



Digital Marketing Report

Impressions

How many ads were served:

74,994

Clicks

Times a user clicked on an ad

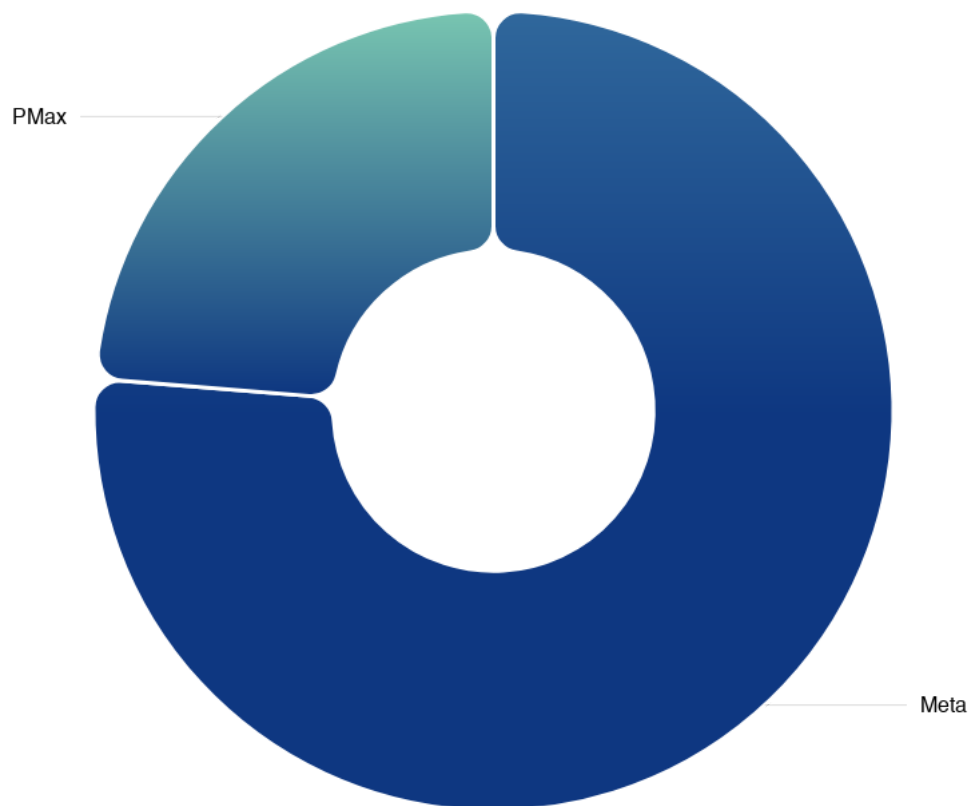
2,804

Click-Through Rate

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

2.56%

Your Product Breakout by Impressions



Events

2,032

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

Event Rate

11.42%

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

Total Engagement Rate

2.57%

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

X the National Average

36.56

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

