

Digital Marketing Report

Impressions

How many ads were served:

20,337

Clicks

Times a user clicked on an ad

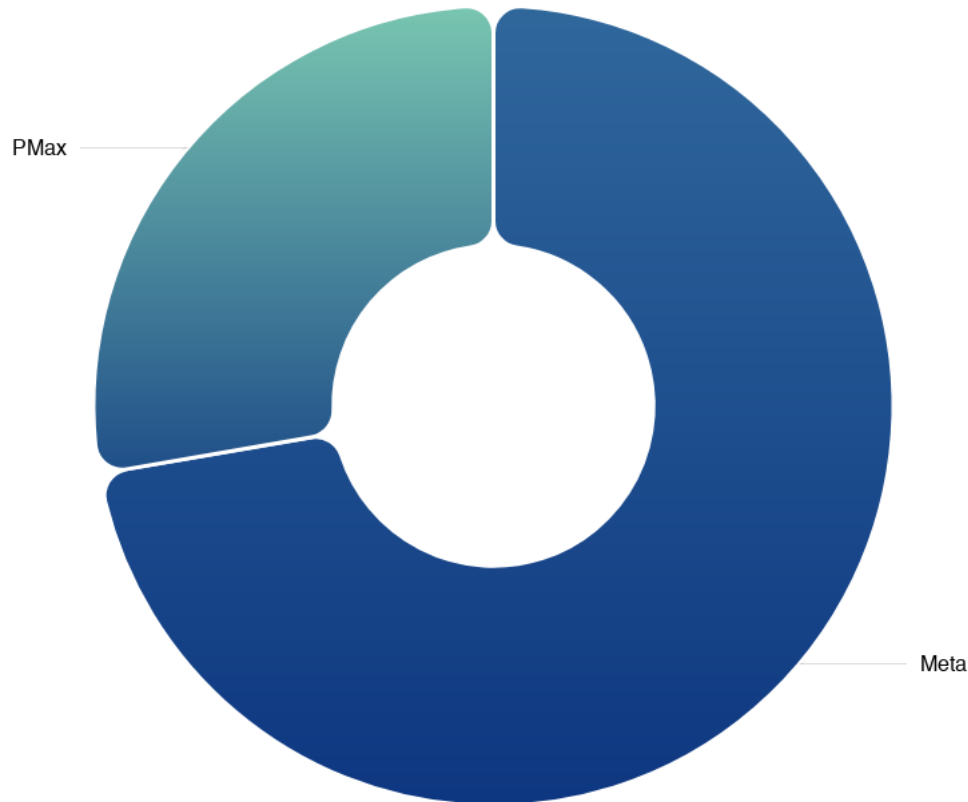
444

Click-Through Rate

(Clicks/Impressions) x 100

1.65%

Your Product Breakout by Impressions



Events

545

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

Event Rate

9.67%

(Events/Impressions) x 100

Total Engagement Rate

1.69%

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

X the National Average

23.52

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.

