

Digital Marketing Report

Impressions

How many ads were served:

57,135

Clicks

Times a user clicked on an ad

2,256

Events

2,930

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

Your Product Breakout by Impressions



PMax

Event Rate

5.13%

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

**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

Amount spent on the campaign

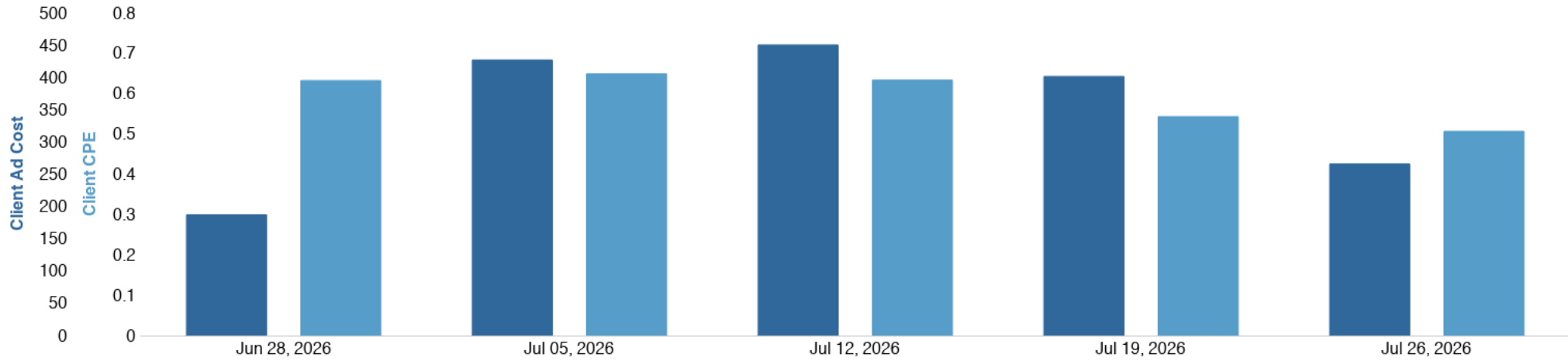
1,732.24

Performance Max Cost-Per-Event

Cost/Events

0.59

Performance Max Week by Week Spend Performance





Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Apex HVAC - HVAC repair services/Homeowners/Retargeting Performance Max	57,135	2,256	3.95%	56.41

Performance Max Creative Group Performance

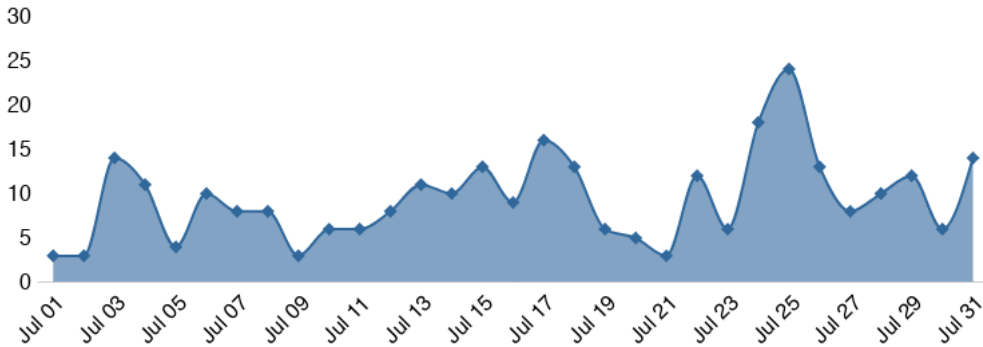
Creative Group Name	Search Themes	Client Ad Cost	Client CPE	Impressions	Events ↓	Event Rate
Apex HVAC - HVAC repair services/Homeowners/Retargeting Performance Max	24 hour HVAC repair,AC maintenance plan,Air conditioner installation near me,Air duct cleaning service,Commercial HVAC maintenance,Commercial refrigeration repair,Ductless air conditioner,Emergency AC repair,Energy efficient air conditioning,Financing for new AC unit,Furnace tune-up,Heat pump repair,Heating and cooling companies,Home air filtration,HVAC for business,HVAC repair services,Local HVAC contractor,New furnace installation,Smart thermostat installation	1,732.21	0.59	57,135	2,930	5.13%
Total		1,732.21	0.59	57,135	2,930	5.13%