Amount spent on the campaign

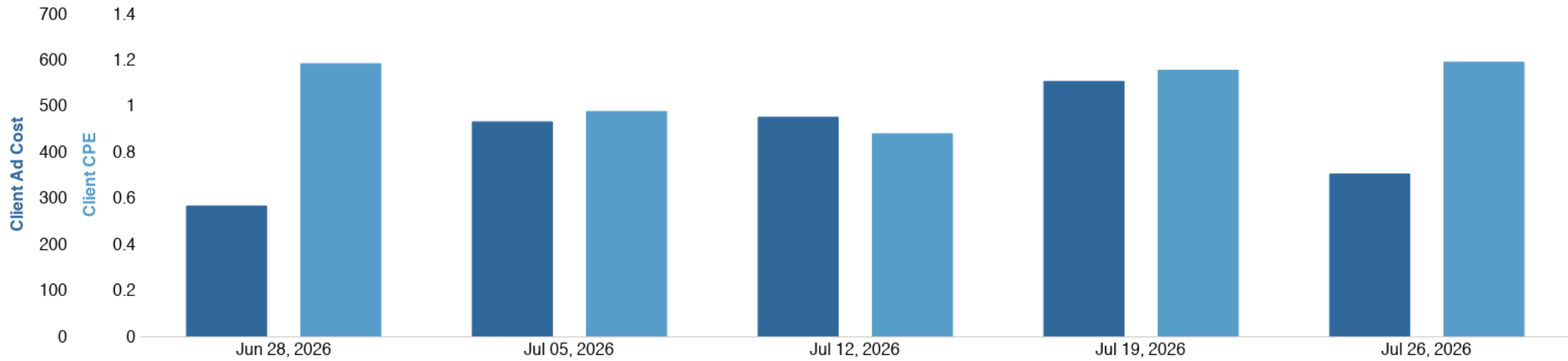
2,128.66

Performance Max Cost-Per-Event

Cost/Events

1.05

Performance Max Week by Week Spend Performance





Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Edgington Inc - Facebook/Instagram Premium	29,993	771	2.57%	36.72
Edgington Inc - Retargeting Facebook/Instagram Premium	27,213	693	2.55%	36.38
Edgington Inc - Fiberglass pool/Pool Builders Performance Max	17,788	1,340	7.53%	107.62



Meta Click Conversions

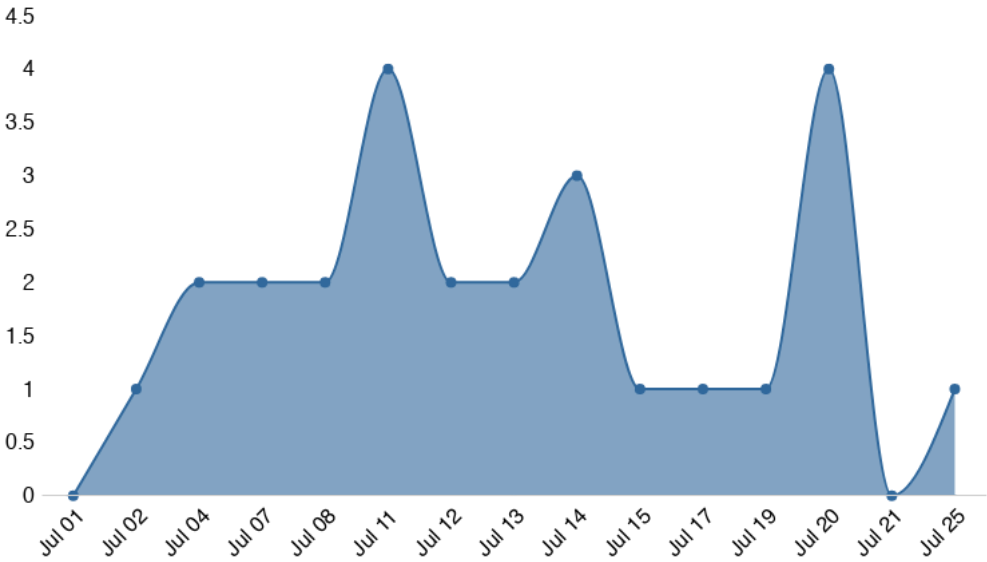


Times users clicked on an ad leading to your site and visited a page or completed an action

