

Digital Marketing Report

Impressions

How many ads were served:

99,344

Clicks

Times a user clicked on an ad

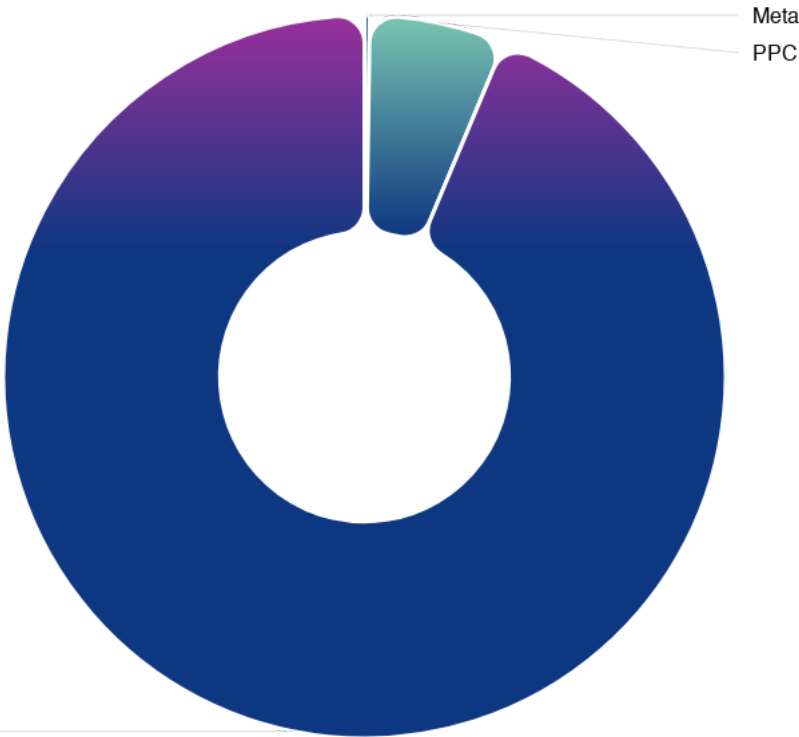
1,253

Click-Through Rate

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

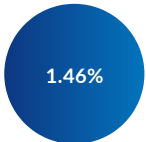
1.26%

Your Product Breakout by Impressions



Social
Mirror

Total Engagement Rate



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

X the National Average



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

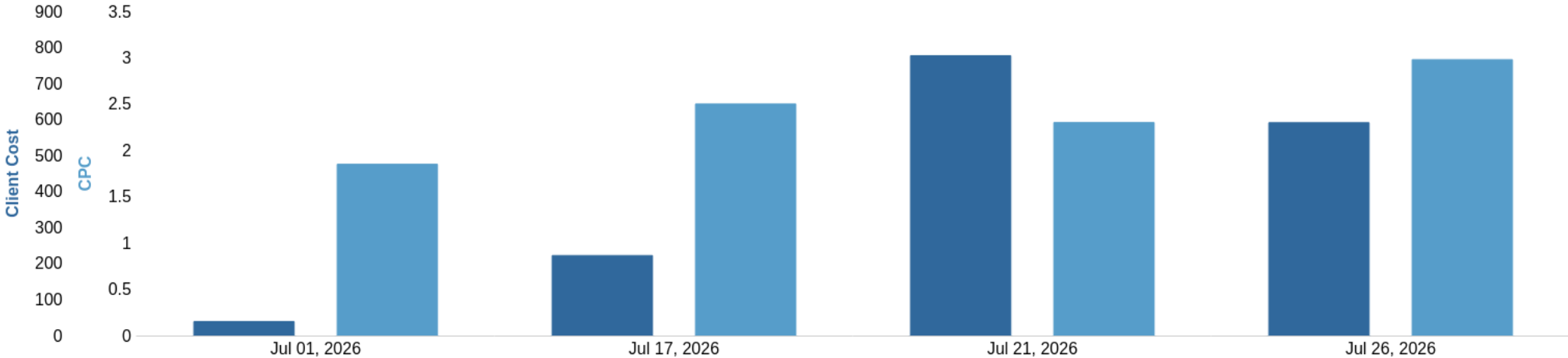
1,629.11

PPC Cost-Per-Click

Cost/Clicks

2.52

Week by Week Spend Performance





Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Clean Currents for NHA - Power and Energy Industry/Sustainability Content Social Mirror - 124050	33,569	210	0.63%	8.94
Clean Currents for NHA - Power and Energy Industry/Sustainability Content Social Mirror - 132763	19,895	183	0.92%	13.14
Clean Currents for NHA - Electricity/Energy B2B Behavioral Social Mirror - 124050	12,497	79	0.63%	9.03
Clean Currents for NHA - Retargeting Social Mirror - 132763	10,879	50	0.46%	6.57