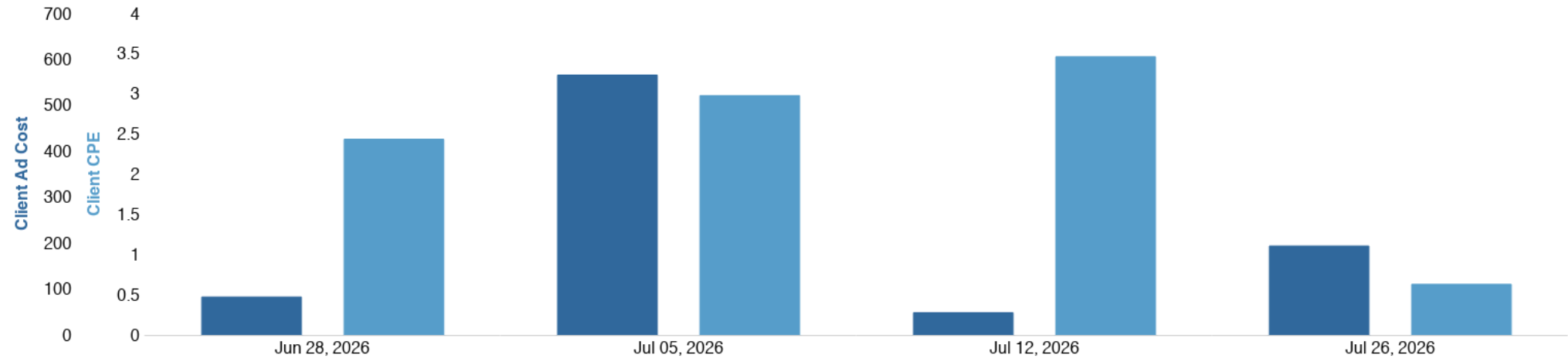
Performance Max Cost



Performance Max Cost-Per-Event



Performance Max Week by Week Spend Performance



Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Express Sunrooms of Macon - Home Improvement/Home & Garden Facebook/Instagram Premium Lead	11,948	193	1.62%	23.08
Express Sunrooms of Macon - Homeowners/Sunroom Installation/Retargeting Performance Max	5,637	202	3.58%	51.19
Express Sunrooms of Macon - Custom Audience Lookalike Facebook/Instagram Premium Lead	2,701	46	1.70%	24.33
Express Sunrooms of Macon - Retargeting Facebook/Instagram Premium Lead	51	3	5.88%	84.03

Meta View-Through Conversions

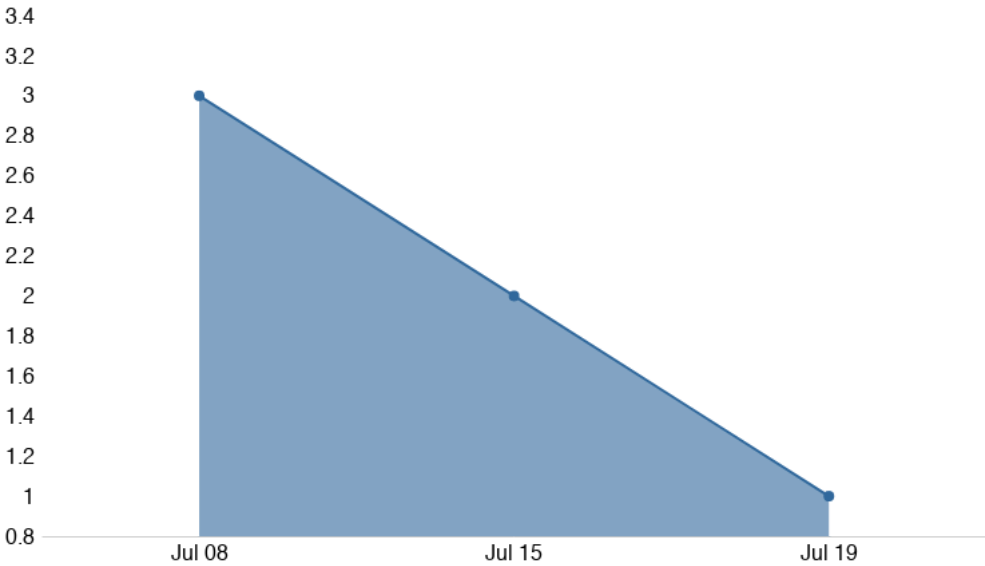


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

Meta View-Through Conversion Performance

Conversion Name	View-Through Conversions ↓
Express Sunrooms of Macon Homepage Visits	6

