

Digital Marketing Report

Impressions

How many ads were served:

67,980

Clicks

Times a user clicked on an ad

1,900

Events

2,265

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

Your Product Breakout by Impressions



PMAX

Event Rate

3.33%

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

**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.*

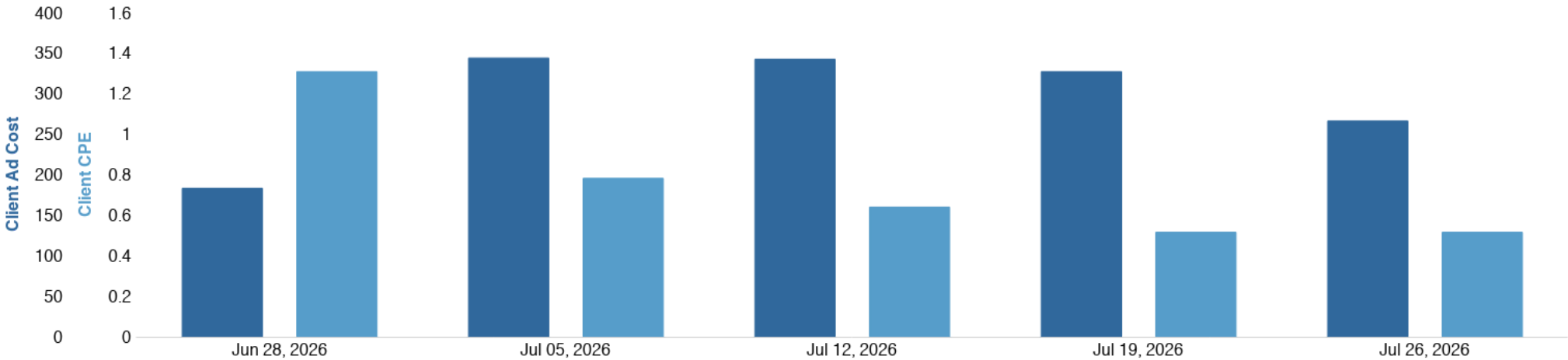
Performance Max Cost



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%)
Meck-Tech Inc - Civil Engineering Services/Construction Stakeout/Site Planning Performance Max	60,626	1,641	2.71%	38.67
Meck-Tech Inc - Municipal Eng/City Eng/Land Development Eng Performance Max	7,354	259	3.52%	50.31

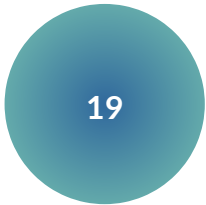


Performance Max Creative Group Performance

Grid contains more rows, but they have been clipped.

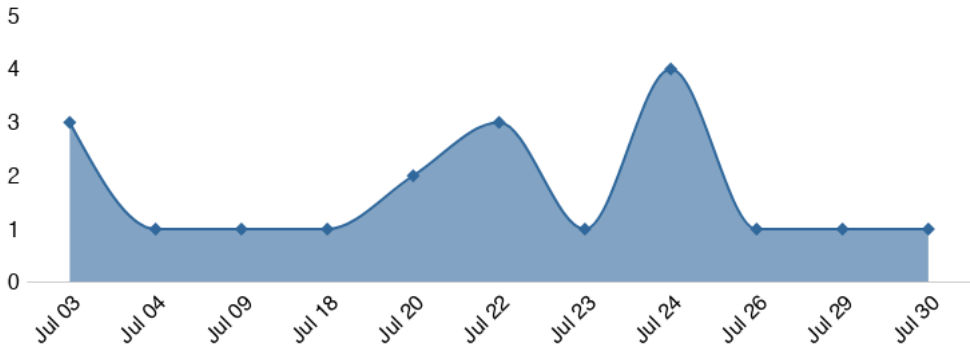
Creative Group Name	Search Themes	Client Ad Cost	Client CPE	Impressions	Events ↓	Event Rate
Meck-Tech Inc - Civil Engineering Services/Construction Stakeout/Site Planning Performance Max	ALTA surveys,as-built surveys,boundary surveys,bridge design engineering,civil engineering projects,civil engineering services,commercial land development,concrete testing services,construction inspection services,construction materials testing,construction stakeout,environmental due diligence,environmental engineering consulting,erosion and sediment control plan,foundation engineering services,geotechnical engineering firms,geotechnical site investigation,land development engineering,land planning services,land surveying companies,municipal engineering services,NPDES permitting,public works engineering,residential land development,retaining wall design,roadway design services,site planning and design,soil testing lab,stormwater management design,structural engineering consultants,subdivision design,topographic surveys,transportation engineering,utility design engineering,wastewater engineering	1,321.50	0.67	60,626	1,973	3.25%

