

Digital Marketing Report

Impressions

How many ads were served:

225,556

Clicks

Times a user clicked on an ad

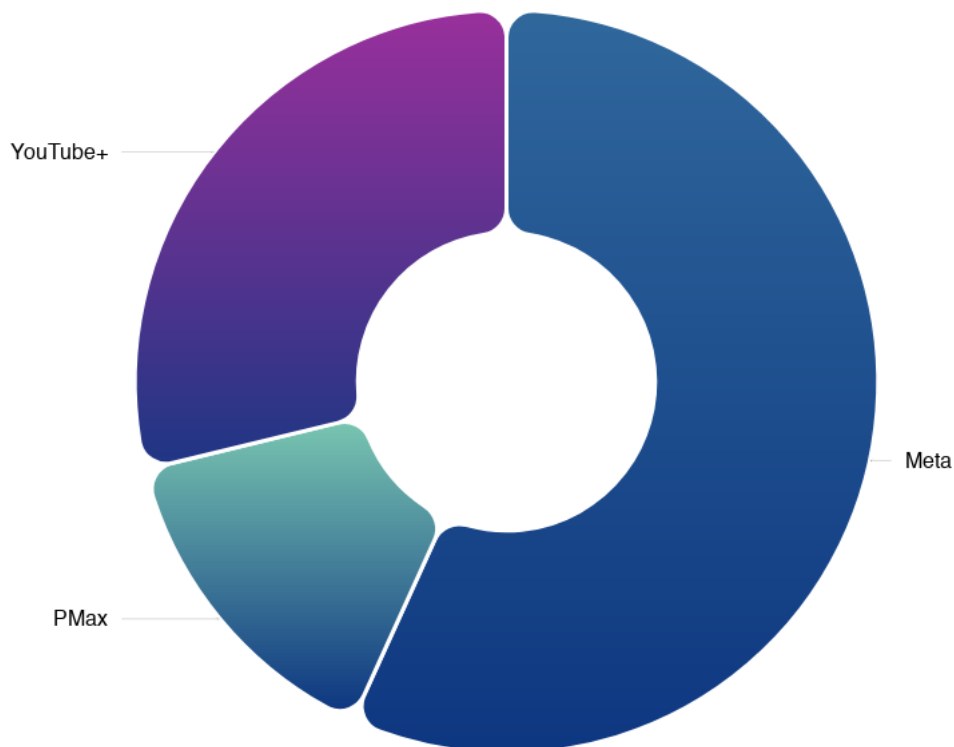
4,455

Click-Through Rate

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

2.02%

Your Product Breakout by Impressions



Events

2,313

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

Event Rate

7.11%

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

Total Engagement Rate

2.02%

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

X the National Average

19.28

X the National Avg (.07%)

