

Digital Marketing Report

Impressions

How many ads were served:

53,330

Clicks

Times a user clicked on an ad

2,032

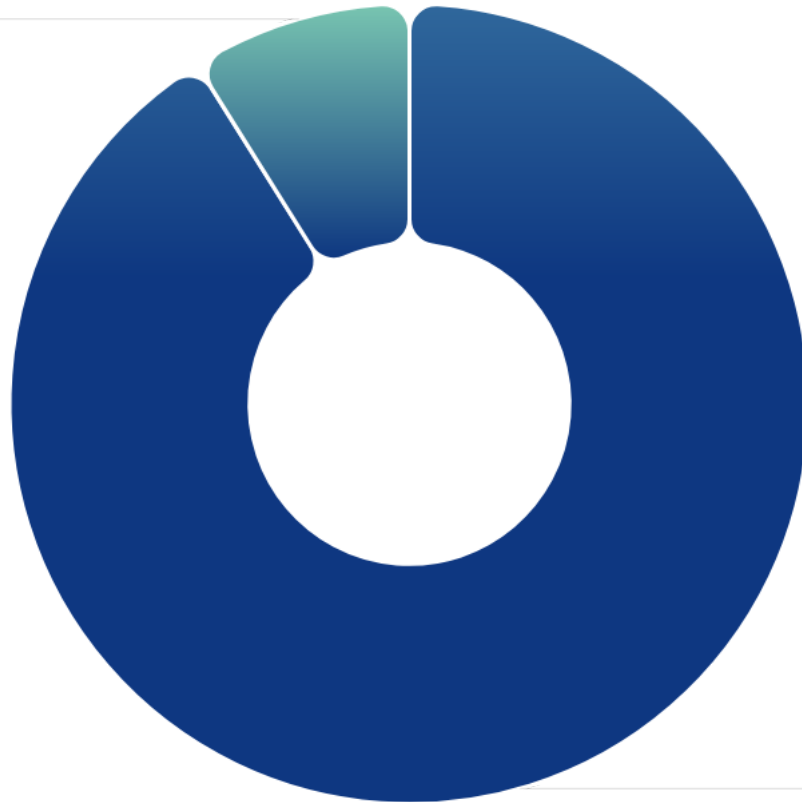
Click-Through Rate

(Clicks/Impressions) x 100

3.03%

Your Product Breakout by Impressions

PMax



Meta

Events

847

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

Event Rate

17.81%

(Events/Impressions) x 100

Total Engagement Rate

3.04%

(Clicks+View-throughs)/Impressions x 100*

X the National Average

43.29

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

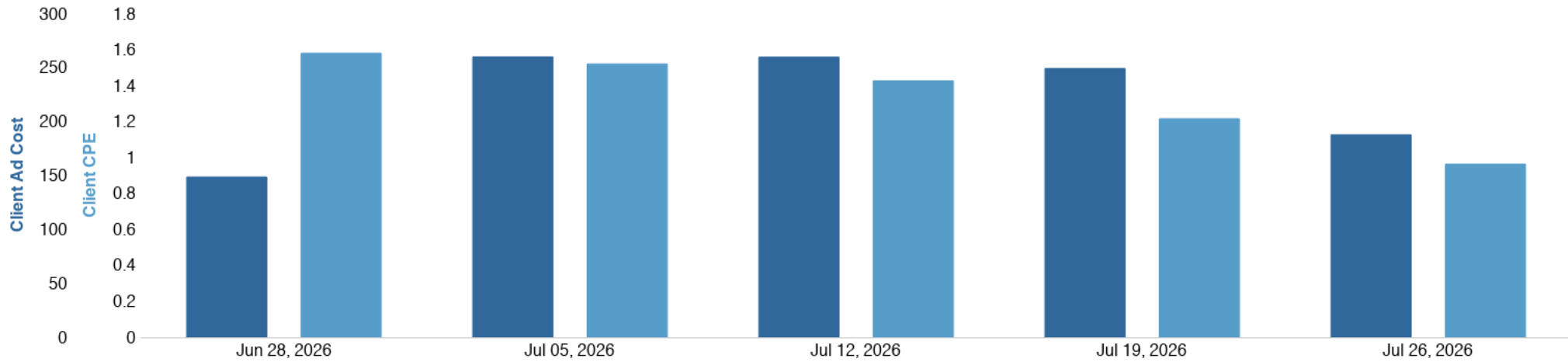
1,105.31

Performance Max Cost-Per-Event

Cost/Events

1.30

Performance Max Week by Week Spend Performance

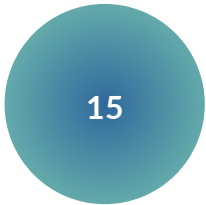




Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Pine Creek Structures Altoona - Home & Garden/Backyard Premium Facebook	43,431	1,369	3.15%	45.03
Pine Creek Structures Altoona - Retargeting Premium Facebook	5,144	103	2.00%	28.60
Pine Creek Structures Altoona - Homeowners/Home Storage/Retargeting Performance Max	4,755	560	11.78%	168.24

Meta Click Conversions

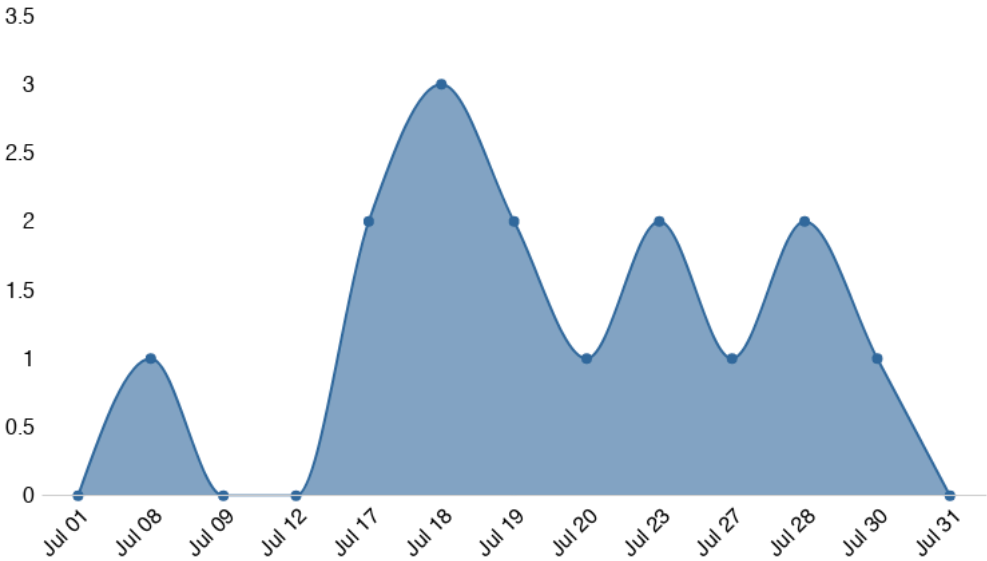


Times users clicked on an ad leading to your site and visited a page or completed an action

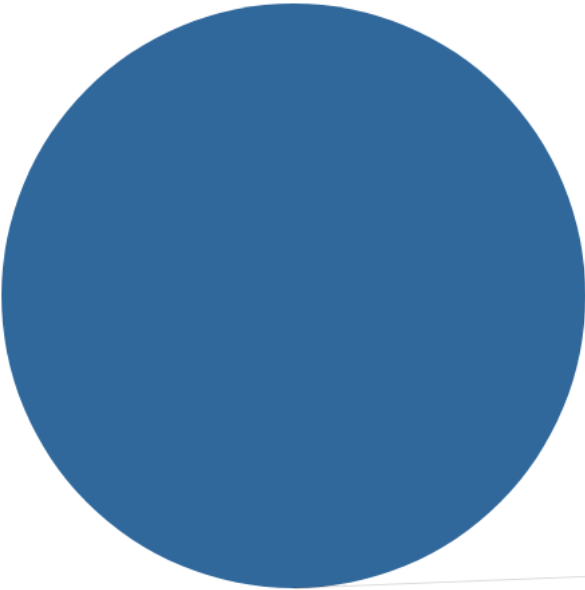
Meta Click Conversion Performance

Conversion Name	Click Conversions ↓
Pine Creek Structures Getaway Cabins Page View	5
Pine Creek Structures Cape Cod Series Page View	4
Pine Creek Structures Patio Furniture Page View	3
Pine Creek Structures Garage Series Page View	2
Pine Creek Structures FAQ Page View	1

