

Polymershapes Monthly Ads Overview

August 2025
(August 1 - 25)



MoM Account Metric Comparison

July 1 - 25, 2025

Impressions: 204,158

Clicks: 15,365

CTR: 7.53%

Avg CPC: \$3.73

Conversions: 961.04

Active Campaigns: 114

Cost: \$57,301.43

August 1 - 25, 2025

Impressions: 201,013

Clicks: 14,355

CTR: 7.14%

Avg CPC: \$3.53

Conversions: 1,000.64

Active Campaigns: 117

Cost: \$50,741.61

The account experienced several notable month-over-month shifts. Impressions and clicks remained relatively stable, while CTR declined slightly, though not at a significant level. Average CPC decreased, indicating a positive trend compared to prior periods. Total cost also fell significantly and on top of that conversions in August exceeded those in July. This shows that despite lower spend, the account is trending in the right direction as anticipated.

YoY Account Metric Comparison

August 1 - 25, 2024

Impressions: 216,275

Clicks: 13,928

CTR: 6.44%

Avg CPC: \$3.32

Conversions: 1,315.55

Active Campaigns: 84

Cost: \$46,187.71

August 1 - 25, 2025

Impressions: 201,013

Clicks: 14,355

CTR: 7.14%

Avg CPC: \$3.53

Conversions: 1,000.64

Active Campaigns: 117

Cost: \$50,741.61

August 2024 metrics are very similar to 2025. Impressions, clicks, and CTR remained steady YoY. Average CPC saw a small increase, but nothing significant for a yearly time period. Conversions saw a notable decrease, but we turned off duplicate phone call conversions late last year, which could contribute to the decrease.

Overall, YoY metrics remain steady and with continued updates the account is well-positioned to maintain and improve results moving forward.

Top Performing Ad Groups



Ongoing Ad Strength project:

- Building and Construction
- Fabrication
- Acrylic
- Plastics
- HDPE
- Polycarbonate
- UHMW
- Nylon
- Acetal
- Duct Bank Spacers*

Next ad group: Aisle Containment

Campaign Updates



- Indianapolis
 - Primary: \$25/day
 - Plastics, Fabrication, Acrylic, B&C
 - Secondary: \$24/day
 - UHMW, Acetal, Thermoforming
 - Tertiary: \$20/day (Newly created)
 - HDPE (moved from Primary)
- Providence
 - Paused Plastics + Engineering plastics, Foamboard
 - Primary: \$19/day
 - Nylon, Acetal, PTFE
 - Secondary: \$10/day (Newly created)
 - B&C
- Syracuse
 - Paused Acetal, UHMW
 - Added Plastics + Engineering Plastics

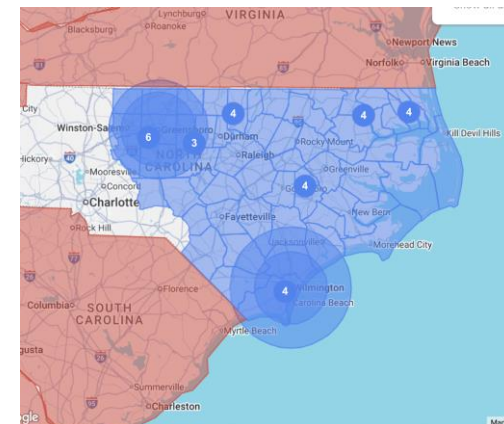
Raleigh - HDPE Ad Group Comparison

August 2025

☐ ● Ad group	Campaign	Status	Default max. CPC	Target CPA	↓ Cost	Impr.	Clicks	Conversions	Cost / conv.	Avg. CPC
☐ ● HDPE	SE - Raleigh - Tertiary	Eligible	—	—	\$3,957.36	6,824	617	17.91	\$220.98	\$6.41
☐ ● HDPE	CA - Toronto - Secondary	Eligible	—	—	\$1,265.34	6,325	500	34.00	\$37.22	\$2.53
☐ ● HDPE	SE - Atlanta - Secondary	Eligible	—	—	\$1,115.69	3,135	240	15.00	\$74.38	\$4.65
☐ ● HDPE	CE - Milwaukee - Secondary	Eligible	—	—	\$1,066.08	1,874	191	4.00	\$266.40	\$5.58
☐ ● HDPE	NE - Richmond - Secondary	Eligible	—	—	\$848.81	1,925	176	10.00	\$84.88	\$4.82
☐ ● HDPE	WE - Dallas - Primary	Eligible	—	—	\$699.42	2,185	148	10.67	\$65.57	\$4.73
Total: Filtered ad groups ⓘ					\$14,722.79	40,432	3,381	181.37	\$81.17	\$4.35

Raleigh Ads Location Targeting

When comparing the HDPE ad group in Raleigh to identical ad groups in other markets, performance metrics show notable differences. Most significantly, Raleigh's average CPC was substantially higher than the overall account average, which influenced other results. Despite driving the highest number of clicks among all HDPE ad groups, the elevated CPC impacted efficiency. Raleigh also generated more conversions in total; however, its cost per conversion was considerably higher than the account total. This suggests heightened competition for HDPE in Raleigh compared to other regions. As a result, HDPE may not be the most cost-effective material to prioritize for leads or sales. While the increased budget did help generate additional traffic and conversions, other materials may present stronger ROI opportunities.



