

Digital Marketing Report

Impressions

How many ads were served:

23,746

Clicks

Times a user clicked on an ad

885

Events

1,115

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

Your Product Breakout by Impressions



PMax

Event Rate

4.70%

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

**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

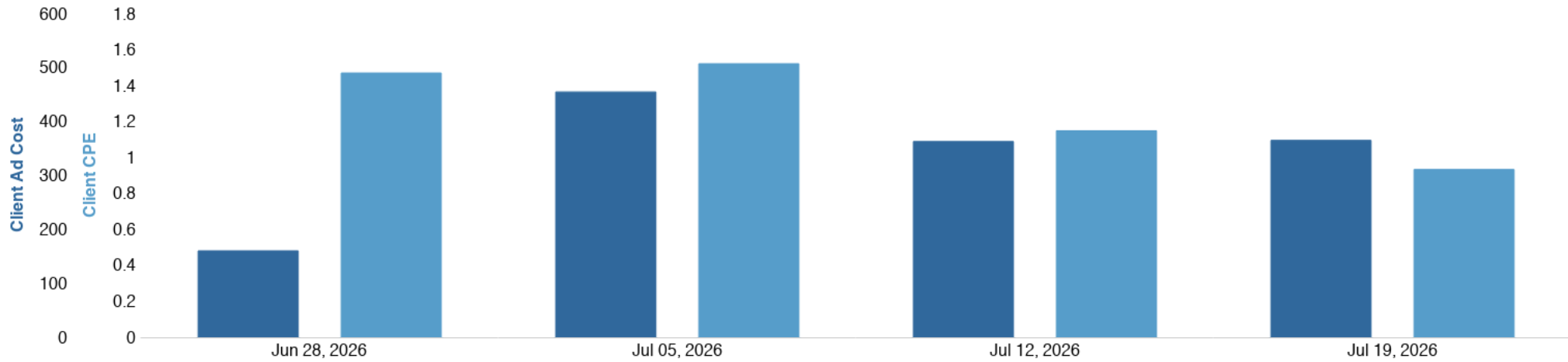
1,343.42

Performance Max Cost-Per-Event

Cost/Events

1.20

Performance Max Week by Week Spend Performance





Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
JBM Tent Rentals - Tent Rentals/Outdoor Wedding Tents/Dance Floor Rental Performance Max	23,746	885	3.73%	53.24



Grid contains more rows, but they have been clipped.

Performance Max Creative Group Performance

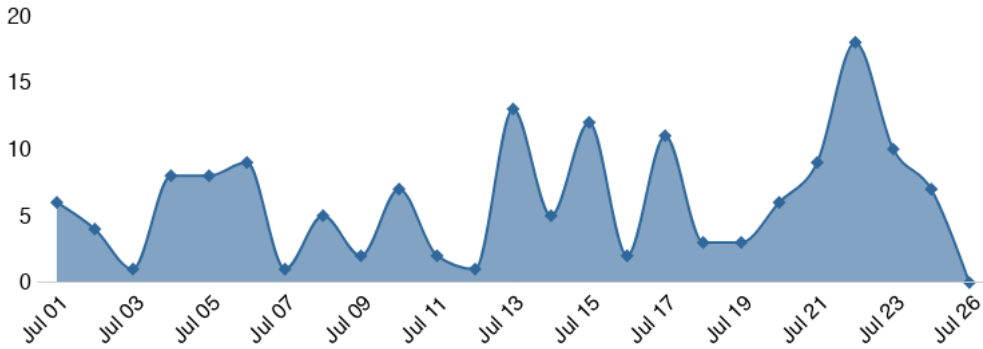
Creative Group Name	Search Themes	Client Ad Cost	Client CPE	Impressions	Events ↓	Event Rate
JBM Tent Rentals - Tent Rentals/Outdoor Wedding Tents/Dance Floor Rental Performance Max	A.O. Rent,anniversary party rentals,backyard tent rentals,banquet table rentals,birthday party rentals,chair rentals,cocktail table rentals,community event rentals,dance floor rental,Entertainment Tents,event chair rentals,event rental company,event rental packages,event tent rentals,festival tent rentals,folding chair rentals,full service event rentals,graduation party rentals,graduation tent rentals,large tent rentals,M&V Tent Rentals,outdoor dance floor rental,outdoor party rentals,outdoor tent rentals,outdoor wedding rentals,outdoor wedding tent,party tent rentals,portable dance floor rental,rent a tent for wedding,rent tables and chairs,round table rentals,rustic wedding rentals,table rentals,tent rental company,tent rental near me,tent rentals,tent rentals for 100 guests,tent rentals for 200 guests,tent rentals Lewisburg PA,Tents and Events:Tents for Rent,The Event Collective,wedding chair rentals,wedding dance floor rental,wedding reception tent,wedding rental company,wedding rental packages,wedding tables and chairs rental,wedding tent packages,wedding tent rental,wedding tent rentals	1,343.43	1.20	23,746	1,115	4.70%
Total		1,343.43	1.20	23,746	1,115	4.70%

