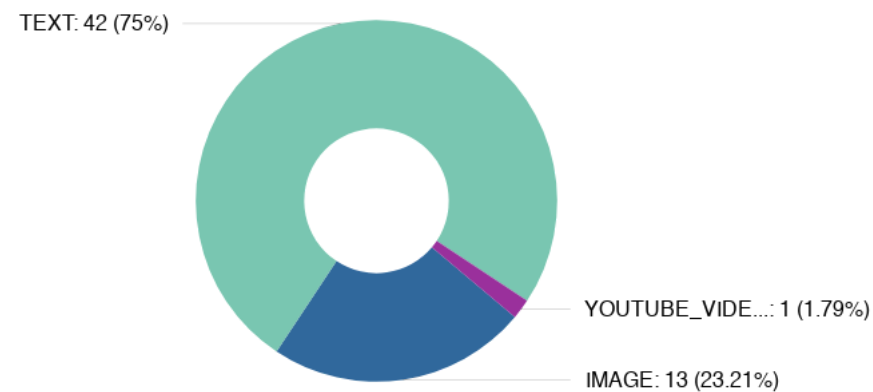


"Calls from ads" refers to a qualified conversion, meaning that the call had to go through and last for at least 60 seconds for it to be counted.

Event Breakdown by Type



Creative Type by Quantity



Performance Max Top 5 Extension Performance

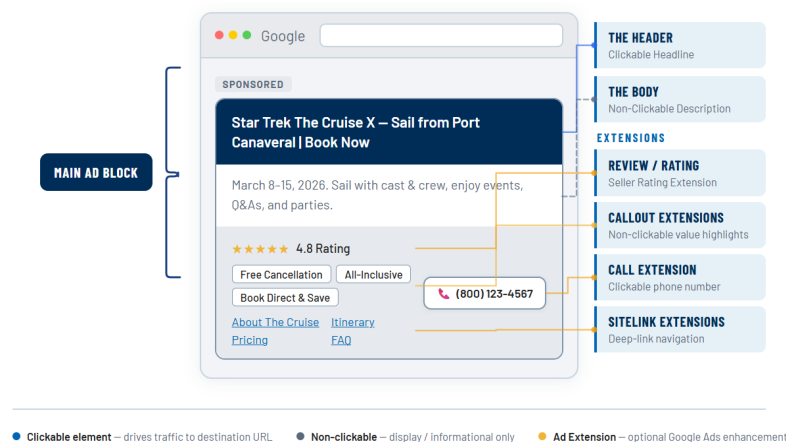
Type	Extension (upgraded)	Impressions	Events	Event Rate ↓	Client Ad Cost	Client CPE
SITELINK	Schedule Today, Get in Touch, Contact Us	53	41	78.12%	32.71	1.58
SITELINK	Appointment Request, Request a Call Back, Book Now	52	40	77.70%	32.61	1.61
SITELINK	TMJ & Sleep Apnea, Restorative & Cosmetic Dentistry, Our Services	52	37	71.93%	29.85	1.60
LOGO	Crosby-Square-Logo-1024x.png, https://tpc.google syndication.com/simgad/81551643976247285	1,465	466	31.81%	207.27	0.89
BUSINESS_NAME	Crosby Smiles	16,548	787	4.76%	627.84	1.60

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.

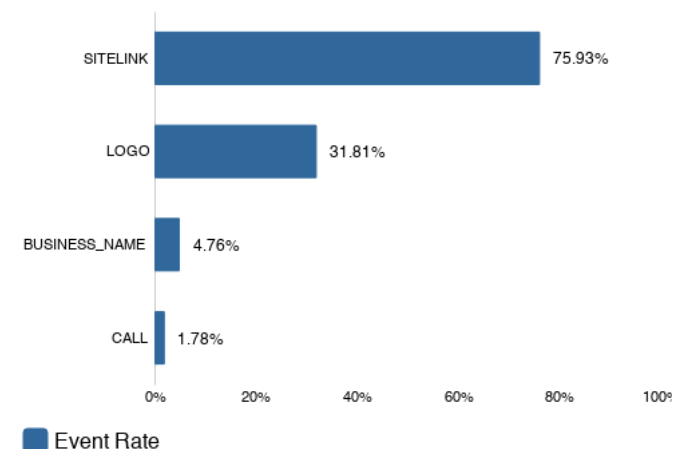
56

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.