Clean Currents for NHA - Retargeting Social Mirror - 124050	6,268	48	0.77%	10.94
Clean Currents for NHA - Custom Audience Matching Social Mirror - 132763	6,175	11	0.18%	2.54
Clean Currents for NHA - Keyword PPC	6,043	646	10.69%	152.72
Clean Currents for NHA - Custom Audience Matching Lookalike Social Mirror - 132763	3,781	6	0.16%	2.27
Clean Currents for NHA - Retargeting Facebook/Instagram Premium	189	16	8.47%	120.94
Clean Currents for NHA - Custom Audience Matching Lookalike Facebook/Instagram Premium	42	4	9.52%	136.05
Clean Currents for NHA - Custom Audience Matching Facebook/Instagram Premium	6	0	0.00%	0.00

Social Mirror Click Conversions

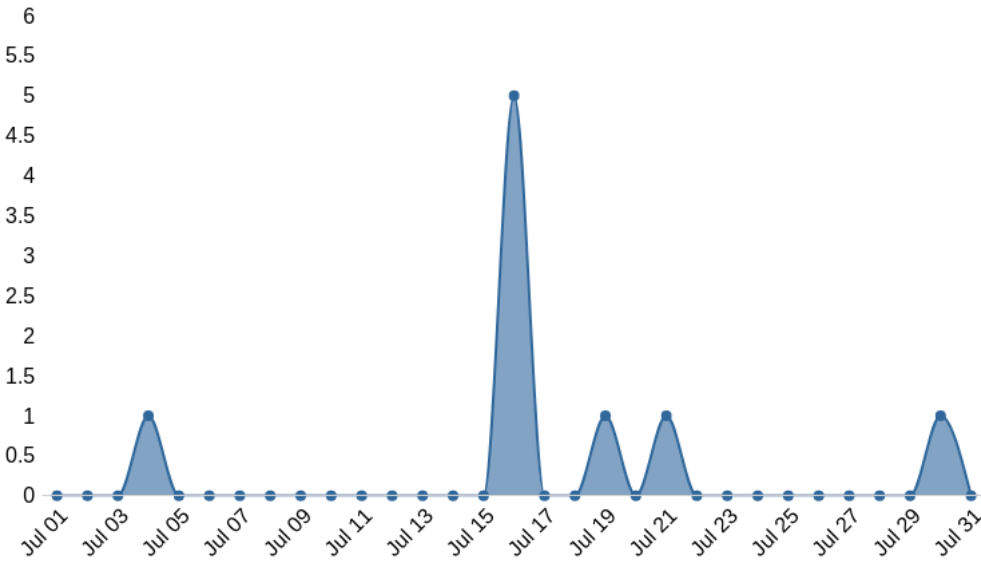


Times users clicked on an ad leading to your site and visited a page or completed an action

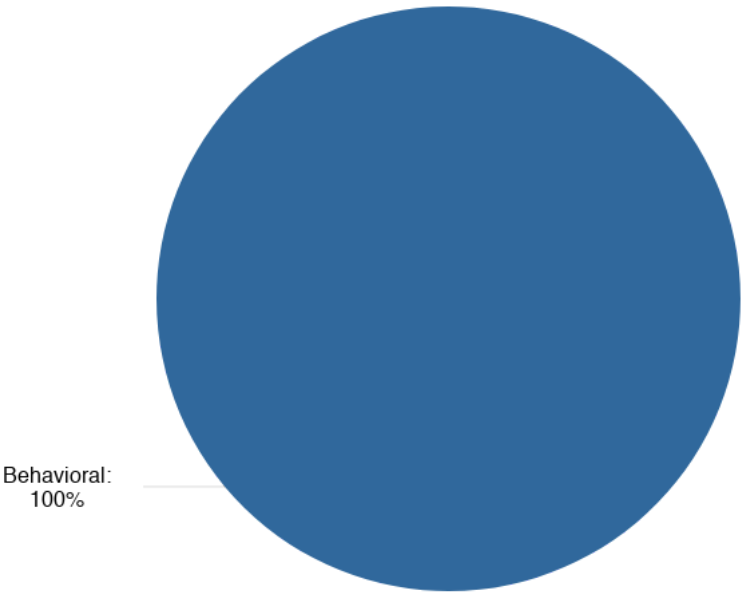
Social Mirror Click Conversion Performance Breakout

Conversion Name	Click Conversions ↓
Clean Currents for NHA Register Now Click Conversion	8
Clean Currents for NHA SB Expo Registration Page View	1

