

Digital Marketing Report

Impressions

How many ads were served:

18,242

Clicks

Times a user clicked on an ad

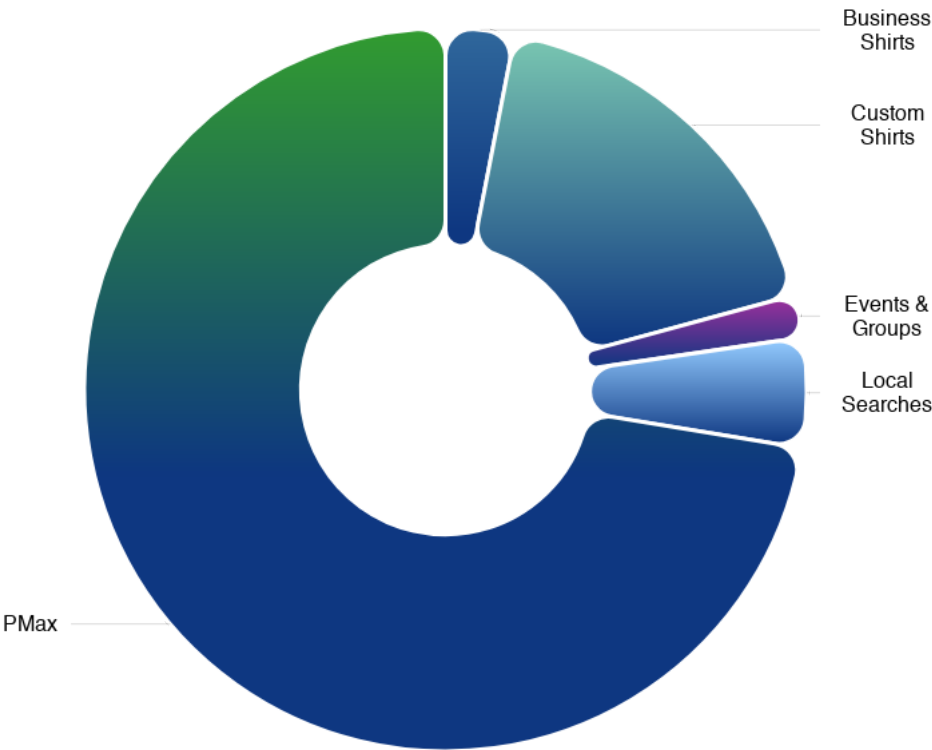
1,361

Click-Through Rate

(Clicks/Impressions) x 100

8.75%

Your Product Breakout by Impressions



Events

8,355

Total Clicks, Video Views, Phone Calls, Engagements, & Conversions

Event Rate

63.24%

(Events/Impressions) x 100

Total Engagement Rate

8.75%

(Clicks+View-throughs)/Impressions x 100*

X the National Average

124.96

X the National Avg (.07%)

*Note: CTR and Total Engagement Rate do not include impressions or view-throughs from CTV, YouTube, or PMax campaigns. For TikTok campaigns, Total Engagement Rate includes both Click Conversions and View-throughs due to differences in Conversion tracking.

