

Digital Marketing Report

Impressions

How many ads were served:

409,789

Clicks

Times a user clicked on an ad

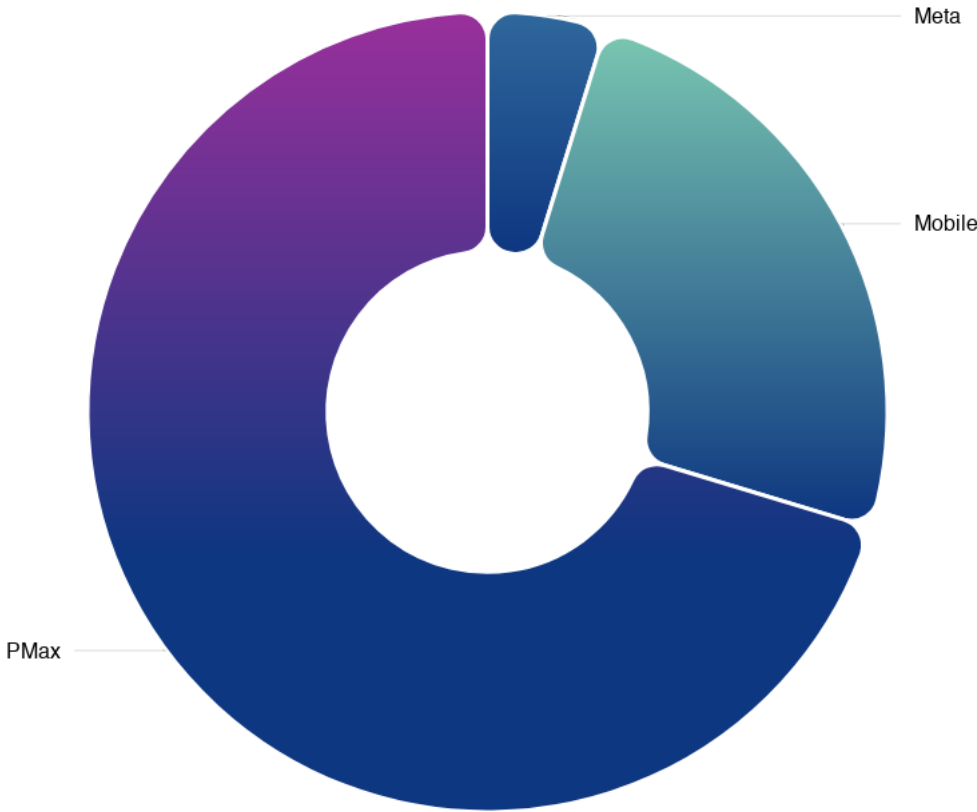
7,971

Click-Through Rate

(Clicks/Impressions) x 100

1.21%

Your Product Breakout by Impressions



CTV Completion Rate

17.86%

Percentage of users who watched the video from start to finish

Events

17,686

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

Event Rate

6.14%

(Events/Impressions) x 100

Total Engagement Rate

1.23%

(Clicks+View-throughs)/Impressions x 100*

X the National Average

17.32

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

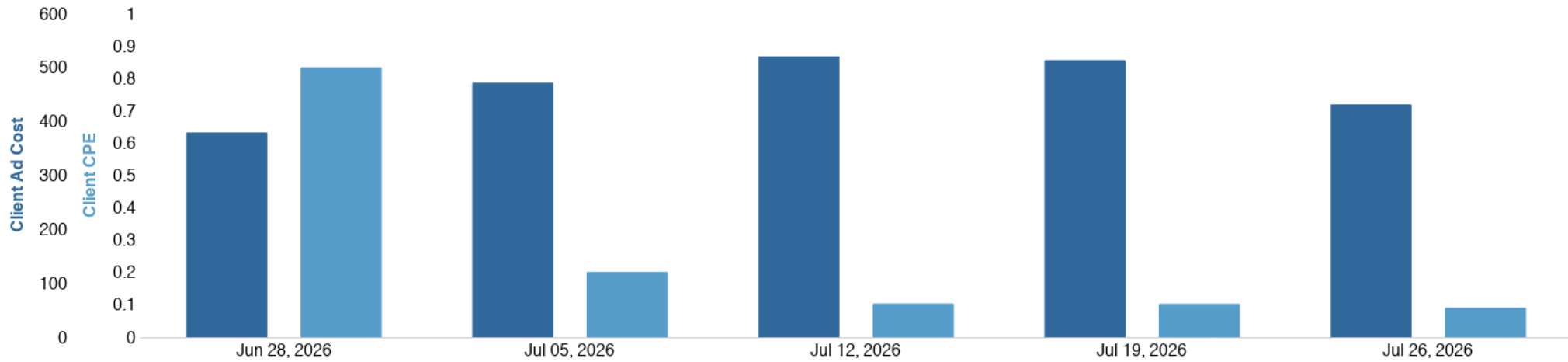
2,314.14

Performance Max Cost-Per-Event

Cost/Events

0.13

Performance Max Week by Week Spend Performance



Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Sim Tec Golf - Golf Simulator Installation/Golf Enthusiasts/Retargeting Performance Max	288,205	6,497	2.25%	32.20
Sim Tec Golf - Golf Practice Range Visitors/Golf Course Visitors Mobile	100,259	588	0.59%	8.38
Sim Tec Golf - Retargeting Facebook/Instagram Premium	15,215	722	4.75%	67.79
Sim Tec Golf - Golfers/PGA Championship Facebook/Instagram Premium	4,339	124	2.86%	40.83
Sim Tec Golf - Site Retargeting Mobile	1,771	40	2.26%	32.27

Mobile Conquesting View-through Conversions

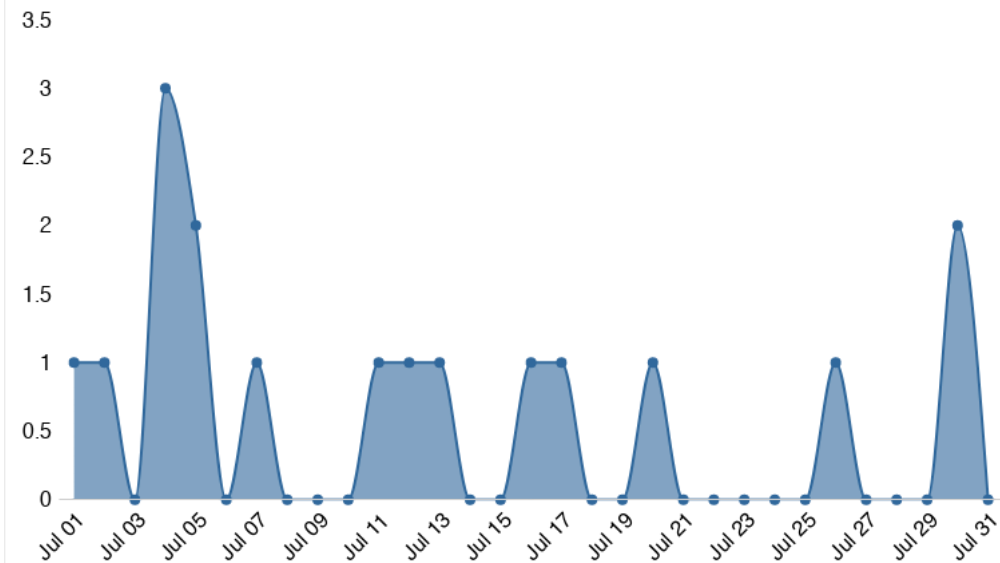


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

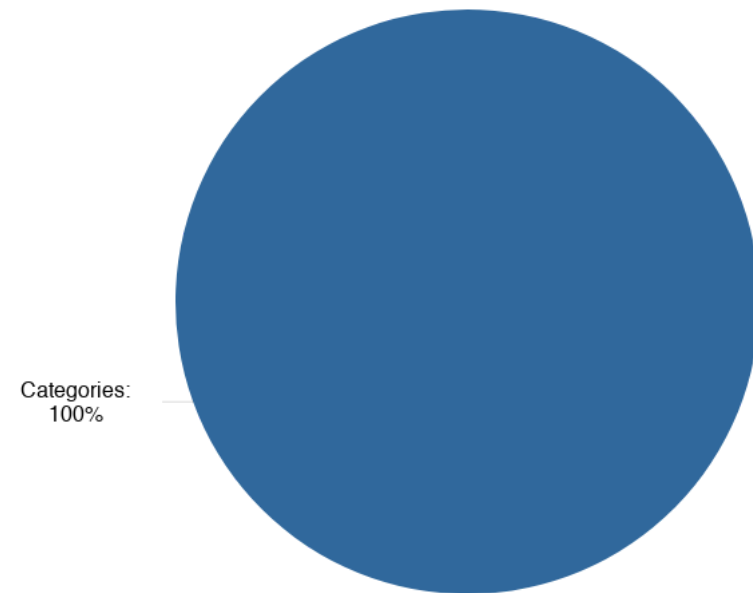
Mobile Conquesting View-through Conversion Performance Breakout

Conversion Name	View-throughs ↓
Sim Tec Golf Homepage Visits	17

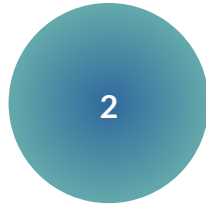
Mobile Conquesting View-through Conversions by Day