Performance Max Cost

Amount spent on the campaign

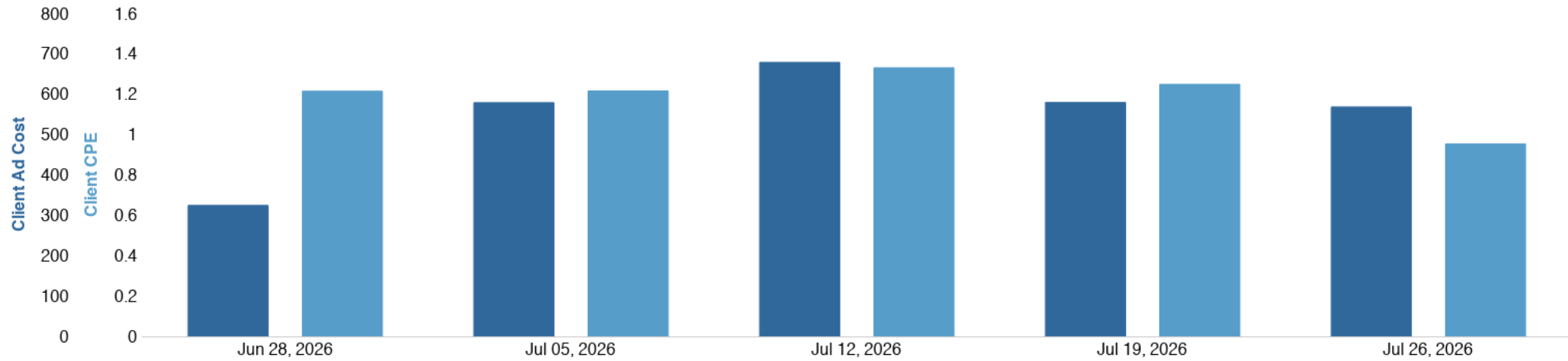
2,731.56

Performance Max Cost-Per-Event

Cost/Events

1.18

Performance Max Week by Week Spend Performance





Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Sonoma Backyard - Backyard/Patio/Grilling Facebook/Instagram Premium	123,975	2,499	2.02%	28.80
Sonoma Backyard - Age 35+/Pools/Patio Design YouTube+	64,939	20	0.03%	0.44
Sonoma Backyard - Outdoor Furniture/Patio/Age35+ Performance Max	32,515	1,850	5.69%	81.28
Sonoma Backyard - Retargeting Facebook/Instagram Premium	4,126	86	2.08%	29.78
Sonoma Backyard - Retargeting YouTube+	1	0	0.00%	0.00

YouTube+ View-Through Conversions

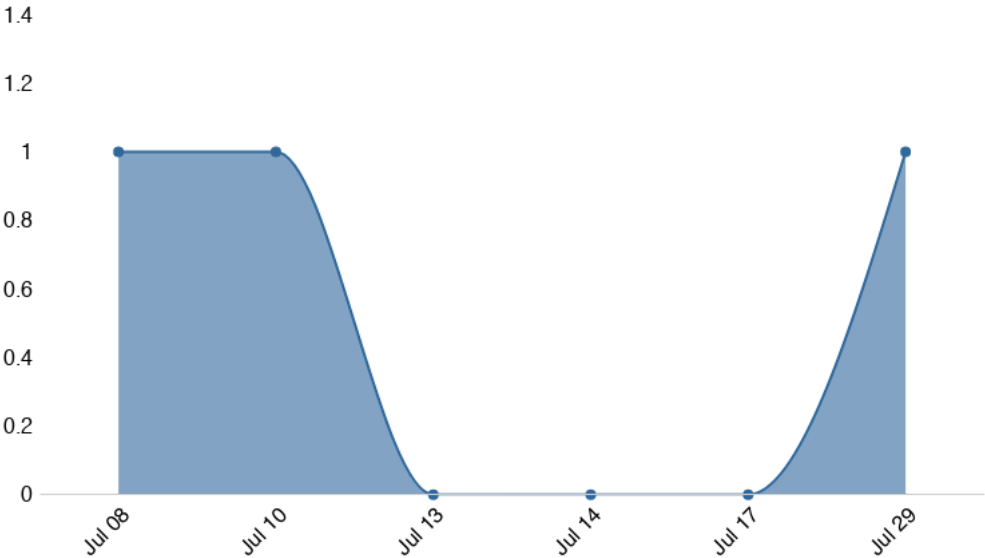


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

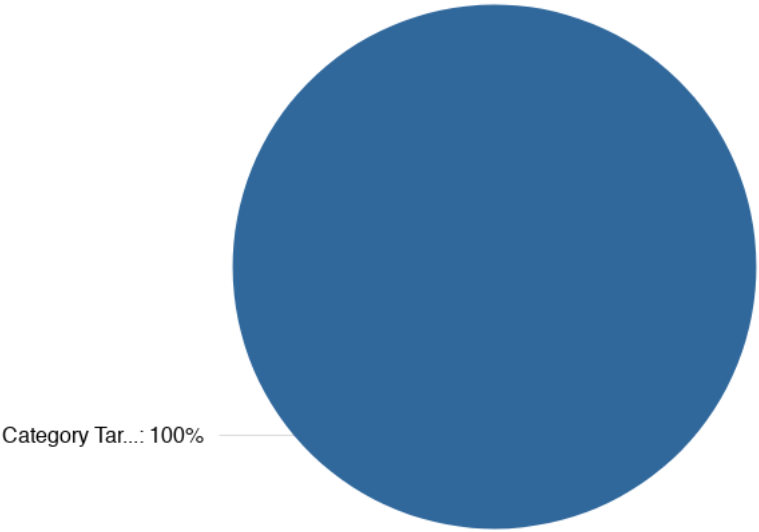
YouTube+ View-Through Conversion Performance Breakout

Conversion Name	View-throughs ↓
Sonoma Backyard Homepage Visits	3

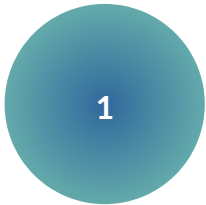
YouTube+ View-Through Conversions by Day



