

Digital Marketing Report

Impressions

How many ads were served:

55,221

Clicks

Times a user clicked on an ad

1,125

Events

1,332

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

Your Product Breakout by Impressions



PMax

Event Rate

2.41%

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

Performance Max Cost

Amount spent on the campaign

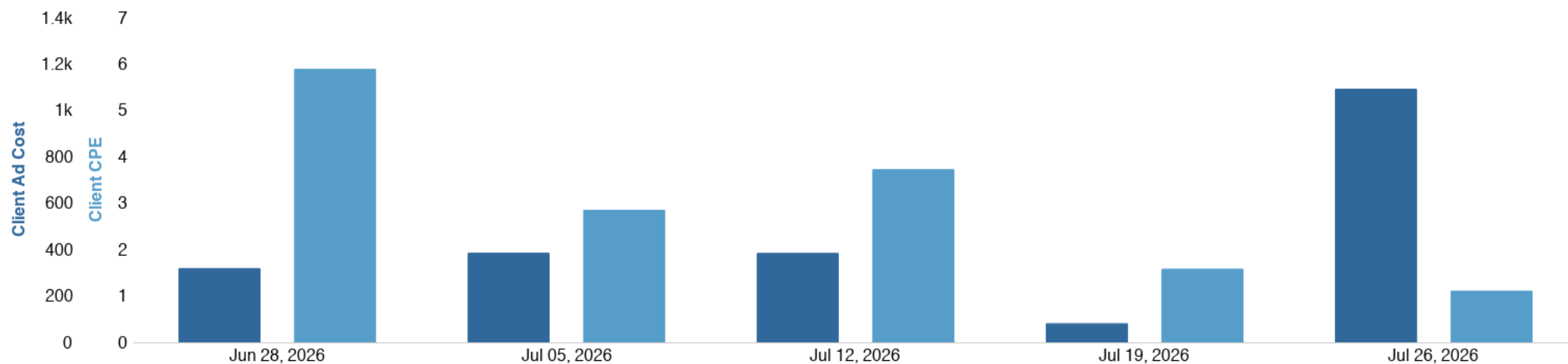
2,257.17

Performance Max Cost-Per-Event

Cost/Events

1.69

Performance Max Week by Week Spend Performance





Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Ross Valley Sanitary District - ADU Sewer/ADU Construction/ADU Permit Performance Max	55,221	1,125	2.04%	29.10

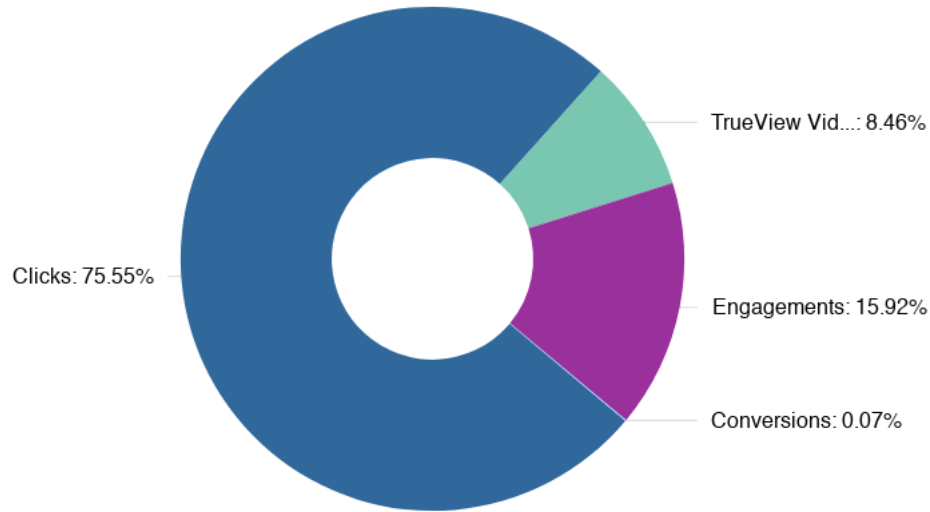
Grid contains more rows, but they have been clipped.

