

Digital Marketing Report

Impressions

How many ads were served:

148,650

Clicks

Times a user clicked on an ad

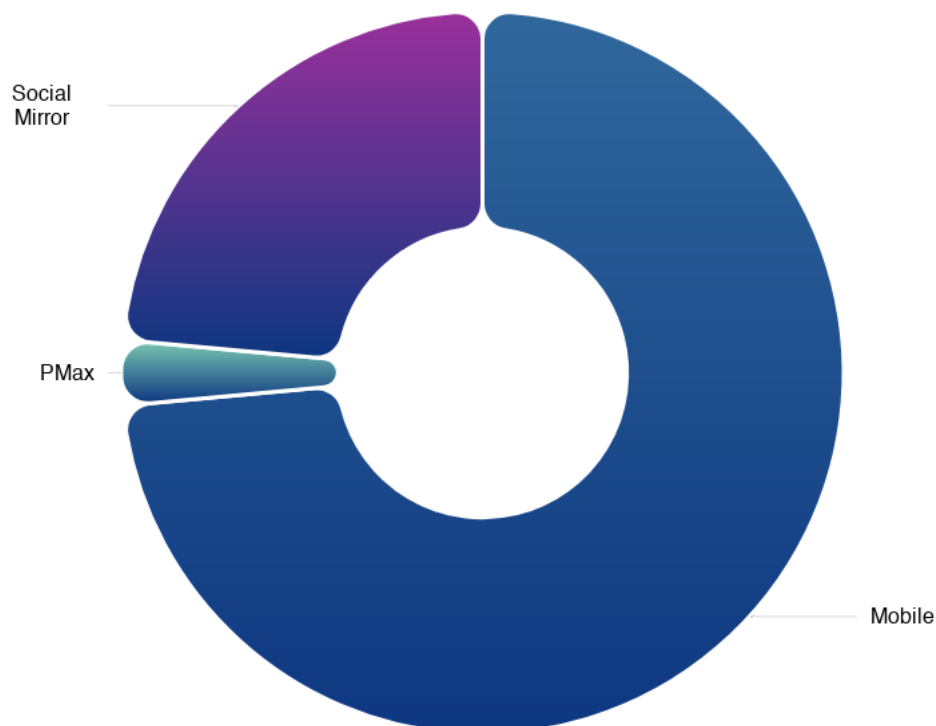
671

Click-Through Rate

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

0.18%

Your Product Breakout by Impressions



Events

465

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

Event Rate

10.79%

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

Total Engagement Rate

0.19%

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

X the National Average

2.64

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

440.31

Performance Max Cost-Per-Event

Cost/Events

0.95

Performance Max Week by Week Spend Performance





Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Blue Rock Golf Course - Golf/Golf Courses/Golfers Mobile	83,090	140	0.17%	2.41
Blue Rock Golf Course - AI Social Mirror	34,353	56	0.16%	2.33
Blue Rock Golf Course - Geo-Retargeting Mobile	18,114	36	0.20%	2.84
Blue Rock Golf Course - Geo-Fencing Mobile	8,129	35	0.43%	6.15
Blue Rock Golf Course - Golfing/Golf Lessons/Tee Times Performance Max	4,308	404	9.38%	133.97
Blue Rock Golf Course - Cross Platform Mobile Retargeting Social Mirror	656	0	0.00%	0.00

Mobile Conquesting Visit Performance: *To be counted as a "Verified Visit", the user must have GPS on and be browsing at the store location.*

Mobile Conquesting Number of Store Locations

1

NUMBER OF LOCATIONS THAT TRACKED A VISIT



Visits

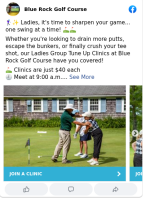
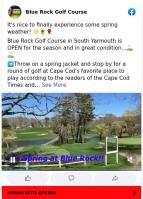


Estimated Visits (4x Verified Data)

Mobile Conquesting Visits by Store Location

Business Name	Address	City	State	Zip	Visits ↓
Blue Rock Golf Course	48 Todd RD	South Yarmouth	MA	02664	69

Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	Blue Rock Golf Course_Social Mirror_7.1.26_Ladies, it's time to sharpen your game	17,055	34	0.20%	2.85
	Blue Rock Golf Course_Social Mirror_Story_6.1.26_It's nice to finally experience	17,404	21	0.12%	1.72
	Blue Rock Golf Course_Social Mirror_6.1.26_It's nice to finally experience	550	1	0.18%	2.60

Grid contains more rows, but they have been clipped.

