

Digital Marketing Report

Impressions

How many ads were served:

55,006

Clicks

Times a user clicked on an ad

861

Events

1,817

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

Your Product Breakout by Impressions



Event Rate

3.30%

(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.*

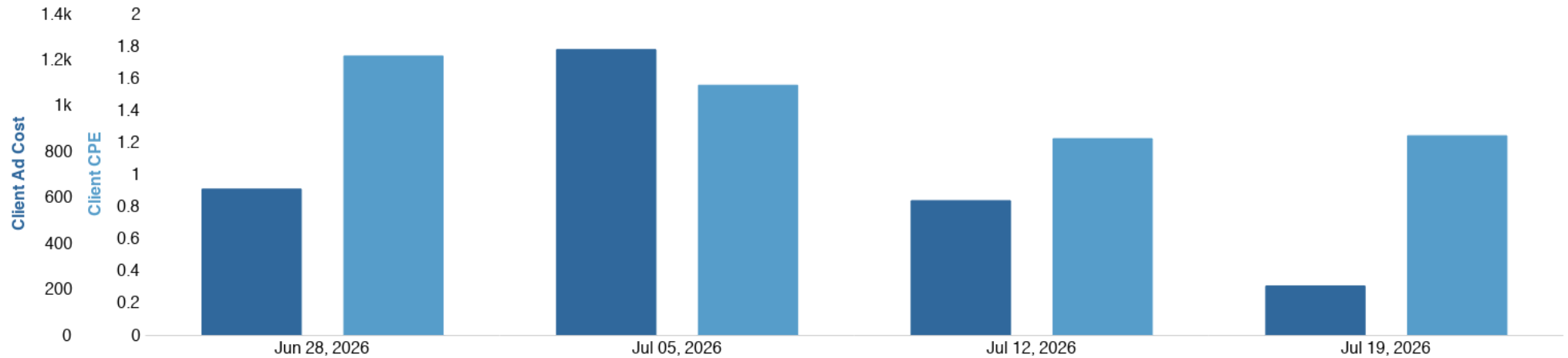
Performance Max Cost



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%)
American Landscaping 6.25 Compost/Mulch/Lanscaping Performance Max	54,335	832	1.53%	21.87
American Landscaping Compost/Mulch/Lanscaping Performance Max	671	29	4.32%	61.74

Grid contains more rows, but they have been clipped.

Performance Max Creative Group Performance

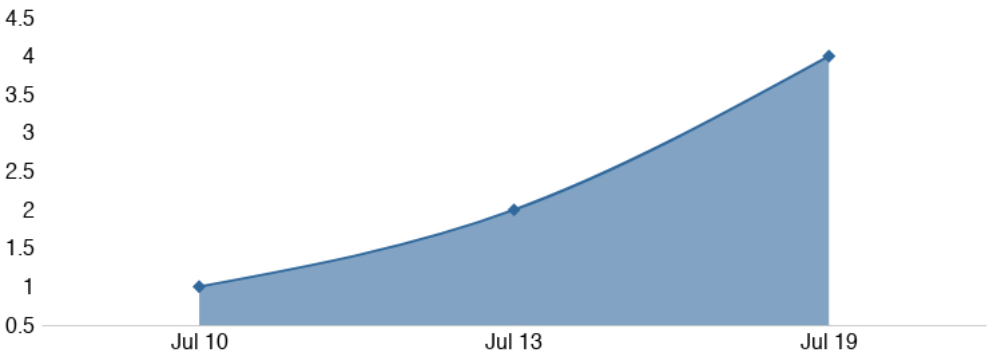
Creative Group Name	Search Themes	Client Ad Cost	Client CPE	Impressions	Events ↓	Event Rate
American Landscaping 6.25 Compost/Mulch/Lanscaping Performance Max	Bark mulch,Bulk compost delivery,Bulk mulch for sale,Bulk topsoil,Colored mulch,Commercial landscaping,Crushed stone,Decorative rocks,Driveway gravel,Erosion control,Flagstone and pavers,Garden compost,Garden soil,Garden supplies,Grass seeding,Gravel delivery,Hardscaping materials,Hydroseeding services,Landscape renovation,Landscaping materials,Landscaping services,Landscaping stone,Lawn installation,Mulch delivery,Organic compost,Outdoor living space,Pathway stones,Professional landscaping,Residential landscaping,Retaining wall stone,River rock,Screened topsoil,Soil amendment,Top soil delivery,Yard design	2,483.72	1.41	54,335	1,764	3.25%
American Landscaping 6.25 Compost/Mulch/Lanscaping Performance Max	Bark mulch,Bulk compost delivery,Bulk mulch for sale,Bulk topsoil,Colored mulch,Commercial landscaping,Crushed stone,Decorative rocks,Driveway gravel,Erosion control,Flagstone and pavers,Garden compost,Garden soil,Garden supplies,Grass seeding,Gravel delivery,Hardscaping materials,Hydroseeding services,Landscape renovation,Landscaping materials,Landscaping services,Landscaping stone,Lawn installation,Mulch delivery,Organic compost,Outdoor living space,Pathway stones,Professional landscaping,Residential landscaping,Retaining wall stone,River rock,Screened topsoil,Soil amendment,Top soil delivery,Yard design	194.16	3.66	671	53	7.90%

