

Digital Marketing Report

Impressions

How many ads were served:

113,358

Clicks

Times a user clicked on an ad

4,071

Events

6,774

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

Your Product Breakout by Impressions



PMax

Event Rate

5.98%

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

**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

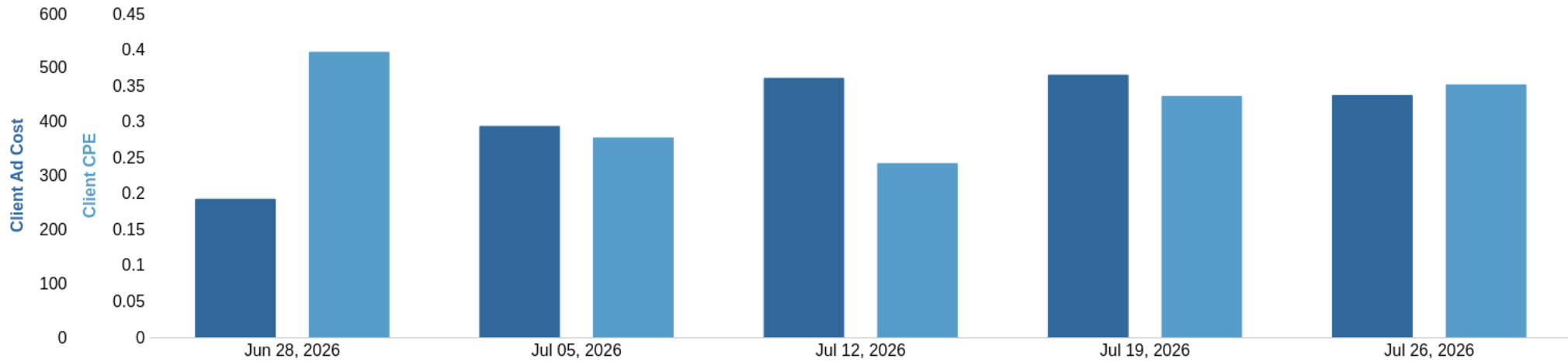
2,062.13

Performance Max Cost-Per-Event

Cost/Events

0.30

Performance Max Week by Week Spend Performance





Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
McNutt Site Services - Septic System Service/Aerobic System/Retargeting Performance Max	113,358	4,071	3.59%	51.30



Performance Max Creative Group Performance

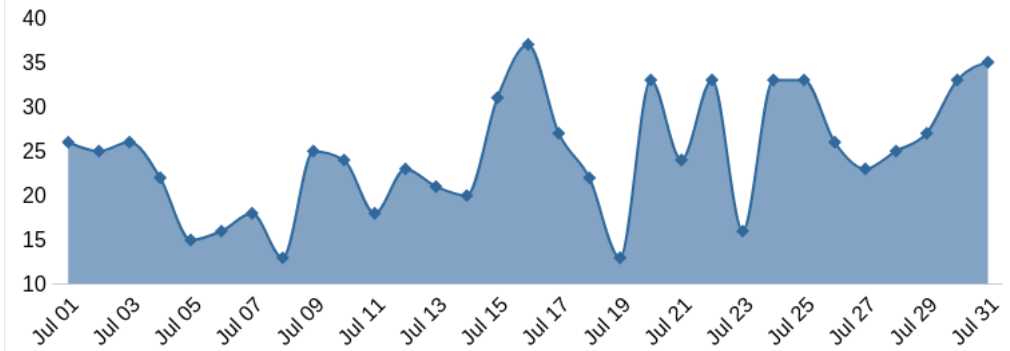
Creative Group Name	Search Themes	Client Ad Cost	Client CPE	Impressions	Events ↓	Event Rate
McNutt Site Services - Septic System Service/Aerobic System/Retargeting Performance Max	aerobic drain field repair,aerobic maintenance services,aerobic repair services,aerobic system inspection,aerobic system installation,aerobic system service near me,aerobic tank installation,aerobic tank pumping,drain field repair,emergency aerobic repair,emergency septic repair,local aerobic contractor,local septic contractor,septic maintenance services,septic repair services,septic system inspection,septic system installation,septic system service near me,septic tank installation,septic tank pumping	2,062.14	0.30	113,358	6,774	5.98%
Total		2,062.14	0.30	113,358	6,774	5.98%