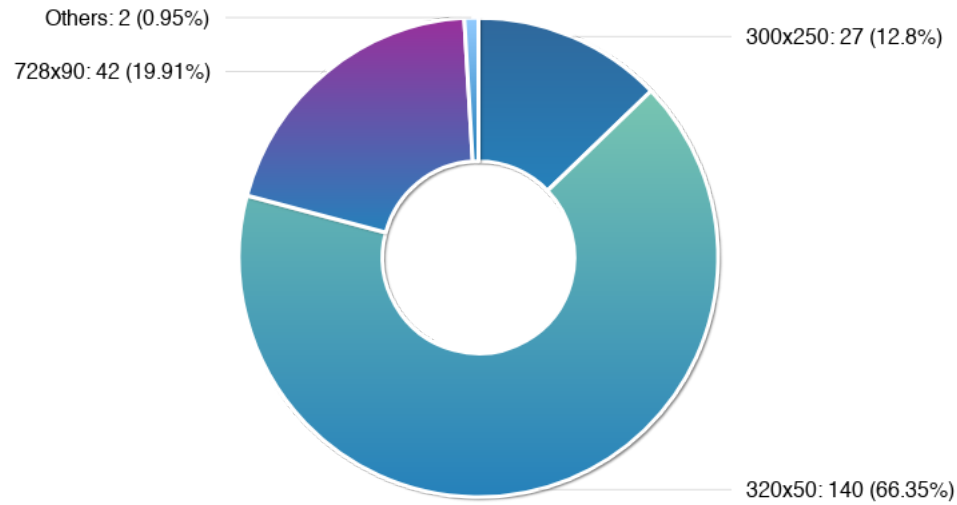
Social Mirror Creative AI Performance

Creative			Preview Link	Percentage Served ↓	CTR
Creative Name	Variant Name	Creative Format			
Blue Rock Golf Course_Social Mirror_7.1.26_Ladies, it's time to sharpen your game	Variant: V_00011	Carousel	Click to View	5.72%	2.23%
Blue Rock Golf Course_Social Mirror_Story_6.1.26_It's nice to finally experience	Variant: V_00007	Story	Click to View	4.75%	0.55%
Blue Rock Golf Course_Social Mirror_7.1.26_Ladies, it's time to sharpen your game	Variant: V_00005	Carousel	Click to View	4.25%	1.91%
Blue Rock Golf Course_Social Mirror_Story_6.1.26_It's nice to finally experience	Variant: V_00015	Story	Click to View	3.72%	0.78%
Blue Rock Golf Course_Social Mirror_Story_6.1.26_It's nice to finally experience	Variant: V_00014	Story	Click to View	3.59%	0.81%
Blue Rock Golf Course_Social Mirror_Story_6.1.26_It's nice to finally experience	Variant: V_00013	Story	Click to View	3.56%	0.73%
Blue Rock Golf Course_Social Mirror_Story_6.1.26_It's nice to finally experience	Variant: V_00008	Story	Click to View	3.38%	0.51%
Blue Rock Golf Course_Social Mirror_Story_6.1.26_It's nice to finally experience	Variant: V_00012	Story	Click to View	3.38%	0.77%
Blue Rock Golf Course_Social Mirror_7.1.26_Ladies, it's time to sharpen your game	Variant: V_00010	Carousel	Click to View	3.34%	2.34%

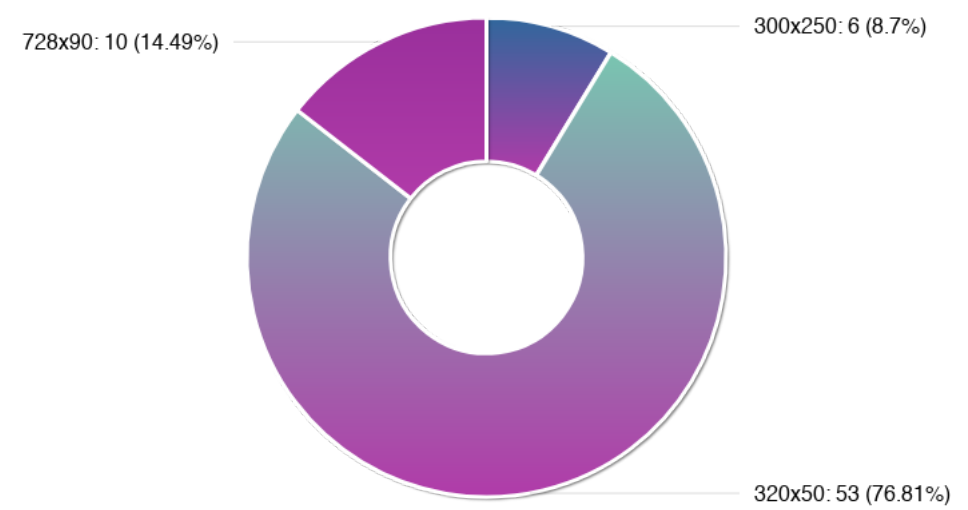
Social Mirror Ad Screenshots

	Blue Rock Golf Course_Social Mirror_7.1.26_Ladies, it's time to sharpen your game
Screenshot	