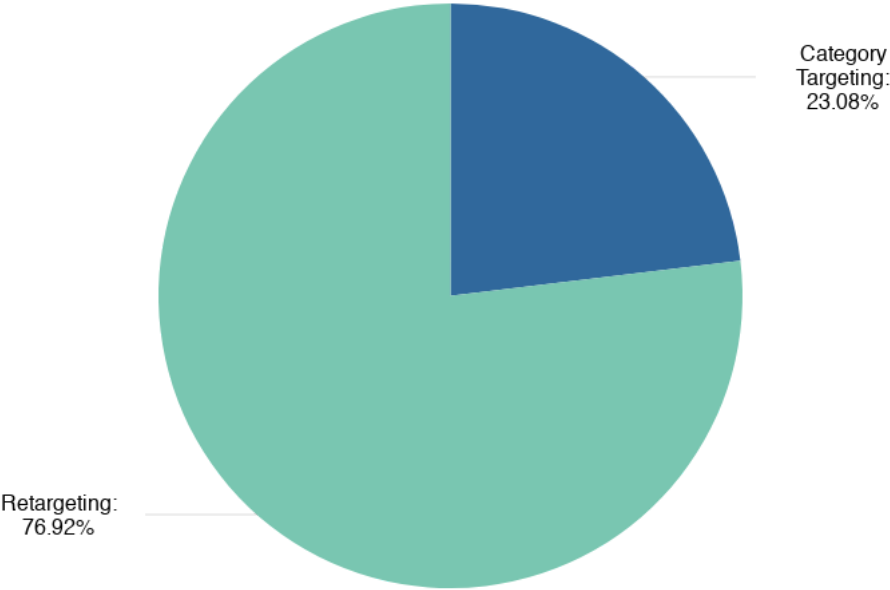
Meta Click Conversion Performance

Conversion Name	Click Conversions ↓
Edgington Inc Contact Page View	13
Edgington Inc Portfolio Page View	13

Meta Click Conversions by Day



Top Meta Click Conversions by Strategy





Meta View-Through Conversions

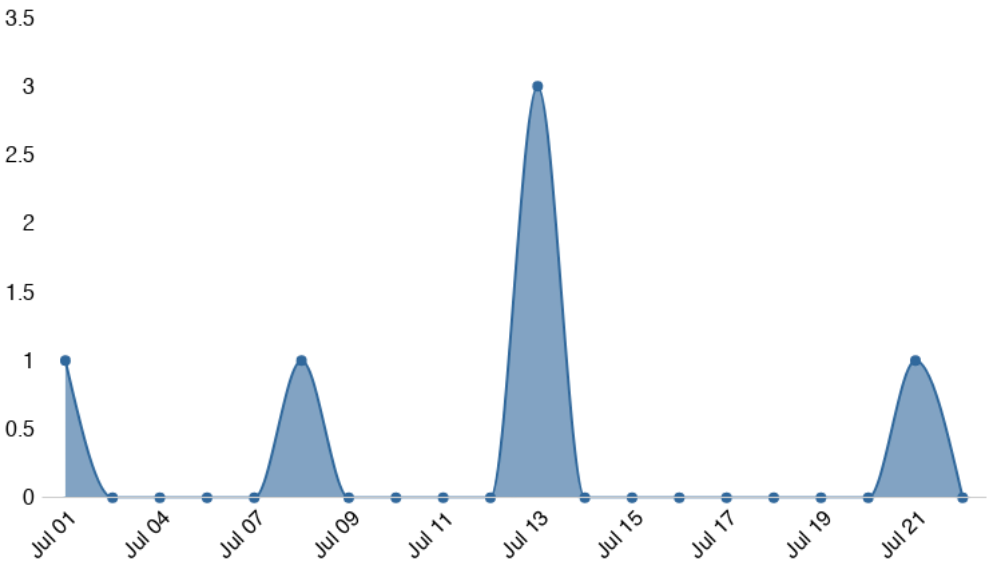


Times users saw an ad, did NOT click, but came to your site and visited a page or completed an action

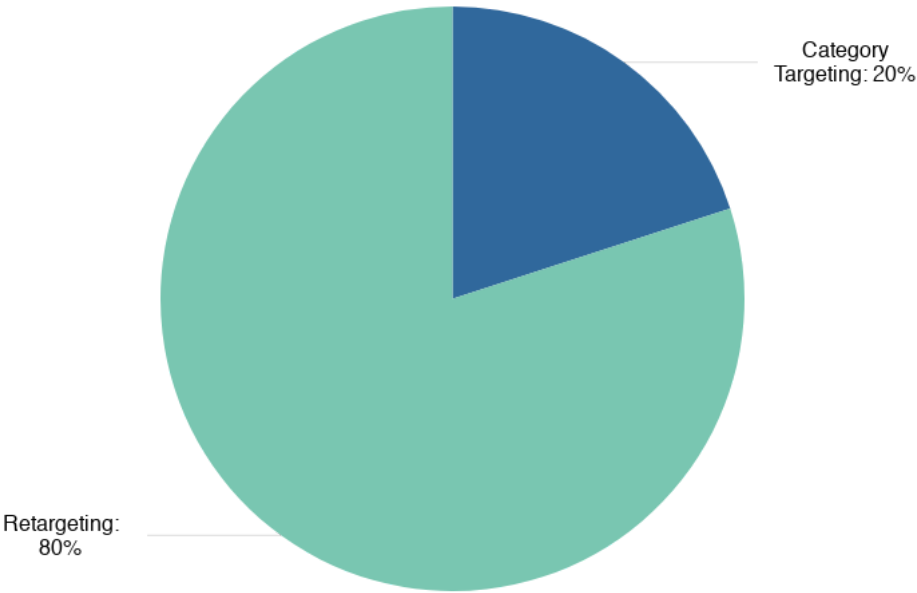
Meta View-Through Conversion Performance

