

Executive Overview: Last Month Compared to Previous Month

IMPRESSIONS

30,839

26,921
▲ 14.55%

CLICKS

544

454
▲ 19.82%

CTR

1.76%

1.69%
▲ 4.60%

COST

\$7,302.67

\$5,133.03
▲ 42.27%

AVERAGE CPC

\$13.42

\$11.31
▲ 18.73%

CONVERSION

44

46
▼ -4.35%

TOTAL CONV.

44

46
▼ -4.35%

CONVERSION RATE

8.09%

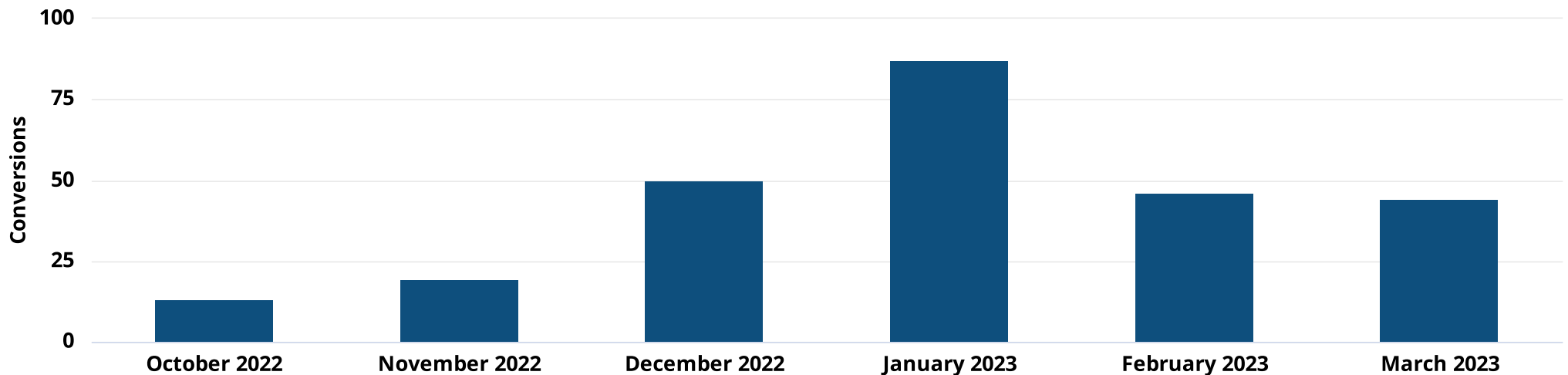
10.13%
▼ -20.17%

COST / CONV.

