

Digital Marketing Report

Impressions

How many ads were served:

128,959

Clicks

Times a user clicked on an ad

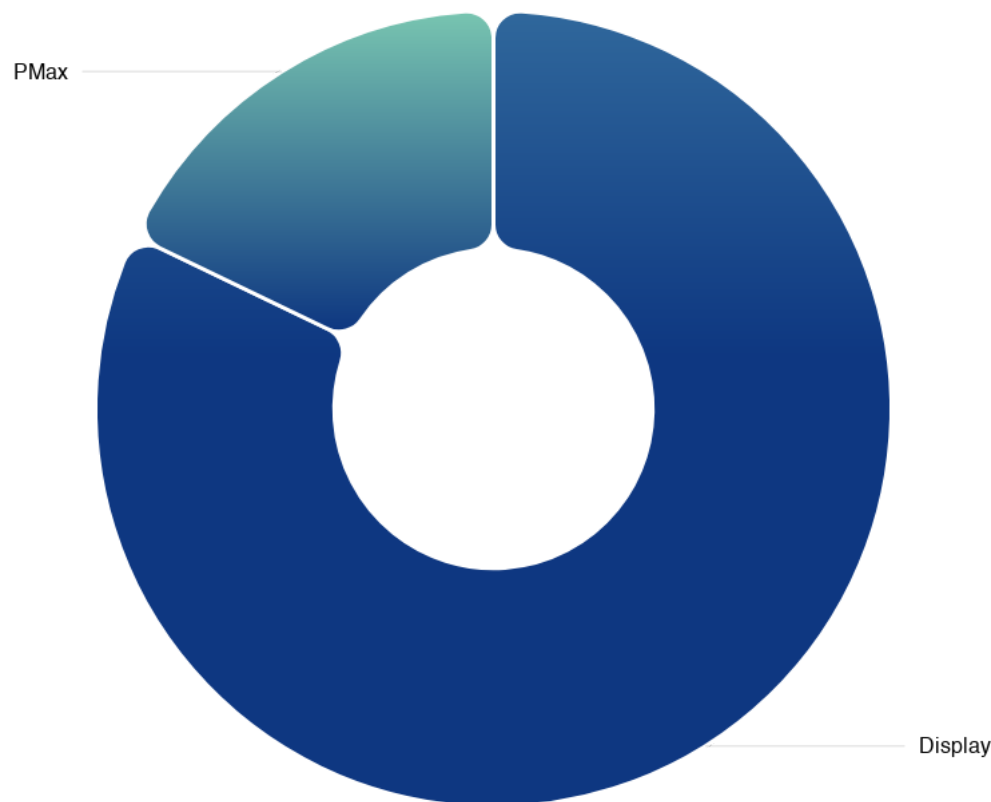
1,316

Click-Through Rate

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

0.19%

Your Product Breakout by Impressions



Events

1,366

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

Event Rate

5.93%

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

Total Engagement Rate

0.21%

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

X the National Average

2.74

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

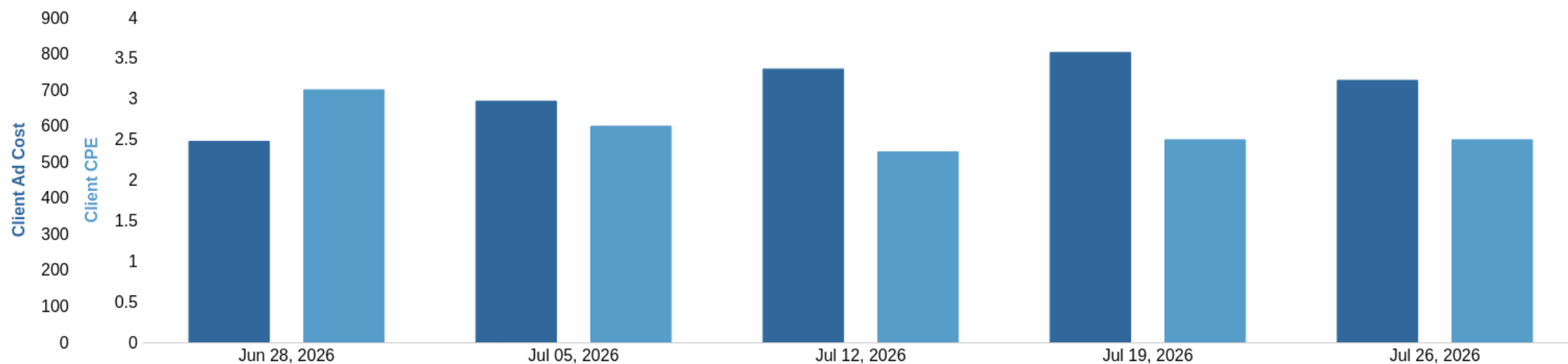
3,513.02

Performance Max Cost-Per-Event

Cost/Events

2.57

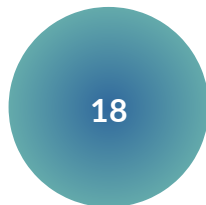
Performance Max Week by Week Spend Performance



Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
The Exchange (B2B) - B2B Decision Makers Display	80,454	101	0.13%	1.79
The Exchange (B2B) - Retail for Lease/Commercial Properties/Retargeting Performance Max	23,033	1,113	4.83%	69.03
The Exchange (B2B) - Matching Display	8,995	27	0.30%	4.29
The Exchange (B2B) - Website Visitor ID Feed Display	5,459	23	0.42%	6.02
The Exchange (B2B) - AI Display	5,342	18	0.34%	4.81
The Exchange (B2B) - Retargeting Display	4,135	26	0.63%	8.98
The Exchange (B2B) - Lookalike Display	1,541	8	0.52%	7.42

