

Digital Marketing Report

Impressions

How many ads were served:

139,585

Clicks

Times a user clicked on an ad

3,092

Events

6,036

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

Your Product Breakout by Impressions



PMax

Event Rate

4.32%

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

**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

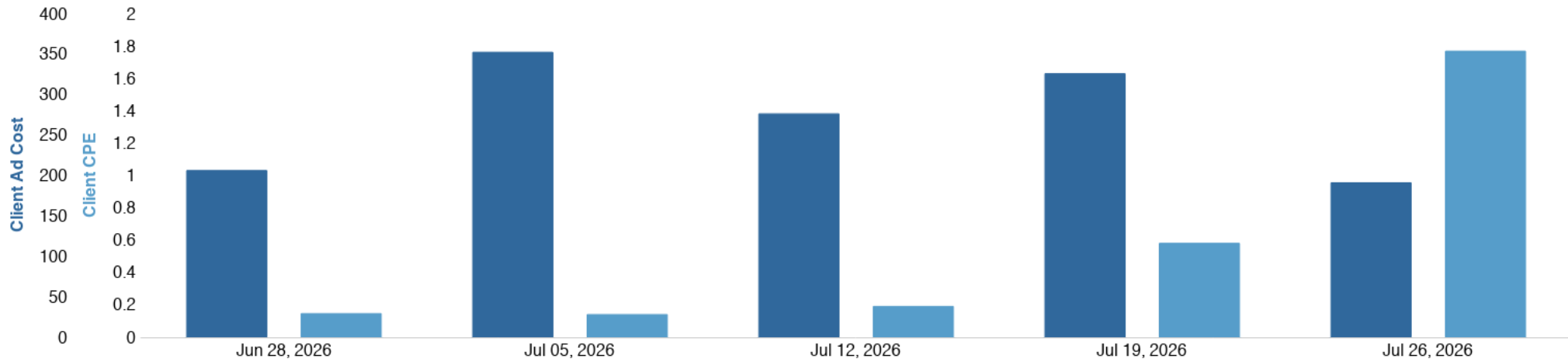
1,351.70

Performance Max Cost-Per-Event

Cost/Events

0.22

Performance Max Week by Week Spend Performance





Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Mullen Factory Direct Flooring - Floor Tiles/Home Remodeling/Retargeting Performance Max	139,585	3,092	2.22%	31.64



Performance Max Creative Group Performance

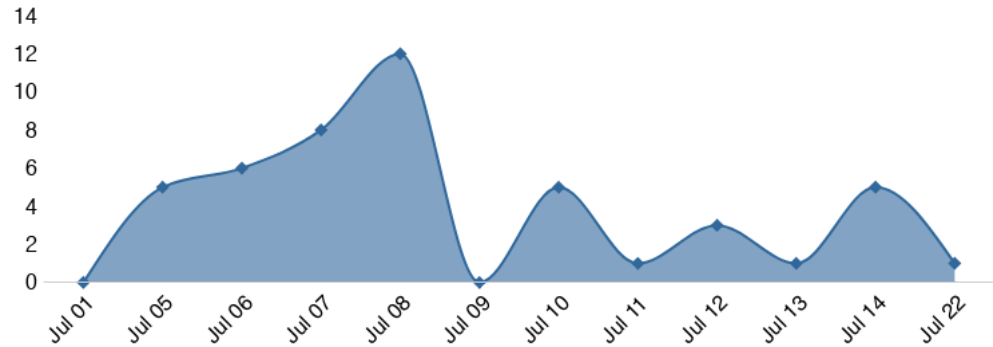
Creative Group Name	Search Themes	Client Ad Cost	Client CPE	Impressions	Events ↓	Event Rate
Mullen Factory Direct Flooring - Floor Tiles/Home Remodeling/Retargeting Performance Max	bathroom and plumbing,bathroom remodeling and installation services,bathroom tile,carpet instalation,carpet padding,Carpeting,DIY Home Remodeler,DIY Homeowners,factory direct flooring,flooring,flooring specialists,hardwood floors,heated flooring,Home Remodeling,Home Remodeling & Improvement,Intent - Floor Tiles,kitchen tile,Likely Home Improvement Purchase Type - Faucets and Showerheads,new bathroom fixtures,plank flooring,remodeling,shower systems,vinyl flooring,wood floors	1,351.68	0.22	139,585	6,036	4.32%
Total		1,351.68	0.22	139,585	6,036	4.32%

