

# Digital Marketing Report

## Impressions

How many ads were served:

45,848

## Clicks

Times a user clicked on an ad

1,515

## Events

11,533

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

## Your Product Breakout by Impressions



PMax

## Event Rate

25.15%

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

*\*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

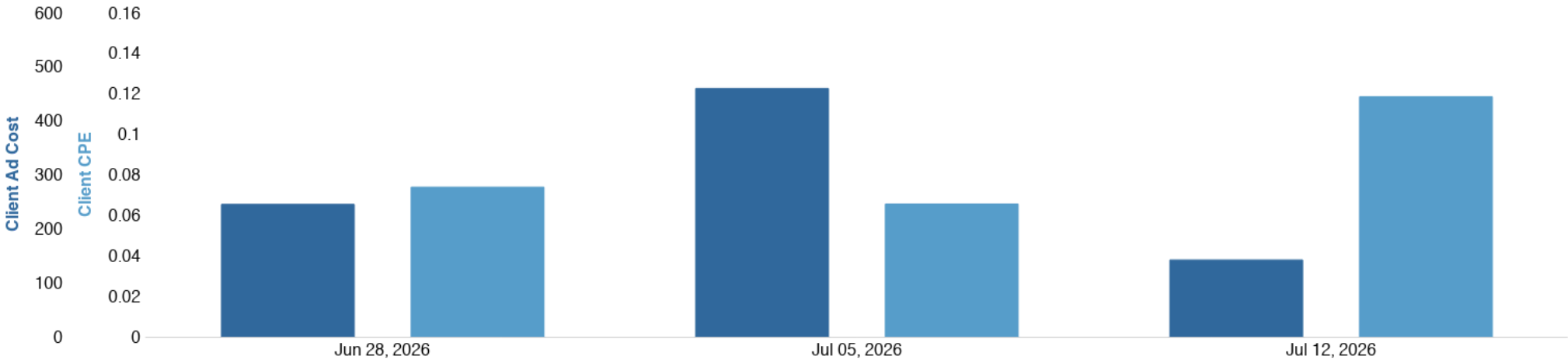
848.18

### Performance Max Cost-Per-Event

Cost/Events

0.07

Performance Max Week by Week Spend Performance



Line Item Performance

| Line Item Name                                                                             | Impressions ↓ | Clicks | CTR   | X the National Avg (.07%) |
|--------------------------------------------------------------------------------------------|---------------|--------|-------|---------------------------|
| Transformed Design Inc. - Lead Gen Services/SEO & SEM Services/Retargeting Performance Max | 45,848        | 1,515  | 3.30% | 47.21                     |

## Performance Max Creative Group Performance

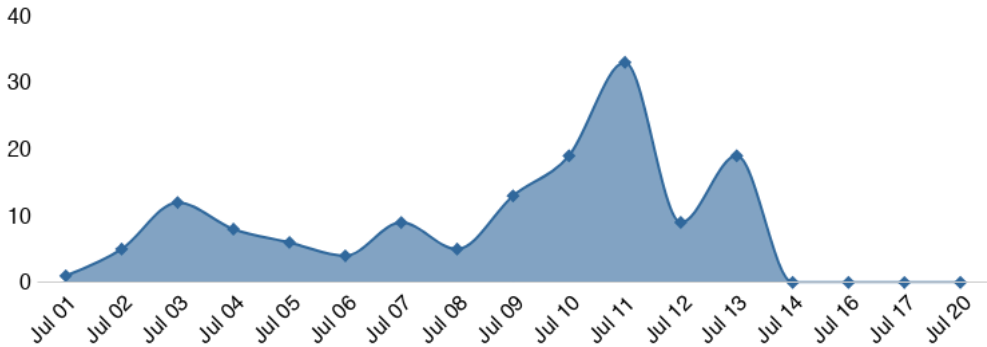
| Creative Group Name                                                                        | Search Themes                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Client Ad Cost | Client CPE | Impressions | Events ↓ | Event Rate |
|--------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------|------------|-------------|----------|------------|
| Transformed Design Inc. - Lead Gen Services/SEO & SEM Services/Retargeting Performance Max | attorney marketing services,digital marketing for local business,growth partner for service businesses,how to scale a local service business,HVAC marketing company,lead generation for contractors,local business growth system,local lead generation services,marketing for accountants,marketing for home service companies,med spa advertising,paid ads for local business,PPC for plumbers,roofing company SEO,SEO for local businesses,Web design for business,website design for small business | 848.18         | 0.07       | 45,848      | 11,533   | 25.15%     |
| Total                                                                                      |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | 848.18         | 0.07       | 45,848      | 11,533   | 25.15%     |

