



Digital Marketing Report

Impressions

How many ads were served:

34,314

Clicks

Times a user clicked on an ad

182

Click-Through Rate

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

0.53%

Your Product Breakout by Impressions



Mobile

Total Engagement Rate

0.55%

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

X the National Average

7.58

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.



Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Mack Morris Heating and Air Conditioning - Weather Trigger Mobile	34,314	182	0.53%	7.58



Mobile Conquesting View-through Conversions

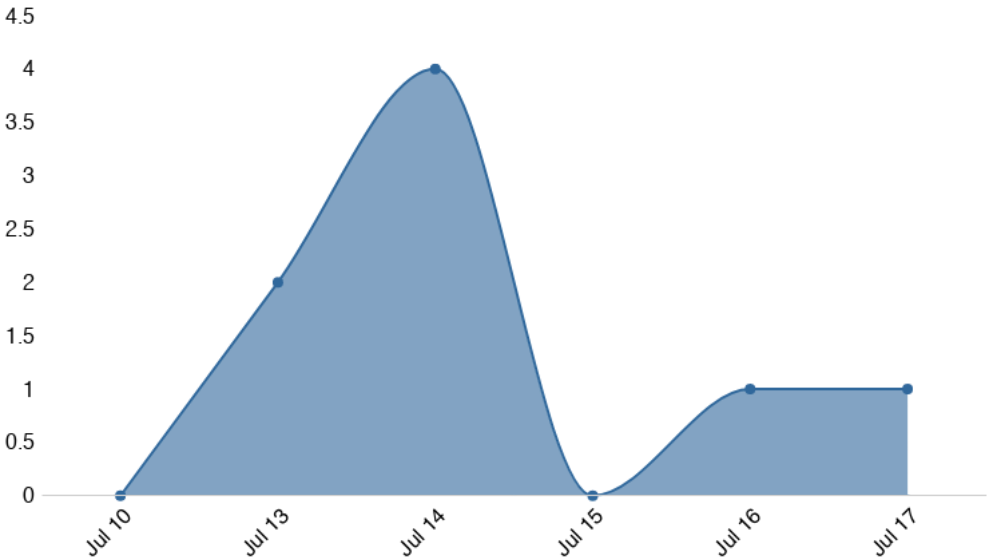


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

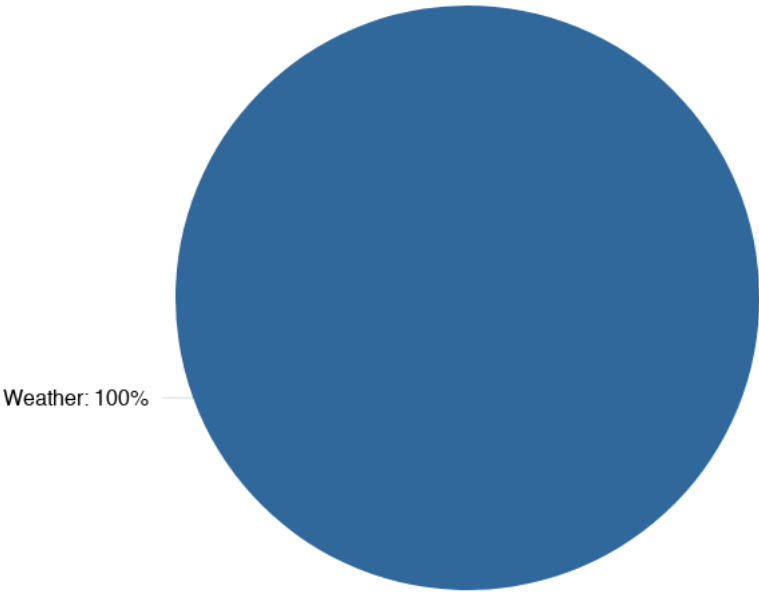
Mobile Conquesting View-through Conversion Performance Breakout

Conversion Name	View-throughs ↓
Mack Morris Heating and Air Conditioning Homepage Visits	8