Top Mobile Conquesting View-through Conversions by Strategy



Meta Click Conversions



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

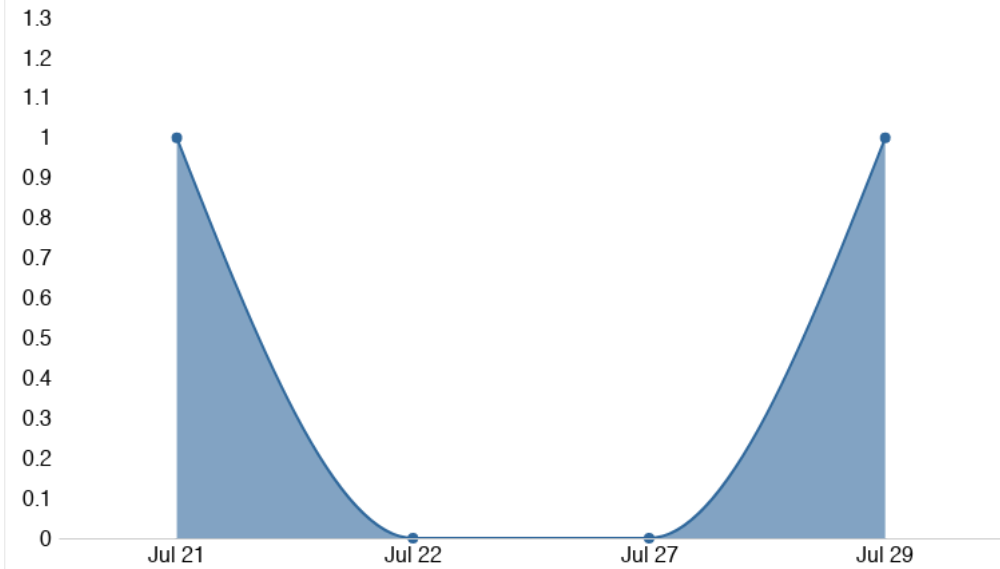
Meta Click Conversion Performance

Conversion Name

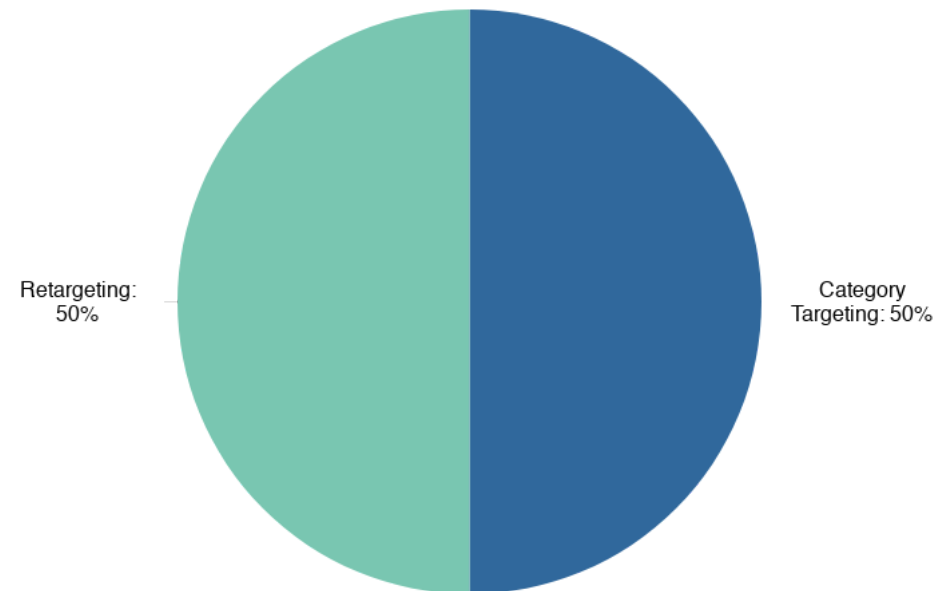
Click Conversions ↓

Sim Tec Golf Limited Space Page View	1
Sim Tec Golf Space Design Page View	1

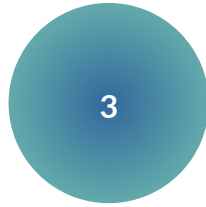
Meta Click Conversions by Day



Top Meta Click Conversions by Strategy



Meta View-Through Conversions



Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

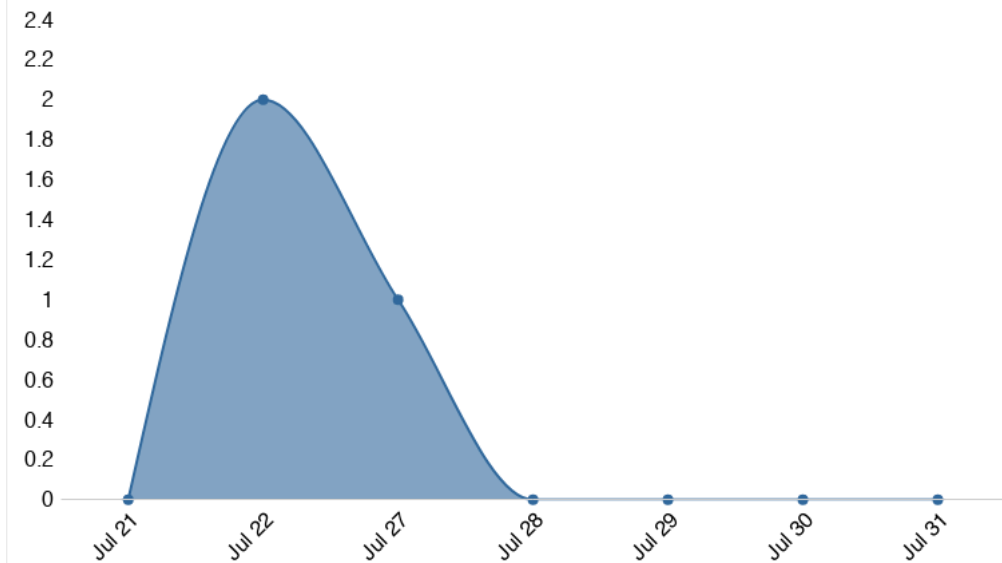
Meta View-Through Conversion Performance

Conversion Name

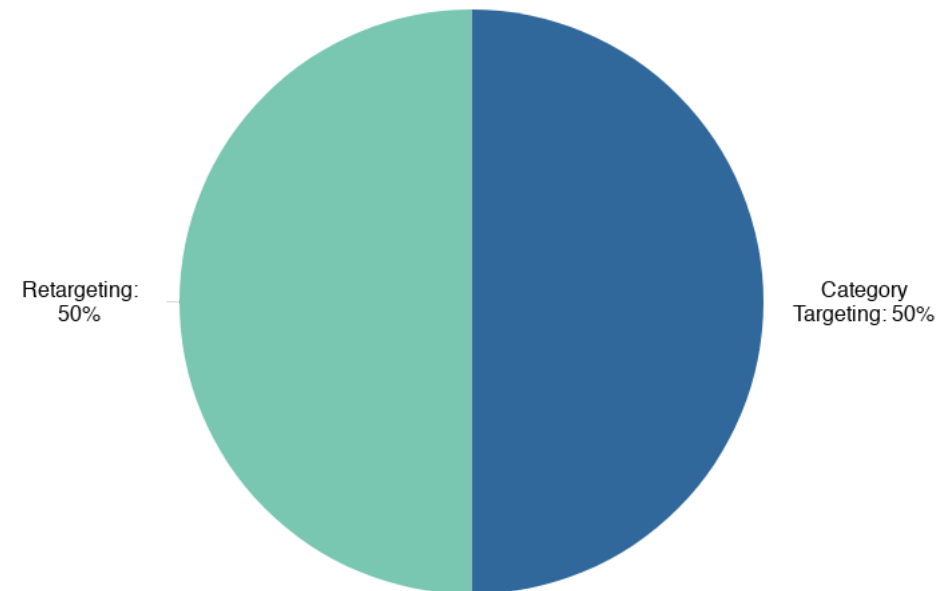
View-Through Conversions ↓

Sim Tec Golf Contact Page View	1
Sim Tec Golf Gallery Page View	1
Sim Tec Golf Homepage Visits	1

Meta View-Through Conversions by Day



Top Meta View-Through Conversions by Strategy



Meta Post Engagements

1,736

The total number of actions people take involving your ads (clicks on CTA, clicks to profile, site clicks, etc.)

Meta Post Reactions

37

The total number of people who liked, or reacted to your ad, which shows up in their friends news feeds

Meta Post Shares

2