Spend Performance

Does not include management fee

PPC Ad Cost

Amount spent on the campaign

699.29

PPC Cost-Per-Click

Cost/Clicks

1.59

Performance Max Cost

Amount spent on the campaign

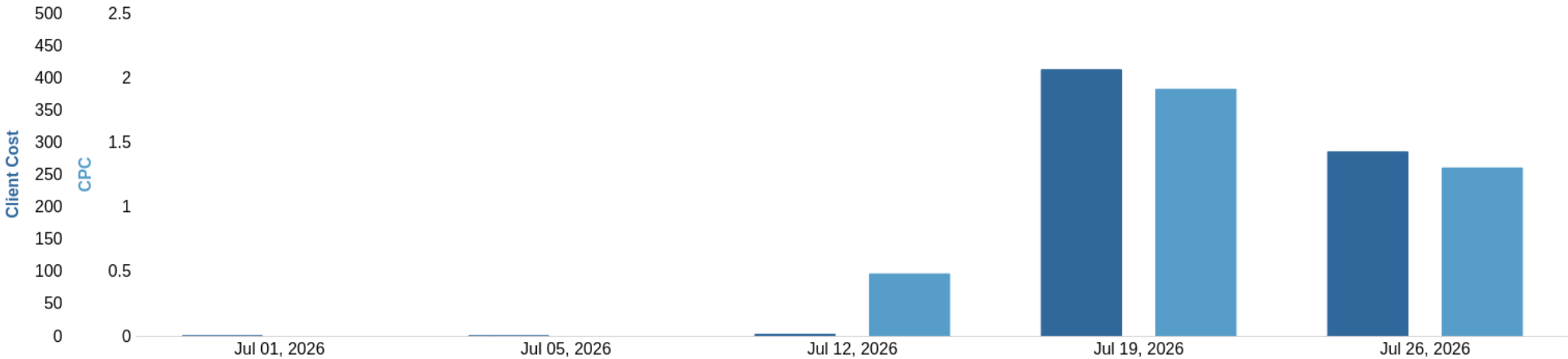
4,455.24

Performance Max Cost-Per-Event

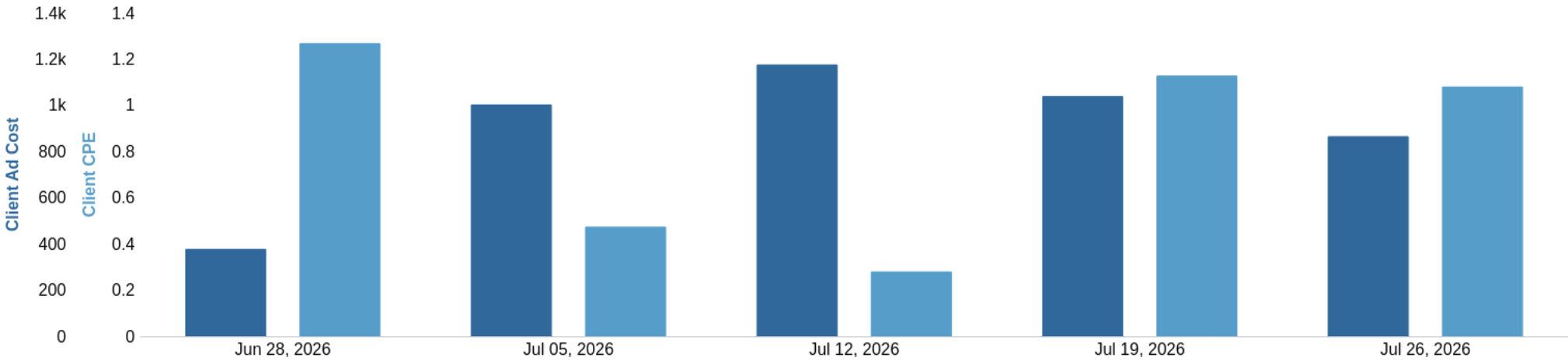
Cost/Events

0.53

Week by Week Spend Performance



Performance Max Week by Week Spend Performance



Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
DTF Virginia - Custom Shirt Printing/Heat Transfer Printing Performance Max	13,212	921	6.97%	99.58
Custom Shirts	3,229	247	7.65%	109.28
Local Searches	892	96	10.76%	153.75
Business Shirts	562	57	10.14%	144.89
Events & Groups	347	40	11.53%	164.68

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	3,965	355	8.95%
Desktop	A personal computing device that remains stationary at one location.	1,036	83	8.01%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	29	2	6.90%

