

CLIENT: Local Pool Service

Audience

January 1, 2025 - August 17, 2025

Audience segment	Clicks	Impr.
People not in audiences	218	9,118
Homeownership Status › Homeowners	216	5,374
Home & Garden › Outdoor Items › Pools & Spas	84	2,150
Homeownership Status › Renters	16	362

Landing Page Performance

March 17, 2025 - October 31, 2025

Landing page	Conversions	Mobile-friendly click rate	Valid AMP click rate	Mobile speed score	Clicks	Impr.	CTR	Currency code	Cost	Avg. CPC	Conv. value
https://80degreepools.com/	46.00	--	--	--	500	19,917	2.51%	USD	4752.23	9.50	626.00
https://80degreepools.com/contact/	15.00	--	--	--	117	11,299	1.04%	USD	1306.46	11.17	7.00
https://80degreepools.com/pool-services/	6.00	--	--	--	53	11,713	0.45%	USD	642.43	12.12	155.00
https://80degreepools.com/book/	6.00	--	--	--	19	9,896	0.19%	USD	229.02	12.05	153.00
https://80degreepools.com/about/	1.00	--	--	--	18	9,035	0.20%	USD	174.58	9.70	1.00

Keyword Performance

March 17, 2025 - October 31, 2025

Search keyword	Campaign bid strategy type	Conversions	Currency code	Cost / conv.	Conv. value
pool vacuum	Maximize Conversion Value	23.00	USD	128.12	620.00
pool cleaning service	Maximize Conversion Value	18.00	USD	106.56	8.00
pool cleaning	Maximize Conversion Value	12.00	USD	35.31	4.00
pool company	Maximize Conversion Value	10.00	USD	95.29	304.00
pool cleaners	Maximize Conversion Value	6.00	USD	41.64	5.00
pool care and maintenance	Maximize Conversion Value	2.00	USD	108.52	1.00
pool cleaning company	Maximize Conversion Value	1.00	USD	3.48	0.00
local pool companies	Maximize Conversion Value	1.00	USD	22.84	0.00
best pool service	Maximize Conversion Value	1.00	USD	134.59	0.00
pinch a penny	Maximize Conversion Value	0.00	USD	0	0.00
pool maintenance company	Maximize Conversion Value	0.00	USD	0	0.00
weekly pool cleaning	Maximize Conversion Value	0.00	USD	0	0.00

Search keyword	Campaign bid strategy type	Conversions	Currency code	Cost / conv.	Conv. value
pool cleaning near me	Maximize Conversion Value	0.00	USD	0	0.00
pinch a penny sarasota	Maximize Conversion Value	0.00	USD	0	0.00
pool service in sarasota	Maximize Conversion Value	0.00	USD	0	0.00
bradenton pool cleaning	Maximize Conversion Value	0.00	USD	0	0.00
pool cleaning in sarasota	Maximize Conversion Value	0.00	USD	0	0.00
clean swimming pool near me	Maximize Conversion Value	0.00	USD	0	0.00
top pool cleaners near me	Maximize Conversion Value	0.00	USD	0	0.00

Call details Report

March 17, 2025 - October 31, 2025

Start time	Duration (seconds)	Caller country code	Caller area code	Recording	Status	Call source	Call type	Campaign
Apr 8, 2025, 11:00:00 AM	36	1	727	Not available	Received	Website	Mobile click-to-call	Website traffic-Search-2-March 17 start
Apr 5, 2025, 11:00:00 AM	63	1	941	Not available	Received	Website	Mobile click-to-call	Website traffic-Search-2-March 17 start
May 8, 2025, 1:00:00 PM	0	1	--	Not available	Missed	Website	Mobile click-to-call	Website traffic-Search-2-March 17 start
Apr 16, 2025, 9:00:00 AM	197	1	219	Not available	Received	Website	Mobile click-to-call	Website traffic-Search-2-March 17 start
Mar 26, 2025, 11:00:00 AM	121	1	586	Not available	Received	Website	Manually dialed	Website traffic-Search-2-March 17 start
May 4, 2025, 8:00:00 PM	32	1	419	Not available	Received	Website	Mobile click-to-call	Website traffic-Search-2-March 17 start
Mar 27, 2025, 12:00:00 PM	109	1	978	Not available	Received	Website	Mobile click-to-call	Website traffic-Search-2-March 17 start