Mobile Conquesting View-through Conversions by Day



Top Mobile Conquesting View-through Conversions by Strategy



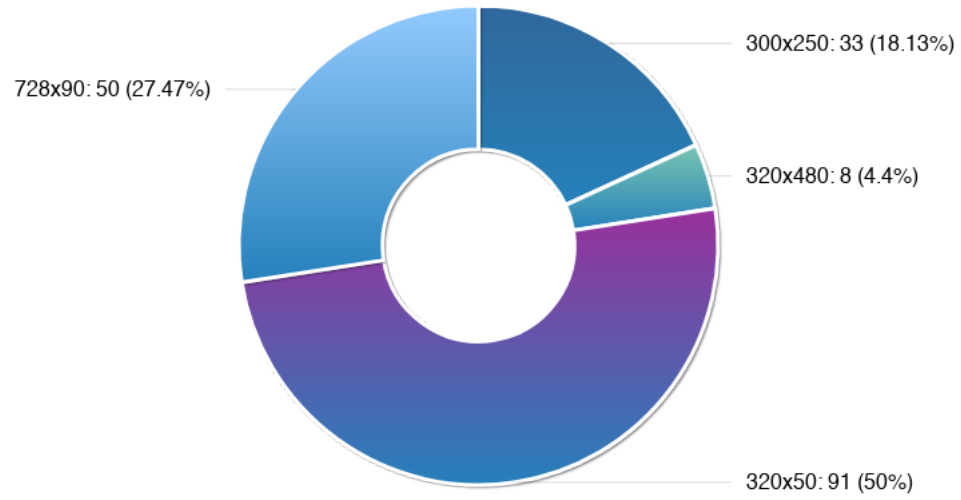


Mobile Conquesting Creative Performance

Preview	Creative Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
	Mack Morris Heating and Air Conditioning_JULY Heat - New Unit 320x50.gif	11,033	42	0.38%	5.44
	Mack Morris Heating and Air Conditioning_JULY Heat - Tune Up 320x50.gif	10,920	49	0.45%	6.41
	Mack Morris Heating and Air Conditioning_JULY Heat - New Unit 728x90.gif	4,551	22	0.48%	6.91
	Mack Morris Heating and Air Conditioning_JULY Heat - Tune Up 728x90.gif	4,483	28	0.62%	8.92
	Mack Morris Heating and Air Conditioning_JULY Heat - New Unit 300x250.gif	1,638	14	0.85%	12.21
	Mack Morris Heating and Air Conditioning_JULY Heat - Tune Up 300x250.gif	1,566	19	1.21%	17.33
	Mack Morris Heating and Air Conditioning_JULY Heat - Tune up 320x480.gif	67	3	4.48%	63.97
	Mack Morris Heating and Air Conditioning_JULY Heat - New Unit 320x480.gif	56	5	8.93%	127.55



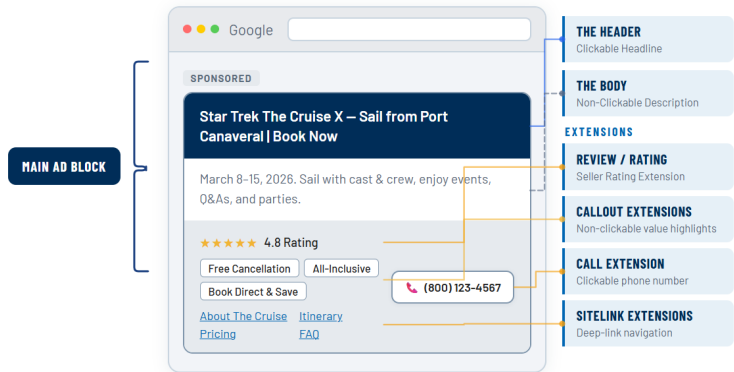
Mobile Conquesting Click Performance by Ad Size





"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.

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.

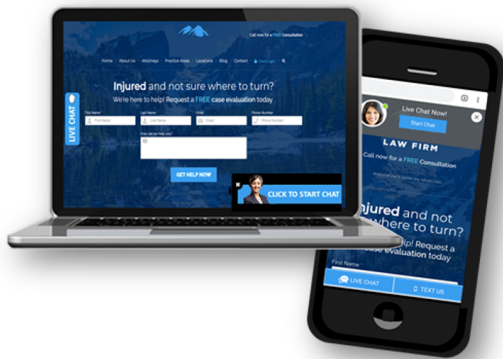


● Clickable element – drives traffic to destination URL ● Non-clickable – display / informational only ● Ad Extension – optional Google Ads enhancement

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.



Chats: Number of people that started a chat

Leads: Number of Visitors that started a chat and converted into a lead

Billable Leads: Leads classified as Sales Leads

Chat vs. Lead Ratio: $(\text{Billable Leads} / \text{Chats}) \times 100$

Note: Data is updated once daily. Chats and Leads will update during the next day's sync.

