



Digital Marketing Report

Impressions

How many ads were served:

128,813

Clicks

Times a user clicked on an ad

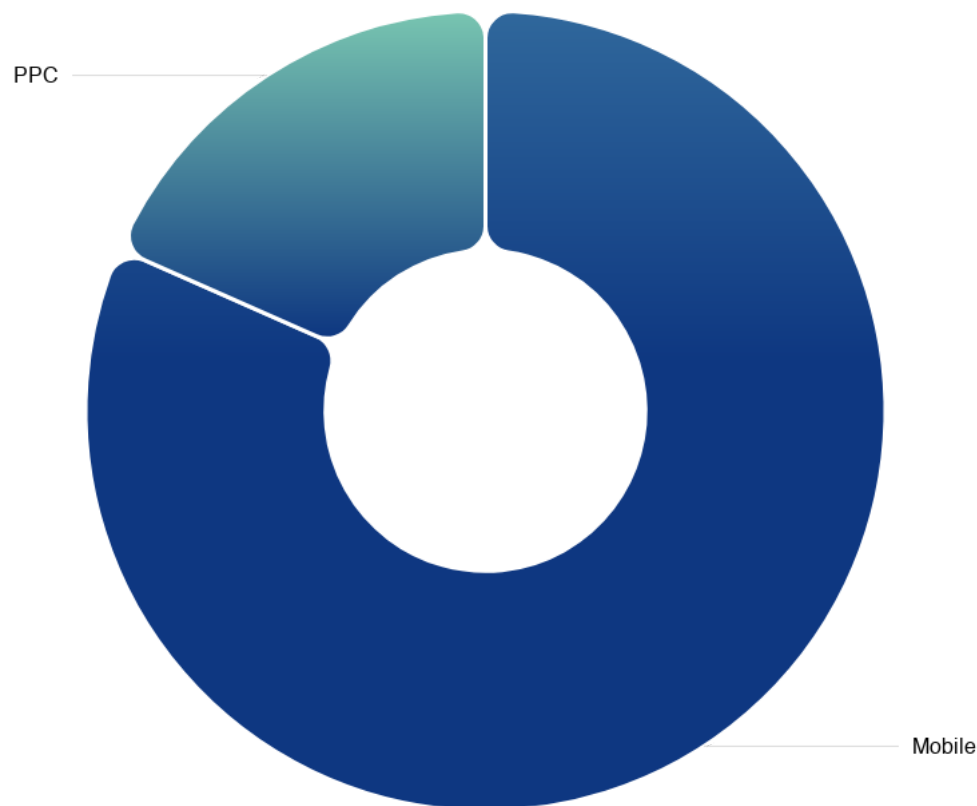
2,258

Click-Through Rate

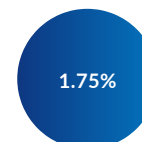
$(\text{Clicks} / \text{Impressions}) \times 100$

