

Digital Marketing Report

Impressions

How many ads were served:

3,553

Clicks

Times a user clicked on an ad

536

Click-Through Rate

(Clicks/Impressions) x 100

15.09%

Your Product Breakout by Impressions



PPC

Total Engagement Rate

15.09%

(Clicks+View-throughs)/Impressions x 100*

X the National Average

215.51

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

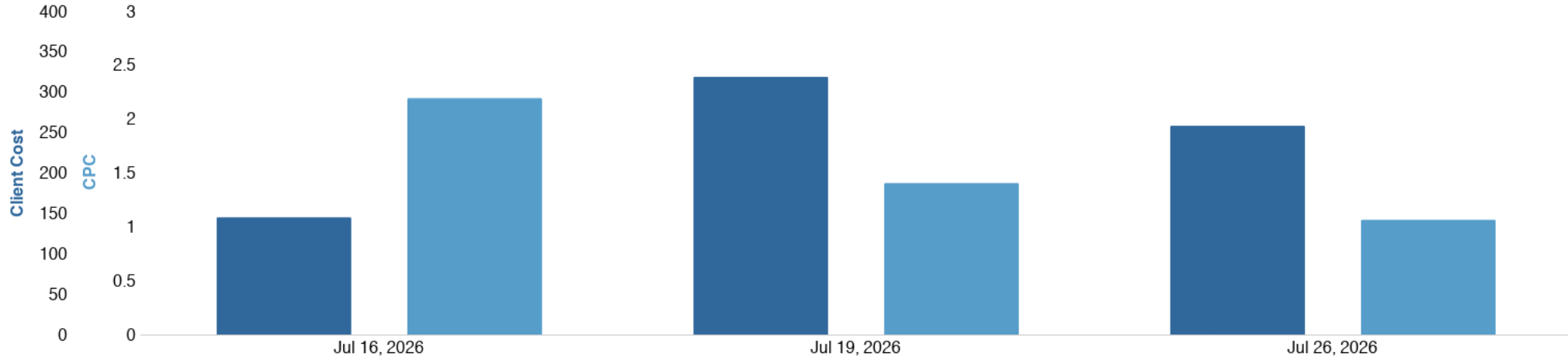
720.40

PPC Cost-Per-Click

Cost/Clicks

1.34

Week by Week Spend Performance





Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Barbo's Furniture - Dynamic PPC	3,553	536	15.09%	215.51

PPC Cost per Line Item

Ad Group	Impressions	Clicks ↓	CTR	Cost	Avg. CPC
Barbo's Furniture - Dynamic PPC	3,553	536	15.09%	720.40	1.34

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
Furnishing New England for over 75 years. 2 Locations on Cape Cod, Falmouth and Dennisport Committed to decorating and furnishing Cape Cod homes with complete customer satisfaction	3,553	536	15.09%	720.40	1.34

Top Dynamic Descriptions

Description	Impressions	Clicks ↓	CTR	Cost	Avg. CPC
Furnishing New England for over 75 years. 2 Locations on Cape Cod, Falmouth and Dennisport	3,553	536	15.09%	720.40	1.34

Top Dynamic Landing Pages

Expanded Final URL	Impressions	Clicks ↓	CTR	Cost	Avg. CPC
https://barbos.com/?gad_source=1&gad_campaignid=24043024921	1,448	153	10.57%	234.93	1.54
https://barbos.com/?gad_source=5&gad_campaignid=24043024921	120	31	25.83%	23.24	0.75
https://barbos.com/living-room/living-room-furniture?page=1&limit=12&gad_source=1&gad_campaignid=24043024921	1,116	27	2.42%	43.67	1.62
https://barbos.com/living-room/living-room-furniture?type=recliners&page=1&limit=12&gad_source=1&gad_campaignid=24043024921	1,072	26	2.43%	45.46	1.75
https://barbos.com/living-room/living-room-furniture?page=1&limit=12&gad_source=5&gad_campaignid=24043024921	96	18	18.75%	12.48	0.69