What are the different Lead types?

Sales Lead: (Billable) Someone we've chatted with where we've obtained the visitor's name and contact information (phone number and/or email address), what the visitor is looking for is offered by the business, and the visitor falls within the businesses geographic coverage area. This lead type is billable.

Service Lead: (Non-Billable) An existing client of the business - they may be trying to reschedule an appointment or get in touch with their account manager, etc. This lead type is non-billable.

Other Lead: (Non-Billable) Someone who's outside of the geographic coverage area, someone looking for a service the business doesn't offer, looking for a job, etc. This lead type is non-billable.



Google Analytics 4 Performance

7,009	5,849	649	11.10%	5,441	5,424	5,696
VIEWS	SESSIONS	ENGAGED SESSIONS	ENGAGEMENT RATE	ACTIVE USERS	NEW USERS	TOTAL USERS
		1.08	11:03:36			
		SESSIONS PER USER	TOTAL USER ENGAGEMENT			

Views: The number of mobile app screens or web pages your users saw. Repeated views of a single screen or page are counted.

Sessions: The number of sessions that began on your website or application. A session is a period of time during which a user interacts with your website or app.

Engaged Sessions: The number of sessions that lasted 10 seconds or longer, or had 1 or more conversion events or 2 or more page or screen views.

Engagement Rate: Engaged Sessions / Total Sessions

Active Users: The number of distinct users who visited your website or application. An active user is any user who has an engaged session.

New Users: The number of new unique user IDs who interacted with your site or launched your app for the first time.

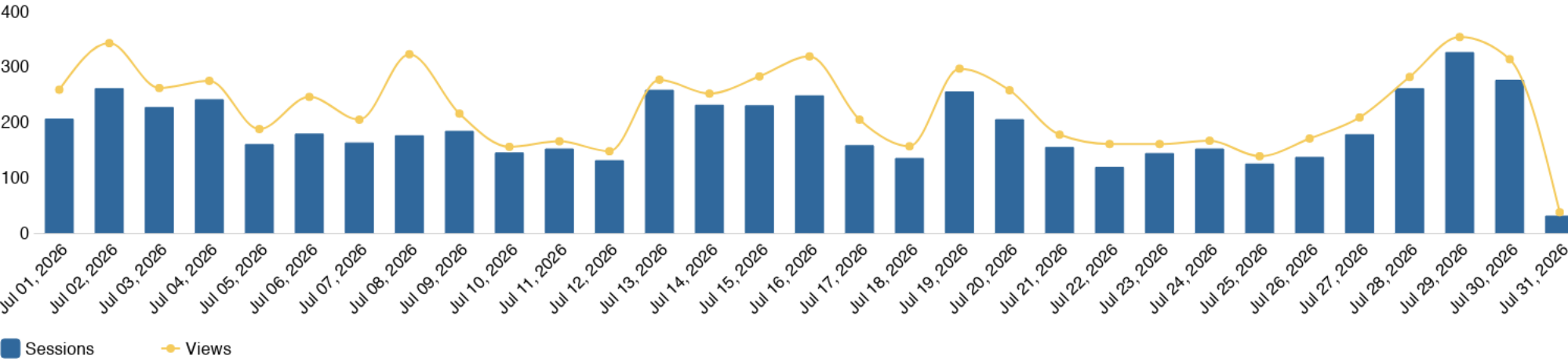
Total Users: The number of unique user IDs that triggered any events.

Sessions Per User: The average number of sessions per user.

Total User Engagement: The length of total time that your app screen was in the foreground or your web page was in focus.