Top YouTube+ View-Through Conversions by Strategy



Meta Click Conversions

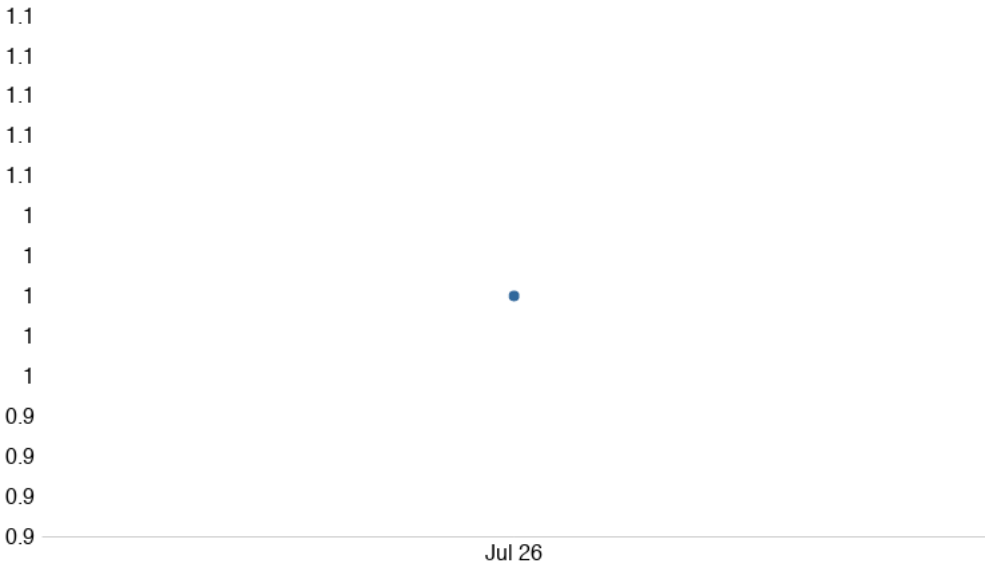


Times users clicked on an ad leading to your site and visited a page or completed an action

