

Digital Marketing Report

Impressions

How many ads were served:

45,110

Clicks

Times a user clicked on an ad

1,215

Click-Through Rate

(Clicks/Impressions) x 100

2.45%

Your Product Breakout by Impressions



CTV Completion Rate

0.81%

Percentage of users who watched the video from start to finish

CTV Cost Per Completed View

4.95

The cost of each completed video view across full-screen CTVs

Events

828

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

Event Rate

9.67%

(Events/Impressions) x 100

Total Engagement Rate

2.54%

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

X the National Average

34.96

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

1,150.44

PPC Cost-Per-Click

Cost/Clicks

4.58

Performance Max Cost

Amount spent on the campaign

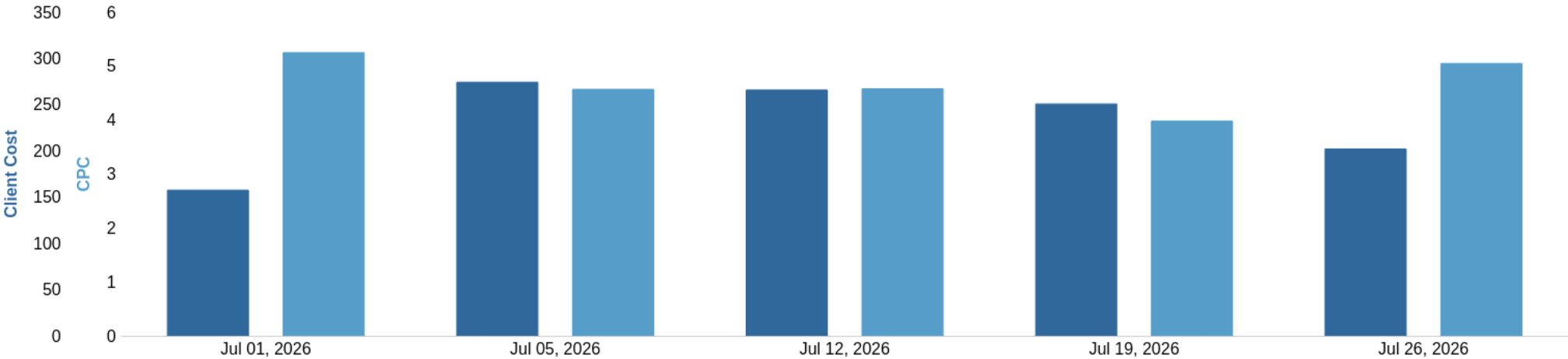
2,739.44

Performance Max Cost-Per-Event

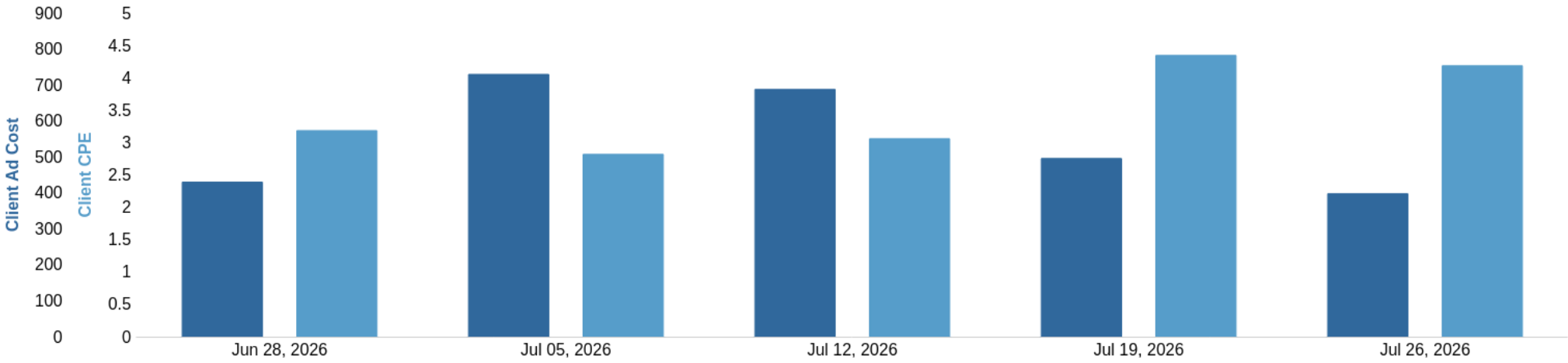
Cost/Events

3.31

Week by Week Spend Performance



Performance Max Week by Week Spend Performance



Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Tennessee Water & Air Technology - Families/Water Filters Behavioral Amazon Video	19,755	348	1.76%	25.17
Tennessee Water & Air Technology - Amazon Prime CTV	12,068	0	0.00%	0.00
Tennessee Water & Air Technology - Water Filtration/Homeowner/Retargeting Performance Max	8,567	616	7.19%	102.72
Tennessee Water & Air Technology - Keyword PPC	3,749	251	6.70%	95.64
Tennessee Water & Air Technology - Reverse Osmosis Water System/Brita Product Amazon Video	922	0	0.00%	0.00
Tennessee Water & Air Technology - Retargeting Amazon Video	49	0	0.00%	0.00

