

Digital Marketing Report

Impressions

How many ads were served:

106,316

Clicks

Times a user clicked on an ad

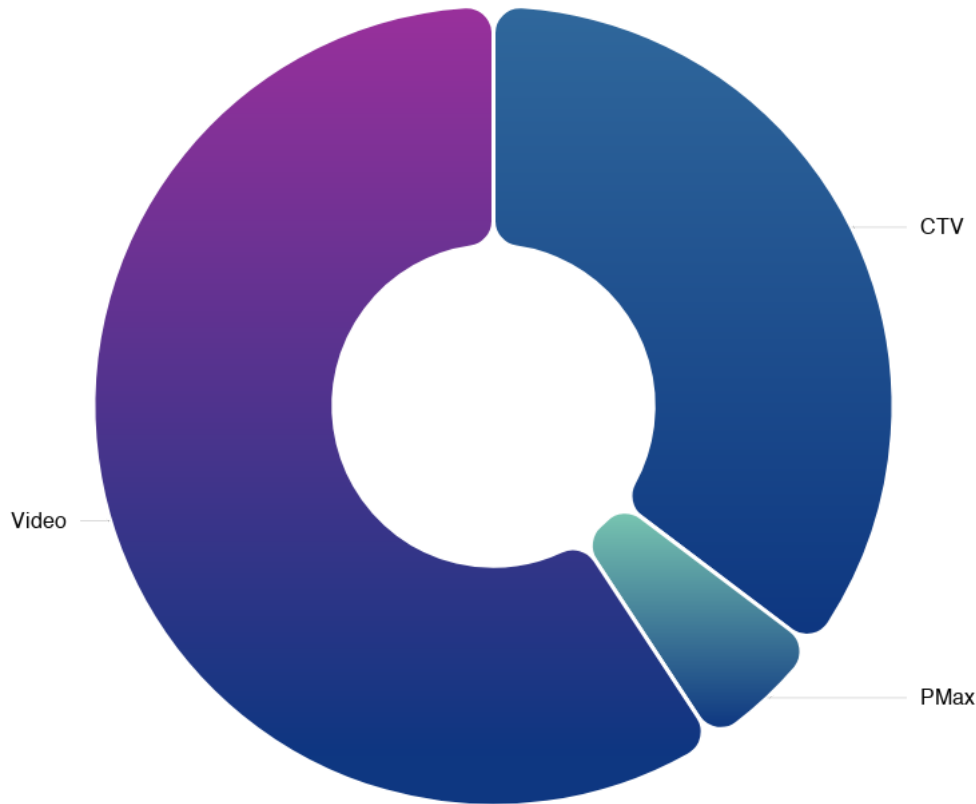
821

Click-Through Rate

(Clicks/Impressions) x 100

0.56%

Your Product Breakout by Impressions



CTV Completion Rate

99.32%

Percentage of users who watched the video from start to finish

CTV Cost Per Completed View

0.04

The cost of each completed video view across full-screen CTVs

Events

1,101

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

Event Rate

19.02%

(Events/Impressions) x 100

Total Engagement Rate

0.78%

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

X the National Average

7.96

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

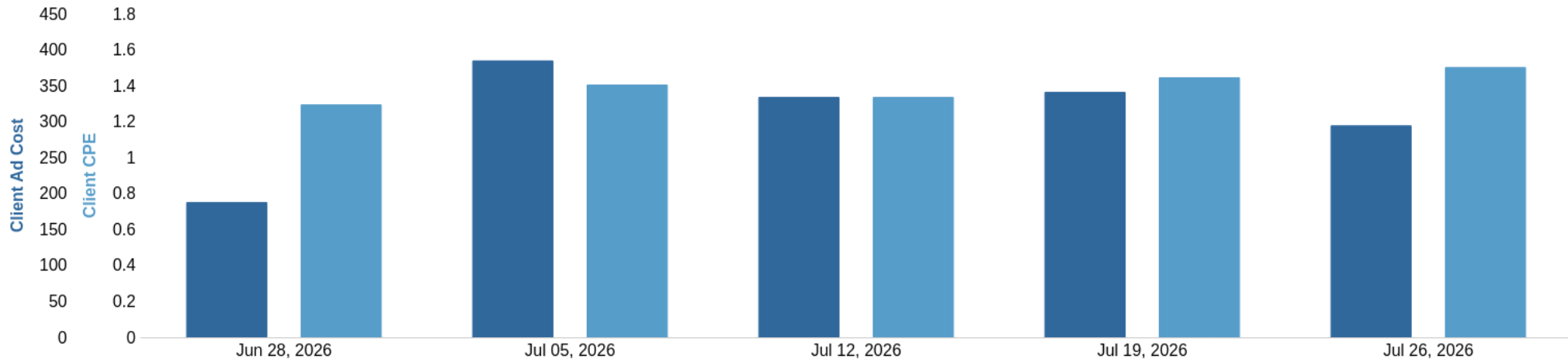
1,540.30

Performance Max Cost-Per-Event

Cost/Events

1.40

Performance Max Week by Week Spend Performance

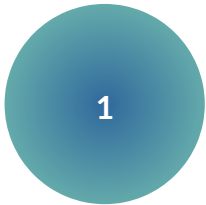




Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Big J Mobile Homes - Plans to Buy Mobile Home/Mobile Home Owners Behavioral Video	56,449	342	0.61%	8.66
Big J Mobile Homes - Plans to Buy Mobile Home/Mobile Home Owners Behavioral CTV	37,508	12	0.03%	0.46
Big J Mobile Homes - Manufactured Homes/Mobile Home Dealer/Retargeting Performance Max	5,790	470	8.12%	115.96
Big J Mobile Homes - Geo-Retargeting Video	5,071	6	0.12%	1.69
Big J Mobile Homes - Retargeting Video	1,494	3	0.20%	2.87
Big J Mobile Homes - Retargeting CTV	4	0	0.00%	0.00