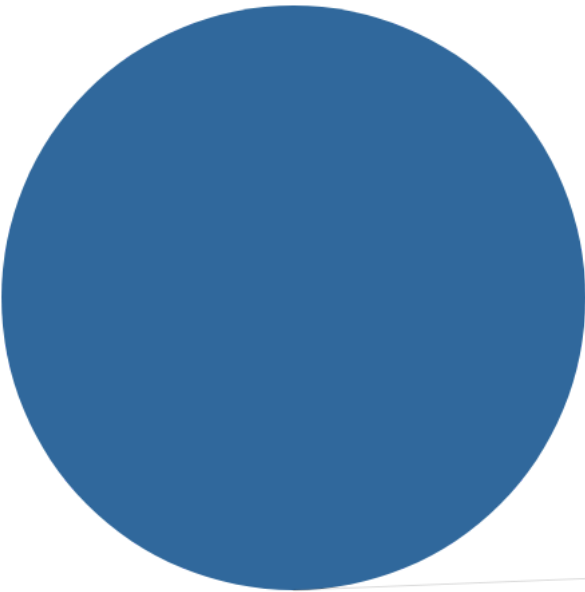
Meta Click Conversion Performance

Conversion Name	Click Conversions ↓
Sonoma Backyard Service Page View	1

Meta Click Conversions by Day

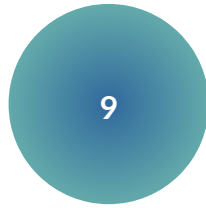


Top Meta Click Conversions by Strategy



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

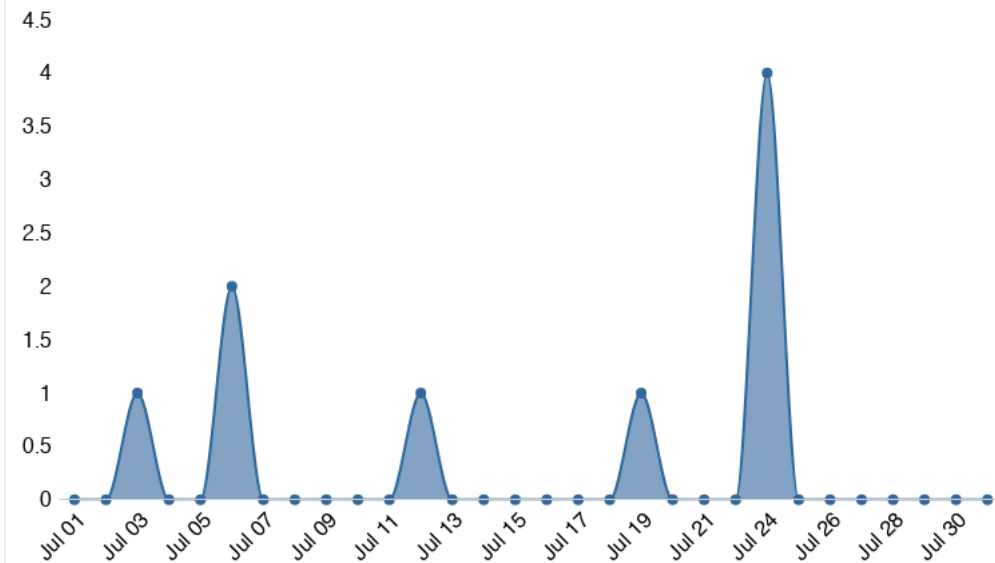
Conversion Name

[View-Through Conversions](#) ↓

Sonoma Backyard Homepage Visits

9

Meta View-Through Conversions by Day



Meta Post Engagements

9,202

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

Meta Post Reactions

7

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

Meta Post Shares

1

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

YouTube+ Creative Performance

Ad (Headline)	Impressions ↓	Clicks	Completion Rate	Cost Per Completed View
Sonoma Backyard_7.7_Custom Outdoor Furniture	28,403	5	92.06%	0.04
Sonoma Backyard_7.7_Summer Patio Furniture	26,035	14	91.69%	0.04