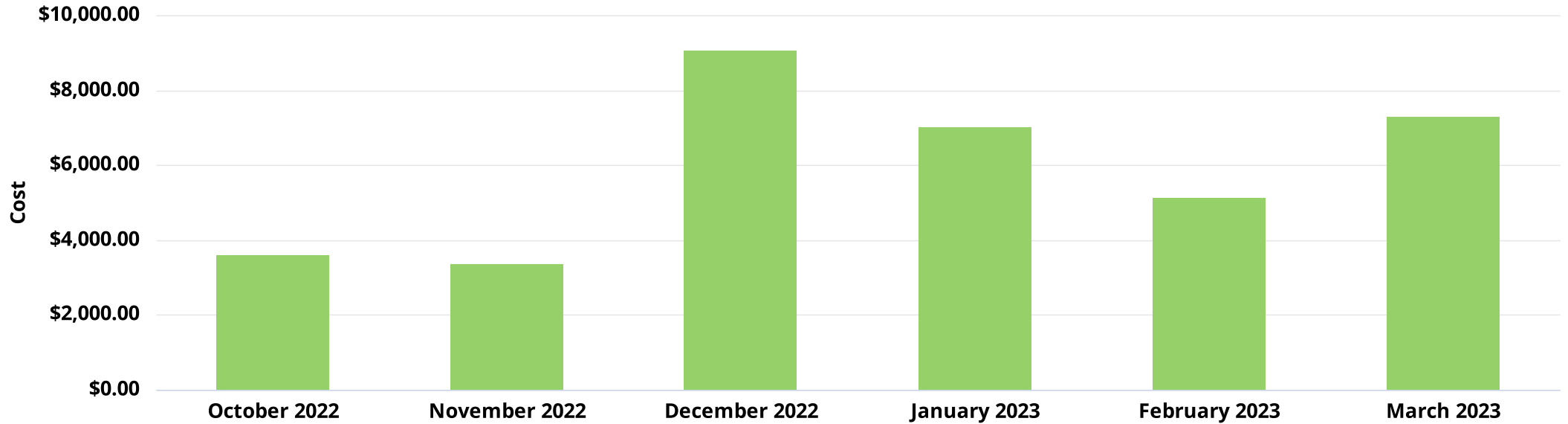
\$165.97

\$111.59
▲ 48.73%

Account Performance (Google): Conversions Last 6 Months



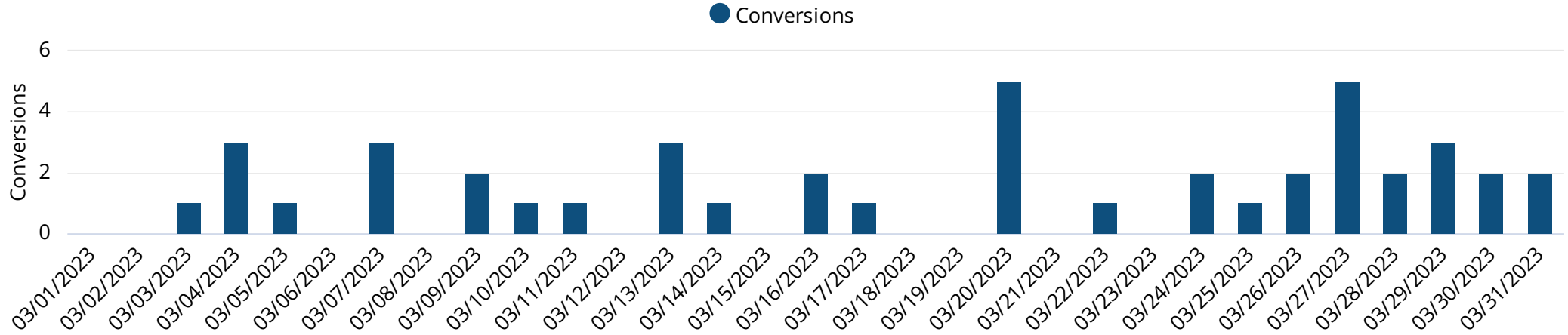
Account Performance (Google): Spend Last 6 Months



Account Performance (Google): Monthly Summary - Last 6 Months

Date	Impressions	Clicks	CTR	Cost	Avg. CPC	Conv.	Conv. Rate	Cost / Conv.	Search Impr. share
March 2023	30,839	544	1.76%	\$7,302.67	\$13.42	44	8.09%	\$165.97	> 90%
February 2023	26,921	454	1.69%	\$5,133.03	\$11.31	46	10.13%	\$111.59	> 90%
January 2023	25,679	756	2.94%	\$7,038.60	\$9.31	87	11.51%	\$80.90	> 90%
December 2022	24,750	521	2.11%	\$9,081.11	\$17.43	50	9.60%	\$181.62	> 90%
November 2022	30,201	338	1.12%	\$3,359.76	\$9.94	19	5.62%	\$176.83	> 90%
October 2022	34,104	350	1.03%	\$3,597.56	\$10.28	13	3.71%	\$276.74	> 90%