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

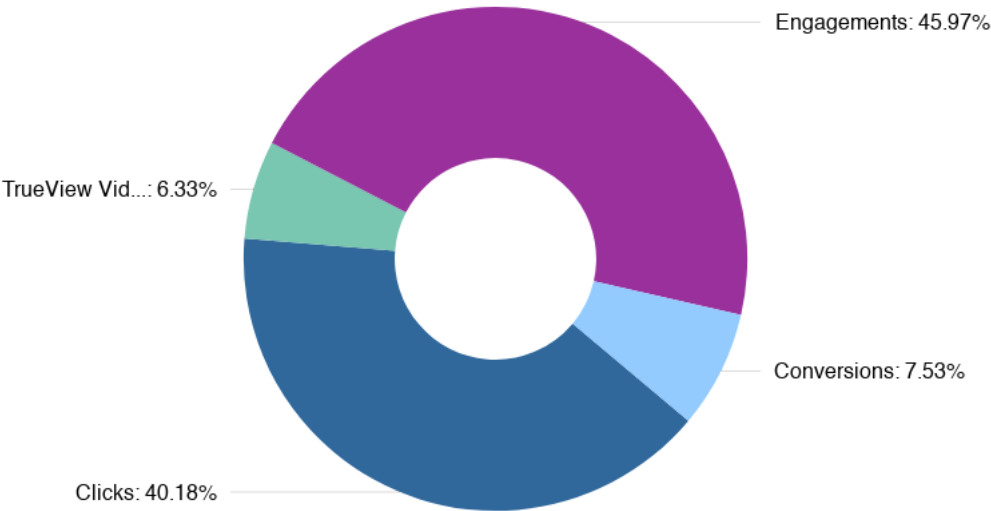


Performance Max Click Conversion Performance

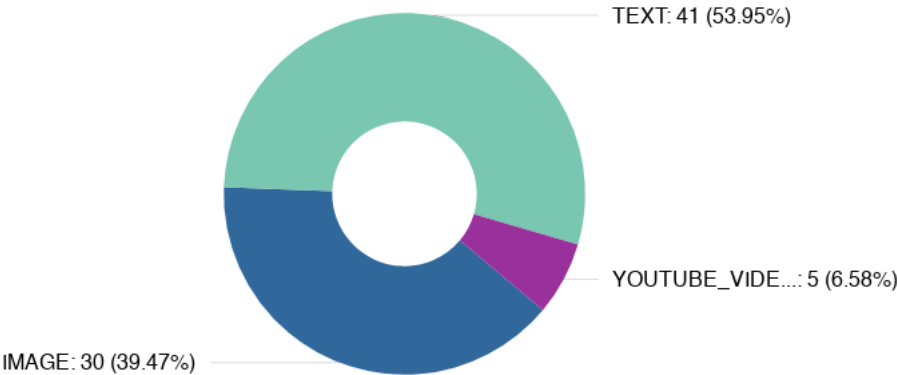
Conversion Action Name	Click Conversions ↓
McNutt Site Services Phone Number Click	717
McNutt Site Services Request A Quote Clicks	37
McNutt Site Services FB Clicks	5
McNutt Site Services Send Button Clicks	3
McNutt Site Services About Us Clicks	1

