



Digital Marketing Report

Impressions

How many ads were served:

3,672

Clicks

Times a user clicked on an ad

201

Events

668

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

Your Product Breakout by Impressions



PMax

Event Rate

18.19%

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

**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

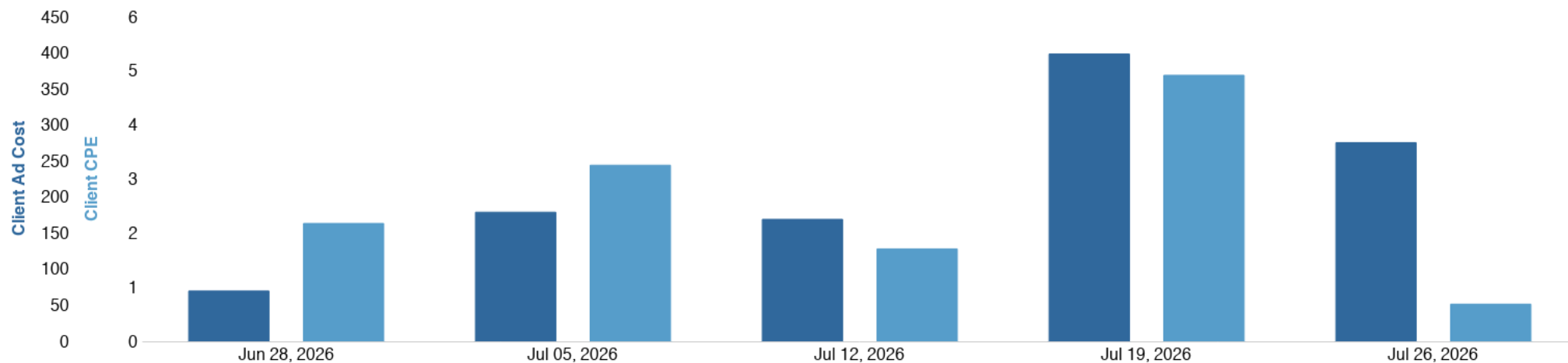
1,092.06

Performance Max Cost-Per-Event

Cost/Events

1.63

Performance Max Week by Week Spend Performance





Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Dynamo Electric - Home Improvement/Generator Installation/Retargeting Performance Max	3,672	201	5.47%	78.20



Performance Max Creative Group Performance

Creative Group Name	Search Themes	Client Ad Cost	Client CPE	Impressions	Events ↓	Event Rate
Dynamo Electric - Home Improvement/Generator Installation/Retargeting Performance Max	automatic backup generator,backup electricity,backup generator systems,backup power for home,best home generator,emergency power for home,generac dealer near me,generac generators,generac installer,generac maintenance,generac service near me,generator company near me,generator estimate,generator financing,generator inspection,generator installation,generator installers near me,generator maintenance plan,generator quote,generator repair,generator replacement,generator service,home backup power,home electrical generator,home generator cost,home stanby generator,licensed generator installer,natural gas generator,power outage protection,power outage solutions,propane generator,residential backup generator,residential generator,standby generator installation,storm preparedness generator,whole home power backup,whole house generator	1,092.05	1.63	3,672	668	18.19%
Total		1,092.05	1.63	3,672	668	18.19%

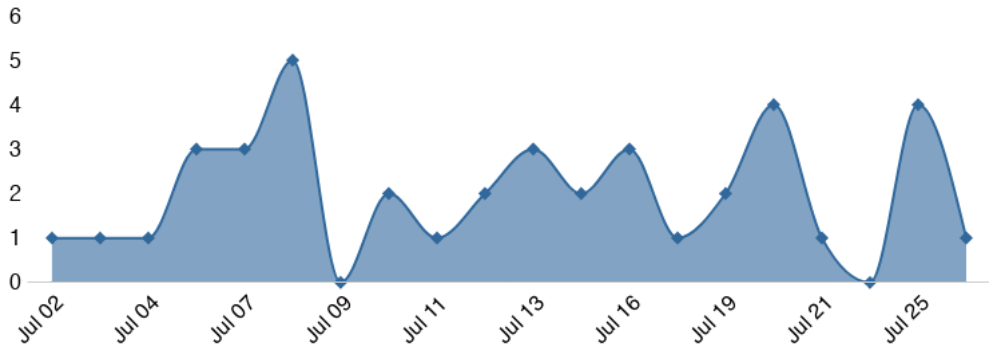


Performance Max Click Conversions



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 ↓
Dynamo Electric Contact Us Page view	18
Dynamo Electric Requests Forms Click Conversion	5
Dynamo Electric Generators Page view	5
Dynamo Electric Generator Maintenance VA Page view	4
Dynamo Electric House Generators Page view	2
Dynamo Electric Free Estimates Page view	2
Dynamo Electric Power Pro Dealer Page view	1
Dynamo Electric Click to Call Conversion	1

