

Digital Marketing Report

Impressions

How many ads were served:

41,013

Clicks

Times a user clicked on an ad

3,233

Click-Through Rate

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

7.88%

Your Product Breakout by Impressions



PMax

Events

6,576

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

Event Rate

16.03%

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

Total Engagement Rate

8.06%

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

X the National Average

112.61

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.

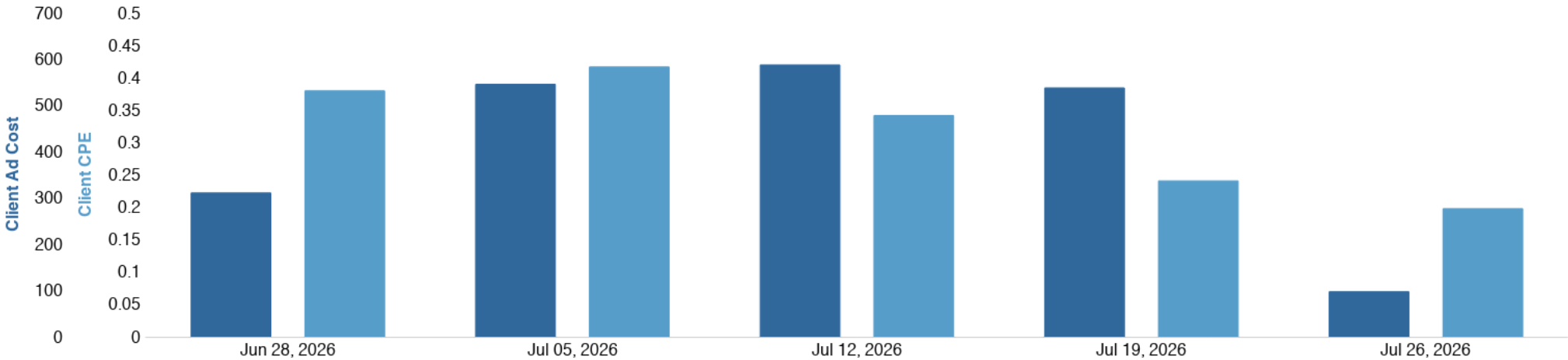
Performance Max Cost



Performance Max Cost-Per-Event



Performance Max Week by Week Spend Performance





Line Item Performance

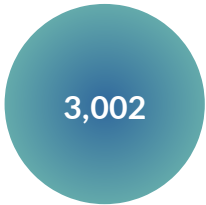
Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Little Mexico Campground - Campgrounds/Family Vacation/Campsites	41,013	3,233	7.88%	112.61



Performance Max Creative Group Performance

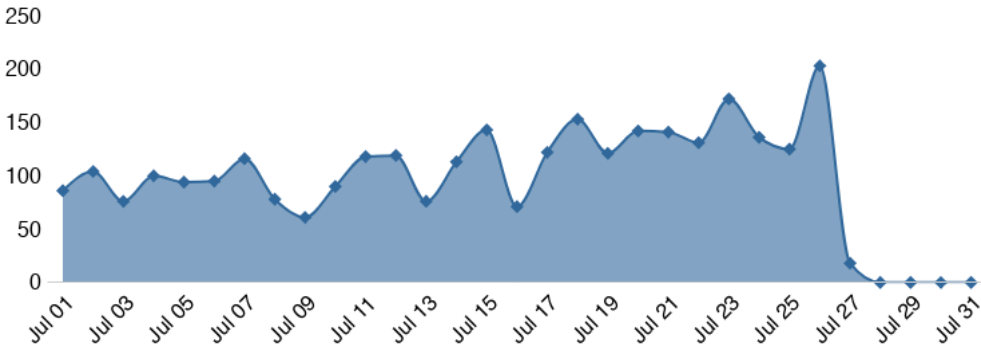
Creative Group Name	Search Themes	Client Ad Cost	Client CPE	Impressions	Events ↓	Event Rate
Little Mexico Campground - Campgrounds/Family Vacation/Campsites	affordable campsites,big rig friendly,cabin rentals PA,Campgrounds,camping reservations,campsites near Knoebels,campsites with pool,central PA campgrounds,family vacation spots,family-friendly camping,outdoor recreation PA,pet-friendly campgrounds,quiet campgrounds,riverfront camping,RV parks near me,seasonal campsites,tent camping Pennsylvania,weekend camping spots	2,080.13	0.32	41,013	6,576	16.03%
Total		2,080.13	0.32	41,013	6,576	16.03%