1.75%

Your Product Breakout by Impressions



Total Engagement Rate



1.75%

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

X the National Average



25.04

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

PPC Ad Cost

Amount spent on the campaign

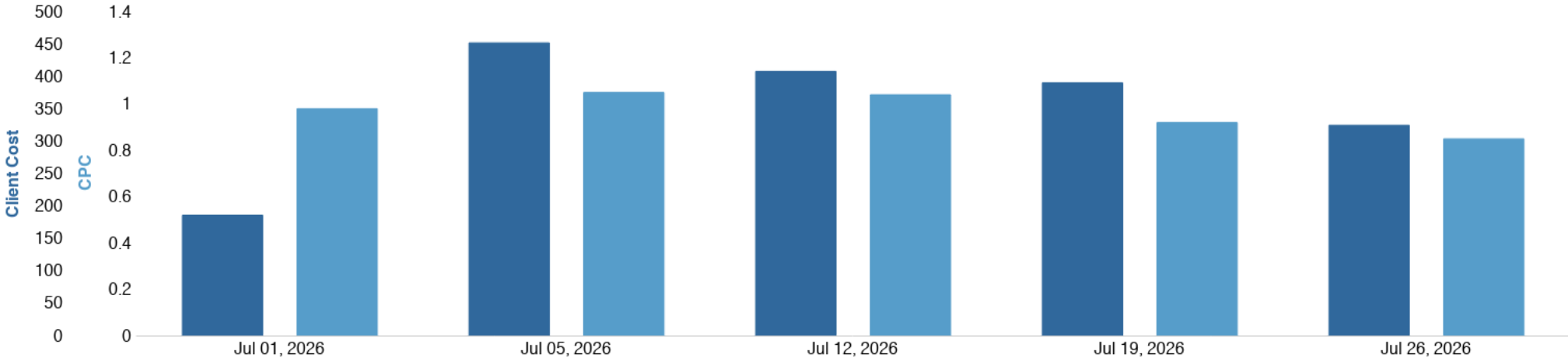
1,759.23

PPC Cost-Per-Click

Cost/Clicks

0.97

Week by Week Spend Performance





Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Peters Heating & Air Conditioning - Hendersonville - Geo-Fencing Mobile	62,423	245	0.39%	5.61
Peters Heating & Air Conditioning - Hendersonville - Air Conditioning & Heating Mobile	30,975	136	0.44%	6.27
Peters Heating & Air Conditioning - Hendersonville - Keyword PPC	23,681	1,813	7.66%	109.37
Peters Heating & Air Conditioning - Hendersonville - Geo-Retargeting Mobile	7,145	28	0.39%	5.60
Peters Heating & Air Conditioning - Hendersonville - Site Retargeting Mobile	4,589	36	0.78%	11.21

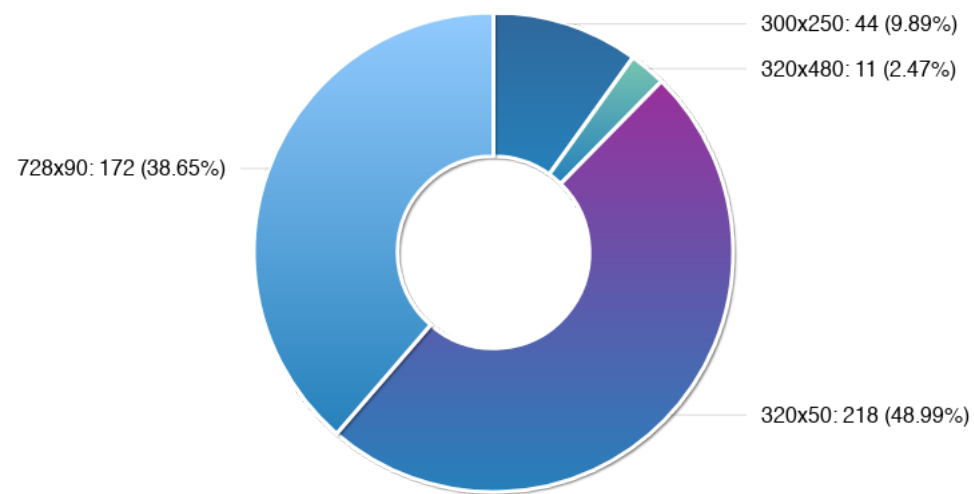


Mobile Conquesting Creative Performance

Preview	Creative Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
	Peters Heating & Air Conditioning - Hendersonville_PHA 320x50.png	66,368	218	0.33%	4.69
	Peters Heating & Air Conditioning - Hendersonville_PHA 728x90.png	33,173	172	0.52%	7.41
	Peters Heating & Air Conditioning - Hendersonville_PHA 300x250.png	5,028	44	0.88%	12.50
	Peters Heating & Air Conditioning - Hendersonville_PHA 320x480.png	563	11	1.95%	27.91



