

Digital Marketing Report

Impressions

How many ads were served:

4,876

Clicks

Times a user clicked on an ad

631

Events

1,334

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

Your Product Breakout by Impressions



PMax

Event Rate

27.36%

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

**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

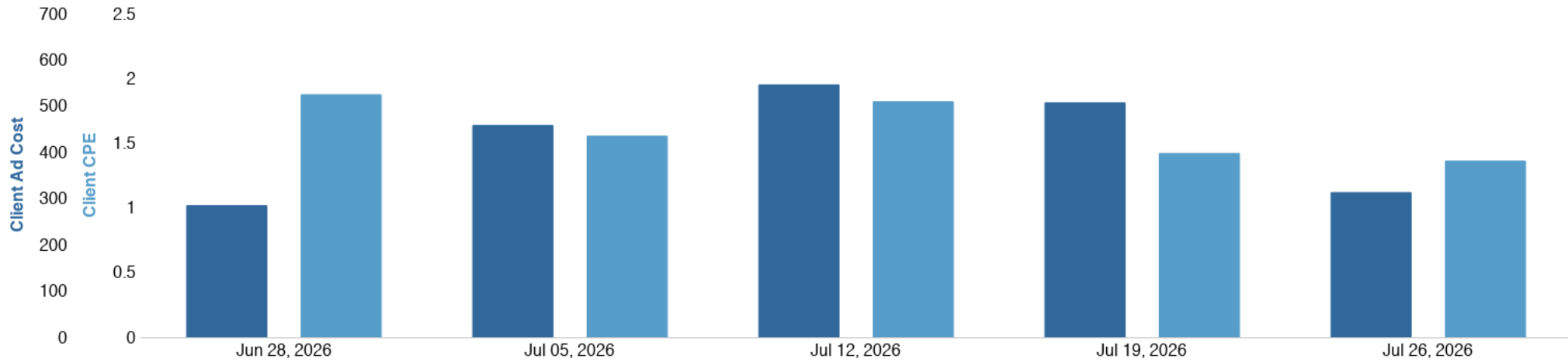
2,109.55

Performance Max Cost-Per-Event

Cost/Events

1.58

Performance Max Week by Week Spend Performance





Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
The Home Store - Home Building/Modular Home/Retargeting Performance Max	4,876	631	12.94%	184.87



Performance Max Creative Group Performance

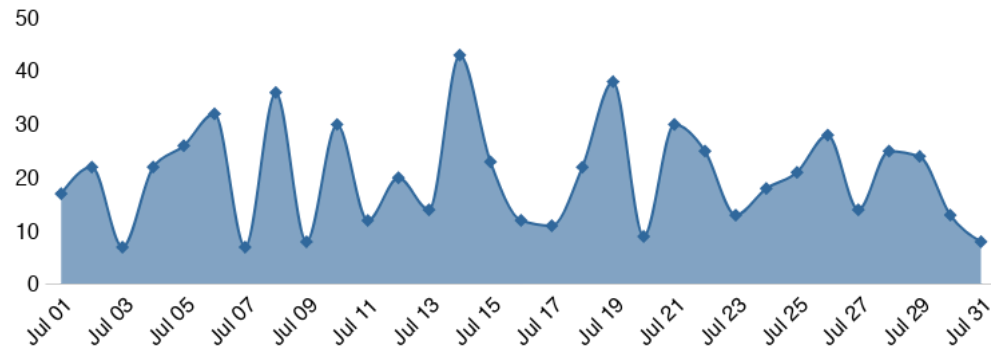
Creative Group Name	Search Themes	Client Ad Cost	Client CPE	Impressions	Events ↓	Event Rate
The Home Store - Home Building/Modular Home/Retargeting Performance Max	affordable new homes,build a house,custom built modular homes,custom home builders,custom home floor plans,custom modular homes,energy efficient homes,factory built homes,floor plans,Home building,home floor plans,home installation services,local home builders,local modular home builders,manufactured homes for sale,modern prefab homes,modular builders,modular home builder,modular home construction,modular home designs,modular home prices,modular house,new construction homes,new home construction,new york home builders,pre built homes,prebuilt homes,prefab builders,prefab home,prefabricated homes,premade homes,ranch style modular homes,turn key homes,two story manufactured homes,two story modular homes	2,109.56	1.58	4,876	1,334	27.36%
Total		2,109.56	1.58	4,876	1,334	27.36%