"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

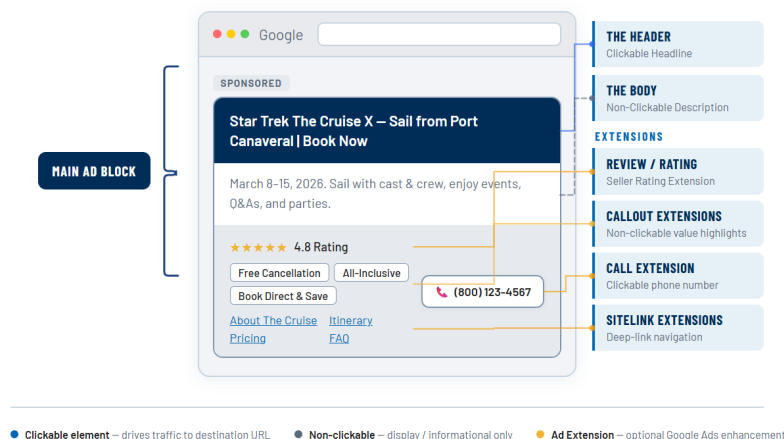
Type	Extension (upgraded)	Impressions	Events	Event Rate ↓	Client Ad Cost	Client CPE
LOGO	541432577_1085226620489474_5496150851949136465_n.jpg, https://tpc.googlesyndication.com/simgad/4004154124866815560	113,349	6,775	5.98%	2,062.14	0.30
BUSINESS_NAME	McNutt Site Services	113,354	6,775	5.98%	2,062.14	0.30
CALL	903-946-2896	5	0	0.00%	0.00	-
CALLOUT	Residential Septic Pros	1	0	0.00%	0.00	-
CALLOUT	Septic Install & Repair	1	0	0.00%	0.00	-

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.

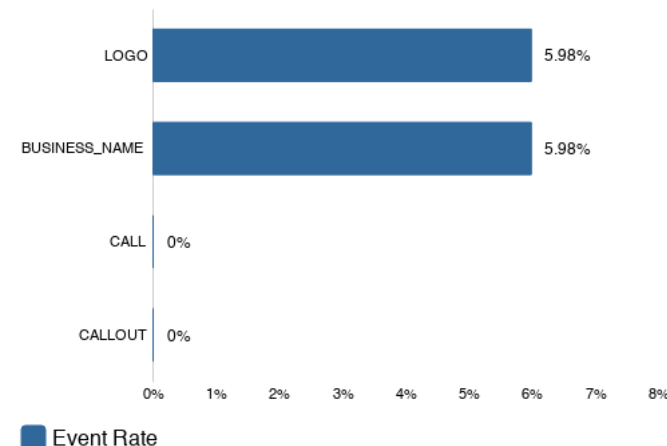
76

Number of Creative Assets

Currently Running



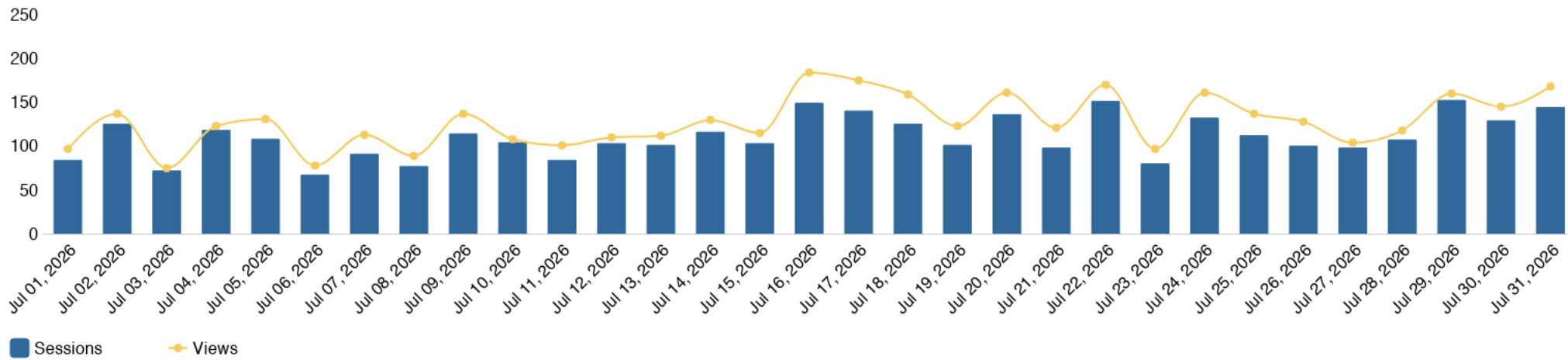
Performance Max Extension Type Performance



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.