Conversion Name	View-Through Conversions ↓
Edgington Inc Contact Page View	4
Edgington Inc Homepage Visits	1
Edgington Inc Portfolio Page View	1

Meta View-Through Conversions by Day



Top Meta View-Through Conversions by Strategy





Meta Post Engagements

36,329

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

Meta Post Reactions

23

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

Meta Post Shares

1

The total number of people who shared your ad, giving your campaign free impressions



Meta Creative Performance

Ad	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
Edgington IG Video	35,813	942	2.63%	37.58
Edgington FB Video	21,393	522	2.44%	34.86



Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	54,053	1,392	2.58%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	3,012	68	2.26%
Unknown	---	76	3	3.95%
Desktop	A personal computing device that remains stationary at one location.	65	1	1.54%

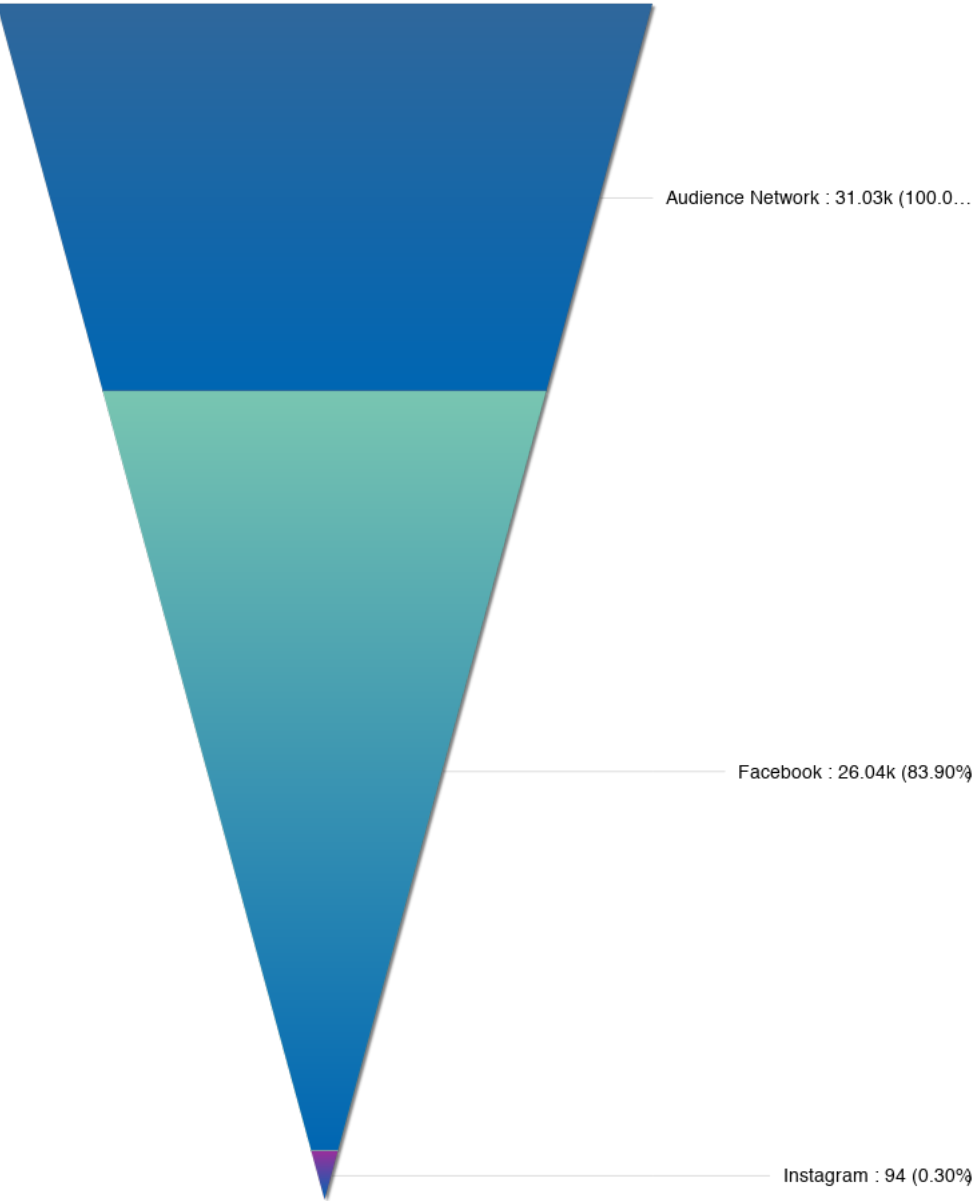


Social Placement Performance

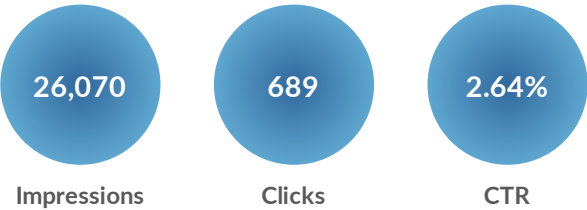
		Impressions ↓	Clicks	CTR
Placement	Where your ads appear			
