

Digital Marketing Report

Impressions

How many ads were served:

20,340

Clicks

Times a user clicked on an ad

1,057

Events

1,618

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

Your Product Breakout by Impressions



PMAX

Event Rate

7.95%

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

*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

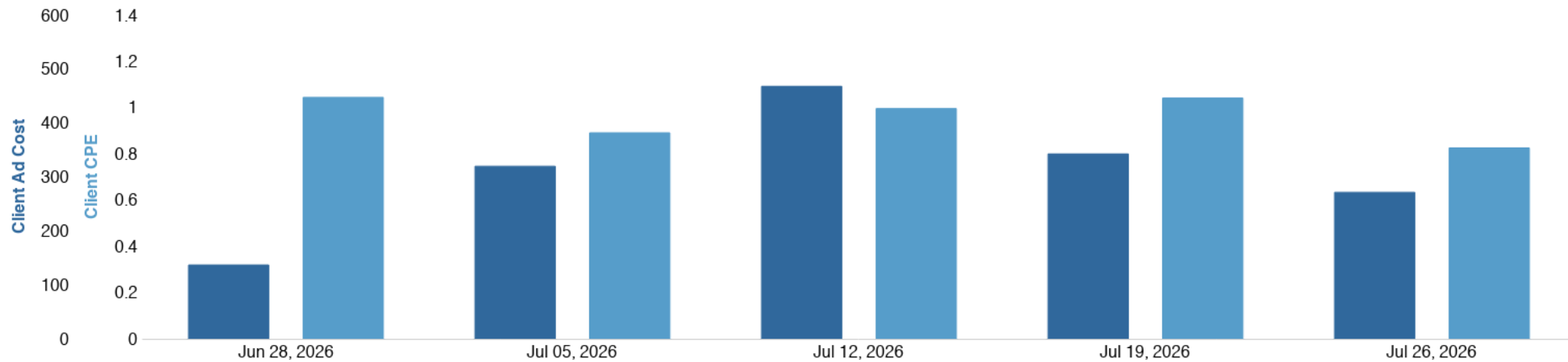
1,539.80

Performance Max Cost-Per-Event

Cost/Events

0.95

Performance Max Week by Week Spend Performance





Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Pro Gutter Solutions - Home Improvement/Roofing Services/Retargeting Performance Max	15,395	736	4.78%	68.30
Pro Gutter Solutions - Home Improvement/Roofing Services/Retargeting CustomPerformance Max	4,945	321	6.49%	92.73



Grid contains more rows, but they have been clipped.

