

Digital Marketing Report

Impressions

How many ads were served:

34,067

Clicks

Times a user clicked on an ad

1,464

Events

2,044

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

Your Product Breakout by Impressions



PMax

Event Rate

6.00%

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

*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

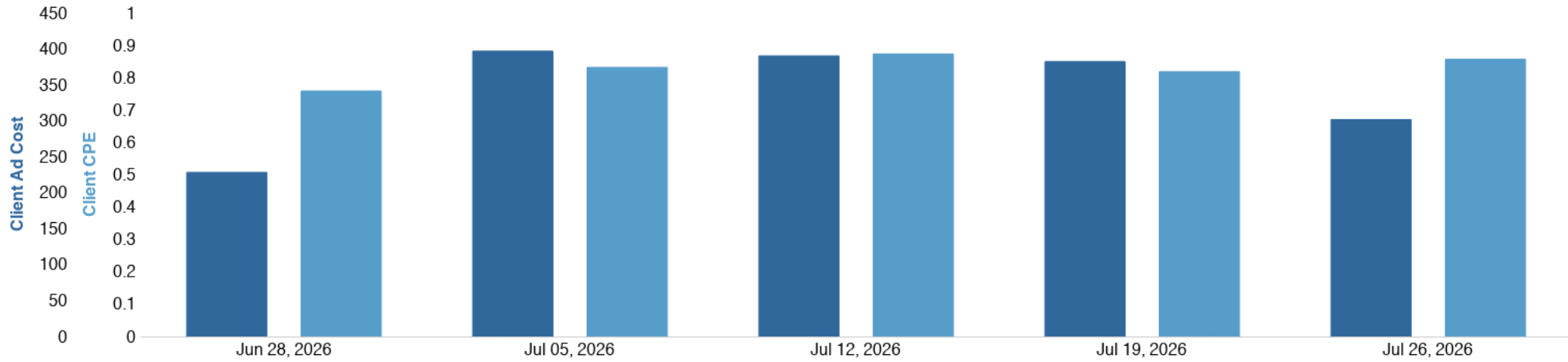
1,699.58

Performance Max Cost-Per-Event

Cost/Events

0.83

Performance Max Week by Week Spend Performance





Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Engles Greenhouse - Trees/Garden Center/House plants Performance Max	34,067	1,464	4.30%	61.39



Performance Max Creative Group Performance

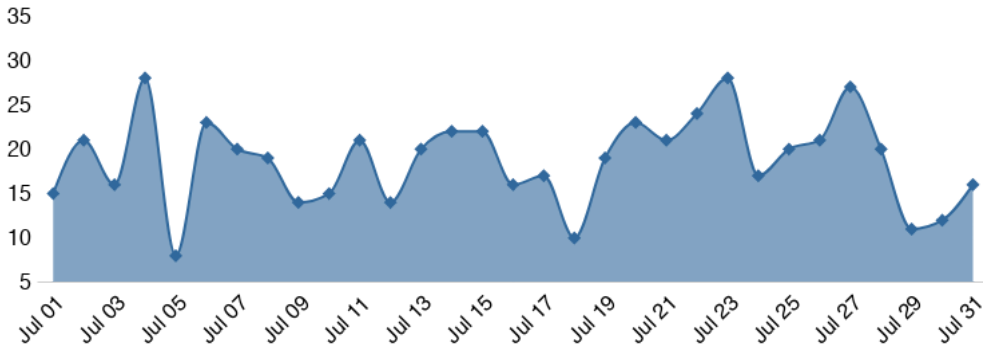
Creative Group Name	Search Themes	Client Ad Cost	Client CPE	Impressions	Events ↓	Event Rate
Engles Greenhouse - Trees/Garden Center/House plants Performance Max	annuals,bagged mulch,baskets,custom home planters,daffodils,decorative pots for window,evergreen shrubs,flowering trees,fruit trees,Garden Center,Garden store,Gardening supplies,Greenhouse,hanging baskets,hangng baskets,Herbs,hesines,home deport plants,home depot garden center,house plants,houseplants,indoor succulents,local tree farm,lowes garden center,lowes plants,mothers day flowers,native PA trees,nut trees,pansies,perennials,petunia,Plant Nursery,Plant shop,planters,porch flower arrangements,Sahffer Landscapes,shrubs,trees,Trees and shrubs,tulips>window box>window planters,Year round garden center,Year-round greenhouse,young apple trees for sale	1,699.58	0.83	34,067	2,044	6.00%
Total		1,699.58	0.83	34,067	2,044	6.00%