Sonoma Backyard_6.26_Hot Tub Sale	7,010	1	94.35%	0.04
Sonoma Backyard_6.26_Up to 60% Off Patio Furniture	3,489	0	91.60%	0.04
Sonoma Backyard_3.19_Reimagine	0	0	0.00%	-

YouTube+ Video Completion Performance by Creative

Ad (Headline)	25% Completed ↓	50% Completed	75% Completed	100% Completed
Sonoma Backyard_6.26_Hot Tub Sale	96.45%	95.14%	94.65%	94.35%
Sonoma Backyard_7.7_Custom Outdoor Furniture	94.87%	93.28%	92.52%	92.06%
Sonoma Backyard_7.7_Summer Patio Furniture	94.78%	92.96%	92.17%	91.69%
Sonoma Backyard_6.26_Up to 60% Off Patio Furniture	94.35%	92.74%	92.08%	91.60%

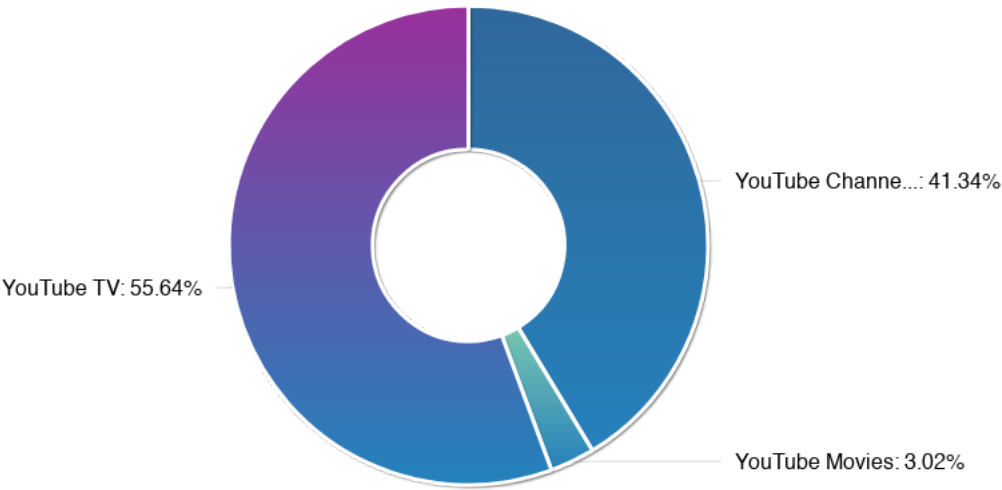
Meta Creative Performance

Ad	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
Sonoma Backyard_7.7_Sonoma Backyard Patio Sale Mid July	91,532	1,705	1.86%	26.61
Sonoma Backyard_6.26_July 4th Patio Sale V2.mp4	22,011	554	2.52%	35.96
Sonoma Backyard_7.7_Sonoma Backyard Design Center	10,385	250	2.41%	34.39
Sonoma Backyard_6.26_July 4th Hot Tub Sale.mp4	4,173	76	1.82%	26.02