Meta View-Through Conversions by Day



Social Lead Performance

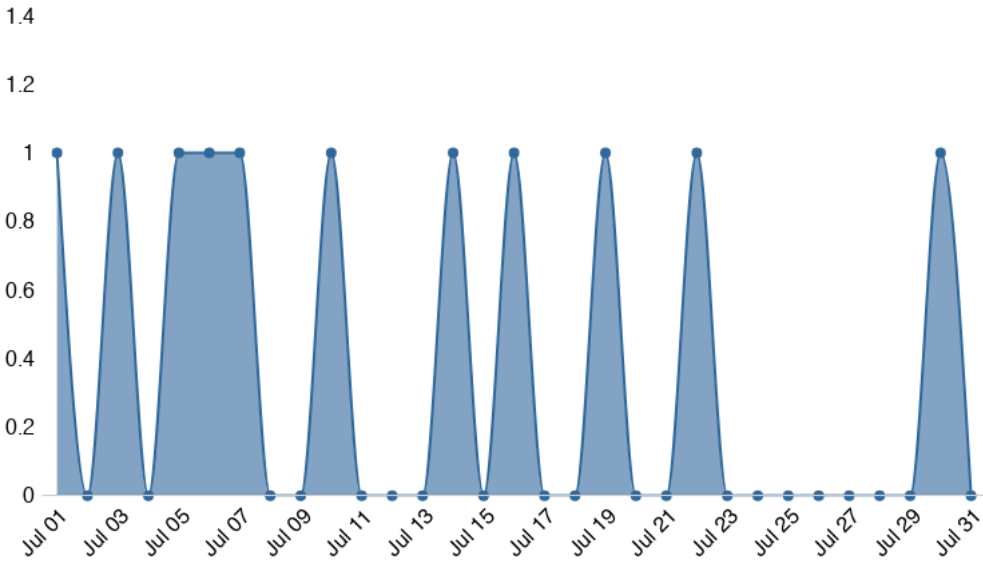


Times users clicked on an ad and completed the lead form

Social Lead Performance by Creative

Ad	On-Facebook Leads ↓
Express Sunrooms of Macon_ESofM 11	7
Express Sunrooms of Macon_Carousel	2
Express Sunrooms of Macon_ESofM_Montezuma	2

Social Leads Performance by Day



Social Lead Performance by Strategy



Meta Post Engagements

1,033

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

Meta Post Comments

2

The total number of comments your ads received

Meta Post Reactions

16

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

Meta Creative Performance

Ad	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
Express Sunrooms of Macon_ESofM 11	11,151	153	1.37%	19.60
Express Sunrooms of Macon_ESofM_Montezuma	1,601	53	3.31%	47.29
Express Sunrooms of Macon_Carousel	1,886	36	1.91%	27.27
Express Sunrooms of Macon_7.17_Carousel	62	0	0.00%	0.00

Meta Carousel Card Performance

Card Name	Ad	Count ↓
1: Motorized Screens	Express Sunrooms of Macon_Carousel	11
2: Porch Panels	Express Sunrooms of Macon_Carousel	8
4: Sunroom	Express Sunrooms of Macon_Carousel	2
Express Sunrooms of Macon	Express Sunrooms of Macon_Carousel	2
10: Free Estimate	Express Sunrooms of Macon_Carousel	1

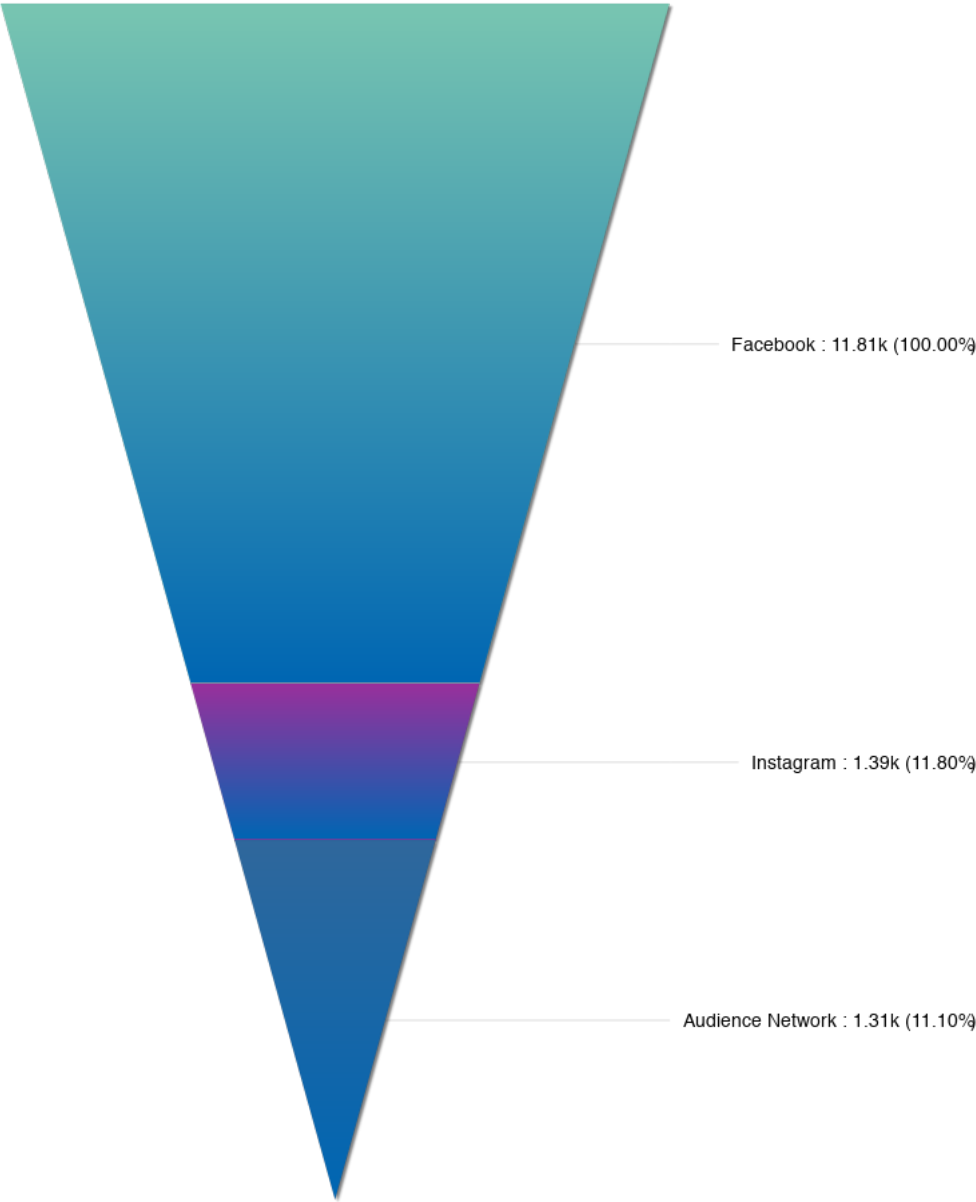
Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	14,147	231	1.63%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	405	8	1.98%
Unknown	---	87	0	0.00%
Desktop	A personal computing device that remains stationary at one location.	61	3	4.92%