Google Analytics 4 Performance by Day

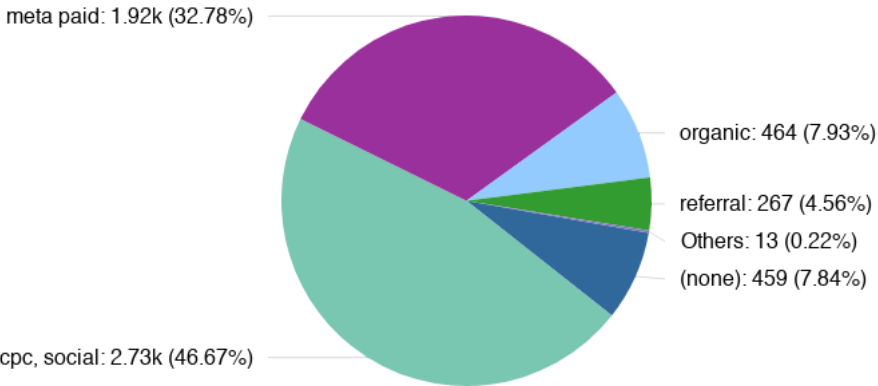


Google Analytics 4 Account Performance

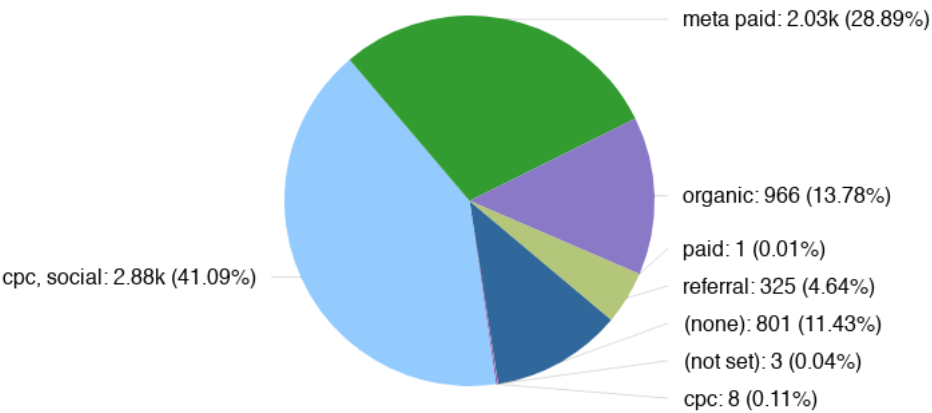
Analytics Account Name ↑	Sessions	Views	Total User Engagement	Pages / Session	Engagement rate
Total	5,849	7,009	11:03:36	1.20	11.10%
Mack Morris Heating & Air Conditioning	5,849	7,009	11:03:36	1.20	11.10%



Google Analytics 4 Sessions by Medium



Google Analytics 4 Page Views by Medium

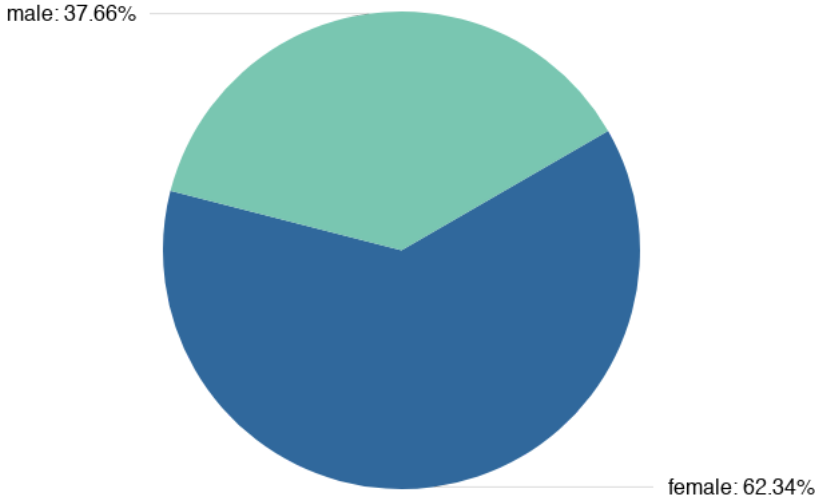


Google Analytics 4 Event Performance

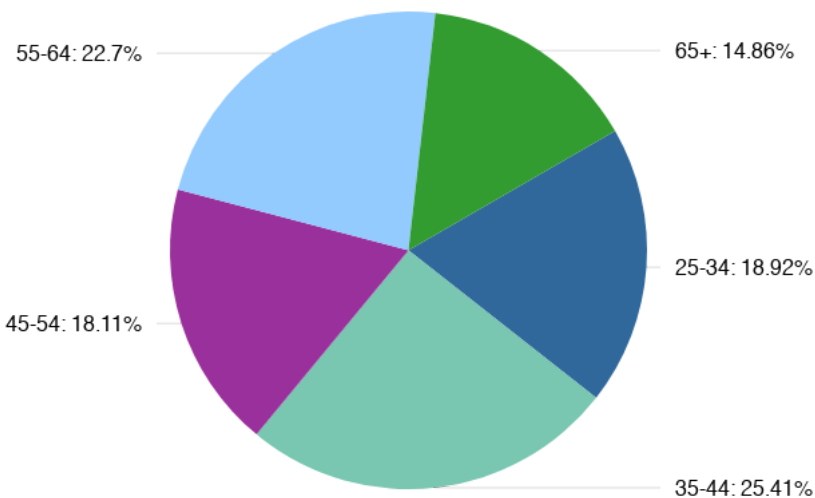
Event name	Event count ↓
Total	19,803
page_view	7,009
session_start	5,945
first_visit	5,424
scroll	738
user_engagement	664
click	23