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

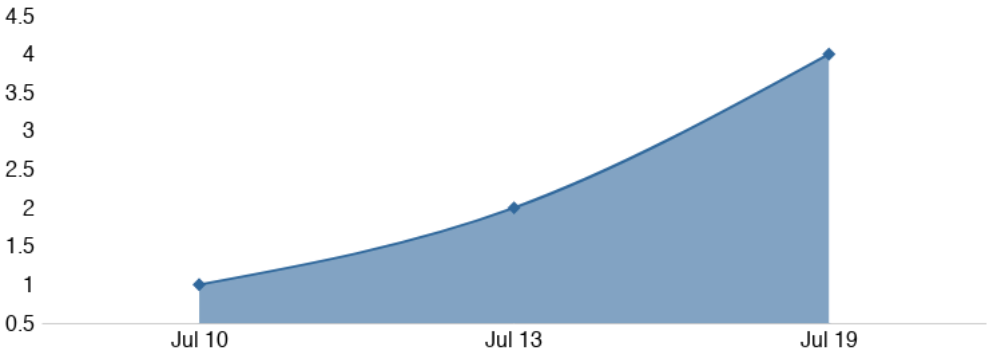
Conversion Action Name	Click Conversions ↓
Call Click Conversion	5
Submit Click Conversion	2