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

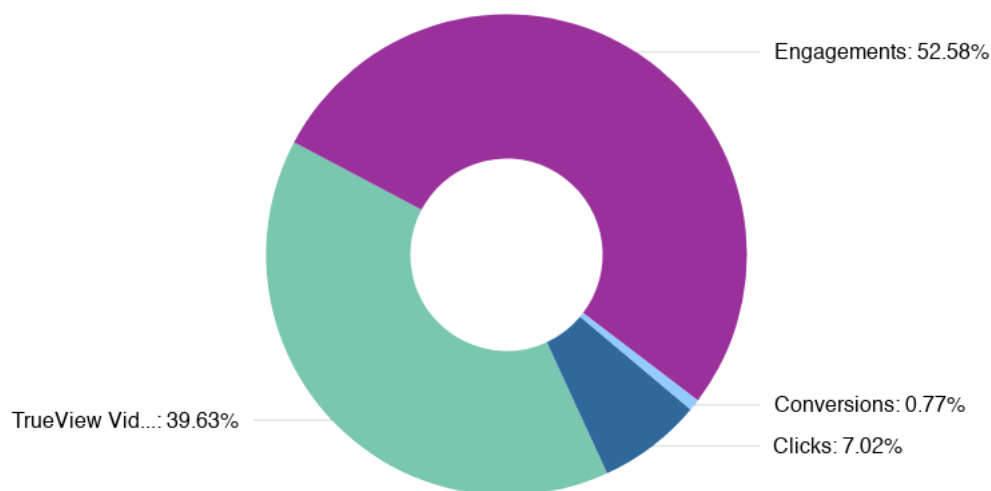


Performance Max Click Conversion Performance

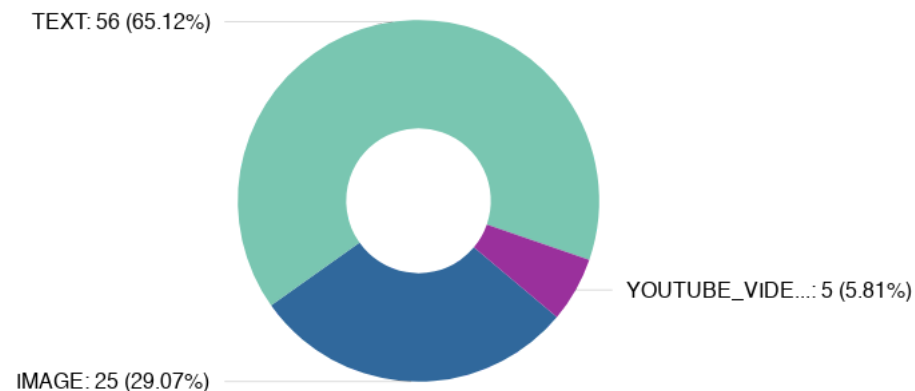
| Conversion Action Name                     | Click Conversions <a href="#">↓</a> |
|--------------------------------------------|-------------------------------------|
| Transformed Design Inc. Contact Page View  | 142                                 |
| Transformed Design Inc. Services Page View | 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

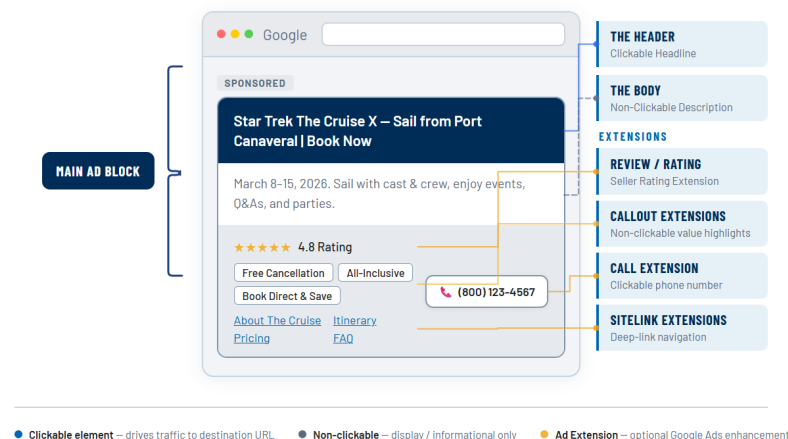


Performance Max Top 5 Extension Performance

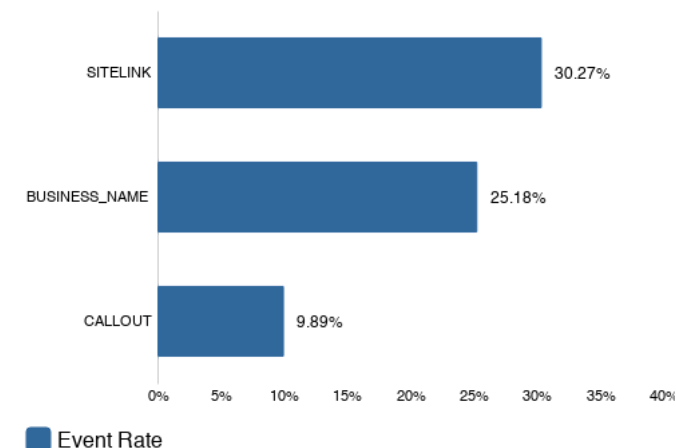
| Type     | Extension (upgraded)                                            | Impressions | Events | Event Rate ↓ | Client Ad Cost | Client CPE |
|----------|-----------------------------------------------------------------|-------------|--------|--------------|----------------|------------|
| CALLOUT  | No Obligation                                                   | 9           | 3      | 33.33%       | 9.64           | 3.21       |
| CALLOUT  | Growth Opportunities                                            | 9           | 3      | 33.33%       | 9.36           | 3.12       |
| CALLOUT  | Expert Recommendations                                          | 3           | 1      | 33.33%       | 0.92           | 0.92       |
| SITELINK | Discover What's Holding, Your Business Back, Free Website Audit | 24,678      | 7,515  | 30.45%       | 497.47         | 0.07       |
| SITELINK | Speak With A Digital, Marketing Expert, Book A Consultation     | 24,679      | 7,512  | 30.44%       | 489.65         | 0.07       |

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*.



Social Mirror



Mobile Conquesting



Connected TV



Meta



Website Visitor ID



TikTok



Search Engine Optimization



Performance Max



Digital Out-Of-Home



LinkedIn



Amazon Targeting



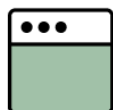
Live Chat



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.