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	129,766	2,553	1.97%
Connected TV	An internet enabled device that provides streaming content directly on the TV, without the use of an external streaming device.	56,646	13	0.02%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	5,058	33	0.65%
Desktop	A personal computing device that remains stationary at one location.	1,388	1	0.07%
Unknown	---	180	5	2.78%

YouTube+ Placement Performance



Top 10 YouTube Channel Performance

Placement Display Name	Impressions ↓	Clicks	CTR
The Daily Show	536	0	0.00%
ABC7 News Bay Area	433	0	0.00%
ABC News	369	2	0.54%
Midwest Safety	347	0	0.00%
48 Hours	340	0	0.00%
Fox News	325	0	0.00%
MeidasTouch	319	0	0.00%
MS NOW	315	0	0.00%
NBC News	273	0	0.00%
ABS-CBN News	260	0	0.00%

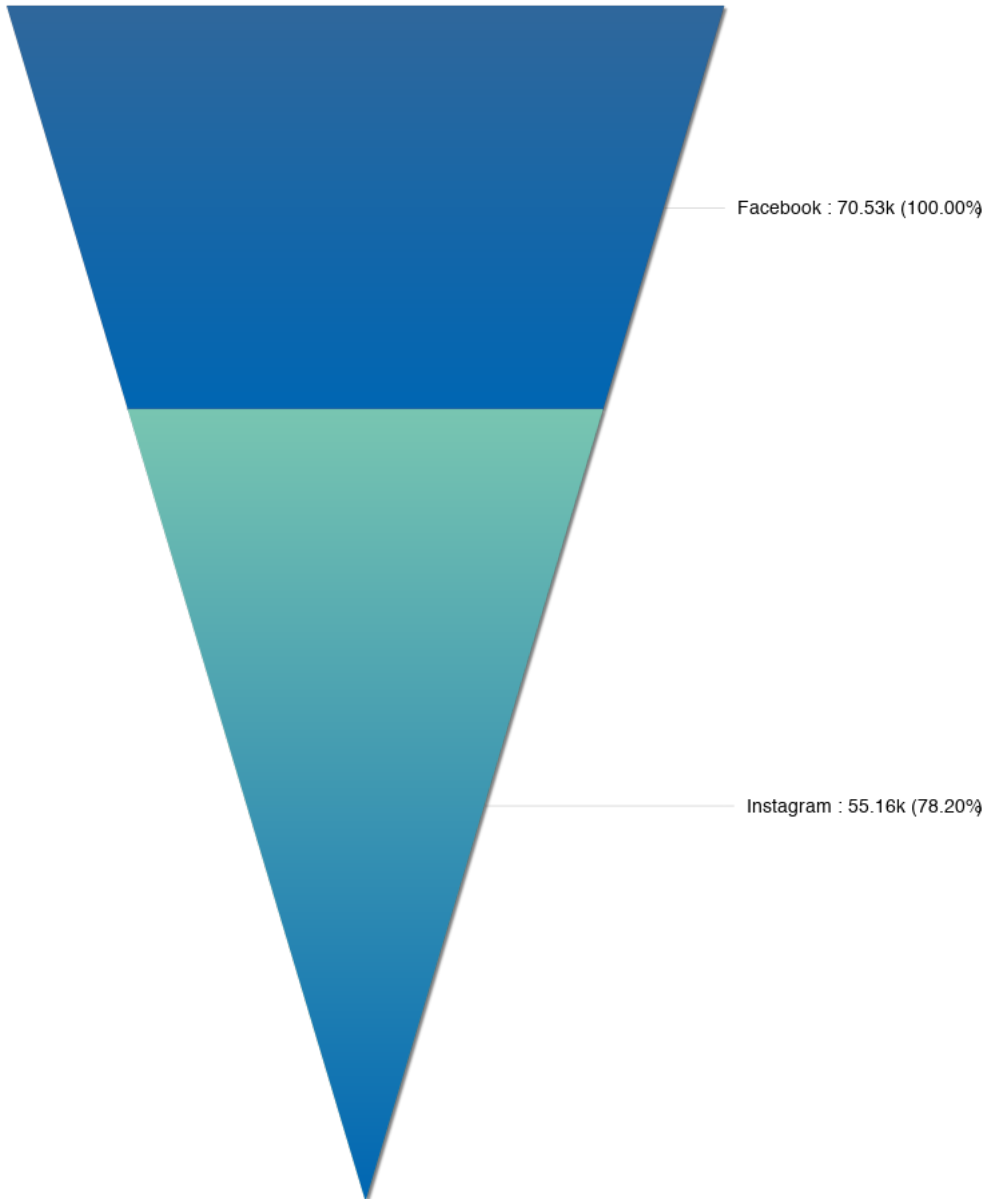
Top 10 YouTube TV Channel Performance

Placement Display Name	Impressions ↓
(YouTube TV) FOX News	3,001
(YouTube TV) CNN	2,365
(YouTube TV) MS NOW	1,752
(YouTube TV) ESPN	744
(YouTube TV) CNBC	555
(YouTube TV) FOX Business	227
(YouTube TV) NBC Sports Bay Area	127
(YouTube TV) Investigation Discovery	105
(YouTube TV) Comedy Central	95
(YouTube TV) BBC News	93

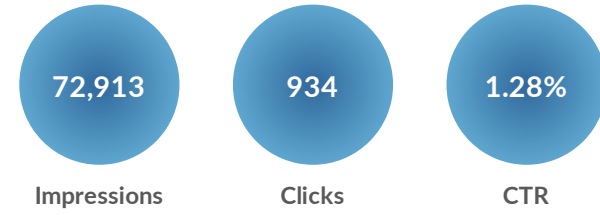
Social Placement Performance

Placement	Where your ads appear	Impressions ↓	Clicks	CTR
Facebook Reels	Your ads appear in the Reels tab on Facebook.	63,566	627	0.99%
Instagram Stories	Your ads appear in people's Stories on Instagram.	54,633	1,635	2.99%
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.	2,951	121	4.10%
Facebook Notification	Your ads appear within a user's notifications feed.	2,377	117	4.92%
Facebook Marketplace	Your ads appear in the Marketplace home page or when someone browses Marketplace in the Facebook app.	2,118	43	2.03%
Facebook In-stream Videos	Your ads appear in video on demand and in a select group of approved partner live streams on Facebook.	1,420	16	1.13%
Facebook Search Results	Your ads appear next to relevant Facebook and Marketplace search results.	433	4	0.92%
Instagram Feed	Your ads appear in the mobile app and on desktop and mobile web.	337	10	2.97%
Instagram Reels	Your ads appear in the Reels tab on Instagram.	189	5	2.65%
Facebook Stories	Your ads appear in people's Stories on Facebook.	44	5	11.36%

Social Placement Performance by Impressions



Facebook News Feed Performance



Instagram Performance



Grid contains more rows, but they have been clipped.