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

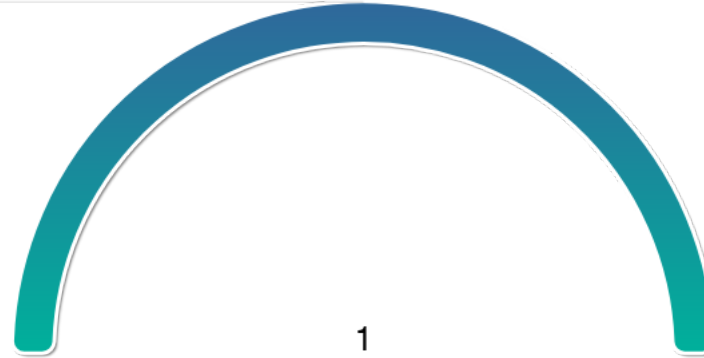


Performance Max Click Conversion Performance

Conversion Action Name	Click Conversions ↓
Mullen Factory Direct Flooring Hardwood Laminate Page View	22
Mullen Factory Direct Flooring About Us Page View	10
Mullen Factory Direct Flooring In Stock Remnants Special Offers Page View	6
Mullen Factory Direct Flooring Vinyl Tile Page View	4
Mullen Factory Direct Flooring Carpet Page View	2
Mullen Factory Direct Flooring Catalog Page View	2

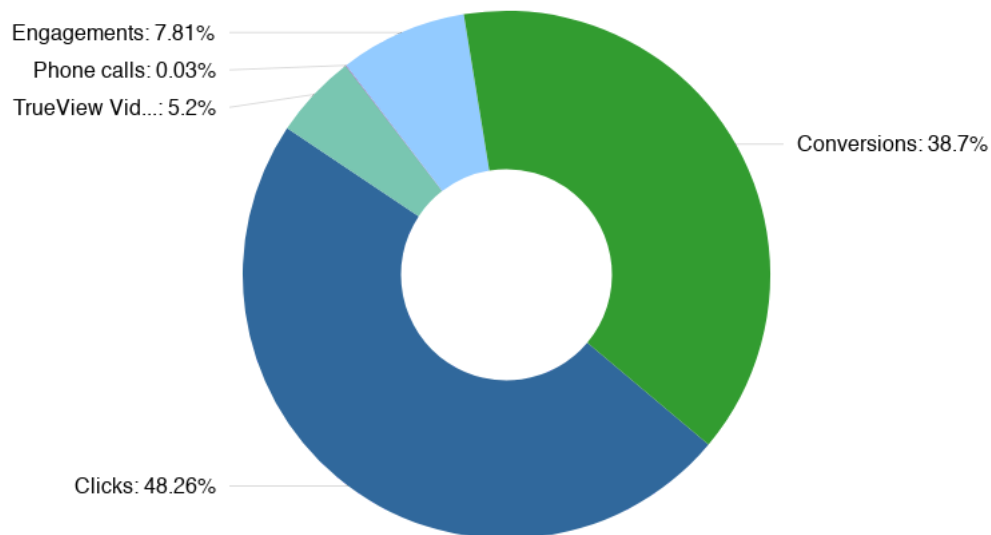
Performance Max Other Google Conversions - these are automatic conversions Google tracks based on actions taken from your ads