Amazon Premium Video + CTV Click Conversions

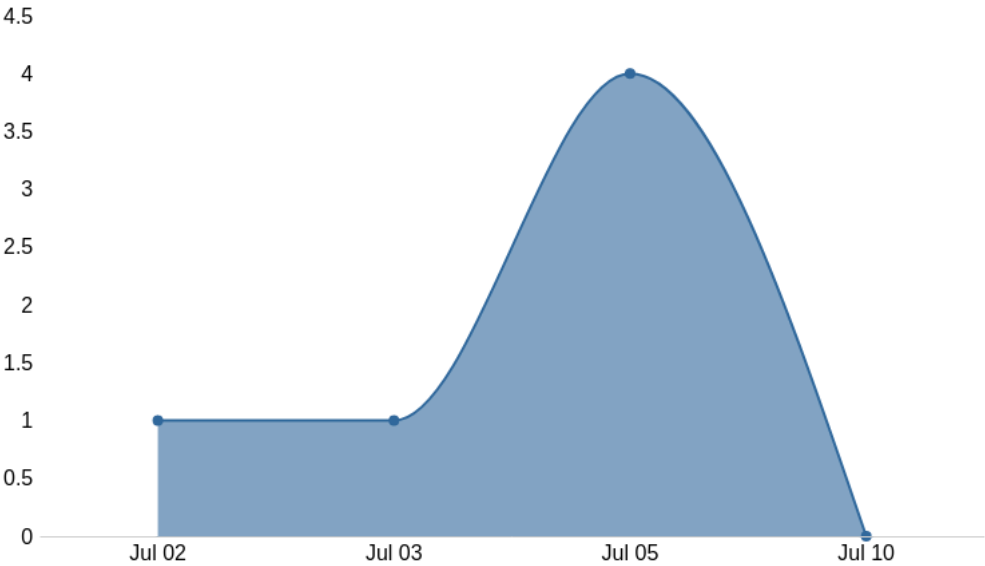


Times users clicked on an ad leading to your site and visited a page or completed an action

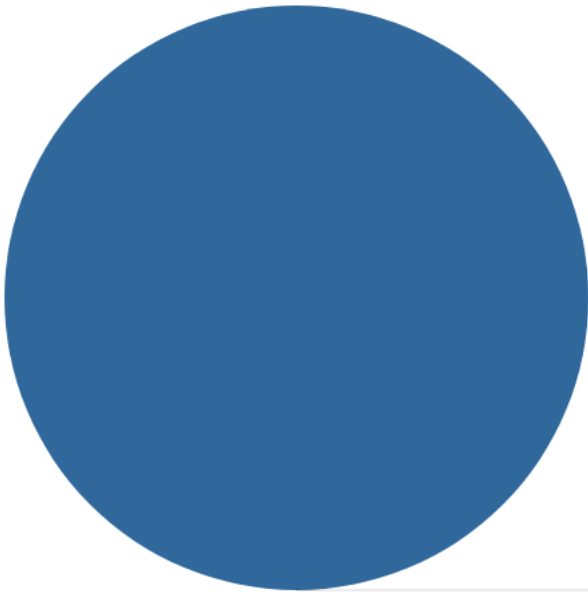
Amazon Premium Video + CTV Click Conversion Performance

Conversion Name	Click Conversions ↓
Tennessee Water & Air Technology Submit Your Inquiry Click Conversion	6