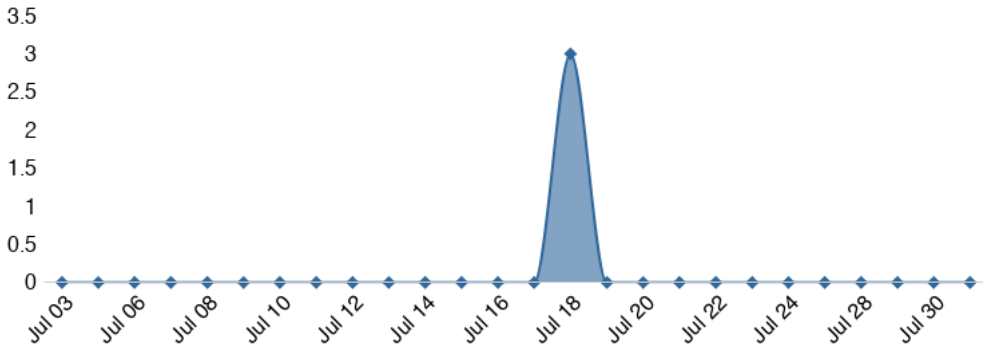


Performance Max View-through Conversions



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

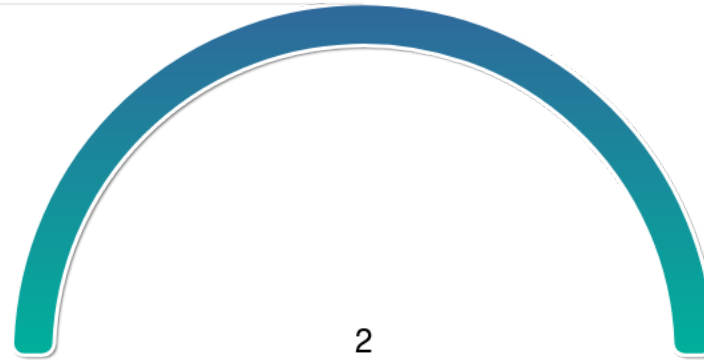


Performance Max View-through Conversion Performance

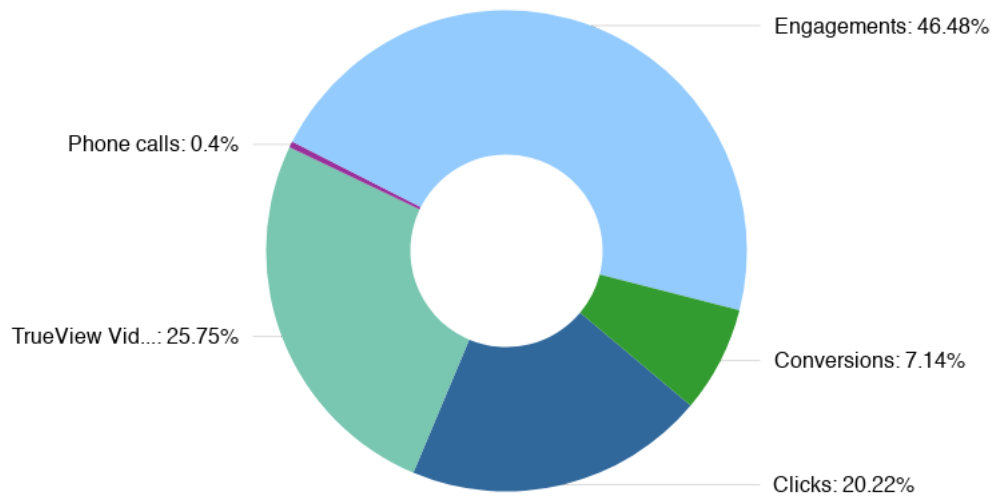
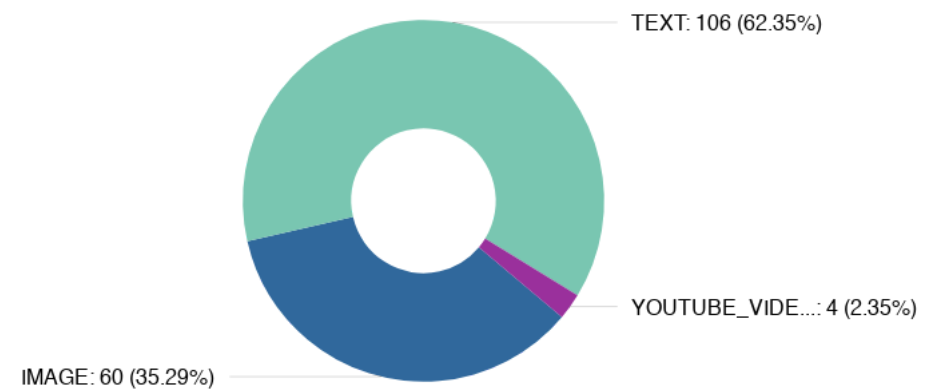
Conversion Action Name	View-through Conversions ↓
Dynamo Electric Homepage Visits	3

