

Digital Marketing Report

Impressions

How many ads were served:

103,013

Clicks

Times a user clicked on an ad

323

Click-Through Rate

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

0.31%

Your Product Breakout by Impressions



Social
Mirror

CTV Completion Rate

5.77%

Percentage of users who watched the video from start
to finish

Total Engagement Rate

0.31%

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

X the National Average

4.48

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.

Spend Performance

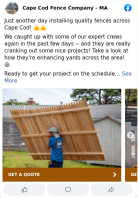
Does not include management fee



Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Cape Cod Fence - Fences/Pools/New Movers Behavioral Social Mirror	52,554	216	0.41%	5.87
Cape Cod Fence - Keyword Social Mirror	50,459	107	0.21%	3.03

Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
Thumbnail not available	Cape Cod Fence_Social Mirror_6.22.26_Our expert crews	49,845	143	0.29%	4.10
Thumbnail not available	Cape Cod Fence_Social Mirror_Thinking about making your backyard	43,889	92	0.21%	2.99
	Cape Cod Fence_Social Mirror_7.29.26_Just another day	4,686	56	1.20%	17.07
	Cape Cod Fence_Social Mirror_7.29.26_Project of the Week	4,593	32	0.70%	9.95

Social Mirror Creative AI Performance

Creative			Preview Link	Percentage Served ↓	CTR
Creative Name	Variant Name	Creative Format			
Cape Cod Fence_Social Mirror_Thinking about making your backyard	Variant: V_00015	Video	Click to View	6.13%	0.80%
Cape Cod Fence_Social Mirror_6.22.26_Our expert crews	Variant: Original	Carousel	Click to View	5.13%	1.19%
Cape Cod Fence_Social Mirror_6.22.26_Our expert crews	Variant: V_00012	Carousel	Click to View	4.80%	1.23%
Cape Cod Fence_Social Mirror_Thinking about making your backyard	Variant: V_00013	Video	Click to View	4.37%	0.59%
Cape Cod Fence_Social Mirror_Thinking about making your backyard	Variant: V_00010	Video	Click to View	3.78%	0.48%
Cape Cod Fence_Social Mirror_Thinking about making your backyard	Variant: V_00008	Video	Click to View	3.68%	0.63%
Cape Cod Fence_Social Mirror_6.22.26_Our expert crews	Variant: V_00002	Carousel	Click to View	3.54%	1.05%
Cape Cod Fence_Social Mirror_6.22.26_Our expert crews	Variant: V_00008	Carousel	Click to View	3.31%	0.97%
Cape Cod Fence_Social Mirror_Thinking about making your backyard	Variant: V_00011	Video	Click to View	3.17%	0.63%
Cape Cod Fence_Social Mirror_6.22.26_Our expert crews	Variant: V_00014	Carousel	Click to View	3.02%	0.86%

Social Mirror Ad Screenshots

Cape Cod Fence_Social Mirror_7.29.26_Project of the Week	
Screenshot	

BARCK+ Zip Code Performance

Zip Code	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
02536	9,621	20	0.21%	2.97
02601	9,191	35	0.38%	5.44
02649	8,712	31	0.36%	5.08
02645	5,591	38	0.68%	9.71
02631	4,874	9	0.18%	2.64
02532	4,853	11	0.23%	3.24
02664	4,843	10	0.21%	2.95
02657	4,333	13	0.30%	4.29
02642	4,048	13	0.32%	4.59
02632	3,900	18	0.46%	6.59
02660	3,699	7	0.19%	2.70
02563	3,515	9	0.26%	3.66
02673	3,040	5	0.16%	2.35
02653	2,492	10	0.40%	5.73
02559	2,392	6	0.25%	3.58
02633	2,174	4	0.18%	2.63
02648	2,128	1	0.05%	0.67
02675	2,012	4	0.20%	2.84
02639	1,943	10	0.51%	7.35
02540	1,741	6	0.34%	4.92