Account Performance (Google): Conversions



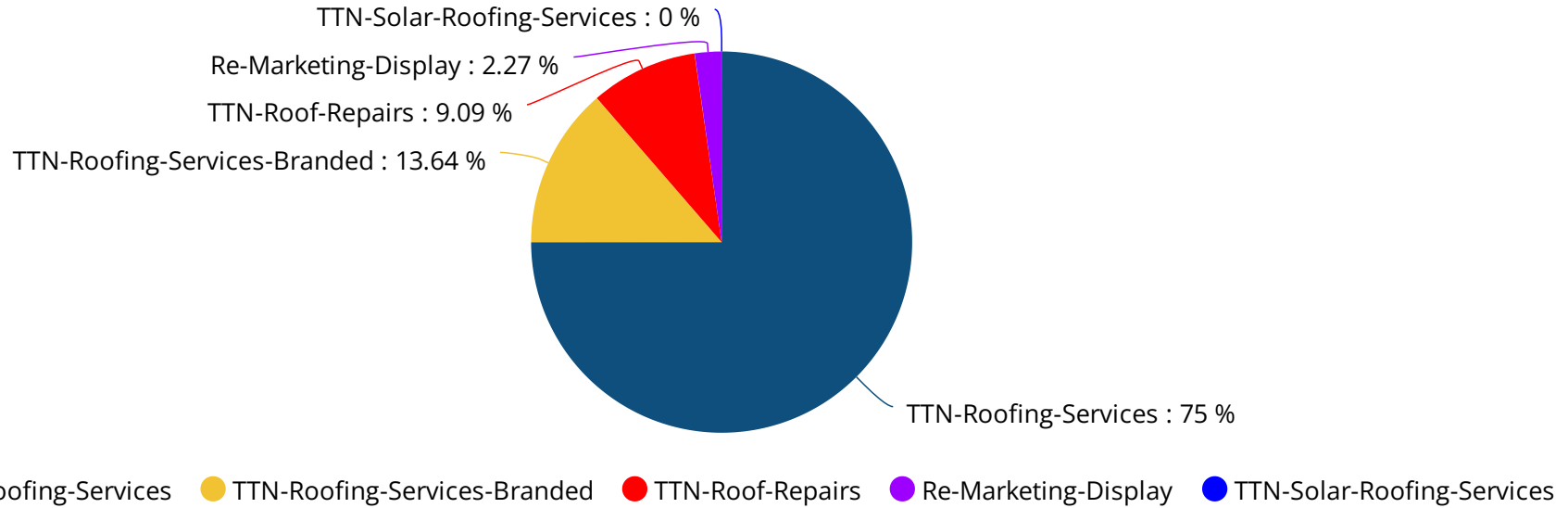
Account Performance (Google): Daily Summary

Date	Impressions	Clicks	CTR	Cost	Avg. CPC	Conv.	Conv. Rate	Cost / Conv.	Search Impr. share
03/01/2023	1,479	14	0.95%	\$187.71	\$13.41	0	0.00%	\$0.00	> 90%
03/02/2023	2,747	23	0.84%	\$187.61	\$8.16	0	0.00%	\$0.00	> 90%
03/03/2023	912	19	2.08%	\$199.65	\$10.51	1	5.26%	\$199.65	> 90%
03/04/2023	211	20	9.48%	\$235.34	\$11.77	3	15.00%	\$78.45	44.80%
03/05/2023	1,382	20	1.45%	\$179.51	\$8.98	1	5.00%	\$179.51	> 90%
03/06/2023	1,330	16	1.20%	\$148.69	\$9.29	0	0.00%	\$0.00	> 90%
03/07/2023	1,365	12	0.88%	\$284.31	\$23.69	3	25.00%	\$94.77	> 90%
03/08/2023	899	22	2.45%	\$250.70	\$11.40	0	0.00%	\$0.00	> 90%
03/09/2023	153	9	5.88%	\$329.12	\$36.57	2	22.22%	\$164.56	53.50%
03/10/2023	4,160	20	0.48%	\$122.60	\$6.13	1	5.00%	\$122.60	> 90%
03/11/2023	915	14	1.53%	\$305.93	\$21.85	1	7.14%	\$305.93	> 90%