Raleigh - Campaign Performance

August 2025

Campaign ↓		Budget	Status	Optimization score	Impr. <>	Clicks <>	CTR <>	Cost <>	Conversions <>	Avg. cost <>
May 1 – Jul 31, 2024 ▼										
Compared: Feb 1 – Apr 30, 2024										
Drafts in progress: 1										
☐	SE - Raleigh - Tertiary	\$21.00/day ☒	Eligible	95.9%	6,824 (+614.55%)	617 (+556.38%)	9.04% (-8.14%)	\$3,957.36 (+419.47%)	17.91 (+496.94%)	\$6.41 (-20.86%)
☐	SE - Raleigh - Secondary	\$40.00/day ☒	Eligible	87.4%	6,738 (+6.77%)	423 (-24.46%)	6.28% (-29.25%)	\$3,877.52 (-0.21%)	22.58 (+36.87%)	\$9.17 (+32.12%)
☐	SE - Raleigh - Primary	\$31.00/day ☒	Eligible	92.9%	6,194 (+17.04%)	481 (+7.85%)	7.77% (-7.86%)	\$2,038.69 (+2.21%)	35.50 (-18.40%)	\$4.24 (-5.23%)
Total: Filtered campaigns ?				—	19,756 (+57.32%)	1,521 (+38.27%)	7.70% (-12.11%)	\$9,873.57 (+48.65%)	75.99 (+20.62%)	\$6.49 (+7.51%)

When evaluating the Raleigh campaigns as a whole, performance shows consistent improvement across key metrics. Conversions increased notably across all three campaigns, with impressions rising by over 50%. Click volume also grew significantly in line with the increased spend. While CTR declined across the campaigns, this was anticipated due to the substantial rise in impressions; despite this, the combined CTR across these campaigns remains strong at 7.70%, well above the industry benchmark of around 3–4%.

Overall, the additional investment yielded positive results for the Raleigh-specific campaigns. However, a review of HDPE ad groups across the account suggests that allocating resources to other material ad groups could potentially drive stronger performance and a better return on spend.

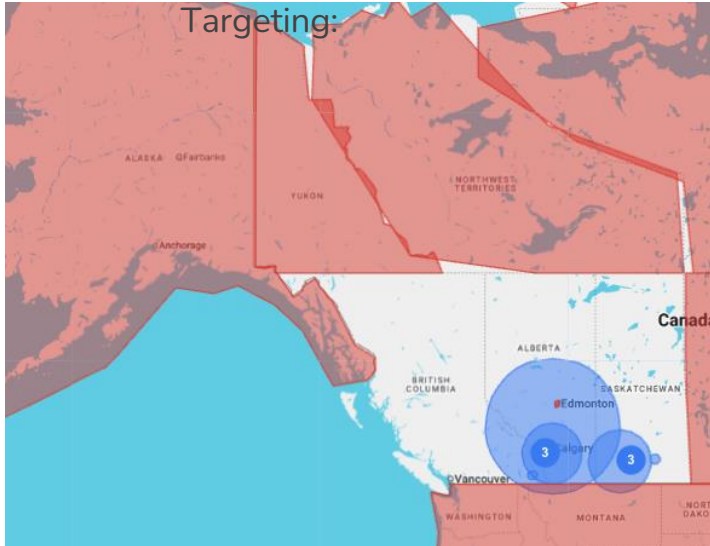
Calgary

August 2025

Calgary- getting calls from Alaska?

1. Odd issue – we have been fielding a regular amount of calls from customers looking for PS in Alaska- 2 just today.
2. One of our ISRs said he Googled PS Alaska, and **PS Calgary pops up on the side of the search.** ?
3. CK note – it looks like a GMB listing popping up? Vancouver location DOES target Alaska.