Amazon Premium Video + CTV Click Conversions by Day



Top Amazon Premium Video + CTV Click Conversions by Strategy



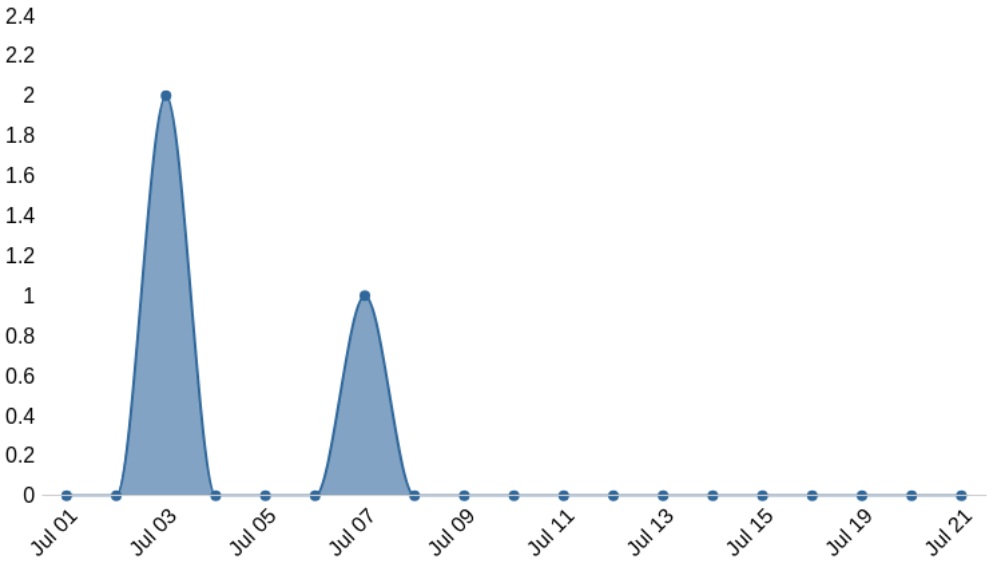
Behavioral:
100%

Amazon Premium Video + CTV View-through Conversions

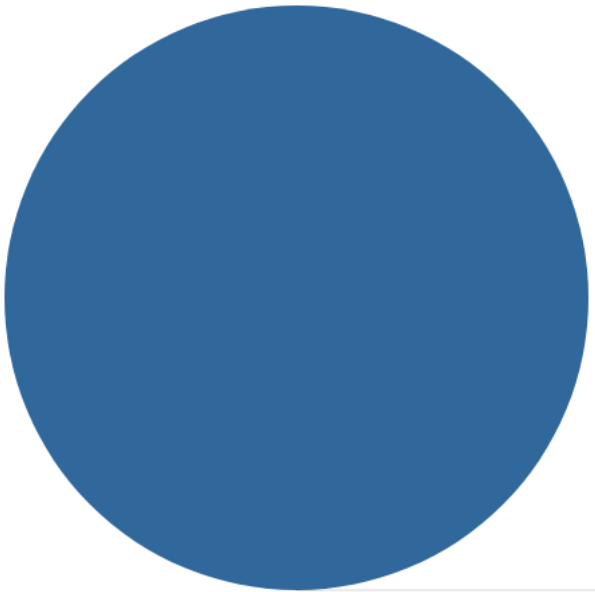


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

Amazon Premium Video + CTV View-through Conversions by Day



Top Amazon Premium Video + CTV View-through Conversions by Strategy



Behavioral:
100%

Amazon Premium Video + CTV View-through Conversion Performance

Conversion Name	View-through Conversions ↓
Tennessee Water & Air Technology Homepage Visits	3

Amazon Premium Video Creative Performance

Creative Name	Preview Link	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
TN WATER and AIR--Let us Filter your Water--1x30---5-28-26_OLV	View Preview	20,726	348	1.68%	23.99
Unallocated	No Preview Available	0	0	-	-

Amazon Premium Video Completion Performance by Creative

Creative Name	25% Completed ↓	50% Completed	75% Completed	100% Completed
TN WATER and AIR--Let us Filter your Water--1x30---5-28-26_OLV	77.04%	53.83%	47.98%	42.56%

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	17,140	341	1.99%
Connected TV	An internet enabled device that provides streaming content directly on the TV, without the use of an external streaming device.	12,068	0	0.00%
Desktop	A personal computing device that remains stationary at one location.	2,903	1	0.03%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	679	6	0.88%
Streaming Device	A stick/dongle device that connects to a TV and provides streaming content, such as a Fire TV Stick, Roku Streaming Stick, and Google Chromecast.	4	0	0.00%
Unknown	---	0	0	-

Amazon Inventory Source Performance

Inventory				
Inventory Type	Where your ads appear	Impressions ↓	Clicks	CTR
Amazon Publisher Services	Display, Video, and OTT Impressions served to a collection of comScore 100 publishers and high-quality sites that have a direct partner relationship with Amazon on Desktop, Mobile, and Connected TV devices	19,372	352	1.82%
Prime Video	OTT impressions served on Amazon Prime while streaming TV and movies on connected TV devices	12,068	0	0.00%
TWITCH WEB VIDEO	Pre-roll/Mid-roll served on Twitch.TV, an Amazon-owned property on Desktop and Mobile devices	1,432	0	0.00%
TWITCH MOBILEAPP VIDEO	Pre-roll/Mid-roll served on the Twitch App, an Amazon-owned property on Desktop and Mobile devices	99	0	0.00%

Amazon Prime Video Genre Performance



All Genres: 100%

Grid contains more rows, but they have been clipped.

Amazon Premium Site and App Performance

Name	Impressions ↓	Clicks	CTR
PRIME_VIDEO_ADS_CHANNEL_ROKU_TV (ID: 48c38e27ff914ab982373e57c4157aa3)	3,895	0	0.00%
PRIME_VIDEO_ADS_FIRE_TV (ID: 7e944acd56594310bc41d19f03766435)	2,768	0	0.00%
PRIME_VIDEO_ADS_SAMSUNG_TV (ID: 67e0c74ccec444e99c8e00fe7d445093)	1,677	0	0.00%
twitch.tv	1,432	0	0.00%
PRIME_VIDEO_ADS_LG_TV (ID: af6dd00ac1bb49bda30486540ed75442)	803	0	0.00%
nypost.com	669	5	0.75%
PRIME_VIDEO_ADS_VIZIO_TV (ID: 978f8d21171a406e97631c41202c0dbc)	581	0	0.00%
PRIME_VIDEO_ADS_ANDROID_TV (ID: c5a49fcb92144b23985b355a138bf32)	576	0	0.00%
Block Blast Adventure Master (ID: com.block.juggle)	467	15	3.21%
fandom.com	455	2	0.44%
Words With Friends 2 Word Game (ID: 1196764367)	422	38	9.00%
Tile Explorer - Triple Match (ID: com.oakever.tiletrip)	416	11	2.64%
238ffe83c5ba9a6eed1bf2b28f625a40	388	0	0.00%
smartnews.com	353	0	0.00%
PRIME_VIDEO_ADS_MICROSOFT_TV (ID: 170ccd7d8291451e8bea75c0ae29f053)	352	0	0.00%
PRIME_VIDEO_ADS_APPLETV (ID: df655fd5a93a44498d0e6776e944c8eb)	350	0	0.00%
Candy Crush Saga (ID: com.king.candycrushsaga)	343	5	1.46%
thehill.com	340	0	0.00%
PRIME_VIDEO_ADS_SONY_TV (ID: aefae0fbcb4d4a4bb27734e32b72cb39)	295	0	0.00%

