



Digital Marketing Report

Impressions

How many ads were served:

161,407

Clicks

Times a user clicked on an ad

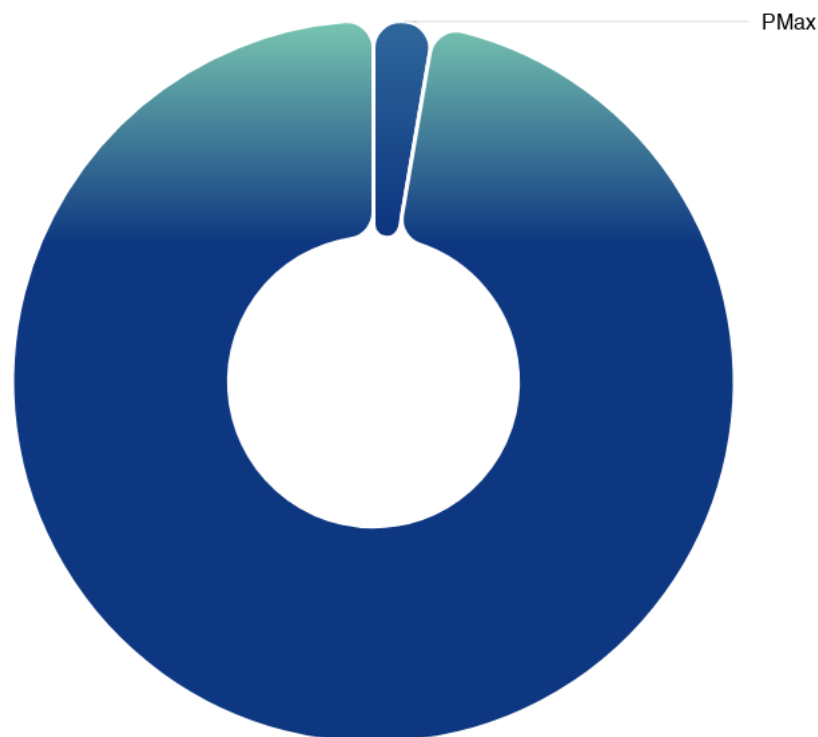
1,101

Click-Through Rate

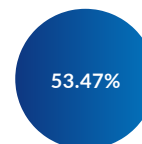
$(\text{Clicks} / \text{Impressions}) \times 100$

0.09%

Your Product Breakout by Impressions



CTV Completion Rate



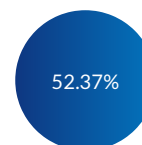
Percentage of users who watched the video from start to finish

Events



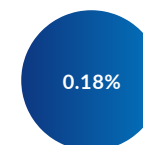
Total Clicks, Video Views, Phone Calls, Engagements, & Conversions

Event Rate



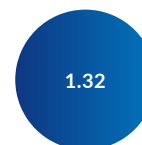
$(\text{Events} / \text{Impressions}) \times 100$

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.