Performance Max Click Conversions



Times users clicked on an ad leading to your site and visited a page or completed an action

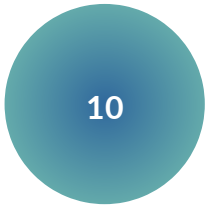
Performance Max Click Conversions by Day



Performance Max Click Conversion Performance

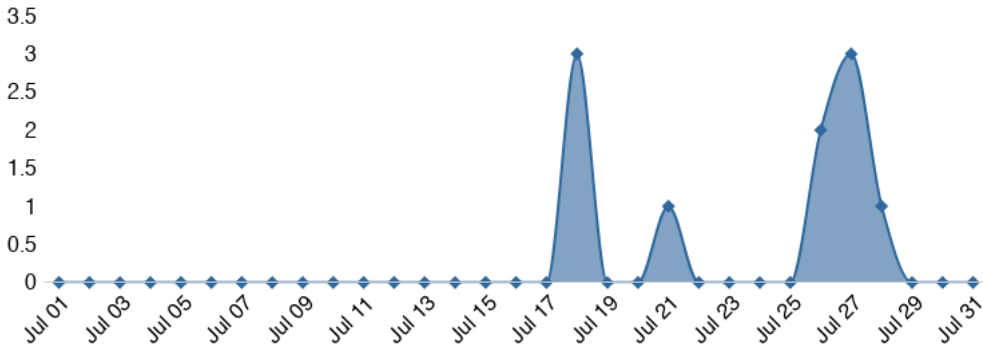
Conversion Action Name	Click Conversions ↓
The Home Store Floor Plans Page View	500
The Home Store Gallery Page View	92
The Home Store Virtual Tours Page View	38