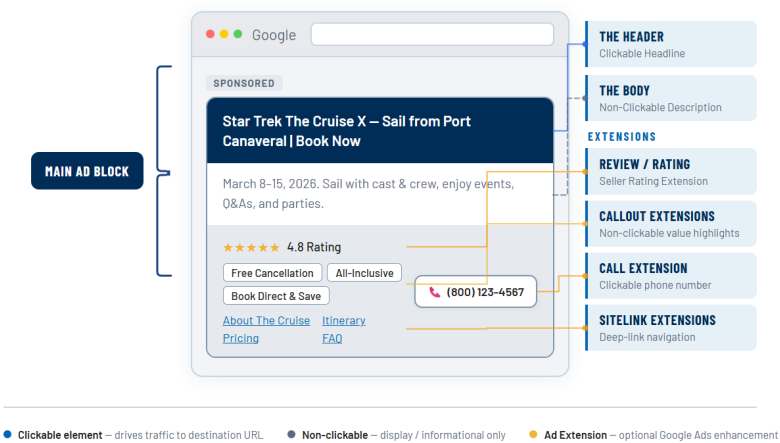
Cost: Amount Spent on the PPC campaign. You are charged when a Click occurs on an ad.

Avg. CPC: The amount paid for your Ads divided by your total Clicks.

Note: Costs do not include management fee

"Calls from ads" refers to a qualified conversion, meaning that the call had to go through and last for at least 60 seconds for it to be counted.

Because a single ad can display multiple extensions at the same time, this data overlaps. As a result, the combined metrics (Impressions, Clicks, CTR, Cost, & Avg. CPC) for all extensions will appear much higher than the actual overall campaign totals.



This report shows many times an ad was clicked that contained that extension, not how many people clicked on that specific extension itself.

URL Click: When users click on the final URL in an ad.

Headline Click: Clicks on the ad's main headline, which also leads users to the main landing page.

Sitelink Click: When a user clicks on one of the sitelink extensions that links then directly to a specific page on your site.

Get Location Details Click: When a user clicks in to expand the client's location in the Maps section of the search results list.

Phone Calls Click: When a user clicks to call your business (includes hang ups after the click - will be less than the completed calls reported in the Conversion section).

Driving Directions Click: When a user clicks on the "Get Directions" link within an ad.

Location Expansion: Clicks on ads shown to users near or interested in locations similar to those targeted in the campaign.

Top Search Term Performance

Search Term	Ad Group	Impressions	Clicks ↓	CTR	Cost	Avg. CPC
dtf virginia hampton	Local Searches	66	23	34.85%	48.84	2.12
custom shirts near me	Custom Shirts	37	9	24.32%	8.54	0.95
custom t shirts near me	Custom Shirts	40	7	17.50%	4.94	0.71
custom t shirts	Custom Shirts	78	6	7.69%	7.60	1.27
dtf	Custom Shirts	20	5	25.00%	10.65	2.13
dtf transfer	Custom Shirts	28	4	14.29%	16.04	4.01
dtf virginia hampton	Custom Shirts	14	4	28.57%	5.43	1.36
t shirt printing near me	Custom Shirts	18	4	22.22%	5.63	1.41
va dtf	Local Searches	6	3	50.00%	9.84	3.28
custom shirts	Custom Shirts	26	2	7.69%	2.05	1.03
dtf	Events & Groups	7	2	28.57%	5.21	2.61
dtf	Local Searches	12	2	16.67%	5.84	2.92
dtf prints near me	Custom Shirts	4	2	50.00%	2.66	1.33
dtf transfers near me	Custom Shirts	16	2	12.50%	12.47	6.23
dtf va	Events & Groups	2	2	100.00%	2.59	1.30
dtfsheets.com reviews	Custom Shirts	2	2	100.00%	1.88	0.94
embroidery hampton va	Local Searches	2	2	100.00%	1.98	0.99
same day custom shirts near me	Custom Shirts	2	2	100.00%	3.04	1.52
tshirt blanks near me	Business Shirts	2	2	100.00%	1.92	0.96
tshirt printing near me	Custom Shirts	24	2	8.33%	1.05	0.53