PPC Cost per Line Item

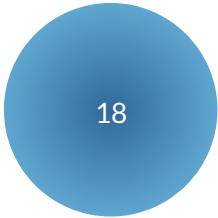
Ad Group	Impressions	Clicks ↓	CTR	Cost	Avg. CPC
Tennessee Water & Air Technology - Keyword PPC	3,749	251	6.70%	1,150.44	4.58

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.

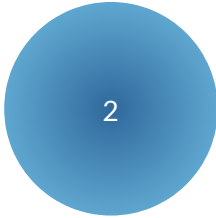
Note: Costs do not include management fee

Total PPC Conversions



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

Phone Calls

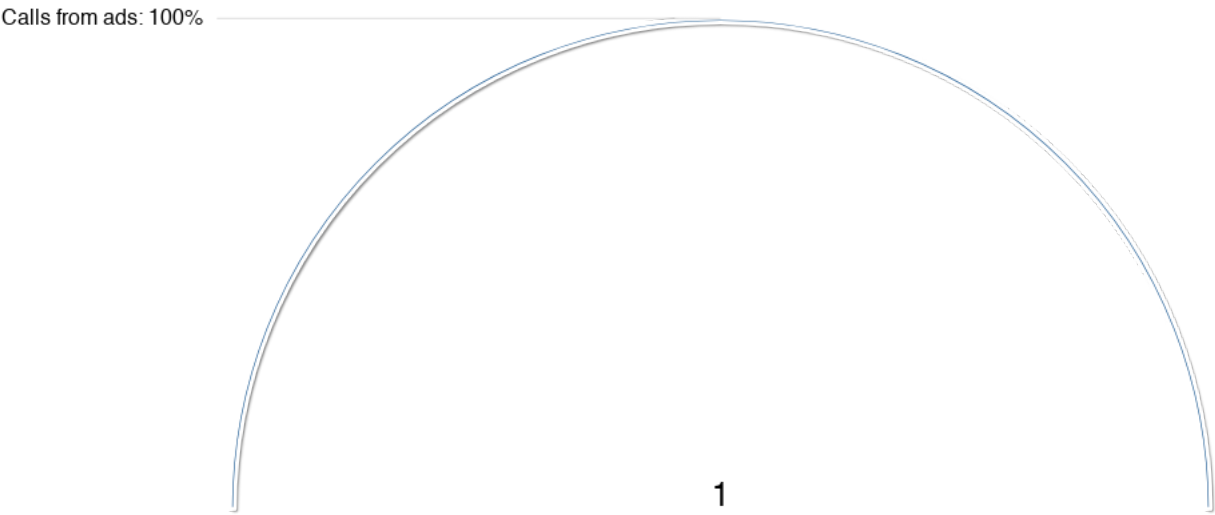


Times users clicked on the phone number on your ad and completed a call

PPC Conversion Performance

Conversion Action Name	Total Conversions ↓
Tennessee Water & Air Technology Get Started Click Conversion	8
Tennessee Water & Air Technology Submit Your Inquiry Click Conversion	6
Tennessee Water & Air Technology Let's Talk Click Conversion	2
Tennessee Water & Air Technology Have a Question Click Conversion	2

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



"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
Better Water Starts Here Clean Water For Your Home Say Goodbye to Hard Water Pure Water, Better Living Clean Water, Clean Living Fix Hard Water Fast https://tnwatertech.com/?mx_tp=organic Enjoy cleaner, safer water from every tap-installed by local experts., Custom water systems built for your home's unique needs., Eliminate hard water, odors & buildup with expert home water solutions., Protect your home & health with advanced water filtration systems.	3,749	251	6.70%	1,150.44	4.58