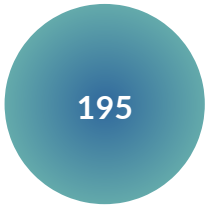
Social Mirror Click Conversions by Day



Top Social Mirror Click Conversions by Strategy



Social Mirror View-through Conversions

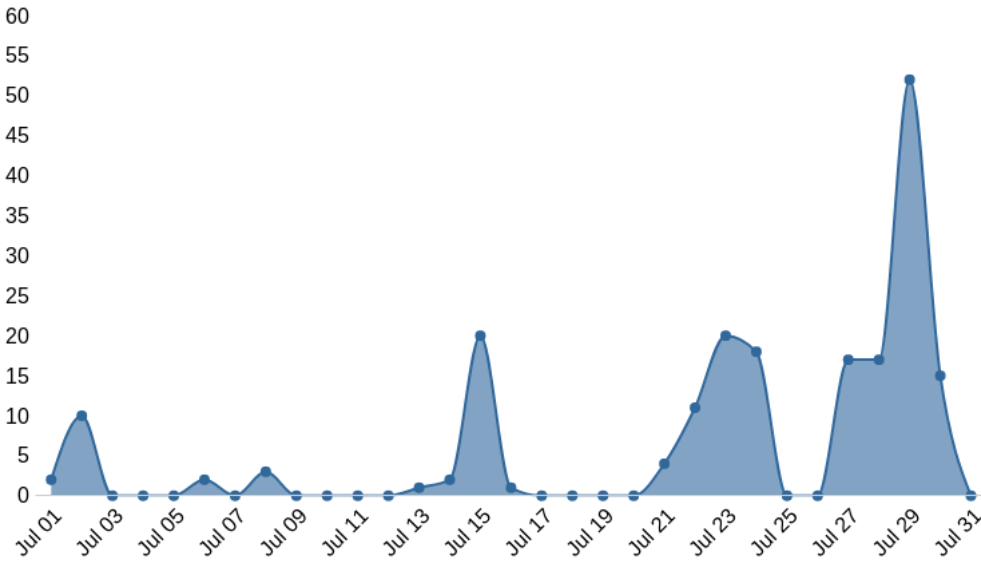


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

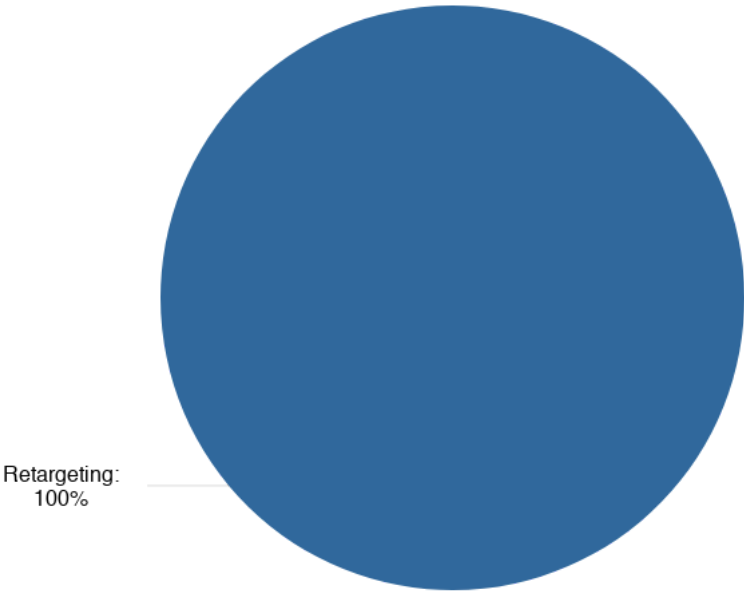
Social Mirror View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
Clean Currents for NHA SB Expo Registration Page View	166
Clean Currents for NHA Register Now Click Conversion	10
Clean Currents for NHA Registration Page View	10
Clean Currents for NHA Thank You Page View	9

Social Mirror View-through Conversions by Day



Top Social Mirror View-through Conversions by Strategy



Meta Post Engagements



The total number of actions people take involving your ads (clicks on CTA, clicks to profile, site clicks, etc.)

Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	Clean Currents for NHA_Social Mirror_Local Power Producers_6.22.26_Version B	26,167	175	0.67%	9.55
	Clean Currents for NHA_Social Mirror_Local Power Producers_6.22.26_Version A	26,167	162	0.62%	8.84
	Clean Currents for NHA_Social Mirror_4.16.26_Version B	10,155	81	0.80%	11.39
	Clean Currents for NHA_Social Mirror_4.16.26_Version A	10,070	62	0.62%	8.80
	Clean Currents for NHA_Social Mirror_6.11.26_Version B	10,142	58	0.57%	8.17
	Clean Currents for NHA_Social Mirror_6.11.26_Version A	10,363	49	0.47%	6.75

Meta Creative Performance

Ad	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
Clean Currents for NHA_6.23_Video A (Show Floor)	195	16	8.21%	117.22
Clean Currents for NHA_6.23_Video B (Why Attend)	42	4	9.52%	136.05

