

BLAIR CONSTRUCTION



# ADVERTISING REPORT

[BLAIRGCROOFING.COM](http://BLAIRGCROOFING.COM)



# 409%

Increase in conversions since adding Performance Max to Google Ads strategy on 7/28/25

# 74%

Decrease in Cost Per Conversion since adding Performance Max to Google Ads Campaign Strategy



# 121,905

Impressions since adding  
Performance Max to Google Ads  
campaign strategy

# 306

Conversions since adding  
Performance Max to Google Ads  
campaign strategy

# 2,624

Impressions since adding  
Performance Max to Google Ads  
campaign strategy

# \$2.74

Cost-per-Click since adding  
Performance Max to Google Ads  
campaign strategy. This is a decrease  
of 72%

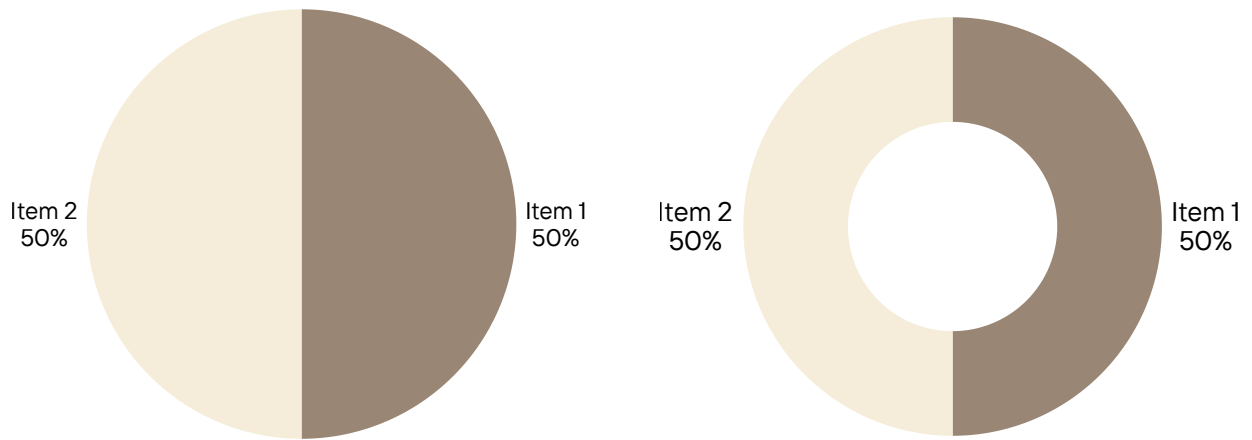
# GOOGLE ADS METRICS

July 28-Sep. 25 compared to May 29-July 27  
 Performance Max Campaign Launch: July 28,205