Mobile Conquesting Click Performance by Ad Size





Mobile Conquesting Geo-Fencing Performance

Business Name	Address	City	State	Zip	Latitude	Longitude	Impressions ↓	Clicks	CTR
	800 Red River Rd	Clarksville	TN	37042			21,806	80	0.37%
	400 Providence Pkwy	Mount Juliet	TN	37122			9,478	38	0.40%
	600 W Main St	Gallatin	TN	37066			5,301	11	0.21%
	500 Indian Hills Mound	Murfreesboro	TN	37127			5,262	22	0.42%
	200 Cumberland Hills Dr	Hendersonville	TN	37075			4,984	18	0.36%
	1 Park Plaza	Nashville	TN	37203			4,743	24	0.51%
	700 Sango Rd	Clarksville	TN	37043			4,030	25	0.62%
	800 Villages of Indian Ridge Dr	White House	TN	37188			1,460	5	0.34%
	500 Tennessee Waltz Pkwy	Ashland City	TN	37015			1,272	4	0.31%
	1101 Church St	Nashville	TN	37203			1,185	6	0.51%
	600 Evergreen Farms Dr	Murfreesboro	TN	37127			792	5	0.63%
	200 4th Ave S	Nashville	TN	37201			702	4	0.57%
	200 Southfork Dr	Lebanon	TN	37087			356	0	0.00%
	601 College St	Clarksville	TN	37044			214	0	0.00%
	500 Elk Acres Dr	Gallatin	TN	37066			173	2	1.16%
	300 Willoughby Station Blvd	Mount Juliet	TN	37122			170	0	0.00%
	1211 Medical Center Dr	Nashville	TN	37232			148	1	0.68%
	900 Holly Tree Ln	White House	TN	37188			87	0	0.00%
	1010 Electrolux Blvd	Springfield	TN	37172			56	0	0.00%
	120 E Main St	Hendersonville	TN	37075			53	0	0.00%



PPC Cost per Line Item

Ad Group	Impressions	Clicks ↓	CTR	Cost	Avg. CPC
Peters Heating & Air Conditioning - Hendersonville - Keyword PPC	23,681	1,813	7.66%	1,759.23	0.97

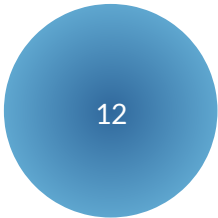
Cost: Amount Spent on the PPC campaign. You are charged when a Click occurs on an ad.

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

Note: Costs do not include management fee

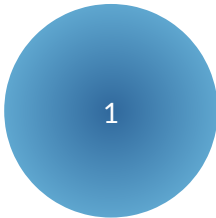


Total PPC Conversions



Times users clicked on an ad leading to your website and visited a page or completed an action

Phone Calls



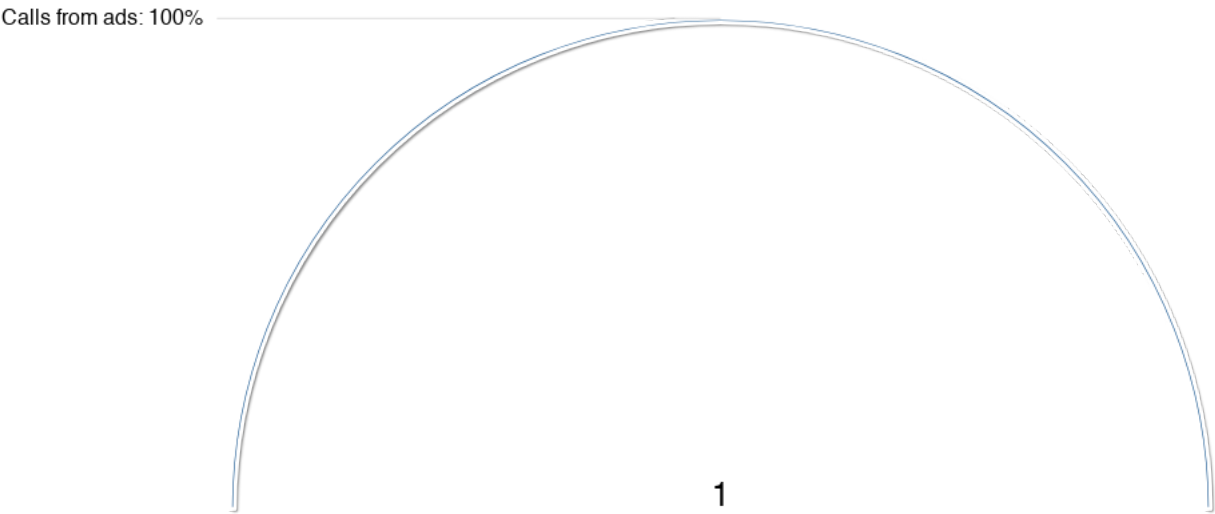
Times users clicked on the phone number on your ad and completed a call