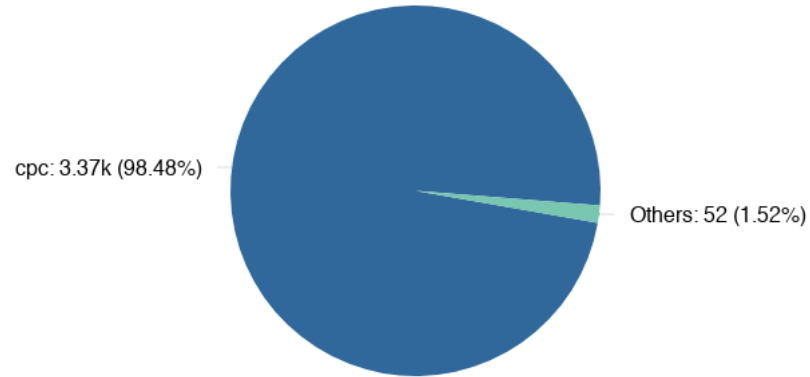
Google Analytics 4 Performance by Day



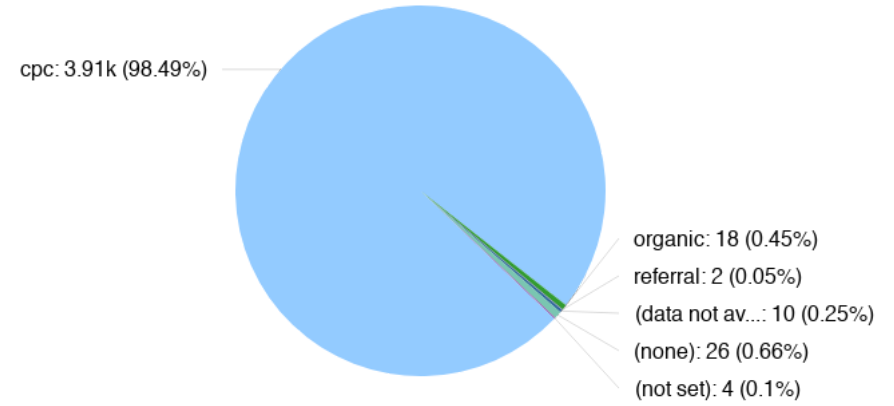
Google Analytics 4 Account Performance

Analytics Account Name ↑	Sessions	Views	Total User Engagement	Pages / Session	Engagement rate
Total	3,421	3,967	5:04:26	1.16	15.99%
McNutt Site Services	3,421	3,967	05:04:26	1.16	15.99%

