

Digital Marketing Report

Impressions

How many ads were served:

271,272

Clicks

Times a user clicked on an ad

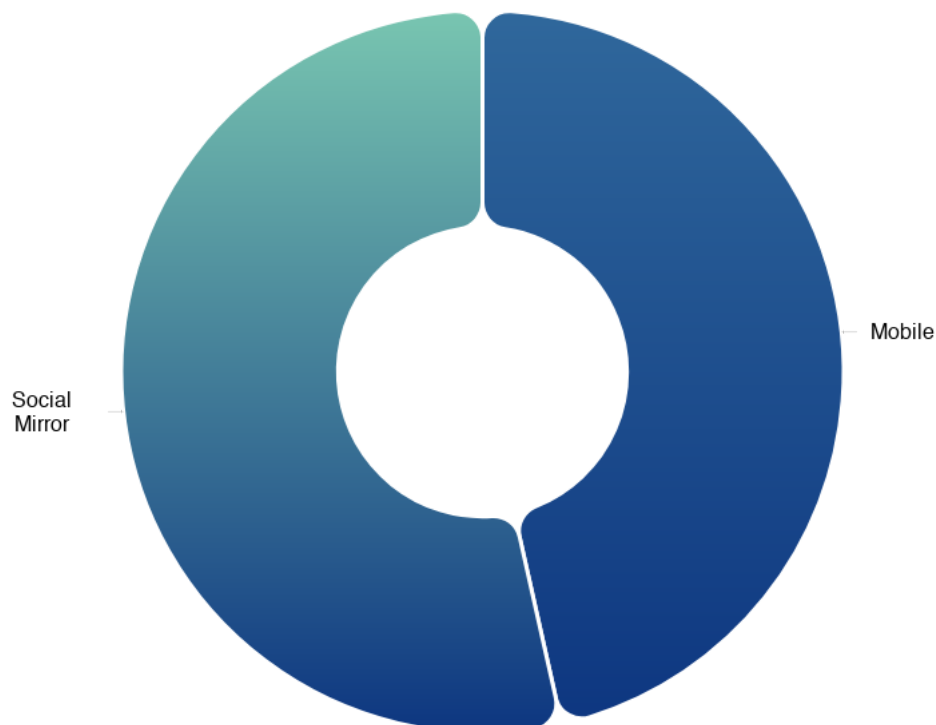
542

Click-Through Rate

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

0.20%

Your Product Breakout by Impressions



Total Engagement Rate

0.23%

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

X the National Average

2.85

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.

Spend Performance

Does not include management fee



Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
MCHC Marvin - Home Improvement/Home Center Shoppers Mobile	112,844	259	0.23%	3.28
MCHC Marvin - Construction Workers/Home Improvement Behavioral Social Mirror	81,026	81	0.10%	1.43
MCHC Marvin - Keyword Social Mirror	64,166	103	0.16%	2.29
MCHC Marvin - Geo-Retargeting Mobile	8,123	55	0.68%	9.67
MCHC Marvin - Geo-Fencing Mobile	5,113	44	0.86%	12.29