Display View-through Conversions

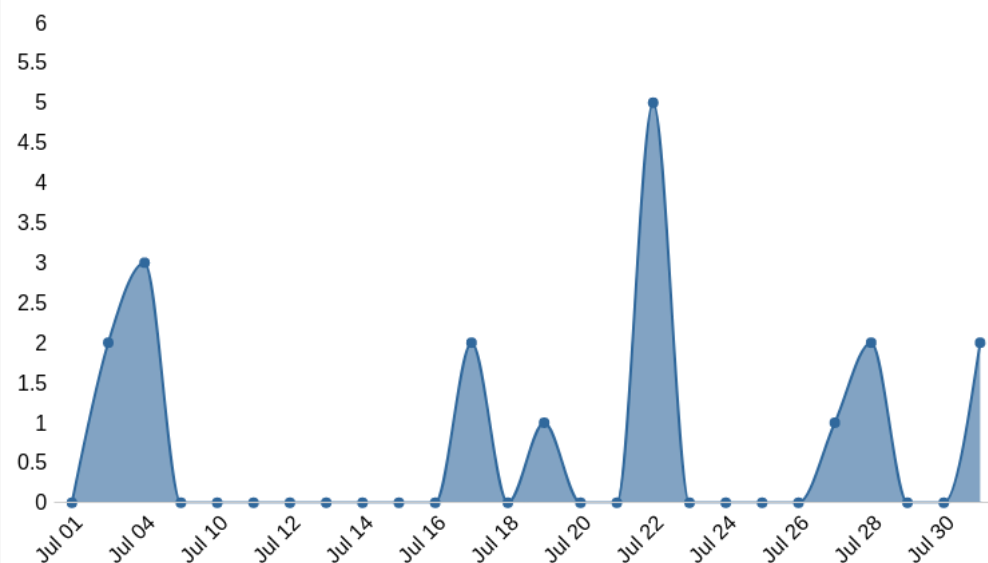


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

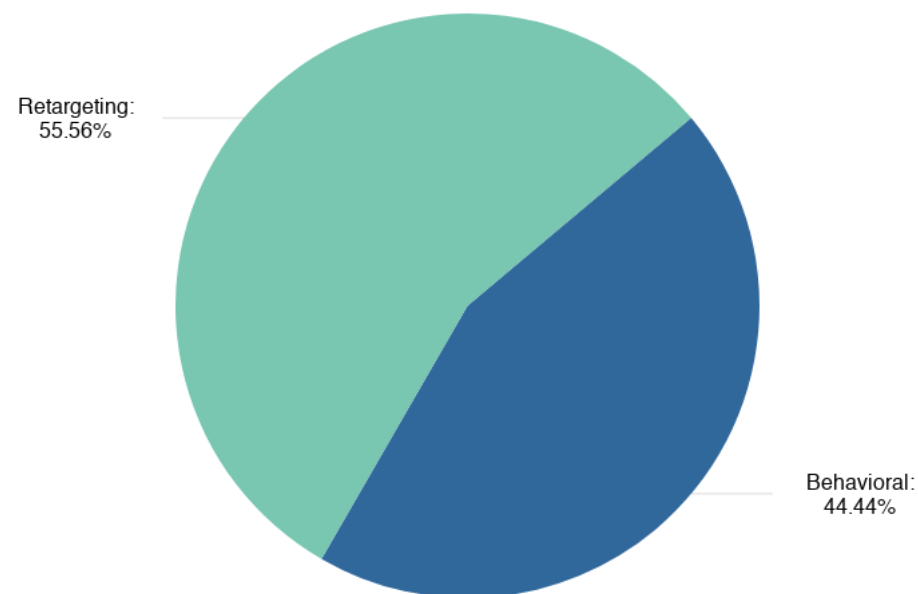
Display View-through Conversion Breakout

Conversion Name	View-through Conversions ↓
The Exchange Visit Page View	11
The Exchange Lease Page View	7

Display View-through Conversions by Day



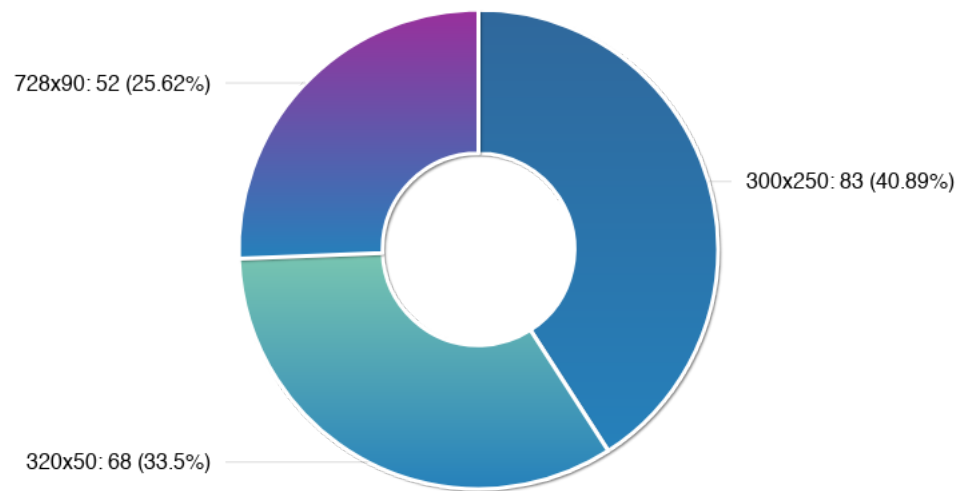
Top Display View-through Conversions by Strategy