PPC Conversion Performance

Conversion Action Name	Total Conversions ↓
Peters Heating & Air Conditioning Products Page View	5
Peters Heating & Air Conditioning Request Service Page View	2
Peters Heating & Air Conditioning Locations Page View	2
Peters Heating & Air Conditioning Financing Page View	1
Peters Heating & Air Conditioning About Us Page View	1
Peters Heating & Air Conditioning Services Page View	1



PPC 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.



PPC Creative Performance

Ad Preview	Impressions	Clicks ↓	CTR	Cost	Avg. CPC
HVAC Repair Hendersonville AC Service Near You Need Furnace Repair Today? Trusted Local HVAC Pros 24/7 Emergency HVAC Help Cooling & Heating Experts AC Installation Specials Energy Bill Concerns? Heat Not working? Call Us WaterFurnace Geothermal Affordable HVAC Services Schedule AC Tune-Up Now Indoor Air Quality Help Reliable HVAC Technicians Local HVAC Repair https://www.petersheatingandair.com/locations/hendersonville-tn/ Fast, reliable HVAC repair in Hendersonville. Call our expert team today., Keep your home comfortable year-round with professional HVAC service., Emergency heating or AC issues? We're here 24/7, call for help now., Affordable furnace and AC services with expert local technicians.	23,681	1,813	7.66%	1,759.23	0.97



