



Digital Marketing Report

Impressions

How many ads were served:

105,782

Clicks

Times a user clicked on an ad

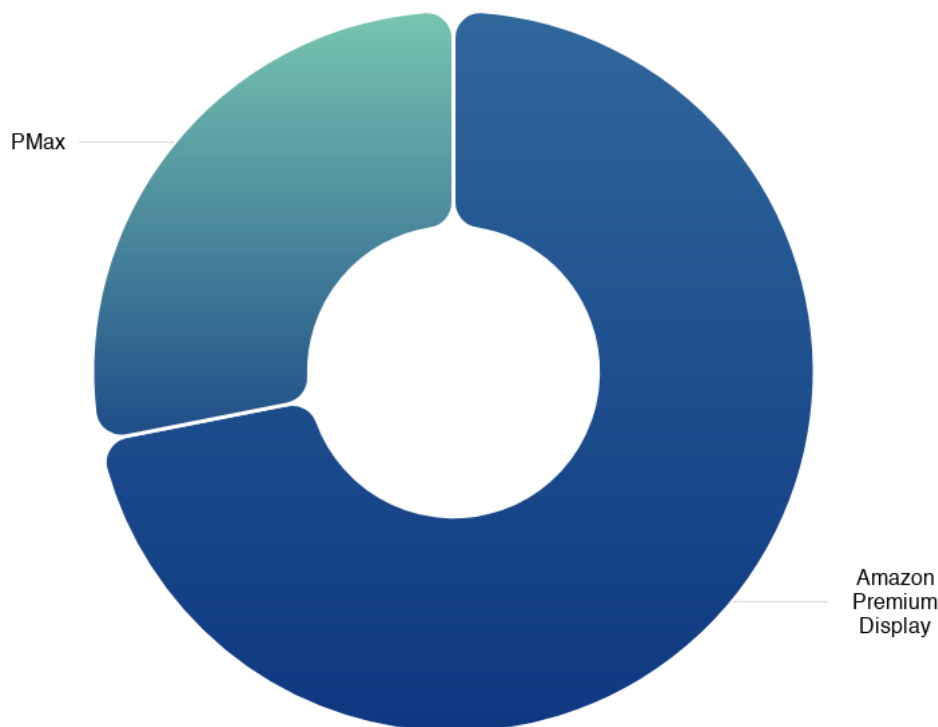
1,695

Click-Through Rate

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

0.13%

Your Product Breakout by Impressions



Events

3,568

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

Event Rate

12.01%

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

Total Engagement Rate

0.13%

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

X the National Average

1.90

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.



Performance Max Cost

Amount spent on the campaign

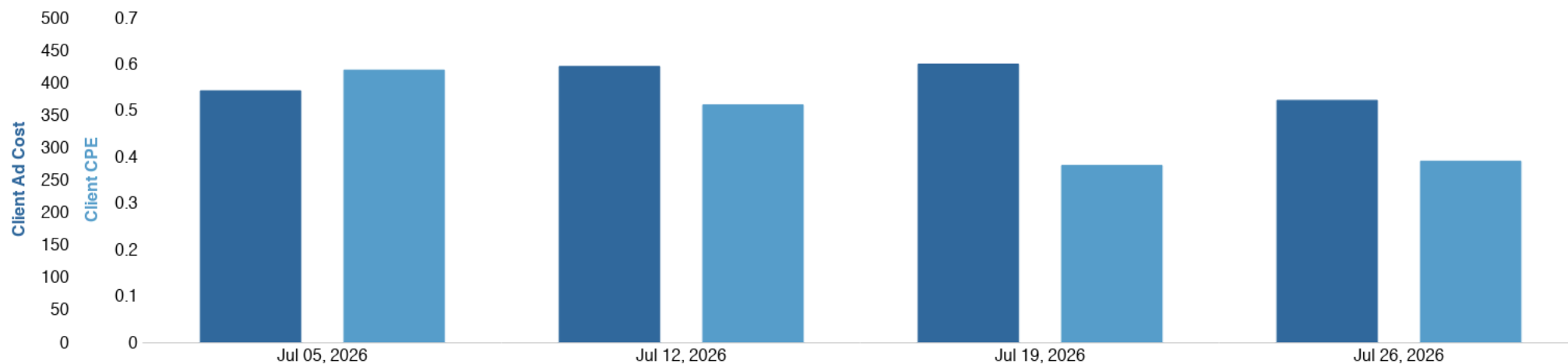
1,613.52

Performance Max Cost-Per-Event

Cost/Events

0.45

Performance Max Week by Week Spend Performance





Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Discount Dock Supply - Boat Dock Guards/Boat Docking & Anchoring Products Behavioral Amazon Premium Display	76,073	101	0.13%	1.90
Discount Dock Supply - Dock Floats/Boats and Watercraft Performance Max	29,709	1,594	5.37%	76.65