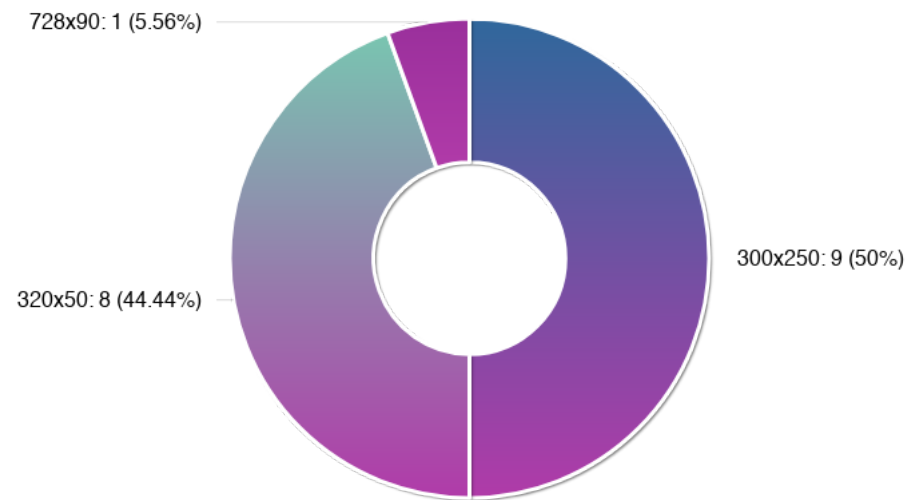
Display Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	The Exchange (B2B)_6.2.26_Summer 2026_300x250_2	20,449	46	0.22%	3.21
	The Exchange (B2B)_6.2.26_Summer 2026_320x50_2	22,470	40	0.18%	2.54
Thumbnail not available	The Exchange (B2B)_6.2.26_Summer 2026_300x250	17,696	37	0.21%	2.99
	The Exchange (B2B)_6.2.26_Summer 2026_320x50	22,175	28	0.13%	1.80
	The Exchange (B2B)_6.2.26_Summer 2026_728x90	12,006	27	0.22%	3.21
	The Exchange (B2B)_6.2.26_Summer 2026_728x90_2	11,130	25	0.22%	3.21

Display Click Performance by Ad Size



Display Conversion Performance by Ad Size



Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	61,150	116	0.19%
Desktop	A personal computing device that remains stationary at one location.	42,866	81	0.19%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	2,844	7	0.25%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
nypost.com	62,976	91	0.14%
247sports.com	9,339	7	0.07%
barstoolsports.com	7,090	4	0.06%
cbssports.com	3,753	10	0.27%
themirror.com	2,998	35	1.17%
essentiallysports.com	2,153	6	0.28%
nbcsports.com	1,647	2	0.12%
sports-reference.com	1,613	2	0.12%
si.com	1,531	5	0.33%
sportslogos.net	1,242	3	0.24%
totalprosports.com	1,158	2	0.17%
sports.yahoo.com	879	3	0.34%
statmuse.com	818	0	0.00%
usatoday.com	767	7	0.91%
whatifsports.com	554	0	0.00%
wate.com	531	0	0.00%
sportsmockery.com	438	0	0.00%
wkrn.com	342	0	0.00%
baseball.fantasysports.yahoo.com	341	3	0.88%
foxsports.com	263	0	0.00%

Performance Max Creative Group Performance

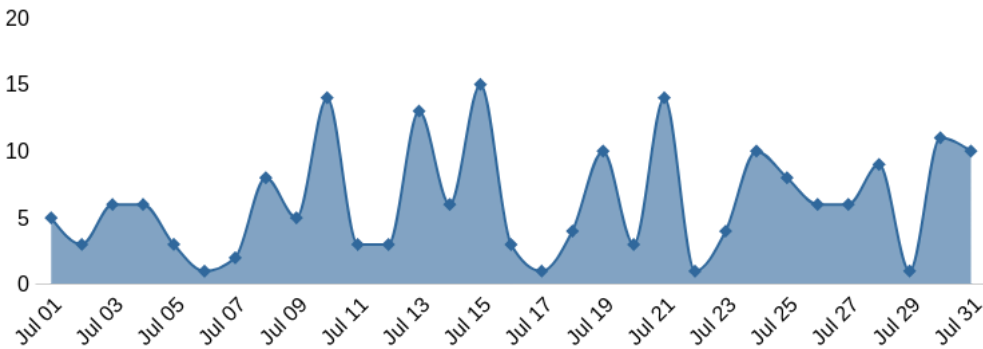
Creative Group Name	Search Themes	Client Ad Cost	Client CPE	Impressions	Events ↓	Event Rate
The Exchange (B2B) - Retail for Lease/Commercial Properties/Retargeting Performance Max	Business property for lease,commercial development opportunities,commercial property for lease,commercial real estate Greenville SC,Commercial real estate listings,CRE services,Entertainment Development,Find office space,franchise location for lease,Greenville commercial leasing,Industrial space for rent,Investment property SC,Land for commercial development,Lease commercial space,mixed-use development SC,Office for Lease,Office Space Available,office space for rent Travelers Rest SC,Restaurant for Lease,restaurant property for lease,Restaurant Space Available,Retail Development,Retail for Lease,Retail Space Available,Retail space for rent near me,retail storefront for lease,small business office space	3,513.02	2.57	23,033	1,366	5.93%
Total		3,513.02	2.57	23,033	1,366	5.93%