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	48,194	444	0.92%
Desktop	A personal computing device that remains stationary at one location.	40,202	145	0.36%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	5,055	20	0.40%
Unknown	---	1	0	0.00%

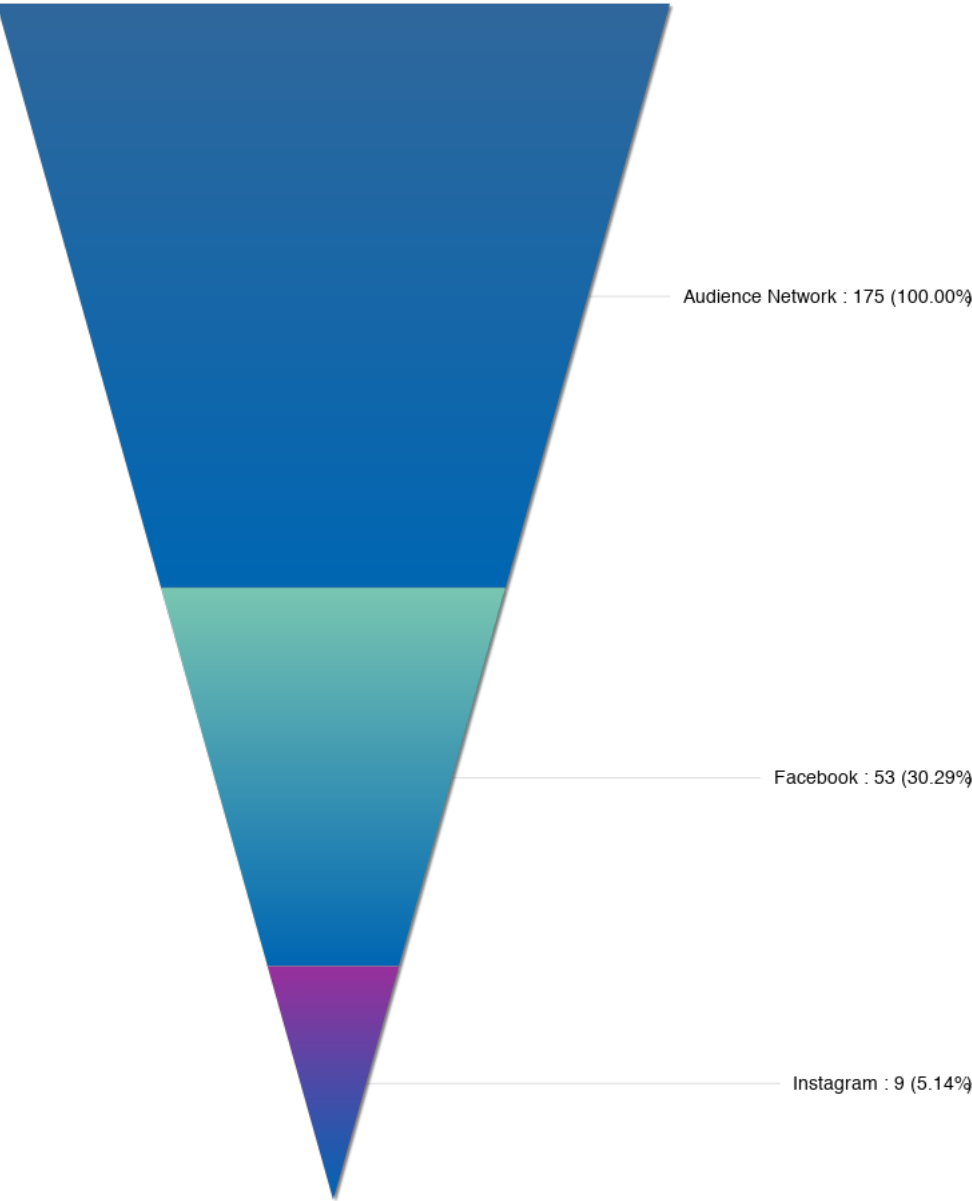
Site and App Performance

Name	Impressions ↓	Clicks	CTR
msn.com	7,754	4	0.05%
nypost.com	5,386	24	0.45%
brezzamistica.info	4,685	1	0.02%
foxnews.com	3,331	12	0.36%
tmz.com	3,170	8	0.25%
studentdoctor.net	2,210	4	0.18%
dailymail.com	1,899	9	0.47%
lawandcrime.com	1,568	6	0.38%
theguardian.com	1,313	5	0.38%
aol.com	1,248	0	0.00%
reuters.com	1,221	10	0.82%
petmoniker.com	1,128	5	0.44%
huffpost.com	866	0	0.00%
hollywoodpq.com	804	11	1.37%
apnews.com	683	1	0.15%
cmpgadgets.com	618	11	1.78%
thepostmillennial.com	554	1	0.18%
smachnonews.com.ua	526	0	0.00%
ultimate-guitar.com	487	3	0.62%
ultimatecampresource.com	474	0	0.00%