Social Placement Performance

Placement	Where your ads appear	Impressions ↓	Clicks	CTR
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.	5,311	108	2.03%
Facebook Reels	Your ads appear in the Reels tab on Facebook.	4,496	36	0.80%
Facebook Marketplace	Your ads appear in the Marketplace home page or when someone browses Marketplace in the Facebook app.	1,321	16	1.21%
Audience Network (Native, Banner, and Interstitial)	Your ads appear on apps on Audience Network.	1,311	36	2.75%
Instagram Reels	Your ads appear in the Reels tab on Instagram.	651	11	1.69%
Instagram Feed	Your ads appear in the mobile app and on desktop and mobile web.	508	9	1.77%
Facebook Stories	Your ads appear in people's Stories on Facebook.	261	10	3.83%
Instagram Stories	Your ads appear in people's Stories on Instagram.	235	8	3.40%
Facebook In-stream Videos	Your ads appear in video on demand and in a select group of approved partner live streams on Facebook.	232	3	1.29%
Facebook Search Results	Your ads appear next to relevant Facebook and Marketplace search results.	192	2	1.04%

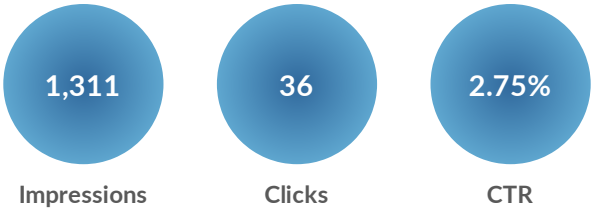
Social Placement Performance by Impressions