Video Click Conversions

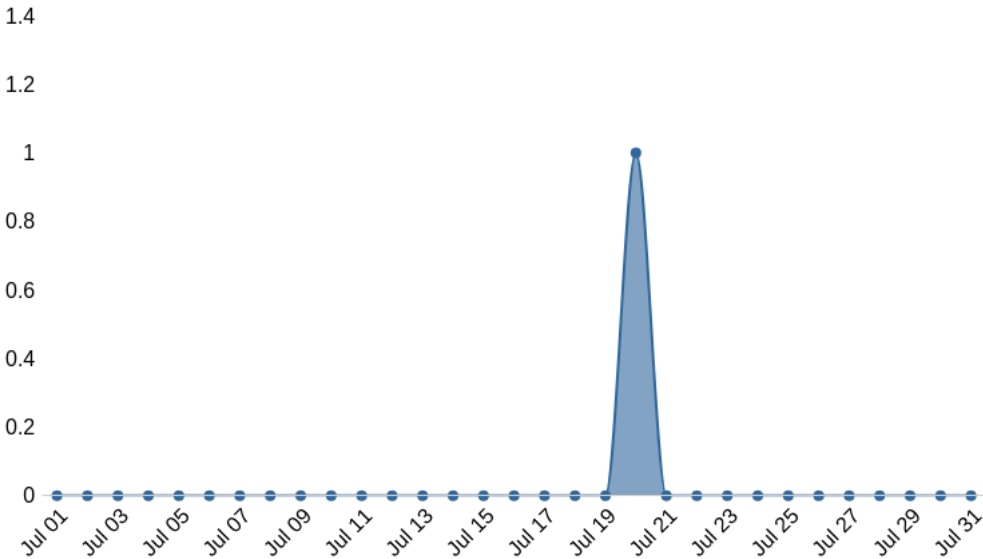


Times users clicked on an ad leading to your site and visited a page or completed an action

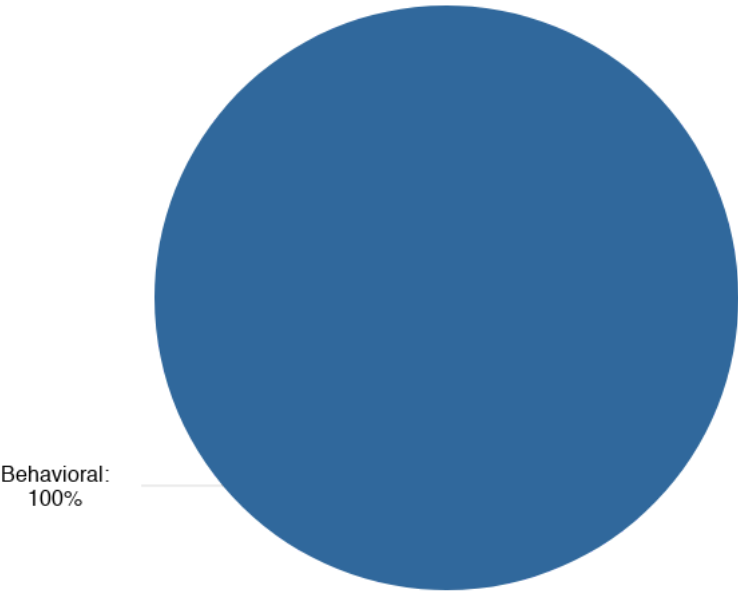
Video Click Conversion Performance Breakout