Account Performance (Google): Daily Summary

Date	Impressions	Clicks	CTR	Cost	Avg. CPC	Conv.	Conv. Rate	Cost / Conv.	Search Impr. share
03/12/2023	859	15	1.75%	\$287.10	\$19.14	0	0.00%	\$0.00	> 90%
03/13/2023	222	16	7.21%	\$283.21	\$17.70	3	18.75%	\$94.40	41.34%
03/14/2023	309	16	5.18%	\$229.67	\$14.35	1	6.25%	\$229.67	34.45%
03/15/2023	286	15	5.24%	\$333.43	\$22.23	0	0.00%	\$0.00	35.71%
03/16/2023	2,093	20	0.96%	\$227.97	\$11.40	2	10.00%	\$113.99	> 90%
03/17/2023	304	12	3.95%	\$242.52	\$20.21	1	8.33%	\$242.52	46.20%
03/18/2023	418	11	2.63%	\$35.57	\$3.23	0	0.00%	\$0.00	> 90%
03/19/2023	692	16	2.31%	\$132.96	\$8.31	0	0.00%	\$0.00	> 90%
03/20/2023	1,200	38	3.17%	\$423.33	\$11.14	5	13.16%	\$84.67	> 90%
03/21/2023	2,112	17	0.80%	\$393.81	\$23.17	0	0.00%	\$0.00	> 90%
03/22/2023	2,429	31	1.28%	\$335.89	\$10.84	1	3.23%	\$335.89	> 90%
03/23/2023	295	18	6.10%	\$230.09	\$12.78	0	0.00%	\$0.00	49.66%
03/24/2023	642	15	2.34%	\$181.23	\$12.08	2	13.33%	\$90.62	> 90%
03/25/2023	444	11	2.48%	\$158.45	\$14.40	1	9.09%	\$158.45	> 90%
03/26/2023	447	13	2.91%	\$48.15	\$3.70	2	15.38%	\$24.08	> 90%
03/27/2023	524	23	4.39%	\$304.37	\$13.23	5	21.74%	\$60.87	75.18%
03/28/2023	173	11	6.36%	\$360.85	\$32.80	2	18.18%	\$180.43	37.61%
03/29/2023	846	30	3.55%	\$300.58	\$10.02	3	10.00%	\$100.19	> 90%
03/30/2023	750	17	2.27%	\$255.47	\$15.03	2	11.76%	\$127.73	> 90%
03/31/2023	241	10	4.15%	\$106.87	\$10.69	2	20.00%	\$53.43	75.55%

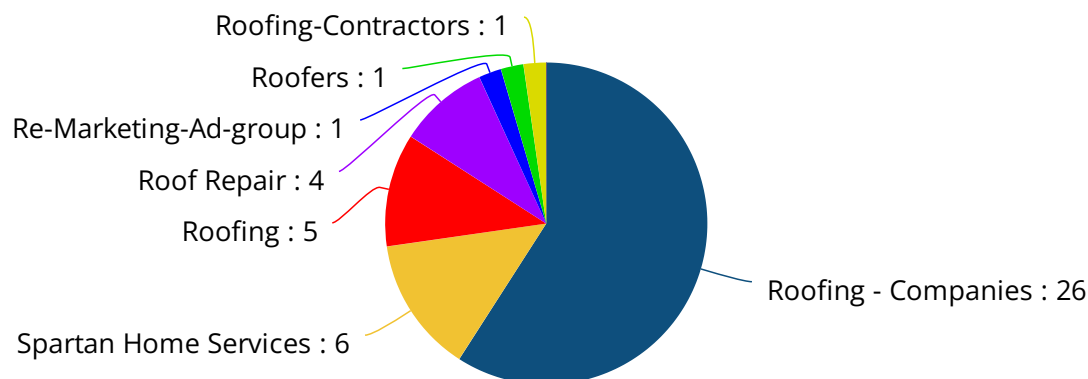
Campaign Performance (Google): Conversion Share



Campaign Performance (Google)

Campaign Name	Impressions	Clicks	CTR	Cost	Avg. CPC	Conv.	Conv. Rate	Cost / Conv.	Search Impr. share
TTN-Roofing-Services	4,839	338	6.98%	\$6,681.08	\$19.77	33	9.76%	\$202.46	33.87%
TTN-Roofing-Services-Branded	135	21	15.56%	\$132.18	\$6.29	6	28.57%	\$22.03	> 90%
TTN-Roof-Repairs	932	53	5.69%	\$313.91	\$5.92	4	7.55%	\$78.48	27.32%
Re-Marketing-Display	24,876	128	0.51%	\$91.54	\$0.72	1	0.78%	\$91.54	< 10%
TTN-Solar-Roofing-Services	57	4	7.02%	\$83.96	\$20.99	0	0.00%	\$0.00	27.94%

