

Digital Marketing Report

Impressions

How many ads were served:

6,202

Clicks

Times a user clicked on an ad

1,150

Events

1,185

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

Your Product Breakout by Impressions



PMax

Event Rate

19.11%

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

**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

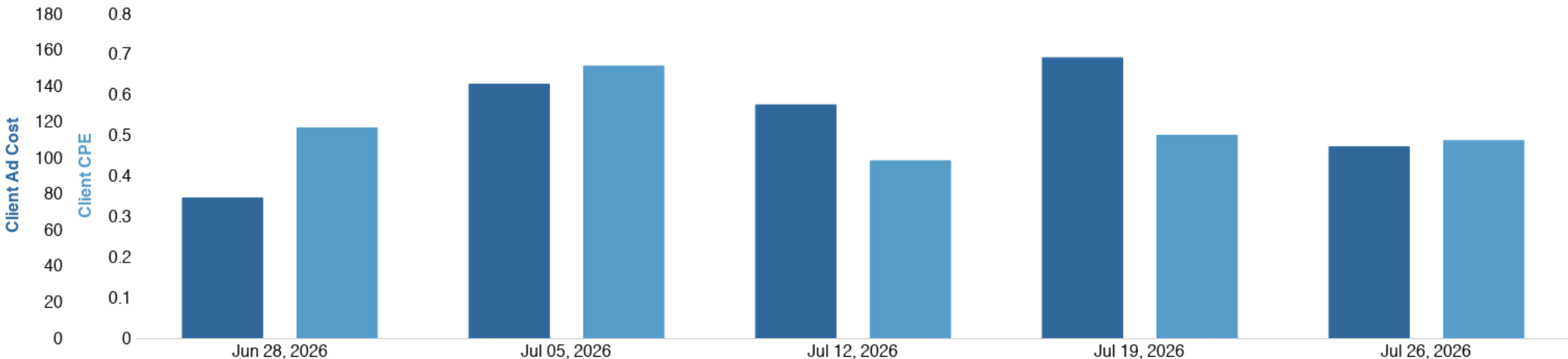
609.89

Performance Max Cost-Per-Event

Cost/Events

0.51

Performance Max Week by Week Spend Performance





Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Meek's Mortuary - Funeral Services/Death/Retargeting Performance Max	6,202	1,150	18.54%	264.89



Performance Max Creative Group Performance

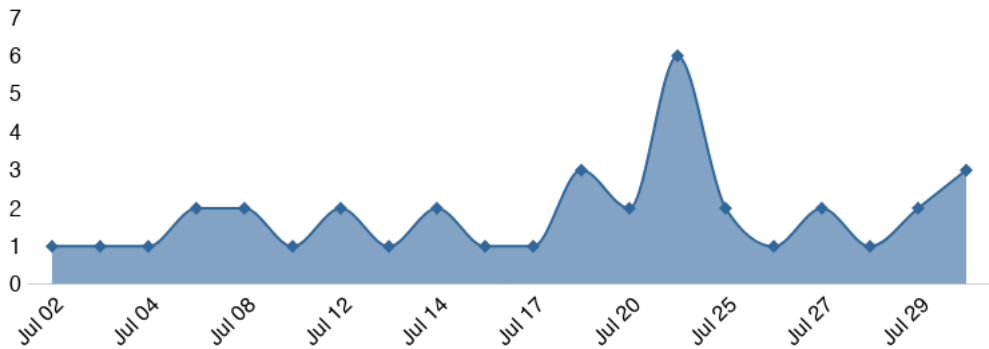
Creative Group Name	Search Themes	Client Ad Cost	Client CPE	Impressions	Events ↓	Event Rate
Meek's Mortuary - Funeral Services/Death/Retargeting Performance Max	affordable cremation,burial services,celebration of life,cremation costs,Cremation Services,Dead,Death,direct burial,Dying,End of Life Service,funeral arrangements,funeral director near me,Funeral Home,Funeral Muncie,funeral planning,Funeral Services,grief support,local funeral homes,memorial services,Mortuary,Muncie Funeral,obituary services,pre-need funeral arrangements	609.92	0.51	6,202	1,185	19.11%
Total		609.92	0.51	6,202	1,185	19.11%

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

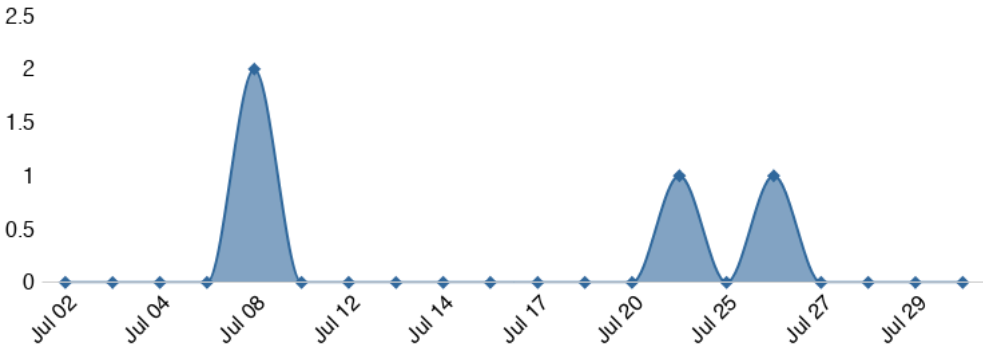
Conversion Action Name	Click Conversions ↓
Meek's Mortuary Cremation Page View	25
Meek's Mortuary Start Planning Page View	8
Meek's Mortuary Funerals Page View	3
Meek's Mortuary Planning Checklist Page View	1