Conversion Name	Click Conversions ↓
Big J Mobile Homes Call Click Conversion	1

Video Click Conversions by Day



Top Video Click Conversions by Strategy



Video View-through Conversions

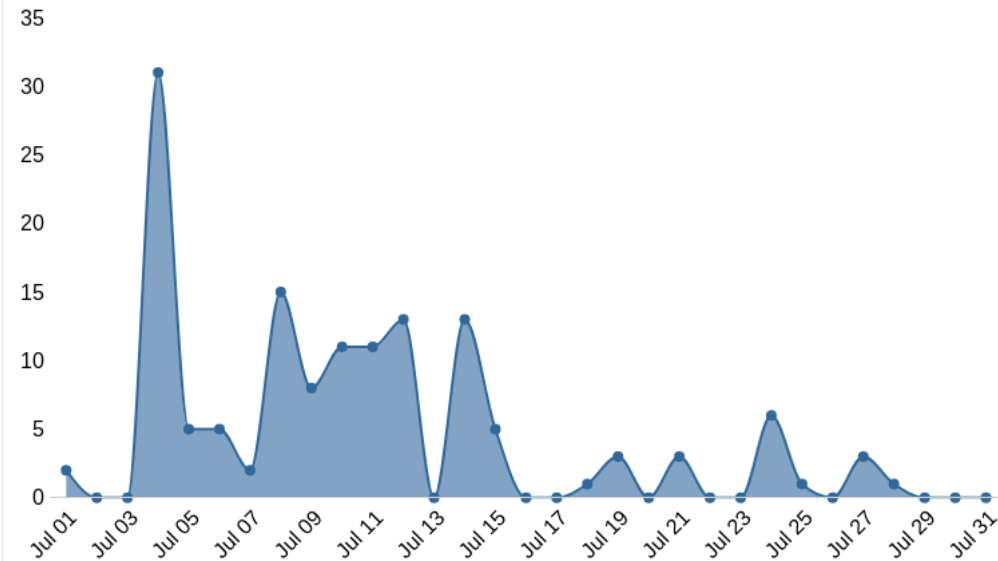


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

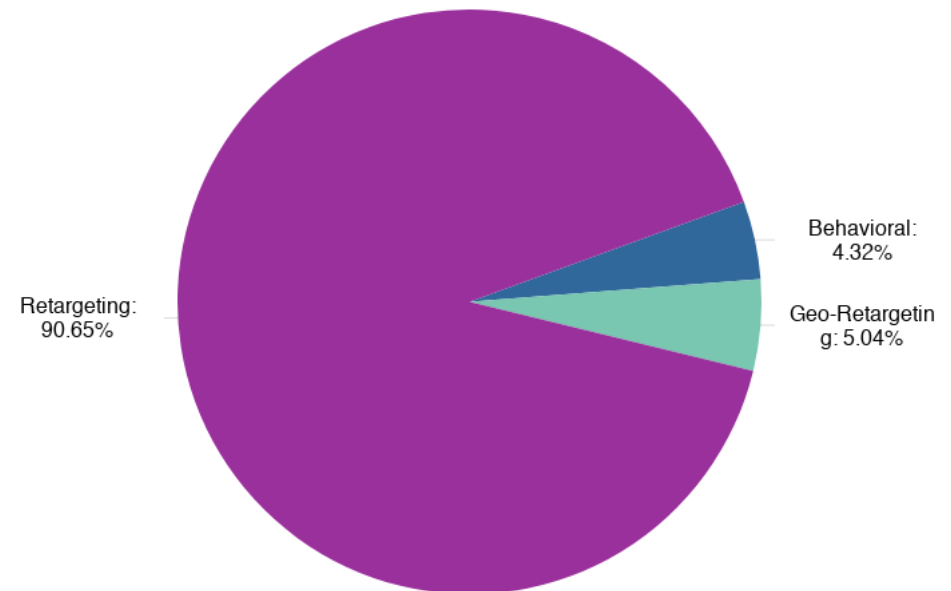
Video View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
Big J Mobile Homes Models Page View	50
Big J Mobile Homes Homepage Visits	46
Big J Mobile Homes Search Click Conversion	39
Big J Mobile Homes Call Click Conversion	2
Big J Mobile Homes Contact Us Page View	1
Big J Mobile Homes Schedule a Tour Page View	1

Video View-through Conversions by Day



Top Video View-through Conversions by Strategy



CTV View-through Conversions

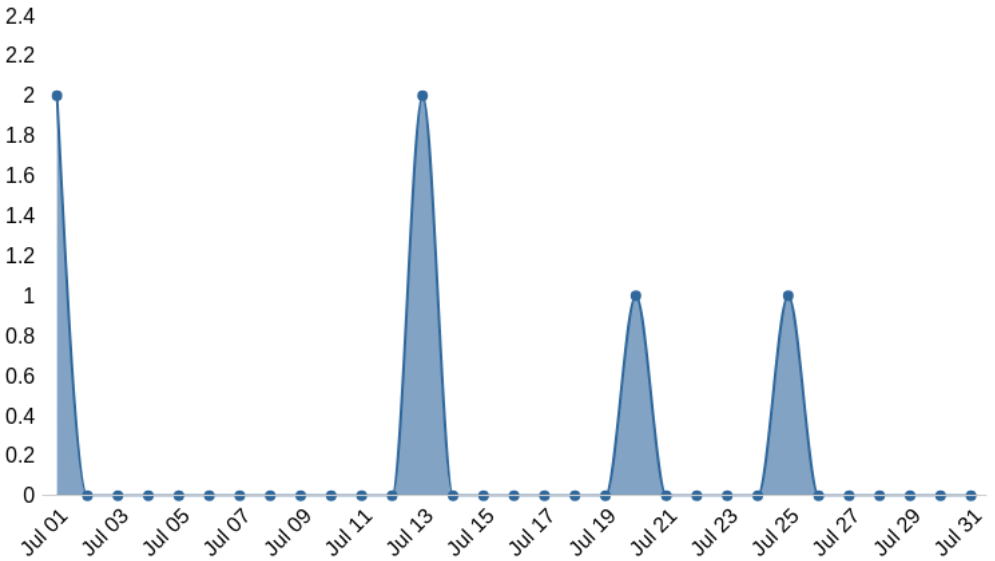


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

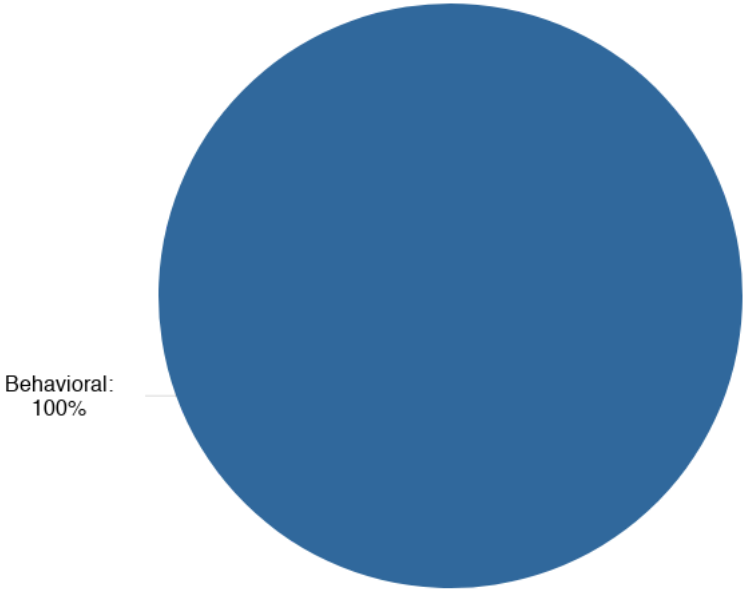
CTVView-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
Big J Mobile Homes Homepage Visits	4
Big J Mobile Homes Models Page View	1
Big J Mobile Homes Search Click Conversion	1