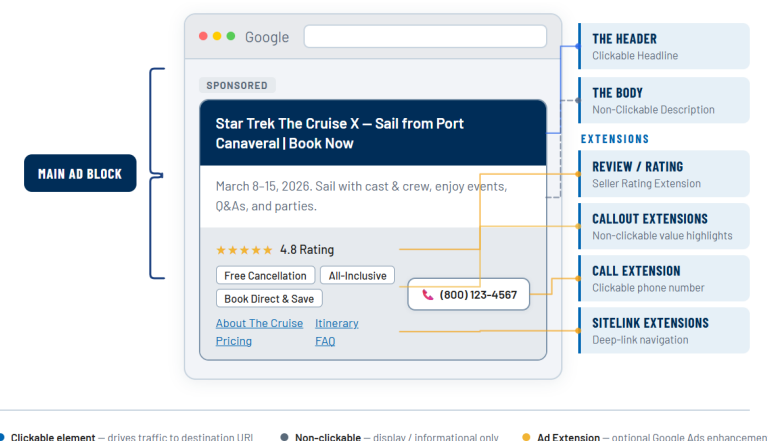
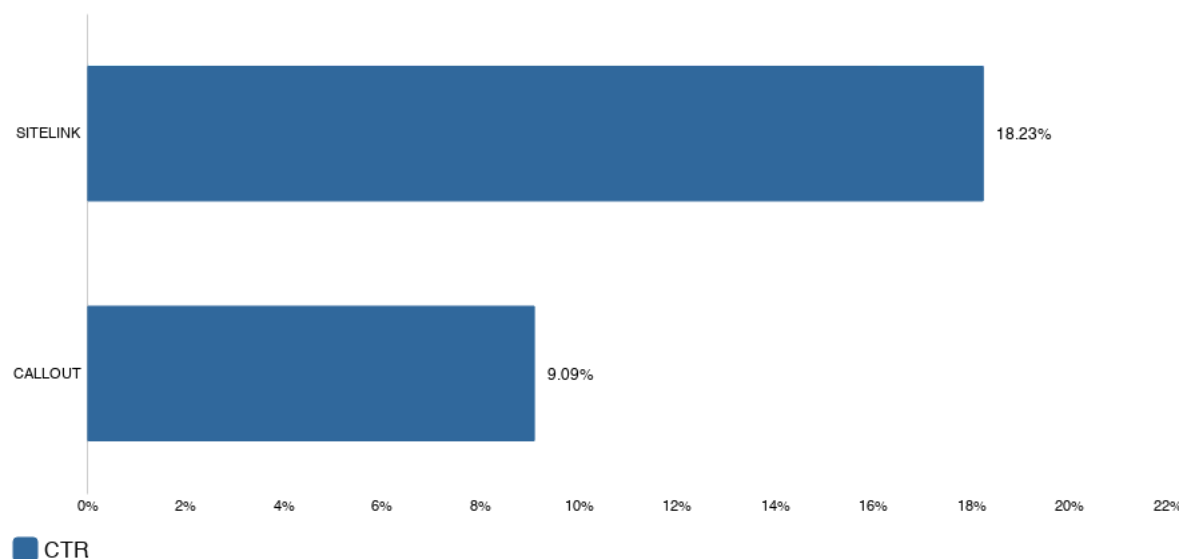
Grid contains more rows, but they have been clipped.

Top 5 Extension Performance

Extension Type	Extension	Impressions	Clicks ↓	CTR	Cost	Avg. CPC
SITELINK	Over 50 living room sets on display, A variety of styles and fabrics, Living Room Furniture	2,586	486	18.79%	649.01	1.34
SITELINK	Over 50 recliners on display, Power, rocker, lift, wall recliners, Recliners	2,508	453	18.06%	597.32	1.32
SITELINK	Newly expanded patio furniture, Huge selection to choose from, Outdoor Furniture	2,362	435	18.42%	574.17	1.32
SITELINK	Mattresses from top manufacturers, Choose your comfort level, Mattresses	2,280	401	17.59%	530.28	1.32
CALLOUT	Quality Home Furniture	821	82	9.99%	107.51	1.31

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.

