

# Digital Marketing Report

## Impressions

How many ads were served:

53,612

## Clicks

Times a user clicked on an ad

3,542

## Events

4,355

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

## Your Product Breakout by Impressions



PMax

## Event Rate

8.12%

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

*\*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

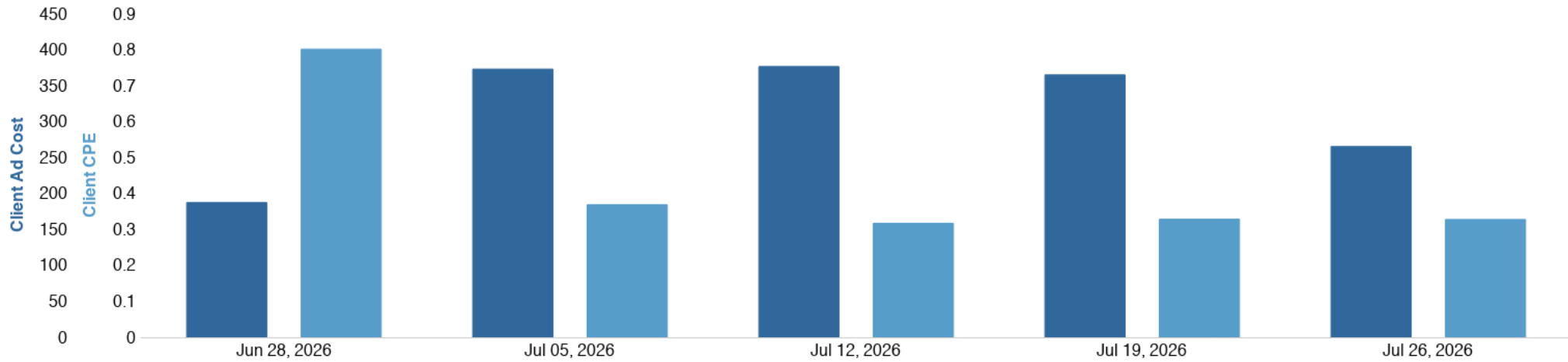
1,567.18

## Performance Max Cost-Per-Event

Cost/Events

0.36

Performance Max Week by Week Spend Performance





Line Item Performance

| Line Item Name                                                                  | Impressions ↓ | Clicks | CTR   | X the National Avg (.07%) |
|---------------------------------------------------------------------------------|---------------|--------|-------|---------------------------|
| Evergreen Trails Camping - Camping/Weekend Getaways/Retargeting Performance Max | 53,612        | 3,542  | 6.61% | 94.38                     |

## Performance Max Creative Group Performance

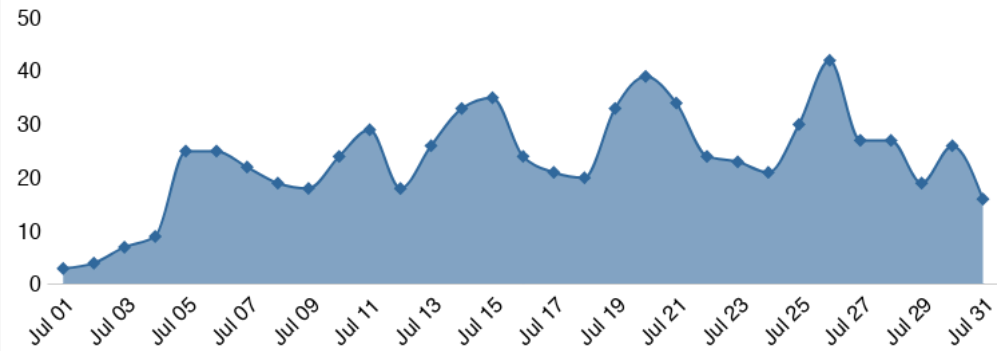
| Creative Group Name                                                                   | Search Themes                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Client Ad Cost | Client CPE | Impressions | Events ↓ | Event Rate |
|---------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------|------------|-------------|----------|------------|
| Evergreen Trails Camping -<br>Camping/Weekend Getaways/Retargeting<br>Performance Max | allegany county ny camping,ATV trails near<br>Buffalo NY,campgrounds in angelica<br>ny,campgrounds near letchworth state<br>park,Camping,camping and<br>concerts,camping near allegany state<br>park,camping with shower facilities<br>ny,campsites with amenities,evergreen<br>trails angelica ny,evergreen trails<br>campground,evergreen trails ny,family<br>campgrounds in ny,family camping<br>Western NY,music festivals NY,nature<br>retreat new york,outdoor<br>campsites,outdoor recreation Upstate<br>NY,overnight stays,pet friendly<br>campgrounds new york,places to stay near<br>letchworth state park,quiet campgrounds<br>upstate ny,rustic cabin rentals new york,rv<br>camping allegany county,RV connection<br>sites,RV parks,rv parks in upstate<br>ny,seasonal campgrounds new<br>york,seasonal campsites Rochester NY,tent<br>camping sites ny,trail riding park,weekend<br>camping getaways,weekend getaway<br>cabins ny,western new york<br>campgrounds,wooded campsites ny | 1,567.18       | 0.36       | 53,612      | 4,355    | 8.12%      |
| Total                                                                                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | 1,567.18       | 0.36       | 53,612      | 4,355    | 8.12%      |