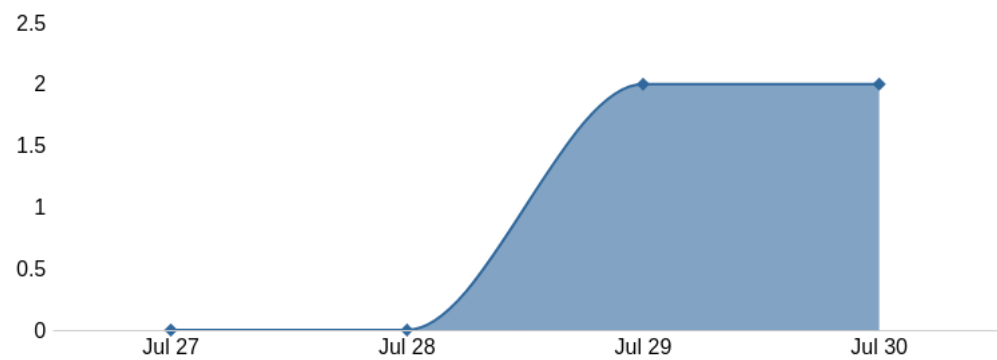
"Calls Count" is the number of times people clicked on a phone number displayed in an ad on a mobile device or manually dialed the Google forwarding number displayed in an ad on any device, regardless of the duration.

Grid contains more rows, but they have been clipped.

Performance Max Creative Group Performance

Creative Group Name	Search Themes	Client Ad Cost	Client CPE	Impressions	Events ↓	Event Rate
DTF Virginia - Custom Shirt Printing/Heat Transfer Printing Performance Max	Affordable Shirt Printing,Apparel Printing Company,Apparel Printing Services,Bulk Shirt Printing,Business Apparel Printing,Clothing Brand Printing,Custom Apparel Near Me,Custom Apparel Printing,Custom Branding Apparel,Custom DTF Transfers,Custom Hoodie Printing,Custom Logo Shirts,Custom Merch Printing,Custom Premium DTF Transfers,Custom Printed Transfers,Custom Promotional Apparel,Custom Shirt Printing,Custom Sports Apparel,Custom Sticker Printing,Custom Transfer Printing,Custom Uniforms Printing,Custom Work Shirts,DTF Gang Sheets,DTF Printing Services,DTF Transfer wholesale,DTF Transfers By Size,DTF Transfers Near Me,Durable Heat Transfers,Dye Sublimation Transfers,Event Shirt Printing,Full Color Apparel Printing,Full Color Shirt Transfers,Heat Press Transfer Prints,Heat Transfer Printing,High Quality DTF Transfers,No Minimum Shirt Printing,Print on Demand Shirts,Print Shop Near Me,Professional DTF Prints,Rush DTF Transfer Printing,Same Day Shirt Printing,School Spirit Wear Printing,Shirt Transfer Printing,Small Business Merch,Start a Clothing Brand,T Shirt Printing Near Me,Tshirt Business Supplies,Upload Custom Shirt Design,UV DTF Transfers,Vibrant DTF Prints	4,455.23	0.53	13,212	8,355	63.24%
Total		4,455.23	0.53	13,212	8,355	63.24%