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

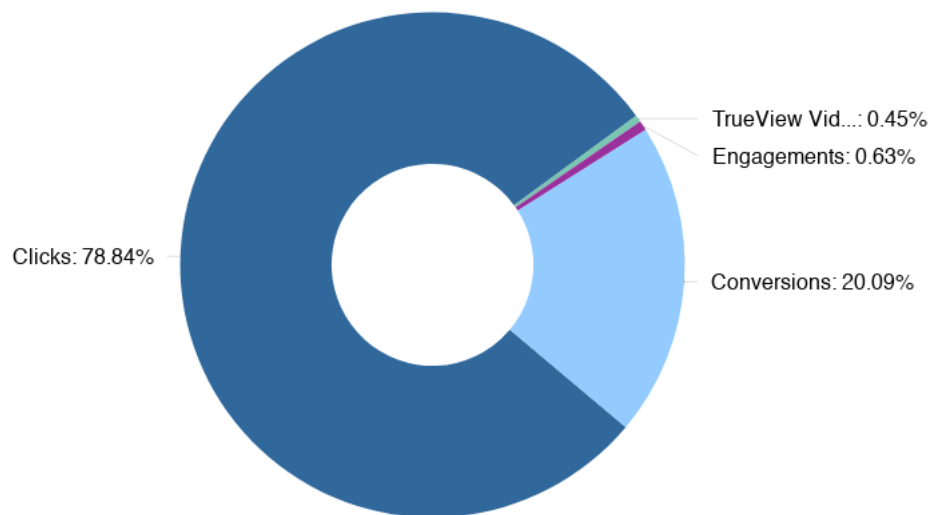


Performance Max Click Conversion Performance

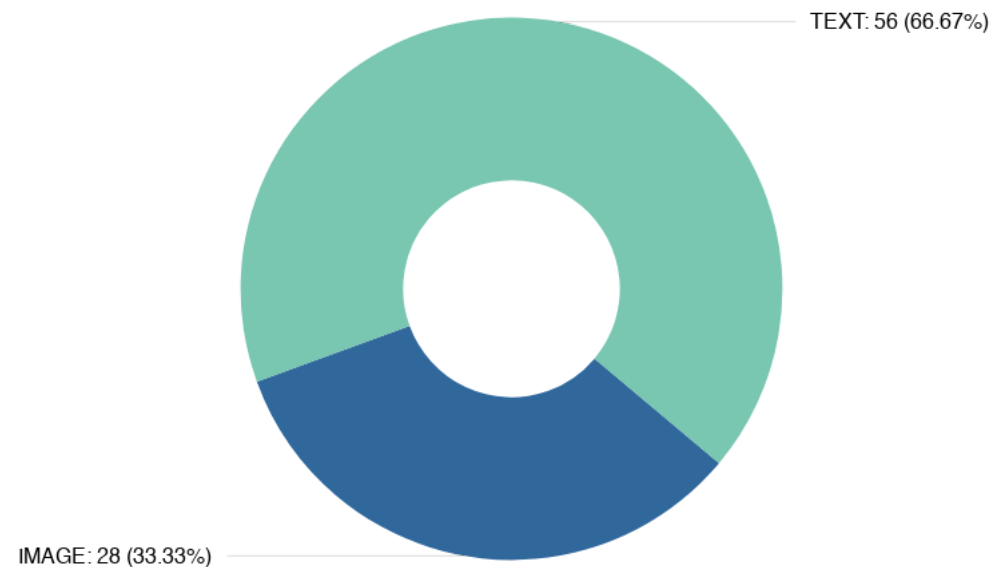
Conversion Action Name	Click Conversions ↓
JBM Tent Rentals Services Page View	54
JBM Tent Rentals About Page View	34
JBM Tent Rentals Contact Page View	33
JBM Tent Rentals Tent Sizes Page View	32

"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

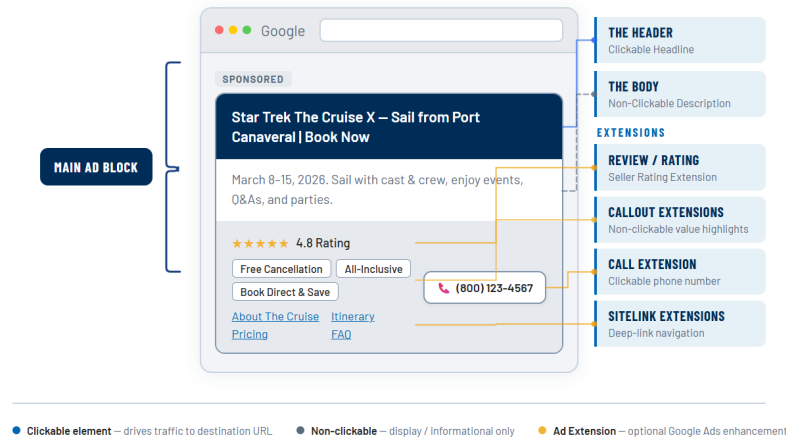
Type	Extension (upgraded)	Impressions	Events	Event Rate ↓	Client Ad Cost	Client CPE
CALLOUT	Wedding Tent Rentals	203	56	27.50%	83.31	1.49
CALLOUT	Wedding Packages	224	60	26.71%	130.53	2.18
CALLOUT	100's of Tent Rentals	276	69	24.94%	147.55	2.14
CALLOUT	Table & Chair Rentals	238	56	23.53%	123.34	2.20
CALLOUT	Tents for all Occasions	259	58	22.33%	147.95	2.56

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.