Performance Max Call Reporting Details

Date	Client ↑	Client Phone Number	Phone calls
Jul 03, 2026	Rich Crosby DDS	907-277-1098	1
Jul 06, 2026	Rich Crosby DDS	907-277-1098	2
Jul 08, 2026	Rich Crosby DDS	907-277-1098	1
Jul 11, 2026	Rich Crosby DDS	907-277-1098	1
Jul 12, 2026	Rich Crosby DDS	907-277-1098	1
Jul 15, 2026	Rich Crosby DDS	907-277-1098	1
Jul 16, 2026	Rich Crosby DDS	907-277-1098	2
Jul 30, 2026	Rich Crosby DDS	907-277-1098	1

“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

2,111	1,553	781	50.29%	1,432	1,354	1,457
VIEWS	SESSIONS	ENGAGED SESSIONS	ENGAGEMENT RATE	ACTIVE USERS	NEW USERS	TOTAL USERS
		1.08	18:04:47			
		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.

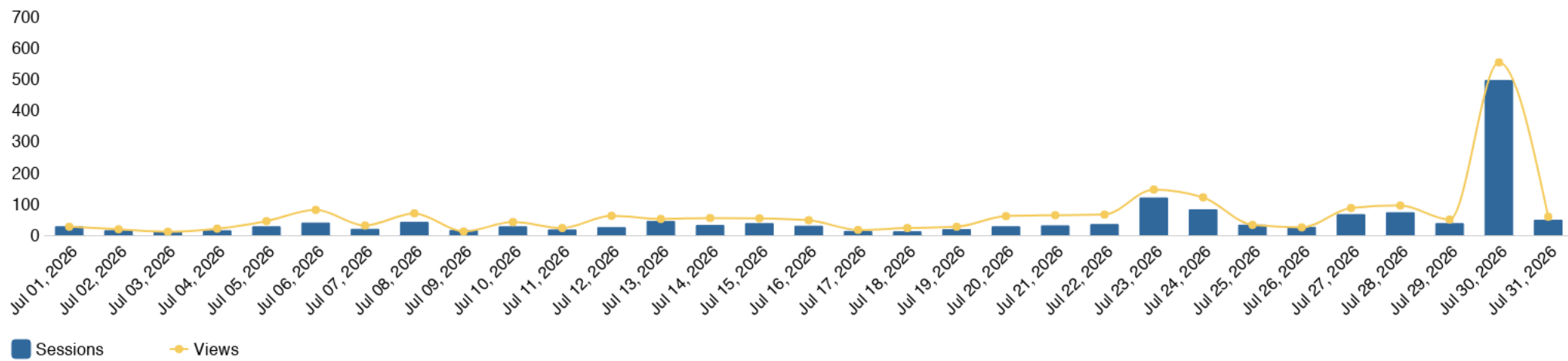
Total Users: The number of unique user IDs that triggered any events.

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.