Meta Click Conversions by Day



Top Meta Click Conversions by Strategy



Category Targeting: 100%

Meta View-Through Conversions

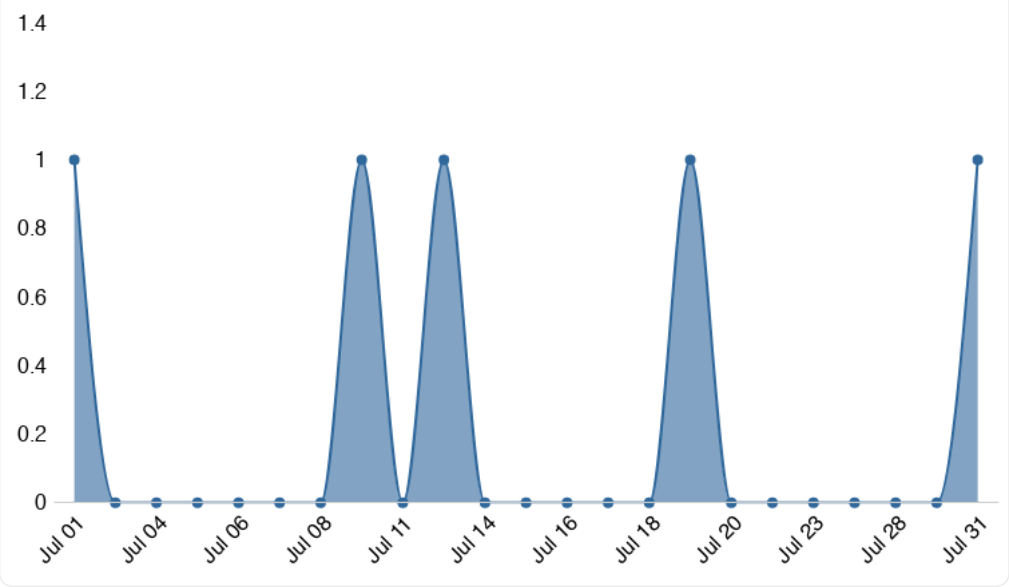


Times users saw an ad, did NOT click, but came to your site and visited a page or completed an action

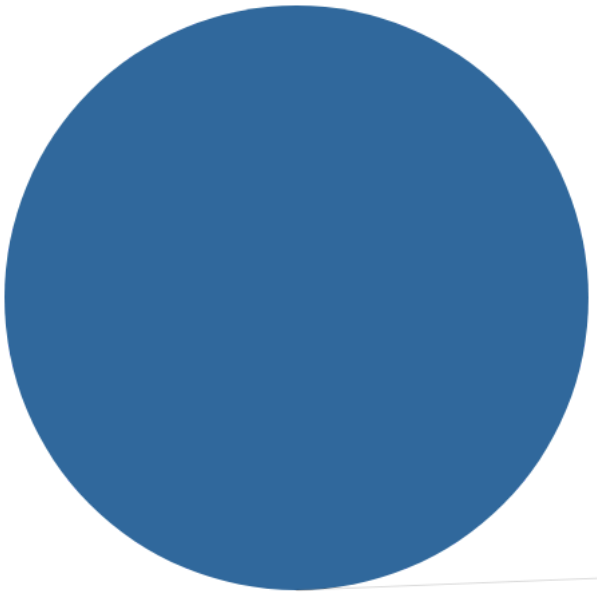
Meta View-Through Conversion Performance

Conversion Name	View-Through Conversions ↓
Pine Creek Structures Cape Cod Series Page View	1
Pine Creek Structures FAQ Page View	1
Pine Creek Structures Garage Series Page View	1
Pine Creek Structures Getaway Cabins Page View	1
Pine Creek Structures Request Quote Page View	1

Meta View-Through Conversions by Day



Top Meta View-Through Conversions by Strategy



Category Targeting: 100%

Meta Post Engagements

2,838

The total number of actions people take involving your ads (clicks on CTA, clicks to profile, site clicks, etc.)