Start time	Duration (seconds)	Caller country code	Caller area code	Recording	Status	Call source	Call type	Campaign
Mar 26, 2025, 12:00:00 PM	181	1	309	Not available	Received	Website	Mobile click-to-call	Website traffic-Search-2-March 17 start
Apr 10, 2025, 12:00:00 PM	34	1	941	Not available	Received	Website	Mobile click-to-call	Website traffic-Search-2-March 17 start
Mar 21, 2025, 10:00:00 AM	161	1	941	Not available	Received	Website	Mobile click-to-call	Website traffic-Search-2-March 17 start
May 4, 2025, 8:00:00 AM	39	1	941	Not available	Received	Website	Mobile click-to-call	Website traffic-Search-2-March 17 start
May 8, 2025, 10:00:00 AM	40	1	908	Not available	Received	Website	Manually dialed	Website traffic-Search-2-March 17 start
Apr 4, 2025, 12:00:00 PM	68	1	603	Not available	Received	Website	Mobile click-to-call	Website traffic-Search-2-March 17 start
Apr 17, 2025, 11:00:00 AM	86	1	321	Not available	Received	Website	Manually dialed	Website traffic-Search-2-March 17 start

Start time	Duration (seconds)	Caller country code	Caller area code	Recording	Status	Call source	Call type	Campaign
Apr 16, 2025, 1:00:00 PM	32	1	859	Not available	Received	Website	Mobile click-to-call	Website traffic-Search-2-March 17 start
Mar 30, 2025, 10:00:00 AM	30	1	912	Not available	Received	Website	Mobile click-to-call	Website traffic-Search-2-March 17 start

Top Campaign

March 17, 2025 - October 31, 2025

Campaign	Campaign bid strategy type	Conversions	Currency code	Cost / conv.	Conv. value
Website traffic-Searc h-2- March 17 start	Maximize Conversion Value	74.00	USD	96.33	942.00

Local Pool Service

January 1, 2025 - October 31, 2025

Age	Parental status	Gender	Impr.
Unknown	Unknown	Unknown	5,994
65+	Not a parent	Male	2,390
65+	Not a parent	Female	2,224
55 - 64	Not a parent	Female	1,207
55 - 64	Not a parent	Male	1,051
45 - 54	Parent	Male	920
55 - 64	Parent	Male	709
45 - 54	Parent	Female	692
35 - 44	Parent	Male	684
35 - 44	Parent	Female	577
25 - 34	Not a parent	Male	470
45 - 54	Not a parent	Female	383
45 - 54	Not a parent	Male	325
55 - 64	Parent	Female	266
25 - 34	Parent	Female	244
25 - 34	Parent	Male	234
25 - 34	Not a parent	Female	233
35 - 44	Not a parent	Male	223
18 - 24	Not a parent	Male	195
35 - 44	Not a parent	Female	181
65+	Parent	Male	126
65+	Unknown	Male	95
65+	Parent	Female	94
18 - 24	Not a parent	Female	90
55 - 64	Unknown	Male	62
65+	Unknown	Female	62
55 - 64	Unknown	Female	51

Age	Parental status	Gender	Impr.
Unknown	Not a parent	Male	45
45 - 54	Unknown	Female	34
45 - 54	Unknown	Male	31
18 - 24	Parent	Female	23
65+	Unknown	Unknown	23
Unknown	Not a parent	Female	20
35 - 44	Unknown	Male	16
18 - 24	Parent	Male	10
25 - 34	Unknown	Female	10
35 - 44	Unknown	Female	10
25 - 34	Unknown	Male	8
55 - 64	Unknown	Unknown	8
65+	Not a parent	Unknown	6
Unknown	Parent	Male	6
45 - 54	Not a parent	Unknown	5
55 - 64	Not a parent	Unknown	5
Unknown	Parent	Female	5
18 - 24	Unknown	Female	4
Unknown	Unknown	Male	4
35 - 44	Unknown	Unknown	3
35 - 44	Not a parent	Unknown	2
45 - 54	Unknown	Unknown	2
Unknown	Not a parent	Unknown	2
18 - 24	Unknown	Male	1
18 - 24	Parent	Unknown	0
18 - 24	Not a parent	Unknown	0
18 - 24	Unknown	Unknown	0
25 - 34	Parent	Unknown	0
25 - 34	Not a parent	Unknown	0
25 - 34	Unknown	Unknown	0
35 - 44	Parent	Unknown	0
45 - 54	Parent	Unknown	0
55 - 64	Parent	Unknown	0

Age	Parental status	Gender	Impr.
65+	Parent	Unknown	0
Unknown	Unknown	Female	0
Unknown	Parent	Unknown	0