The total number of people who shared your ad, giving your campaign free impressions

Social Mirror Creative AI Performance

Creative			Preview Link	Percentage Served ↓	CTR
Creative Name	Variant Name	Creative Format			
Sim Tec Golf_Social Mirror_Simtec 15-4K Final.mp4	Variant: V_00002	Video	Click to View	4.14%	50.00%
Sim Tec Golf_Social Mirror_STG - Instagram 1 - 1080x1080.jpg	Variant: V_00001	Photo	Click to View	4.14%	50.00%
Sim Tec Golf_Social Mirror_STG - Instagram 1 - 1080x1080.jpg	Variant: V_00005	Photo	Click to View	3.85%	46.15%
Sim Tec Golf_Social Mirror_Simtec 15-4K Final.mp4	Variant: V_00007	Video	Click to View	3.55%	33.33%
Sim Tec Golf_Social Mirror_Simtec 15-4K Final.mp4	Variant: V_00008	Video	Click to View	3.55%	41.67%
Sim Tec Golf_Social Mirror_STG - Instagram 2 - 1080x1080.jpg	Variant: V_00004	Photo	Click to View	3.55%	25.00%
Sim Tec Golf_Social Mirror_STG - Instagram 1 - 1080x1080.jpg	Variant: V_00006	Photo	Click to View	3.55%	50.00%
Sim Tec Golf_Social Mirror_STG - Instagram 1 - 1080x1080.jpg	Variant: V_00007	Photo	Click to View	3.55%	66.67%
Sim Tec Golf_Social Mirror_STG - Instagram 1 - 1080x1080.jpg	Variant: V_00011	Photo	Click to View	3.25%	54.55%
Sim Tec Golf_Social Mirror_STG - Instagram 2 - 1080x1080.jpg	Variant: V_00006	Photo	Click to View	3.25%	54.55%