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	65,575	241	0.37%
Desktop	A personal computing device that remains stationary at one location.	23,900	50	0.21%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	13,538	32	0.24%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
nypost.com	2,181	6	0.28%
bostonglobe.com	2,109	4	0.19%
TeamReach – Your Team App	2,101	2	0.10%
ruralsprout.com	1,965	8	0.41%
imdb.com	1,890	2	0.11%
huffpost.com	1,279	4	0.31%
usatoday.com	1,200	4	0.33%
themompack.com	1,164	5	0.43%
capedays.com	1,007	0	0.00%
obsessedlawn.com	1,005	1	0.10%
theScore: Sports News & Scores	953	1	0.10%
capecodtimes.com	938	2	0.21%
T-Mobile Play	873	0	0.00%
petmaximalist.com	870	1	0.11%
newrepublic.com	816	1	0.12%
tmz.com	789	1	0.13%
enterpriseneews.com	667	3	0.45%
apnews.com	655	1	0.15%
kindnessstorieshub.com	625	0	0.00%
realclearpolitics.com	586	0	0.00%

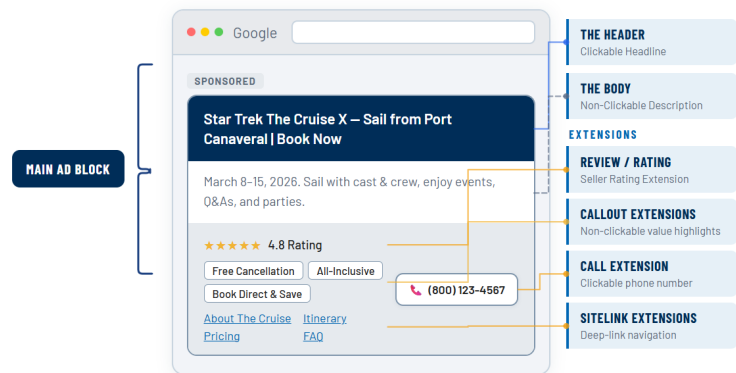
Cost: Amount Spent on the PPC campaign. You are charged when a Click occurs on an ad.

Avg. CPC: The amount paid for your Ads divided by your total Clicks.

Note: Costs do not include management fee

"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.

Because a single ad can display multiple extensions at the same time, this data overlaps. As a result, the combined metrics (Impressions, Clicks, CTR, Cost, & Avg. CPC) for all extensions will appear much higher than the actual overall campaign totals.



● Clickable element – drives traffic to destination URL ● Non-clickable – display / informational only ● Ad Extension – optional Google Ads enhancement

This report shows many times an ad was clicked that contained that extension, not how many people clicked on that specific extension itself.

URL Click: When users click on the final URL in an ad.

Headline Click: Clicks on the ad's main headline, which also leads users to the main landing page.

Sitelink Click: When a user clicks on one of the sitelink extensions that links then directly to a specific page on your site.

Get Location Details Click: When a user clicks in to expand the client's location in the Maps section of the search results list.

Phone Calls Click: When a user clicks to call your business (includes hang ups after the click - will be less than the completed calls reported in the Conversion section).

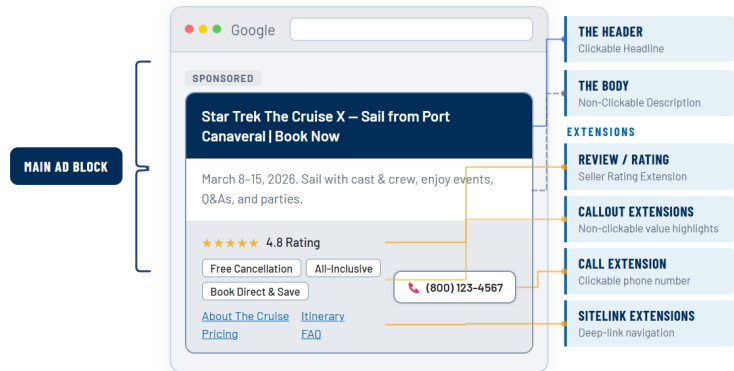
Driving Directions Click: When a user clicks on the "Get Directions" link within an ad.