**Performance Max Other Google Conversions** - these are automatic conversions Google tracks based on actions taken from your ads

Calls from ads: 100%



"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

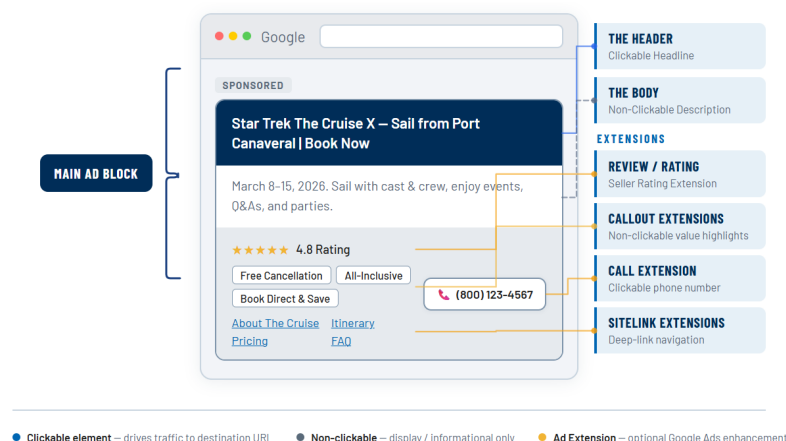
Type	Extension (upgraded)	Impressions	Events	Event Rate ↓	Client Ad Cost	Client CPE
SITELINK	Be prepared for power outage., Stocked and ready to install, Power Outage	1,646	547	33.23%	642.78	1.18
SITELINK	Generac Generator maint and repair., Contact our generac team, Generac Maint & Repair	1,661	548	32.99%	750.36	1.37
SITELINK	Connect your Wi-Fi Generator, Get Connected, Generac Power Pro Dealer	1,635	533	32.62%	593.55	1.11
SITELINK	Generators that power entire home., Don't lose power again, Whole House Generators	1,656	528	31.89%	599.50	1.14
CALLOUT	Storm Readiness	140	42	29.76%	289.49	6.95

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.

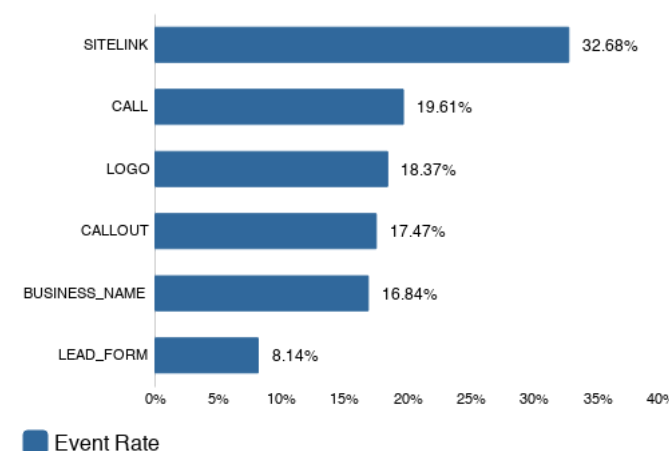
170

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.



Performance Max Call Reporting Details

Date	Client ↑	Client Phone Number	Phone calls
Jul 02, 2026	Dynamo Electric	757-220-2067	1
Jul 14, 2026	Dynamo Electric	757-220-2067	1
Jul 15, 2026	Dynamo Electric	757-220-2067	1
Jul 23, 2026	Dynamo Electric	757-220-2067	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.