CTV View-through Conversions by Day



Top CTV View-through Conversions by Strategy



Video Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	Big J Mobile Homes_Big J 2026	63,014	351	0.56%	7.96

Video Completion Performance by Line Item

Line Item Name	25% Completed ↓	50% Completed	75% Completed	100% Completed
Big J Mobile Homes - Plans to Buy Mobile Home/Mobile Home Owners Behavioral Video	67.94%	56.06%	49.63%	37.98%
Big J Mobile Homes - Geo-Retargeting Video	57.88%	47.90%	42.52%	31.61%
Big J Mobile Homes - Retargeting Video	46.05%	39.22%	33.60%	24.16%

Connected TV (CTV) Creative Performance

Preview Image	Creative Name	Impressions	Video Completion Rate ↓
Thumbnail not available	Big J Mobile Homes_Big J 2026	37,512	99.32%

Connected TV (CTV) Completion Performance by Strategy

Strategy	25% Completion Rate	50% Completion Rate	75% Completion Rate	100% Completion Rate ↓
Big J Mobile Homes - Retargeting CTV	100.00%	100.00%	100.00%	100.00%
Big J Mobile Homes - Plans to Buy Mobile Home/Mobile Home Owners Behavioral CTV	100.00%	99.72%	99.52%	99.32%

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	49,434	290	0.59%
Connected TV	An internet enabled device that provides streaming content directly on the TV, without the use of an external streaming device.	26,853	12	0.04%
Streaming Device	A stick/dongle device that connects to a TV and provides streaming content, such as a Fire TV Stick, Roku Streaming Stick, and Google Chromecast.	10,659	0	0.00%
Desktop	A personal computing device that remains stationary at one location.	9,497	43	0.45%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	4,083	18	0.44%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
yourbasin.com	4,333	52	1.20%
nypost.com	3,090	1	0.03%
newswest9.com	1,710	4	0.23%
abcnews.com	1,559	0	0.00%
Pinterest	1,424	1	0.07%
biblegateway.com	1,369	0	0.00%
leaguesecretary.com	849	3	0.35%
firstalert7.com	761	1	0.13%
reuters.com	627	1	0.16%
BeReal. Your friends for real.	608	30	4.93%
msn.com	492	2	0.41%
jonilar.eu	402	4	1.00%
everythinglubbock.com	333	4	1.20%
slashgear.com	289	0	0.00%
lakemchenryscanner.com	287	0	0.00%
cosmobasics.com	235	1	0.43%
orangebloods.com	229	0	0.00%
cfb.fan	223	0	0.00%
irv2.com	212	0	0.00%
pickerwheel.com	205	0	0.00%

Top CTV Publishers

Publisher Image	Publisher Name	Impressions ↓	Completion Rate
	Vizio - Vizio WatchFree+	7,287	99.19%
	Tubi - Free Movies & TV	4,211	99.65%
	DIRECTV	2,532	99.25%
	Tubi - Movies & TV Shows	1,645	97.13%
	SAMSUNG TV PLUS	1,217	99.15%
	Roku - Tubi	1,028	98.76%
	U-verse	393	99.36%

				
		DISH Anywhere	187	84.49%
		Pluto TV - Live TV and Movies	176	99.89%
		Google TV - Pluto TV	165	97.13%

Grid contains more rows, but they have been clipped.

Performance Max Creative Group Performance

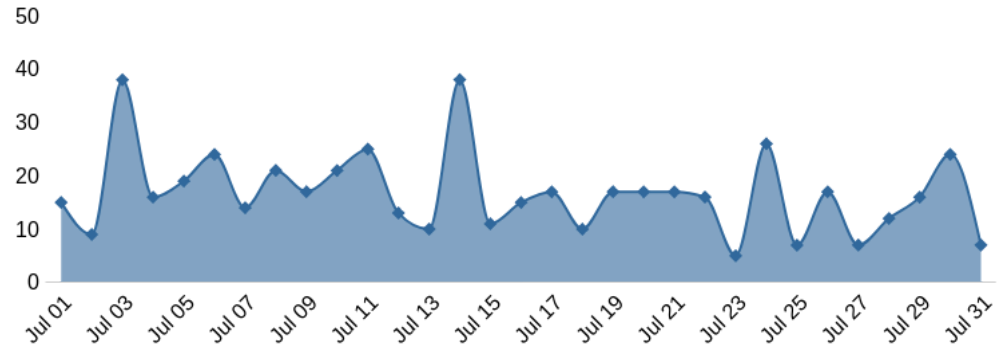
Creative Group Name	Search Themes	Client Ad Cost	Client CPE	Impressions	Events ↓	Event Rate
Big J Mobile Homes - Manufactured Homes/Mobile Home Dealer/Retargeting Performance Max	A1 Homes,affordable housing options,affordable mobile homes Odessa,Atlas Homes,best mobile home dealers West Texas,Big J Mobile Homes,Clayton Homes,custom mobile homes,double wide manufactured homes,double wide mobile homes Odessa,energy efficient mobile homes,family mobile homes,high quality manufactured homes,luxury mobile homes,manufactured home dealer,manufactured homes near me,manufactured homes Odessa TX,manufactured housing Odessa,mobile home buying guide,mobile home customer reviews,mobile home dealer near me,mobile home dealer Odessa TX,mobile home dealership,mobile home financing options,mobile home floor plans,mobile home models,mobile home sales near me,mobile home sales Odessa,mobile home showroom,mobile home specialists,mobile home warranties,mobile homes for first time buyers,mobile homes for sale Odessa TX,mobile homes near me,mobile homes near Odessa TX,mobile homes with 3 bedrooms,mobile homes with 4 bedrooms,mobile homes with delivery,mobile homes with open floor plans,modern manufactured homes,new mobile homes Odessa TX,Repo Homes,schedule mobile home tour,single wide manufactured homes,single wide mobile homes Odessa,Texas mobile home dealers,Titan Factory Direct,used mobile homes Odessa TX,West Texas mobile	1,540.31	1.40	5,790	1,101	19.02%