Location Expansion: Clicks on ads shown to users near or interested in locations similar to those targeted in the campaign.

"Calls Count" is 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.

"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.

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.



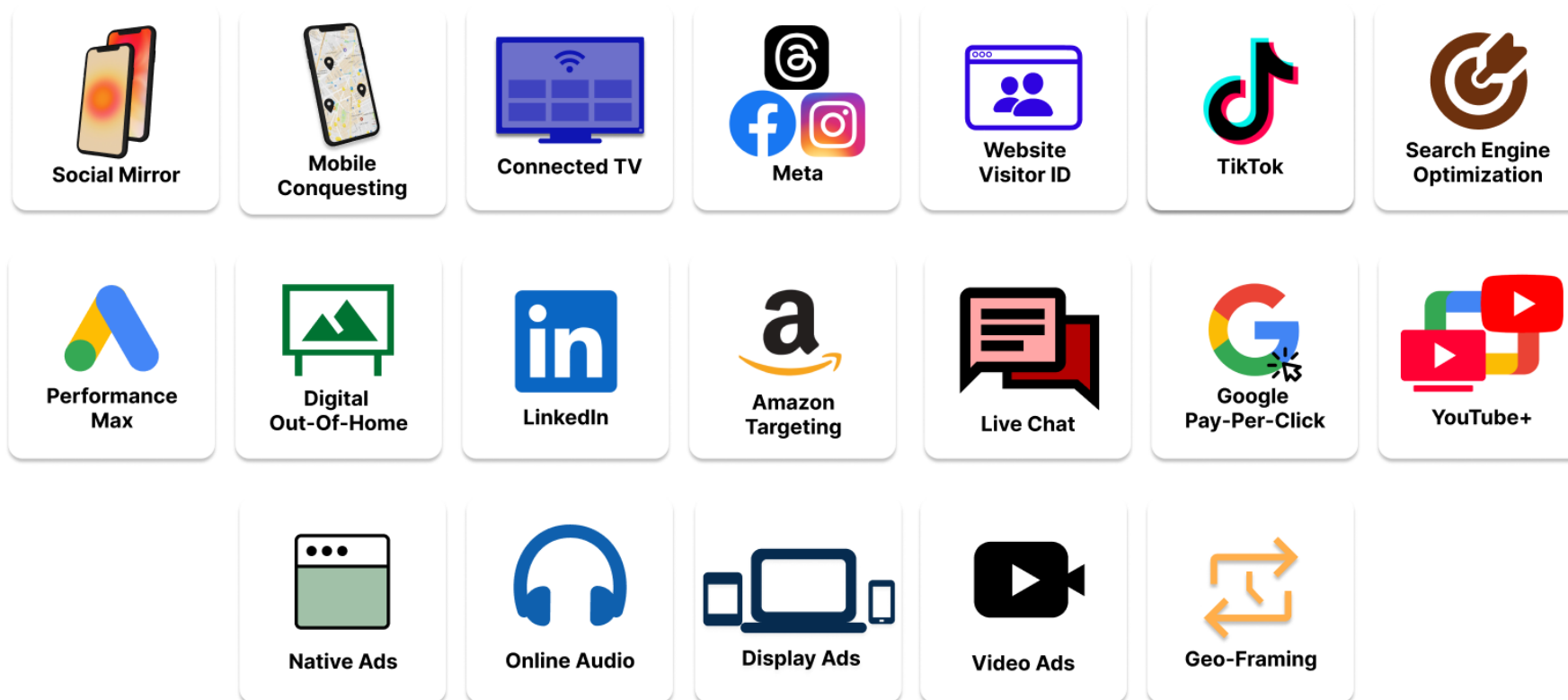
● Clickable element – drives traffic to destination URL ● Non-clickable – display / informational only ● Ad Extension – optional Google Ads enhancement

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.