64

CHATS

23

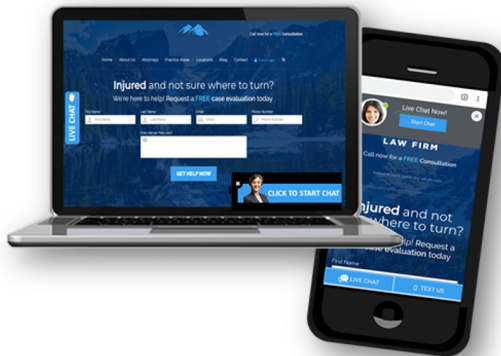
LEADS

16

BILLABLE LEADS

25.00%

CHAT VS LEAD RATIO



Chats: Number of people that started a chat

Leads: Number of Visitors that started a chat and converted into a lead

Billable Leads: Leads classified as Sales Leads

Chat vs. Lead Ratio: $(\text{Billable Leads} / \text{Chats}) \times 100$

Note: Data is updated once daily. Chats and Leads will update during the next day's sync.



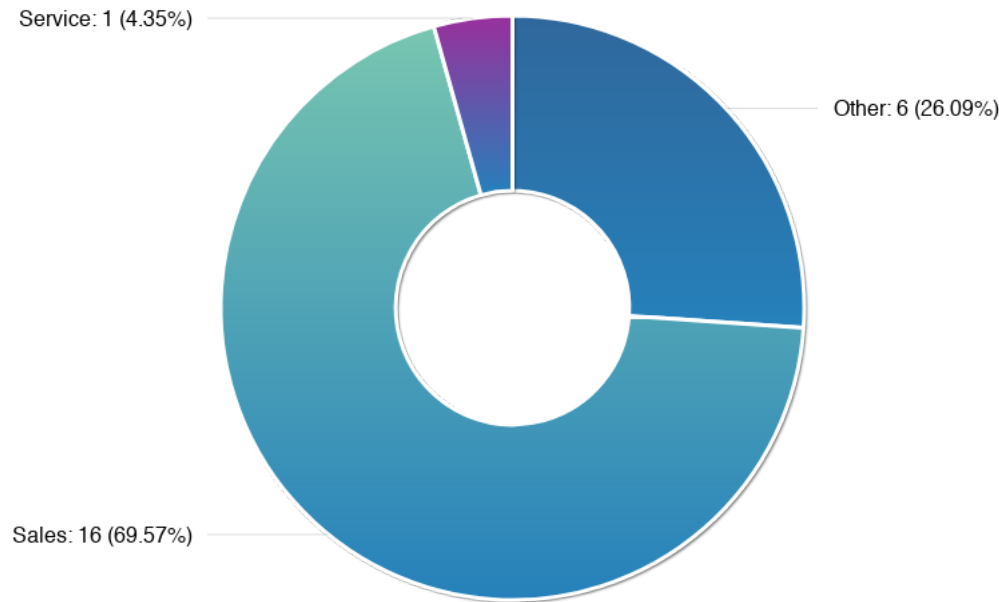
Grid contains more rows, but they have been clipped.

Live Chat Submission Details

Date ↑	Client	Chat ID	Lead Type Name	Name	Phone Number	Email	Attempted Calls	Completed Calls	Leads Count
Total							13	13	23
Jul 06, 2026	Dynamo Electric	79741561	Other	Kathy (Test)		kyevak@sky4tv.com	3	3	1
Jul 06, 2026	Dynamo Electric	79742985	Other	Bobby	7578761826	bhigh@sky4tv.com	1	1	1
Jul 06, 2026	Dynamo Electric	79743124	Other	Test	7578761826		1	1	1
Jul 06, 2026	Dynamo Electric	79744613	Sales	Nancy Bash	5712321873	music@nancyscimone.com	1	1	1
Jul 08, 2026	Dynamo Electric	79767708	Sales	Brad Fewell	4843547411	bradfewell400@gmail.com	0	0	1
Jul 08, 2026	Dynamo Electric	79768652	Sales	Amy Ryan	7572927809	amyrryan16@gmail.com	0	0	1
Jul 08, 2026	Dynamo Electric	79778099	Sales	Mrs Troy Gibbs	5713183640	chuckandtroy@gmail.com	1	1	1
Jul 09, 2026	Dynamo Electric	79791171	Sales	Rene Brown	7572292137	questing1@gmail.com	1	1	1
Jul 09, 2026	Dynamo Electric	79794477	Other	Jim Yates	5854559830	jyates11737@gmail.com	1	1	1
Jul 10, 2026	Dynamo Electric	79807079	Sales	Craig Jones	8082826807	jonesfamily9441@gmail.com	1	1	1
Jul 11, 2026	Dynamo Electric	79818406	Service	Mary Fitzgerald	4803164084		0	0	1
Jul 11, 2026	Dynamo Electric	79825555	Sales	James Long	6232293893		0	0	1
Jul 12, 2026	Dynamo Electric	79836394	Sales	JP	7574341143	jpalacio75@gmail.com	0	0	1



Lead Type Performance



What are the different Lead types?

