

Digital Marketing Report

Impressions

How many ads were served:

27,178

Clicks

Times a user clicked on an ad

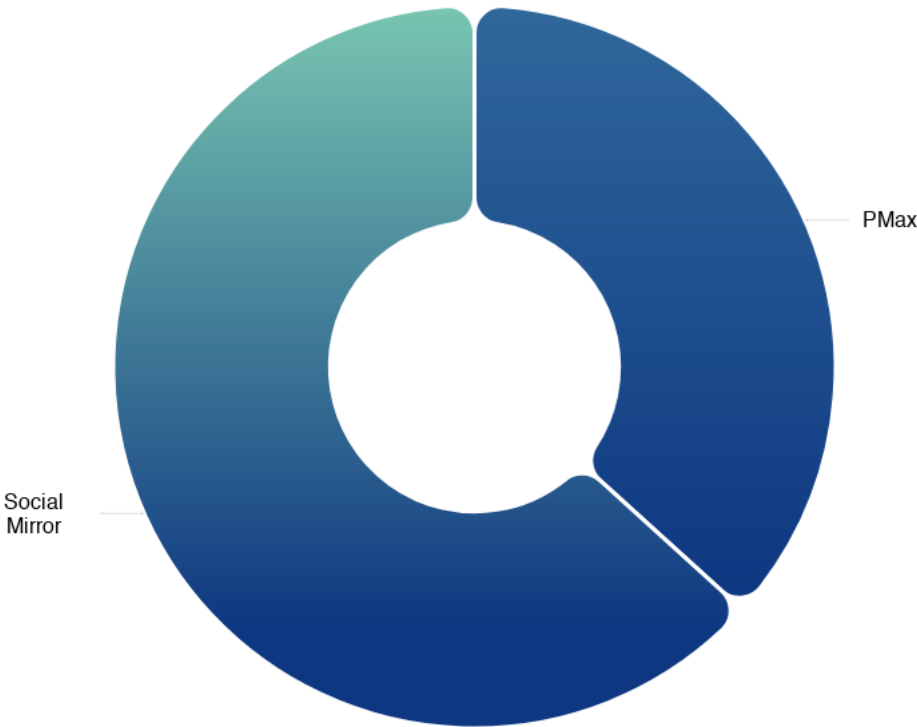
698

Click-Through Rate

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

0.25%

Your Product Breakout by Impressions



CTV Completion Rate

70.22%

Percentage of users who watched the video from start to finish

Events

1,204

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

Event Rate

12.07%

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

Total Engagement Rate

0.25%

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

X the National Average

3.57

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

Amount spent on the campaign

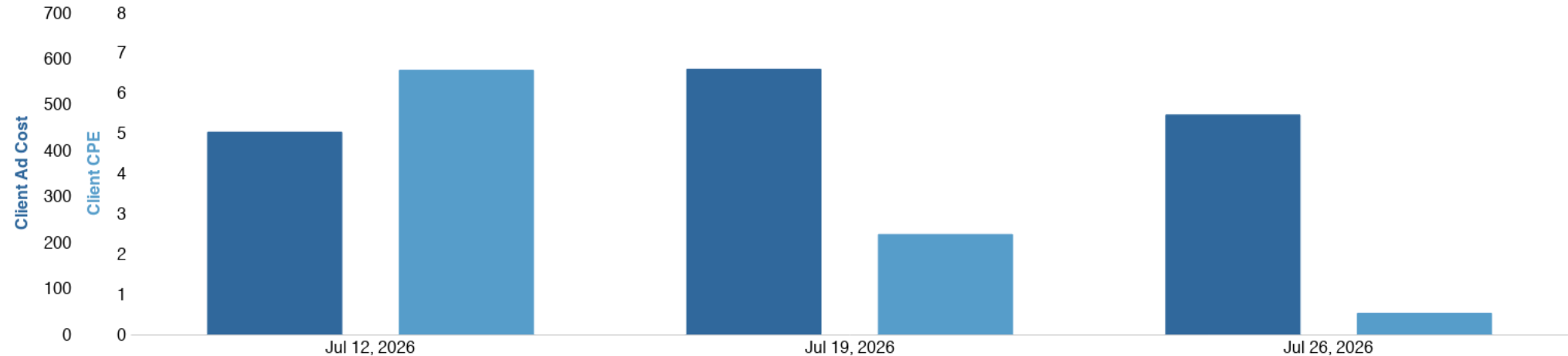
1,495.51

Performance Max Cost-Per-Event

Cost/Events

1.24

Performance Max Week by Week Spend Performance





Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Skaneateles Festival - Music Enthusiasts/Concert Tickets Performance Max	9,976	655	6.57%	93.80
Skaneateles Festival - Music Enthusiasts Behavioral Social Mirror	7,371	16	0.22%	3.10
Skaneateles Festival - AI Social Mirror	5,408	12	0.22%	3.17
Skaneateles Festival - Matching Social Mirror	4,423	15	0.34%	4.84

Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	Skaneateles Festival_FB_Summer nights at Anyela's Vineyards	15,201	30	0.20%	2.82
	Skaneateles Festival_FB_The Skaneateles Festival is bringing world-class music	2,001	13	0.65%	9.28

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Desktop	A personal computing device that remains stationary at one location.	11,799	29	0.25%
Mobile	A portable electronic device that can connect to the internet.	5,365	21	0.39%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	580	1	0.17%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
msn.com	3,763	1	0.03%
syracuse.com	972	0	0.00%
ebay.com	814	0	0.00%
cnycentral.com	440	2	0.45%
imdb.com	423	6	1.42%
zillow.com	407	0	0.00%
localsyr.com	376	5	1.33%
aol.com	358	0	0.00%
foxnews.com	275	0	0.00%
realtor.com	260	2	0.77%
Pinterest	256	1	0.39%
pinterest.com	249	0	0.00%
legacy.com	166	0	0.00%
apnews.com	136	1	0.74%
biblegateway.com	115	0	0.00%
takingthekids.com	110	0	0.00%
nypost.com	104	4	3.85%
screenrant.com	102	0	0.00%
WeatherBug - Weather Forecast	98	0	0.00%
genius.com	96	0	0.00%

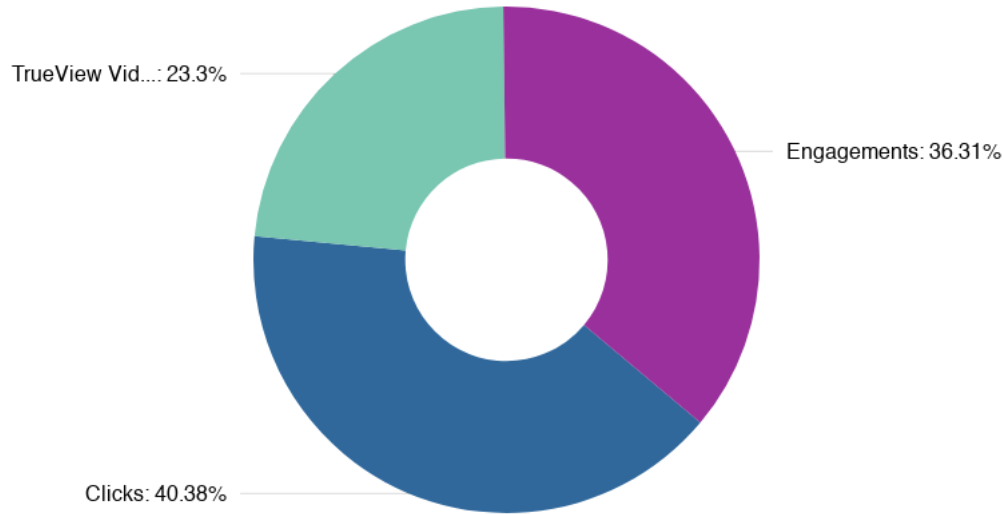
Grid contains more rows, but they have been clipped.