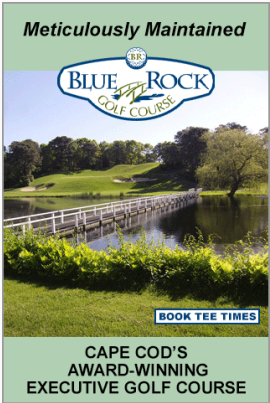
Mobile Conquesting Click Performance by Ad Size



Mobile Conquesting Visit Performance by Ad Size



Full Mobile Conquesting Creative Performance

Preview	Creative Name	Impressions	Clicks↓	CTR	X the National Avg (.07%)
	BRGC-320x50.gif	90,691	140	0.15%	2.21
	BRGC-728x90.gif	11,943	42	0.35%	5.02
	BRGC-300x250.gif	6,626	27	0.41%	5.82
	BRGC-320x480.gif	74	2	2.70%	38.61

Mobile Conquesting Geo-Fencing Performance

Business Name	Address	City	State	Zip	Latitude	Longitude	Impressions ↓	Clicks	CTR
Cranberry Valley	183 Oak St #1933	Harwich	MA	02645			4,343	14	0.32%
Bass River Golf	62 Highbank Rd	South Yarmouth	MA	02664			2,206	10	0.45%
Dennis Pines	50 Golf Course Rd	South Dennis	MA	02660			588	8	1.36%
Dennis Highland	825 Old Bass River Rd	Dennis	MA	02638			537	3	0.56%
King's Way	81 Kings Circuit	Yarmouth Port	MA	02675			332	0	0.00%
Hyannis Golf Course	1800 Iyannough Rd	Hyannis	MA	02601			101	0	0.00%
Bayberry Hills Golf Course	635 W Yarmouth Rd	West Yarmouth	MA	02673			23	0	0.00%
Old Barnstable Fairgrounds	1460 MA-149	Marstons Mills	MA	02648			4	0	0.00%

BARCK+ Zip Code Performance

Zip Code	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
02601	4,266	5	0.12%	1.67
02645	3,127	1	0.03%	0.46
02642	2,991	7	0.23%	3.34
02631	2,616	2	0.08%	1.09
02664	2,543	7	0.28%	3.93
02660	2,402	7	0.29%	4.16
02632	2,033	1	0.05%	0.70
02673	1,621	3	0.19%	2.64
02653	1,374	4	0.29%	4.16
02537	1,199	2	0.17%	2.38
02633	1,186	1	0.08%	1.20
02675	1,173	1	0.09%	1.22
02639	1,090	2	0.18%	2.62
02648	1,053	1	0.09%	1.36
02655	997	2	0.20%	2.87
02630	868	1	0.12%	1.65
02638	860	2	0.23%	3.32
02635	800	6	0.75%	10.71
02668	686	0	0.00%	0.00
02670	546	0	0.00%	0.00

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Desktop	A personal computing device that remains stationary at one location.	19,427	17	0.09%
Mobile	A portable electronic device that can connect to the internet.	13,258	37	0.28%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	2,324	2	0.09%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
aol.com	4,454	0	0.00%
msn.com	2,948	1	0.03%
bostonglobe.com	2,370	2	0.08%
Pinterest	806	2	0.25%
pinterest.com	611	0	0.00%
takingthekids.com	504	5	0.99%
apnews.com	482	1	0.21%
capecodtimes.com	482	1	0.21%
spacedaily.com	406	0	0.00%
ebay.com	375	0	0.00%
barstoolsports.com	331	1	0.30%
imdb.com	329	0	0.00%
merriam-webster.com	280	0	0.00%
legacy.com	247	0	0.00%
zillow.com	238	0	0.00%
heyketomama.com	233	0	0.00%
nypost.com	197	2	1.02%
foxnews.com	192	0	0.00%
wordscramble.eu	192	0	0.00%
usatoday.com	176	0	0.00%