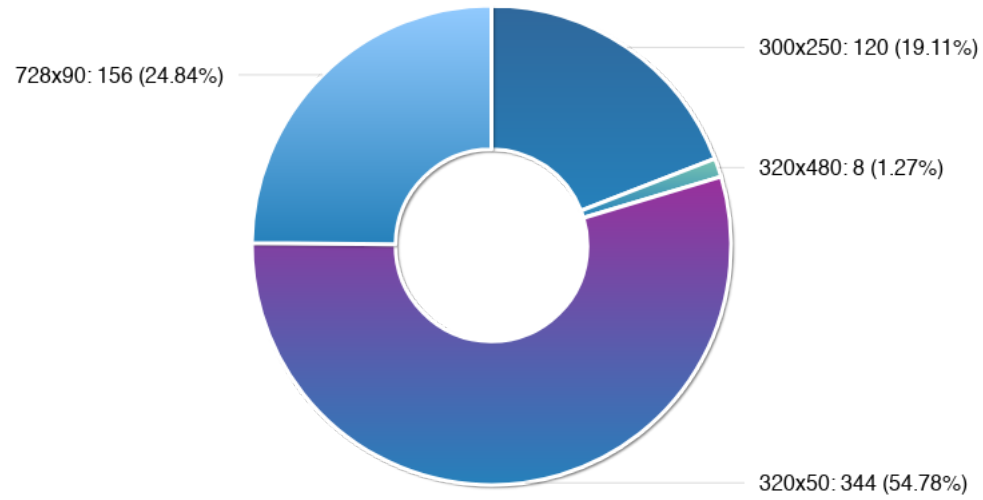
Social Mirror Ad Screenshots

Sim Tec Golf_Social Mirror_STG - Instagram 1 - 1080x1080.jpg	
Screenshot	

Mobile Conquesting Creative Performance

Preview	Creative Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
	Sim Tec Golf_STG - Digital - 320x50 .jpg	26,236	122	0.47%	6.64
	Sim Tec Golf_STG - Digital - 320x50 2.jpg	26,209	111	0.42%	6.05
	Sim Tec Golf_STG - Digital - 320x50 3.jpg	25,875	111	0.43%	6.13
	Sim Tec Golf_STG - Digital - 728x90 3.jpg	5,530	58	1.05%	14.98
	Sim Tec Golf_STG - Digital - 728x90 .jpg	5,527	46	0.83%	11.89
	Sim Tec Golf_STG - Digital - 728x90 2.jpg	5,504	52	0.94%	13.50
	Sim Tec Golf_STG - Digital - 300x250 3.jpg	2,205	37	1.68%	23.97
	Sim Tec Golf_STG - Digital - 300x250 2.jpg	2,200	41	1.86%	26.62
	Sim Tec Golf_STG - Digital - 300x250 .jpg	2,159	42	1.95%	27.79
	Sim Tec Golf_STG - Digital - 320x480 3.jpg	202	4	1.98%	28.29

Mobile Conquesting Click Performance by Ad Size



Meta Creative Performance

Ad	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
Sim Tec Golf_STG - Facebook 2 - 1080x1080.jpg	16,242	753	4.64%	66.23
Sim Tec Golf_STG - Facebook - 1080x1080.jpg	2,672	61	2.28%	32.61
Sim Tec Golf_STG - Instagram 1 - 1080x1080.jpg	161	11	6.83%	97.60
Sim Tec Golf_Simtec 15-4K Final.mp4	70	8	11.43%	163.27
Sim Tec Golf_STG - Instagram 3 - 1080x1080.jpg	222	7	3.15%	45.05
Sim Tec Golf_Simtec 30-w-VO 4k Final.mp4	58	5	8.62%	123.15
Sim Tec Golf_STG - Instagram 2 - 1080x1080.jpg	129	1	0.78%	11.07