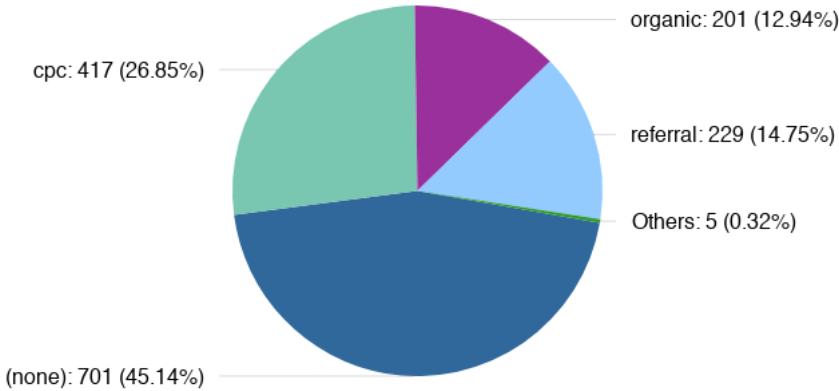
Google Analytics 4 Performance by Day



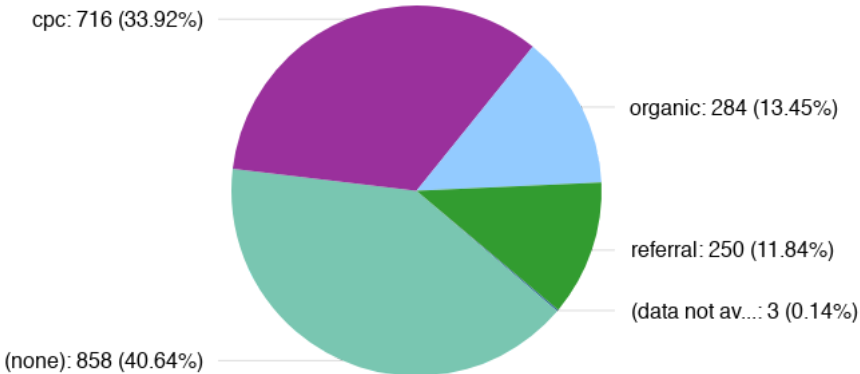
Google Analytics 4 Account Performance

Analytics Account Name ↑	Sessions	Views	Total User Engagement	Pages / Session	Engagement rate
Total	1,553	2,111	18:04:47	1.36	50.29%
Crosby	1,553	2,111	18:04:47	1.36	50.29%