Calgary Ads
Targeting:



Calgary

Address

1440 Aviation Park N.E., #103,

403-250-1670

CA - Calgary - Primary

☐	☒	<u>Polymershapes</u>	Business name
☐	☒		Business logo
☐	☒	<u>403-250-1670</u>	Call

Campaign level phone number matches number on website and GMB

Phone Call Issues

- 
1. Campaigns with no phone calls (all time)
 2. CE – Detroit – Primary - **(248) 616-0300** (Added phone call asset to campaign level from GMB)
 3. CE – Detroit – Secondary - **(248) 616-0300**
 4. CE – Detroit - Tertiary - **(248) 616-0300**
 5. WE – Las Vegas – PMAx - **(702) 732-8866**
 6. WE – Austin – Duct Bank Spacers - **(512) 687-0771**
 7. SE – Charleston - Primary - **(843) 614-6715**
 8. SE – Charleston – Secondary - **(843) 614-6715**
 9. CE – Cedar Rapids - **(319) 365-1460**
 10. SE – Lexington – Secondary - (859) 742-6690 (Already in account) newly created (July 14)
 11. NE – Pittsburgh – Tertiary - (724) 775-9205 (Already in account) newly created (July 16)
 12. CE – Milwaukee – Tertiary - (262) 251-1200 (Already in account) newly created (July 24)
 13. SE – Orlando – Tertiary - (407) 851-0624 (Already in account) newly created (August 14)
 14. Low call volume:
 15. WE – Seattle – Secondary - **(206) 575-1462**
 16. WE – Austin – Thermoforming - (512) 687-0771 (Already in account) newly created (July 2)
 17. **NE – Toledo – Tertiary** - (419) 482-0962 (Already in account)
 18. CE – Dayton – Secondary - (937) 877-1903 (Already in account) newly created (July 2)
 19. **SE – Columbia/Greenville** – Secondary - (803) 254-0550 (Already in account) newly created (July 8)
 20. **NE – Philadelphia - Tertiary** - (215) 638-9460 (Already in account)

Phone Call Issues

August 2025

NE - Toledo - Tertiary										
☐		Asset	Asset type	Level	Status	Source	Last updated	Clicks	↓ Impr.	CTR
NE - Toledo - Primary										
☐		419-482-0962	Call	Campaign	Eligible	Advertiser	Apr 16, 2024, 1:24 PM	31	392	7.91%
NE - Toledo - Secondary										
☐		419-482-0962	Call	Campaign	Eligible	Advertiser	Jun 9, 2023, 8:24 AM	42	335	12.54%
NE - Toledo - Tertiary										
☐		419-482-0962	Call	Campaign	Eligible	Advertiser	May 13, 2025, 10:24 AM	7	85	8.24%

NE – Philadelphia - Tertiary

☐		Asset	Asset type	Level	Status	Source	Last updated	Clicks	↓ Impr.	CTR
NE - Philadelphia - Primary										
☐		215-638-9460	Call	Campaign	Eligible	Advertiser	Aug 10, 2022, 7:47 PM	101	2,040	4.95%
NE - Philadelphia - Secondary										
☐		215-638-9460	Call	Campaign	Eligible	Advertiser	Apr 16, 2024, 9:29 AM	96	1,044	9.20%
NE - Philadelphia - Tertiary										
☐		215-638-9460	Call	Campaign	Eligible	Advertiser	May 22, 2025, 3:02 PM	4	70	5.71%

●	Campaign ↓	Budget	Status	Optimization score	Impr.
●	SE - Atlanta - Secondary	\$22.50/day	Eligible	84.8%	996
●	SE - Atlanta - Primary	\$47.50/day	Eligible	84.1%	2,217
●	NE - Toledo - Tertiary	\$10.00/day	Eligible	81.4%	366
●	NE - Toledo - Secondary	\$17.00/day	Eligible	96.6%	654

●	Campaign ↓	Budget	Status	Optimization score	Impr.
●	NE - Pittsburgh - Secondary	\$15.00/day	Eligible	87.4%	1,087
●	NE - Pittsburgh - Primary	\$18.00/day	Eligible	95.9%	1,162
●	NE - Philadelphia - Tertiary	\$5.00/day	Eligible	95.9%	415
●	NE - Philadelphia - Secondary	\$27.00/day	Eligible	86.7%	1,640



UPDATE: Mock-up has been created and sent to Courtney & team. Currently awaiting approval. Team needs to discuss whether we need the competitor page BEFORE or AFTER new site goes live.

- Piedmont- competitor with large market share
- Suggestions:
 - We could make a separate campaign, rather than an ad group
 - Depending on the budget, we can target specific materials or just a general competitor page
 - If we want to target specific materials (ex: Acrylic/Polycarbonate), specific pages can be created referring to (competitor) - “Polymershapes - Acrylic” or “Polymershapes - Polycarbonate”
 - If we go this route, this landing page can only be used for one competitor (Piedmont)
 - We can also create a “General competitor” landing page with messaging like “What makes Polymershapes Different” or “A Better Alternative to Plastics”
 - Incorporate generalized copy to use for any competitor if other profit centers are experiencing similar issues
 - (After landing page is created) Ad copy will also be tailored to fit competitor messaging



Action Items/Takeaways

- Improvement of Aisle Containment ad strength
- Toronto competitor campaign for Piedmont
 - Create landing page ←
 - Create ads campaign
 - Optimizations
- Budget sheet- awaiting Polymershapes team for confirmation
- Continued campaign updates