Performance Max Click Conversions



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

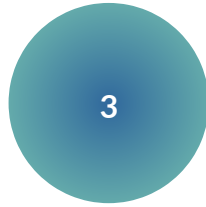
Performance Max Click Conversions by Day



Performance Max Click Conversion Performance

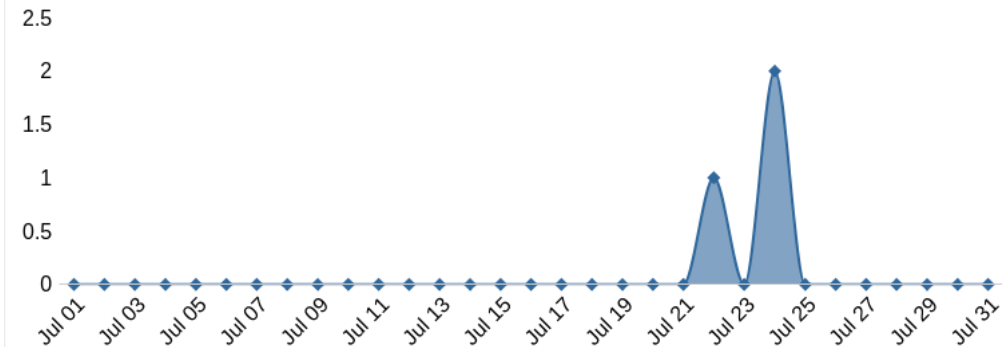
Conversion Action Name	Click Conversions ↓
The Exchange Visit Page View	138
The Exchange Lease Page View	56