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

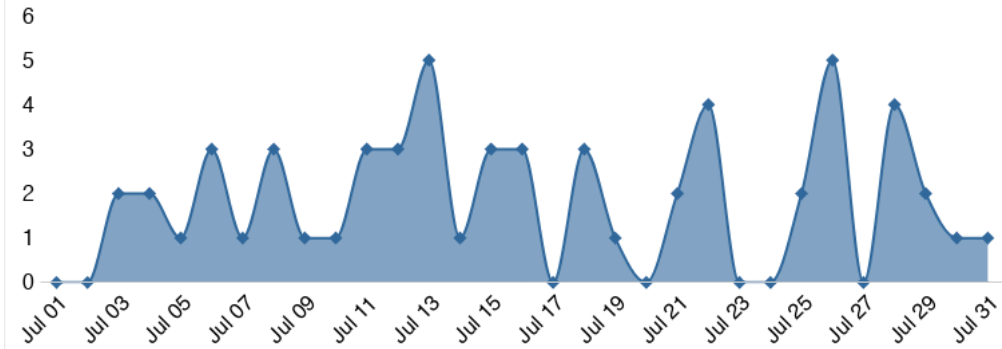
| Conversion Action Name                                              | <a href="#">Click Conversions</a> ↓ |
|---------------------------------------------------------------------|-------------------------------------|
| Evergreen Trails Camping Book Evergreen Trails Campground Page View | 720                                 |

### 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

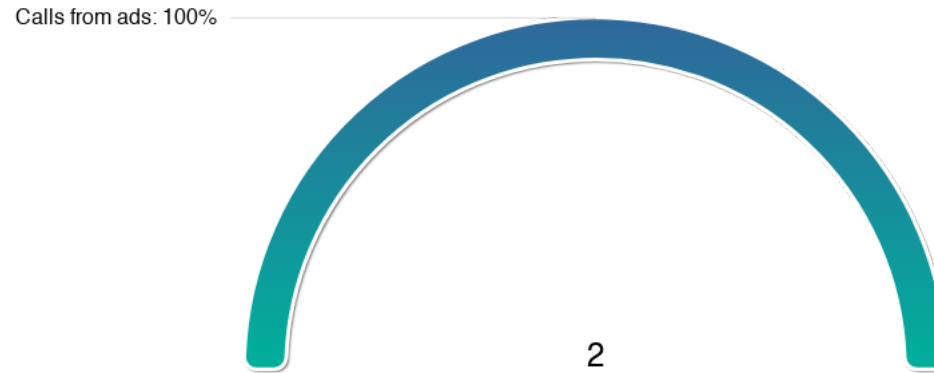
### Performance Max View-through Conversions by Day



### Performance Max View-through Conversion Performance

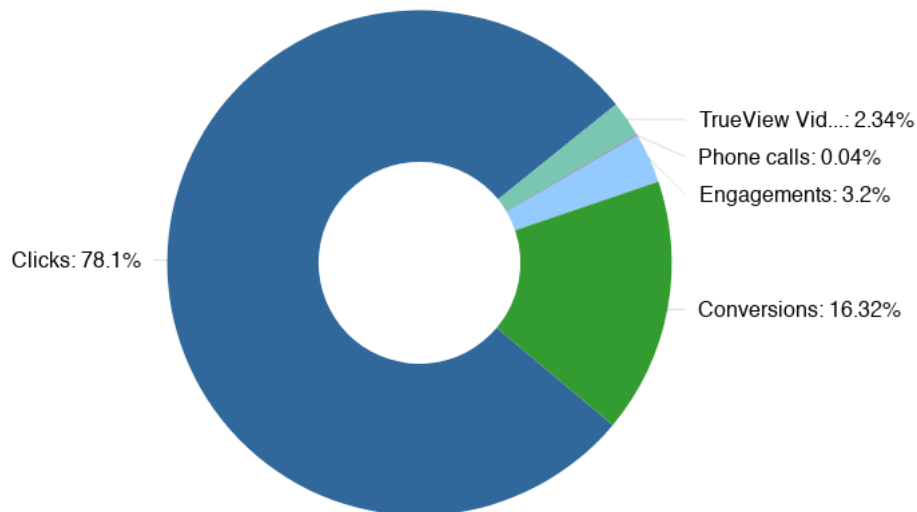
| Conversion Action Name                                              | <a href="#">View-through Conversions ↓</a> |
|---------------------------------------------------------------------|--------------------------------------------|
| Evergreen Trails Camping Book Evergreen Trails Campground Page View | 55                                         |

