

Digital Marketing Report

Impressions

How many ads were served:

47,257

Clicks

Times a user clicked on an ad

2,378

Events

12,531

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

Your Product Breakout by Impressions



PMax

Event Rate

26.52%

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

**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.*

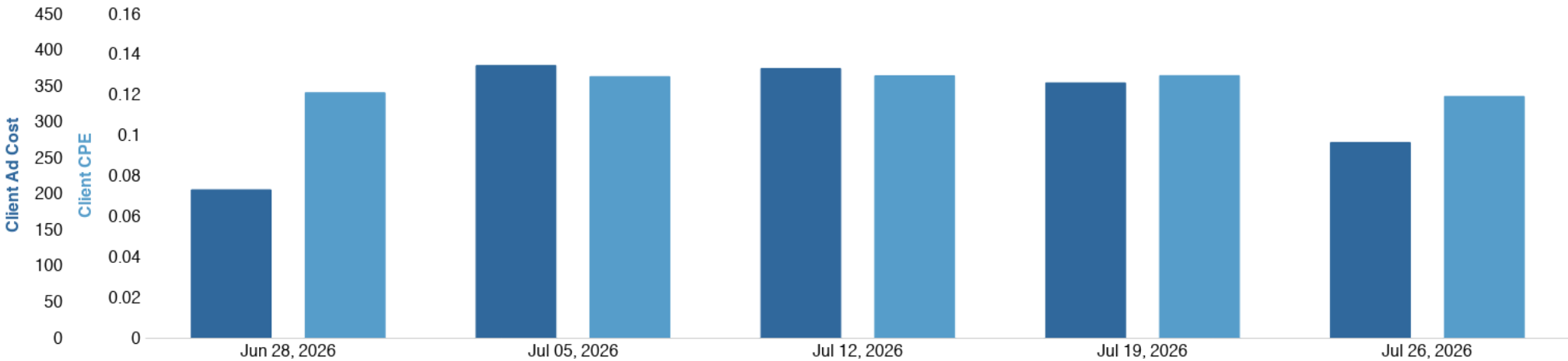
Performance Max Cost



Performance Max Cost-Per-Event



Performance Max Week by Week Spend Performance



Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
NWG Solutions LLC - IT Services/Network Systems & Services/Data Security Performance Max	47,257	2,378	5.03%	71.89

Grid contains more rows, but they have been clipped.

Performance Max Creative Group Performance

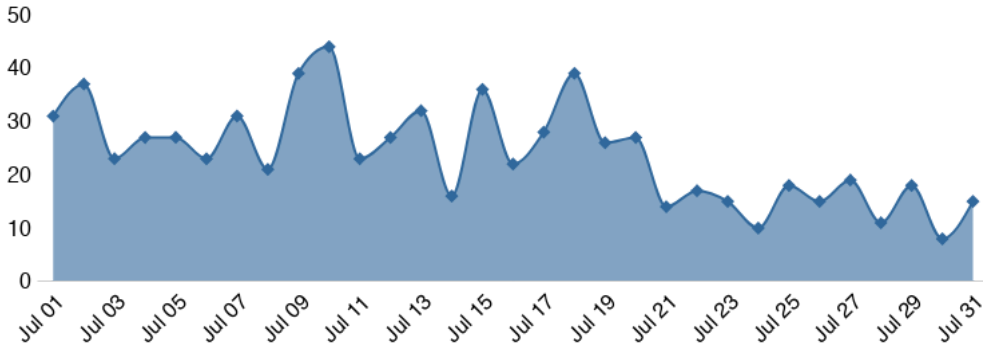
Creative Group Name	Search Themes	Client Ad Cost	Client CPE	Impressions	Events ↓	Event Rate
NWG Solutions LLC - IT Services/Network Systems & Services/Data Security Performance Max	Azure cloud services,business continuity IT services,business IT support,business technology support,cloud hosting services,cloud IT services,cloud migration services,cybersecurity Charlottesville,cybersecurity services,data backup and recovery services,disaster recovery services,firewall management services,help desk IT services,HIPAA IT compliance services,IT company Charlottesville,IT consulting Charlottesville,IT consulting services,IT infrastructure management,IT services Charlottesville,IT services for small businesses,IT support Charlottesville VA,IT support for businesses,IT support for professional offices,IT support near me,local IT support company,managed cybersecurity services,managed IT provider near me,managed IT services,managed IT services Charlottesville,managed service provider Charlottesville,Microsoft 365 managed services,network management services,network security services,on-site IT support,outsourced IT support,ransomware protection services,remote IT support services,secure IT services for healthcare,server management services,small business IT support	1,582.88	0.13	47,257	12,531	26.52%
Total		1,582.88	0.13	47,257	12,531	26.52%