Performance Max Creative Group Performance

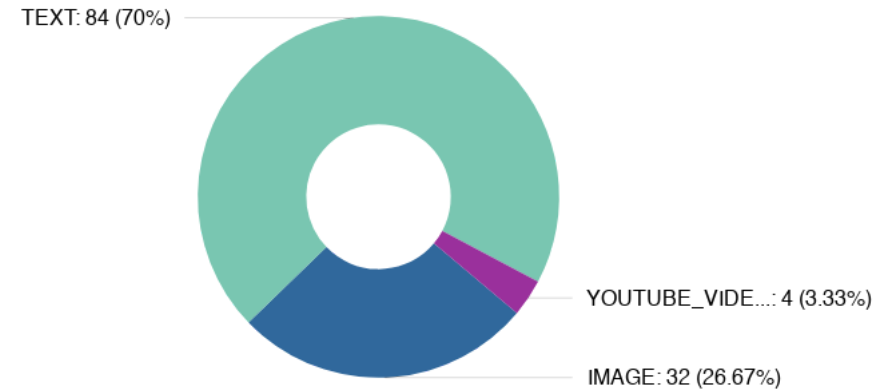
Creative Group Name	Search Themes	Client Ad Cost	Client CPE	Impressions	Events ↓	Event Rate
Ross Valley Sanitary District - ADU Sewer/ADU Construction/ADU Permit Performance Max	Accessory dwelling unit permits Fairfax,Accessory dwelling unit permits Greenbrae,Accessory dwelling unit permits Kentfield,Accessory dwelling unit permits Larkspur,Accessory dwelling unit permits Ross,Accessory dwelling unit permits San Anselmo,Accessory dwelling unit permits Sleepy Hollow,ADU code compliance Fairfax,ADU code compliance Greenbrae,ADU code compliance Kentfield,ADU code compliance Larkspur,ADU code compliance Ross,ADU code compliance San Anselmo,ADU code compliance Sleepy Hollow,ADU construction permit Fairfax,ADU construction permit Greenbrae,ADU construction permit Kentfield,ADU construction permit Larkspur,ADU construction permit Ross,ADU construction permit San Anselmo,ADU construction permit Sleepy Hollow,ADU permit requirements Fairfax,ADU permit requirements Greenbrae,ADU permit requirements Kentfield,ADU permit requirements Larkspur,ADU permit requirements Ross,ADU permit requirements San Anselmo,ADU permit requirements Sleepy Hollow,ADU pre-construction checklist Fairfax,ADU pre-construction checklist Greenbrae,ADU pre-construction checklist Kentfield,ADU pre-construction checklist Larkspur,ADU pre-construction checklist Ross,ADU pre-construction checklist San Anselmo,ADU pre-construction checklist Sleepy Hollow,ADU sewer requirements	2,257.13	1.69	55,221	1,332	2.41%

"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

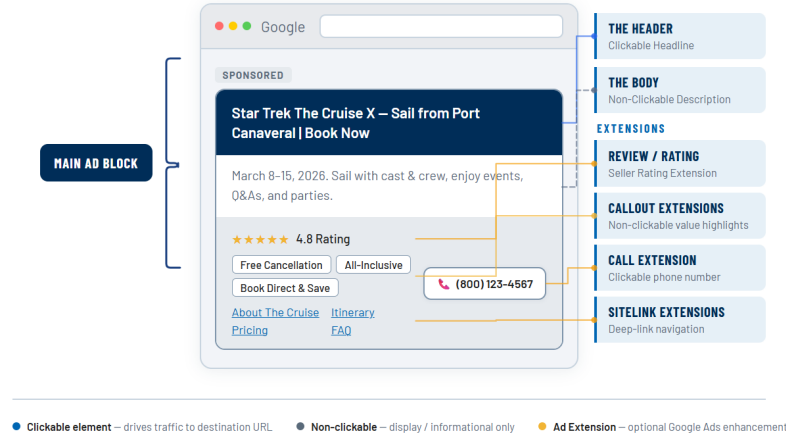
Type	Extension (upgraded)	Impressions	Events	Event Rate ↓	Client Ad Cost	Client CPE
LOGO	https://tpc.google syndication.com/simgad/7940304969581118324	338	21	6.21%	140.87	6.71
LOGO	Ross Valley 1200x1200 PMAX logo.png, https://tpc.google syndication.com/simgad/1671118794698071253	34,886	1,030	2.95%	1,662.42	1.61
BUSINESS_NAME	Ross Valley Sanitary	54,837	1,311	2.39%	2,113.30	1.61

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.

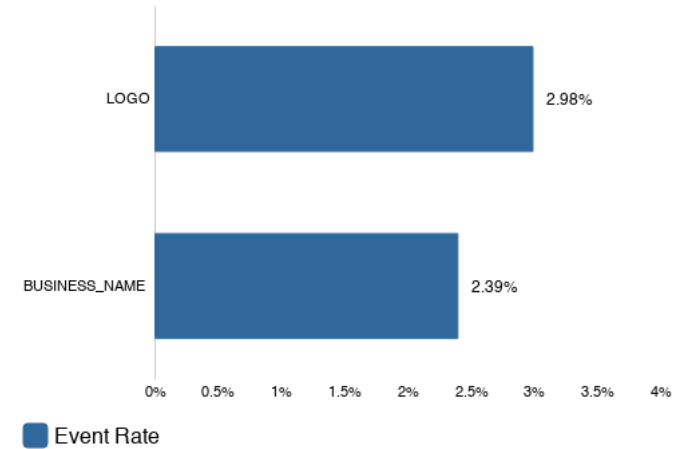


Number of Creative Assets

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.