Performance Max Creative Group Performance

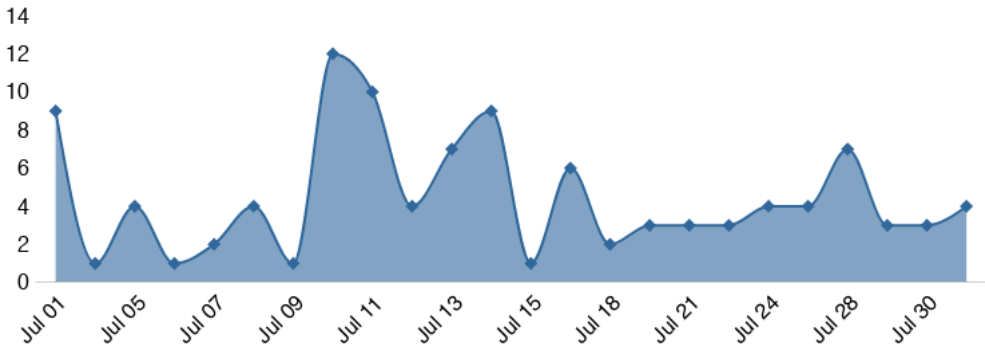
Creative Group Name	Search Themes	Client Ad Cost	Client CPE	Impressions	Events ↓	Event Rate
Sonoma Backyard - Outdoor Furniture/Patio/Age35+ Performance Max	adirondack chairs,all-weather wicker furniture,aluminum luxury patio furniture,Artesian spas,backyard design ideas,Brown Jordan patio furniture dealer,cantilever umbrellas,Castelle outdoor furniture near me,commercial outdoor lounge furniture,commercial outdoor patio furniture,custom outdoor kitchens,Delta heat grills,designer outdoor furniture store,high end patio furniture Sonoma County,high-end patio sets,Homecrest outdoor furniture dealer,hospitality outdoor furniture sets,hot tubs in Sonoma County,hot tubs near me,hotel outdoor furniture supplier,Luxury hot tubs in sonoma county,luxury hot tubs near me,luxury outdoor bar seating,luxury outdoor furniture,luxury outdoor sectional sofa,luxury patio conversation set,luxury patio furniture near me,luxury patio furniture showroom,luxury patio furniture showroom near me,luxury poolside lounge chairs,market umbrella,Marquis Spas,modern patio seating sets,outdoor fire pits,Outdoor furniture,outdoor furniture Marin County,outdoor grills,outdoor kitchens,outdoor lounge chairs luxury,outdoor umbrellas,patio furniture,patio furniture store Napa,restaurant patio furniture luxury,sunfire grills,Sunset West outdoor furniture dealer,swim spas,teak outdoor dining set luxury,Telescope Casual patio furniture,umbrella bases,winery patio furniture	2,731.56	1.18	32,515	2,313	7.11%

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

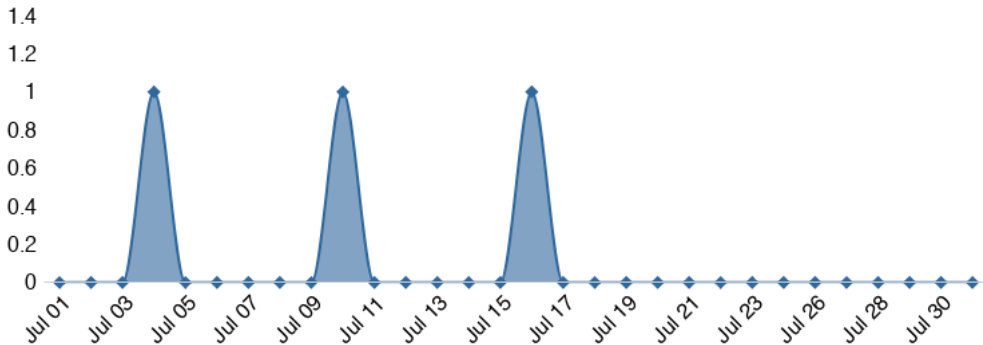
Conversion Action Name	Click Conversions ↓
Sonoma Backyard Contact Us Page View	69
Sonoma Backyard Repair Request Page View	17
Sonoma Backyard Call Click	16
Sonoma Backyard Get Directions Click Conversion	5

