

Spend Performance

Does not include management fee

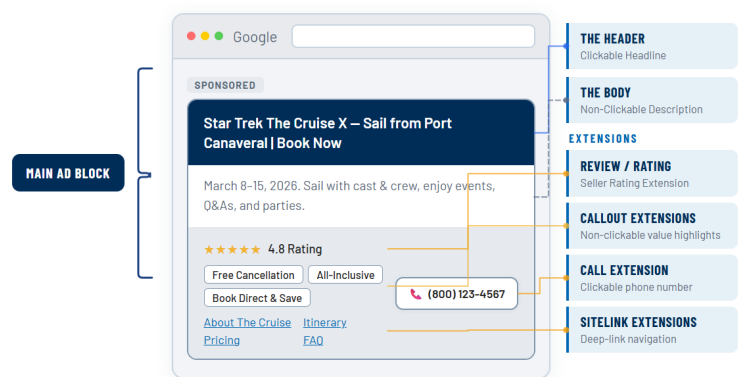
Cost: Amount Spent on the PPC campaign. You are charged when a Click occurs on an ad.

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.

Location Extensions are not currently available to be shown.

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.

Google Analytics 4 Performance

2,392	1,857	535	28.81%	1,561	1,480	1,732
VIEWS	SESSIONS	ENGAGED SESSIONS	ENGAGEMENT RATE	ACTIVE USERS	NEW USERS	TOTAL USERS
1.19			7:10:54			
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.

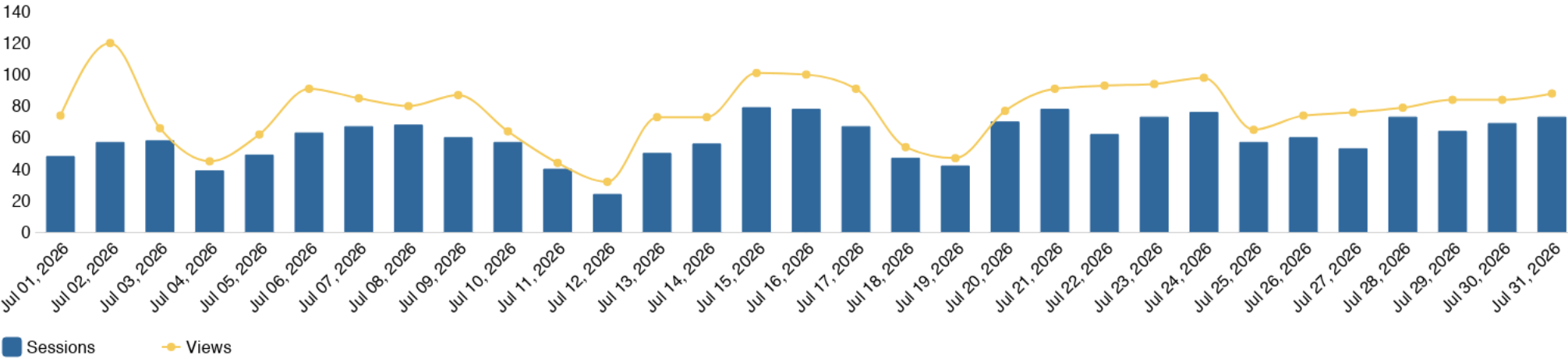
New Users: The number of new unique user IDs who interacted with your site or launched your app for the first time.

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.

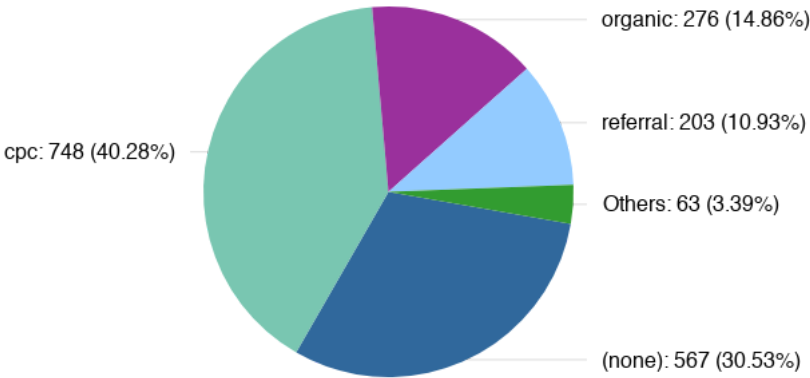
Google Analytics 4 Performance by Day



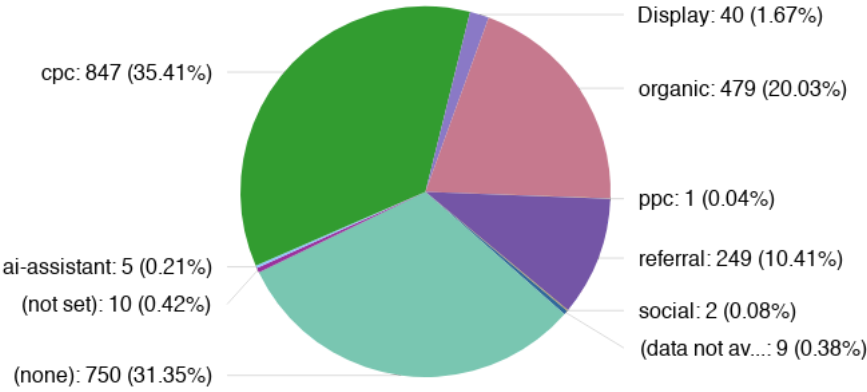
Google Analytics 4 Account Performance

Analytics Account Name ↑	Sessions	Views	Total User Engagement	Pages / Session	Engagement rate
Total	1,857	2,392	7:10:54	1.29	28.81%
Tristate Roofing	1,857	2,392	07:10:54	1.29	28.81%