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

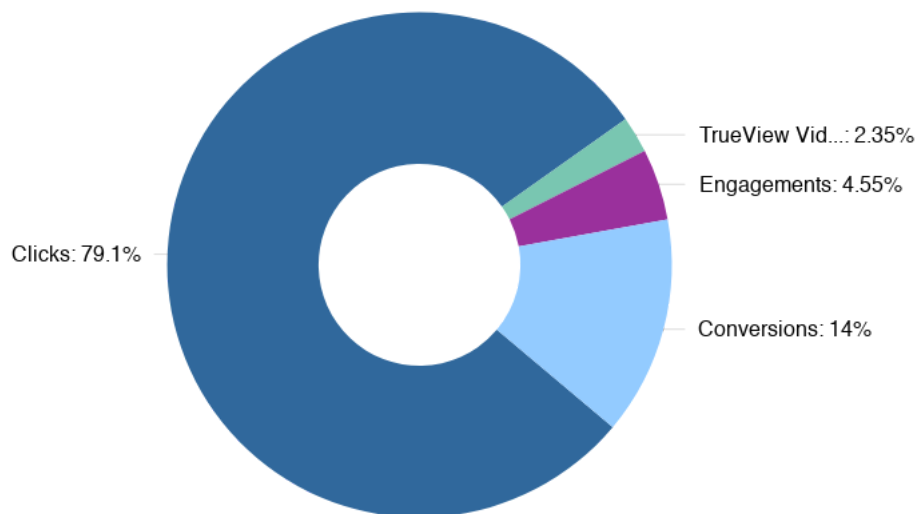


Performance Max View-through Conversion Performance

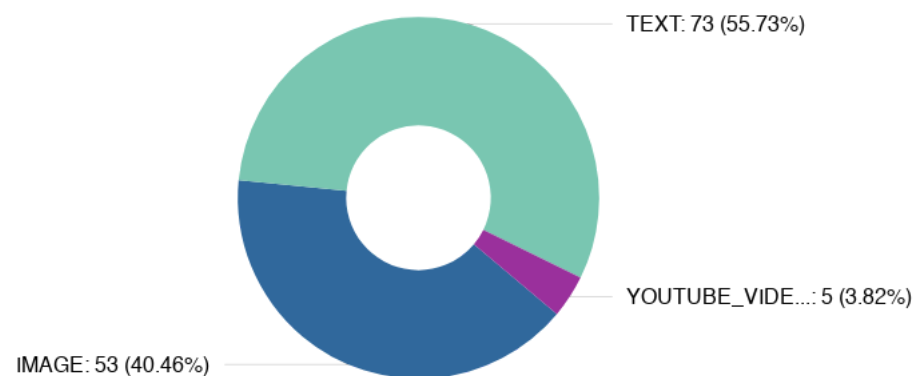
Conversion Action Name	View-through Conversions ↓
The Exchange Visit Page View	3

"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

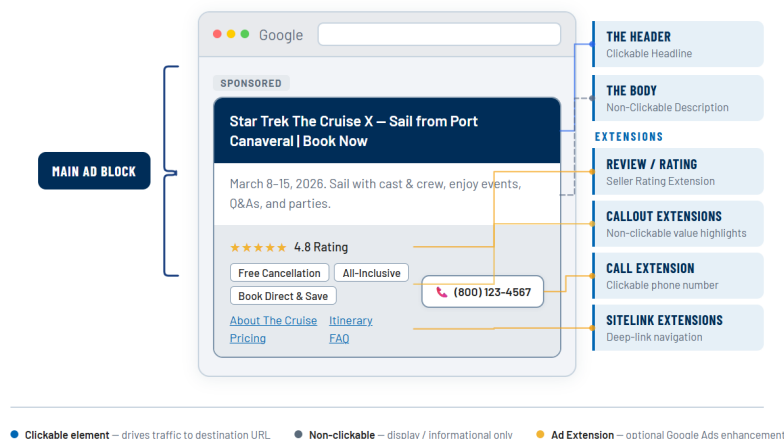
Type	Extension (upgraded)	Impressions	Events	Event Rate ↓	Client Ad Cost	Client CPE
CALLOUT	Office Space Available	6	2	33.33%	13.50	6.75
CALLOUT	Delivering Summer 2026	4	1	25.00%	2.82	2.82
CALLOUT	Restaurant Suites Open	5	1	20.00%	2.82	2.82
LOGO	The-Exchange-Square_1;1_Color.PNG.png, https://tpc.google syndication.com/simgad/17627744330534636723	544	85	15.63%	29.57	0.35
CALLOUT	Prime Upstate SC Location	11	1	9.09%	2.82	2.82

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.