Performance Max Cost

Amount spent on the campaign

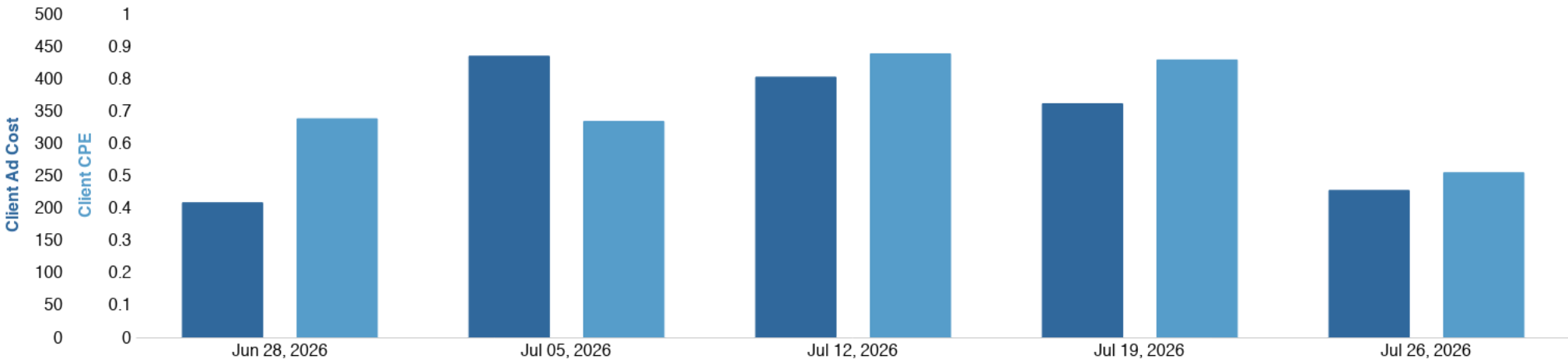
1,632.34

Performance Max Cost-Per-Event

Cost/Events

0.71

Performance Max Week by Week Spend Performance





Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
IBEW 22 - Electricians/Blue Collar Worker/Tradesmen B2B Behavioral Social Mirror	88,498	66	0.07%	1.07
IBEW 22 - Electricians/Blue Collar Worker/Tradesmen B2B Behavioral Social Mirror IMP	30,707	27	0.09%	1.26
IBEW 22 - Geo-Retargeting Social Mirror	20,670	21	0.10%	1.45
IBEW 22 - Site Retargeting Social Mirror	17,165	31	0.18%	2.58
IBEW 22 - Electrician/Blue Collar/Tradesmen Performance Max	4,363	956	21.91%	313.02
IBEW 22 - Geo-Fencing Social Mirror	4	0	0.00%	0.00



Social Mirror Click Conversions

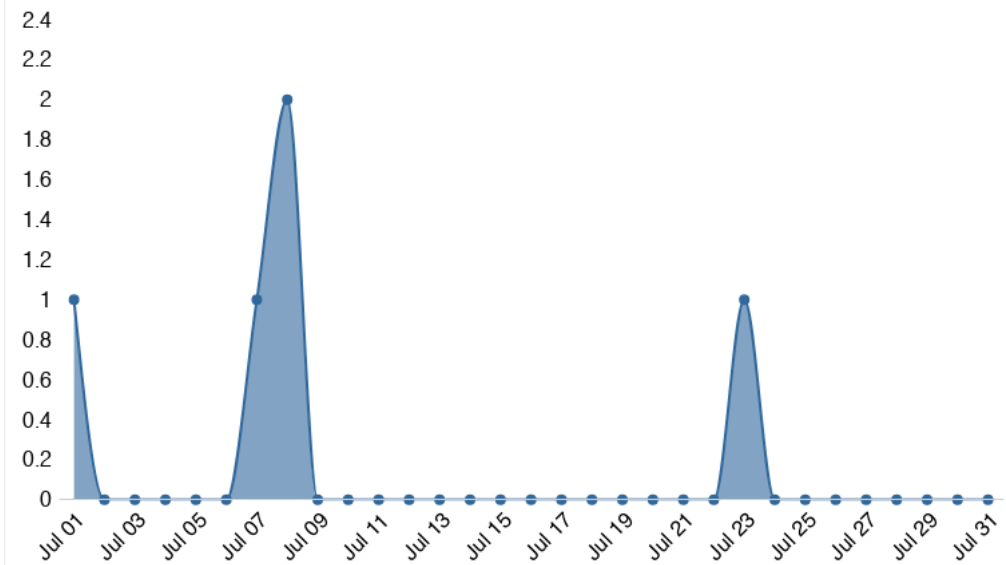


Times users clicked on an ad leading to your site and visited a page or completed an action