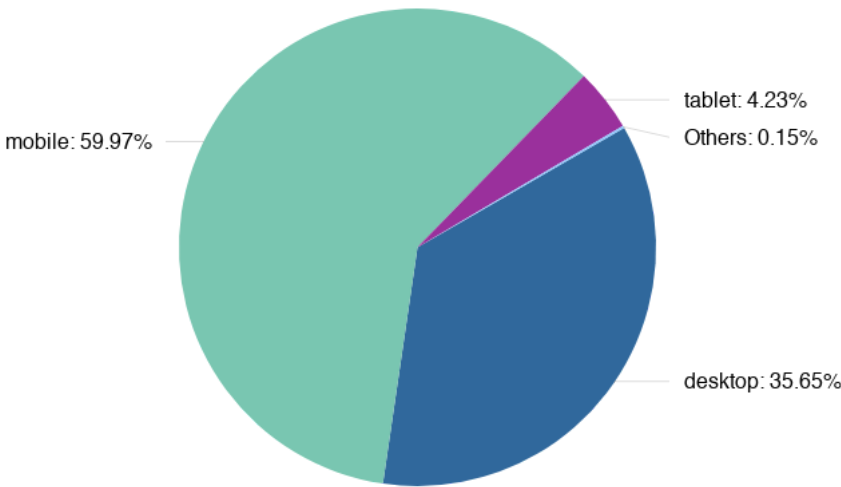
Google Analytics 4 Engaged Sessions by Gender



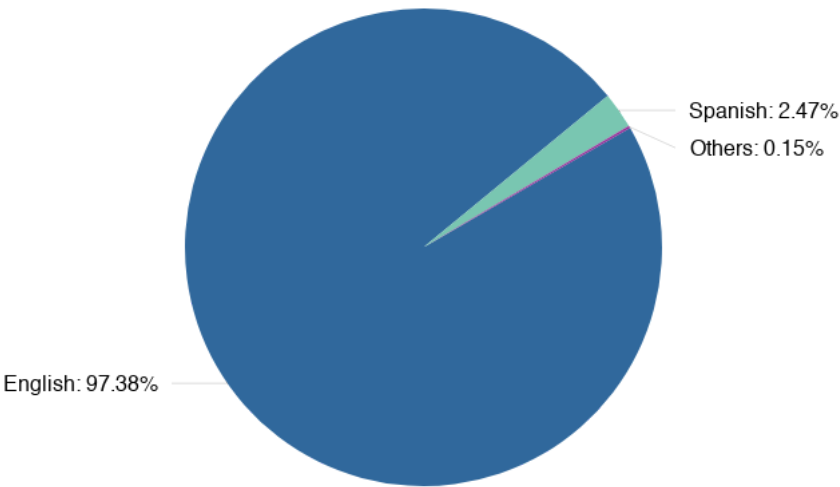
Google Analytics 4 Engaged Sessions by Age



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	5,867	7,009	662	11.28%	11:03:36
Safari	3,483	3,787	199	5.71%	04:32:15
Chrome	1,510	2,168	323	21.39%	04:40:07
Android Webview	701	813	87	12.41%	00:06:16
Safari (in-app)	61	61	2	3.28%	00:00:00
Edge	42	64	22	52.38%	00:35:05

Google Analytics 4 Page Path Performance

Page path	Engaged sessions ↓
Total	1,699
/	677
/contact	122
/book-service	108
/staff	84
/maintenance	64
/service-and-repair	63
/financing	47
/brands/signature-series	41
/services/air-conditioning	36
/installation	34