Meta Post Comments

1

The total number of comments your ads received

Meta Post Reactions

16

The total number of people who liked, or reacted to your ad, which shows up in their friends news feeds

Meta Post Shares

2

The total number of people who shared your ad, giving your campaign free impressions

Meta Creative Performance

Ad	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
Pine Creek Structures Altoona_Carousel_6.26.26	48,575	1,472	3.03%	43.29

Meta Carousel Card Performance

Card Name	Ad	Count ↓
1: Pine Creek Structures	Pine Creek Structures Altoona_Carousel_6.26.26	852
Pine Creek Structures of Altoona	Pine Creek Structures Altoona_Carousel_6.26.26	339
2: Pine Creek Structures	Pine Creek Structures Altoona_Carousel_6.26.26	72
6: Pine Creek Structures	Pine Creek Structures Altoona_Carousel_6.26.26	27
3: Pine Creek Structures	Pine Creek Structures Altoona_Carousel_6.26.26	19

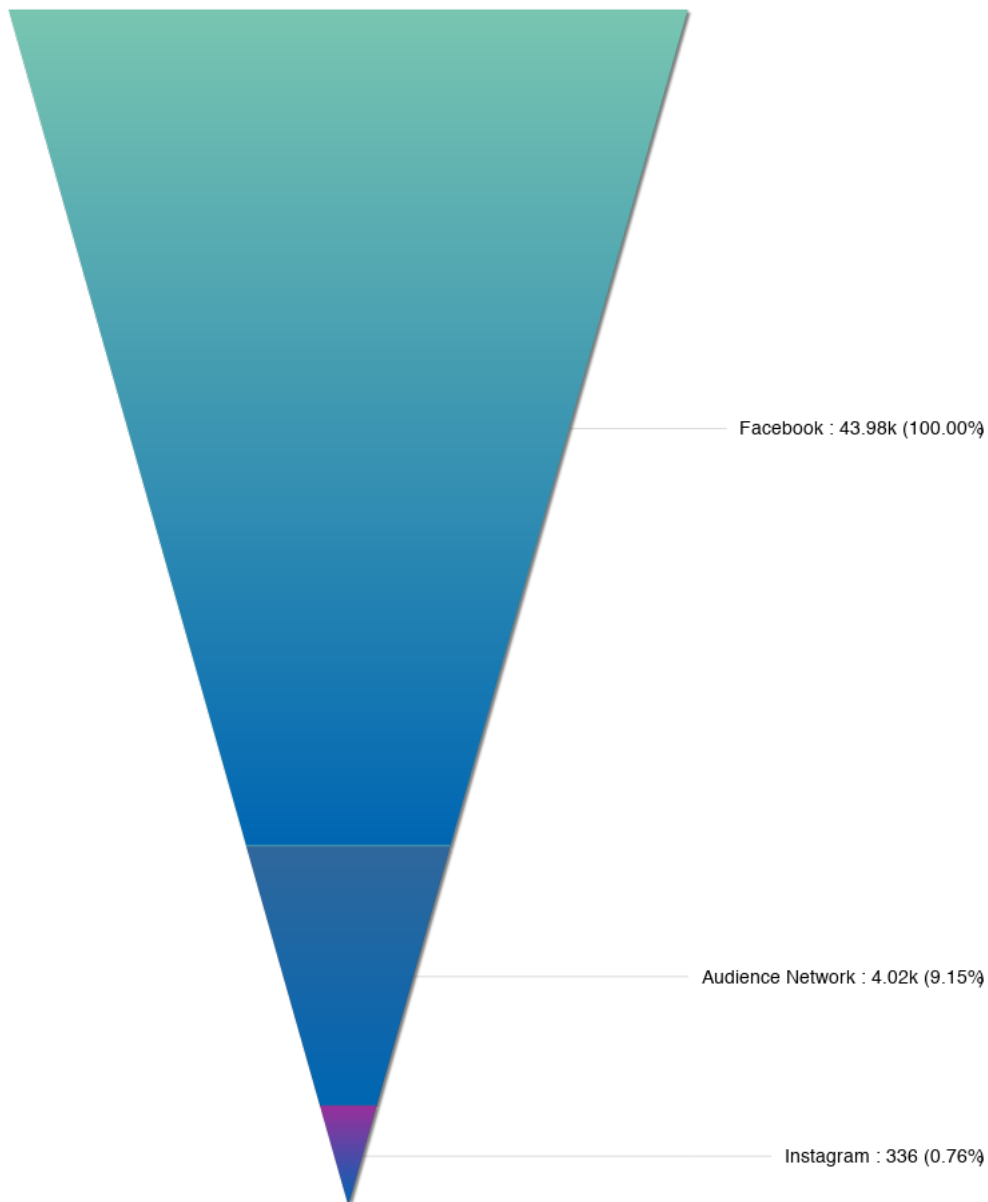
Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	43,988	1,362	3.10%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	3,127	68	2.17%
Desktop	A personal computing device that remains stationary at one location.	1,139	35	3.07%
Unknown	---	321	7	2.18%