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

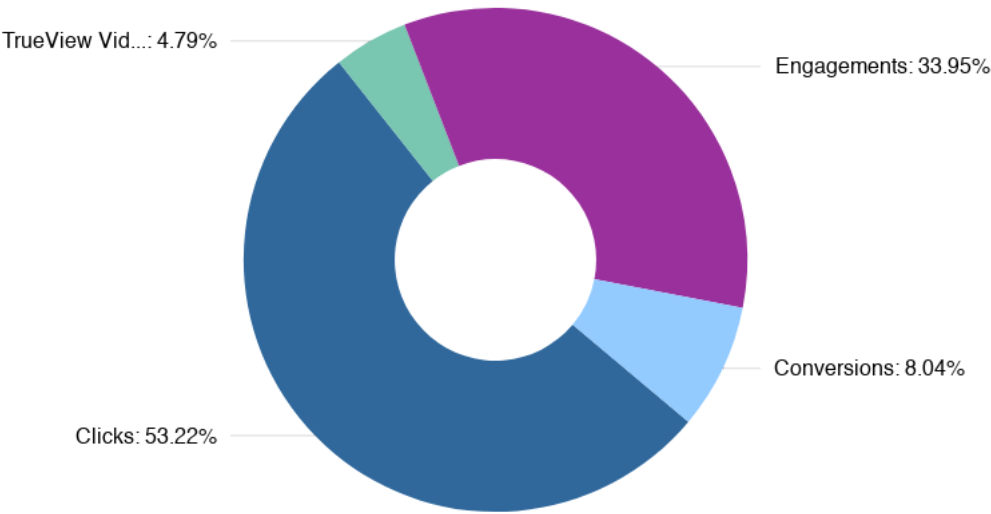


Performance Max Click Conversion Performance

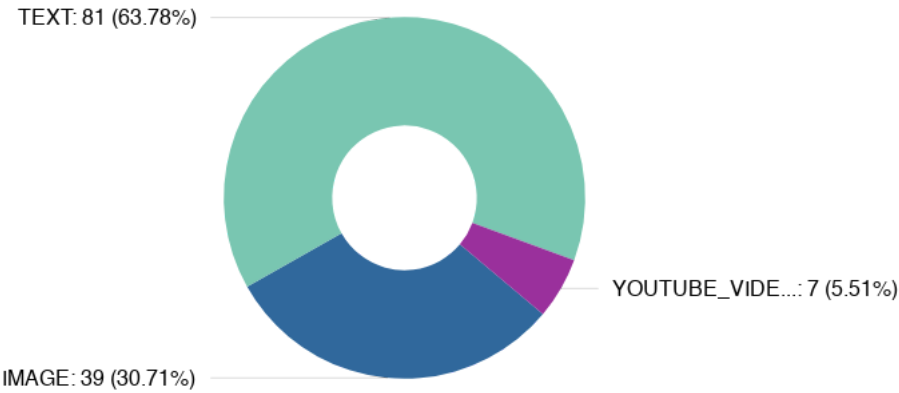
Conversion Action Name	Click Conversions ↓
Apex HVAC Contact Page view	265
Apex HVAC Phone Number Click	16
Apex HVAC Maintenance Page view	4
Apec HVAC Repair Page view	4
About Us	3
Apex HVAC Emergency HVAC Repair Page view	1

"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

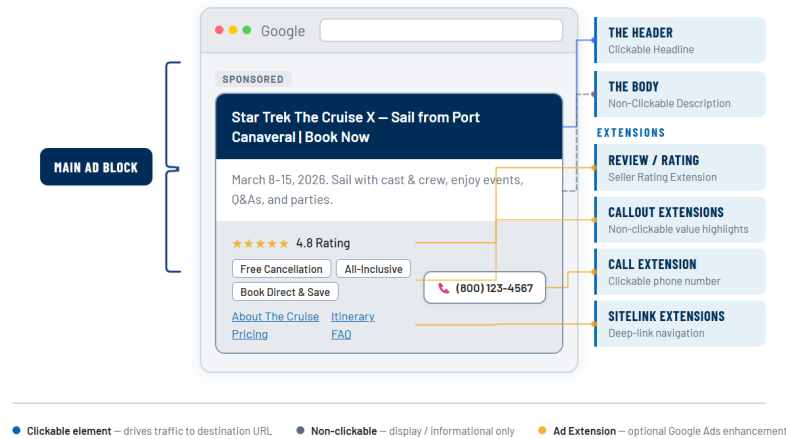
Type	Extension (upgraded)	Impressions	Events	Event Rate ↓	Client Ad Cost	Client CPE
SITELINK	HVAC Services	2,671	411	15.38%	213.69	0.52
SITELINK	Emergency HVAC Repair	2,657	400	15.05%	213.94	0.53
SITELINK	HVAC Installation	2,671	402	15.05%	214.10	0.53
SITELINK	HVAC Maintenance	2,675	401	14.99%	220.35	0.55
SITELINK	Mini Split Installation	2,664	397	14.90%	217.66	0.55

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.