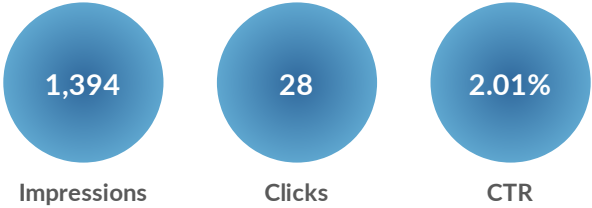
Facebook News Feed Performance



Audience Network Performance



Instagram Performance



Performance Max Creative Group Performance

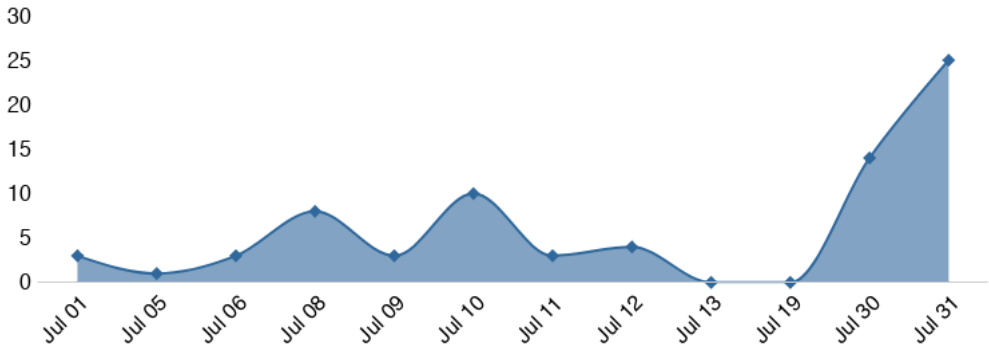
Creative Group Name	Search Themes	Client Ad Cost	Client CPE	Impressions	Events ↓	Event Rate
Express Sunrooms of Macon - Homeowners/Sunroom Installation/Retargeting Performance Max	Awning installation services,Concrete patio services,Custom deck builders near me,Four season room additions,Home window replacement,Local deck contractors,Outdoor fireplace construction,Patio cover installers,Patio enclosures,Pergola near me,Porch builders Warner Robins,Professional deck building,screened in porch,Screened porch builders,Screened-in patio enclosures,Sunroom contractors,Sunroom installation Macon GA,Window replacement Byron GA	891.11	1.64	5,637	545	9.67%
Total		891.11	1.64	5,637	545	9.67%

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

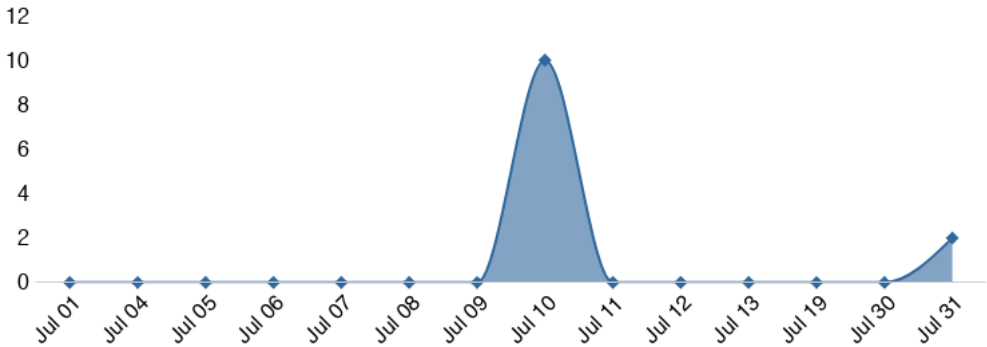
Conversion Action Name	Click Conversions ↓
Express Sunrooms of Macon Live Chat Click Conversion	44
Express Sunrooms of Macon Contact Page View (1)	12
Express Sunrooms of Macon Portfolio Page View	4
Express Sunrooms of Macon Glass Sunrooms Page View	4
Express Sunrooms of Macon Motorized Screens Page View	4
Express Sunrooms of Macon Pergola Page View	3
Express Sunrooms of Macon Screenrooms Page View	1
Express Sunrooms of Macon Patio Cover Page View	1
Express Sunrooms of Macon About Page View	1