Amazon Premium Display Creative Performance

Creative Name	Preview Link	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Discount Dock Supply_in stock now! 320 x 50 px.png	View Preview	27,973	42	0.15%	2.14
Discount Dock Supply_nationwide shipping 320 x 50 px.png	View Preview	27,763	37	0.13%	1.90
Discount Dock Supply_in stock now! 728 x 90 px.png	View Preview	6,291	3	0.05%	0.68
Discount Dock Supply_nationwide shipping 728 x 90 px.png	View Preview	6,169	7	0.11%	1.62
Discount Dock Supply_nationwide shipping 300 x 250.png	View Preview	4,410	6	0.14%	1.94
Discount Dock Supply_in stock now! 300 x 250.png	View Preview	3,467	6	0.17%	2.47



Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	72,140	96	0.13%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	3,238	5	0.15%
Desktop	A personal computing device that remains stationary at one location.	674	0	0.00%
Connected TV	An internet enabled device that provides streaming content directly on the TV, without the use of an external streaming device.	7	0	0.00%



Amazon Inventory Source Performance

Inventory				
Inventory Type	Where your ads appear	Impressions ↓	Clicks	CTR
Amazon Publisher Services	Display, Video, and OTT Impressions served to a collection of comScore 100 publishers and high-quality sites that have a direct partner relationship with Amazon on Desktop, Mobile, and Connected TV devices	75,929	102	0.13%
IMDB Site	Display Impressions served to IMDb, an Amazon-owned property on Desktop and Mobile devices. LOI means “line of inventory”, an acronym that is only seen on IMDb display ads	409	0	0.00%



Amazon Premium Site and App Performance

Name	Impressions ↓	Clicks	CTR
MetroZone (ID: com.metropcs.metrozone)	9,666	38	0.39%
Happy Color®: Coloring Book (ID: com.pixel.art.coloring.color.number)	8,548	9	0.11%
Jigsawscapes - Jigsaw Puzzles (ID: jigsaw.puzzle.game.banana)	4,341	2	0.05%
Happy Color® Art Coloring Book (ID: 1407852246)	2,987	2	0.07%
Wordscapes (ID: com.peoplefun.wordcross)	2,436	0	0.00%
ndtv.com	2,218	2	0.09%
Block Blast Adventure Master (ID: 1617391485)	1,882	0	0.00%
IMDB App (ID: 1a8baf1b38774b6082804720d76bfb9d)	1,575	0	0.00%
Block Puzzle - Classic Style (ID: com.staplegames.blocksClassicSGGP)	1,528	1	0.07%
Alarm Clock for Me (ID: com.apalon.myclockfree)	1,353	1	0.07%
Block Blast Adventure Master (ID: com.block.juggle)	1,282	8	0.62%
Wordscapes (ID: 1207472156)	1,069	1	0.09%
Arrow Puzzle - Tap Away Game (ID: com.easybrain.arrow.puzzle.game)	792	0	0.00%
Word Universe (ID: com.fbig.words)	721	1	0.14%
Number Match - number games (ID: com.easybrain.number.puzzle.game)	690	0	0.00%
imdb.com	675	0	0.00%
3D Bolt Master™ (ID: com.screw3d.match.nuts.bolts.pin.jam.away.puzzle)	655	0	0.00%
Jigsaw Puzzles for Adults HD (ID: 642831690)	616	2	0.32%
Vigor Mahjong (ID: com.godlike.vigormahjong)	609	0	0.00%
TextNow: Call + Text Unlimited (ID: com.enflick.android.TextNow)	559	1	0.18%



Performance Max Creative Group Performance

Creative Group Name	Search Themes	Client Ad Cost	Client CPE	Impressions	Events ↓	Event Rate
Discount Dock Supply - Dock Floats/Boats and Watercraft Performance Max	ACE floats,American Muscle Docks products,Boat dock building materials,Boat dock building supplies,Build your own dock kits,Cellofoam,Discount dock building products,DIY dock building supplies,Dock builder professional supplies,Dock bumpers,Dock cleats,Dock floatation,Dock floats,Dock flotation,Dock hardware for contractors,Dock kits for sale,Dock ladders,Dock rubrail,Dock storage boxes and accessories,Dock truss frames,Dock winches,Eagle dock floats,Eagle Floats,Encapsulated dock floatation,Encapsulated dock floats,Encapsulated dock flotation,Flanged float,Float barrel,Float drum,Floating Dock construction materials,Galvanized steel dock hardware,Hendren Plastics dock floats,Made in the USA dock building products,Marine Winch,Permafloat,Plastic encapsulated dock floatation,Plastic encapsulated dock floats,Plastic encapsulated dock flotation,PWC drive-on ports and jet ski docks,Residential Dock hardware,Wholesale dock building supplies	1,613.51	0.45	29,709	3,568	12.01%
Total		1,613.51	0.45	29,709	3,568	12.01%