Calls from ads: 100%

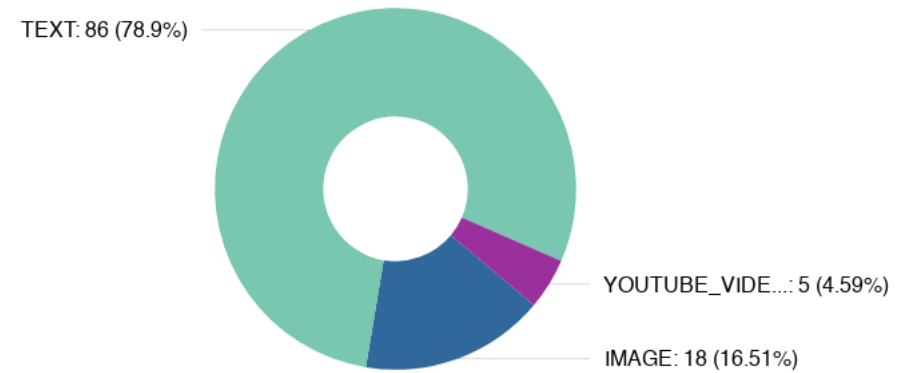


"Calls from ads" refers to a qualified conversion, meaning that the call had to go through and last for at least 60 seconds for it to be counted.

Event Breakdown by Type



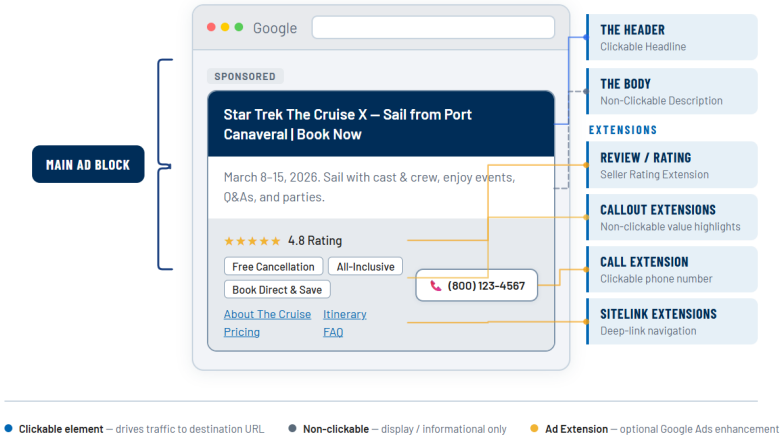
Creative Type by Quantity



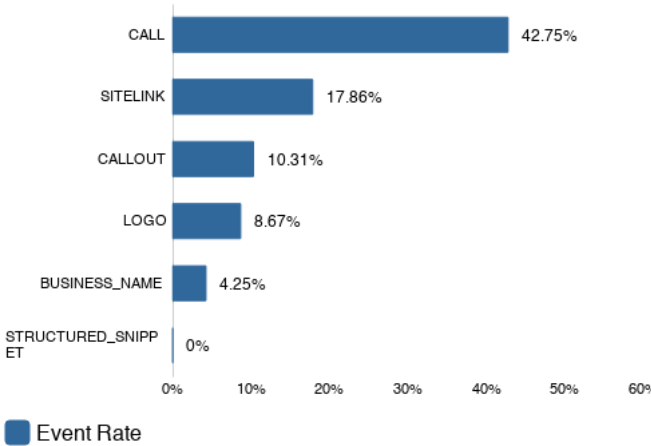
Performance Max Top 5 Extension Performance

Type	Extension (upgraded)	Impressions	Events	Event Rate ↓	Client Ad Cost	Client CPE
CALL	(607) 276-5200	138	59	42.75%	94.58	1.60
CALLOUT	Free Measure & Estimates	28	9	32.14%	4.28	0.48
CALLOUT	Custom Area Rugs	84	23	27.38%	25.15	1.09
CALLOUT	Family Owned & Operated	140	29	20.71%	37.41	1.29
SITELINK	Save up to 50% on remnants., Perfect for small jobs and rugs., In-Stock Remnants	626	128	20.45%	301.29	2.35

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.