Performance Max Click Conversions by Day

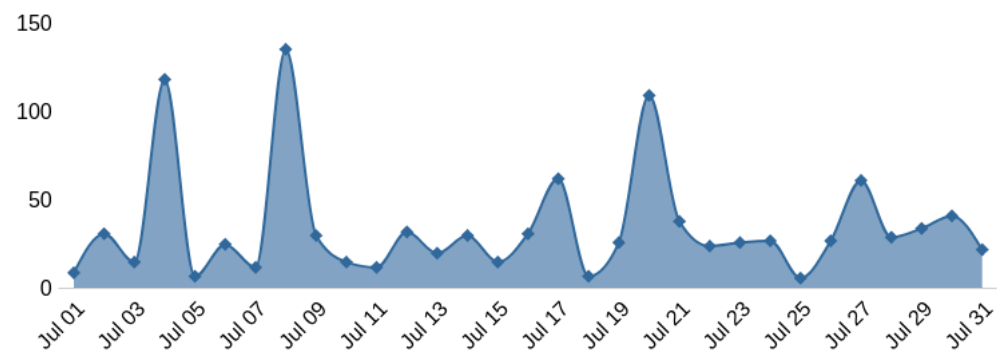


Performance Max View-through Conversions



Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

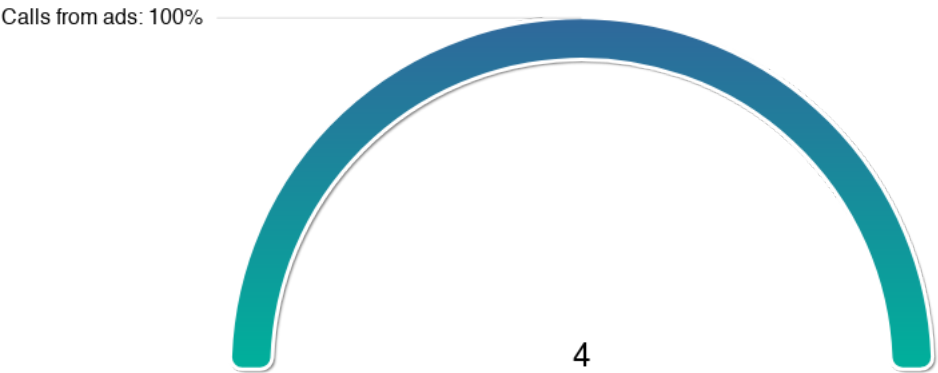
Performance Max View-through Conversions by Day



Performance Max View-through Conversion Performance

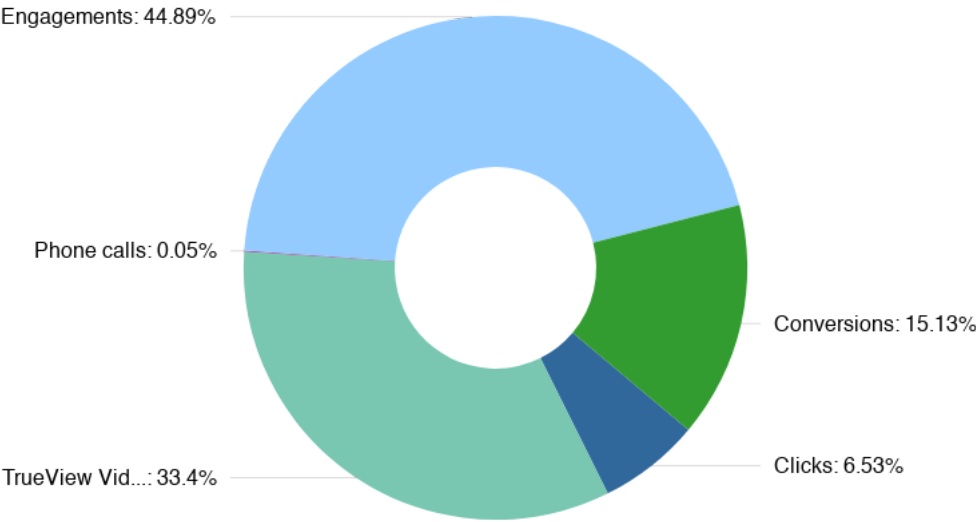
Conversion Action Name	View-through Conversions ↓
DTF Virginia Homepage Visits	1,076

Performance Max Other Google Conversions - these are automatic conversions Google tracks based on actions taken from your ads