Google Analytics 4 Sessions by Medium



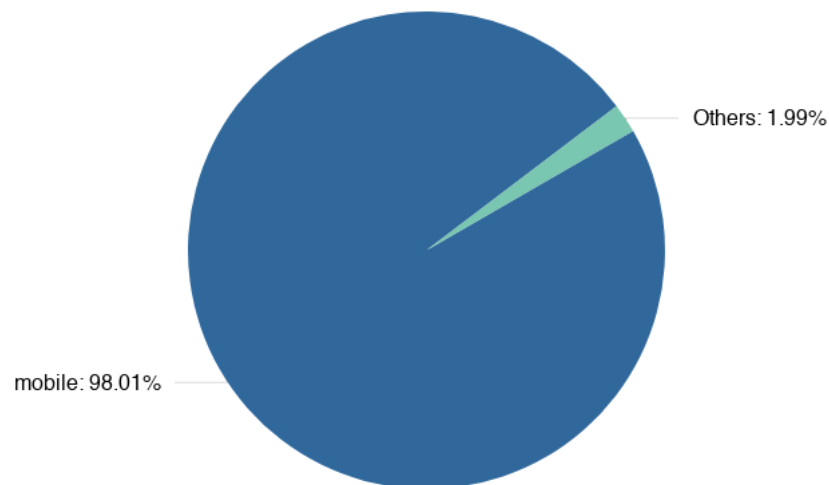
Google Analytics 4 Page Views by Medium



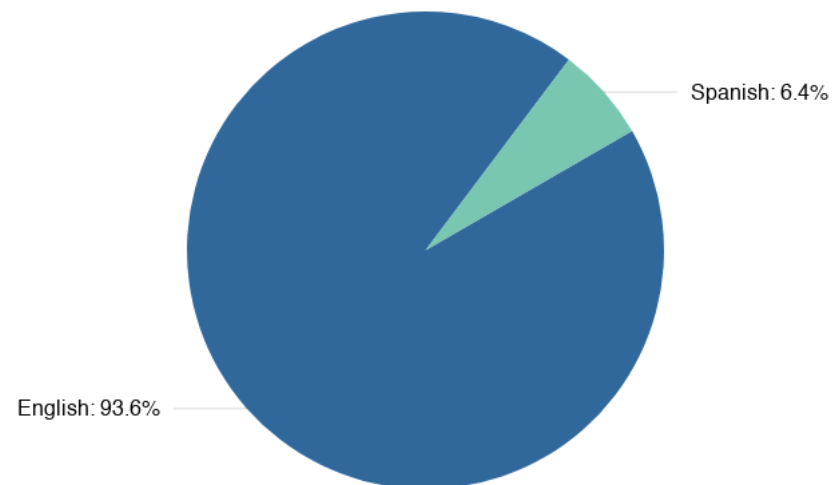
Google Analytics 4 Event Performance

Event name	Event count ↓
Total	10,794
page_view	3,967
session_start	3,425
first_visit	2,944
user_engagement	349
scroll	102
form_start	5
click	2

Google Analytics 4 Engaged Sessions by Device



Google Analytics 4 Sessions by Language



Google Analytics 4 Top Browser Performance

Browser	Sessions ↓	Views	Engaged sessions	Engagement rate	Total User Engagement
Total	3,427	3,967	552	16.11%	5:04:26
Safari (in-app)	2,541	2,922	394	15.51%	02:45:49
Chrome	649	796	127	19.57%	02:00:37
Safari	137	143	16	11.68%	00:06:30
Samsung Internet	69	74	6	8.70%	00:02:46
Android Webview	11	10	4	36.36%	00:05:02



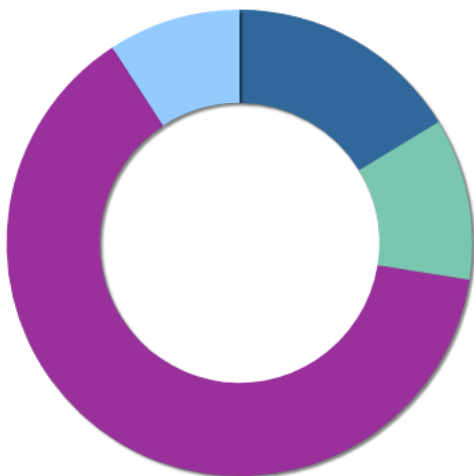
Google Analytics 4 Page Path Performance

Page path	Engaged sessions ↓
Total	547
/	547
/privacy-policy	0
/privacy-policy/	0