Performance Max Creative Group Performance

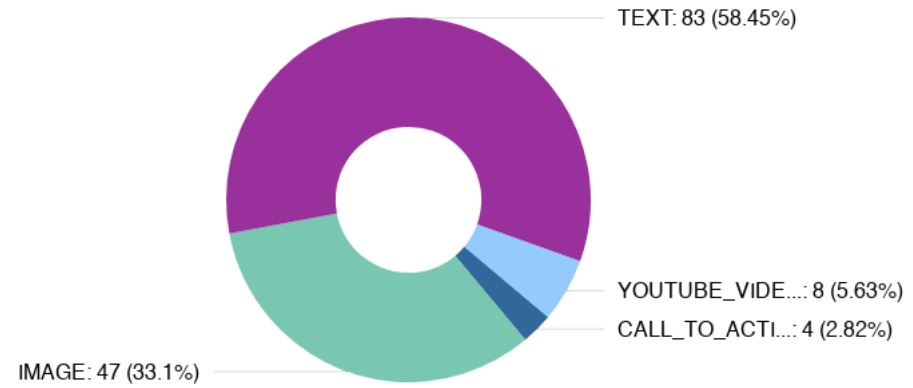
Creative Group Name	Search Themes	Client Ad Cost	Client CPE	Impressions	Events ↓	Event Rate
Skaneateles Festival - Music Enthusiasts/Concert Tickets Performance Max	arts festivals near me,central new york concerts,chamber music concerts,chamber music festival tickets,chamber orchestra concerts,classical music concerts near me,classical music events this summer,classical music festival tickets,classical music festivals usa,community music events,concert tickets near me,cultural events finger lakes,cultural festivals new york,events in skaneateles ny,family friendly music festivals,fine arts events finger lakes,finger lakes concert tickets,finger lakes concerts,finger lakes entertainment,finger lakes events this summer,finger lakes weekend getaway,finger lakes winery concerts,live arts experiences,live chamber music performances,live classical music tickets,live music by the lake,live music events finger lakes,music and arts festivals,nonprofit cultural events,outdoor concert tickets,outdoor events finger lakes,performing arts events,piano concerts near me,romantic date night finger lakes,skaneateles concerts,skaneateles festival tickets,skaneateles music festival,summer concerts new york,summer events finger lakes ny,summer music festival tickets,summer vacation activities new york,symphony concerts new york,things to do in finger lakes this summer,things to do in skaneateles,unique cultural experiences,unique summer experiences new york,violin concerts near me,weekend events skaneateles,weekend trip from	1,495.52	1.24	9,976	1,204	12.07%

"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

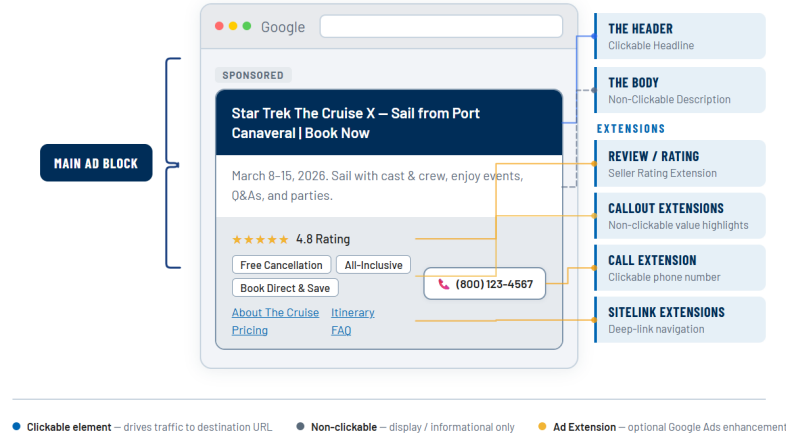
Type	Extension (upgraded)	Impressions	Events	Event Rate ↓	Client Ad Cost	Client CPE
BUSINESS_NAME	Skaneateles Festival	8,557	847	9.90%	655.33	0.77
LOGO	Suggested logo #1_1, https://tpc.google syndication.com/simgad/17617099738908685434	7,725	429	5.55%	594.99	1.39

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.