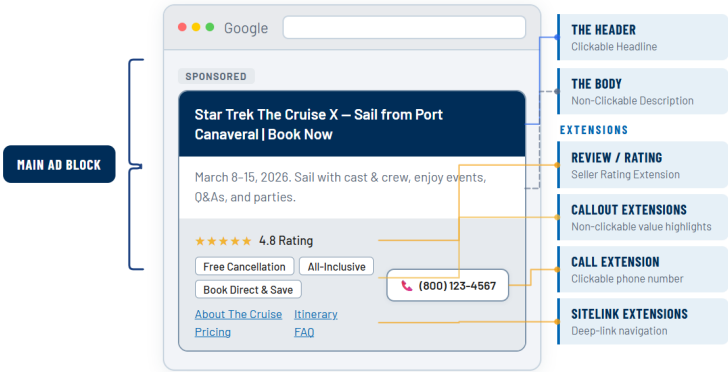
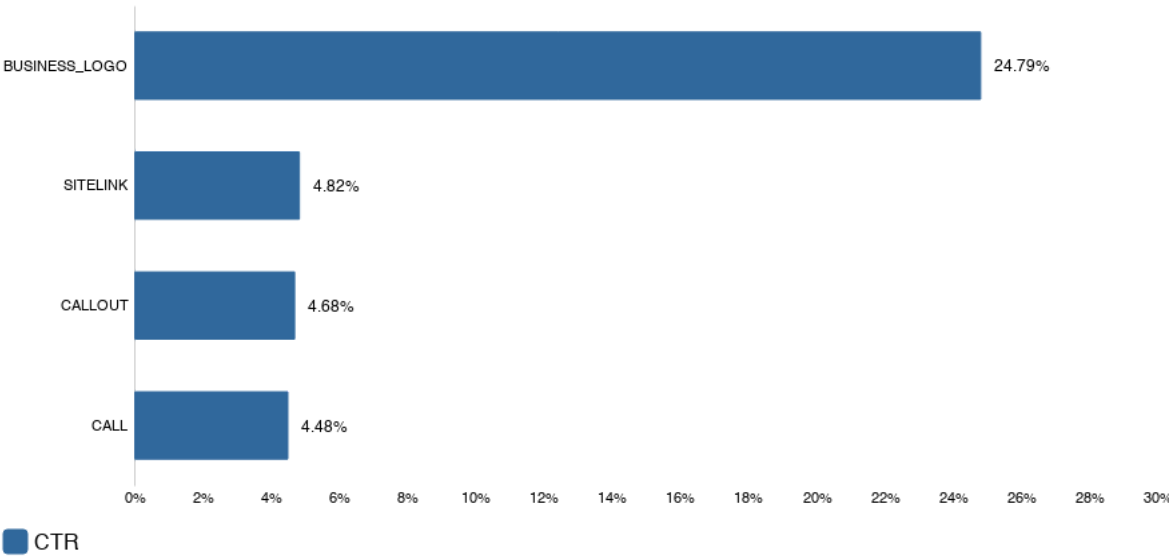
Grid contains more rows, but they have been clipped.

Top 5 Extension Performance

Extension Type	Extension	Impressions	Clicks ↓	CTR	Cost	Avg. CPC
BUSINESS_LOGO	https://tpc.googlesyndication.com/si mgad/15382623061327577540	6,127	1,519	24.79%	1,519.17	1.00
SITELINK	Expert air conditioning setup, Efficient AC installation, AC Installation	17,439	999	5.73%	981.80	0.98
SITELINK	Affordable HVAC payment plans, Flexible payments for HVAC service, Financing Options	16,813	820	4.88%	796.77	0.97
SITELINK	Book HVAC service online now, Schedule expert HVAC care today, Schedule Service	15,675	501	3.20%	463.22	0.92
SITELINK	Smarter from the ground up, Go green and cut costs, WaterFurnace	7,368	441	5.99%	388.82	0.88

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.

PPC Extension Type Performance

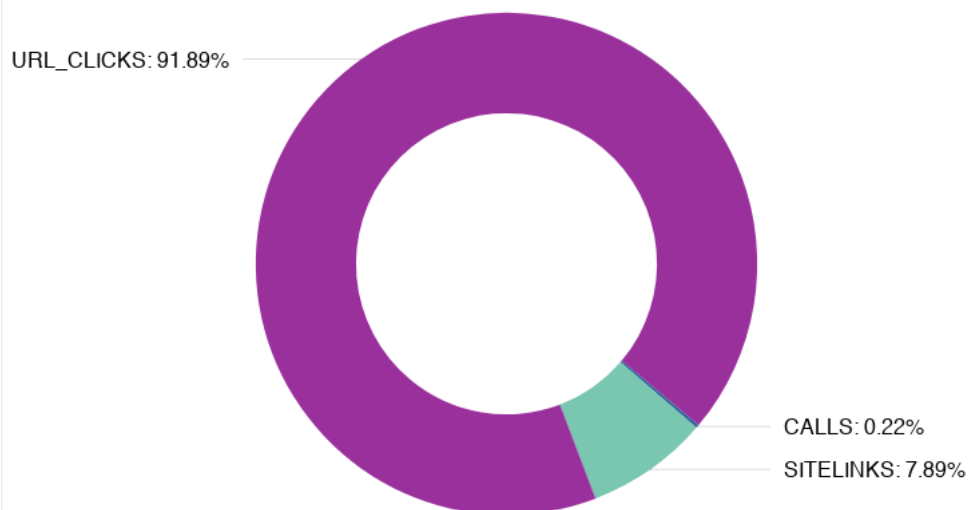


● Clickable element – drives traffic to destination URL ● Non-clickable – display / informational only ● Ad Extension – optional Google Ads enhancement

This report shows many times an ad was clicked that contained that extension, not how many people clicked on that specific extension itself. Location Extensions are not currently available to be shown.