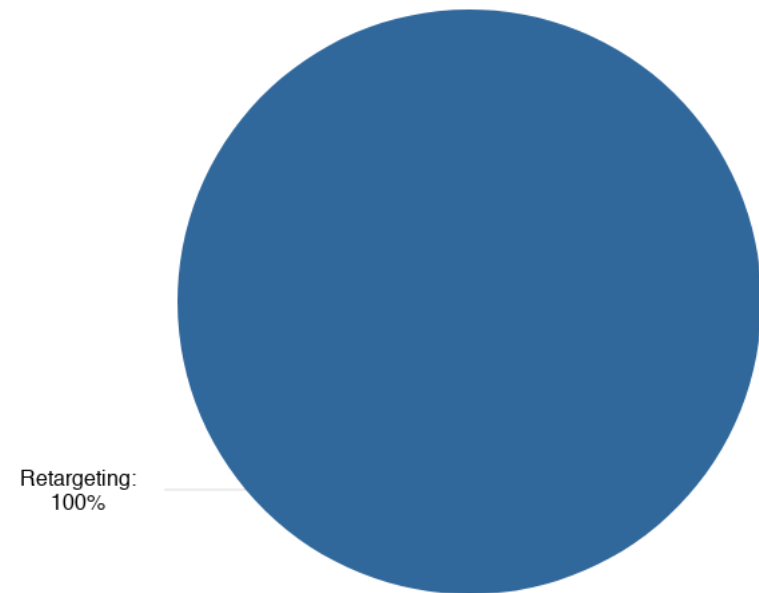
Social Mirror Click Conversion Performance Breakout

Conversion Name	Click Conversions ↓
IBEW 22 Mike Modra Click	3
IBEW 22 Apprenticeship Page View	2

