



Digital Marketing Report

Impressions

How many ads were served:

35,943

Clicks

Times a user clicked on an ad

1,064

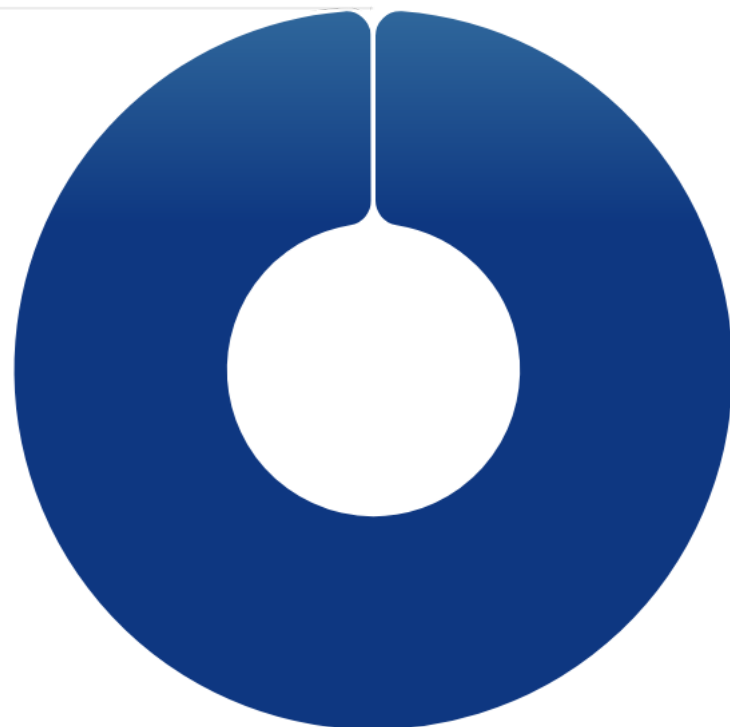
Events

1,151

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

Your Product Breakout by Impressions

Social
Mirror



PMax

Event Rate

3.20%

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

*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.



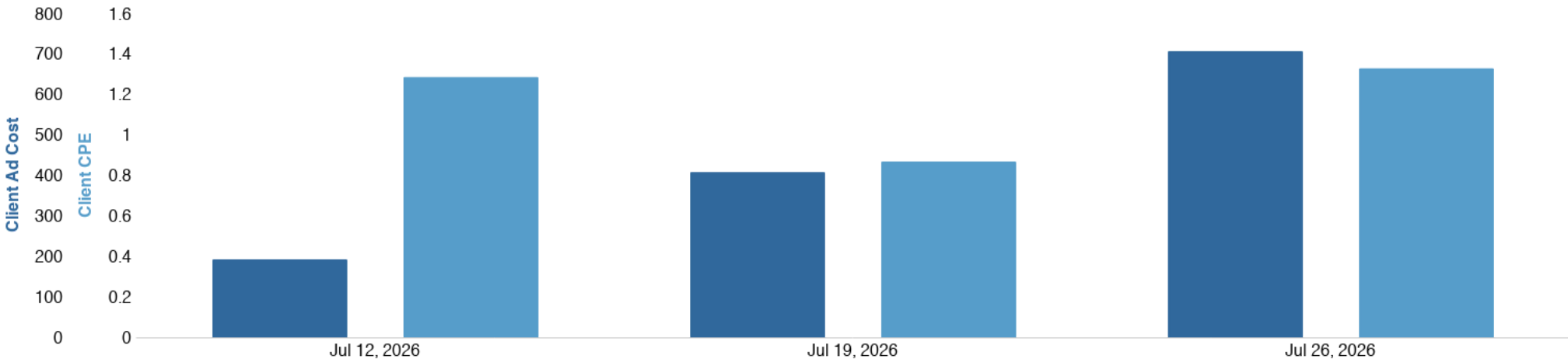
Performance Max Cost



Performance Max Cost-Per-Event



Performance Max Week by Week Spend Performance



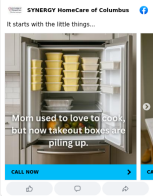


Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Synergy HomeCare Columbus Ohio - in home care services/elder care services Performance Max	35,932	1,064	2.96%	42.30
Synergy HomeCare Columbus Ohio - AI Social Mirror	6	0	0.00%	0.00
Synergy HomeCare Columbus Ohio - Senior Living/Adult Daycare Behavioral Social Mirror	5	0	0.00%	0.00



Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	Synergy HomeCare Columbus Ohio_Social Mirror_7.1_FB_It starts	11	0	0.00%	0.00



Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	9	0	0.00%
Desktop	A personal computing device that remains stationary at one location.	2	0	0.00%



Grid contains more rows, but they have been clipped.

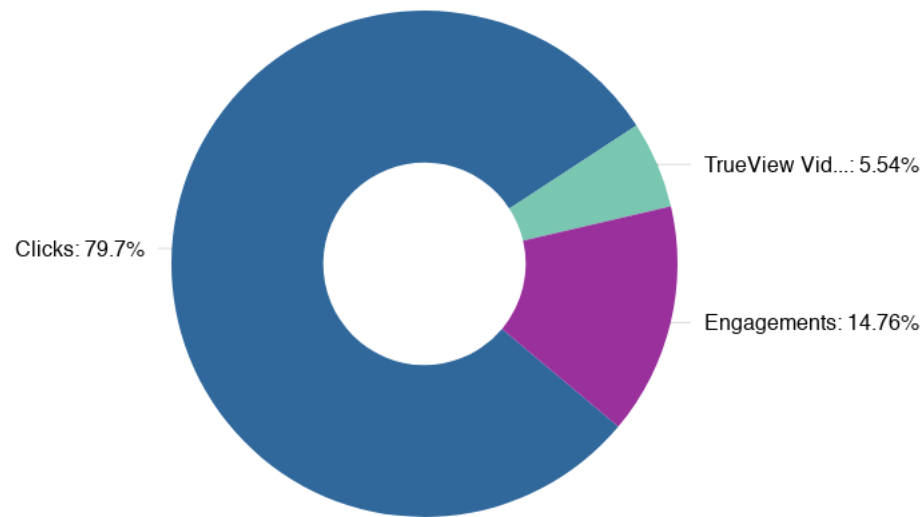
Performance Max Creative Group Performance

Creative Group Name	Search Themes	Client Ad Cost	Client CPE	Impressions	Events ↓	Event Rate
Synergy HomeCare Columbus Ohio - in home care services/elder care services Performance Max	aging in place support,alzheimers home care,assistance with daily tasks,care after hospital stay,care for elderly parents,care for seniors at home,care that feels like family,caregiver services near me,caregivers for seniors,companionship care at home,companionship for seniors,daily living assistance,dementia home care,elder care services,fall prevention for seniors,family caregiver support,help at home for seniors,help for aging parents,helping seniors stay home,home care assistance,home care for veterans,home caregiver near me,in home care services,independent senior living,light housekeeping help,local home care services,meal prep for seniors,medication reminders,memory care support,non medical home care,non medical senior care,peace of mind for families,personal care assistance,personal hygiene assistance,private duty caregivers,professional caregivers,quality in home care,respite care services,senior care at home,senior care solutions,senior companionship,senior home assistance,senior safety at home,senior support services,senior transportation help,senior wellness support,support for aging loved ones,support for independent living,transportation for seniors,trusted home caregivers	1,304.91	1.13	35,932	1,151	3.20%
Total		1,304.91	1.13	35,932	1,151	3.20%