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

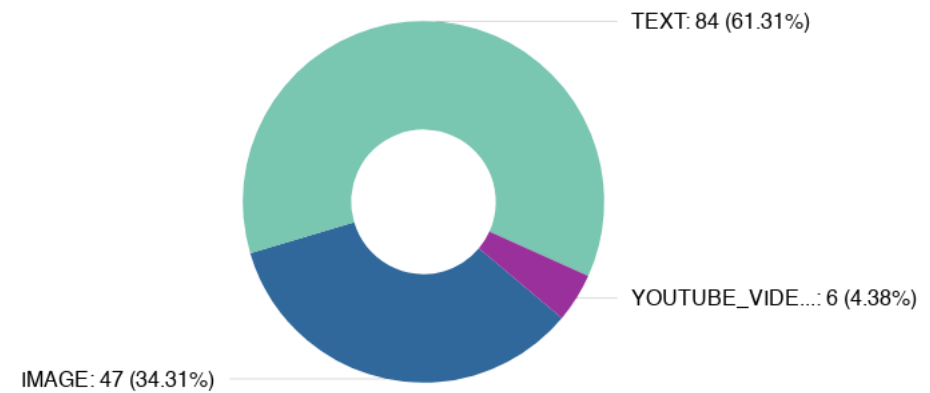


"Calls from ads" refers to a qualified conversion, meaning that the call had to go through and last for at least 60 seconds for it to be counted.

**Event Breakdown by Type**



**Creative Type by Quantity**



## Performance Max Top 5 Extension Performance

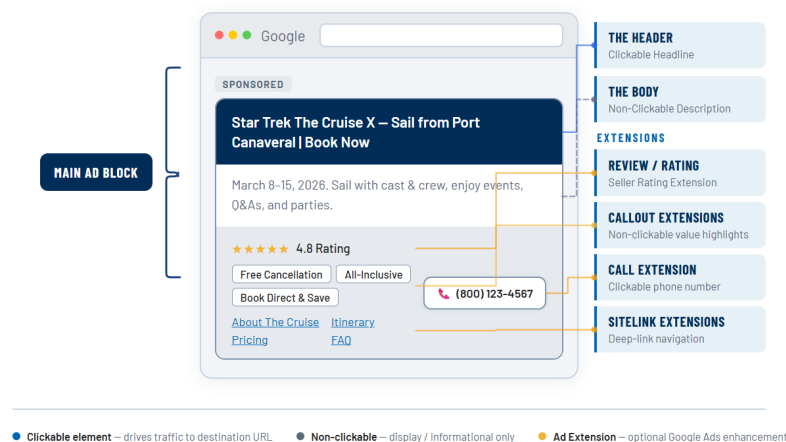
| Type     | Extension (upgraded)                                                           | Impressions | Events | Event Rate ↓ | Client Ad Cost | Client CPE |
|----------|--------------------------------------------------------------------------------|-------------|--------|--------------|----------------|------------|
| CALL     | (585) 466-7993                                                                 | 213         | 55     | 25.91%       | 13.76          | 0.25       |
| SITELINK | Start making memories with us!, Evergreen Trails Campground, Reserve Your Spot | 366         | 88     | 24.12%       | 49.90          | 0.57       |
| SITELINK | Select your site, Evergreen Trails Campground, Ways To Stay                    | 441         | 101    | 22.99%       | 55.41          | 0.55       |
| CALLOUT  | Creekside Camping                                                              | 126         | 25     | 20.00%       | 10.67          | 0.42       |
| SITELINK | Options for different sites, Evergreen Trails Campground, Affordable Rates     | 404         | 73     | 18.09%       | 49.06          | 0.67       |

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.

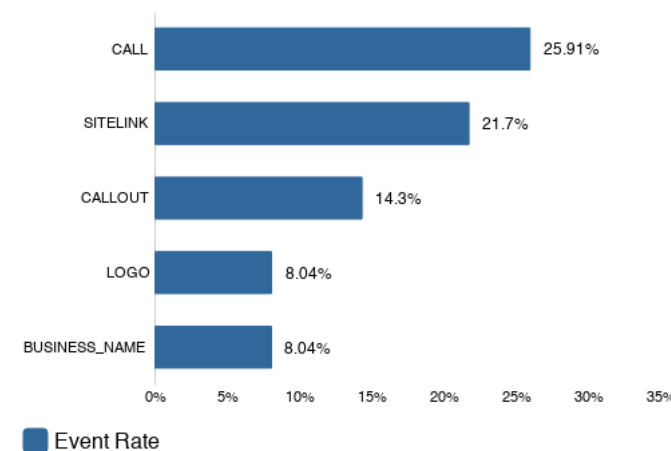
137

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 <a href="#">↑</a> | Client Phone Number | Phone calls |
|--------------|--------------------------|---------------------|-------------|
| Jul 18, 2026 | Evergreen Trails Camping | (585) 466-7993      | 1           |
| Jul 31, 2026 | Evergreen Trails Camping | (585) 466-7993      | 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.*

## 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.