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

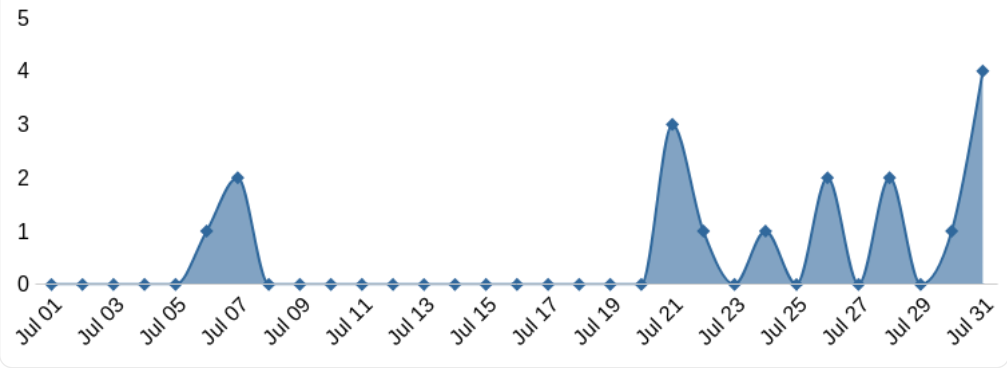
Conversion Action Name	Click Conversions ↓
Big J Mobile Homes Models Page View	333
Big J Mobile Homes Search Click Conversion	167
Big J Mobile Homes Call Click Conversion	11
Big J Mobile Homes Contact Us Page View	6
Big J Mobile Homes Schedule a Tour Page View	3

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

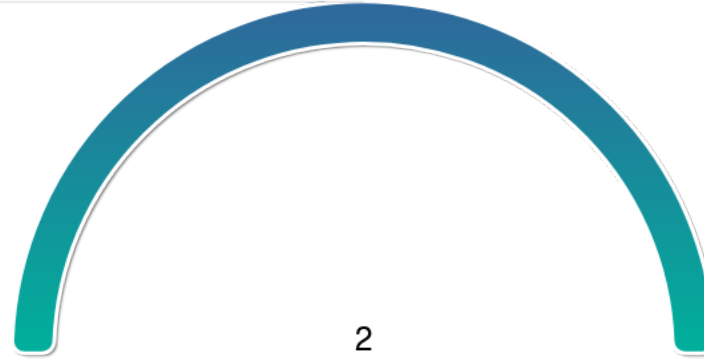


Performance Max View-through Conversion Performance

Conversion Action Name	View-through Conversions ↓
Big J Mobile Homes Homepage Visits	14
Big J Mobile Homes Models Page View	2
Big J Mobile Homes Contact Us Page View	1

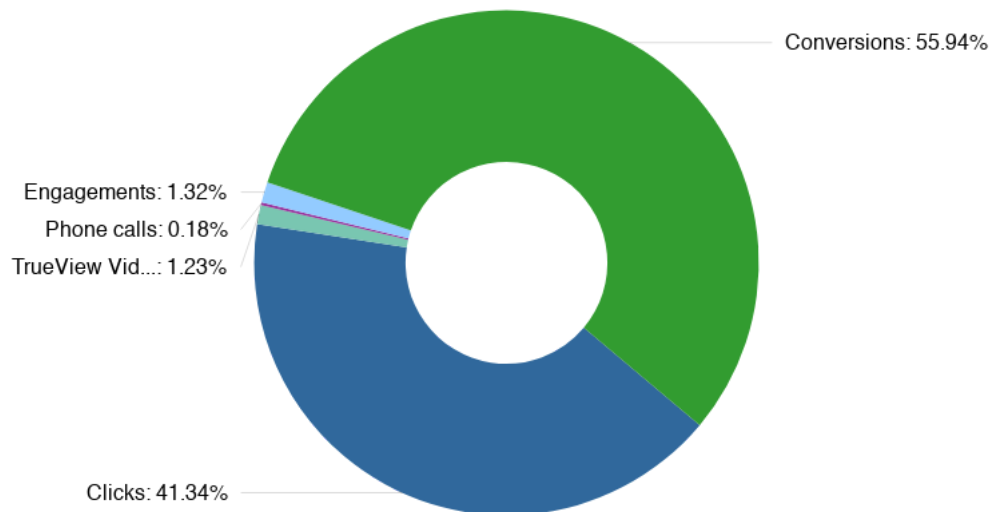
Performance Max Other Google Conversions - these are automatic conversions Google tracks based on actions taken from your ads