Social Placement Performance

Placement	Where your ads appear	Impressions ↓	Clicks	CTR
Facebook Reels	Your ads appear in the Reels tab on Facebook.	19,228	287	1.49%
Facebook Feed	Your ads appear in the desktop Feed when people access the Facebook website on their computers. Your ads appear in the mobile Feed when people use the Facebook app on mobile devices or access the Facebook website through a mobile browser.	17,443	490	2.81%
Audience Network (Native, Banner, and Interstitial)	Your ads appear on apps on Audience Network.	4,022	549	13.65%
Facebook Marketplace	Your ads appear in the Marketplace home page or when someone browses Marketplace in the Facebook app.	3,397	64	1.88%
Facebook In-stream Videos	Your ads appear in video on demand and in a select group of approved partner live streams on Facebook.	2,173	37	1.70%
Facebook Search Results	Your ads appear next to relevant Facebook and Marketplace search results.	1,452	9	0.62%
Facebook Stories	Your ads appear in people's Stories on Facebook.	285	9	3.16%
Instagram Feed	Your ads appear in the mobile app and on desktop and mobile web.	194	6	3.09%
Instagram Reels	Your ads appear in the Reels tab on Instagram.	129	6	4.65%
Facebook Notification	Your ads appear within a user's notifications feed.	124	11	8.87%

Social Placement Performance by Impressions



Facebook News Feed Performance



Audience Network Performance



Instagram Performance



Grid contains more rows, but they have been clipped.

Performance Max Creative Group Performance

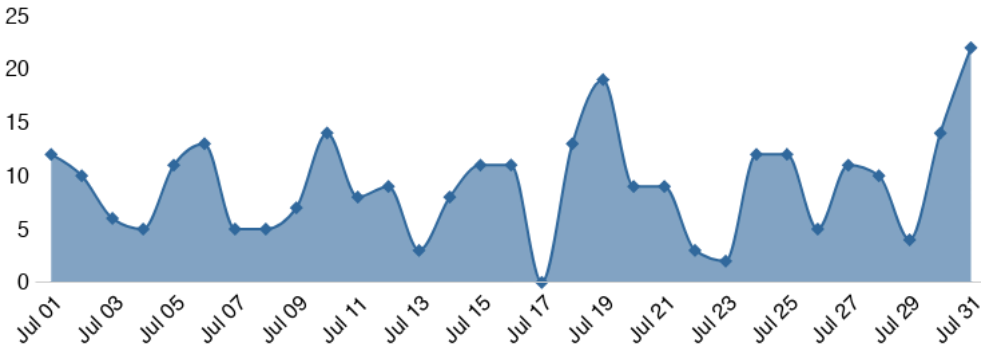
Creative Group Name	Search Themes	Client Ad Cost	Client CPE	Impressions	Events ↓	Event Rate
Pine Creek Structures Altoona - Homeowners/Home Storage/Retargeting Performance Max	backyard garages near me,backyard greenhouses,backyard pavilions near me,backyard pergolas kits,backyard poly furniture,backyard shade structures,backyard storage sheds,backyard studio sheds,backyard workshop sheds,buy a shed near me,cabins for sale near me,chicken coops for sale,concession stand sheds,custom backyard sheds,customer storage sheds,detached garage buildings,detached garages near me,garage buildings delivered,garden sheds for backyard,gazebos for backyard,greenhouse kits for sale,modular garages near me,one car garage buildings,outdoor dog kennels,outdoor pavilions for sale,outdoor playsets near me,outdoor storage buildings,patio furniture sets for sale,pergolas for backyard,poly furniture dining set,poly outdoor furniture near me,poolside gazebo structures,portable garages near me,portable sheds for sale,prefab cabins for sale,prefab garages altoona pa,prefab sheds near me,rent to own shed near me,sheds for sale altoona pa,small backyard greenhouses,storage buildings altoona pa,storage sheds near me,tiny cabins for sale,tiny house sheds,two car modular garages,vinyl gazebos near me,wooden gazebos for sale,wooden storage sheds,wooden swing sets for sale,workshop garages for backyard	1,105.32	1.30	4,755	847	17.81%
Total		1,105.32	1.30	4,755	847	17.81%