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

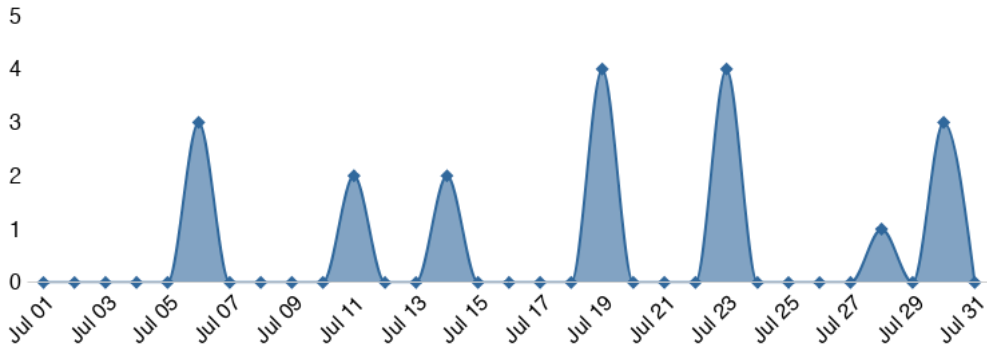
Conversion Action Name	Click Conversions ↓
Engles Greenhouse Perennials Page View	207
Engles Greenhouse Trees Page View	152
Engles Greenhouse Events Page View	73
Engles Greenhouse Fruit Page View	58
Engles Greenhouse Annuals Page View	43
Engles Greenhouse House Plants Page View	25
Engles Greenhouse Contact Page View	17
Engles Greenhouse Call Click Conversion	5