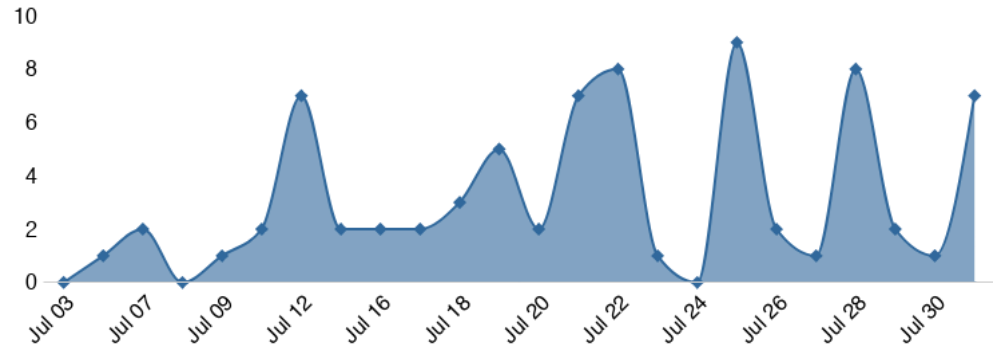


Performance Max Click Conversions



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 ↓
Discount Dock Supply Dock Kits Page View	29
Discount Dock Supply Dock Floats Page View	22
Discount Dock Supplies Dock Frames Page View	9
Discount Dock Supply Cart Page View	9
Discount Dock Supply Brands Page View	2
Discount Dock Supply Checkout Page View	2
Discount Dock Supply My Account Page View	1
Discount Dock Supply Contact Us Page View	1