Social Mirror View-through Conversions

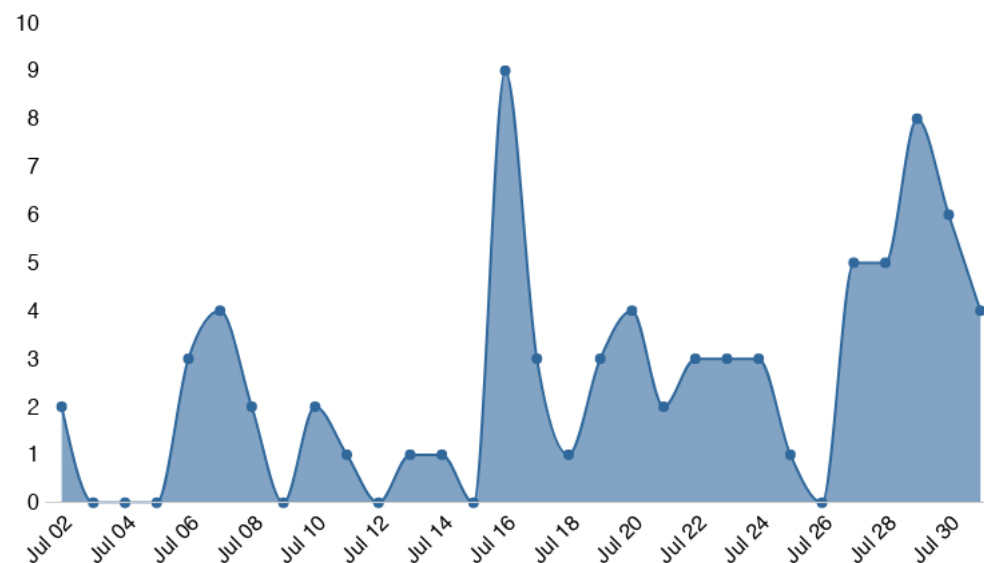


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

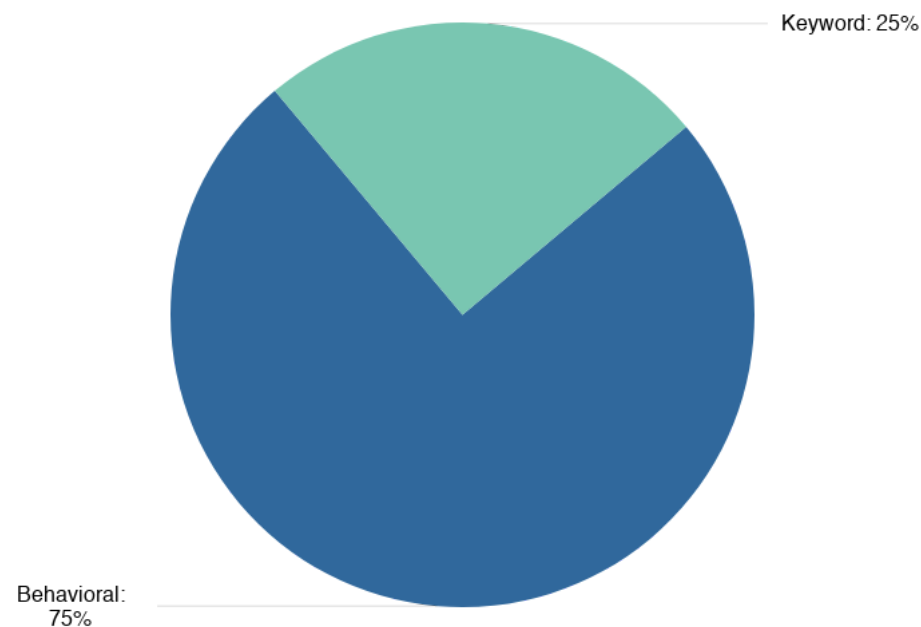
Social Mirror View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
Mid-Cape Home Centers Homepage Visits	76

Social Mirror View-through Conversions by Day



Top Social Mirror View-through Conversions by Strategy

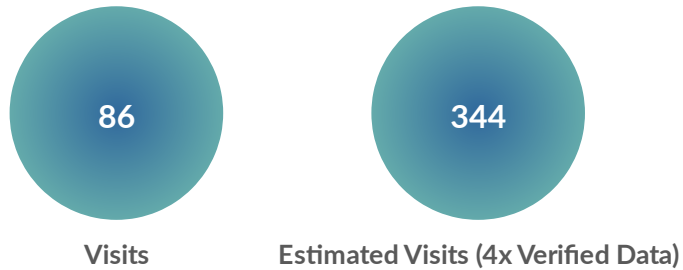


Mobile Conquesting Visit Performance: *To be counted as a "Verified Visit", the user must have GPS on and be browsing at the store location.*

