

Digital Marketing Report

Impressions

How many ads were served:

24,685

Clicks

Times a user clicked on an ad

1,554

Click-Through Rate

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

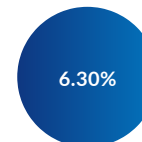
6.30%

Your Product Breakout by Impressions



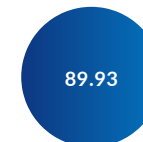
PPC

Total Engagement Rate



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

X the National Average



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

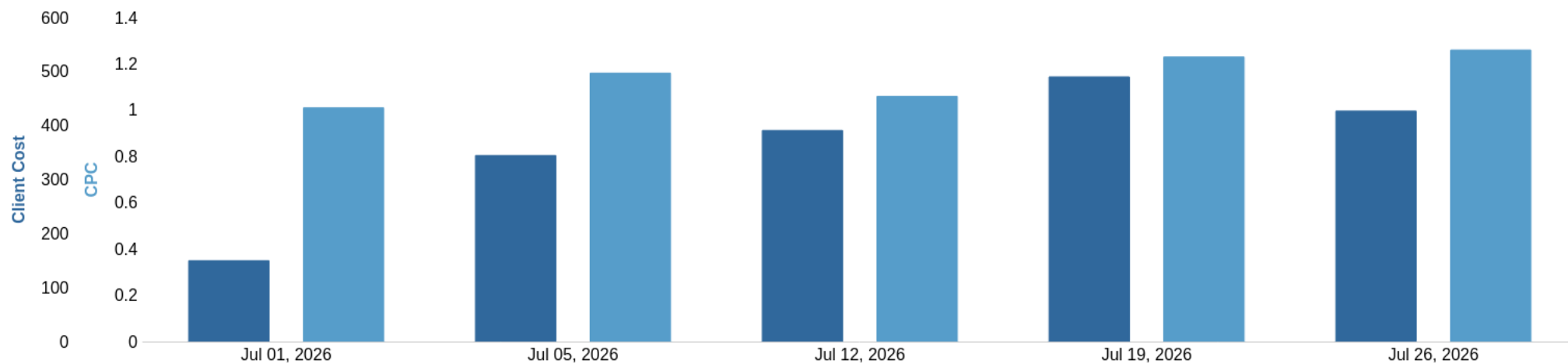
1,802.65

PPC Cost-Per-Click

Cost/Clicks

1.16

Week by Week Spend Performance



Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
The Diamond Store - Las Vegas Dynamic PPC	15,545	977	6.28%	89.79
The Diamond Store - Tucson Dynamic PPC	9,140	577	6.31%	90.18

PPC Cost per Line Item

Ad Group	Impressions	Clicks ↓	CTR	Cost	Avg. CPC
The Diamond Store - Las Vegas Dynamic PPC	15,545	977	6.29%	916.10	0.94
The Diamond Store - Tucson Dynamic PPC	9,140	577	6.31%	886.54	1.54

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

"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
The Diamond Store USA carries the largest selection of Natural and Lab Grown Diamonds A diamond jewelry experience like no other to inspire and empower the modern woman	24,685	1,554	6.30%	1,802.65	1.16

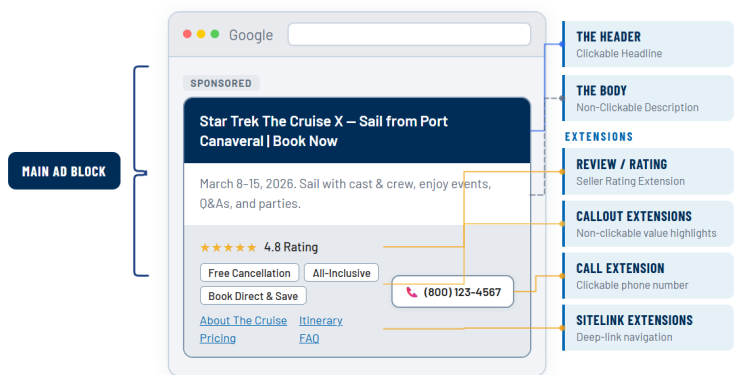
Top Dynamic Descriptions

Description	Impressions	Clicks ↓	CTR	Cost	Avg. CPC
The Diamond Store USA carries the largest selection of Natural and Lab Grown Diamonds	24,685	1,554	6.30%	1,802.65	1.16