Google Analytics 4 Performance by Geo

City	Region	Sessions ↓	Views	Engaged sessions	Engagement rate	Total User Engagement
Total		3,440	3,967	566	16.45%	5:04:26
Dallas	Texas	399	449	68	17.04%	00:55:38
Mount Pleasant	Texas	358	455	68	18.99%	00:37:56
Longview	Texas	341	380	47	13.78%	00:10:16
Sulphur Springs	Texas	245	281	40	16.33%	00:15:39
(not set)	Texas	227	265	36	15.86%	00:10:07
Tyler	Texas	220	259	30	13.64%	00:10:25
Lindale	Texas	175	196	28	16.00%	00:09:15
Gilmer	Texas	157	182	28	17.83%	00:04:01
Mineola	Texas	147	168	26	17.69%	00:21:13
Pittsburg	Texas	131	145	20	15.27%	00:08:12
Gladewater	Texas	101	118	12	11.88%	00:01:09
Winnsboro	Texas	59	66	4	6.78%	00:00:53
Quitman	Texas	57	62	8	14.04%	00:00:14
Mount Vernon	Texas	53	58	5	9.43%	00:00:14
White Oak	Texas	51	76	10	19.61%	00:02:36

How customers search for your business on Google



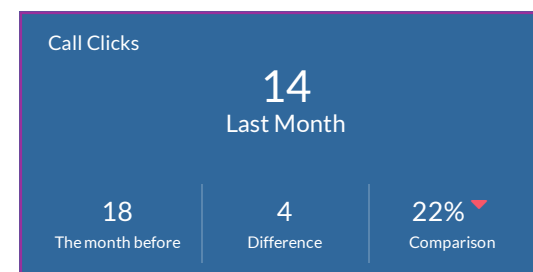
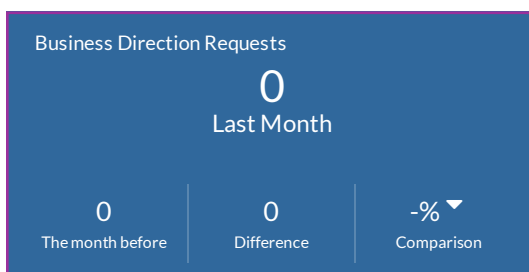
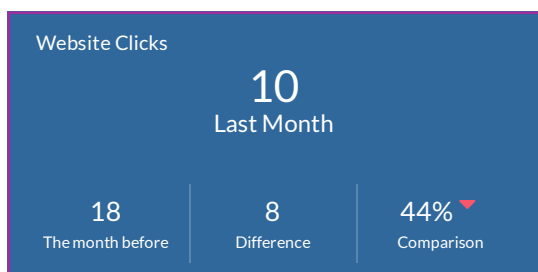
Business Impressions Desktop Search: Business impressions on Google Search on Desktop devices

Business Impressions Mobile Search: Business impressions on Google Search on Mobile devices

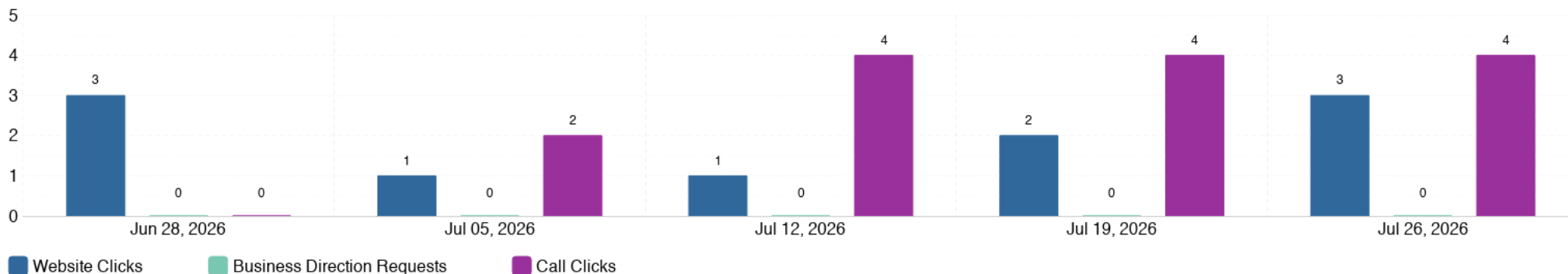
Business Impressions Maps Desktop: Business impressions on Google Maps on Desktop devices

