

Overview

Click Through Rate & Impressions

by Clicks, CTR, and Impressions



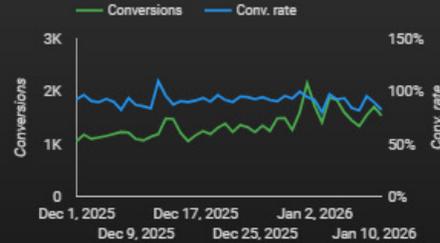
Conversion Rate & Cost

by Conversions Rate and Cost / Conv.



Cost Per Click

by Cost, CPC, and CPM



Top Campaigns

by CTR, Avg. CPC, and Cost / Conv.

Campaign	CTR	Avg. CPC	Cost / conv.
1. Fall/Winter Retargeting 2025 Perf Max	0.75%	\$0.08	\$0.08
2. Ben's C.O.D. Heating Oil	0%	\$0	\$0
3. EZ Swap Propane Campaign	0%	\$0	\$0
4. HubSpot Search campaign (santa) 1.13.26	0%	\$0	\$0
5. Performance Max - Sign up for payment pla...	0%	\$0	\$0
6. Performance Max - evergreen heating oil	0%	\$0	\$0
7. Santa Energy - Search - Heating Oil - Nov23-...	0%	\$0	\$0

Device Breakdown

by Clicks, Cost, and Conversions



Overview

Click Through Rate & Impressions

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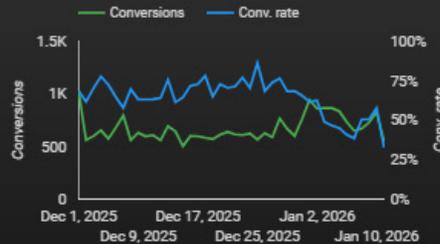
Conversion Rate & Cost

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Cost Per Click

by Cost, CPC, and CPM



Top Campaigns

by CTR, Avg. CPC, and Cost / Conv.

Campaign	CTR	Avg. CPC	Cost / conv.
1. Fall/Winter Retargeting 2025 Perf Max	0.97%	\$0.07	\$0.08
2. Servco Fall Winter (Heating Oil, Propane, Se...	0%	\$0	\$0
3. Servco Spring Summer (Propane, HVAC)	0%	\$0	\$0
4. Servco- Search - Heating oil, HVAC, propane	0%	\$0	\$0
5. Spring/Summer Retargeting 2026 Perf Max	0%	\$0	\$0

Device Breakdown

by Clicks, Cost, and Conversions