Click Type Performance



Device Performance



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.

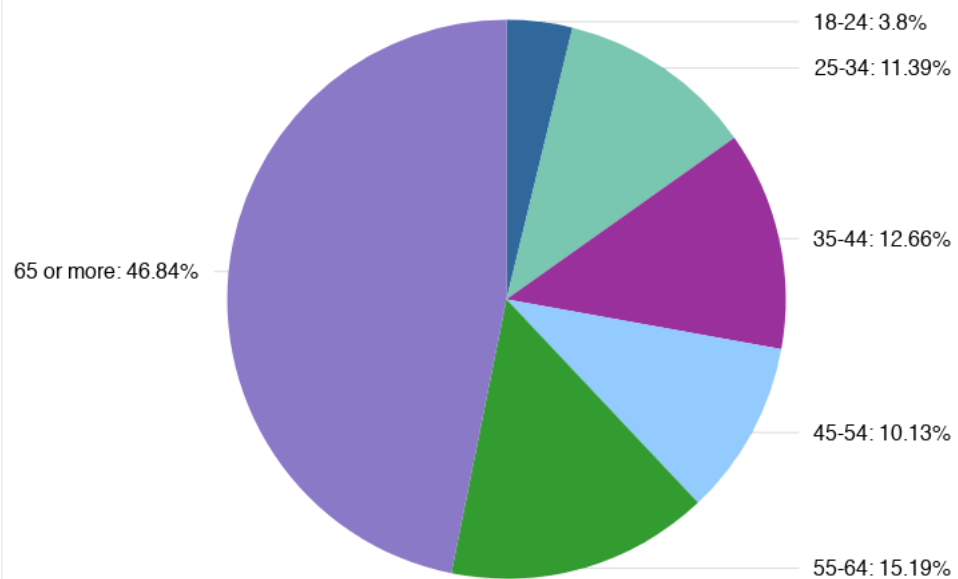
Phone Calls Click: When a user clicks to call your business (includes hang ups after the click - will be less than the completed calls reported in the Conversion section).

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

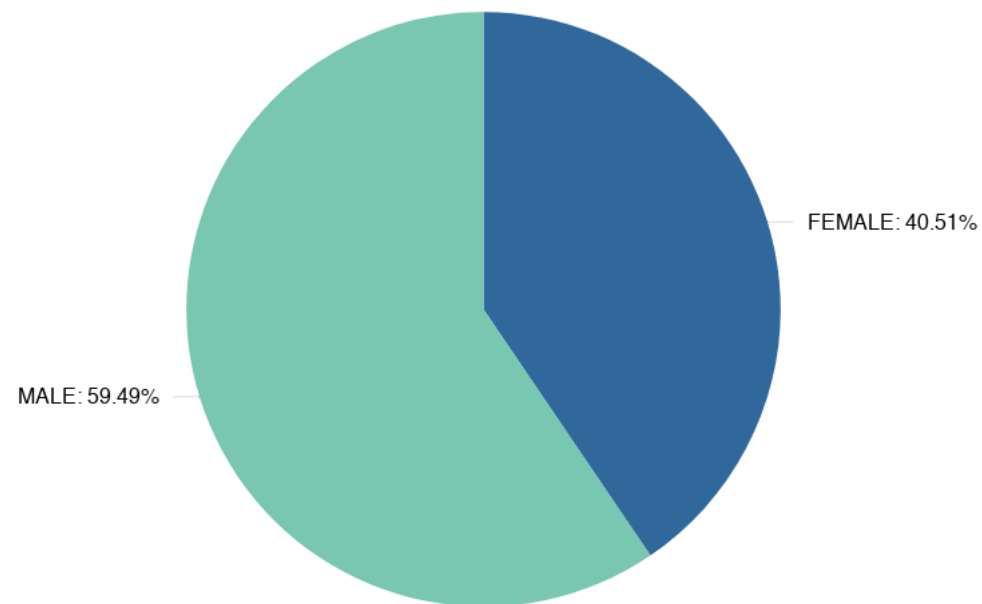
Location Expansion: Clicks on ads shown to users near or interested in locations similar to those targeted in the campaign.