Google Analytics 4 Sessions by Medium



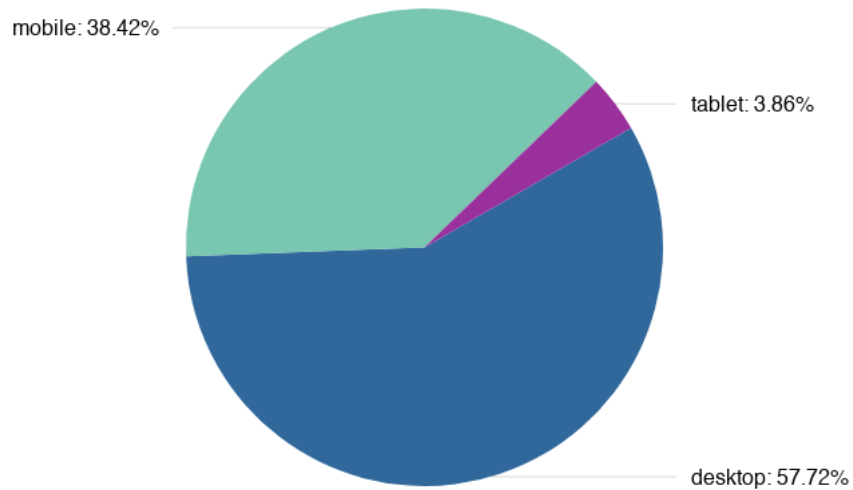
Google Analytics 4 Page Views by Medium



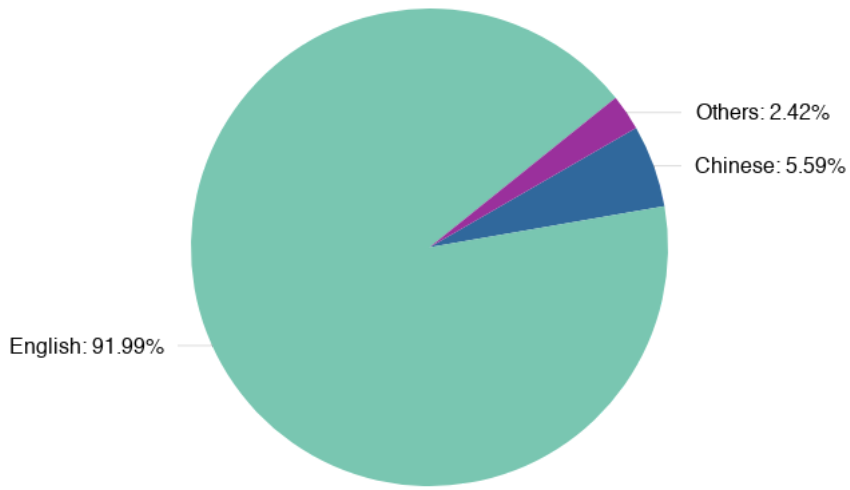
Google Analytics 4 Event Performance

Event name	Event count ↓
Total	6,939
page_view	2,392
session_start	1,854
first_visit	1,480
user_engagement	837
scroll	293
click	65
click_to_call	10
click_to_email	5
video_progress	2
video_start	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	1,869	2,392	544	29.11%	7:10:54
Chrome	1,010	1,311	336	33.27%	04:06:32
Safari	584	763	145	24.83%	01:34:06
Edge	77	103	35	45.45%	00:47:18
Safari (in-app)	64	64	1	1.56%	00:00:01
Samsung Internet	59	71	13	22.03%	00:12:47

Google Analytics 4 Page Path Performance

Page path	Engaged sessions ↓
Total	813
/	418
/about	59
/contact	50
/contests	21
/roofing	19
/tacoma	16
/auburn	11
/careers	11
/doors	11
/patio-covers	9

Google Analytics 4 Performance by Geo

City	Region	Sessions ↓	Views	Engaged sessions	Engagement rate	Total User Engagement
Total		1,956	2,392	632	32.31%	7:10:54
Seattle	Washington	230	326	81	35.22%	00:56:38
Tacoma	Washington	95	115	24	25.26%	00:53:48
Sequim	Washington	87	106	21	24.14%	00:09:26
Singapore	(not set)	43	43	4	9.30%	00:02:21
New York	New York	41	44	3	7.32%	00:01:39
San Jose	California	38	41	12	31.58%	00:05:29
(not set)	California	31	32	7	22.58%	00:04:15
Port Angeles	Washington	31	38	10	32.26%	00:03:20
(not set)	Washington	29	33	8	27.59%	00:08:12
Las Vegas Valley	Nevada	29	29	3	10.34%	00:00:01
Port Townsend	Washington	25	30	4	16.00%	00:00:55
Bremerton	Washington	24	32	7	29.17%	00:00:19
Faisalabad	Punjab	23	40	17	73.91%	00:05:52
(not set)	New York	21	21	0	0.00%	00:00:00
Ashburn	Virginia	19	20	1	5.26%	00:00:32

Business Impressions Desktop Search: Business impressions on Google Search on Desktop devices

Business Impressions Mobile Search: Business impressions on Google Search on Mobile devices

Business Impressions Maps Desktop: Business impressions on Google Maps on Desktop devices

Business Impressions Mobile Maps: Business impressions on Google Maps on Mobile devices