Above and Below CONTRACTING LLC

Oct 6, 2026 - Oct 12, 2026

Google

Impressions	CTR	Cost / conv.	Conversions	Cost
333	9.31%	$6.05	7	$42.34

Meta

Impressions	CTR (all)	Cost per Submit application	Submit application (website)	Amount spent
13,980	3.63%	6.8	30	203.93

Linkedin

Impressions	CTR	CPC	Clicks	Total spent
0	No data	No data	0	0

Google

Google Ads

	Campaign	Campaign ...	Budget	Impressio...	Interaction Rate	Phone calls	Conv. rate	Convers...	Cost / conv.	Cost
1.	Search \| General	Eligible	$1.00	71	21.13%	4	26.64%	4	$1.56	$6.25
2.	PMAX \| General	Eligible	$5.00	262	6.11%	4	18.75%	3	$12.03	$36.09

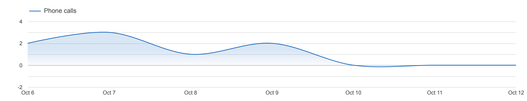
1 - 2 / 2

Conversion Types

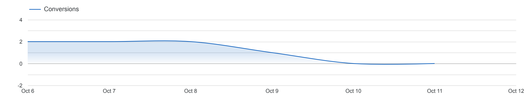
	Segment Conversion Category	Conversions
1.	Phone call lead	4
2.	Request quote	3

1 - 7 / 7

Calls from Google over time



Conversions from Google over time



Cost from Google over time



Keyword Performance

	Search keyword	Impressions	Clicks	CTR	Conve...	Avg. CPC	Cost
1.	above and below contracting	52	13	25%	3	$0.42	$5.49
2.	hydro excavation services	13	2	15.38%	1	$0.38	$0.76
3.	excavation companies near me	4	0	0%	0	$0	$0
4.	excavating contractor near me	2	0	0%	0	$0	$0

1 - 4 / 4

Meta

Meta Campaigns

	Campaign name	Ad set name	Impressions	CTR (all)	Landing page views	Submit application (website)	Cost per Submit application	Amount spent
1.	Recruiting \| Leads Campaign	Hiring Drivers \| Ad Set \| Dynamic	4,277	5.24%	63	12	5.45	65.42
2.	Recruiting \| Leads Campaign	Mechanic and Mechanics Helper \| Ad Set...	9,703	2.92%	61	18	7.69	138.51

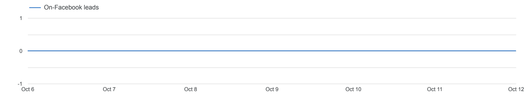
1 - 2 / 2

Top Campaign Ads

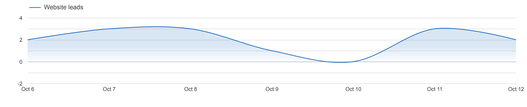
	Image asset photo	Impressions	Link clicks	CTR (all)	On-Faceb...	Website purchases	Website leads	Amount spent
1.		6,663	52	3.02%	0	0	4	94.49
2.		1,772	28	6.38%	0	0	2	24.51
3.		1,564	25	4.09%	0	0	1	27.94

1 - 7 / 7

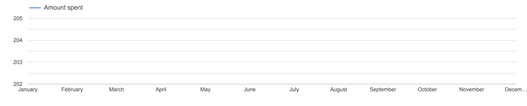
Leads from Meta over time



Website Leads from Meta over time



Website Purchases from Meta over time



Linkedin

Creative thumbnail	Campaign name	Impressions	CTR	Engagement rate	Landing page clicks	Total spent
No data						