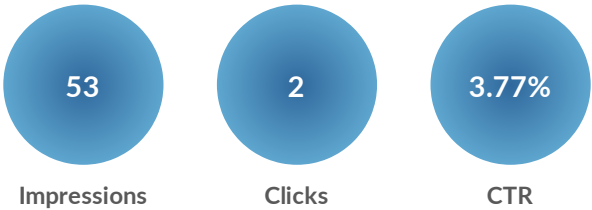
Social Placement Performance

		Impressions ↓	Clicks	CTR
Placement	Where your ads appear			
Audience Network (Rewarded Videos)	Your ads appear as videos people can watch in exchange for a reward in an app (such as in-app currency or items).	133	10	7.52%
Facebook Reels	Your ads appear in the Reels tab on Facebook.	46	1	2.17%
Audience Network (Native, Banner, and Interstitial)	Your ads appear on apps on Audience Network.	42	7	16.67%
Instagram Stories	Your ads appear in people's Stories on Instagram.	9	1	11.11%
Facebook Feed	Your ads appear in the desktop Feed when people access the Facebook website on their computers. Your ads appear in the mobile Feed when people use the Facebook app on mobile devices or access the Facebook website through a mobile browser.	6	1	16.67%
Facebook Marketplace	Your ads appear in the Marketplace home page or when someone browses Marketplace in the Facebook app.	1	0	0.00%

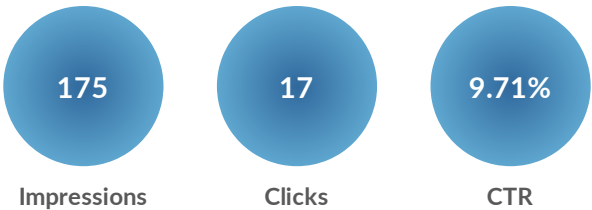
Social Placement Performance by Impressions



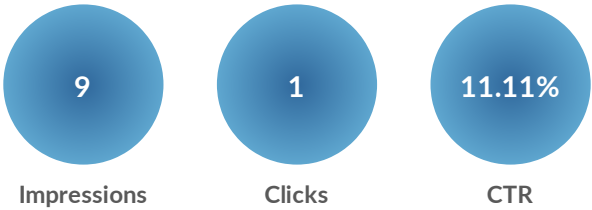
Facebook News Feed Performance



Audience Network Performance



Instagram Performance



PPC Cost per Line Item

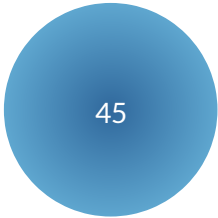
Ad Group	Impressions	Clicks ↓	CTR	Cost	Avg. CPC
Clean Currents for NHA - Keyword PPC	6,043	646	10.69%	1,629.11	2.52

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

Total PPC Conversions



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

PPC Conversion Performance

Conversion Action Name	Total Conversions ↓
Clean Currents for NHA Registration Info Page View	28
Clean Currents for NHA Register Now Click Conversion	17