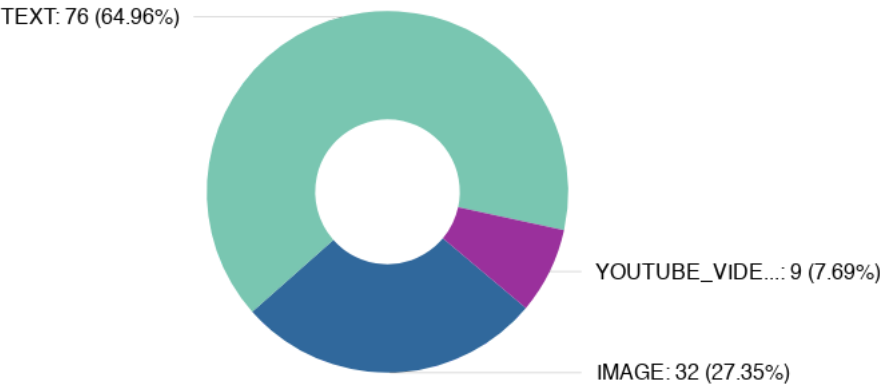


"Calls from ads" refers to a qualified conversion, meaning that the call had to go through and last for at least 60 seconds for it to be counted.

Event Breakdown by Type



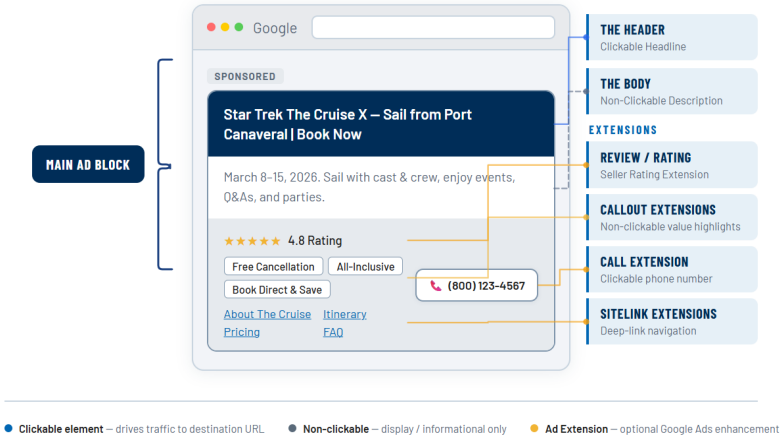
Creative Type by Quantity



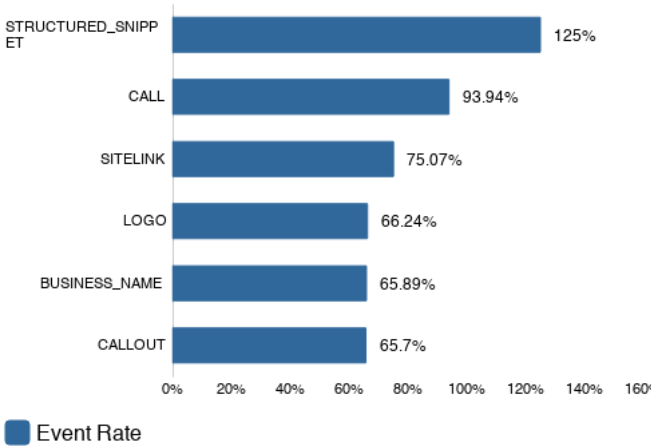
Performance Max Top 5 Extension Performance

Type	Extension (upgraded)	Impressions	Events	Event Rate ↓	Client Ad Cost	Client CPE
STRUCTURED_SNIPPET	Styles: Custom DTF Transfers,Gang Sheet Printing,Shirt Printing,Logo Printing,Bulk Orders,Rush Printing,Heat Transfers,Custom Apparel,Full Color Prints,Brand Merch	4	5	125.00%	4.40	0.88
CALLOUT	Premium Print Quality	73	76	104.28%	145.66	1.91
CALL	+1-757-243-3260	112	105	93.94%	113.02	1.07
SITELINK	Premium DTF Transfers, Fast Turnaround Service, Custom Apparel Printing	155	137	88.41%	249.48	1.82
CALLOUT	Bulk Discounts	79	69	86.91%	202.92	2.96

Because a single ad can display multiple extensions at the same time, this data overlaps. As a result, the combined metrics (Impressions, Events, Event Rate, Client Ad Cost, & Client CPE) for all extensions will appear much higher than the actual overall campaign totals.