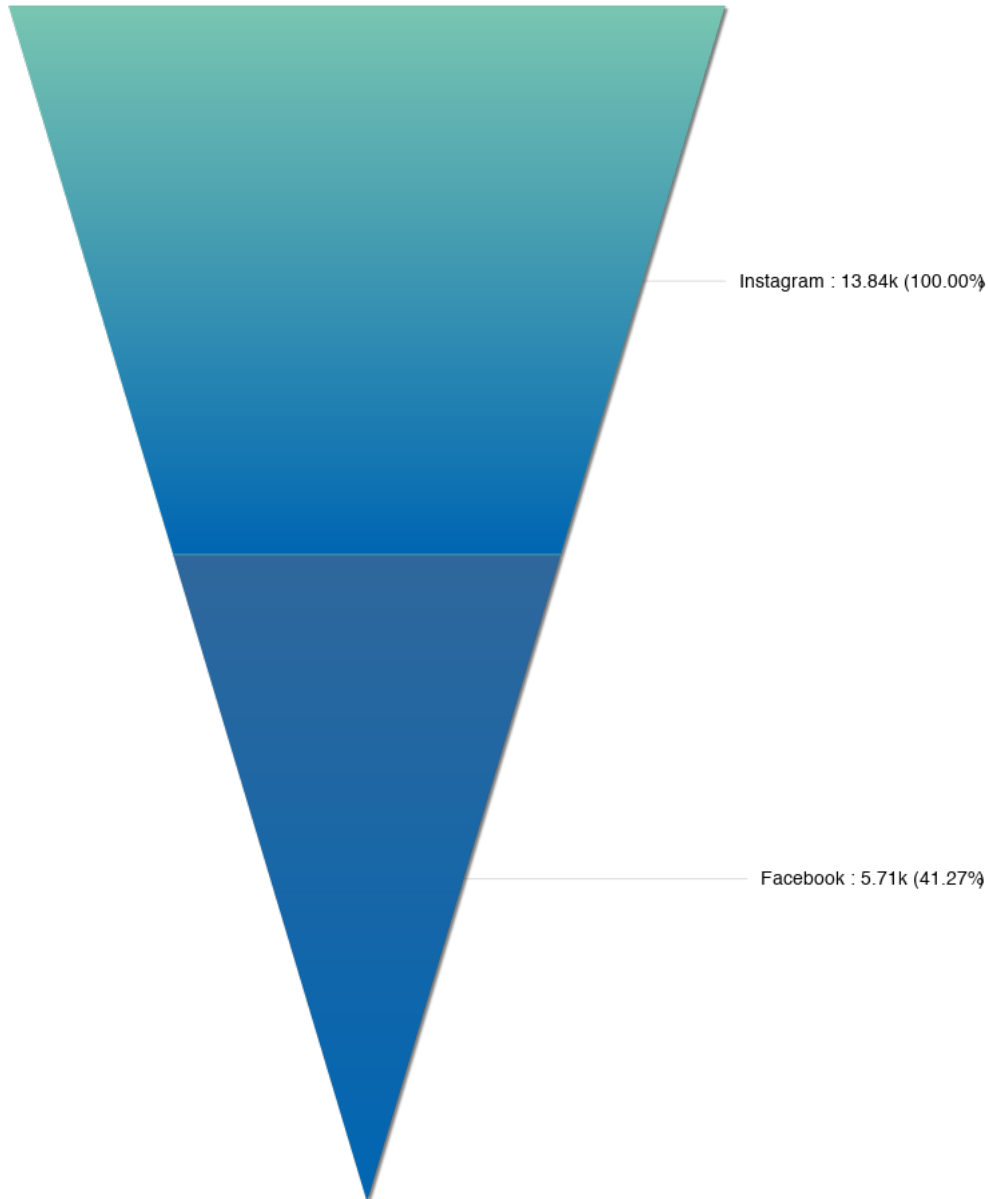
Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	19,118	819	4.28%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	355	22	6.20%
Unknown	---	79	5	6.33%
Desktop	A personal computing device that remains stationary at one location.	2	0	0.00%

Social Placement Performance

Placement	Where your ads appear	Impressions ↓	Clicks	CTR
Instagram Reels	Your ads appear in the Reels tab on Instagram.	13,570	650	4.79%
Facebook Reels	Your ads appear in the Reels tab on Facebook.	5,038	147	2.92%
Facebook Feed	Your ads appear in the desktop Feed when people access the Facebook website on their computers. Your ads appear in the mobile Feed when people use the Facebook app on mobile devices or access the Facebook website through a mobile browser.	265	26	9.81%
Facebook Marketplace	Your ads appear in the Marketplace home page or when someone browses Marketplace in the Facebook app.	217	2	0.92%
Instagram Stories	Your ads appear in people's Stories on Instagram.	159	12	7.55%
Facebook Search Results	Your ads appear next to relevant Facebook and Marketplace search results.	126	1	0.79%
Instagram Feed	Your ads appear in the mobile app and on desktop and mobile web.	110	5	4.55%
Facebook In-stream Videos	Your ads appear in video on demand and in a select group of approved partner live streams on Facebook.	59	2	3.39%
Facebook Stories	Your ads appear in people's Stories on Facebook.	6	1	16.67%
Facebook Profile Feed	Your ads appear within the feeds of public user profiles.	2	0	0.00%