"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

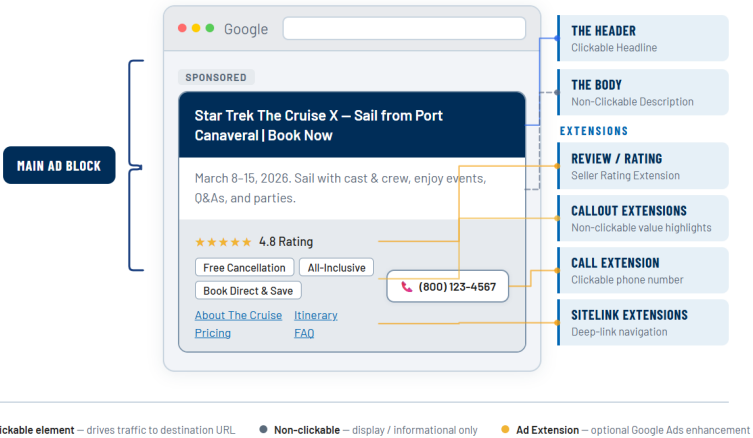
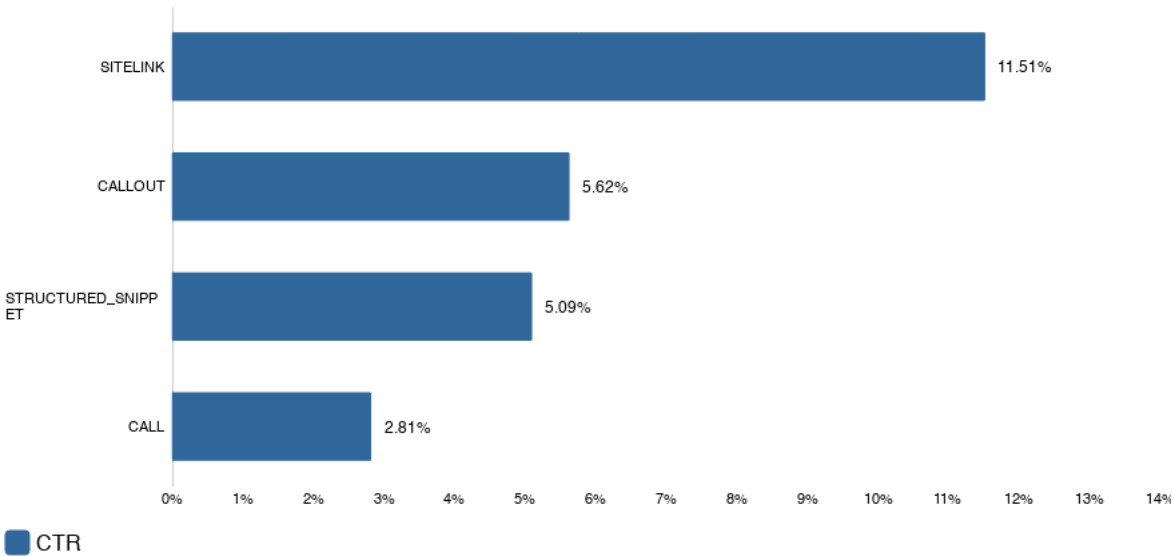
Ad Preview	Impressions	Clicks ↓	CTR	Cost	Avg. CPC
NHA Clean Energy Conference NHA Water Power Conference Join the Hydropower Community NHA Clean Currents Sept 21–25 Network With Hydro Leaders Meet Hydro Professionals Hydropower Tech & Trends Learn From Industry Experts Register For Clean Currents Water Power Networking Phoenix Hydro Conference Attend Clean Currents Advance Water Power Hydropower Industry Event Explore Hydro Innovation https://cleancurrents.org/ Explore water power technology, policy updates & industry solutions at NHA Clean Currents., Connect with hydropower leaders, innovators, and more in Phoenix., Gain insights, network with peers, and discover the future of hydropower., Attend Clean Currents 2026 and support the future of water power innovation, Sept 21–25.	6,043	646	10.69%	1,629.11	2.52

Top 5 Extension Performance

Extension Type	Extension	Impressions	Clicks ↓	CTR	Cost	Avg. CPC
SITELINK	Events at a glance, Conference line-up, Schedule	3,904	466	11.94%	1,163.64	2.50
SITELINK	Connect with industry leaders, Explore the latest solutions, About Clean Currents	3,688	440	11.93%	1,061.99	2.41
SITELINK	Different Levels, Every Budget, Sponsorship Opportunities	2,987	312	10.45%	681.71	2.18
CALLOUT	NHA Event	1,819	135	7.42%	337.53	2.50
CALLOUT	September 21–25, 2026	1,282	73	5.69%	179.04	2.45

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

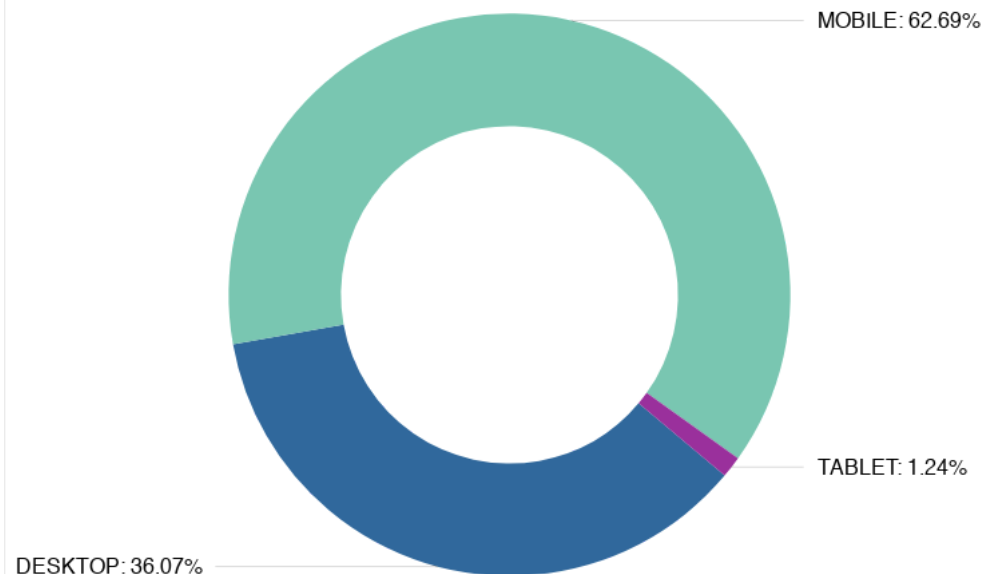


This report shows many times an ad was clicked that contained that extension, not how many people clicked on that specific extension itself.