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

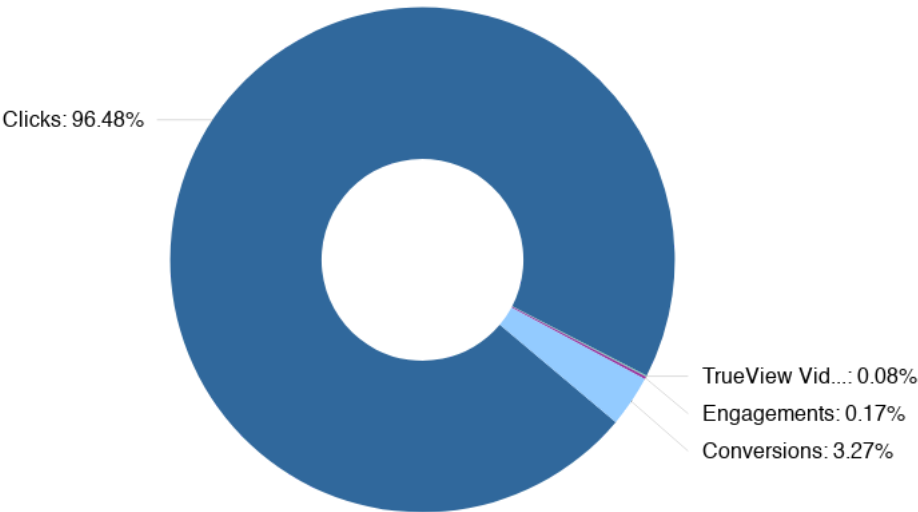


Performance Max View-through Conversion Performance

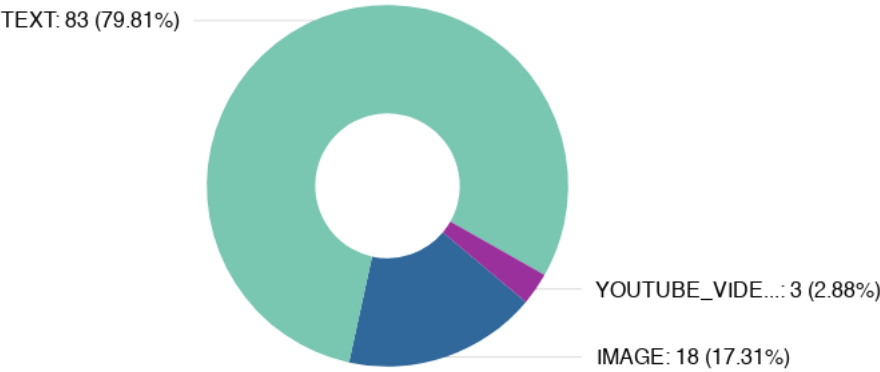
Conversion Action Name	View-through Conversions ↓
Meek's Mortuary Start Planning Page View	3
Meek's Mortuary Planning Checklist Page View	1

"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



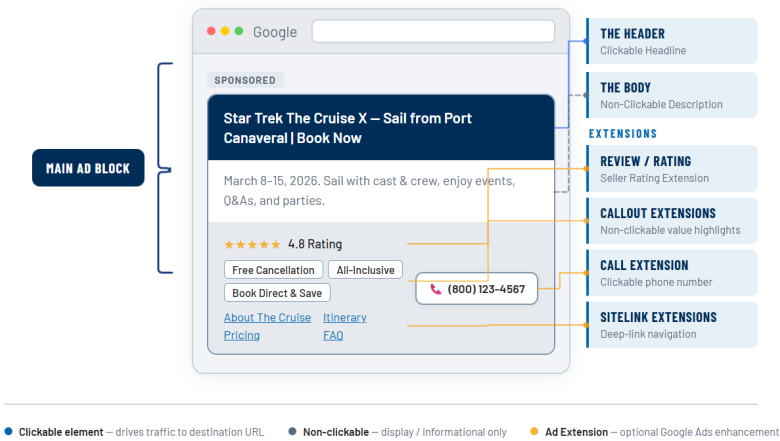
Creative Type by Quantity



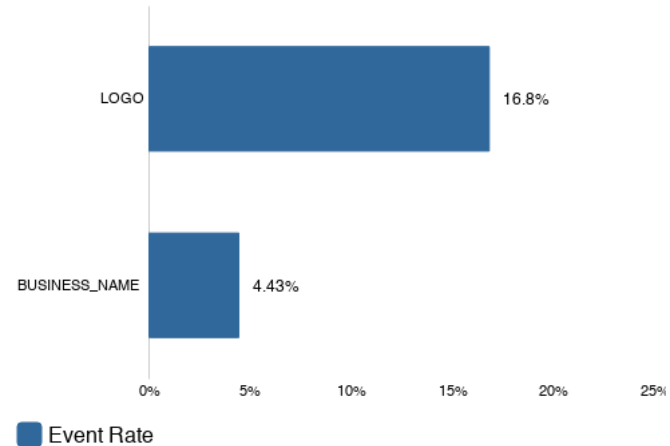
Performance Max Top 5 Extension Performance