Facebook In-stream Videos	Your ads appear in video on demand and in a select group of approved partner live streams on Facebook.	20,440	597	2.92%
Audience Network (Native, Banner, and Interstitial)	Your ads appear on apps on Audience Network.	17,854	395	2.21%
Audience Network (Rewarded Videos)	Your ads appear as videos people can watch in exchange for a reward in an app (such as in-app currency or items).	13,179	378	2.87%
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.	2,952	70	2.37%
Facebook Reels	Your ads appear in the Reels tab on Facebook.	2,108	15	0.71%
Facebook Marketplace	Your ads appear in the Marketplace home page or when someone browses Marketplace in the Facebook app.	452	5	1.11%
Instagram Stories	Your ads appear in people's Stories on Instagram.	86	1	1.16%
Facebook Stories	Your ads appear in people's Stories on Facebook.	50	1	2.00%
Facebook Search Results	Your ads appear next to relevant Facebook and Marketplace search results.	34	0	0.00%
Facebook Profile Feed	Your ads appear within the feeds of public user profiles.	32	1	3.13%



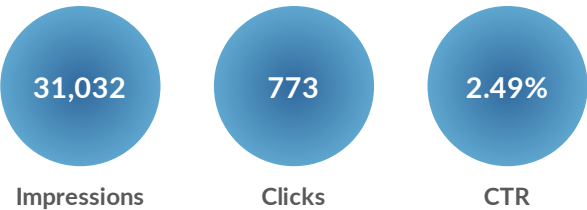
Social Placement Performance by Impressions