Social Placement Performance by Impressions



Facebook News Feed Performance



Instagram Performance



Performance Max Creative Group Performance

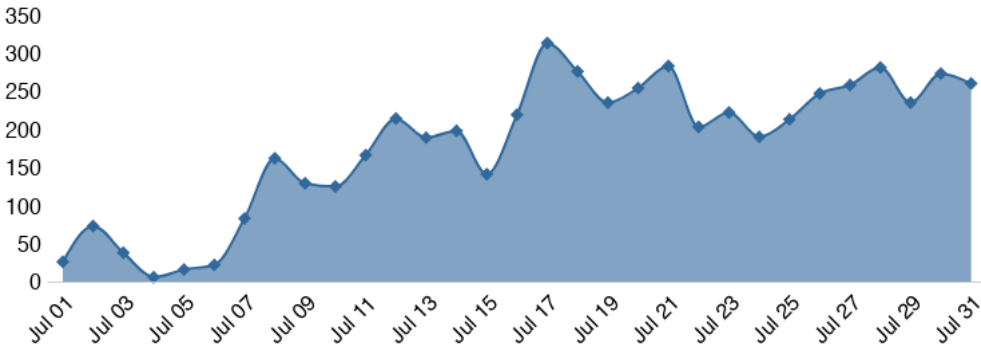
Creative Group Name	Search Themes	Client Ad Cost	Client CPE	Impressions	Events ↓	Event Rate
Sim Tec Golf - Golf Simulator Installation/Golf Enthusiasts/Retargeting Performance Max	best golf simulator installation,Build a Golf Simulator in my home,custom golf simulator,custom indoor golf room,custom sports simulator room,golf simulator build,golf simulator company,golf simulator construction,golf simulator contractor,golf simulator design,golf simulator design build,golf simulator for entertainment,golf simulator for golfers,golf simulator for home,golf simulator installation,golf simulator installation company,golf simulator installer near me,golf simulator room design,golf simulator setup service,golf simulator solutions,golf simulator technology,high end golf simulator,home golf simulator,immersive golf simulator,In Home Golf Simulator,indoor golf room design,indoor golf simulator,indoor sports simulator,luxury golf simulator,premium golf simulator,professional golf simulator installation,residential golf simulator	2,314.13	0.13	288,205	17,686	6.14%
Total		2,314.13	0.13	288,205	17,686	6.14%

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

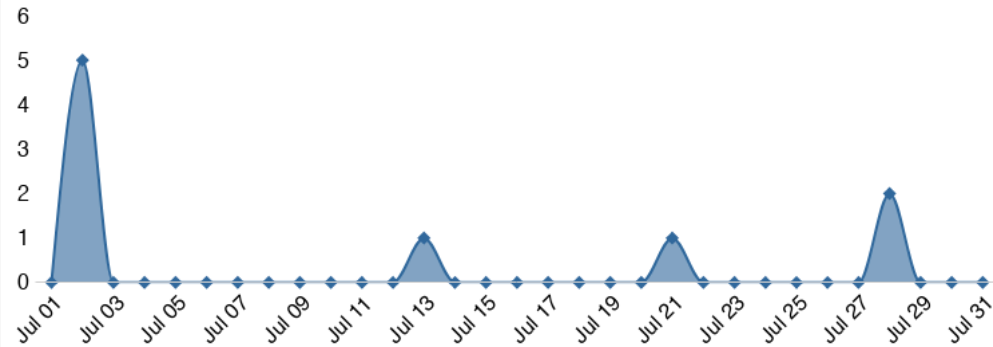
Conversion Action Name	Click Conversions ↓
Sim Tec Golf Installation Page View	5,529
Sim Tec Golf Gallery Page View	37
Sim Tec Golf Contact Page View	6
Sim Tec Golf Space Design Page View	4
Sim Tec Golf Custom Builds Page View	3
Sim Tec Golf About Page View	2