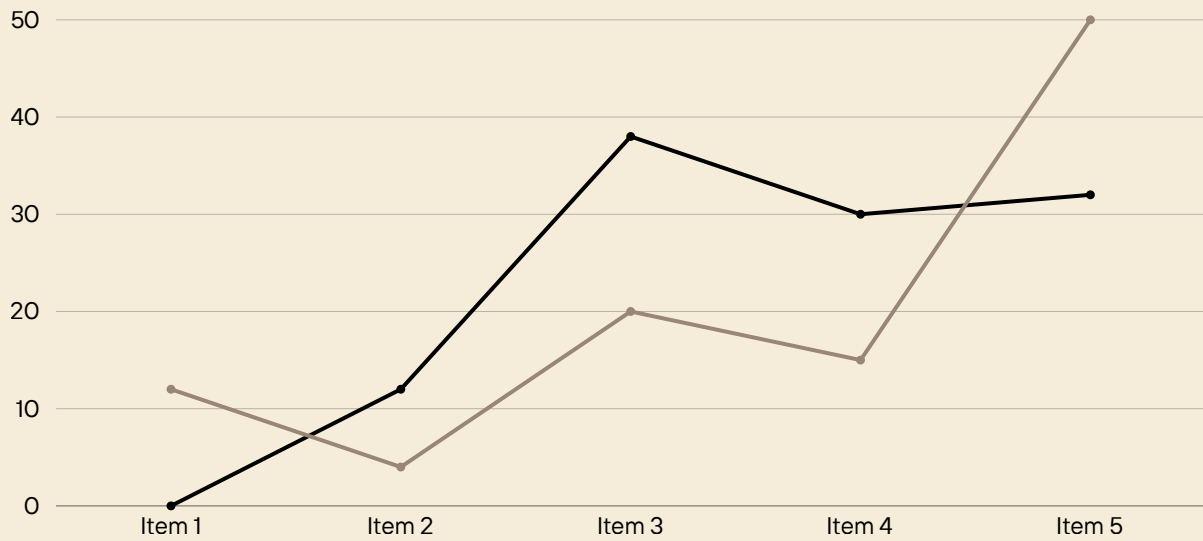
The screenshot shows the Google Ads interface for 'BlairConstruction'. The main table displays performance metrics for two campaigns: 'Performance Max 2025' and 'AWI | Search'. The metrics are compared against a previous period (May 29 - Jul 27, 2025). The 'Performance Max 2025' campaign shows a significant increase in impressions (43.49%), interaction rate (235.86%), clicks (370%), and conversions (409%), while the average cost-per-click (CPC) decreased by 72%. The 'AWI | Search' campaign also shows an increase in clicks (227.76%) and conversions (5.81%), with a decrease in CPC (74%).

Campaign	Cost	Impr.	Optimization score	Interactions	Interaction rate	Clicks	CTR	Avg. CPC	Conversions	Cost / conv.	Conv. rate	General invalid clicks	Bid strategy
Drafts in progress: 0													
Performance Max 2025	\$3,494.12 (+)	30,616 (+)	93.4%	2,007 clicks, engagements	6.56% (+)	1,942 (+)	6.34% (+)	\$1.80 (+)	279.00 (+)	\$12.52 (+)	13.90% (+)	171 (+)	-
AWI   Search	\$3,732.87 (-31.73%)	91,434 (+7.50%)	97.8%	687 clicks	0.75% (+14.33%)	687 (+22.90%)	0.75% (+14.33%)	\$5.43 (-44.65%)	27.00 (-55.00%)	\$138.25 (+51.72%)	3.93% (-63.39%)	66 (+1.54%)	-
Total: All enabled campaigns in your current ...	\$7,227.00 (+32.17%)	122,050 (+43.49%)	-	2,694 clicks, engagements	2.21% (+235.86%)	2,629 (+370.30%)	2.15% (+227.76%)	\$2.75 (-71.90%)	306.00 (+409.95%)	\$23.62 (-74.08%)	11.36% (+5.81%)	237 (+264.62%)	-
Total: Account	\$8,984.88 (-16.85%)	440,380 (-32.10%)	-	11,189 clicks, engagements	2.54% (-93.14%)	7,142 (+4.02%)	1.62% (+53.19%)	\$1.26 (-20.06%)	332.00 (+65.19%)	\$26.96 (-49.85%)	2.97% (+3,449.27%)	899 (-2.41%)	-

- IMPRESSIONS:** Increase 43.49%
- INTERACTION RATE:** Increase 235.86%
- CLICKS:** Increase 370%
- CLICKTHROUGH RATE:** Increase 227.76%
- AVERAGE COST-PER-CLICK:** Decrease 72%
- CONVERSIONS:** Increase 409%
- COST-PER-CONVERSION:** Decrease 74%
- CONVERSION RATE:** Increase 5.81%



Cap off your presentation with motivational quotes to inspire your colleagues to keep pushing forward for a better and more impressionable report.



Cap off your presentation with motivational quotes to inspire your colleagues to keep pushing forward for a better and more impressionable report.