Mobile Conquesting Number of Store Locations

4

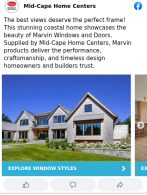
NUMBER OF LOCATIONS THAT TRACKED A VISIT



Mobile Conquesting Visits by Store Location

Business Name	Address	City	State	Zip	Visits ↓
Mid-Cape Home Center	465 134 RTE	South Dennis	MA	02660	60
Mid-Cape Home Ctr	15 Main St	Orleans	MA	02653	16
Mid-Cape Home Centers	81 Locust St	Falmouth	MA	02540	8
Mid-Cape Home Ctr	123 E Grove St # 28	Middleboro	MA	02346	2

Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	MCHC Marvin_Social Mirror_Story_7.7.26_The best views deserve the perfect frame!	55,485	84	0.15%	2.16
	MCHC Marvin_Social Mirror_7.7.26_The best views deserve the perfect frame!	67,009	79	0.12%	1.68
	MCHC Marvin_Social Mirror_Story_Spring Upgrade Starts Here	11,489	15	0.13%	1.87
	MCHC Marvin_Social Mirror_Spring Upgrade Starts Here	11,209	6	0.05%	0.76

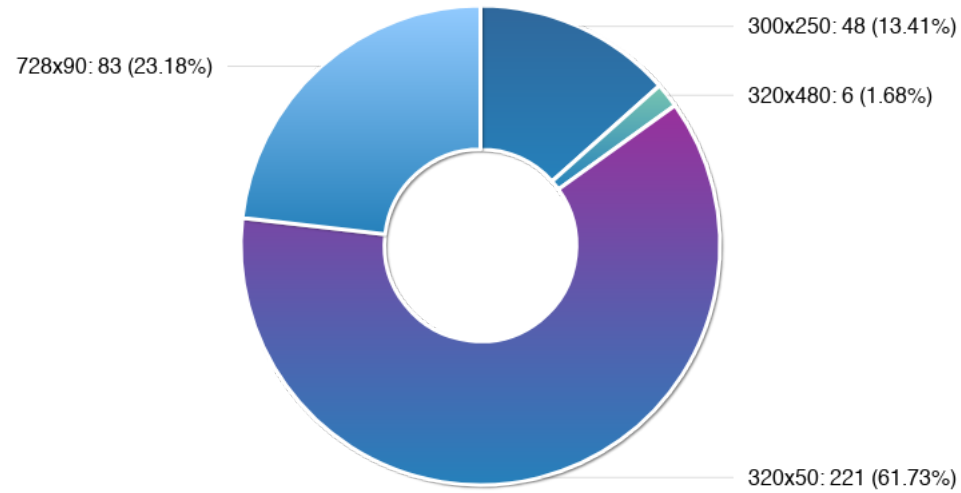
Social Mirror Creative AI Performance

Creative			Preview Link	Percentage Served ↓	CTR
Creative Name	Variant Name	Creative Format			
MCHC Marvin_Social Mirror_Story_7.7.26_The best views deserve the perfect frame!	Variant: V_00001	Story	Click to View	5.58%	0.75%
MCHC Marvin_Social Mirror_Story_7.7.26_The best views deserve the perfect frame!	Variant: V_00003	Story	Click to View	3.60%	0.73%
MCHC Marvin_Social Mirror_7.7.26_The best views deserve the perfect frame!	Variant: Original	Carousel	Click to View	2.98%	1.00%
MCHC Marvin_Social Mirror_7.7.26_The best views deserve the perfect frame!	Variant: V_00005	Carousel	Click to View	2.94%	0.58%
MCHC Marvin_Social Mirror_7.7.26_The best views deserve the perfect frame!	Variant: V_00012	Carousel	Click to View	2.94%	0.60%
MCHC Marvin_Social Mirror_Story_7.7.26_The best views deserve the perfect frame!	Variant: V_00006	Story	Click to View	2.92%	0.92%
MCHC Marvin_Social Mirror_7.7.26_The best views deserve the perfect frame!	Variant: V_00011	Carousel	Click to View	2.89%	0.76%
MCHC Marvin_Social Mirror_7.7.26_The best views deserve the perfect frame!	Variant: V_00010	Carousel	Click to View	2.89%	0.64%
MCHC Marvin_Social Mirror_7.7.26_The best views deserve the perfect frame!	Variant: V_00014	Carousel	Click to View	2.89%	0.49%
MCHC Marvin_Social Mirror_7.7.26_The best views deserve the perfect frame!	Variant: V_00009	Carousel	Click to View	2.88%	0.71%