Performance Max Extension Type Performance



This report shows many times an ad was clicked that contained that extension, not how many people clicks on that specific extension itself. Location Extensions are not currently available to be shown.

Performance Max Call Reporting Details

Date	Client ↑	Client Phone Number	Phone calls
Jul 29, 2026	DTF Virginia	+1-757-243-3260	2
Jul 30, 2026	DTF Virginia	+1-757-243-3260	4
Jul 31, 2026	DTF Virginia	+1-757-243-3260	1

“Phone calls” are the number of times people clicked on a phone number displayed in an ad on a mobile device or manually dialed the Google forwarding number displayed in an ad on any device, regardless of the duration.

Google Analytics 4 Performance

121,938	20,714	18,318	88.43%	15,140	9,814	15,788
VIEWS	SESSIONS	ENGAGED SESSIONS	ENGAGEMENT RATE	ACTIVE USERS	NEW USERS	TOTAL USERS
		1.37	487:31:57			
		SESSIONS PER USER	TOTAL USER ENGAGEMENT			

Views: The number of mobile app screens or web pages your users saw. Repeated views of a single screen or page are counted.

Sessions: The number of sessions that began on your website or application. A session is a period of time during which a user interacts with your website or app.

Engaged Sessions: The number of sessions that lasted 10 seconds or longer, or had 1 or more conversion events or 2 or more page or screen views.

Engagement Rate: Engaged Sessions / Total Sessions

Active Users: The number of distinct users who visited your website or application. An active user is any user who has an engaged session.

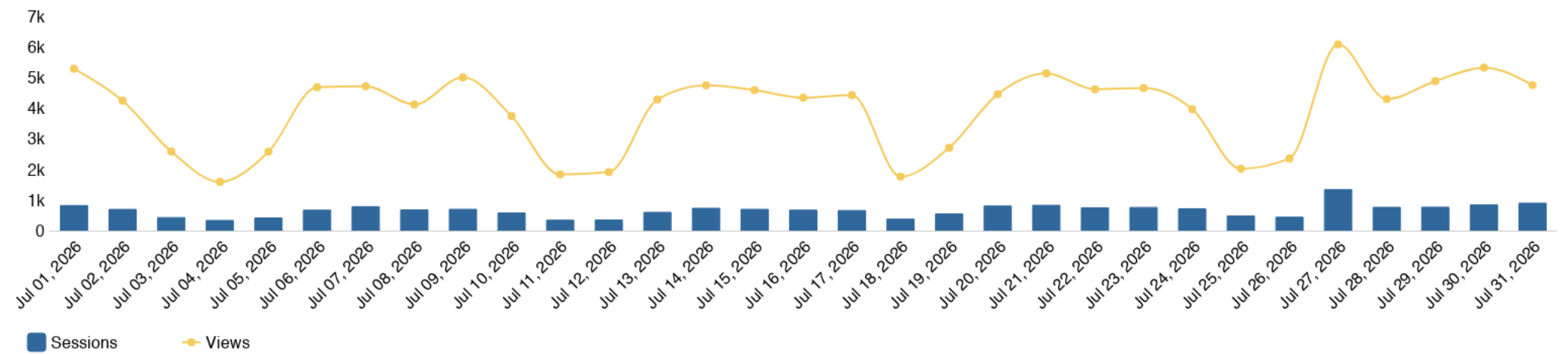
New Users: The number of new unique user IDs who interacted with your site or launched your app for the first time.

Total Users: The number of unique user IDs that triggered any events.

Sessions Per User: The average number of sessions per user.

Total User Engagement: The length of total time that your app screen was in the foreground or your web page was in focus.