Top Dynamic Landing Pages

Expanded Final URL	Impressions	Clicks ↓	CTR	Cost	Avg. CPC
https://thediamondstoreusa.com/pages/the-diamond-store-las-vegas?gad_source=1&gad_campaignid=23293695970	977	80	8.19%	95.08	1.19
https://thediamondstoreusa.com/?gad_source=5&gad_campaignid=23293695970	180	76	42.22%	38.85	0.51
https://thediamondstoreusa.com/products/14k-yellow-gold-bar-y-knot-necklace-with-hollow-paperclip-chain?gad_source=5&gad_campaignid=23293695970	95	57	60.00%	22.88	0.40
https://thediamondstoreusa.com/?gad_source=5&gad_campaignid=23289448214	121	53	43.80%	26.10	0.49
https://thediamondstoreusa.com/blogs/news/where-can-i-propose-to-my-girlfriend-in-las-vegas?gad_source=1&gad_campaignid=23293695970	488	45	9.22%	52.11	1.16

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.

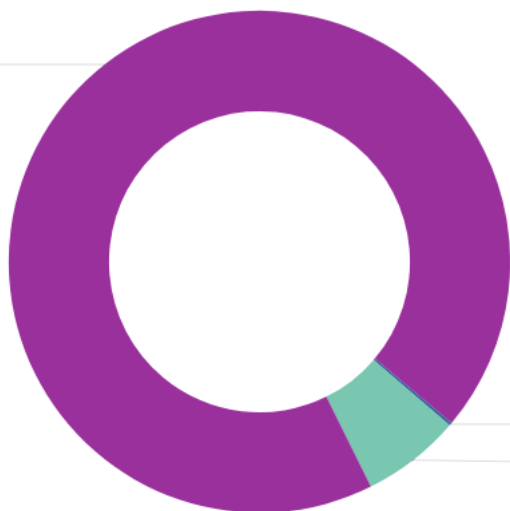


● Clickable element – drives traffic to destination URL ● Non-clickable – display / informational only ● Ad Extension – optional Google Ads enhancement

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

Click Type Performance

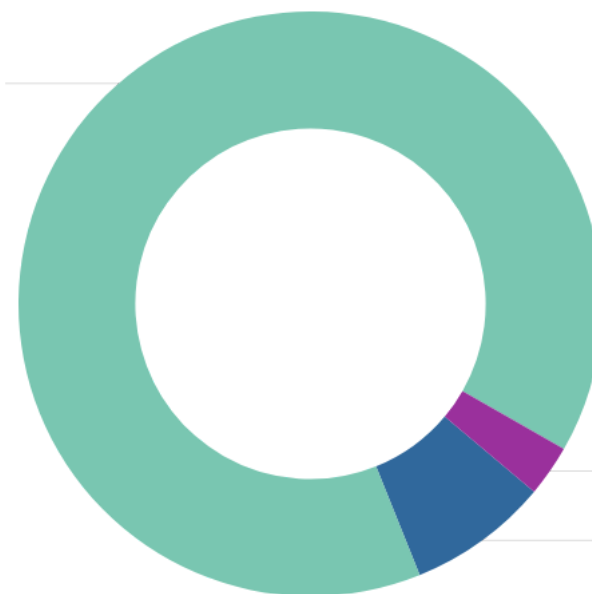
URL_CLICKS: 93.44%



CALLS: 0.19%
SITELINKS: 6.37%

Device Performance

MOBILE: 89.38%



TABLET: 2.83%
DESKTOP: 7.79%

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.

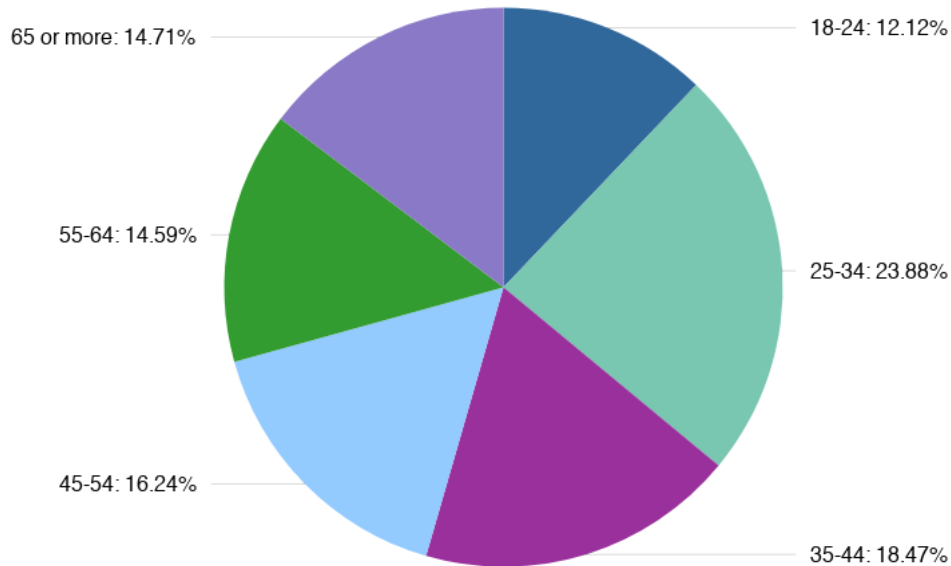
Get Location Details Click: When a user clicks in to expand the client's location in the Maps section of the search results list.