Type	Extension (upgraded)	Impressions	Events	Event Rate ↓	Client Ad Cost	Client CPE
LOGO	https://tpc.google syndication.com/simgad/16768429045236622164	657	259	39.42%	132.36	0.51
LOGO	meeks1_1.png, https://tpc.google syndication.com/simgad/1170623041192096727	419	51	12.17%	24.59	0.48
LOGO	meeks2_1.png, https://tpc.google syndication.com/simgad/16195349863819847620	421	49	11.64%	19.08	0.39
LOGO	Suggested logo #1, https://tpc.google syndication.com/simgad/2507983236607502691	1,075	73	6.79%	85.69	1.17
BUSINESS_NAME	Meek's Mortuary	3,209	142	4.43%	113.78	0.80

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.



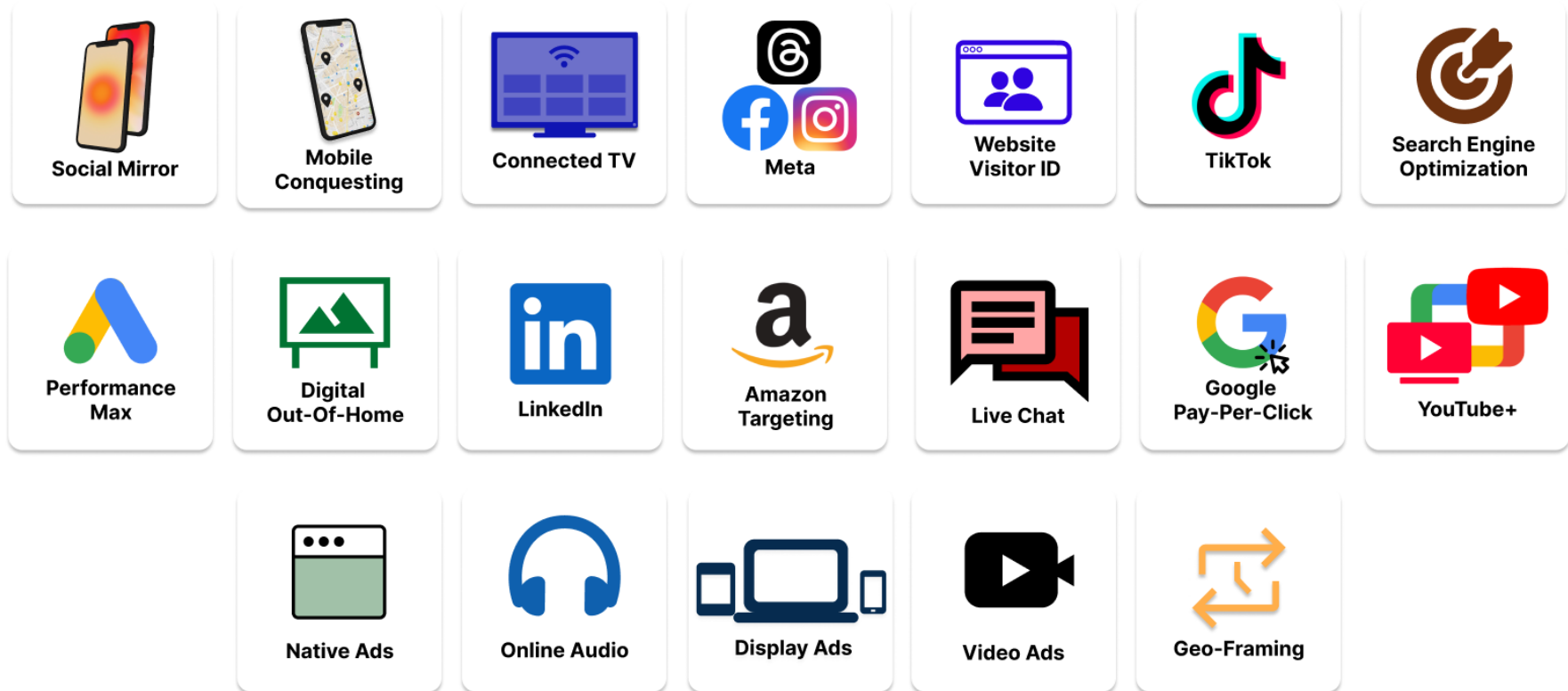
Performance Max Extension Type Performance



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*.



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