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

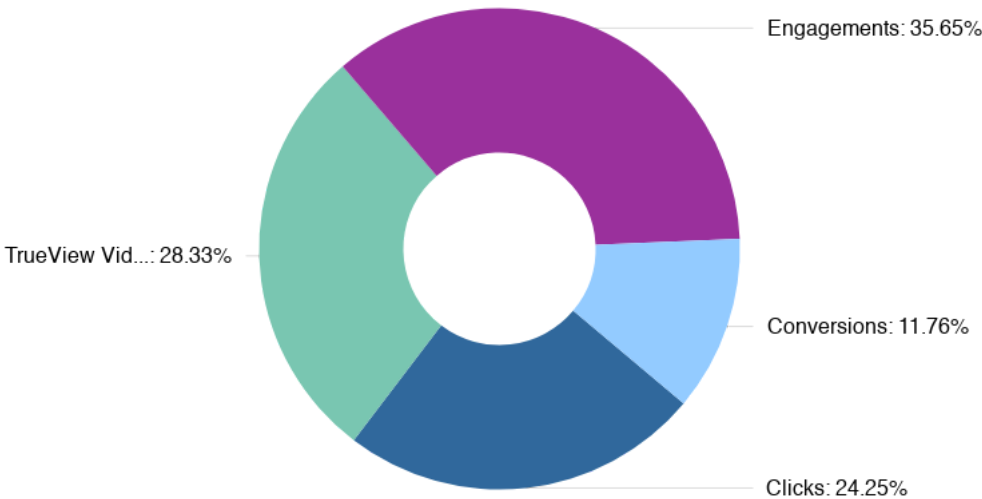


Performance Max View-through Conversion Performance

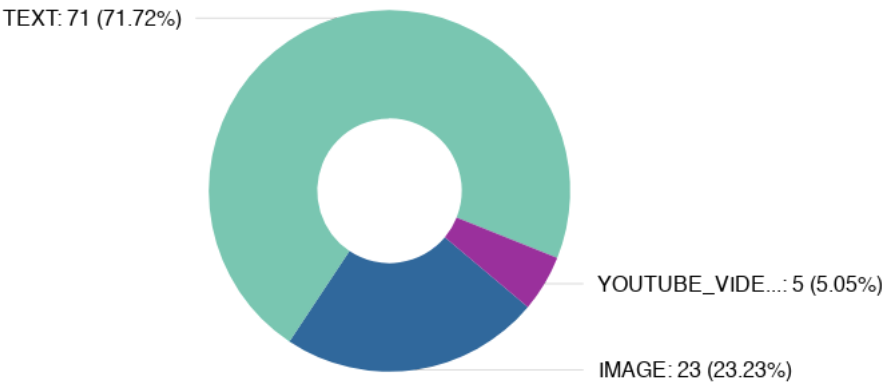
Conversion Action Name	View-through Conversions ↓
Express Sunrooms of Macon Homepage Visits (1)	6
Express Sunrooms of Macon Live Chat Click Conversion	6

"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



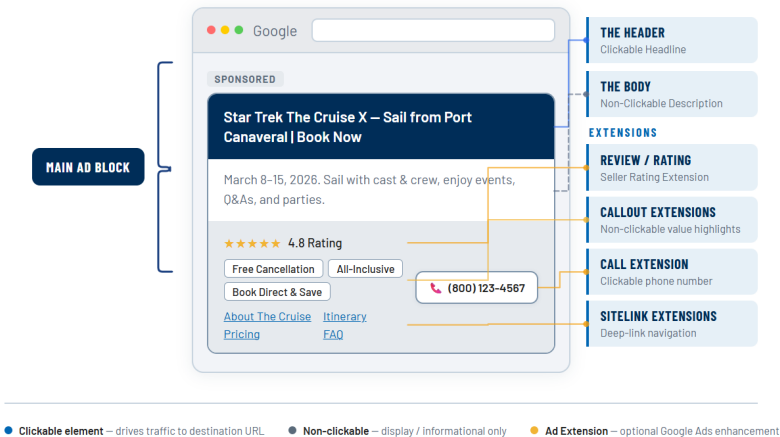
Creative Type by Quantity



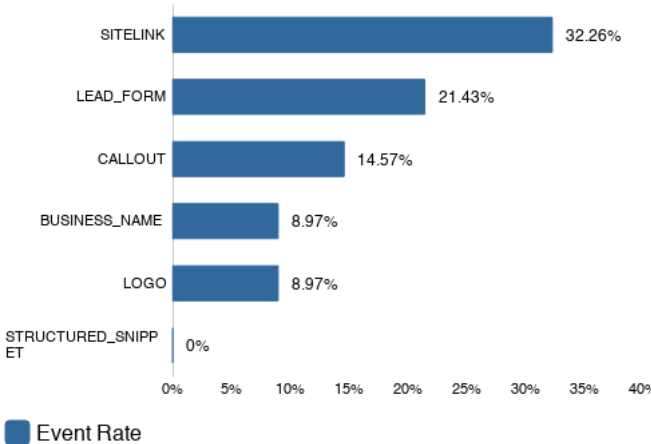
Performance Max Top 5 Extension Performance

Type	Extension (upgraded)	Impressions	Events	Event Rate ↓	Client Ad Cost	Client CPE
CALLOUT	Increase Home Value	4	2	50.00%	2.92	1.46
SITELINK	Enclose your porch with ease., Comfort in any weather., Porch Panels	292	100	34.25%	146.60	1.47
SITELINK	Stay cool under the Georgia sun., Stylish shading for your backyard., Pation Covers & Awnings	293	99	33.79%	224.49	2.27
SITELINK	Start your project today., Fast, easy consultation., Get a Free Quote	258	87	33.72%	126.38	1.45
SITELINK	See our custom 4-season sunrooms., Perfect for Middle Georgia weather., Browse Sunroom Gallery	326	109	33.44%	253.49	2.33

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.