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).

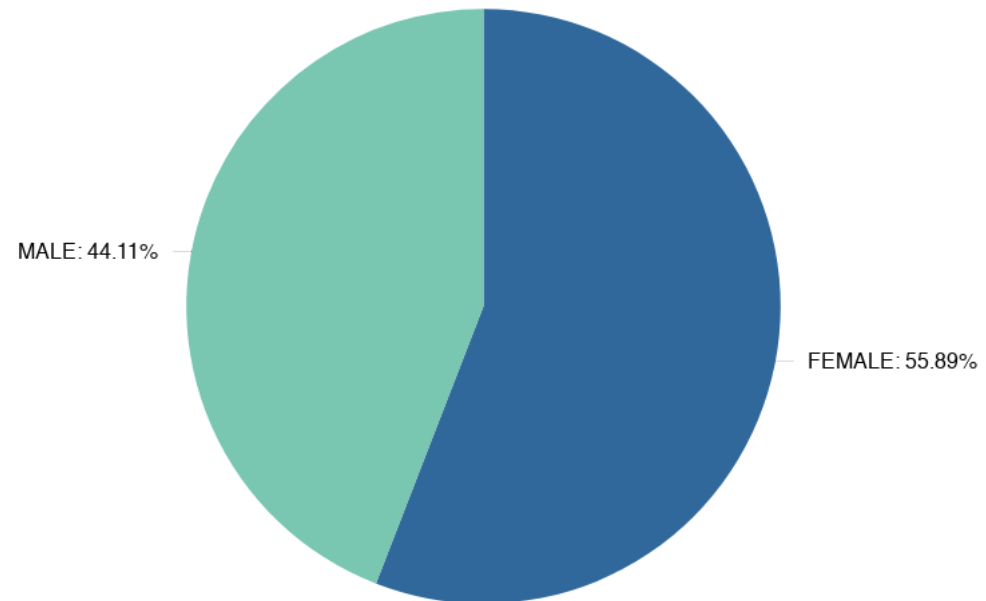
Driving Directions Click: When a user clicks on the "Get Directions" link within an ad.

