

Digital Marketing Report

Impressions

How many ads were served:

24,809

Clicks

Times a user clicked on an ad

985

Events

1,361

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

Your Product Breakout by Impressions



PMax

Event Rate

5.49%

(Events/Impressions) x 100

**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.*

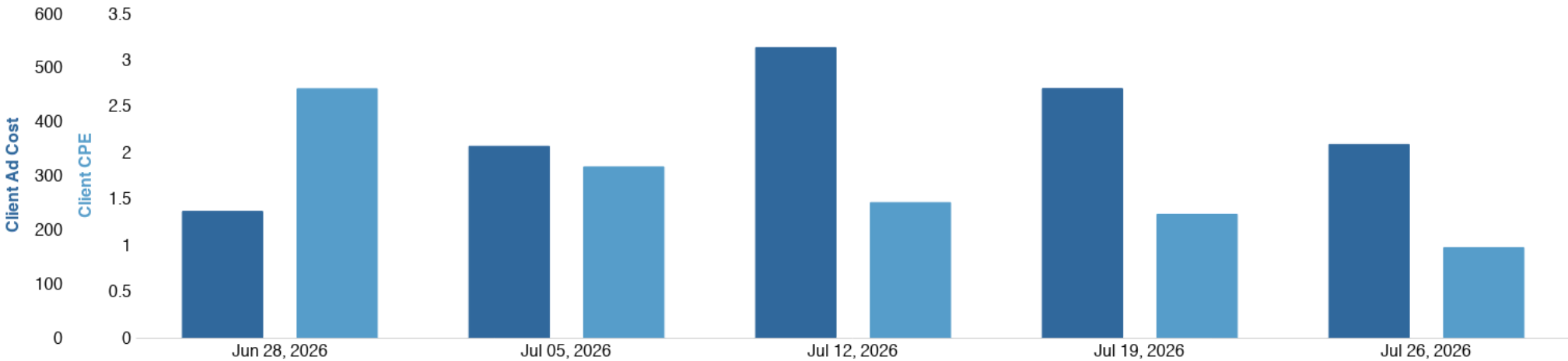
Performance Max Cost



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%)
Culpeper Window & Siding Inc. - Window and Siding Company/Home Renovation/Retargeting Performance Max	24,809	985	3.97%	56.72

Grid contains more rows, but they have been clipped.

Performance Max Creative Group Performance

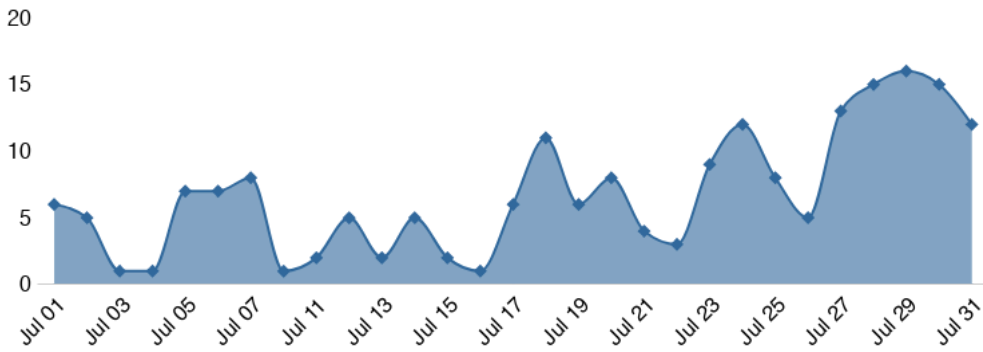
Creative Group Name	Search Themes	Client Ad Cost	Client CPE	Impressions	Events ↓	Event Rate
Culpeper Window & Siding Inc. - Window and Siding Company/Home Renovation/Retargeting Performance Max	affordable replacement windows,Alside windows,best replacement windows,best siding contractor,custom door installation,custom replacement windows,energy efficient patio doors,energy efficient siding,energy efficient windows,entry door replacement,exterior door installation,exterior home remodeling,exterior siding contractors,fiber cement siding,free siding quote,free window replacement quote,front door replacement company,home exterior contractors,home gutter replacement,home siding installers,home window replacement,house siding replacement,insulated vinyl siding,new siding for house,new windows for house,ProVia windows,replacement doors near me,replacement patio doors,replacement windows for homes,replacement windows near me,siding companies near me,siding contractor near me,siding financing,siding installation company,siding replacement estimate,sliding glass door replacement,storm damage siding repair,vinyl siding contractor,vinyl siding replacement,vinyl window replacement,vinyl windows near me>window and siding company>window and siding replacement>window companies near me>window contractors near me>window installation company>window installers near me>window replacement	1,945.49	1.43	24,809	1,361	5.49%