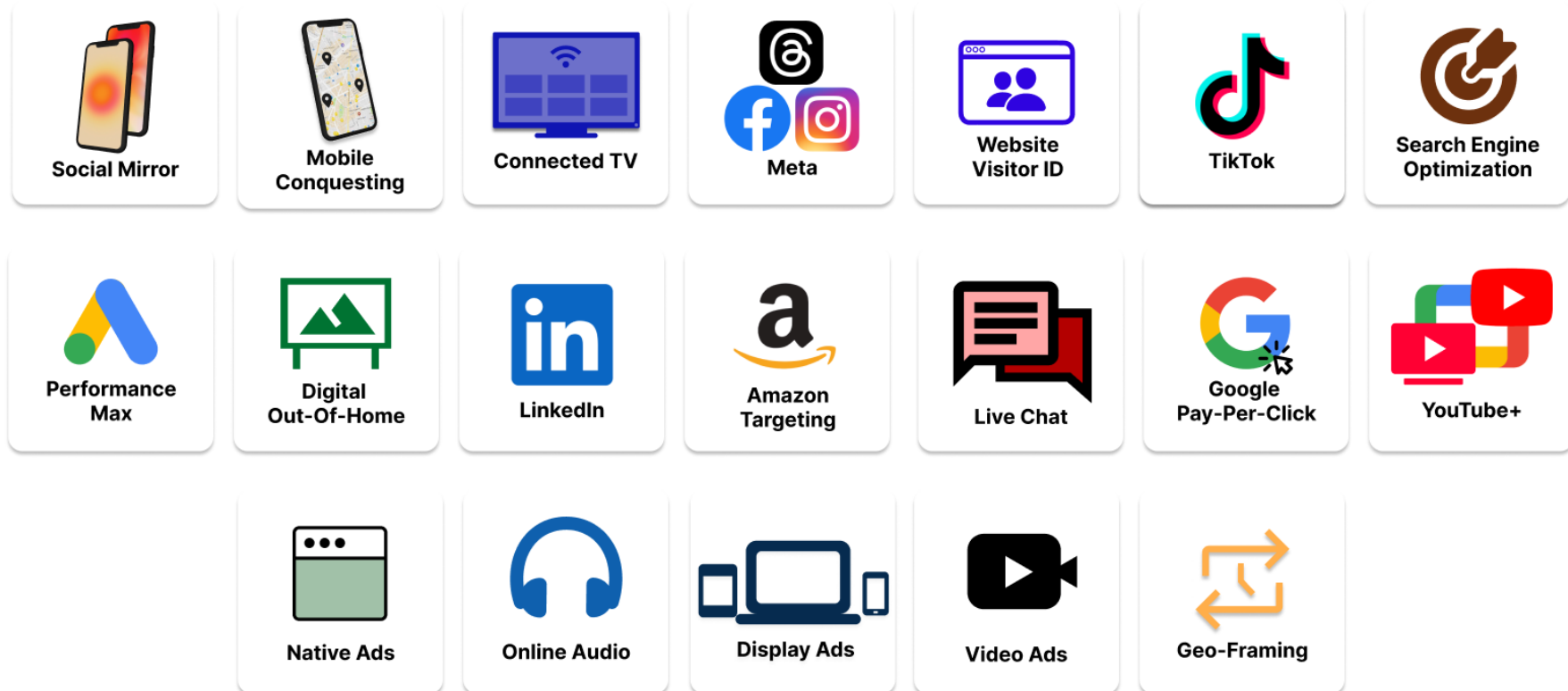
Sales Lead: (Billable) Someone we've chatted with where we've obtained the visitor's name and contact information (phone number and/or email address), what the visitor is looking for is offered by the business, and the visitor falls within the businesses geographic coverage area. This lead type is billable.

Service Lead: (Non-Billable) An existing client of the business - they may be trying to reschedule an appointment or get in touch with their account manager, etc. This lead type is non-billable.

Other Lead: (Non-Billable) Someone who's outside of the geographic coverage area, someone looking for a service the business doesn't offer, looking for a job, etc. This lead type is non-billable.



All available products in our *toolbox*.



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