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

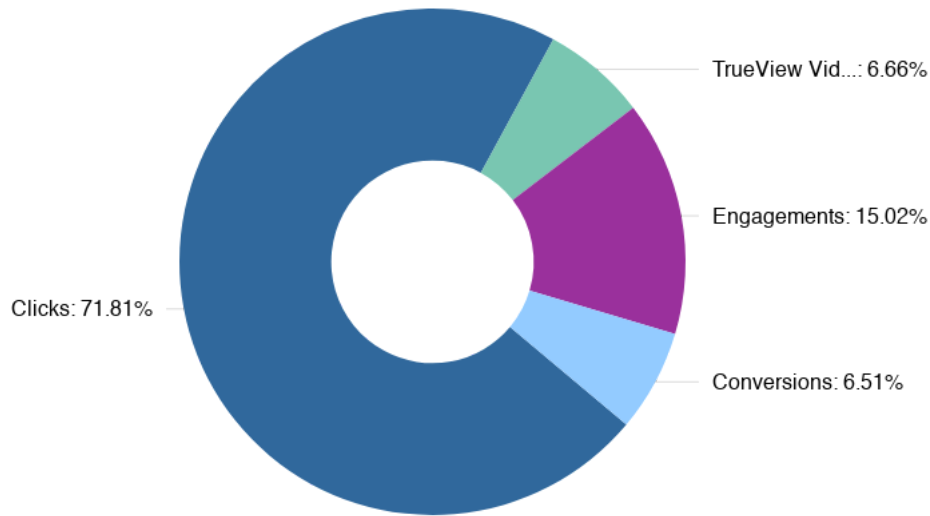


Performance Max Click Conversion Performance

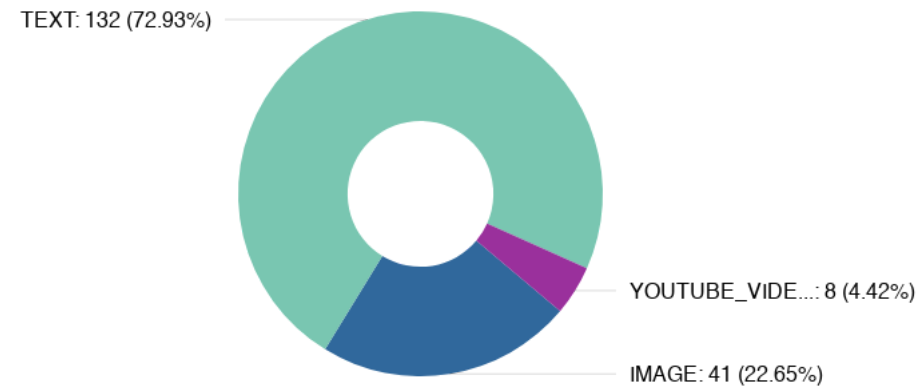
Conversion Action Name	Click Conversions ↓
Meck-Tech Inc Call Click Conversion	6
Meck-Tech Inc Get to Know Us Page View	5
Meck-Tech Inc Email Click Conversion	3
Meck-Tech Inc Land Survey Page View	2
Meck-Tech Inc Engineering Page View	1
Meck-Tech Inc Homeowner Page View	1
Meck-Tech Inc Commercial Page 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

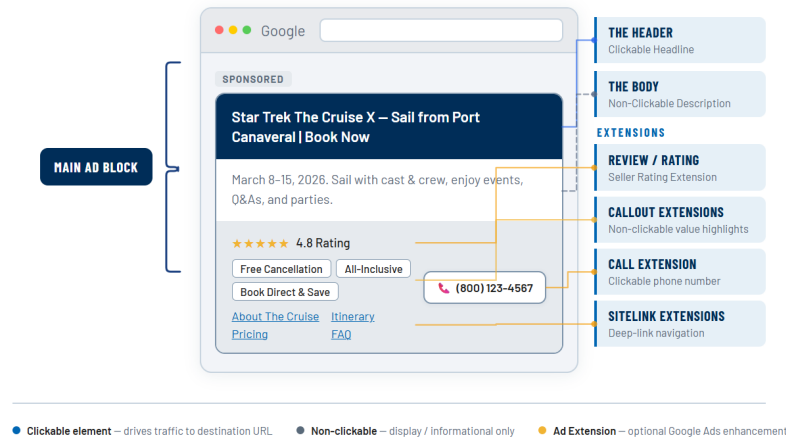
Type	Extension (upgraded)	Impressions	Events	Event Rate ↓	Client Ad Cost	Client CPE
SITELINK	Subdivision Design	1,171	165	14.09%	122.31	0.74
SITELINK	Get To Know Us	1,186	166	14.00%	151.49	0.91
SITELINK	PADEP Permitting	1,189	166	13.96%	144.59	0.87
SITELINK	Knowledge Base	1,147	154	13.43%	61.22	0.40
SITELINK	About Us	1,209	161	13.32%	177.05	1.10

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.

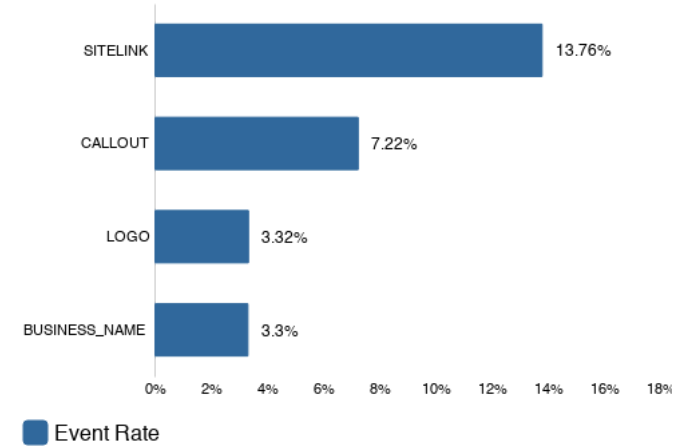
181

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.