PPC Extension Type Performance



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

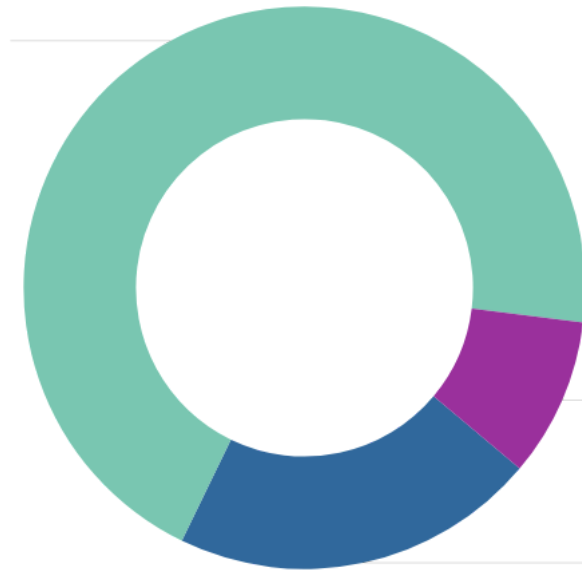
URL_CLICKS: 72.76%



SITELINKS: 27.24%

Device Performance

MOBILE: 69.78%



TABLET: 9.14%

DESKTOP: 21.08%

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.

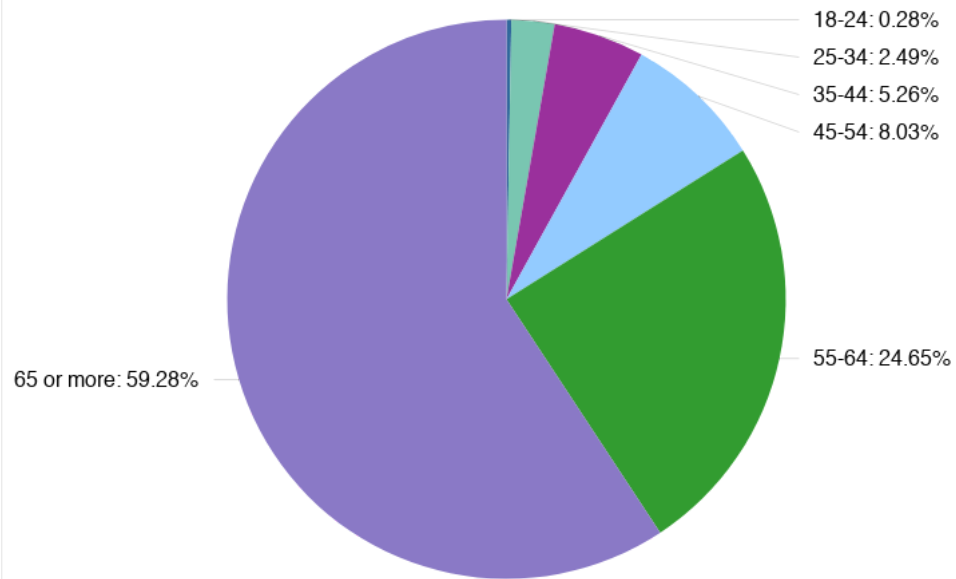
Get Location Details Click: When a user clicks in to expand the client's location in the Maps section of the search results list.

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).