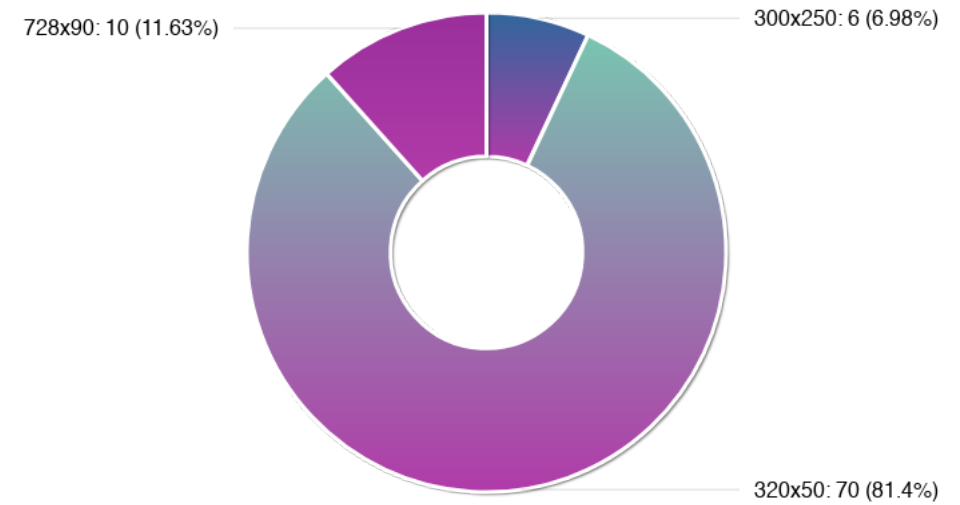
Social Mirror Ad Screenshots

MCHC Marvin_Social Mirror_7.7.26_The best views deserve the perfect frame!	
Screenshot	

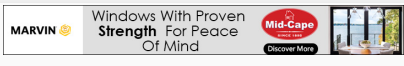
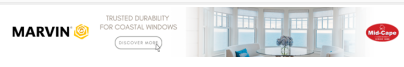
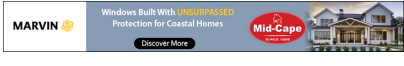
Mobile Conquesting Click Performance by Ad Size



Mobile Conquesting Visit Performance by Ad Size



Full Mobile Conquesting Creative Performance

Preview	Creative Name	Impressions	Clicks↓	CTR	X the National Avg (.07%)
	MCHC_Modern coastal home_320x50.jpg	26,457	63	0.24%	3.40
	MCHC_CCB MEDIA - 320 x 50.png	26,546	55	0.21%	2.96
	MCHC_black window frame lake_320x50.jpg	25,963	52	0.20%	2.86
	MCHC_Marvin french dr to deck_320x50.jpg	26,602	51	0.19%	2.74
	MCHC_Marvin french dr to deck_728x90.jpg	3,770	33	0.88%	12.50
	MCHC_black window frame lake_728x90.jpg	3,693	19	0.51%	7.35
	MCHC_CCB MEDIA - 728 x 90.png	3,764	18	0.48%	6.83
	MCHC_black window frame lake_300x250.jpg	1,326	17	1.28%	18.32
	MCHC_Modern coastal home_728x90.jpg	3,773	13	0.34%	4.92