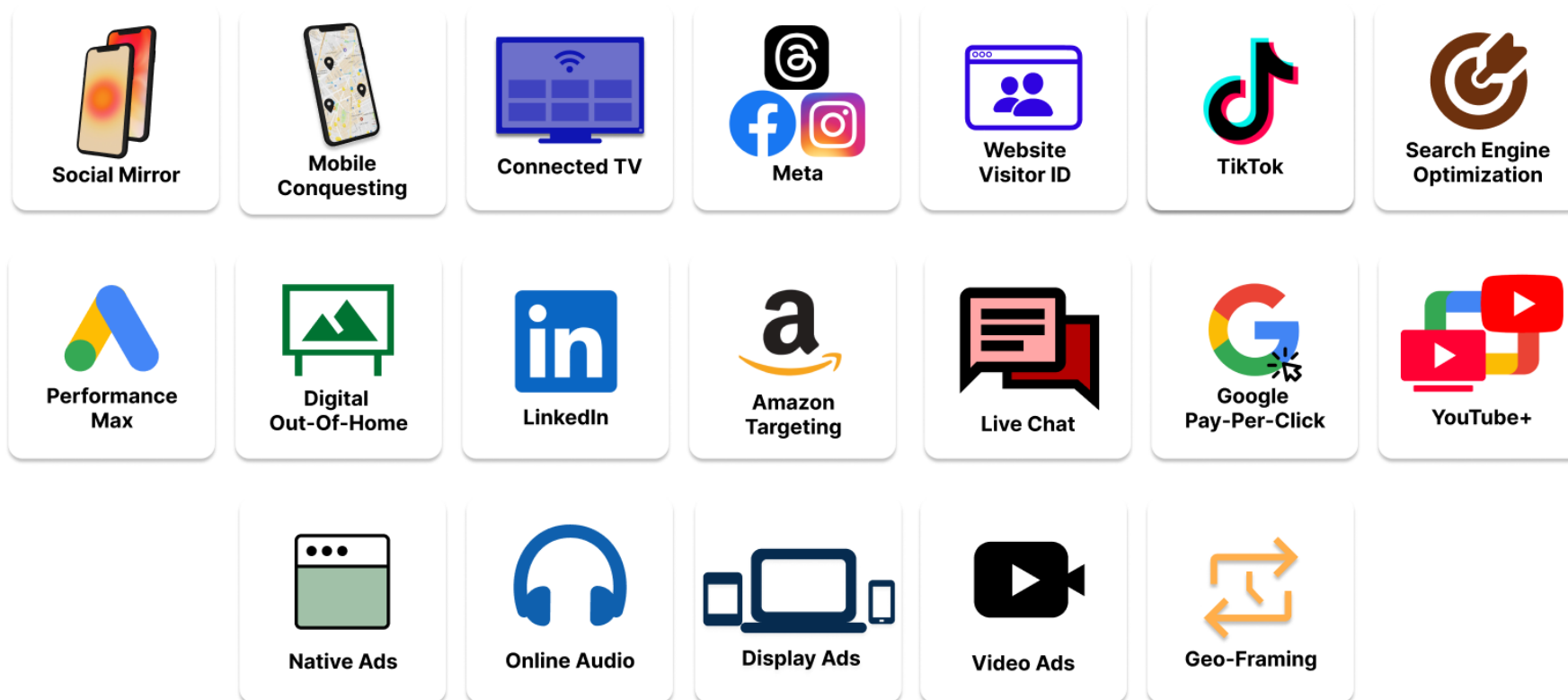


Performance Max Call Reporting Details

Date	Client ↑	Client Phone Number	Phone calls
Jul 18, 2026	Mullen Factory Direct Flooring	(607) 276-5200	1
Jul 22, 2026	Mullen Factory Direct Flooring	(607) 276-5200	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.

All available products in our *toolbox*.



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