Click Type Performance



Device Performance



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.

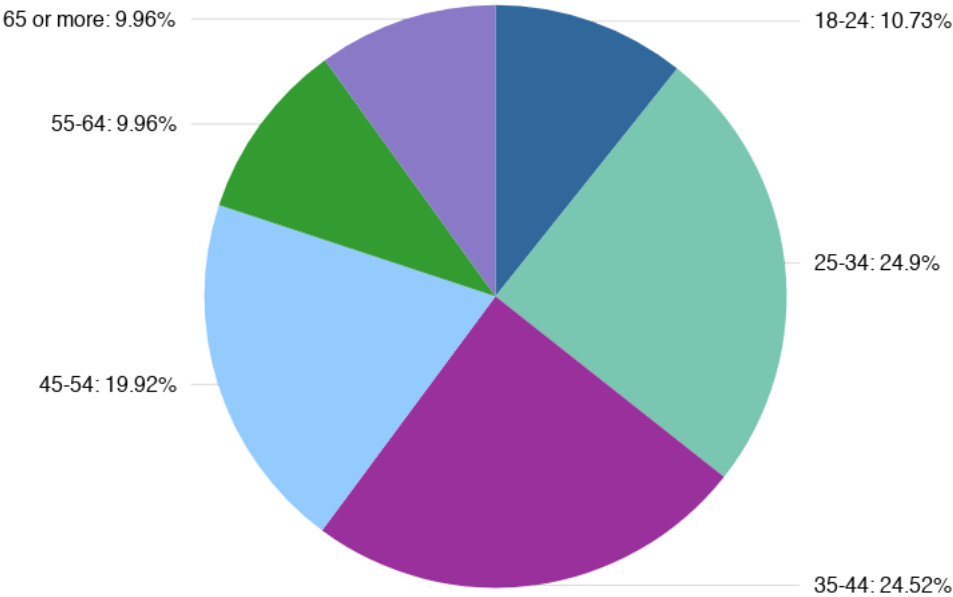
Get Location Details Click: When a user clicks in to expand the client's location in the Maps section of the search results list.

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).

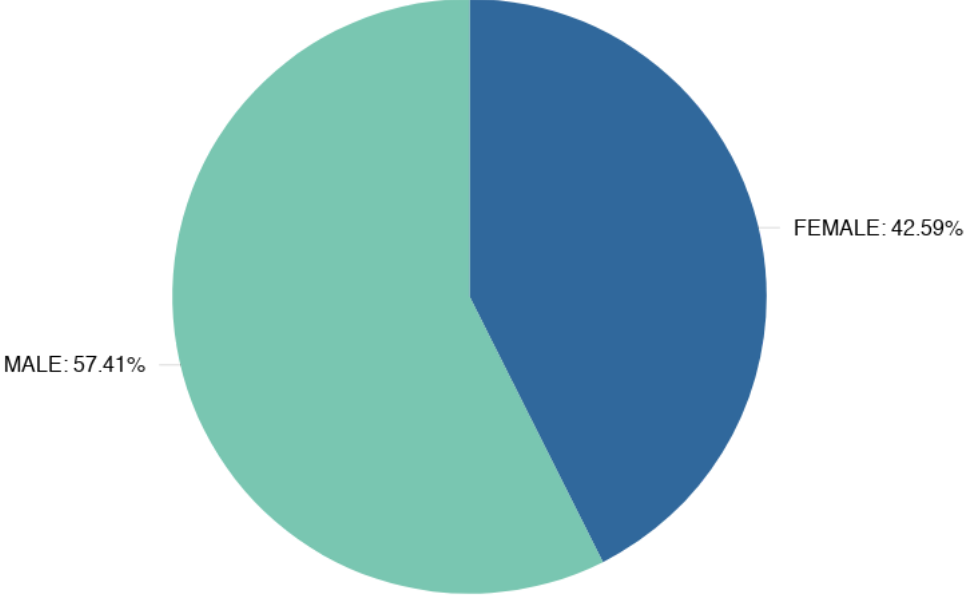
Driving Directions Click: When a user clicks on the "Get Directions" link within an ad.