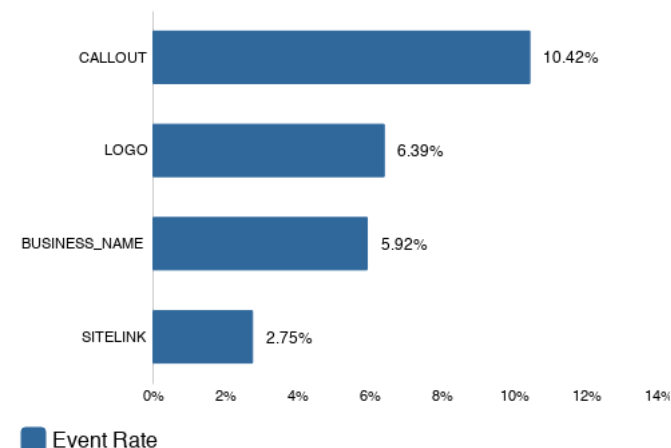
131

Number of Creative Assets

Currently Running



Performance Max Extension Type Performance

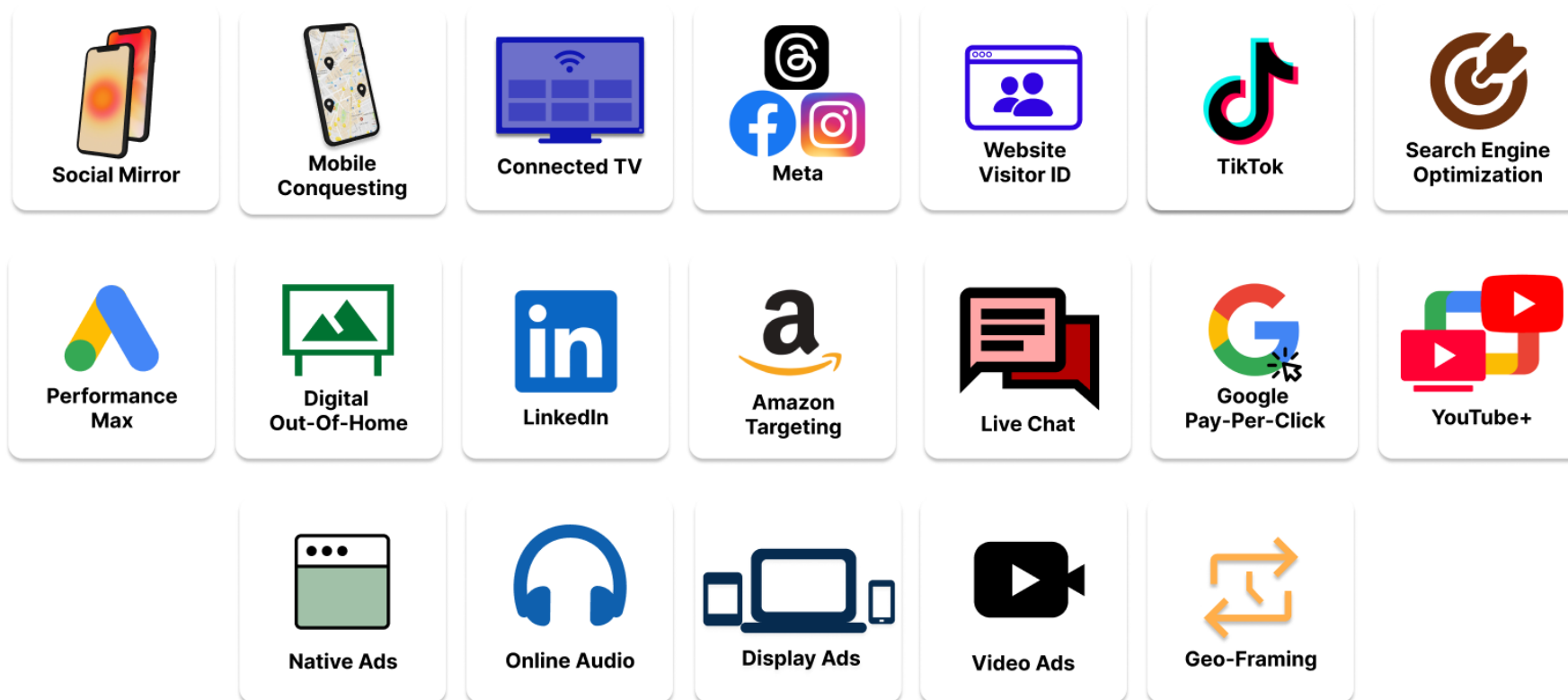


This report shows many times an ad was clicked that contained that extension, not how many people clicks on that specific extension itself.

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.