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

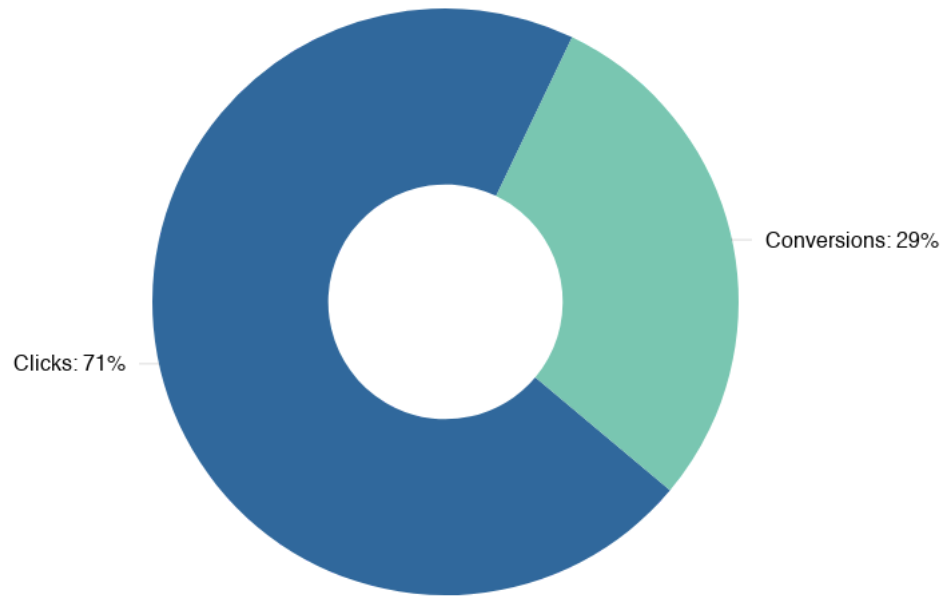


Performance Max View-through Conversion Performance

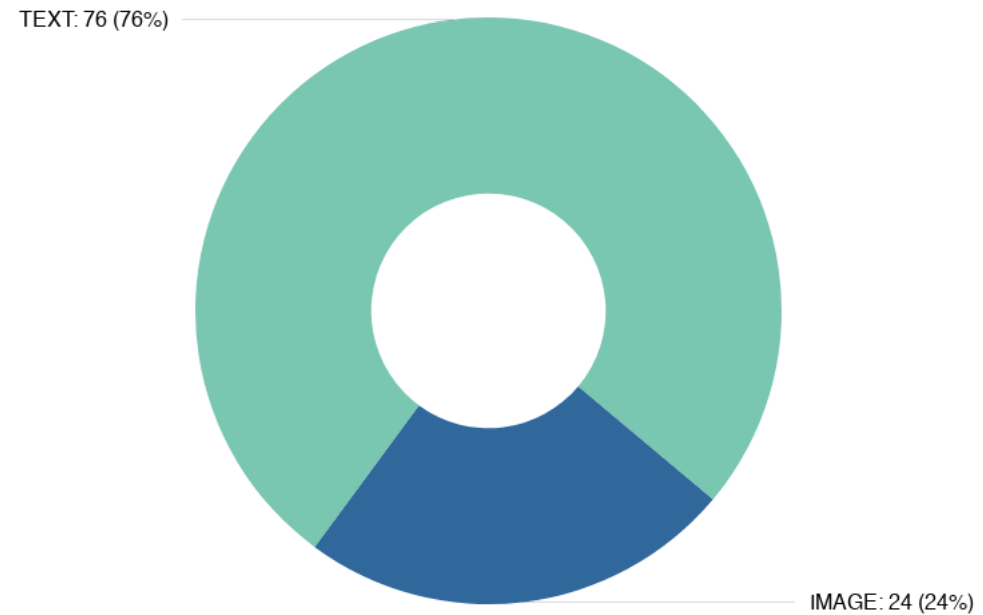
Conversion Action Name	View-through Conversions ↓
Engles Greenhouse Trees Page View	5
Engles Greenhouse Perennials Page View	3
Engles Greenhouse Events Page View	3
Engles Greenhouse House Plants Page View	2
Engles Greenhouse Annuals Page View	2
Engles Greenhouse Call Click Conversion	2
Engles Greenhouse Homepage Visits	2

"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

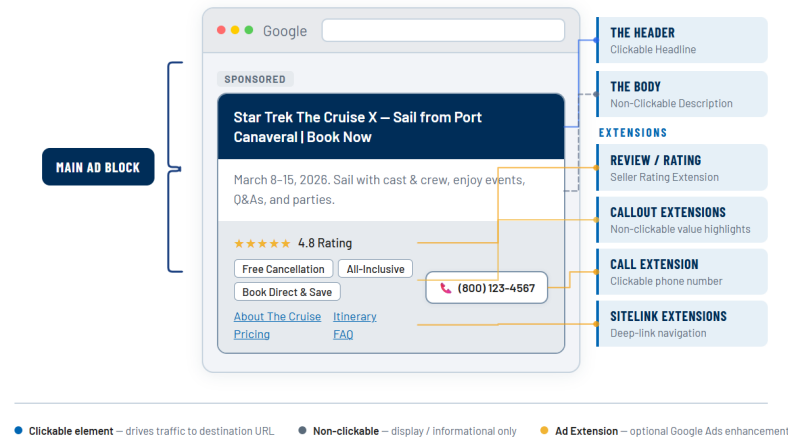
Type	Extension (upgraded)	Impressions	Events	Event Rate ↓	Client Ad Cost	Client CPE
CALLOUT	Perennials	837	148	17.62%	191.91	1.30
CALLOUT	Fruits & Vegetables	553	91	16.37%	97.88	1.08
SITELINK	Huge Greenhouse Selection, Petunia's, Tulips, Daffodils, Perennial Plants	1,031	165	16.01%	214.03	1.30
SITELINK	We have over 1000 houseplants, Large Selection of House Plants, Variety of House Plants	893	142	15.91%	168.69	1.19
CALLOUT	Trees & Shrubs	801	118	14.67%	151.58	1.29

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.