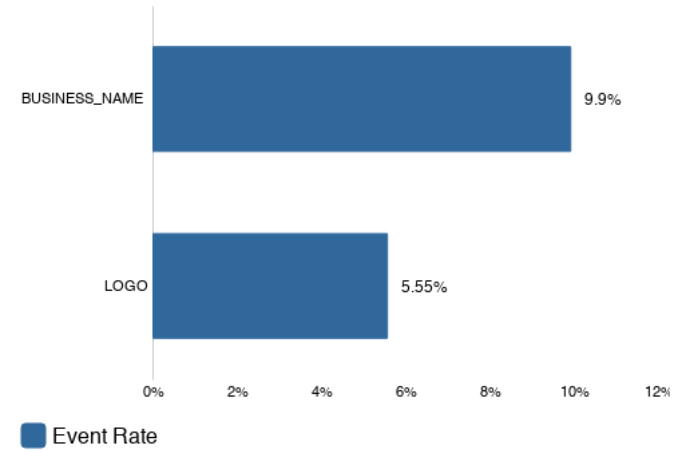


Number of Creative Assets

Currently Running



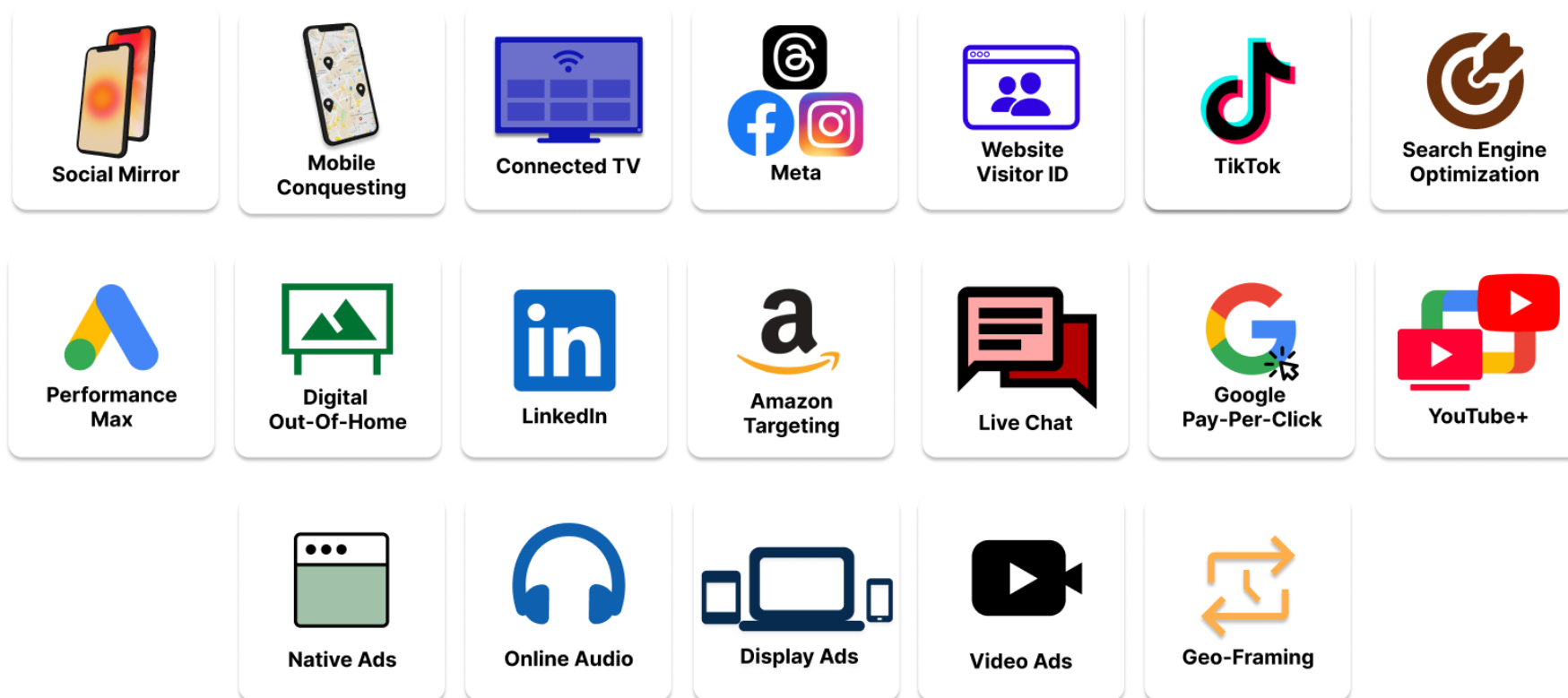
Performance Max Extension Type Performance



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.

All available products in our *toolbox*.



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