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

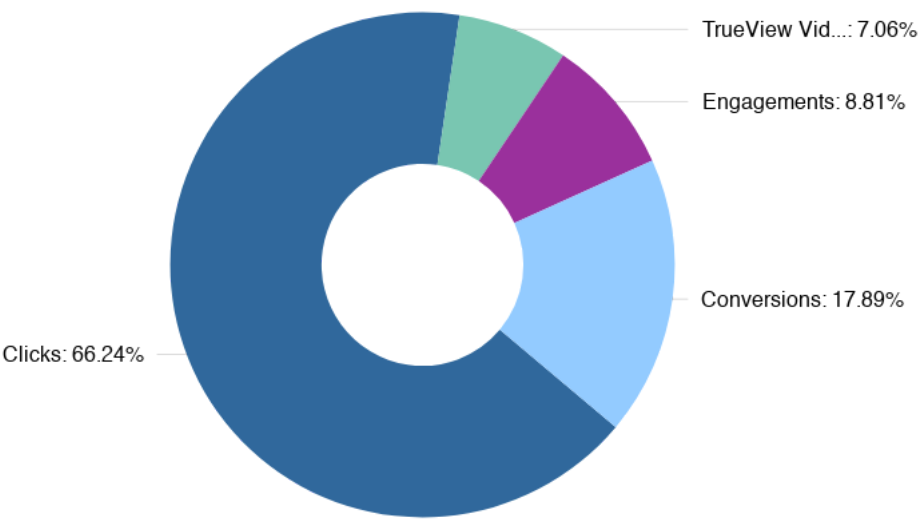


Performance Max Click Conversion Performance

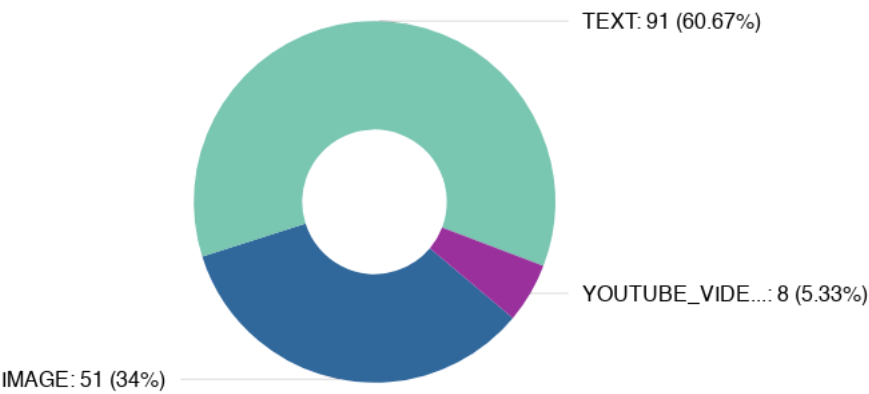
Conversion Action Name	Click Conversions ↓
Culpeper Window & Siding Inc. Gallery Page View	71
Culpeper Window & Siding Inc. Contact Us Now Click Conversion	57
Culpeper Window & Siding Inc. Contact Page View	37
Culpeper Window & Siding Inc. Financing Page View	19
Culpeper Window & Siding Inc. Phone Number Click Conversion	13
Culpeper Window & Siding Inc. Form Send Click Conversion	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



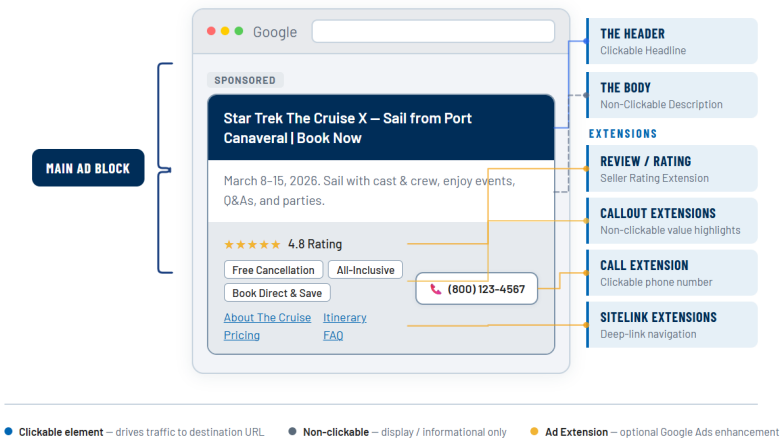
Creative Type by Quantity



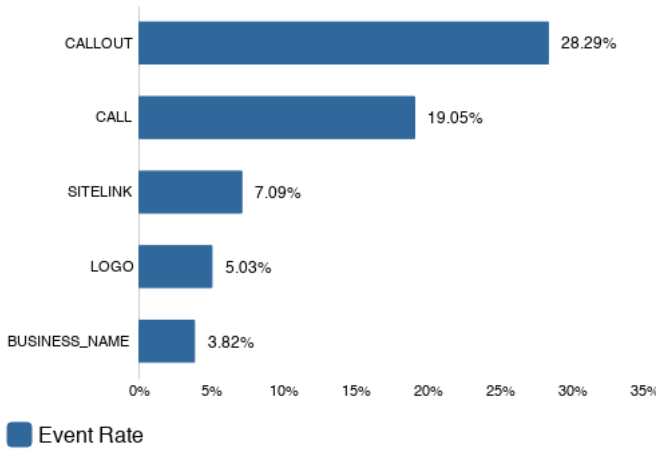
Performance Max Top 5 Extension Performance

Type	Extension (upgraded)	Impressions	Events	Event Rate ↓	Client Ad Cost	Client CPE
CALLOUT	Serving Central Virginia	116	36	31.03%	81.26	2.26
CALLOUT	Free Estimates	143	44	30.77%	103.56	2.35
CALLOUT	A+ BBB Rated	142	41	28.87%	116.76	2.85
CALLOUT	Satisfaction Guaranteed	113	32	28.32%	73.75	2.30
CALLOUT	Family Owned & Operated	98	26	26.53%	44.63	1.72

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.

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



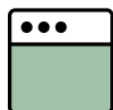
Live Chat



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.