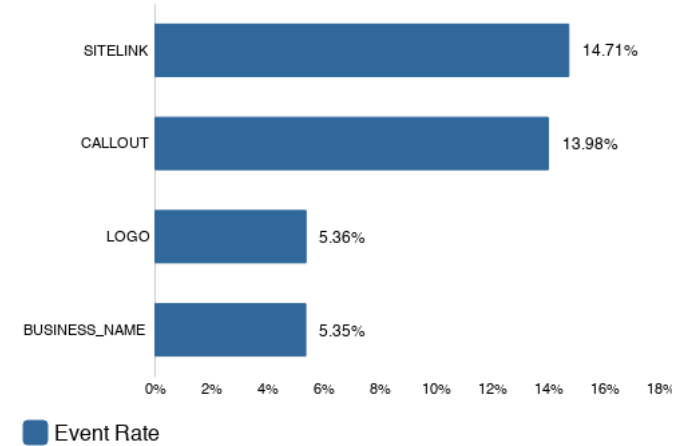
100

Number of Creative Assets

Currently Running



Performance Max Extension Type Performance

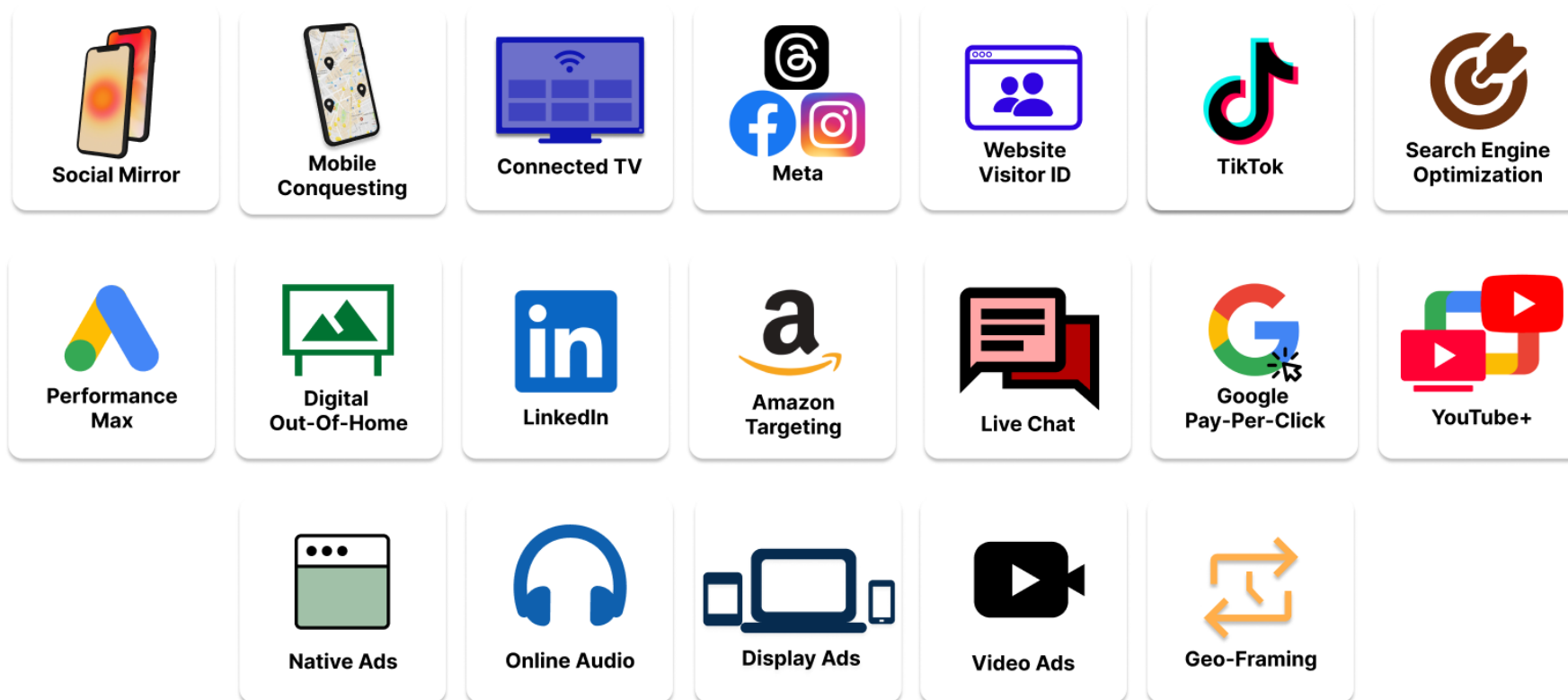


This report shows many times an ad was clicked that contained that extension, not how many people clicks on that specific extension itself.

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.