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

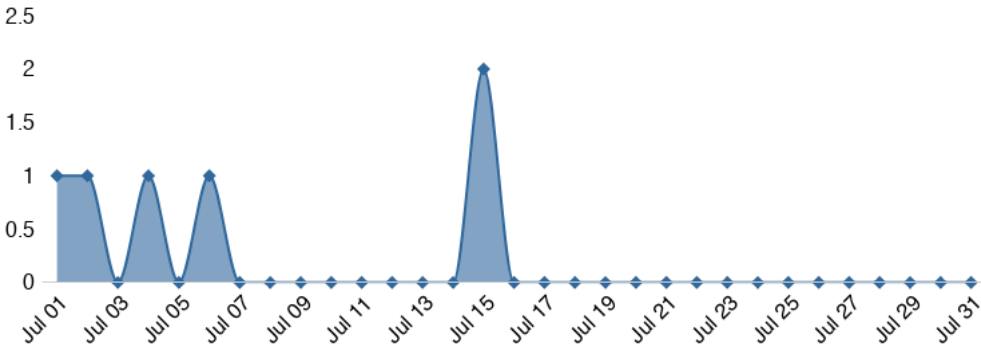
Conversion Action Name	Click Conversions ↓
Pine Creek Structures Getaway Cabins Page View	113
Pine Creek Structures Garage Series Page View	42
Pine Creek Structures Request Quote Page View	40
Pine Creek Structures Shed Styles Page View	33
Pine Creek Structures Cape Cod Series Page View	23
Pine Creek Structures Play Sets Page View	14
Pine Creek Structures Patio Furniture Page View	11
Pine Creek Structures FAQ Page View	4
Pine Creek Structures Financing Page View	2