Performance Max Creative Group Performance

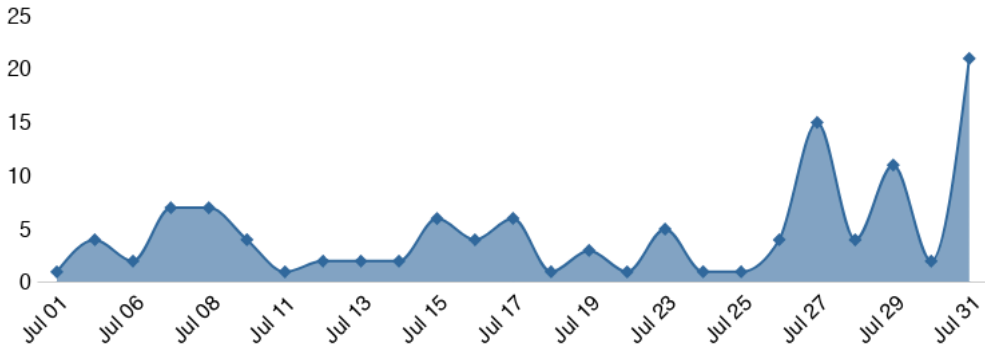
Creative Group Name	Search Themes	Client Ad Cost	Client CPE	Impressions	Events ↓	Event Rate
Pro Gutter Solutions - Home Improvement/Roofing Services/Retargeting Performance Max	apartment complex exterior services,commercial gutter systems,Exterior renovation,Gutter installation and replacement,gutter repair services,gutter solutions for homes and businesses,Hail and wind damage roofing and siding repairs,home exterior improvement,Home exterior upgrades,property maintenance and exterior upgrades,Roof inspections,Roof installation,Roof replacement,Roofing contractors,roofing solutions for homes and businesses,seamless gutters,Siding contractors,Siding installation,siding installation and replacement,siding repair services,Siding replacement,siding solutions for homes and businesses,storm damage exterior repair,Storm damage roofing,Vinyl siding	1,061.58	0.96	15,395	1,102	7.16%
Pro Gutter Solutions - Home Improvement/Roofing Services/Retargeting CustomPerformance Max	affordable gutter cleaning,apartment complex exterior services,clean clogged gutters,clogged gutter cleaning,commercial gutter systems,damaged gutter repair,downspout cleaning,Exterior renovation,fall gutter cleaning,gutter and downspout cleaning,gutter cleaning,gutter cleaning company,gutter cleaning estimate,gutter cleaning Lincoln NE,gutter cleaning Lincoln Nebraska,gutter cleaning near me,gutter cleaning services,gutter cleanout,gutter cleanout near me,gutter company near me,gutter guard installation,gutter guards,gutter guards near me,gutter inspection,gutter inspection near me,gutter	478.20	0.93	4,945	516	10.43%