Social Mirror Click Conversions by Day



Top Social Mirror Click Conversions by Strategy





Social Mirror View-through Conversions

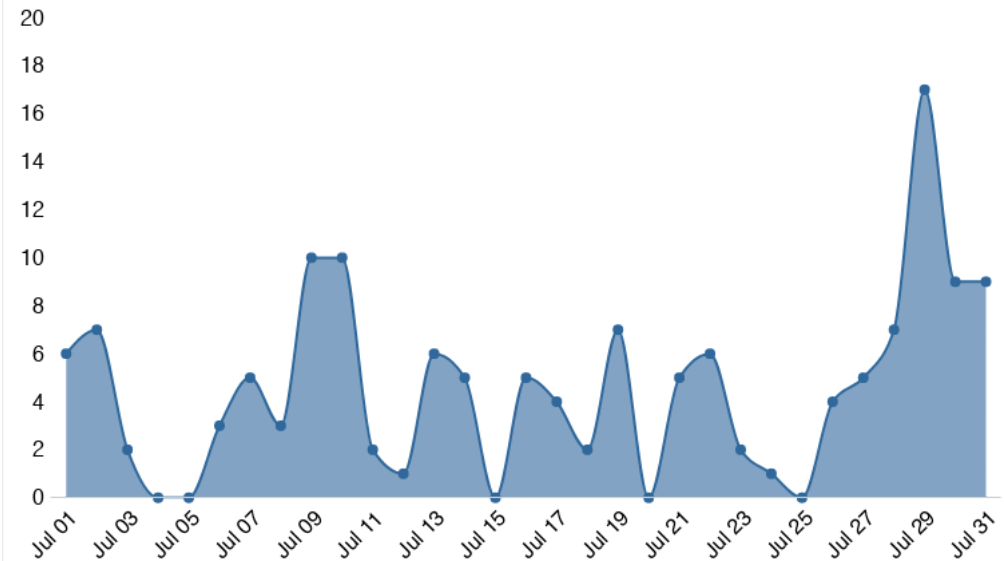


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

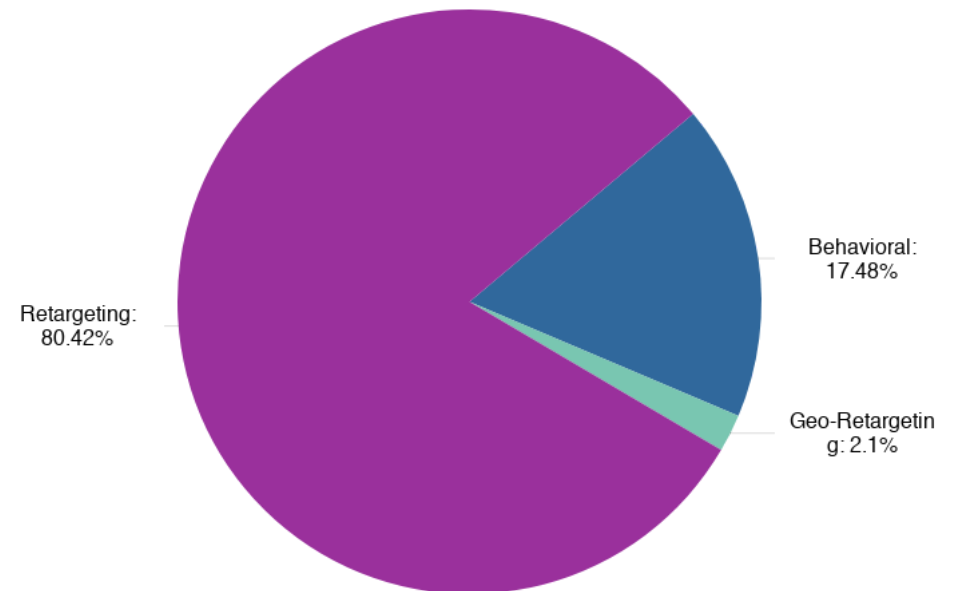
Social Mirror View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
IBEW 22 Homepage Visits	106
IBEW 22 Apprenticeship Page View	28
IBEW 22 About20Us Page View	8
IBEW 22 Bob Sidzyik Click	1

Social Mirror View-through Conversions by Day



Top Social Mirror View-through Conversions by Strategy





Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	IBEW 22_Social Mirror_FB_4.06_Build a career that pays you what you are worth	76,964	82	0.11%	1.52
	IBEW 22_Social Mirror_IG_4.06_Build a career that pays you what you are worth	80,080	63	0.08%	1.12



Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Desktop	A personal computing device that remains stationary at one location.	96,938	51	0.05%
Mobile	A portable electronic device that can connect to the internet.	55,326	83	0.15%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	4,780	11	0.23%



Site and App Performance

Name	Impressions ↓	Clicks	CTR
msn.com	23,917	4	0.02%
aol.com	6,991	1	0.01%
zillow.com	6,249	1	0.02%
Pinterest	5,991	5	0.08%
ebay.com	4,020	0	0.00%
pinterest.com	3,158	0	0.00%
foxnews.com	3,059	5	0.16%
imdb.com	1,930	5	0.26%
legacy.com	1,883	0	0.00%
apnews.com	1,815	5	0.28%
merriam-webster.com	1,105	0	0.00%
realtor.com	1,090	0	0.00%
spacedaily.com	1,082	0	0.00%
ketv.com	806	3	0.37%
jcpenny.com	681	1	0.15%
signupgenius.com	677	1	0.15%
usatoday.com	671	0	0.00%
huffpost.com	637	4	0.63%
accuweather.com	596	1	0.17%
IMDb: Your guide to movies, TV shows, celebrities	541	0	0.00%



Performance Max Creative Group Performance

Creative Group Name	Search Themes	Client Ad Cost	Client CPE	Impressions	Events ↓	Event Rate
IBEW 22 - Electrician/Blue Collar/Tradesmen Performance Max	Apprentice electrician programs Omaha,Better pay electrician job,Commercial electrician careers,Electrical contractor job openings,Electrical union membership benefits,Electrician healthcare and insurance jobs,Electrician hiring Omaha,Electrician jobs Omaha,Electrician pension and retirement,High voltage electrician jobs Omaha,IBEW electrician careers near me,Industrial electrician positions,Join electrician union Nebraska,Journeyman electrician salary Nebraska,Licensed electrician jobs,Master electrician job Omaha,Non-union vs union electrician,Union electrician benefits	1,632.34	0.71	4,363	2,285	52.37%
Total		1,632.34	0.71	4,363	2,285	52.37%