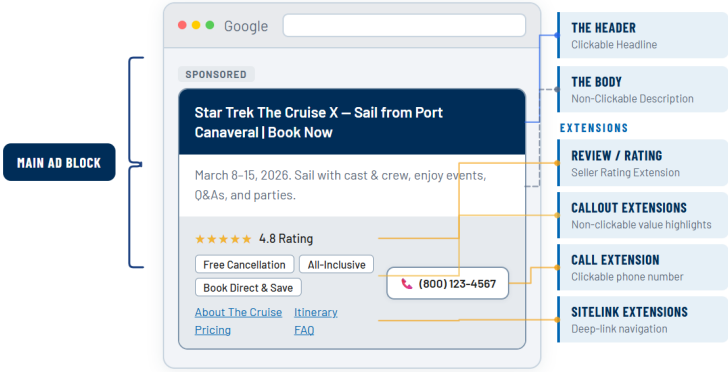
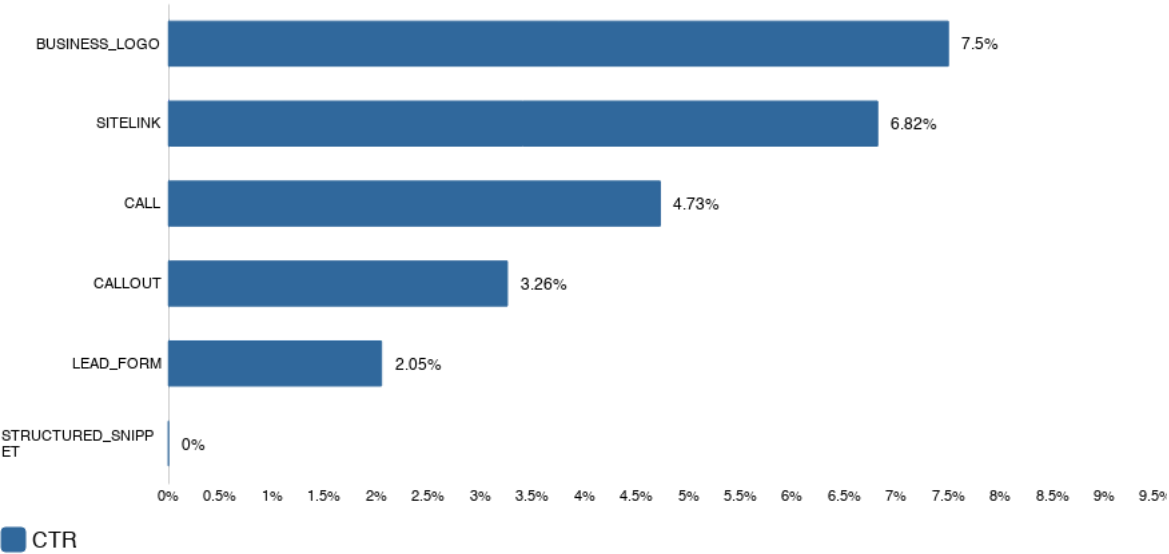
Grid contains more rows, but they have been clipped.

Top 5 Extension Performance

Extension Type	Extension	Impressions	Clicks ↓	CTR	Cost	Avg. CPC
BUSINESS_LOGO	https://tpc.googlesyndication.com/simgad/15105585343129933058	3,079	231	7.50%	1,038.88	4.50
SITELINK	Pure Drinking Water Daily, Remove Contaminants Fast, Reverse Osmosis	1,901	134	7.05%	709.72	5.30
SITELINK	Clean Water From Every Tap, Custom Systems For Your Home, Whole Home Filtration	1,897	129	6.80%	685.74	5.32
SITELINK	Eliminate Hard Water Issues, Protect Pipes and Appliances, Water Softeners	967	70	7.24%	328.71	4.70
CALLOUT	No More Hard Water	1,060	42	3.96%	226.80	5.40

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.