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

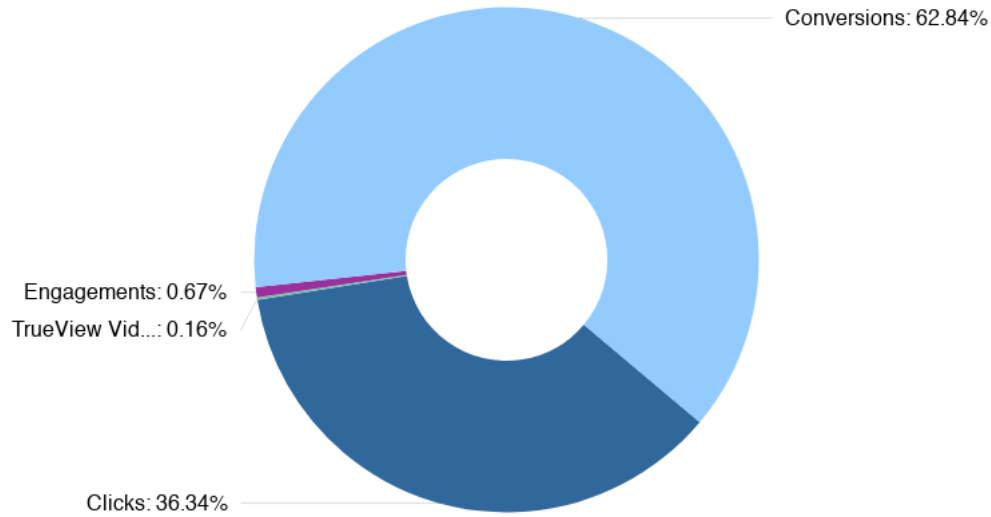


Performance Max View-through Conversion Performance

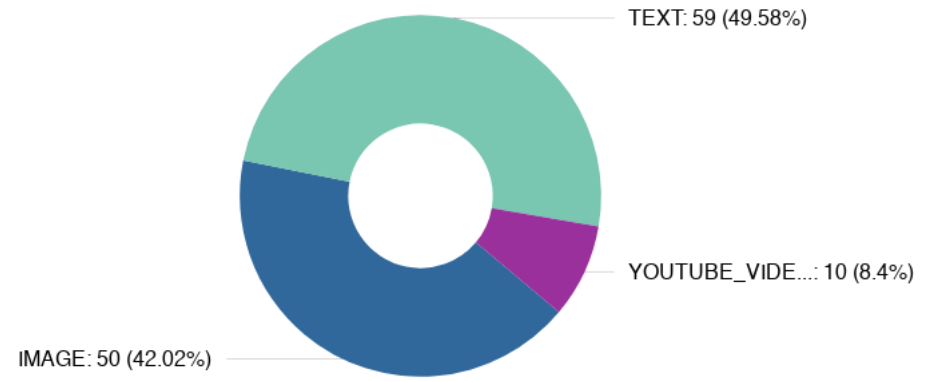
Conversion Action Name	View-through Conversions ↓
Sim Tec Golf Homepage Visits	8
Sim Tec Golf Custom Builds Page View	1

"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

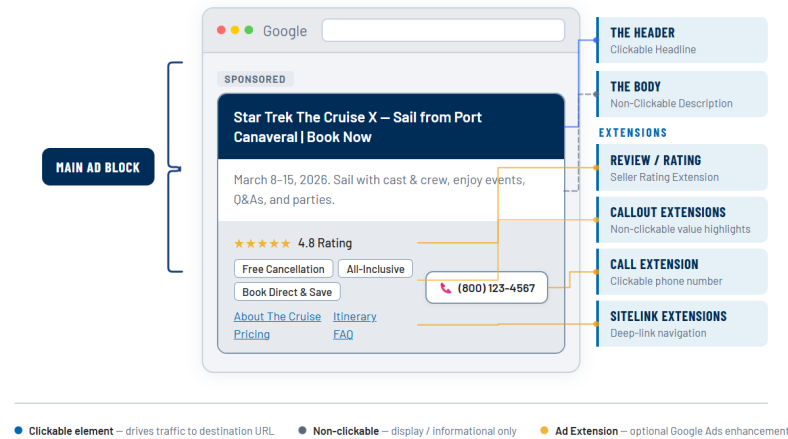
Type	Extension (upgraded)	Impressions	Events	Event Rate ↓	Client Ad Cost	Client CPE
CALLOUT	Improve Your Game	35	7	20.00%	0.20	0.03
CALLOUT	Pro-Level Technology	38	6	15.79%	0.76	0.13
CALLOUT	Residential Installs	39	6	15.38%	0.51	0.09
CALLOUT	Garage Simulators	50	7	14.00%	1.07	0.15
CALLOUT	Full Install Support	44	6	13.64%	0.62	0.10

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.

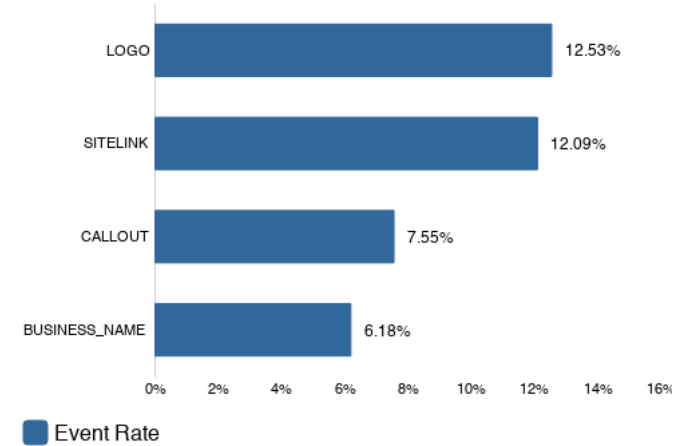
119

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
OptimizationPerformance
MaxDigital
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.