Account Performance (Google): Conversion Share



Ad Group Performance (Google): Top 10 by Conversions

Ad Group Name	Campaign Name	Impressions	Clicks	CTR	Cost	Avg. CPC	Conv.	Conv. Rate	Cost / Conv.	Search Impr. share
Roofing - Companies	TTN-Roofing-Services	3,466	232	6.69%	\$5,147.88	\$22.19	26	11.21%	\$198.00	34.71%
Spartan Home Services	TTN-Roofing-Services-Bran...	135	21	15.56%	\$132.18	\$6.29	6	28.57%	\$22.03	> 90%
Roofing	TTN-Roofing-Services	995	77	7.74%	\$1,258.01	\$16.34	5	6.49%	\$251.60	36.92%
Roof Repair	TTN-Roof-Repairs	768	50	6.51%	\$293.26	\$5.87	4	8.00%	\$73.31	30.00%
Re-Marketing-Ad-group	Re-Marketing-Display	24,876	128	0.51%	\$91.54	\$0.72	1	0.78%	\$91.54	< 10%
Roofers	TTN-Roofing-Services	40	6	15.00%	\$30.17	\$5.03	1	16.67%	\$30.17	80.00%
Roofing-Contractors	TTN-Roofing-Services	54	12	22.22%	\$142.03	\$11.84	1	8.33%	\$142.03	> 90%
Carmichael-Roofing	TTN-Roofing-Services	39	2	5.13%	\$23.38	\$11.69	0	0.00%	\$0.00	44.83%
Elk-Grove-Roof-Repair	TTN-Roof-Repairs	11	0	0.00%	\$0.00	\$0.00	0	0.00%	\$0.00	37.93%
Elk-Grove-Roofing	TTN-Roofing-Services	30	3	10.00%	\$40.63	\$13.54	0	0.00%	\$0.00	50.83%
Total	--	30,414	531	1.75%	\$7,159.09	\$13.48	44	8.29%	\$162.71	> 90%

Ad Performance (Google): Top 10 by Conversions (1-5)

	Campaign Name	Ad Copy	Ad Group Name	Impr.	Clicks	CTR	CPC	Conv.	Conv. Rate	Cost / Conv.
1	TTN-Roofing-Services	Roofing Company Near You +12 more free-estimate.spartanhomepros.com New Roof and Solar Starting at \$129 per month. Free Inspection. Call Now +3 more	Roofing - Companies	2,626	157	5.98%	\$24.25	19	12.10%	\$200.37
2	TTN-Roofing-Services	Spartan Home Services #1 Trusted Roofing Company free-estimate.spartanhomepros.com Lifetime Manufacturer Warranty. 25 Year Workmanship Warranty. Call Us Today! \$0 Down, 0% Interest and 0 Payments Until 2023. Free Inspection. Call Now	Roofing - Companies	840	75	8.93%	\$17.88	7	9.33%	\$191.56
3	TTN-Roofing-Services-Branded	Roofing Company Near You +14 more free-estimate.spartanhomepros.com New Roof and Solar Starting at \$129 per month. Free Inspection. Call Now +3 more	Spartan Home Services	135	21	15.56%	\$6.29	6	28.57%	\$22.03
4	TTN-Roofing-Services	Roofing Services Near You +14 more free-estimate.spartanhomepros.com New Roof and Solar Starting at \$129 per month. Free Inspection. Call Now +3 more	Roofing	763	52	6.82%	\$20.83	4	7.69%	\$270.85
5	TTN-Roof-Repairs	Roof Repair Near You +9 more free-estimate.spartanhomepros.com Your Trusted Roof Repair Contractor. A Proven And Dependable Reputation! +4 more	Roof Repair	408	39	9.56%	\$5.43	3	7.69%	\$70.62