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

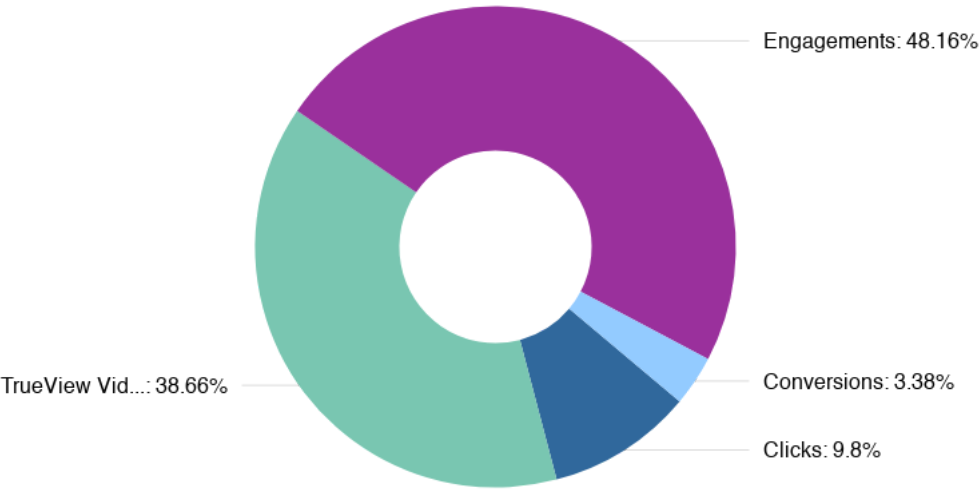


Performance Max Click Conversion Performance

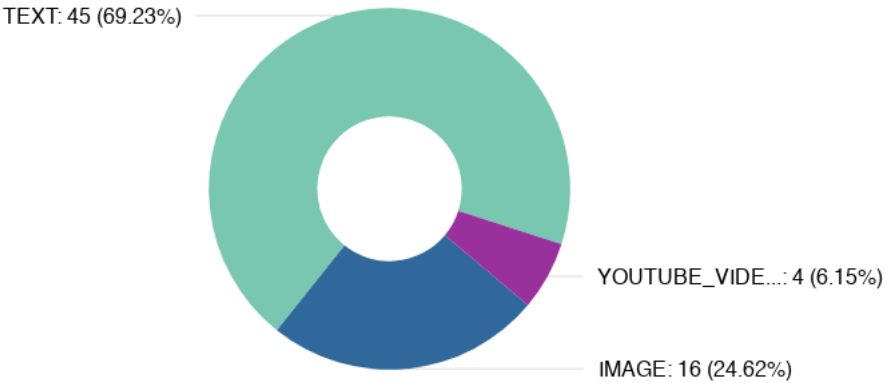
Conversion Action Name	Click Conversions ↓
NWG Solutions LLC Managed Services Page View	255
NWG Solutions LLC Contact Page View	241
NWG Solutions LLC IT Support Page View	231
NWG Solutions LLC Charlottesville Phone Number Click Conversion	6
NWG Solutions LLC Cloud Hosting Page View	2
NWG Solutions LLC Cybersecurity Solutions Page View	2
NWG Solutions LLC M365 Support Page View	1
NWG Solutions LLC Compliance Audits 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



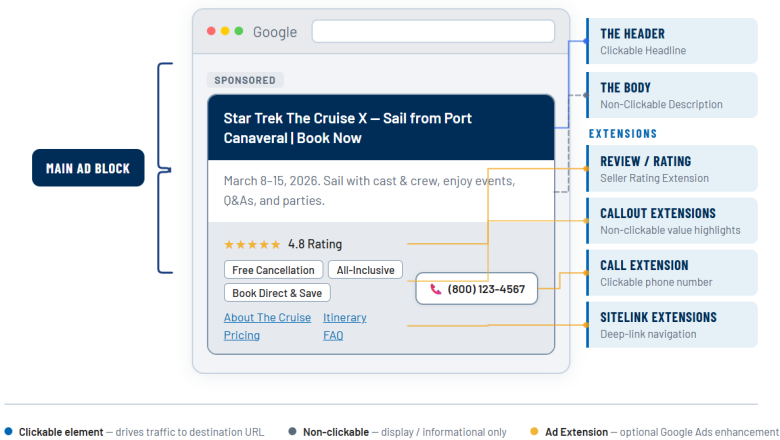
Creative Type by Quantity



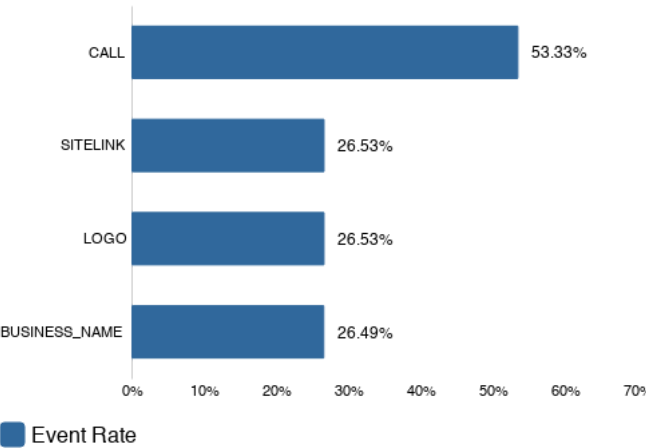
Performance Max Top 5 Extension Performance

Type	Extension (upgraded)	Impressions	Events	Event Rate ↓	Client Ad Cost	Client CPE
CALL	4349790555	15	8	53.33%	5.52	0.69
LOGO	https://tpc.google syndication.com/simgad/12845977956897326163	94	41	43.57%	43.92	1.07
SITELINK	Sales & Installation	37,665	10,055	26.70%	1,237.73	0.12
SITELINK	Who We Are	37,726	10,045	26.63%	1,265.67	0.13
SITELINK	Contact Us	37,664	9,980	26.50%	1,260.81	0.13

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.



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.

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.

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



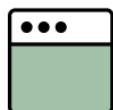
Live Chat



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.