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

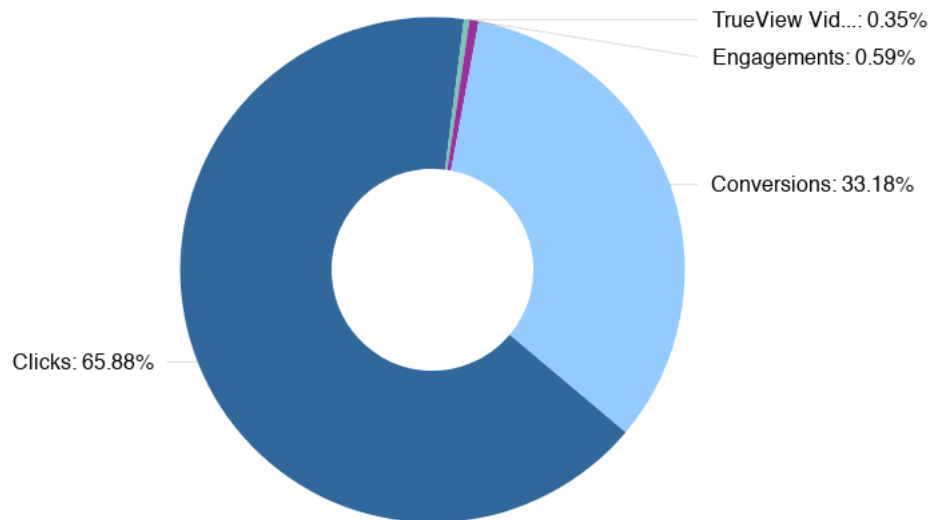


Performance Max View-through Conversion Performance

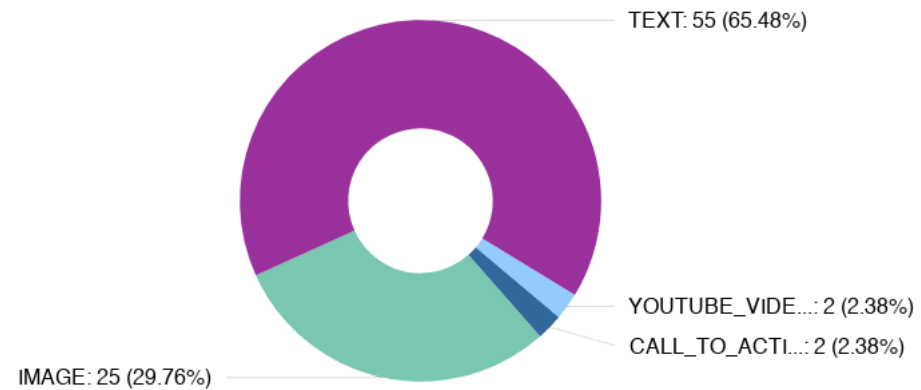
Conversion Action Name	View-through Conversions ↓
Pine Creek Structures Request Quote Page View	5
Pine Creek Structures FAQ Page View	1

"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

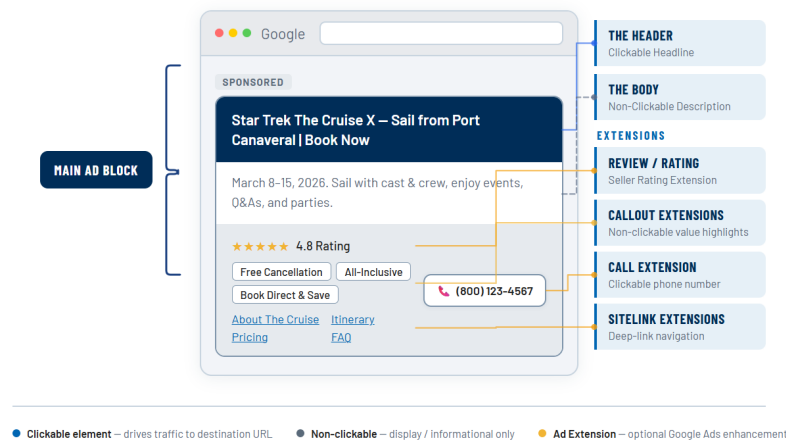
Type	Extension (upgraded)	Impressions	Events	Event Rate ↓	Client Ad Cost	Client CPE
CALLOUT	Upgrade Your Backyard	88	33	37.50%	25.68	0.78
CALLOUT	Outdoor Furniture	38	14	36.84%	11.26	0.80
LOGO	Logo.png, https://tpc.google syndication.com/simgad/4026889214894110989	14	5	35.71%	0.47	0.09
CALLOUT	Greenhouses for Gardening	78	25	32.05%	17.36	0.69
CALLOUT	Playsets for Kids	91	24	26.37%	20.39	0.85

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.

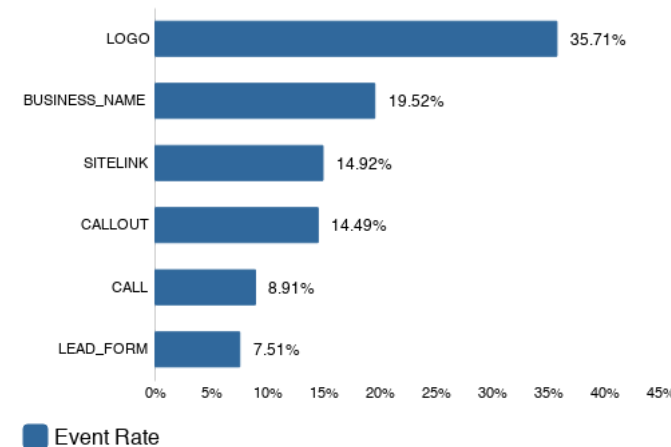
84

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*.



Social Mirror



Mobile
Conquesting



Connected TV



Meta



Website
Visitor ID



TikTok



Search Engine
Optimization



Performance
Max



Digital
Out-Of-Home



LinkedIn



Amazon
Targeting



Live Chat



Google
Pay-Per-Click



YouTube+



Native Ads



Online Audio



Display Ads



Video Ads



Geo-Framing

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