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



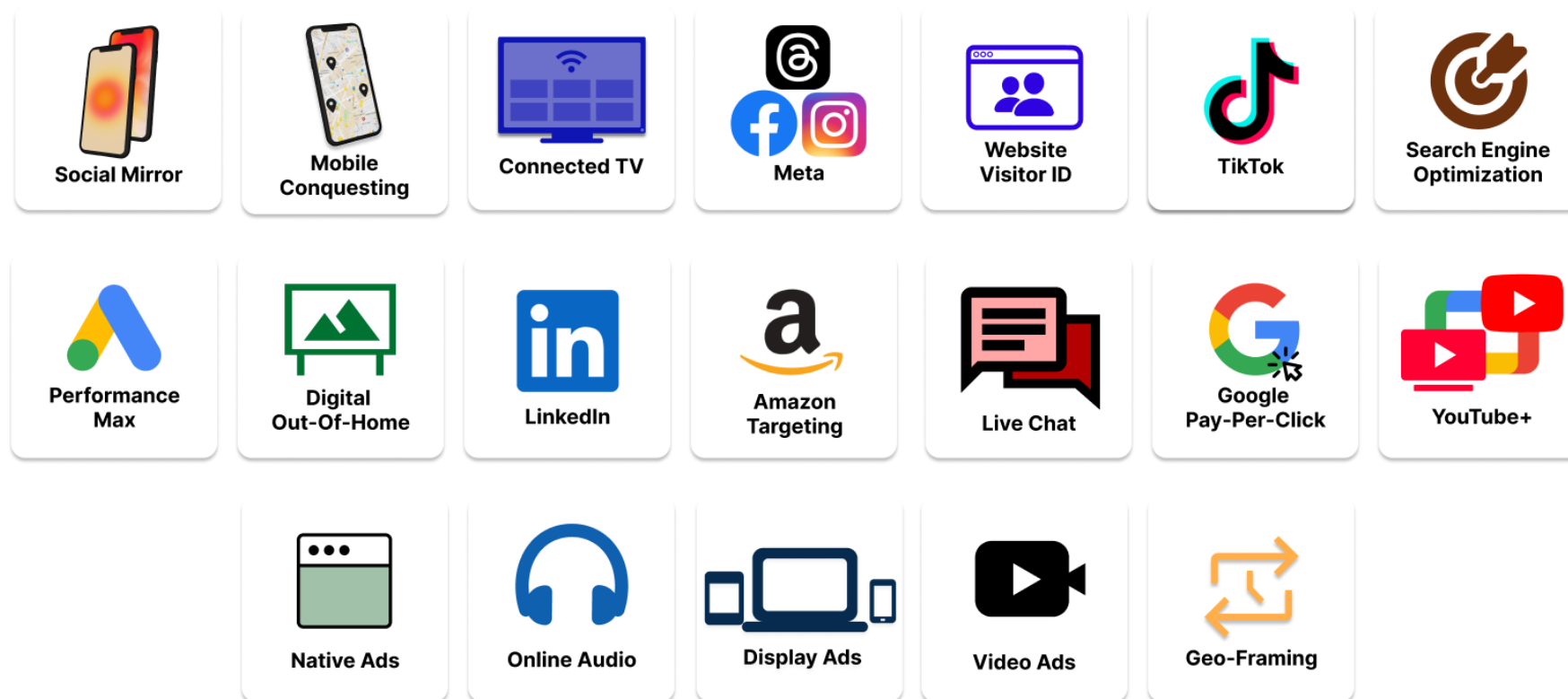
Grid contains more rows, but they have been clipped.

Top Search Term Performance

Search Term	Ad Group	Impressions	Clicks ↓	CTR	Cost	Avg. CPC
clean currents 2026	Clean Currents for NHA - Keyword PPC	167	65	38.92%	37.37	0.57
water management	Clean Currents for NHA - Keyword PPC	84	56	66.67%	156.76	2.80
energy saving innovations	Clean Currents for NHA - Keyword PPC	36	23	63.89%	42.18	1.83
clean currents	Clean Currents for NHA - Keyword PPC	29	16	55.17%	9.78	0.61
alternative energy solutions	Clean Currents for NHA - Keyword PPC	61	15	24.59%	27.73	1.85
effective water management	Clean Currents for NHA - Keyword PPC	23	15	65.22%	41.97	2.80
energy efficiency technologies	Clean Currents for NHA - Keyword PPC	24	13	54.17%	27.71	2.13
alternative power solutions	Clean Currents for NHA - Keyword PPC	8	7	87.50%	5.59	0.80
clean currents 2027	Clean Currents for NHA - Keyword PPC	17	7	41.18%	23.12	3.30
nha clean currents 2026	Clean Currents for NHA - Keyword PPC	13	7	53.85%	0.12	0.02
solar power generation	Clean Currents for NHA - Keyword PPC	7	7	100.00%	13.68	1.95
sustainable energy	Clean Currents for NHA - Keyword PPC	13	7	53.85%	15.52	2.22
sustainable energy solutions	Clean Currents for NHA - Keyword PPC	8	7	87.50%	12.95	1.85
national renewable energy laboratory nrel	Clean Currents for NHA - Keyword PPC	24	6	25.00%	21.94	3.66
southface	Clean Currents for NHA - Keyword PPC	15	6	40.00%	22.40	3.73

"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*.



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