	MCHC_Modern coastal home_300x250.jpg	1,343	12	0.89%	12.76
	MCHC_CCB MEDIA - 300 x 250.png	1,400	10	0.71%	10.20
	MCHC_Marvin french dr to deck_300x250.jpg	1,318	9	0.68%	9.76
	MCHC_Modern coastal home_320x480.jpg	33	3	9.09%	129.87

 The Clear Choice for Window & Doors MARVIN Mid-Cape Discover More South Dennis • Orleans • Wellfleet Falmouth • Middleboro • Martha's Vineyard	MCHC_Marvin french dr to deck_320x480.jpg	40	2	5.00%	71.43
 Windows With Proven Strength For Peace Of Mind MARVIN Mid-Cape Discover More South Dennis • Orleans • Wellfleet Falmouth • Middleboro • Martha's Vineyard	MCHC_black window frame lake_320x480.jpg	26	1	3.85%	54.95
 MARVIN Mid-Cape DISCOVER MORE midcape.com • (800) 295-9020 South Dennis • Orleans • Wellfleet • Falmouth • Middleboro • Martha's Vineyard	MCHC_CCB MEDIA - 320 X 480.png	27	0	0.00%	0.00

Grid contains more rows, but they have been clipped.

Mobile Conquesting Geo-Fencing Performance

Business Name	Address	City	State	Zip	Latitude	Longitude	Impressions ↓	Clicks	CTR
Builders FirstSource NB	120 Welby Rd	New Bedford	MA	02745			4,277	38	0.89%
JB Sash and Door	280 2nd St	Chelsea	MA	02150			407	2	0.49%
The Valle Group, Inc.	70 E Falmouth Hwy	East Falmouth	MA	02536			111	1	0.90%
Frank Webb Hyannis	108 Breeds Hill Rd	Hyannis	MA	2601			86	0	0.00%
Longfellow Design Sandwich	134 MA-6A	Sandwich	MA	2563			80	3	3.75%
New England Building Supply	174 Hampden St	Roxbury	MA	02119			33	0	0.00%
MEGRYCO, Inc	22 1/2 Whiting St	Plymouth	MA	02360			22	0	0.00%
ABC Supply Co FR	500 Rodman St	Fall River	MA	2721			16	0	0.00%
Cataldo Custom Builders Inc	172 E Falmouth Hwy	East Falmouth	MA	02536			10	0	0.00%
George Davis Builders	33 N Main St	South Yarmouth	MA	02664			10	0	0.00%
Sticks & Stones Kitchen	12 Main St	Plymouth	MA	02360			9	0	0.00%
QXO New Bedford	25 Nauset St	New Bedford	MA	2746			8	0	0.00%
Custom Crafted Homes	667 Main St	Dennis	MA	2638			8	0	0.00%
JW Construction	66 School St	Hyannis	MA	02601			6	0	0.00%
Reef Builders	24 School St	West Dennis	MA	02670			5	0	0.00%
Patriot Builders Inc	537 MA-28	Harwich Port	MA	02646			5	0	0.00%
Lumber Liquidators (Plymouth)	76 Shops at 5 Way	Plymouth	MA	02360			5	0	0.00%
CPP Kitchen & Bath Design Showroom	394 Main St	West Dennis	MA	02670			4	0	0.00%
SV Design, Siemasko + Verbridge	126 Dodge St	Beverly	MA	01915			3	0	0.00%