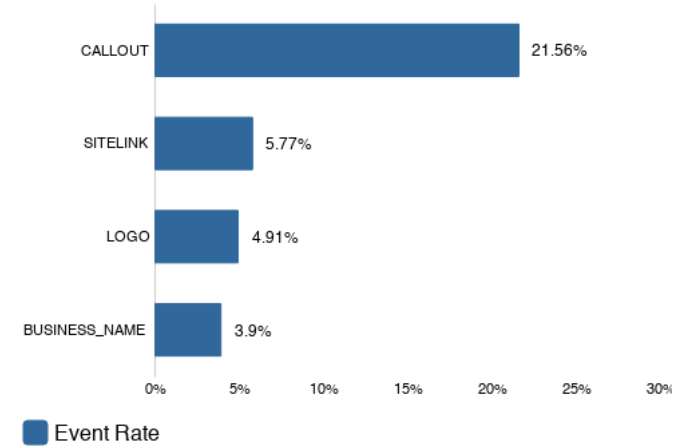
84

Number of Creative Assets

Currently Running



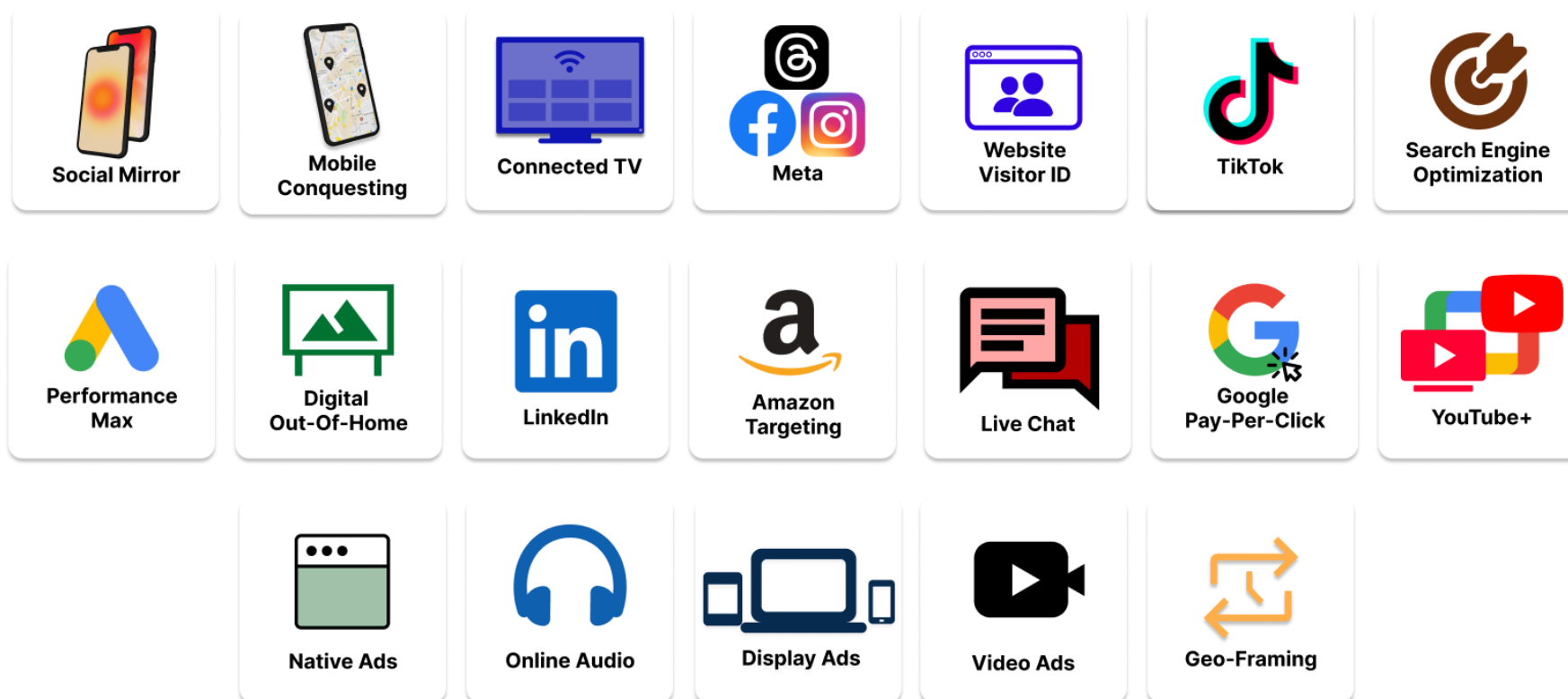
Performance Max Extension Type Performance



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*.



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