Performance Max Creative Group Performance

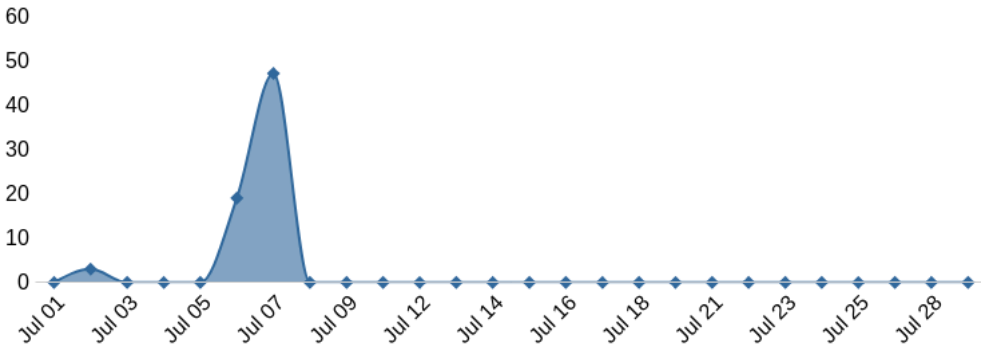
Creative Group Name	Search Themes	Client Ad Cost	Client CPE	Impressions	Events ↓	Event Rate
Blue Rock Golf Course - Golfing/Golf Lessons/Tee Times Performance Max	book tee times,Cape Cod golf,club fitting,corporate golf outings,custom golf club,golf academy,Golf clinic,golf course near me,golf events,golf for kids,golf instruction,golf league,golf lessons,golf membership,golf pro,golf tournaments,Par 3 golf course,PGA professionals,public golf course,youth golf	440.31	0.95	4,308	465	10.79%
Total		440.31	0.95	4,308	465	10.79%

Performance Max Click Conversions



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

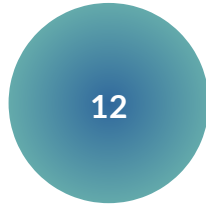
Performance Max Click Conversions by Day



Performance Max Click Conversion Performance

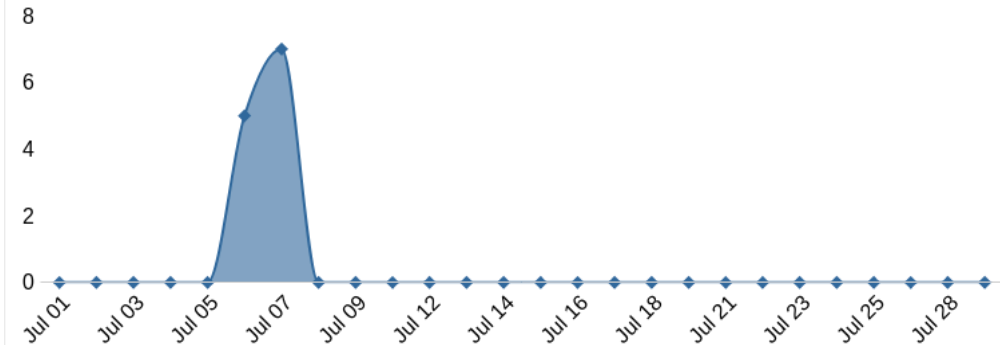
Conversion Action Name	Click Conversions ↓
Blue Rock Golf Course Membership Rates Page View	43
Blue Rock Golf Course Golf School Overview Page View	21
Blue Rock Golf Course Contact Us Page View	6