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.

16

CHATS

5

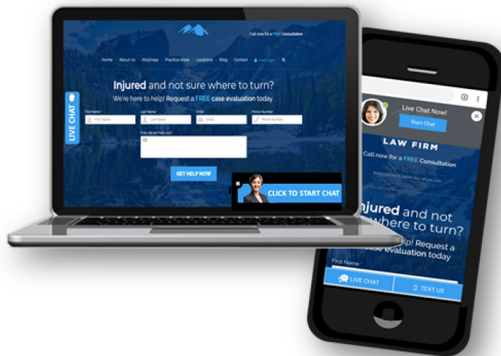
LEADS

4

BILLABLE LEADS

25.00%

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

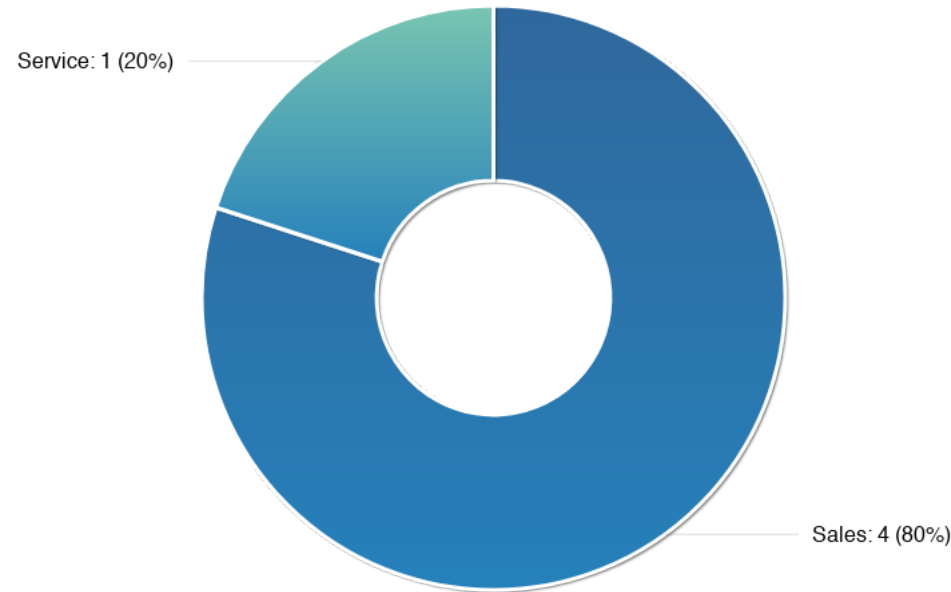
Chat vs. Lead Ratio: $(\text{Billable Leads} / \text{Chats}) \times 100$

Note: Data is updated once daily. Chats and Leads will update during the next day's sync.

Live Chat Submission Details

Date ↑	Client	Chat ID	Lead Type Name	Name	Phone Number	Email	Attempted Calls	Completed Calls	Leads Count
Total							1	1	5
Jul 23, 2026	Express Sunrooms of Macon	79997412	Sales	Patty Duncan	4789605938	phaugabrook@aol.com	0	0	1
Jul 24, 2026	Express Sunrooms of Macon	80019953	Sales	Kathy	4789608810		0	0	1
Jul 26, 2026	Express Sunrooms of Macon	80041507	Sales	Gordon and Jacque Hale	4789546740	ghale@southernperfection.com	0	0	1
Jul 28, 2026	Express Sunrooms of Macon	80080146	Service	Brent Jones	4782345056	rbjones201@gmail.com	1	1	1
Jul 30, 2026	Express Sunrooms of Macon	80111987	Sales	Don Zimmer	3073376891	zimmer_d@hotmail.com	0	0	1

Lead Type Performance



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.

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.

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.