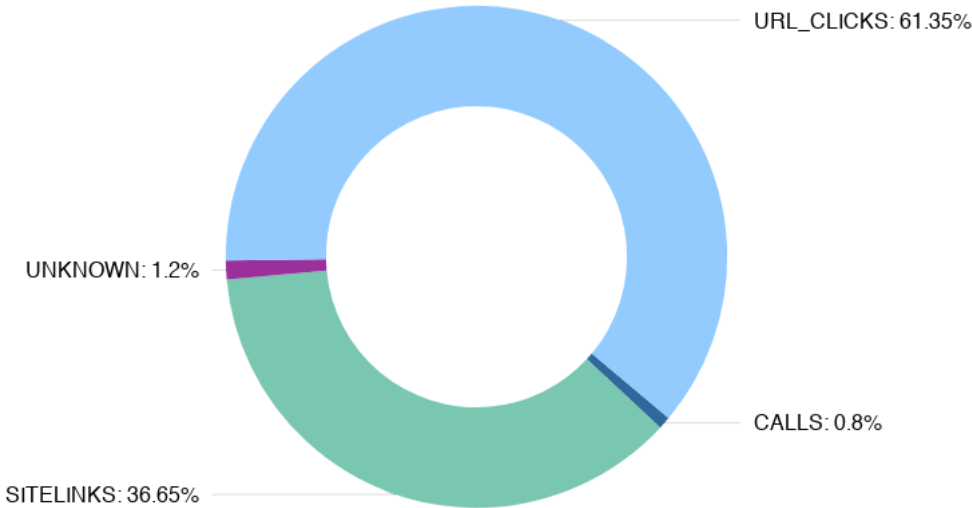
PPC Extension Type Performance



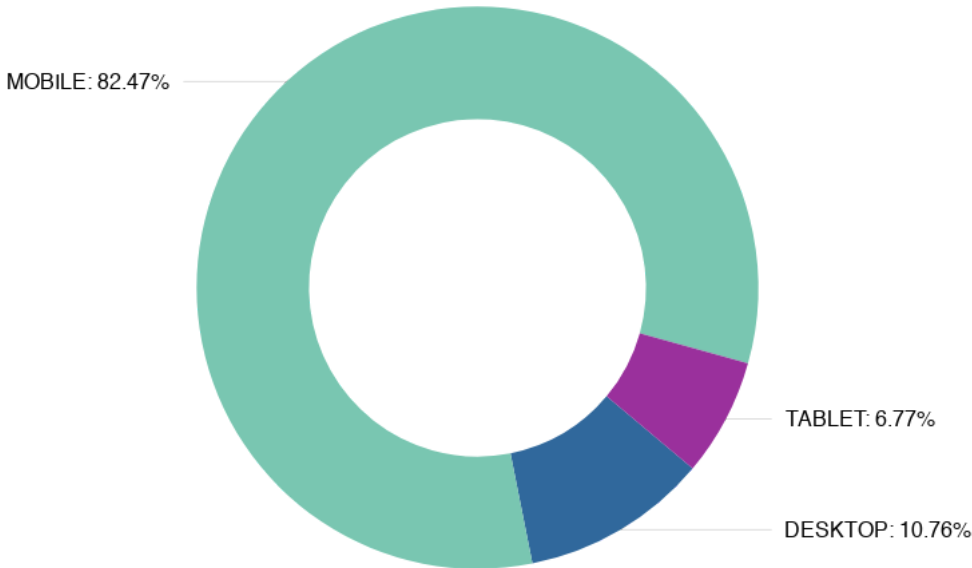
● Clickable element – drives traffic to destination URL ● Non-clickable – display / informational only ● Ad Extension – optional Google Ads enhancement