Calls from ads: 100%

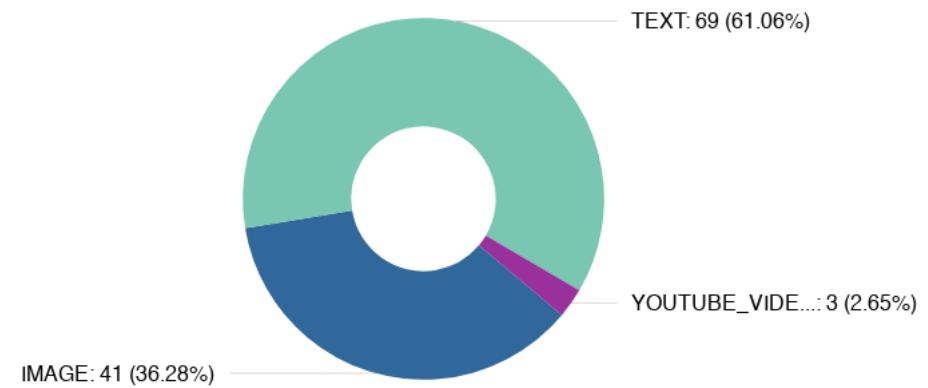


"Calls from ads" refers to a qualified conversion, meaning that the call had to go through and last for at least 60 seconds for it to be counted.

Event Breakdown by Type



Creative Type by Quantity



Performance Max Top 5 Extension Performance

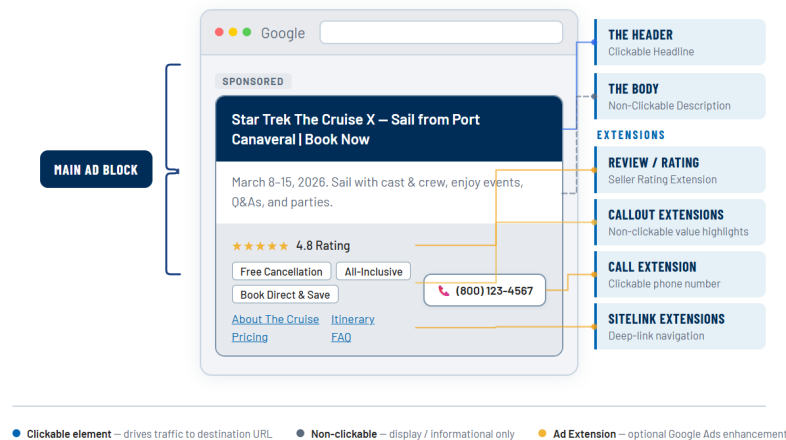
Type	Extension (upgraded)	Impressions	Events	Event Rate ↓	Client Ad Cost	Client CPE
SITELINK	Models Available	2,539	594	23.41%	902.08	1.52
BUSINESS_NAME	Big J Mobile Homes	4,580	887	19.36%	1,209.05	1.36
SITELINK	Contact Us	2,183	400	18.33%	589.67	1.47
CALL	(432) 550-0293	825	151	18.26%	172.56	1.15
SITELINK	About Us	2,185	302	13.84%	509.31	1.68

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.

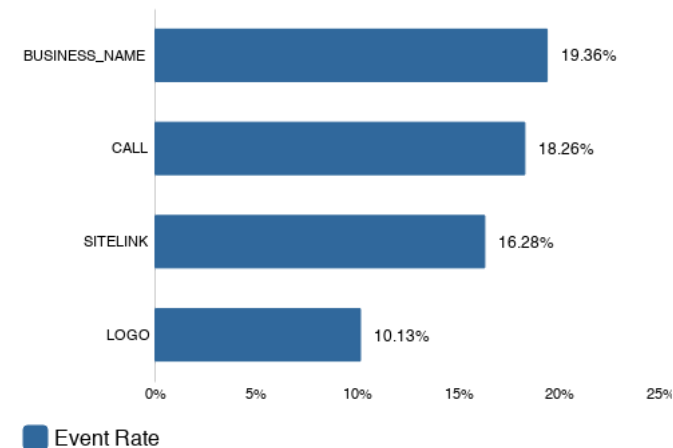
113

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.

Performance Max Call Reporting Details

Date	Client ↑	Client Phone Number	Phone calls
Jul 09, 2026	Big J Mobile Homes	(432) 550-0293	1
Jul 18, 2026	Big J Mobile Homes	(432) 550-0293	1

“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.

60

CHATS

13

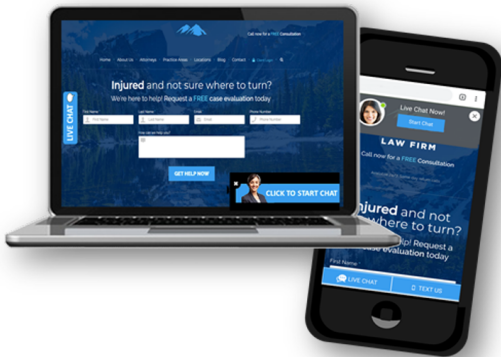
LEADS

13

BILLABLE LEADS

21.67%

CHAT VS LEAD RATIO



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.

Grid contains more rows, but they have been clipped.