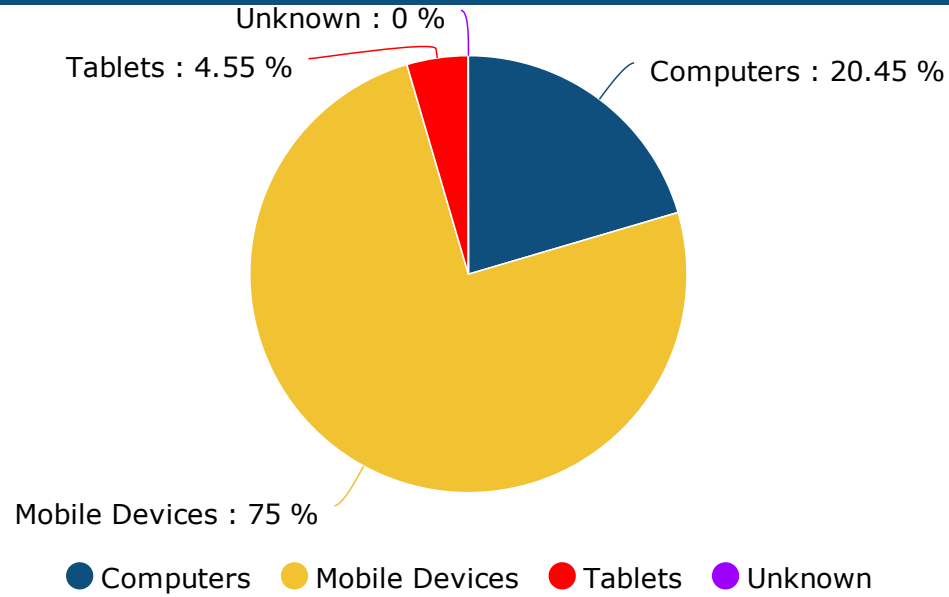
Ad Performance (Google): Top 10 by Conversions (6-10)

	Campaign Name	Ad Copy	Ad Group Name	Impr.	Clicks	CTR	CPC	Conv.	Conv. Rate	Cost / Conv.
6	Re-Marketing-Display	New Roof Installation +5 more free-estimate.spartanhomepros.com Low Monthly Payments for Your Budget. Get A Free Consultation Now +3 more	Re-Marketing-Ad-group	24,876	128	0.51%	\$0.72	1	0.78%	\$91.54
7	TTN-Roof-Repairs	We Repair Roofs Right Away Contractors You Can Trust free-estimate.spartanhomepros.com Expert Roofing Installation & The Best Warranty In California. Free Inspection. Call Now Lifetime Manufacturer Warranty, 25 Year Workmanship Warranty. We Stand By Our Work.	Roof Repair	360	11	3.06%	\$7.40	1	9.09%	\$81.41
8	TTN-Roofing-Services	Roofers Near You +14 more free-estimate.spartanhomepros.com Lifetime Manufacturer Warranty +5 more	Roofers	40	6	15.00%	\$5.03	1	16.67%	\$30.17
9	TTN-Roofing-Services	Roofing Services Near You Spartan Home Services free-estimate.spartanhomepros.com New Roof and Solar Starting at \$129 per month. Free Inspection. Call Now Lifetime Manufacturer Warranty, 25 Year Workmanship Warranty. We Stand By Our Work.	Roofing	232	25	10.78%	\$6.98	1	4.00%	\$174.62
10	TTN-Roofing-Services	Roofing Contractor Near You +8 more free-estimate.spartanhomepros.com New Roof and Solar Starting at \$129 per month. Free Inspection. Call Now +3 more	Roofing-Contractors	54	12	22.22%	\$11.84	1	8.33%	\$142.03