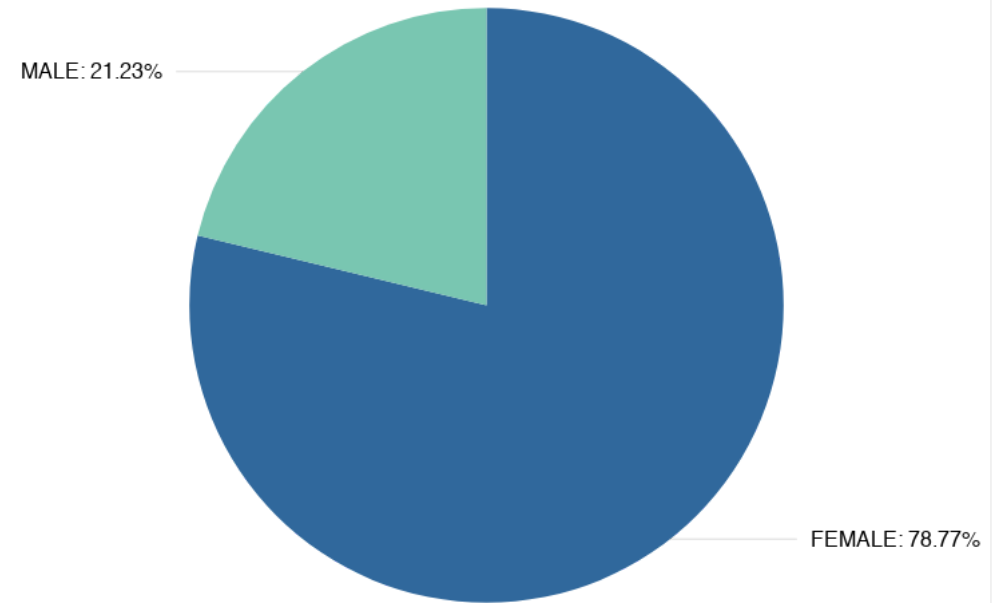
Driving Directions Click: When a user clicks on the "Get Directions" link within an ad.

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



Top Search Term Performance

Search Term	Ad Group	Impressions	Clicks ↓	CTR	Cost	Avg. CPC
barbos furniture	Barbo's Furniture - Dynamic PPC	233	120	51.50%	114.93	0.96
barbos	Barbo's Furniture - Dynamic PPC	44	34	77.27%	31.93	0.94
barbos dennis ma	Barbo's Furniture - Dynamic PPC	56	26	46.43%	27.75	1.07
barbos furniture cape cod	Barbo's Furniture - Dynamic PPC	23	22	95.65%	27.15	1.23
barbos falmouth	Barbo's Furniture - Dynamic PPC	27	15	55.56%	20.85	1.39
furniture closeout sale near me	Barbo's Furniture - Dynamic PPC	21	14	66.67%	6.91	0.49
furniture stores cape cod	Barbo's Furniture - Dynamic PPC	76	13	17.11%	25.35	1.95
bobs discount furniture	Barbo's Furniture - Dynamic PPC	275	12	4.36%	25.78	2.15
furniture stores near me	Barbo's Furniture - Dynamic PPC	80	9	11.25%	15.30	1.70
barbos furniture store	Barbo's Furniture - Dynamic PPC	11	8	72.73%	6.96	0.87
bobs	Barbo's Furniture - Dynamic PPC	108	7	6.48%	13.18	1.88
boston interiors	Barbo's Furniture - Dynamic PPC	106	7	6.60%	14.69	2.10
cardis furniture	Barbo's Furniture - Dynamic PPC	124	7	5.65%	12.26	1.75
barbo's furniture	Barbo's Furniture - Dynamic PPC	11	6	54.55%	8.83	1.47
bobs furniture	Barbo's Furniture - Dynamic PPC	188	6	3.19%	12.70	2.12
barbo's furniture dennis port ma	Barbo's Furniture - Dynamic PPC	14	5	35.71%	8.09	1.62
barbos cape cod	Barbo's Furniture - Dynamic PPC	16	5	31.25%	5.76	1.15
furniture for sale near me	Barbo's Furniture - Dynamic PPC	13	5	38.46%	5.10	1.02
barbos dennis	Barbo's Furniture - Dynamic PPC	7	4	57.14%	5.94	1.49
cape cod furniture stores	Barbo's Furniture - Dynamic PPC	15	4	26.67%	7.02	1.76

"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*.



Social Mirror



Mobile Conquesting



Connected TV



Meta



Website Visitor ID



TikTok



Search Engine Optimization



Performance Max



Digital Out-Of-Home



LinkedIn



Amazon Targeting



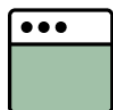
Live Chat



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.