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

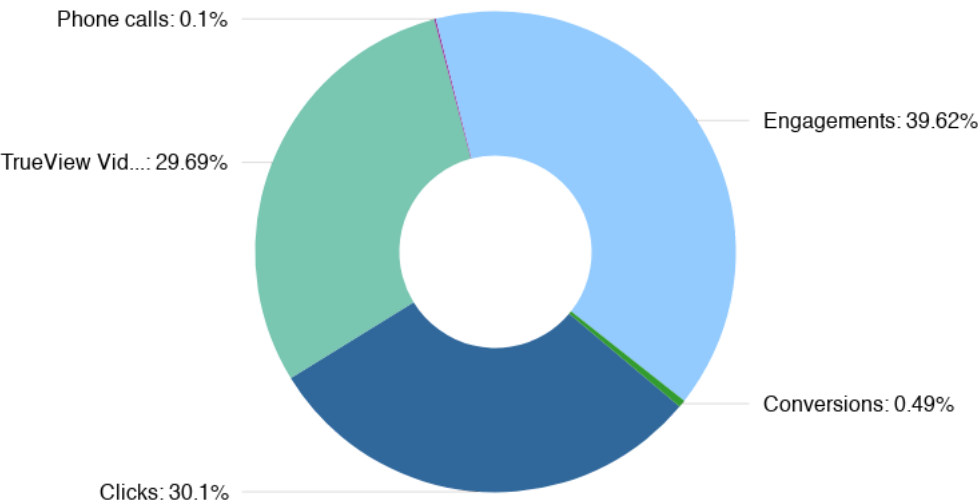


Performance Max View-through Conversion Performance

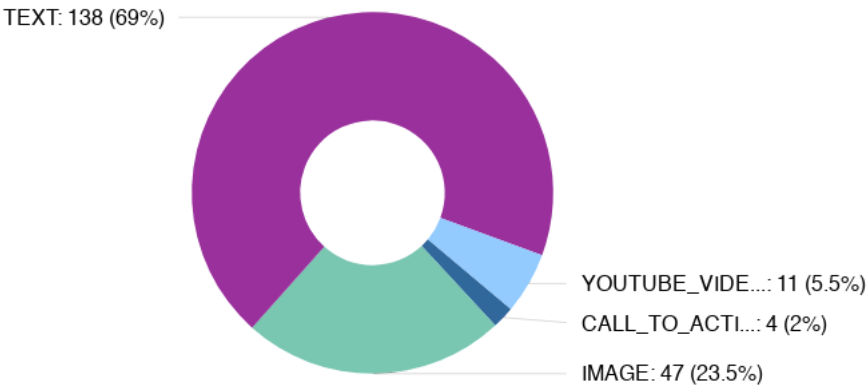
Conversion Action Name	View-through Conversions ↓
Call Click Conversion	5
Submit Click Conversion	2

"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



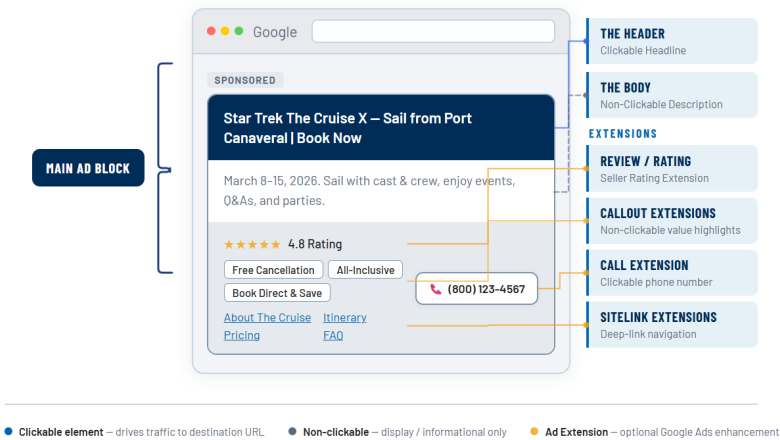
Creative Type by Quantity



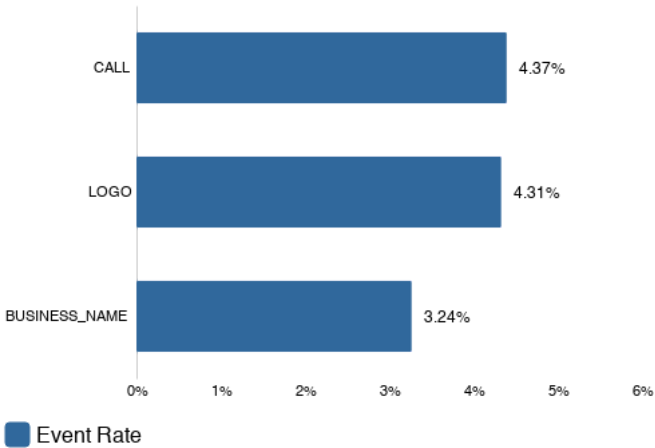
Performance Max Top 5 Extension Performance

Type	Extension (upgraded)	Impressions	Events	Event Rate ↓	Client Ad Cost	Client CPE
LOGO	Suggested logo #4_1, https://tpc.googlesyndication.com/simgad/6098116151689655962	549	38	6.92%	24.05	0.63
CALL	206-594-4833	1,327	58	4.37%	1,042.89	17.98
LOGO	Suggested logo #4_1:1, https://tpc.googlesyndication.com/simgad/18292701807222267371	36,678	1,565	4.27%	1,018.42	0.65
BUSINESS_NAME	American Landscaping	53,357	1,731	3.24%	1,252.33	0.72
LOGO	Suggested logo #2_1, https://tpc.googlesyndication.com/simgad/12138272496312161869	1	0	0.00%	0.00	-

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.

Performance Max Call Reporting Details

Date	Client ↑	Client Phone Number	Phone calls
Jul 01, 2026	American Landscaping	206-594-4833	1
Jul 03, 2026	American Landscaping	206-594-4833	1
Jul 14, 2026	American Landscaping	206-594-4833	1

“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.