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

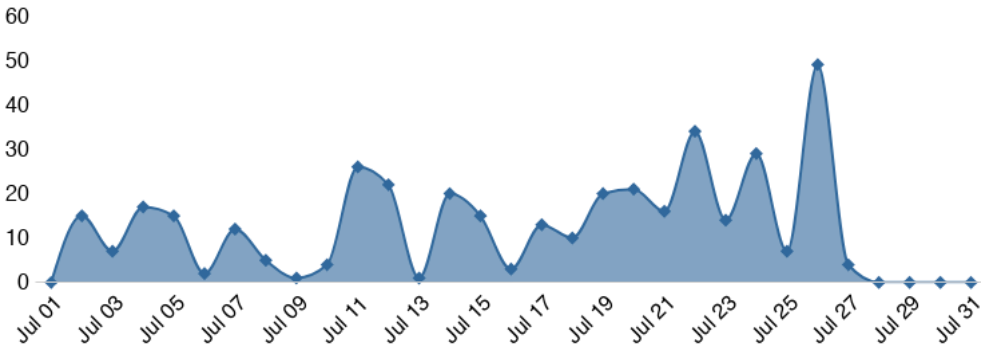
Conversion Action Name	Click Conversions ↓
Little Mexico Campground Campsites Page View	778
Little Mexico Campground Map Rules Page View	708
Little Mexico Campground Cabins Page View	663
Little Mexico Campground Activities Page View	388
Little Mexico Campground Attractions Page View	239
Little Mexico Campground Amenities Page View	226