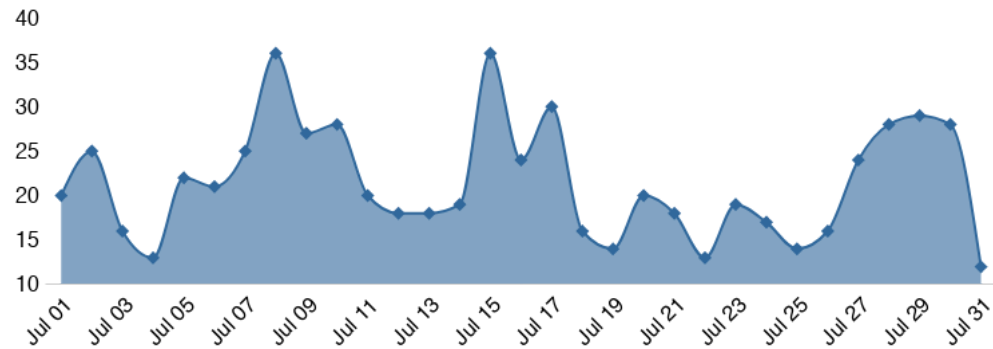


Performance Max Click Conversions



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 ↓
Apprenticeship Page view	589
About Us Page view	59
Bob Sidzyik Email Click	10
Mike Modra Email Click	6
Jon Nebel Email Click	1

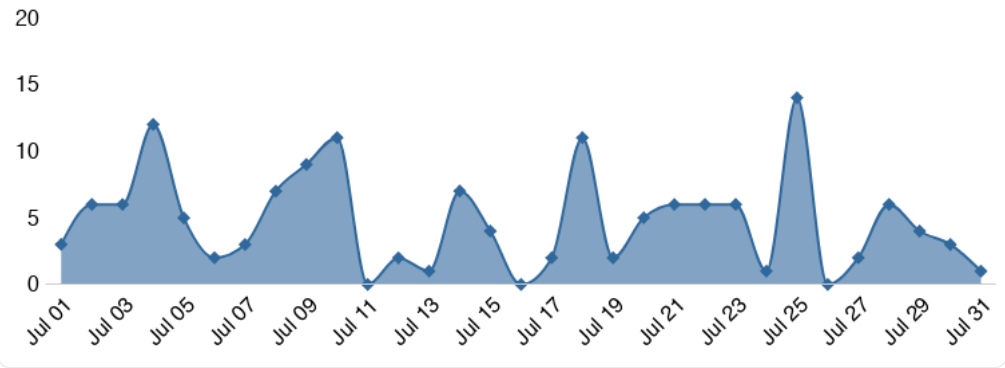


Performance Max View-through Conversions



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



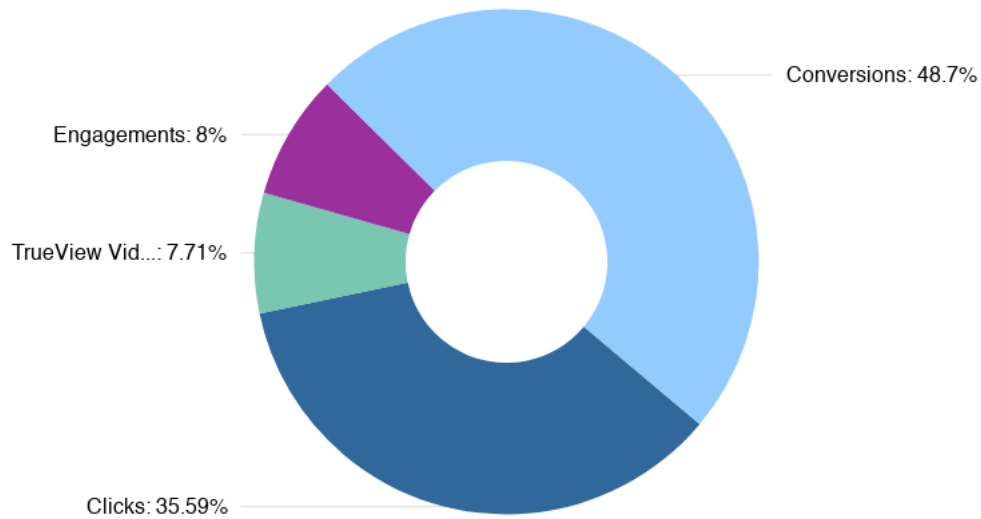
Performance Max View-through Conversion Performance