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

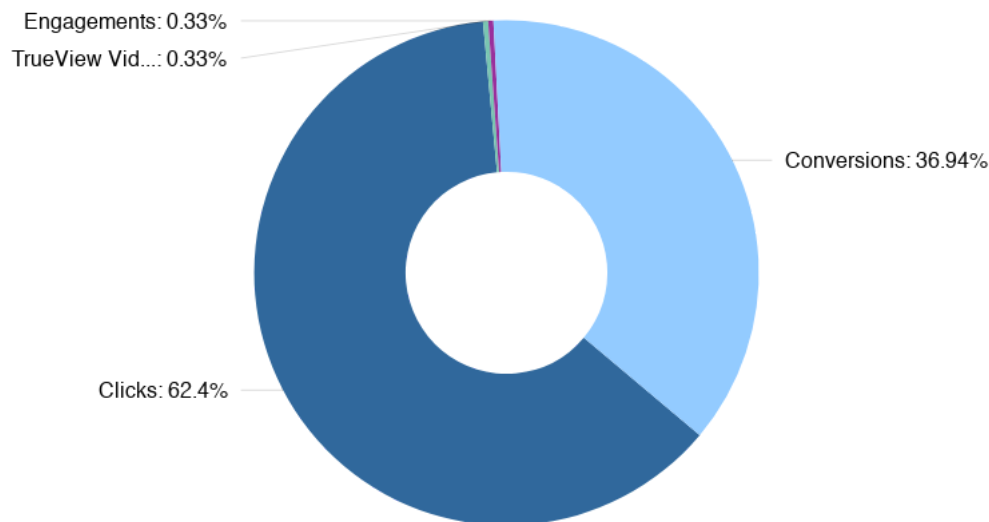


Performance Max Click Conversion Performance

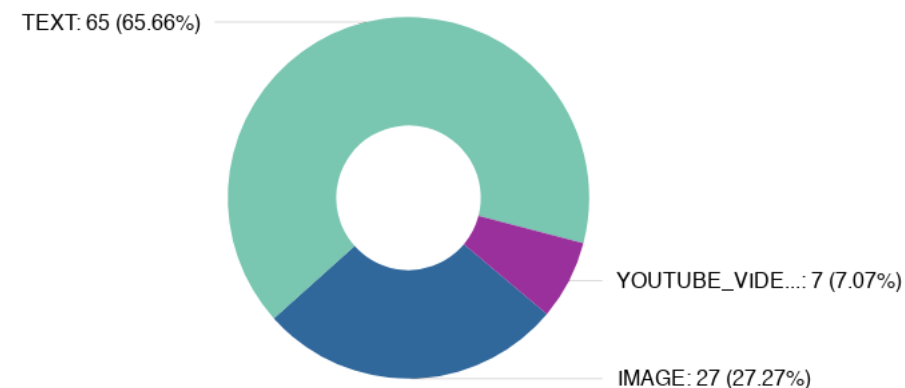
Conversion Action Name	Click Conversions ↓
Pro Gutter Solutions About Page view	54
Pro Gutter Solutions Phone Number Click	32
Pro Gutter Solutions Services Page View	18
Pro Gutter Solutions Email Click	7
Pro Gutter Solutions Contact Page view	5
Pro Gutter Solutions Projects Page view	1

"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

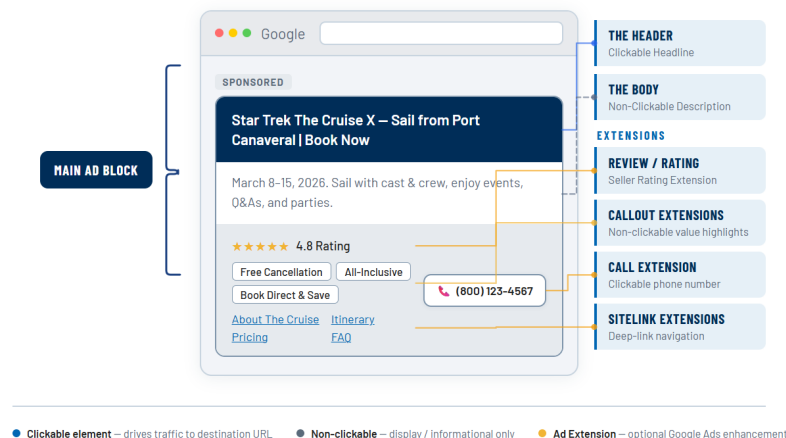
Type	Extension (upgraded)	Impressions	Events	Event Rate ↓	Client Ad Cost	Client CPE
SITELINK	See Our Recent Work, Residential & Commercial, View Our Projects	148	41	27.70%	32.05	0.78
SITELINK	Schedule Your Free Visit, Choose A Time That Works, Book Your Estimate	381	61	16.01%	37.79	0.62
SITELINK	Never Clean Gutters Again, Year-Round Gutter Maintenance, PRO360 Protection Plan	375	54	14.40%	34.68	0.64
SITELINK	Questions? Call Today, We're Here To Help, Contact Us	381	54	14.17%	37.99	0.70
SITELINK	Installation & Repairs, Seamless Gutter Experts, Gutter Services	369	50	13.55%	32.86	0.66

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.

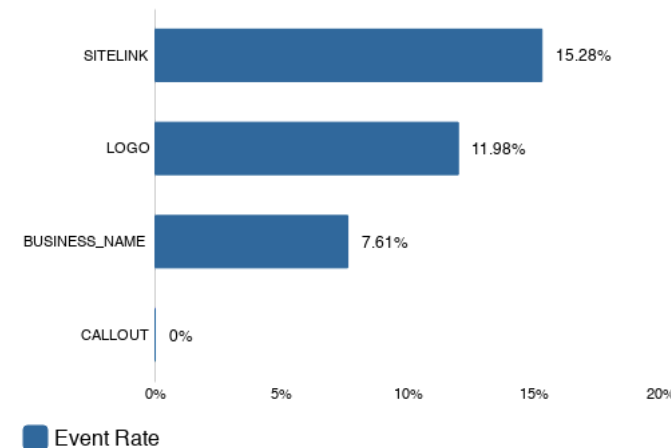
99

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



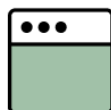
Live Chat



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.