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

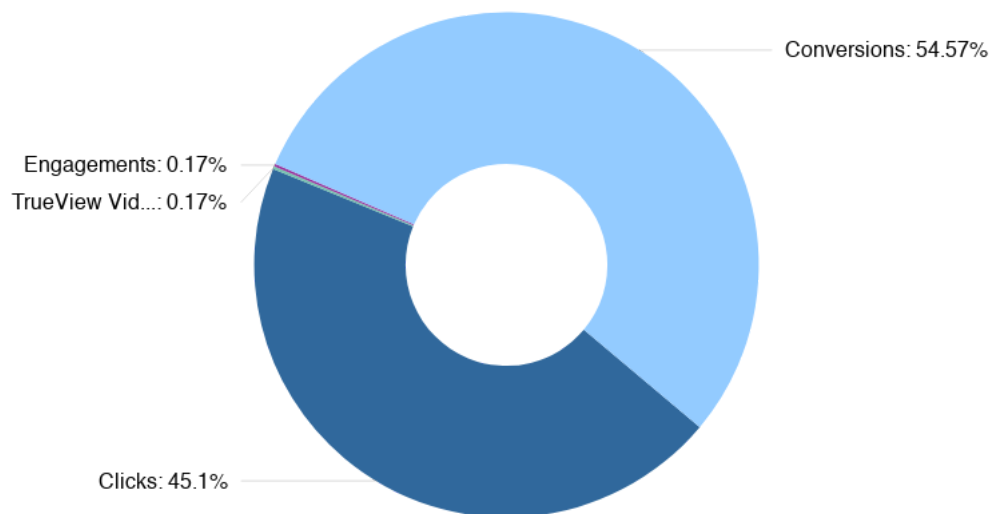


Performance Max View-through Conversion Performance

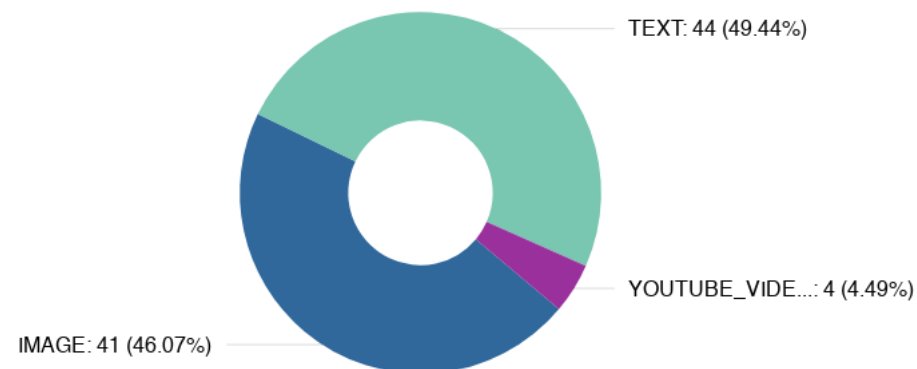
Conversion Action Name	View-through Conversions ↓
Little Mexico Campground Homepage Visits	124
Little Mexico Campground Campsites Page View	70
Little Mexico Campground Map Rules Page View	61
Little Mexico Campground Activities Page View	47
Little Mexico Campground Cabins Page View	33
Little Mexico Campground Attractions Page View	23
Little Mexico Campground Amenities Page View	23

"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

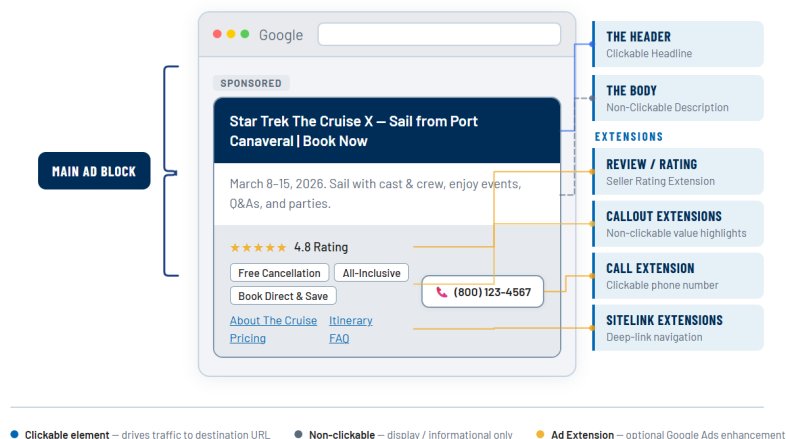
Type	Extension (upgraded)	Impressions	Events	Event Rate ↓	Client Ad Cost	Client CPE
SITELINK	Schedule Of Activities	4,930	2,875	58.31%	961.92	0.33
SITELINK	Our Amenities	4,856	2,831	58.30%	912.13	0.32
SITELINK	Cabin Rentals	4,816	2,667	55.39%	902.18	0.34
SITELINK	Campsites Available	4,261	2,011	47.20%	664.30	0.33
SITELINK	Photo Gallery	4,478	1,953	43.61%	659.34	0.34

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.

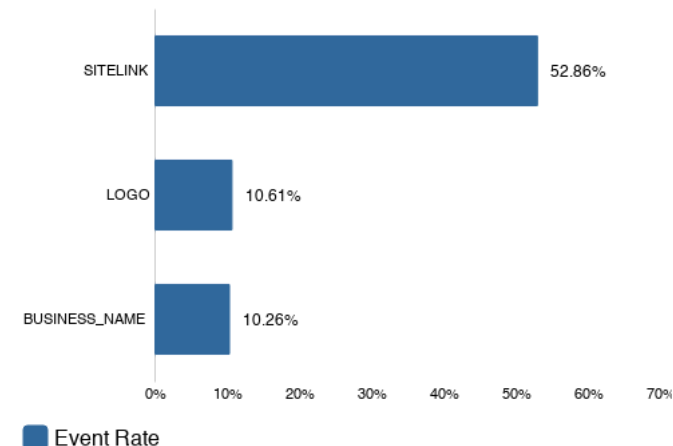
89

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.