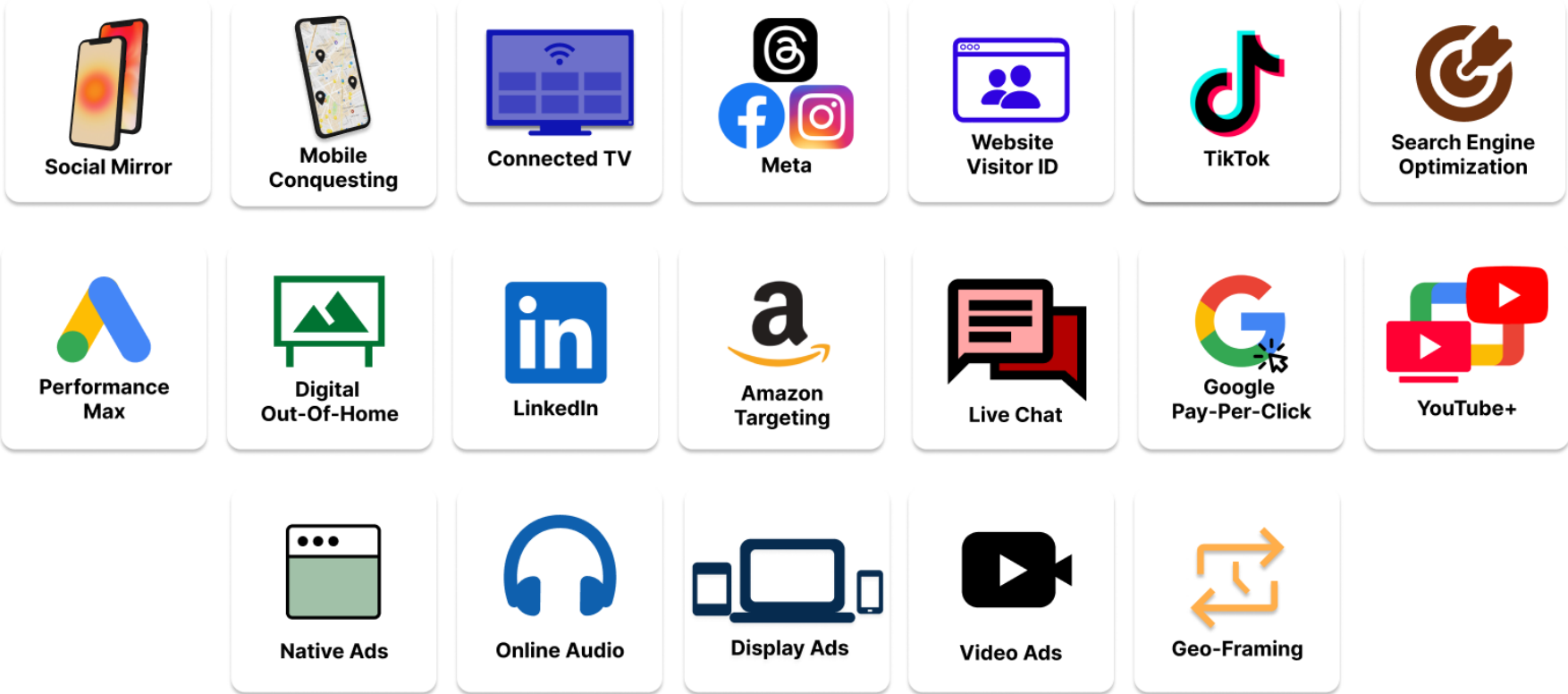


Google Analytics 4 Performance by Geo

City	Region	Sessions ↓	Views	Engaged sessions	Engagement rate	Total User Engagement
Total		5,912	7,009	706	11.94%	11:03:36
(not set)	Virginia	756	880	90	11.90%	01:37:44
Richmond	Virginia	332	362	16	4.82%	00:30:14
Charlottesville	Virginia	300	515	84	28.00%	02:19:03
Virginia Beach	Virginia	259	288	23	8.88%	00:13:58
Baltimore	Maryland	208	231	25	12.02%	00:09:07
New York	New York	159	165	9	5.66%	00:03:49
Lynchburg	Virginia	135	142	9	6.67%	00:11:33
Fredericksburg	Virginia	121	133	10	8.26%	00:00:13
Ashburn	Virginia	104	118	13	12.50%	00:05:36
Norfolk	Virginia	102	109	6	5.88%	00:00:28
Ruckersville	Virginia	92	129	17	18.48%	00:38:08
Harrisonburg	Virginia	88	95	3	3.41%	00:01:14
Roanoke	Virginia	71	89	9	12.68%	00:08:02
Dale City	Virginia	69	72	4	5.80%	00:00:29
Waynesboro	Virginia	67	77	5	7.46%	00:05:21



All available products in our *toolbox*.



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