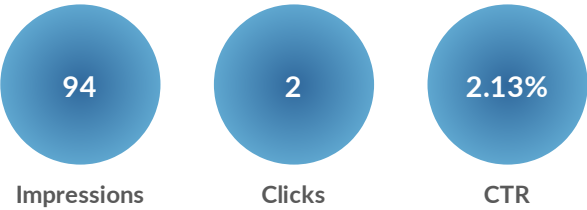
Facebook News Feed Performance



Audience Network Performance



Instagram Performance





Performance Max Creative Group Performance

Creative Group Name	Search Themes	Client Ad Cost	Client CPE	Impressions	Events ↓	Event Rate
Edgington Inc - Fiberglass pool/Pool Builders Performance Max	backyard construction,backyard pool contractor,backyard resort ideas,backyard transformation company,complete backyard renovation,custom fire pit installation,custom outdoor spaces,custom patios and pools,custom pool builder,family backyard pool,fiberglass pool contractor,Fiberglass pool installer,fiberglass pools near me,hardscaping and pool installation,high-end backyard design,inground pool cost,inground pool installation,local fiberglass pool company,local pool company,luxury backyard design,luxury pools,modern fiberglass pools,outdoor entertainment spaces,outdoor kitchen builder,outdoor living contractor,patio and pool builder,pergola and pool design,pool and landscaping company,pool builders near me,pool contractors Tennessee,pool excavation contractor,pool installation company,pool installation Cookeville TN,pool landscaping services,pool patios,retaining walls and pools,saltwater pool installer,turnkey pool installation	2,128.67	1.05	17,788	2,032	11.42%
Total		2,128.67	1.05	17,788	2,032	11.42%

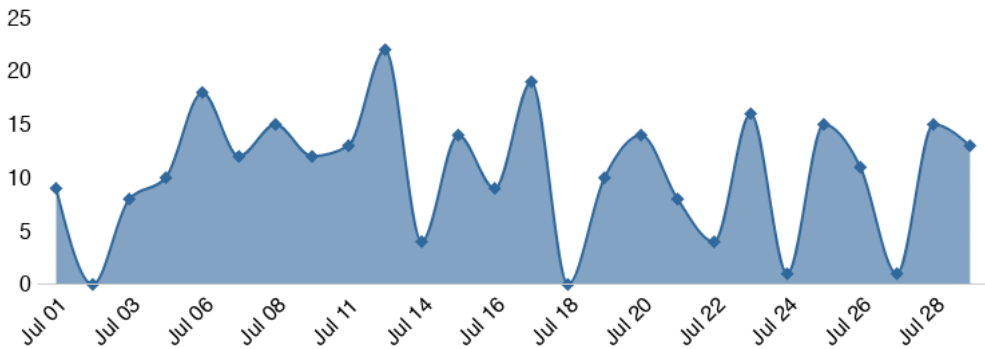


Performance Max Click Conversions



Times users clicked on an ad leading to your site and visited a page or completed an action

Performance Max Click Conversions by Day



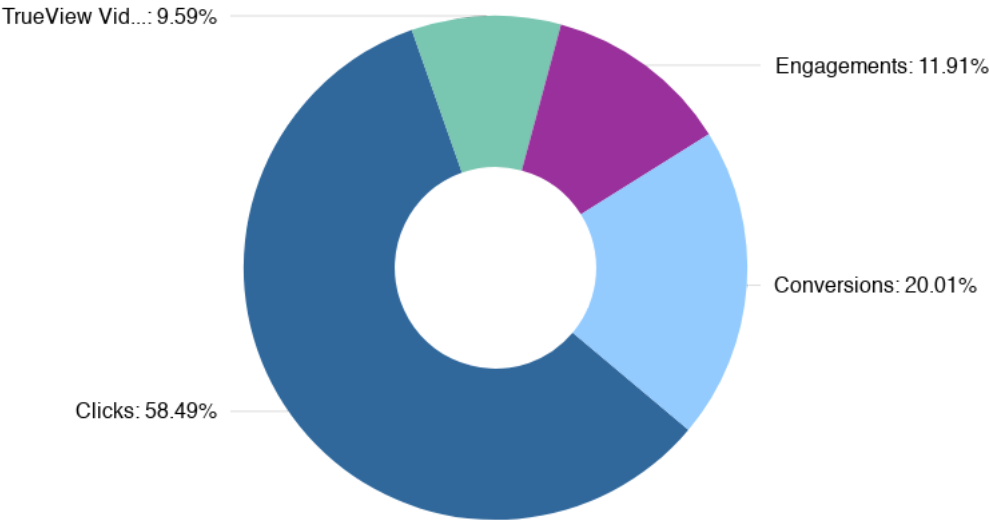
Performance Max Click Conversion Performance