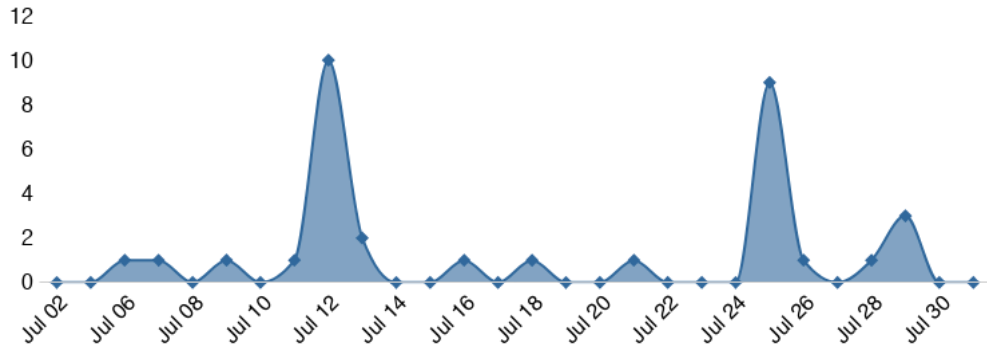


Performance Max View-through Conversions



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

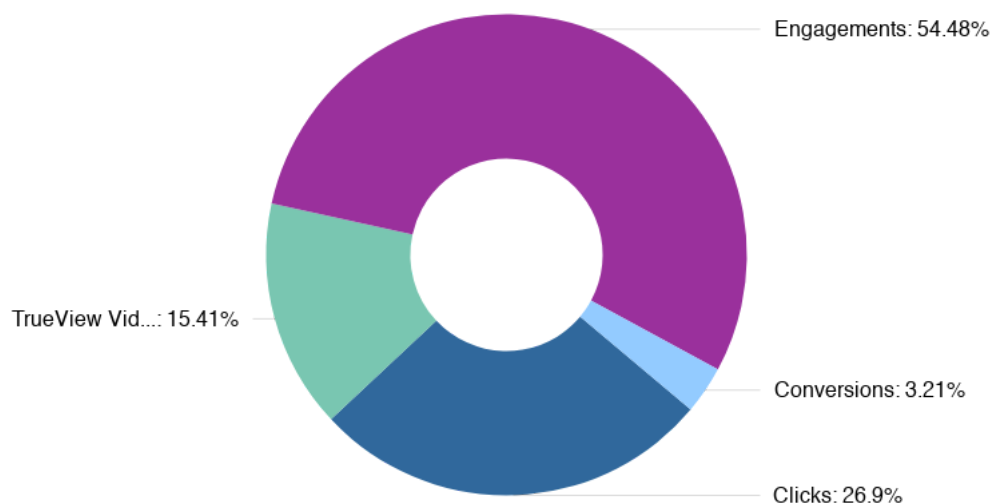


Performance Max View-through Conversion Performance

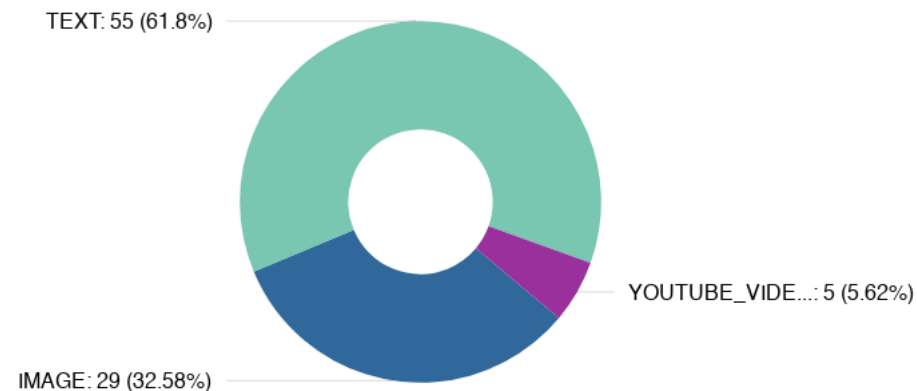
Conversion Action Name	View-through Conversions ↓
Discount Dock Supply Dock Floats Page View	14
Discount Dock Supply Homepage Visits	10
Discount Dock Supply Cart Page View	5
Discount Dock Supplies Dock Frames Page View	4

"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

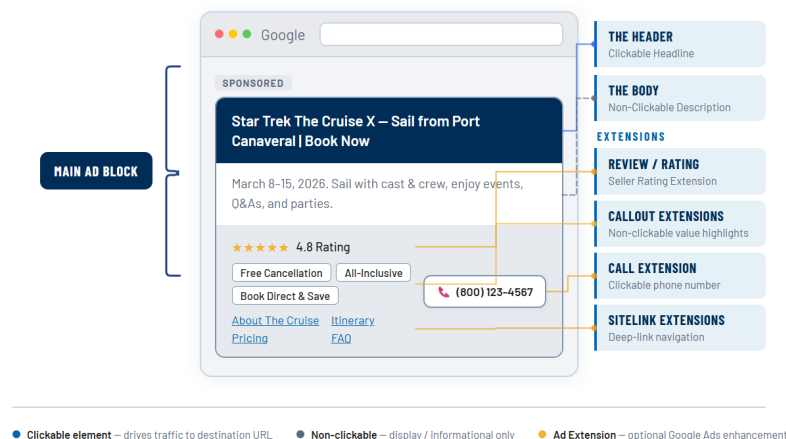
Type	Extension (upgraded)	Impressions	Events	Event Rate ↓	Client Ad Cost	Client CPE
LOGO	https://tpc.googlesyndication.com/simgad/10807951230834946979	1,111	217	19.53%	421.85	1.94
CALLOUT	Easy Online Ordering	378	73	19.31%	130.03	1.78
CALLOUT	Dock Hardware Deals	385	65	16.88%	120.95	1.86
CALLOUT	Fast Shipping	374	63	16.84%	154.60	2.45
CALLOUT	Discount Pricing	503	82	16.34%	162.34	1.97

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.

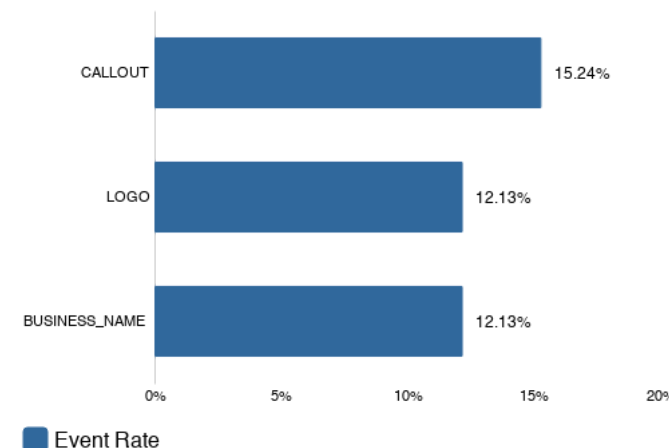
89

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.