Click Engagement by Age



Click Engagement by Gender





Grid contains more rows, but they have been clipped.

Top Search Term Performance

Search Term	Ad Group	Impressions	Clicks ↓	CTR	Cost	Avg. CPC
new ways to heat your home	Peters Heating & Air Conditioning - Hendersonville - Keyword PPC	70	40	57.14%	21.12	0.53
air conditioning without outside unit	Peters Heating & Air Conditioning - Hendersonville - Keyword PPC	71	38	53.52%	40.84	1.07
hvac near me	Peters Heating & Air Conditioning - Hendersonville - Keyword PPC	353	38	10.76%	14.51	0.38
air conditioner repair service	Peters Heating & Air Conditioning - Hendersonville - Keyword PPC	343	37	10.79%	7.30	0.20
heating and cooling near me	Peters Heating & Air Conditioning - Hendersonville - Keyword PPC	340	26	7.65%	10.37	0.40
how much does a split ac unit cost	Peters Heating & Air Conditioning - Hendersonville - Keyword PPC	41	26	63.41%	26.23	1.01
new heating technology	Peters Heating & Air Conditioning - Hendersonville - Keyword PPC	32	25	78.13%	16.72	0.67
smart hvac systems	Peters Heating & Air Conditioning - Hendersonville - Keyword PPC	45	22	48.89%	24.76	1.13
air conditioner quick fix	Peters Heating & Air Conditioning - Hendersonville - Keyword PPC	38	21	55.26%	11.90	0.57
hvac contractors in my area	Peters Heating & Air Conditioning - Hendersonville - Keyword PPC	89	21	23.60%	24.64	1.17
air conditioning thermostat	Peters Heating & Air Conditioning - Hendersonville - Keyword PPC	36	20	55.56%	12.95	0.65
hvac local	Peters Heating & Air Conditioning - Hendersonville - Keyword PPC	52	20	38.46%	25.48	1.27
new cooling technology for homes	Peters Heating & Air Conditioning - Hendersonville - Keyword PPC	39	19	48.72%	17.66	0.93
replacing furnace filter	Peters Heating & Air Conditioning - Hendersonville - Keyword PPC	27	19	70.37%	12.58	0.66
air conditioning prices	Peters Heating & Air Conditioning - Hendersonville - Keyword PPC	34	16	47.06%	17.58	1.10



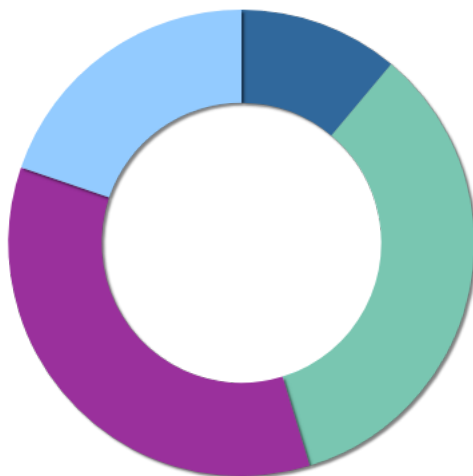
Call Reporting Details

Ad Group	Start Time ↑	End Time	Duration (seconds)	Status	Call Tracking DisplayLocation	Caller Area Code	Call Type	Calls Count
Peters Heating & Air Conditioning - Hendersonville - Keyword PPC	Jul 15, 2026 2:20 PM	Jul 15, 2026 2:23 PM	197	RECEIVED	AD	615	HIGH_END_MOBILE_SEARCH	1

"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.