Business Impressions Mobile Maps: Business impressions on Google Maps on Mobile devices

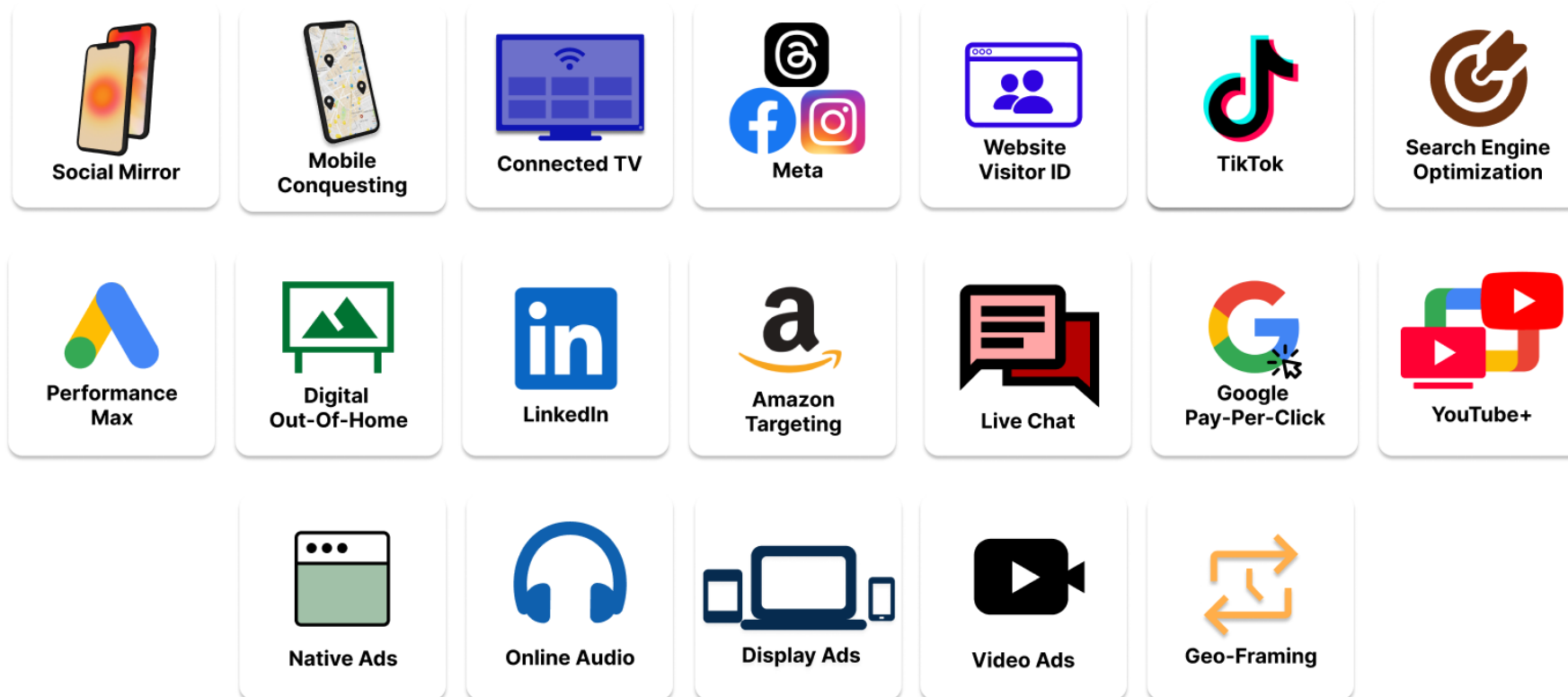
What actions customers take on your listing



What actions customers take on your listing



All available products in our *toolbox*.



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