Conversion Action Name	View-through Conversions ↓
Homepage Visits	102
Apprenticeship Page view	44
About Us Page view	2

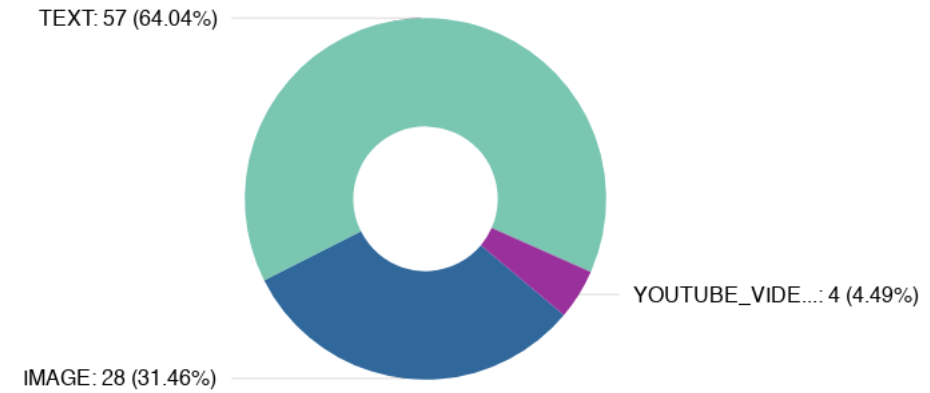


"Calls from ads" refers to a qualified conversion, meaning that the call had to go through and last for at least 60 seconds for it to be counted.

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
BUSINESS_NAME	IBEW 22	4,324	2,435	56.31%	1,630.48	0.67
LOGO	Suggested logo #1, https://tpc.google syndication.com/simgad/3319361007005808050	767	327	42.58%	28.73	0.09

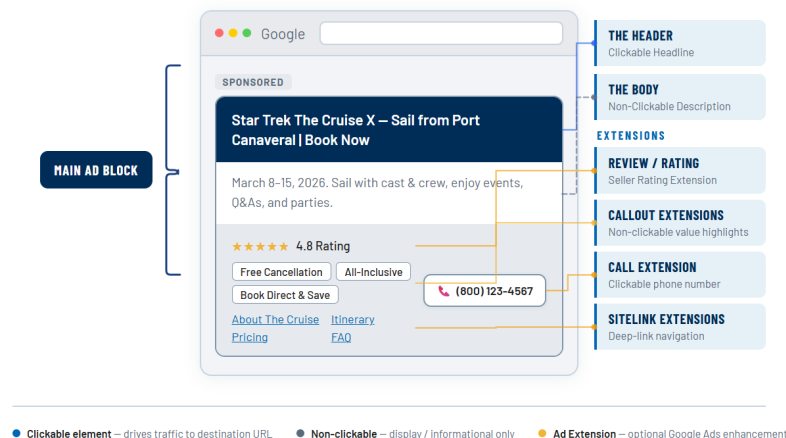


Because a single ad can display multiple extensions at the same time, this data overlaps. As a result, the combined metrics (Impressions, Events, Event Rate, Client Ad Cost, & Client CPE) for all extensions will appear much higher than the actual overall campaign totals.