BARCK+ Zip Code Performance

Zip Code	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
02536	13,842	13	0.09%	1.34
02649	10,978	14	0.13%	1.82
02050	9,413	12	0.13%	1.82
02601	7,262	8	0.11%	1.57
02645	5,645	0	0.00%	0.00
02571	5,445	4	0.07%	1.05
02066	5,195	3	0.06%	0.82
02642	5,131	5	0.10%	1.39
02660	5,018	6	0.12%	1.71
02631	4,487	5	0.11%	1.59
02664	4,474	2	0.04%	0.64
02532	4,424	9	0.20%	2.91
02563	4,360	3	0.07%	0.98
02330	3,610	8	0.22%	3.17
02332	3,431	9	0.26%	3.75
02537	3,343	3	0.09%	1.28
02673	3,177	3	0.09%	1.35
02657	3,057	10	0.33%	4.67
02540	2,896	3	0.10%	1.48
02739	2,888	4	0.14%	1.98

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Desktop	A personal computing device that remains stationary at one location.	82,442	52	0.06%
Mobile	A portable electronic device that can connect to the internet.	54,163	125	0.23%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	8,587	7	0.08%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
msn.com	31,463	1	0.00%
aol.com	6,158	0	0.00%
realtor.com	3,528	2	0.06%
capecodtimes.com	3,341	4	0.12%
Pinterest	2,804	16	0.57%
nypost.com	2,712	9	0.33%
foxnews.com	2,696	0	0.00%
courttv.com	2,590	1	0.04%
usatoday.com	2,049	1	0.05%
barstoolsports.com	1,745	1	0.06%
huffpost.com	1,518	0	0.00%
hollywoodpq.com	950	4	0.42%
wordscramble.eu	922	1	0.11%
homestratosphere.com	767	0	0.00%
rvingknowhow.com	762	0	0.00%
fox5ny.com	760	1	0.13%
dailymail.com	758	2	0.26%
merriam-webster.com	725	0	0.00%
theguardian.com	703	2	0.28%
biblegateway.com	682	1	0.15%

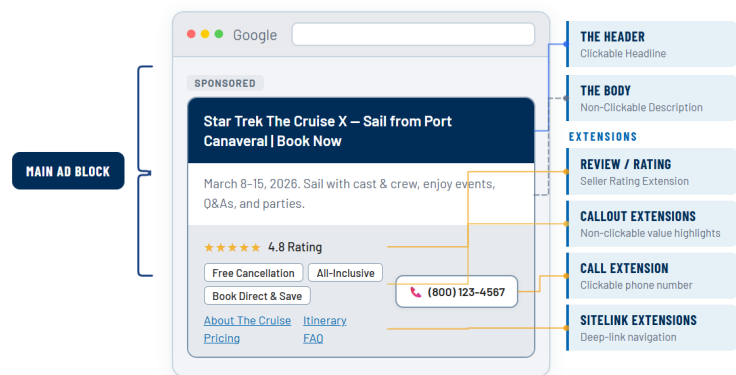
Cost: Amount Spent on the PPC campaign. You are charged when a Click occurs on an ad.

Avg. CPC: The amount paid for your Ads divided by your total Clicks.

Note: Costs do not include management fee

"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.

Because a single ad can display multiple extensions at the same time, this data overlaps. As a result, the combined metrics (Impressions, Clicks, CTR, Cost, & Avg. CPC) for all extensions will appear much higher than the actual overall campaign totals.



● Clickable element – drives traffic to destination URL ● Non-clickable – display / informational only ● Ad Extension – optional Google Ads enhancement

This report shows many times an ad was clicked that contained that extension, not how many people clicked on that specific extension itself.

URL Click: When users click on the final URL in an ad.

Headline Click: Clicks on the ad's main headline, which also leads users to the main landing page.

Sitelink Click: When a user clicks on one of the sitelink extensions that links then directly to a specific page on your site.

Get Location Details Click: When a user clicks in to expand the client's location in the Maps section of the search results list.

Phone Calls Click: When a user clicks to call your business (includes hang ups after the click - will be less than the completed calls reported in the Conversion section).

Driving Directions Click: When a user clicks on the "Get Directions" link within an ad.

Location Expansion: Clicks on ads shown to users near or interested in locations similar to those targeted in the campaign.

"Calls Count" is 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.