Conversion Action Name	Click Conversions ↓
Edgington Inc Contact Page View	273

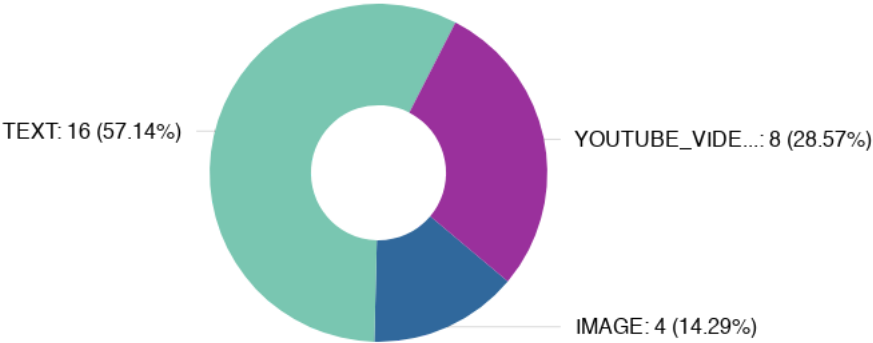


"Calls from ads" refers to a qualified conversion, meaning that the call had to go through and last for at least 60 seconds for it to be counted.

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 #1, https://tpc.google syndication.com/simgad/4723739291766743394	10,279	1,404	13.66%	1,413.23	1.01
BUSINESS_NAME	Edgington Inc	17,761	2,029	11.42%	2,127.07	1.05

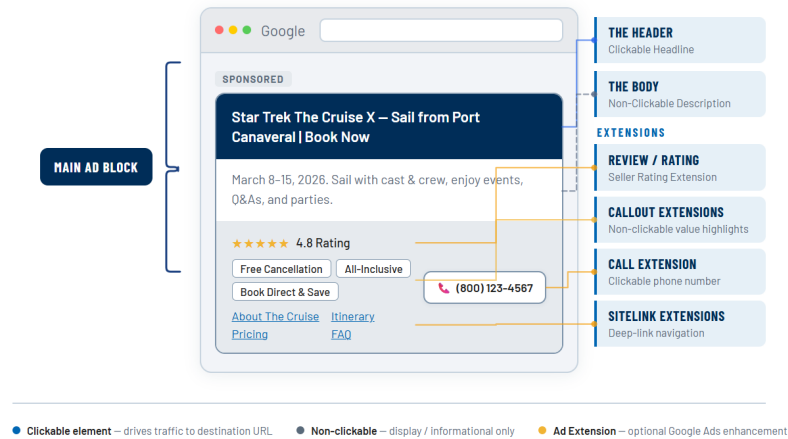


Because a single ad can display multiple extensions at the same time, this data overlaps. As a result, the combined metrics (Impressions, Events, Event Rate, Client Ad Cost, & Client CPE) for all extensions will appear much higher than the actual overall campaign totals.

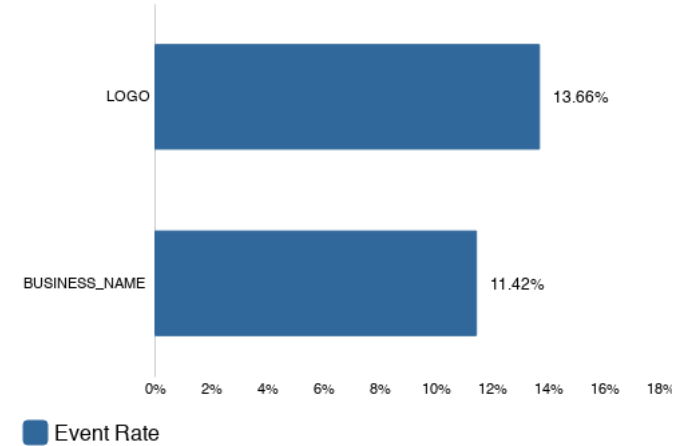
28

Number of Creative Assets

Currently Running



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.