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

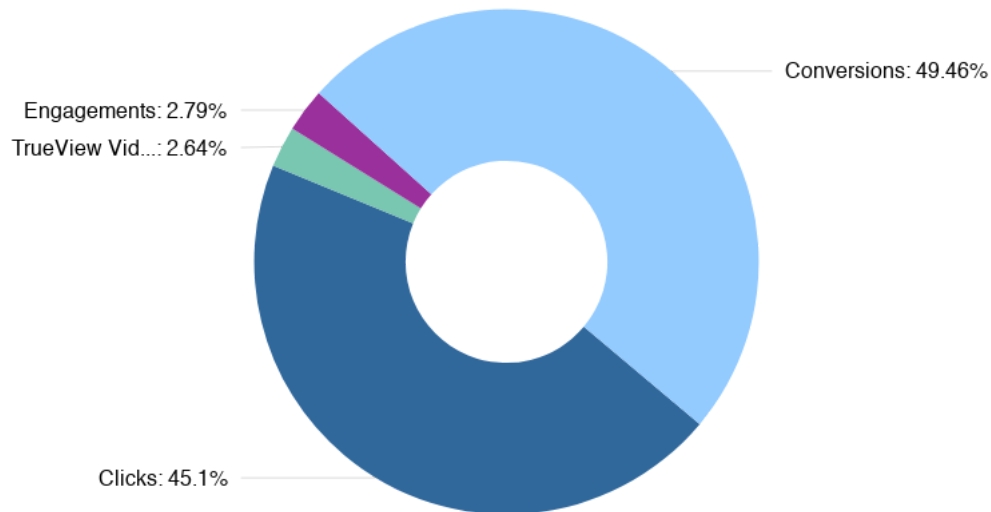


Performance Max View-through Conversion Performance

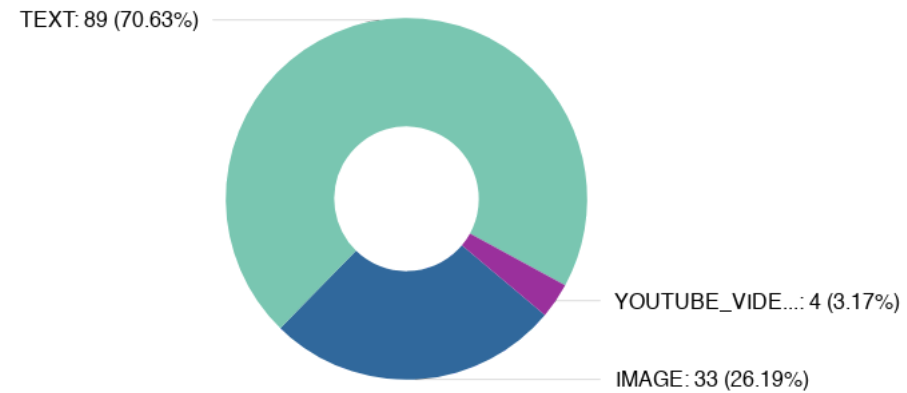
Conversion Action Name	View-through Conversions ↓
The Home Store Floor Plans Page View	5
The Home Store Homepage Visits	5

"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

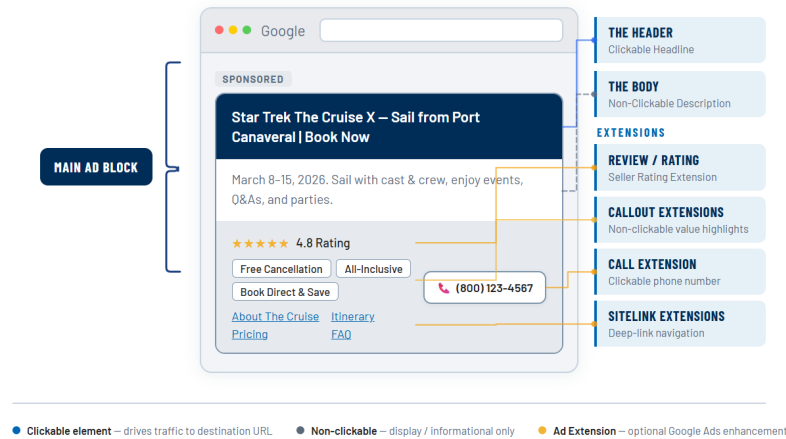
Type	Extension (upgraded)	Impressions	Events	Event Rate ↓	Client Ad Cost	Client CPE
SITELINK	Floor Plans	2,848	951	33.39%	1,531.92	1.61
SITELINK	Virtual Tours	2,264	604	26.68%	942.99	1.56
SITELINK	About Us	1,942	439	22.62%	692.01	1.58
SITELINK	Service Area	2,052	450	21.91%	732.31	1.63
SITELINK	Your Dream House	1,630	340	20.83%	508.77	1.50

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.

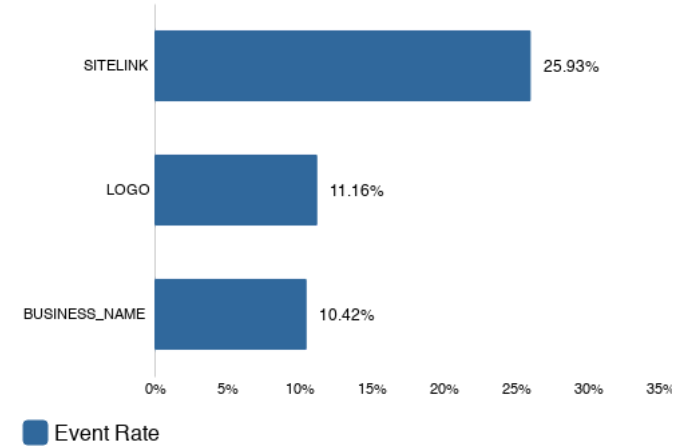
126

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



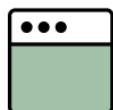
Live Chat



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.