Keywords Performance (Google): Top 20 by Conversions

Keywords	Keyword Match type	Impressions	Clicks	CTR	Cost	Avg. CPC	Conv.	Conv. Rate	Cost / Conv.
roofing contractors	PHRASE	1,368	115	8.41%	\$1,876.26	\$16.32	11	9.57%	\$170.57
roofers roofing	PHRASE	425	24	5.65%	\$692.45	\$28.85	5	20.83%	\$138.49
Spartan Home Services	EXACT	103	15	14.56%	\$81.33	\$5.42	5	33.33%	\$16.27
roofing company	PHRASE	250	15	6.00%	\$353.00	\$23.53	3	20.00%	\$117.67
roof fixing company	PHRASE	267	21	7.87%	\$106.75	\$5.08	2	9.52%	\$53.38
roofing services	PHRASE	219	17	7.76%	\$401.61	\$23.62	2	11.76%	\$200.80
service roofing company	PHRASE	278	20	7.19%	\$263.10	\$13.15	2	10.00%	\$131.55
top roofing companies near me	PHRASE	101	25	24.75%	\$222.35	\$8.89	2	8.00%	\$111.17
best roofing companies	PHRASE	51	16	31.37%	\$155.72	\$9.73	1	6.25%	\$155.72
local roofing companies	PHRASE	520	17	3.27%	\$714.39	\$42.02	1	5.88%	\$714.39
recommended roofers near me	PHRASE	3	1	33.33%	\$6.51	\$6.51	1	100.00%	\$6.51
roof repair	PHRASE	283	19	6.71%	\$137.33	\$7.23	1	5.26%	\$137.33
roof repair company near me	PHRASE	51	5	9.80%	\$21.68	\$4.34	1	20.00%	\$21.68
roof service company	PHRASE	142	4	2.82%	\$180.54	\$45.13	1	25.00%	\$180.54
roofer service	PHRASE	538	24	4.46%	\$473.47	\$19.73	1	4.17%	\$473.47
roofing companies in	PHRASE	96	5	5.21%	\$292.30	\$58.46	1	20.00%	\$292.30
roofing contractor	PHRASE	24	4	16.67%	\$88.88	\$22.22	1	25.00%	\$88.88
roofing professional	PHRASE	37	5	13.51%	\$251.53	\$50.31	1	20.00%	\$251.53
Spartan Home	PHRASE	32	6	18.75%	\$50.85	\$8.47	1	16.67%	\$50.85
affordable roofing near me	PHRASE	19	1	5.26%	\$1.64	\$1.64	0	0.00%	\$0.00

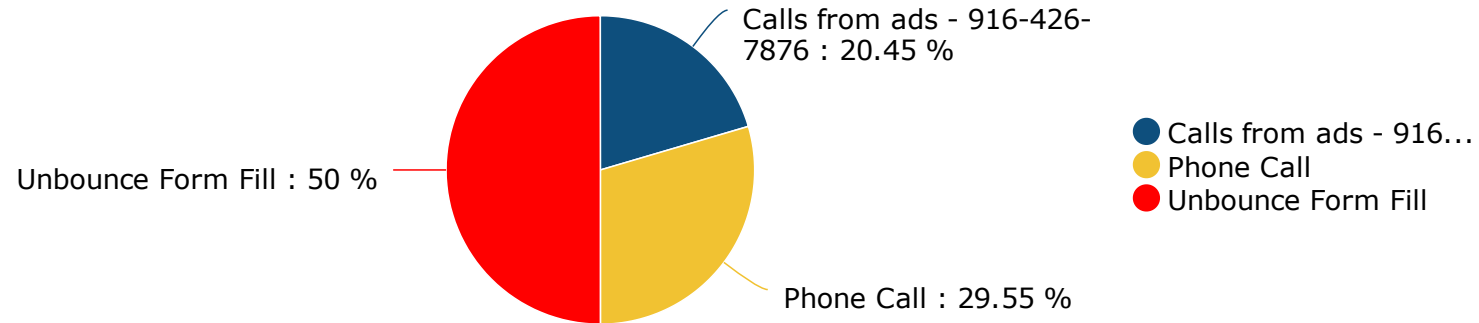
Device Performance (Google): Conversion Share



Device Performance (Google)

Device Type	Impressions	Clicks	CTR	Cost	Avg. CPC	Conv.	Conv. Rate	Cost / Conv.
Mobile Devices	28,983	422	1.46%	\$5,779.97	\$13.70	33	7.82%	\$175.15
Computers	1,701	111	6.53%	\$1,376.15	\$12.40	9	8.11%	\$152.91
Tablets	126	11	8.73%	\$146.54	\$13.32	2	18.18%	\$73.27
Unknown	29	0	0.00%	\$0.00	\$0.00	0	0.00%	\$0.00

Conversion Types (Google): Conversion Share



Device Performance (Google)

Conversion name	Conv.
Unbounce Form Fill	22
Phone Call	13
Calls from ads - 916-426-7876	9