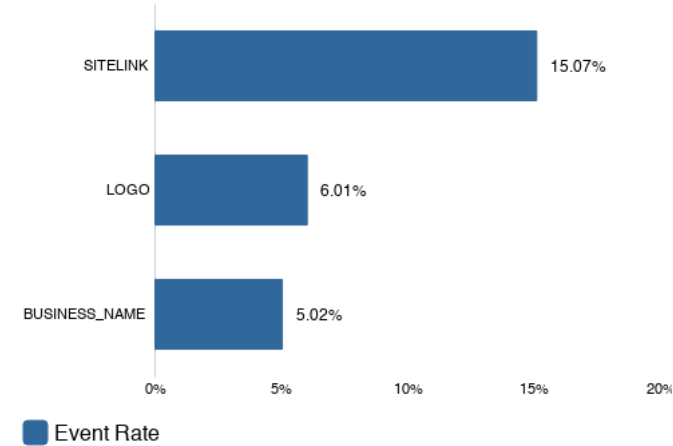
127

Number of Creative Assets

Currently Running



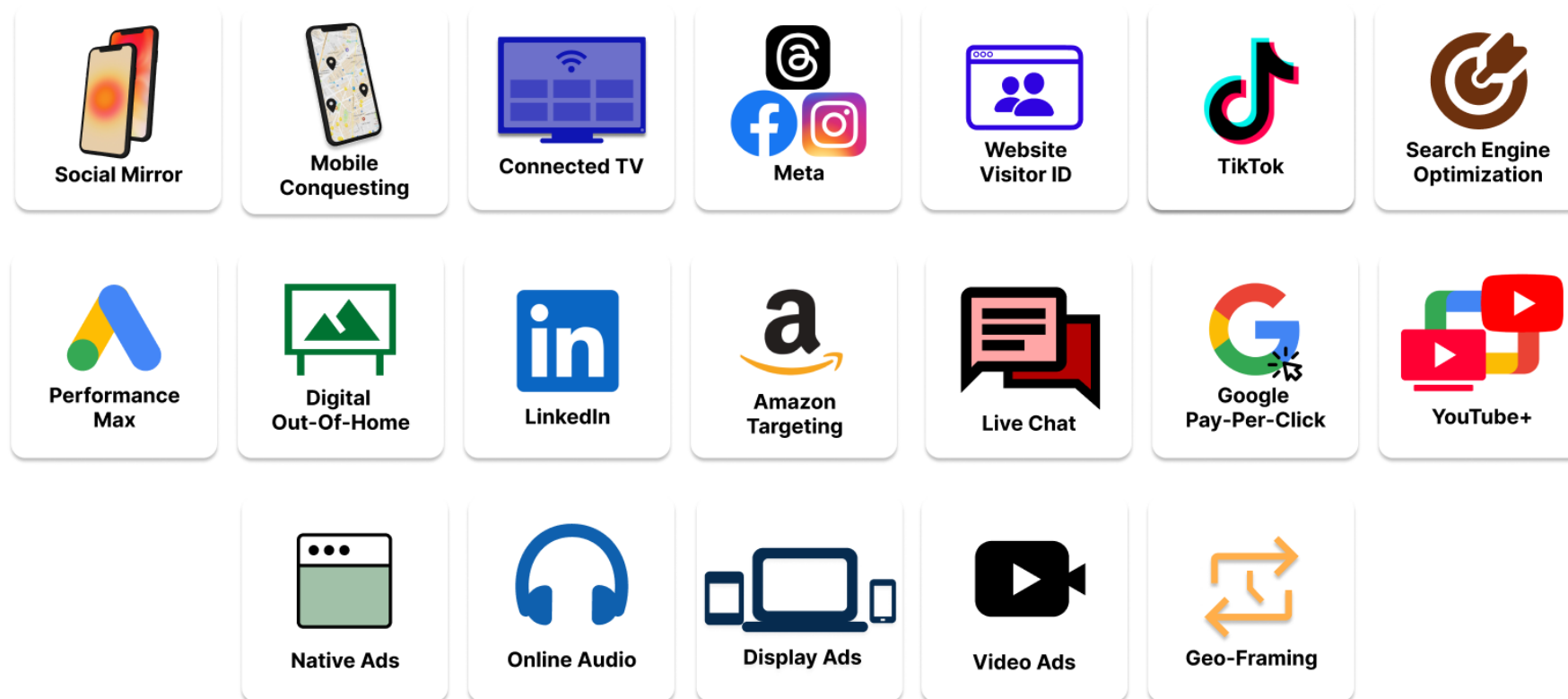
Performance Max Extension Type Performance



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*.



? Your account team is [here to help](#) - reach out with any questions or to explore new ideas.