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

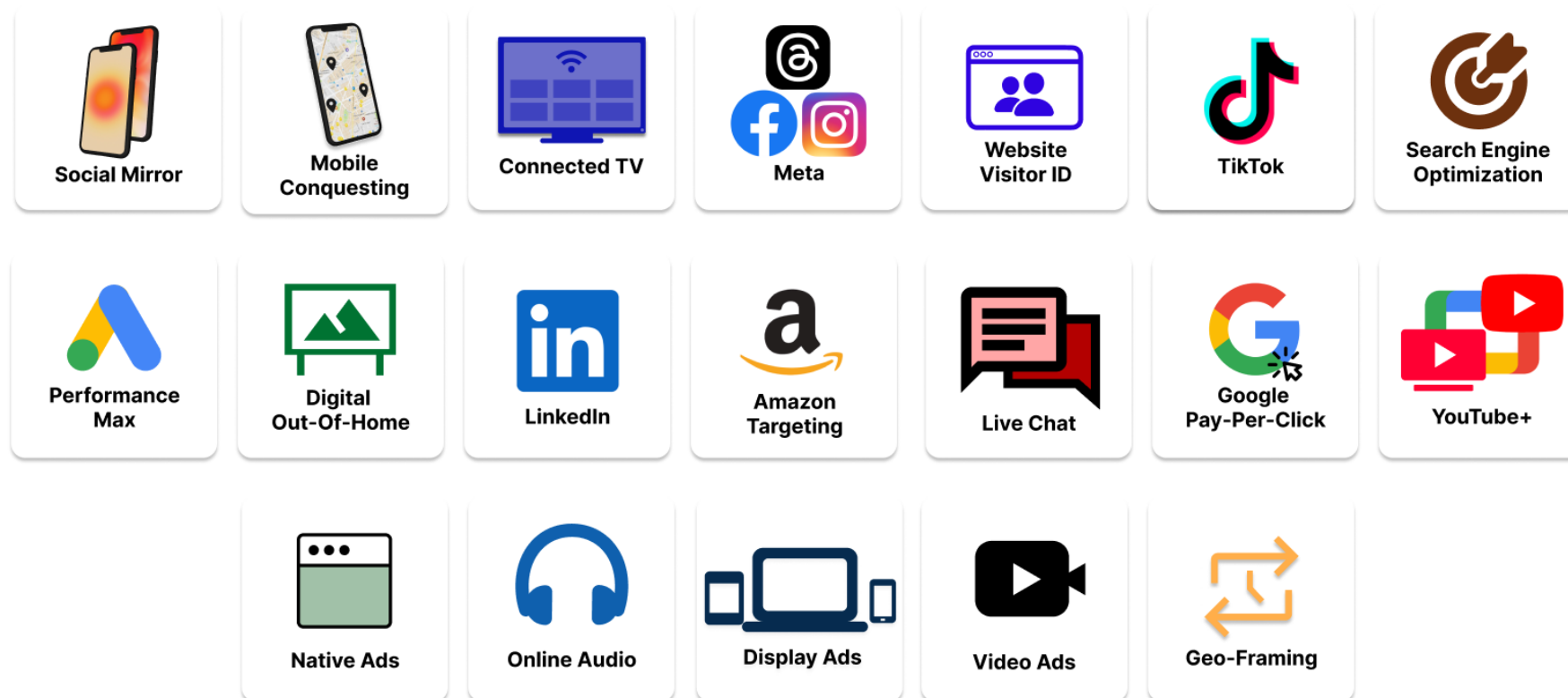
Search Term	Ad Group	Impressions	Clicks ↓	CTR	Cost	Avg. CPC
gold necklace sale	The Diamond Store - Las Vegas Dynamic PPC	74	49	66.22%	19.54	0.40
pre owned diamond rings for sale	The Diamond Store - Tucson Dynamic PPC	32	22	68.75%	9.68	0.44
diamond ring clearance sale	The Diamond Store - Las Vegas Dynamic PPC	28	12	42.86%	5.46	0.46
jewelry sale	The Diamond Store - Las Vegas Dynamic PPC	15	11	73.33%	5.81	0.53
gold necklace sale	The Diamond Store - Tucson Dynamic PPC	14	9	64.29%	3.49	0.39
las vegas jewelry stores	The Diamond Store - Las Vegas Dynamic PPC	49	9	18.37%	10.28	1.14
chunky wedding rings	The Diamond Store - Las Vegas Dynamic PPC	9	8	88.89%	3.24	0.41
diamond jewelry	The Diamond Store - Las Vegas Dynamic PPC	14	8	57.14%	5.04	0.63
diamond ring clearance sale	The Diamond Store - Tucson Dynamic PPC	22	8	36.36%	5.69	0.71
diamonds rings for sale	The Diamond Store - Las Vegas Dynamic PPC	15	7	46.67%	3.21	0.46
places to propose in las vegas	The Diamond Store - Las Vegas Dynamic PPC	33	7	21.21%	8.53	1.22
pre owned diamond rings for sale	The Diamond Store - Las Vegas Dynamic PPC	13	7	53.85%	3.78	0.54
second hand diamond rings for sale	The Diamond Store - Tucson Dynamic PPC	10	7	70.00%	3.23	0.46
the jewelers of las vegas	The Diamond Store - Las Vegas Dynamic PPC	62	7	11.29%	7.75	1.11
clearance rings	The Diamond Store - Las Vegas Dynamic PPC	12	6	50.00%	3.05	0.51

Call Reporting Details

Ad Group	Start Time ↑	End Time	Duration (seconds)	Status	Call Tracking DisplayLocation	Caller Area Code	Call Type	Calls Count
The Diamond Store - Tucson Dynamic PPC	Jul 29, 2026 3:21 PM	Jul 29, 2026 3:24 PM	188	RECEIVED	AD	520	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.

All available products in our *toolbox*.



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