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

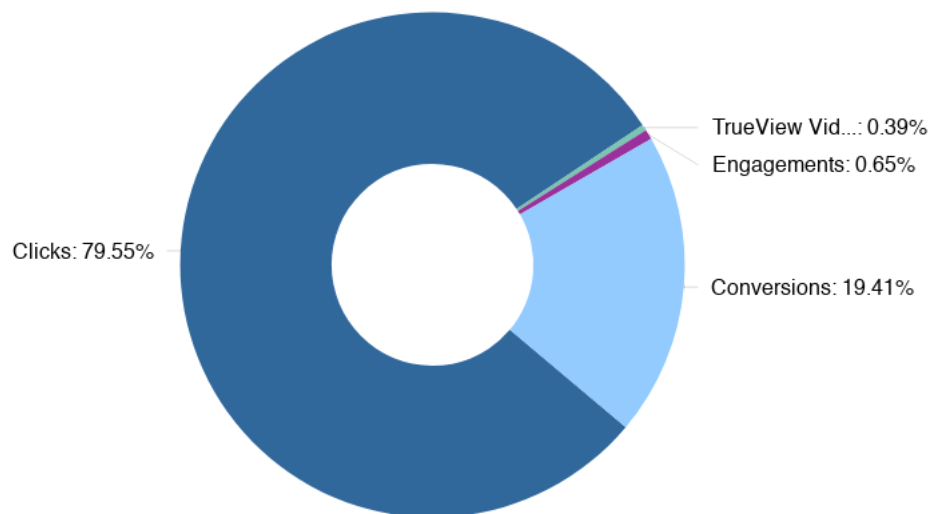


Performance Max View-through Conversion Performance

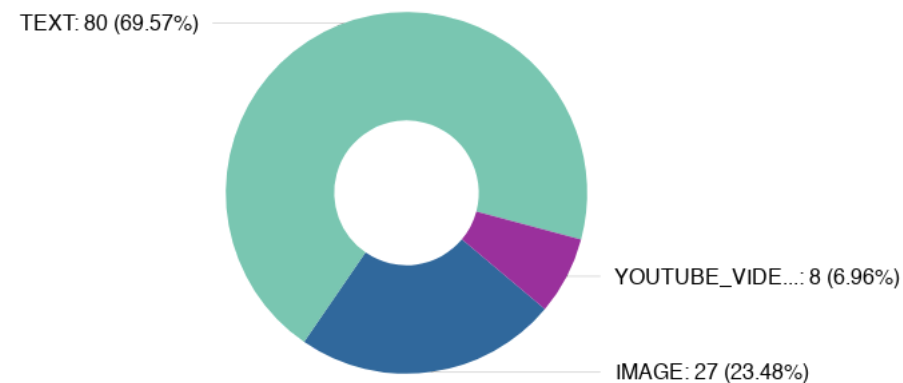
Conversion Action Name	View-through Conversions ↓
Sonoma Backyard Homepage Visits	2

"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

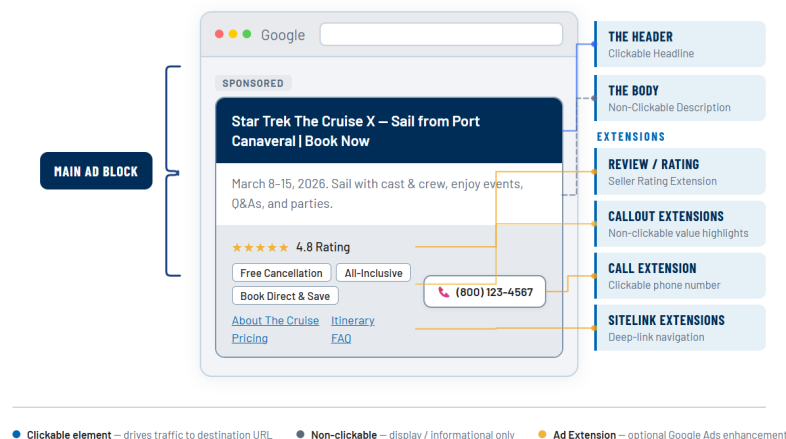
Type	Extension (upgraded)	Impressions	Events	Event Rate ↓	Client Ad Cost	Client CPE
CALLOUT	Architectural Design	4	4	100.00%	3.36	0.84
CALLOUT	Custom Outdoor Spaces	13	8	61.54%	7.64	0.96
CALLOUT	Luxury Outdoor Living	97	36	37.11%	41.24	1.15
CALLOUT	Built to Last	59	20	33.90%	21.69	1.08
CALLOUT	Resort-Style Backyards	141	41	29.08%	35.05	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.

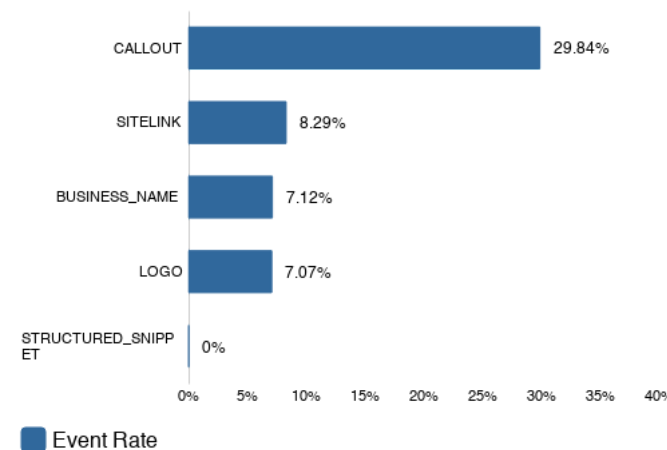
115

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.