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

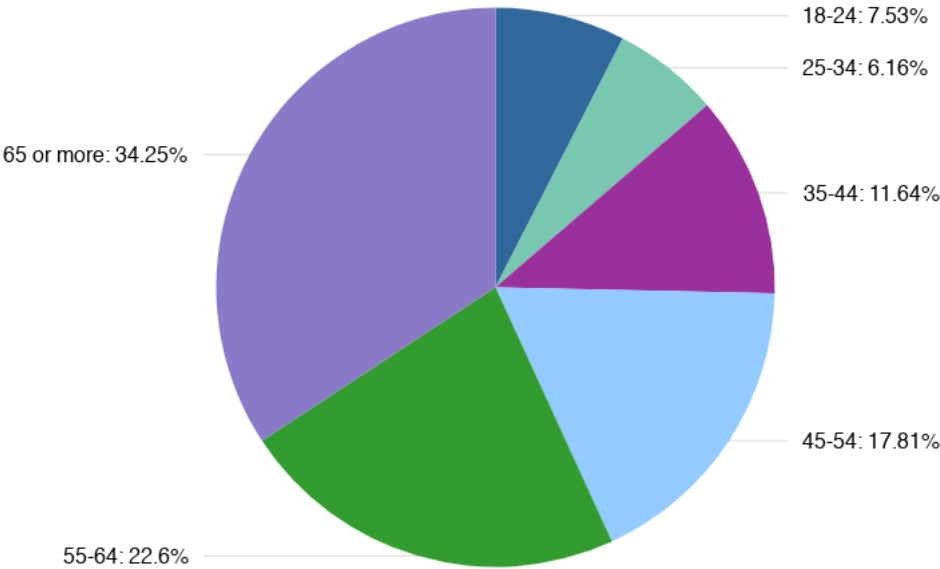


Device Performance

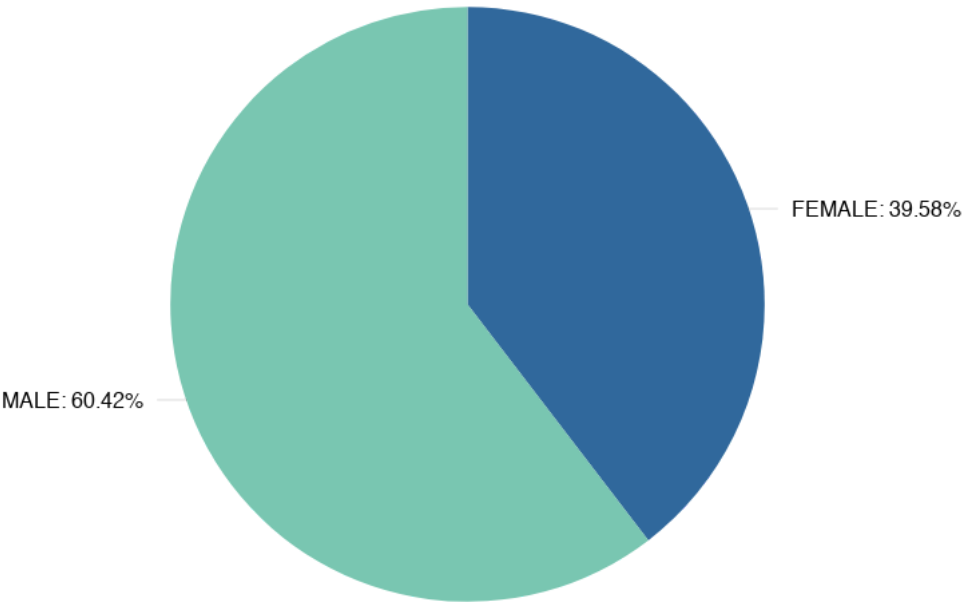


- URL Click:** When users click on the final URL in an ad.
- Headline Click:** Clicks on the ad's main headline, which also leads users to the main landing page.
- Sitelink Click:** When a user clicks on one of the sitelink extensions that links then directly to a specific page on your site.
- Get Location 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
safest drinking water	Tennessee Water & Air Technology - Keyword PPC	23	17	73.91%	22.38	1.32
best purified water	Tennessee Water & Air Technology - Keyword PPC	20	12	60.00%	14.96	1.25
king pure water	Tennessee Water & Air Technology - Keyword PPC	32	6	18.75%	26.68	4.45
culligan	Tennessee Water & Air Technology - Keyword PPC	31	4	12.90%	24.13	6.03
kangen water machine	Tennessee Water & Air Technology - Keyword PPC	21	4	19.05%	21.61	5.40
reverse osmosis water filter	Tennessee Water & Air Technology - Keyword PPC	57	4	7.02%	22.35	5.59
aqua clear	Tennessee Water & Air Technology - Keyword PPC	33	3	9.09%	17.83	5.94
aquaclear	Tennessee Water & Air Technology - Keyword PPC	36	2	5.56%	9.76	4.88
best whole house water filtration system cost	Tennessee Water & Air Technology - Keyword PPC	10	2	20.00%	10.83	5.42
bottled water	Tennessee Water & Air Technology - Keyword PPC	6	2	33.33%	1.76	0.88
brita water filter	Tennessee Water & Air Technology - Keyword PPC	32	2	6.25%	10.18	5.09
coway water filter	Tennessee Water & Air Technology - Keyword PPC	5	2	40.00%	15.32	7.66
home water filtration system nearby	Tennessee Water & Air Technology - Keyword PPC	2	2	100.00%	10.94	5.47
pentair water filters	Tennessee Water & Air Technology - Keyword PPC	3	2	66.67%	14.72	7.36
purest drinking water	Tennessee Water & Air Technology - Keyword PPC	4	2	50.00%	2.31	1.16

Call Reporting Details

Ad Group	Start Time ↑	End Time	Duration (seconds)	Status	Call Tracking DisplayLocation	Caller Area Code	Call Type	Calls Count
Tennessee Water & Air Technology - Keyword PPC	Jul 22, 2026 1:25 PM	Jul 22, 2026 1:26 PM	83	RECEIVED	AD	407	HIGH_END_MOBILE_SEARCH	1
Tennessee Water & Air Technology - Keyword PPC	Jul 22, 2026 5:36 PM	Jul 22, 2026 5:36 PM	58	RECEIVED	AD	865	HIGH_END_MOBILE_SEARCH	1

"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.

Performance Max Creative Group Performance

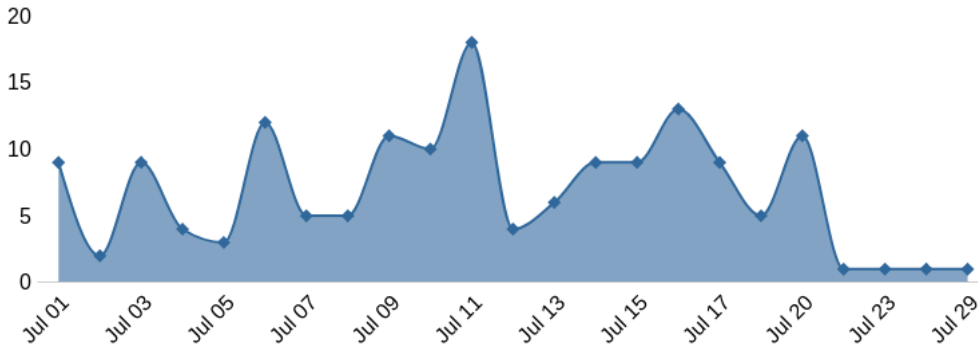
Creative Group Name	Search Themes	Client Ad Cost	Client CPE	Impressions	Events ↓	Event Rate
Tennessee Water & Air Technology - Water Filtration/Homeowner/Retargeting Performance Max	air filtration,air purification,Aquaclear,at home water test,bad smelling water,bad tasting water,clean drinking water,cloudy tap water,Culligan,east TN water treatment,free water test,hard water treatment,home air system,indoor air quality solutions,Kinetico,King Pure Water,removing impurities from water,reverse osmosis system,skin irritation from water,water filtration system,water purification system,water system maintenance,water treatment near me,well water treatment,whole home water filter	2,739.47	3.31	8,567	828	9.66%
Total		2,739.47	3.31	8,567	828	9.66%