Live Chat Submission Details

Date ↑	Client	Chat ID	Lead Type Name	Name	Phone Number	Email	Attempted Calls	Completed Calls	Leads Count
Total							2	2	13
Jul 01, 2026	Big J Mobile Homes	79679508	Sales	Ashton Crocker	4322509146	Ashtoncrocker2023@icloud.com	0	0	1
Jul 07, 2026	Big J Mobile Homes	79750028	Sales	Erick	4322342312	Erick.salcido@icloud.com	0	0	1
Jul 07, 2026	Big J Mobile Homes	79750551	Sales	What Financing Options Do You Have		Lauratomlinsonft@yahoo.com	0	0	1
Jul 09, 2026	Big J Mobile Homes	79784283	Sales	Shawn Smart	4327419057	ssmart0629@gmail.com	0	0	1
Jul 10, 2026	Big J Mobile Homes	79807908	Sales	Jr Iniguez	432-287-3487		1	1	1
Jul 15, 2026	Big J Mobile Homes	79878046	Sales	Carla	4323102124	carriv229@gmail.com	0	0	1
Jul 20, 2026	Big J Mobile Homes	79956176	Sales	Maribell	432-205-3566	Maribellsanchez02@icloud.com	0	0	1
Jul 21, 2026	Big J Mobile Homes	79959308	Sales	Arturo Carrasco	4322487092		0	0	1
Jul 21, 2026	Big J Mobile Homes	79973758	Sales	Justin	+14323106769		1	1	1
Jul 22, 2026	Big J Mobile Homes	79976041	Sales	Candi Kinney		txkinfam@yahoo.com	0	0	1
Jul 24, 2026	Big J Mobile Homes	80017393	Sales	Lori Martin		loriwrgh230@gmail.com	0	0	1
Jul 27, 2026	Big J Mobile Homes	80049858	Sales	Urania Lopez		uranialopez867@gmail.com	0	0	1
Jul 29,	Big J Mobile	80093497	Sales	Victor	+16787552963	vteieda711@gmail.co	0	0	1

Lead Type Performance



Sales: 13 (100%)

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

3,350	2,409	792	32.88%	2,178	2,052	2,263
VIEWS	SESSIONS	ENGAGED SESSIONS	ENGAGEMENT RATE	ACTIVE USERS	NEW USERS	TOTAL USERS
		1.11	23:27:59			
		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.

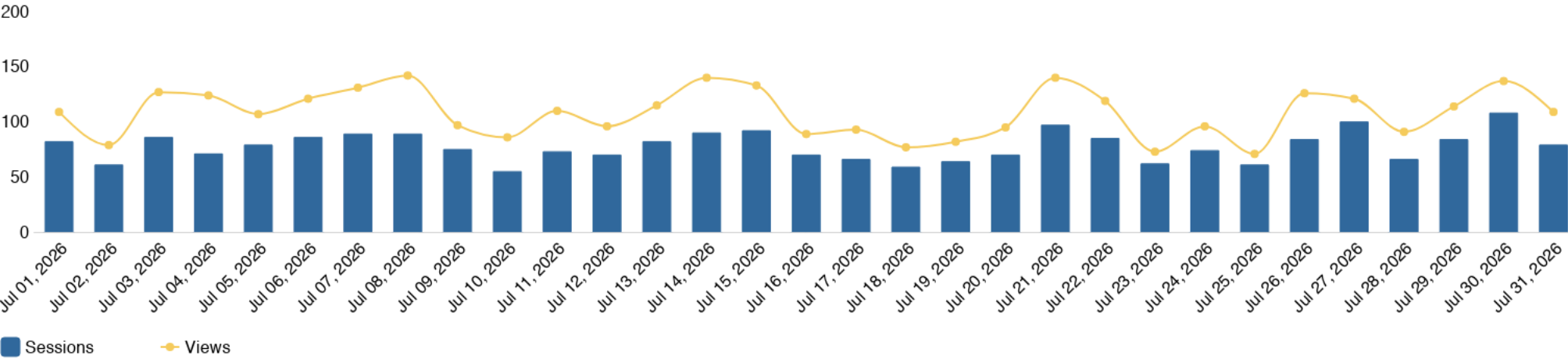
New Users: The number of new unique user IDs who interacted with your site or launched your app for the first time.

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.

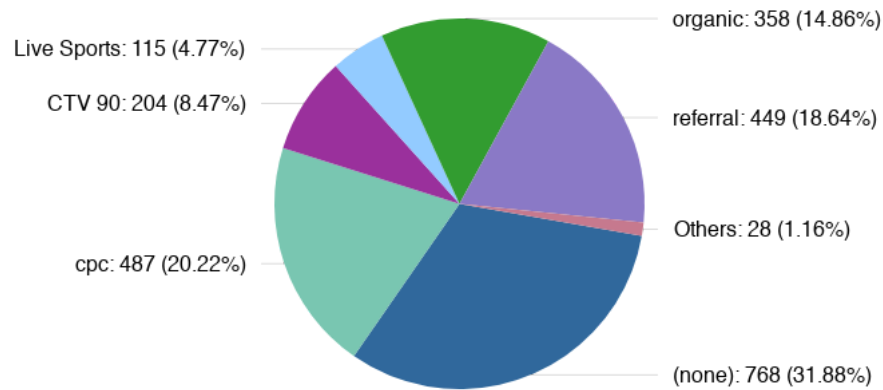
Google Analytics 4 Performance by Day



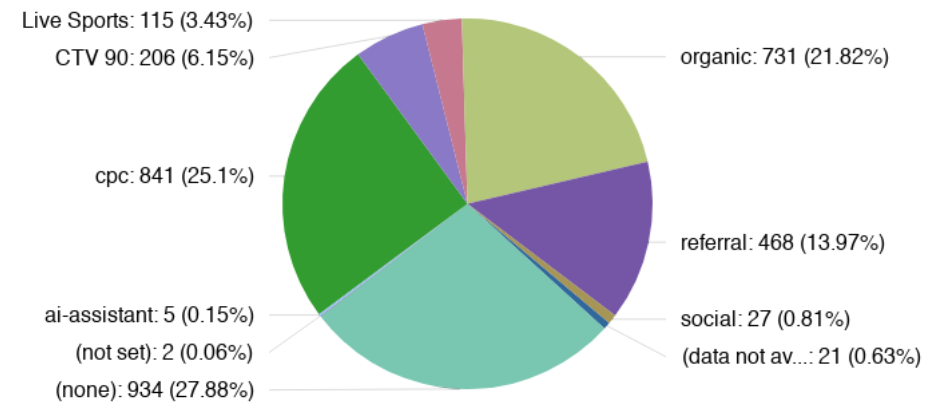
Google Analytics 4 Account Performance

Analytics Account Name ↑	Sessions	Views	Total User Engagement	Pages / Session	Engagement rate
Total	2,409	3,350	23:27:59	1.39	32.88%
Big J Mobile Homes	2,409	3,350	23:27:59	1.39	32.88%