Google Analytics 4 Sessions by Medium



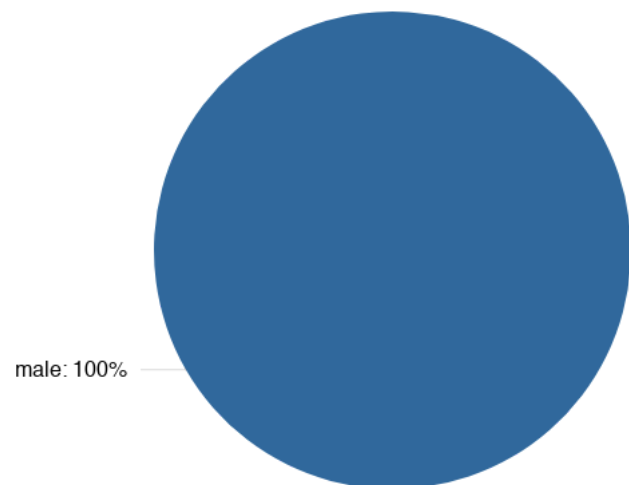
Google Analytics 4 Page Views by Medium



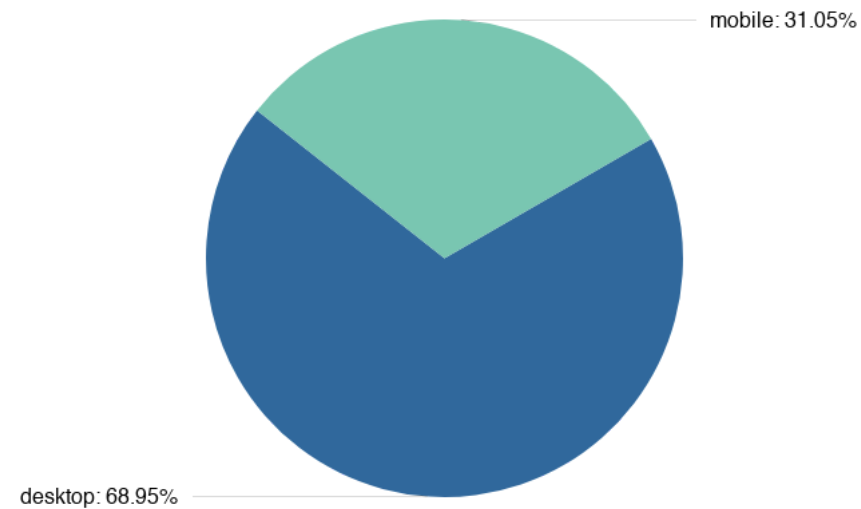
Google Analytics 4 Event Performance

Event name	Event count ↓
Total	7,115
page_view	2,111
session_start	1,553
first_visit	1,354
user_engagement	1,144
scroll	721
click	68
form_start	60
video_progress	43
form_submit	37
video_start	20
video_complete	4

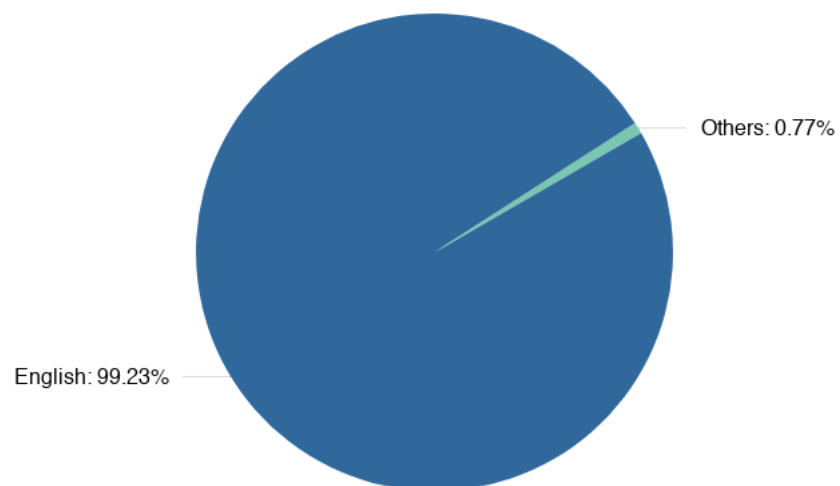
Google Analytics 4 Engaged Sessions by Gender



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	1,780	2,111	1,008	56.63%	18:04:47
Chrome	1,114	1,061	676	60.68%	05:54:15
Android Webview	415	656	237	57.11%	10:00:53
Safari	122	220	49	40.16%	01:33:22
(not set)	46	46	9	19.57%	00:00:01
Edge	30	58	17	56.67%	00:24:24

Google Analytics 4 Page Path Performance

Page path	Engaged sessions ↓
Total	1,020
/	385
/book-appt/	91
/about/	45
/contact/	38
/tmj/	36
/meet-our-team/	35
/services/	35
/meet-dr-richard-crosby/	29
/cosmetic-dentistry/	28
/patient-resources/	27



Google Analytics 4 Performance by Geo

City	Region	Sessions ↓	Views	Engaged sessions	Engagement rate	Total User Engagement
Total		1,595	2,111	816	51.16%	18:04:47
(not set)	Bavaria	337	330	275	81.60%	02:47:43
Anchorage	Alaska	290	513	182	62.76%	05:30:08
Seattle	Washington	144	201	98	68.06%	04:20:56
(not set)	(not set)	121	119	84	69.42%	00:44:35
(not set)	(not set)	59	59	3	5.08%	00:02:05
Las Vegas Valley	Nevada	42	45	2	4.76%	00:00:29
New York	New York	28	34	4	14.29%	00:03:11
(not set)	New York	26	26	0	0.00%	00:00:00
Singapore	(not set)	24	24	0	0.00%	00:00:01
Denver	Colorado	14	34	9	64.29%	00:11:27
Los Angeles	California	12	14	5	41.67%	00:00:45
(not set)	Colorado	10	10	0	0.00%	00:00:00
Atlanta	Georgia	10	10	1	10.00%	00:01:00
San Antonio	Texas	10	10	0	0.00%	00:00:00
(not set)	Florida	9	9	0	0.00%	00:00:02

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.