How customers search for your business on Google



Business Impressions Desktop Maps	27	Business Impressions Desktop Search	83
Business Impressions Mobile Search	85	Business Impressions Mobile Maps	48

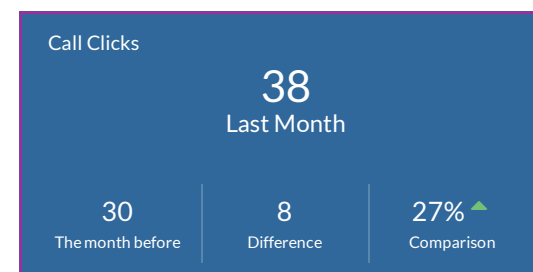
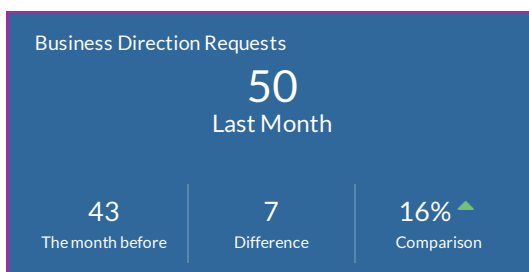
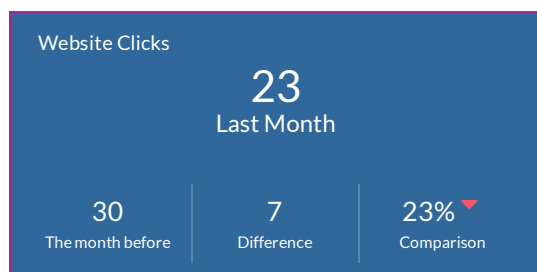
Business Impressions Desktop Search: Business impressions on Google Search on Desktop devices

Business Impressions Mobile Search: Business impressions on Google Search on Mobile devices.

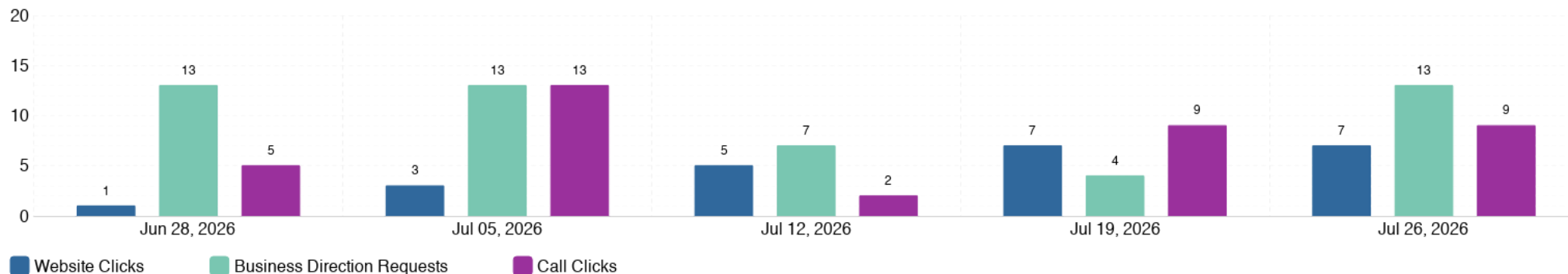
Business Impressions Maps Desktop: Business impressions on Google Maps on Desktop devices

Business Impressions Mobile Maps: Business impressions on Google Maps on Mobile devices

What actions customers take on your listing



What actions customers take on your listing





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.