Google Analytics 4 Sessions by Medium



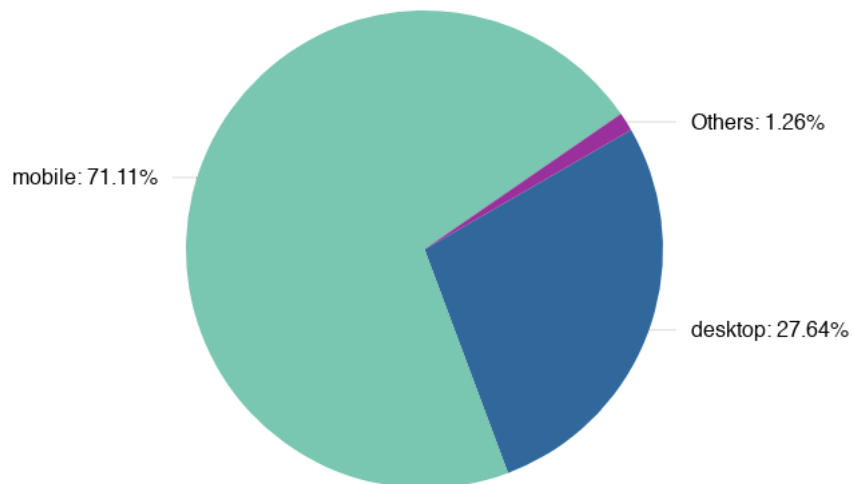
Google Analytics 4 Page Views by Medium



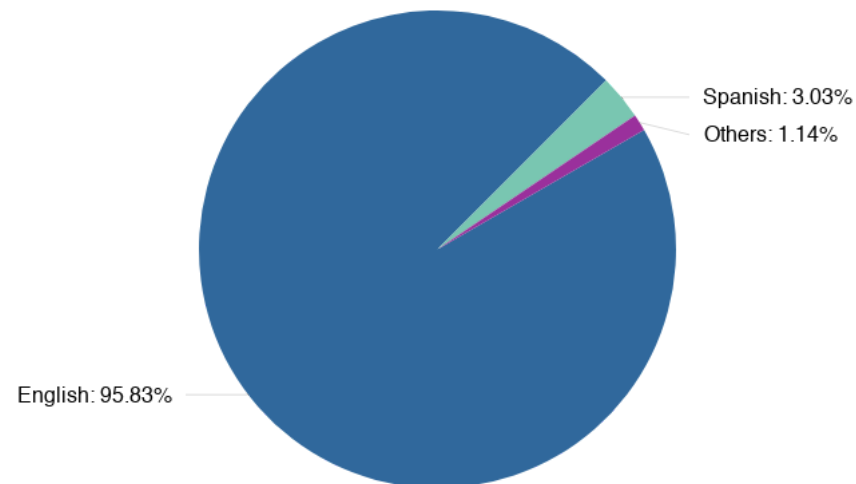
Google Analytics 4 Event Performance

Event name	Event count ↓
Total	10,599
page_view	3,350
session_start	2,409
first_visit	2,052
user_engagement	1,325
click	630
file_download	415
scroll	415
form_start	2
form_submit	1

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	2,414	3,350	796	32.97%	23:27:59
Chrome	1,423	1,876	331	23.26%	11:42:59
Safari	615	1,001	346	56.26%	09:43:11
Edge	157	196	66	42.04%	01:27:48
Android Webview	101	134	27	26.73%	00:11:26
Firefox	51	58	7	13.73%	00:04:10

Google Analytics 4 Page Path Performance

Page path	Engaged sessions ↓
Total	1,363
/	745
/models/	508
/about-us/	35
/contact-us/	25
/faqs/	20
/testimonials/	15
/schedule-a-tour/	11
/apply-now/	1
/chupacabra	1
/team	1

Google Analytics 4 Performance by Geo

City	Region	Sessions ↓	Views	Engaged sessions	Engagement rate	Total User Engagement
Total		2,454	3,350	836	34.07%	23:27:59
Dallas	Texas	390	613	213	54.62%	05:27:10
Las Vegas Valley	Nevada	246	246	0	0.00%	00:00:00
Odessa	Texas	145	220	78	53.79%	01:54:56
Midland	Texas	110	252	74	67.27%	03:38:40
San Antonio	Texas	68	87	18	26.47%	00:24:26
Cheyenne	Wyoming	53	55	30	56.60%	00:12:47
Austin	Texas	49	85	33	67.35%	01:02:06
(not set)	(not set)	44	49	6	13.64%	00:03:00
Houston	Texas	36	76	22	61.11%	01:10:23
Atlanta	Georgia	34	59	17	50.00%	00:19:05
Fort Worth	Texas	29	34	14	48.28%	00:23:48
(not set)	(not set)	28	28	1	3.57%	00:00:15
(not set)	Texas	27	50	17	62.96%	00:26:49
Ovilla	Texas	27	27	0	0.00%	00:00:00
Cheney	Kansas	25	25	0	0.00%	00:00:00

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.