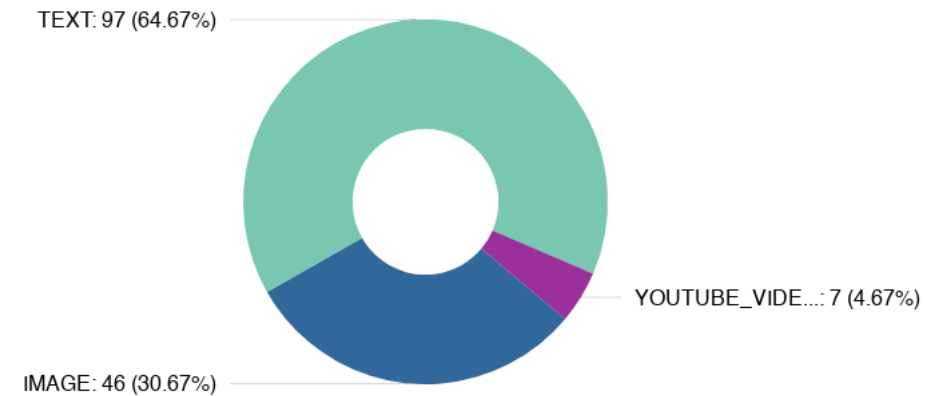
"Calls from ads" refers to a qualified conversion, meaning that the call had to go through and last for at least 60 seconds for it to be counted.



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
CALLOUT	Personalized Care Plans	374	16	4.28%	33.38	2.09
CALLOUT	Compassionate Care	402	17	4.23%	44.62	2.62
LOGO	Website image - 2026-07-15 08:06:27.008.png, https://tpc.googlesyndication.com/simgad/6396496651767894513	12,671	531	4.19%	445.21	0.84
CALLOUT	24-Hour Care Available	378	15	3.97%	28.18	1.88
CALLOUT	Free Care Assessment	362	12	3.31%	11.93	0.99

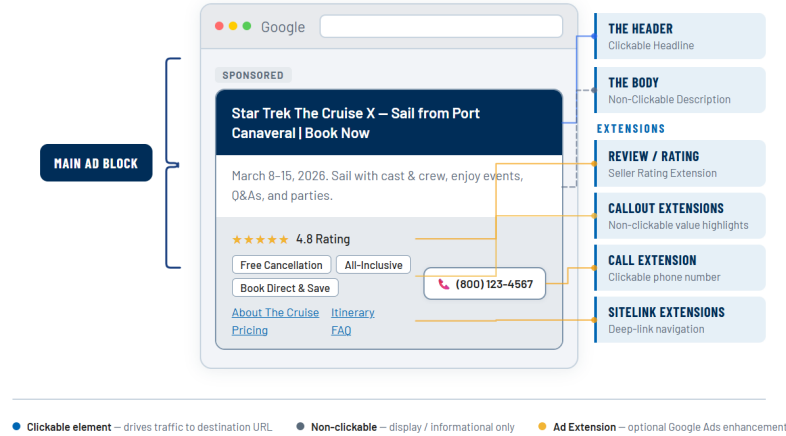
Because a single ad can display multiple extensions at the same time, this data overlaps. As a result, the combined metrics (Impressions, Events, Event Rate, Client Ad Cost, & Client CPE) for all extensions will appear much higher than the actual overall campaign totals.



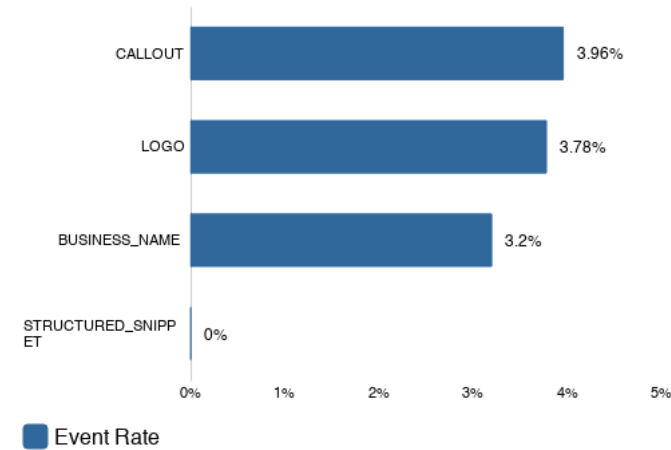
150

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.