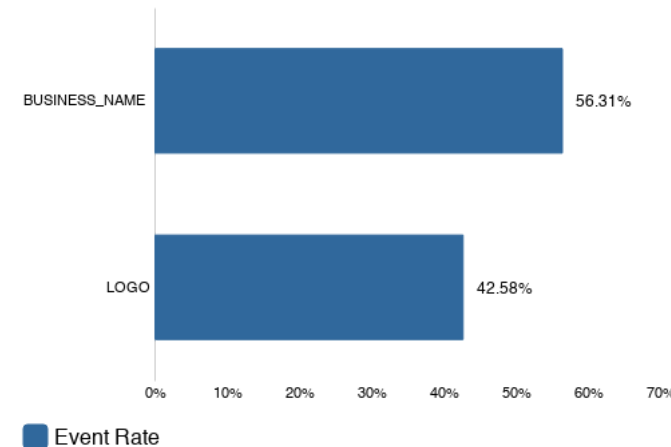
89

Number of Creative Assets

Currently Running



Performance Max Extension Type Performance

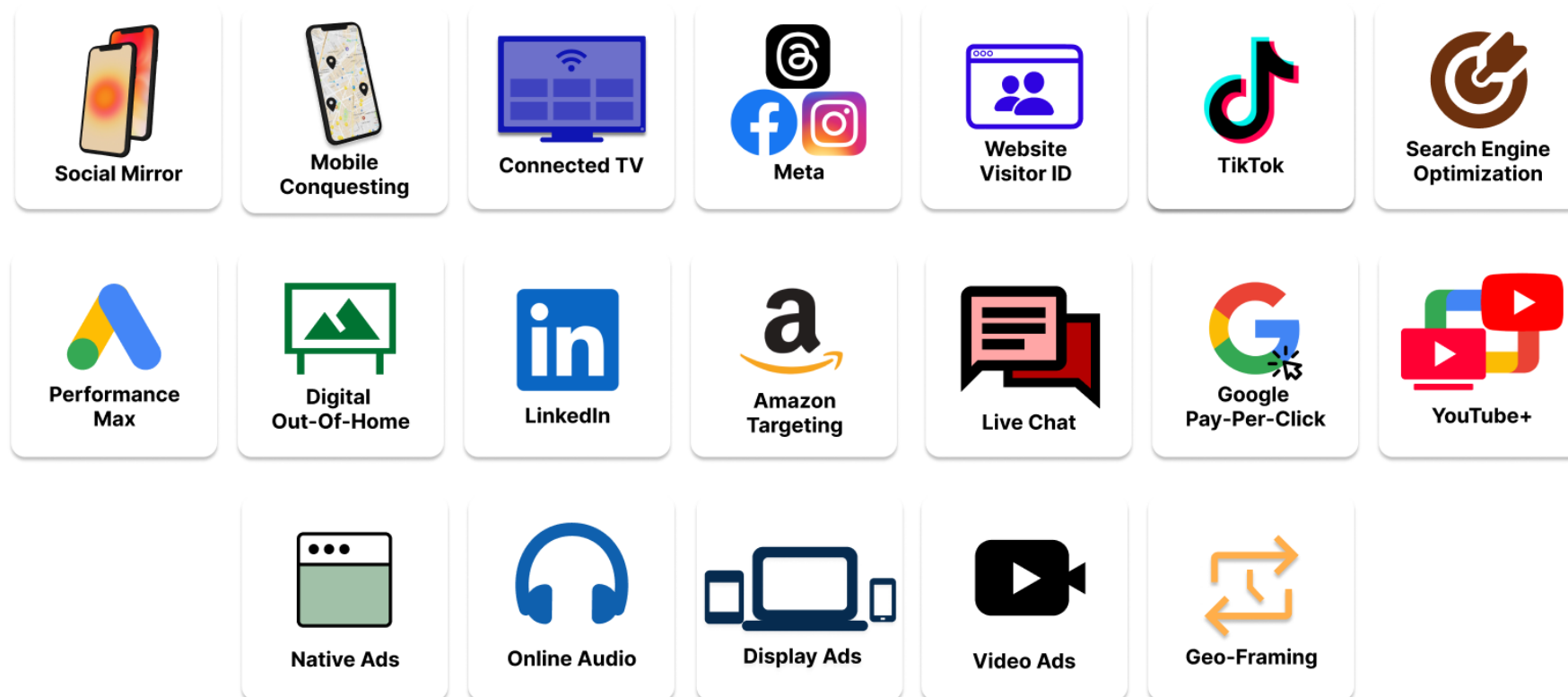


This report shows many times an ad was clicked that contained that extension, not how many people clicks on that specific extension itself. Location Extensions are not currently available to be shown.

“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*.



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