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

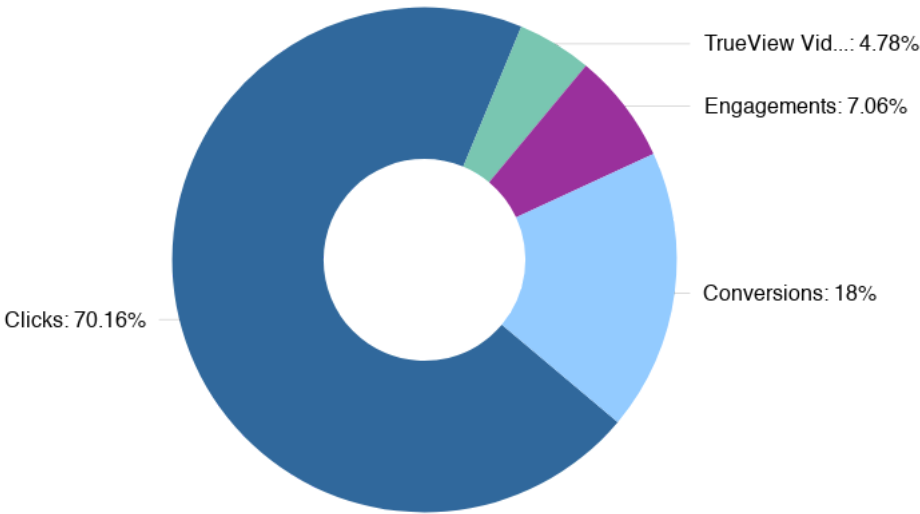


Performance Max Click Conversion Performance

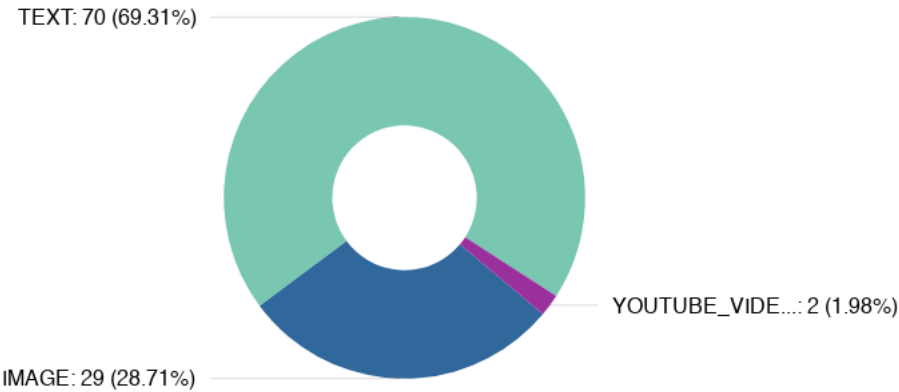
Conversion Action Name	Click Conversions ↓
Tennessee Water & Air Technology Submit Your Inquiry Click Conversion	90
Tennessee Water & Air Technology Phone Click Conversion	25
Tennessee Water & Air Technology Get Started Click Conversion	20
Tennessee Water & Air Technology Let's Talk Click Conversion	19
Tennessee Water & Air Technology Have a Question Click Conversion	4

"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



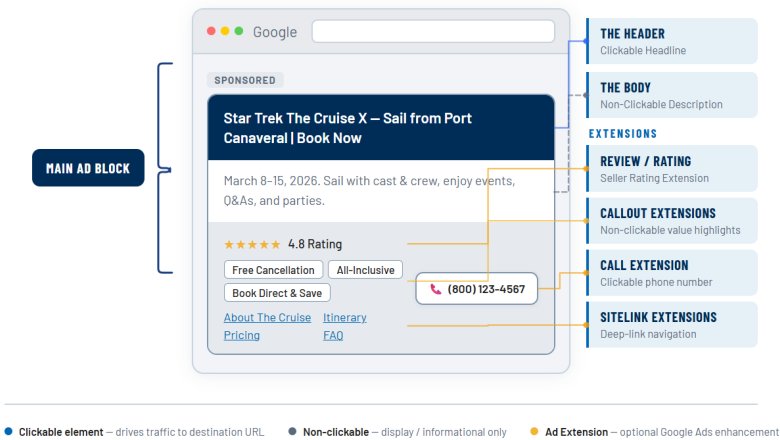
Creative Type by Quantity



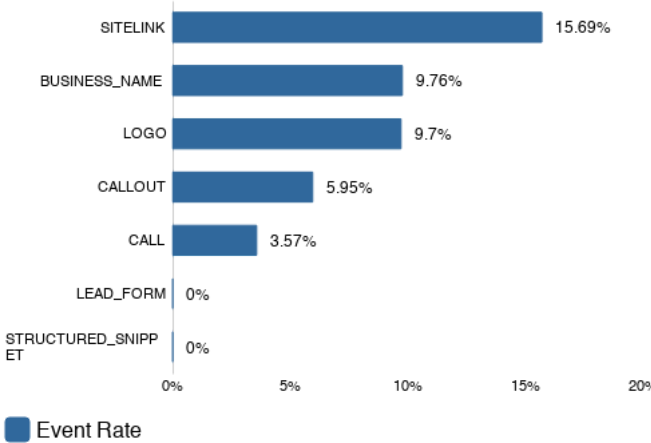
Performance Max Top 5 Extension Performance

Type	Extension (upgraded)	Impressions	Events	Event Rate ↓	Client Ad Cost	Client CPE
SITELINK	Find Out What's In Your Water, Free Testing From Local Experts, Water Testing	35	11	31.43%	1.22	0.11
SITELINK	Pure Drinking Water Daily, Remove Contaminants Fast, Reverse Osmosis	107	16	14.95%	15.55	0.97
SITELINK	Clean Water From Every Tap, Custom Systems For Your Home, Whole Home Filtration	121	17	14.05%	20.03	1.18
CALLOUT	No More Hard Water	23	3	13.04%	6.64	2.21
CALLOUT	Built for TN Water	31	4	12.90%	12.34	3.09

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.

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.