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

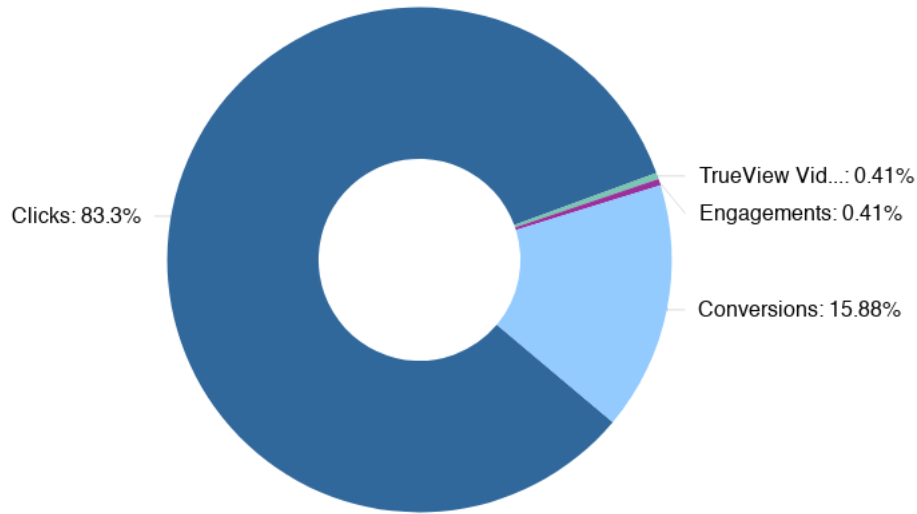


Performance Max View-through Conversion Performance

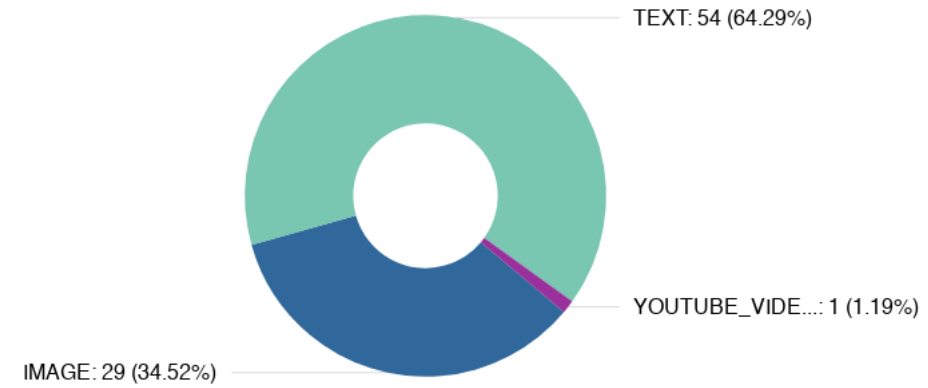
Conversion Action Name	View-through Conversions ↓
Blue Rock Golf Course Membership Rates Page View	6
Blue Rock Golf Course Golf School Overview Page View	5
Blue Rock Golf Course Contact Us Page View	1

"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

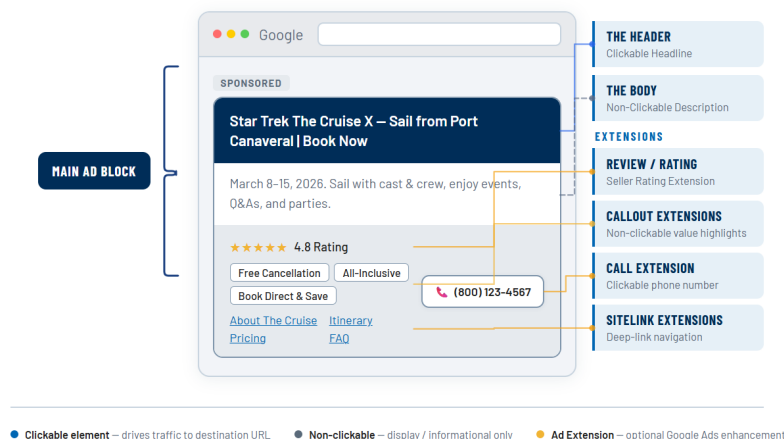


Performance Max Top 5 Extension Performance

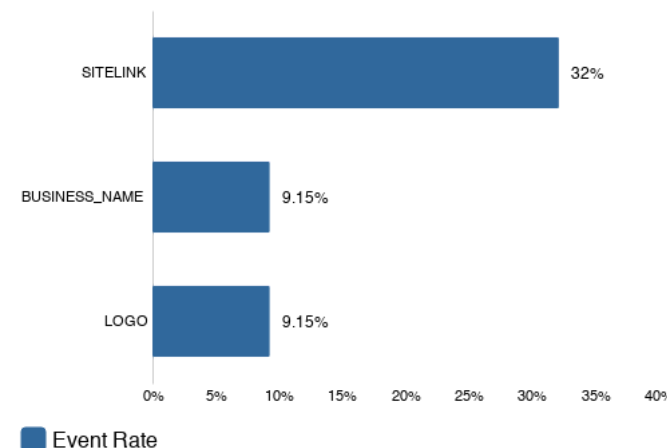
Type	Extension (upgraded)	Impressions	Events	Event Rate ↓	Client Ad Cost	Client CPE
SITELINK	Course FAQs	264	99	37.34%	120.22	1.22
SITELINK	Contact Us	280	104	37.17%	136.82	1.31
SITELINK	Private Lessons	273	95	34.80%	129.47	1.36
SITELINK	Junior Golf Programs	179	39	21.51%	62.62	1.63
SITELINK	Career Opportunities	161	34	21.17%	46.53	1.37

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



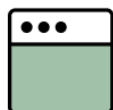
Live Chat



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.