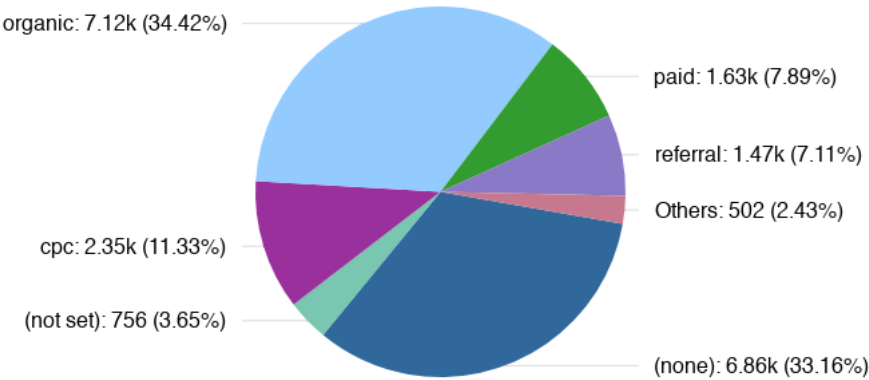
Google Analytics 4 Performance by Day



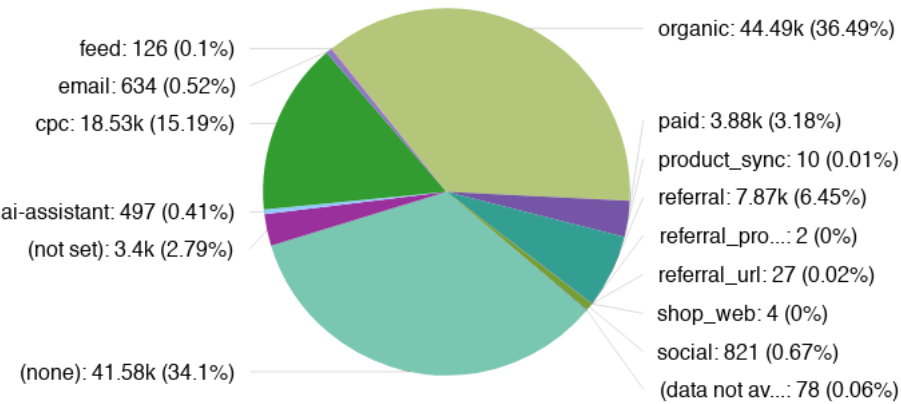
Google Analytics 4 Account Performance

Analytics Account Name ↑	Sessions	Views	Total User Engagement	Pages / Session	Engagement rate
Total	20,714	121,938	487:31:57	5.89	88.43%
DTF Virginia	20,714	121,938	487:31:57	5.89	88.43%

Google Analytics 4 Sessions by Medium



Google Analytics 4 Page Views by Medium

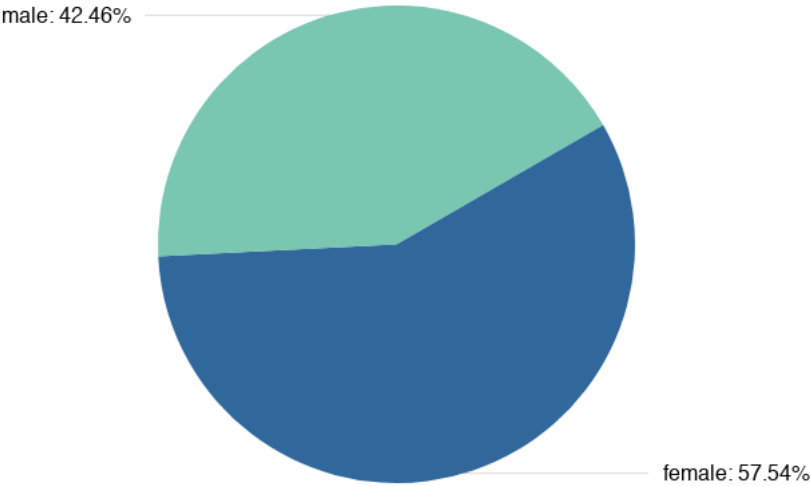


Grid contains more rows, but they have been clipped.

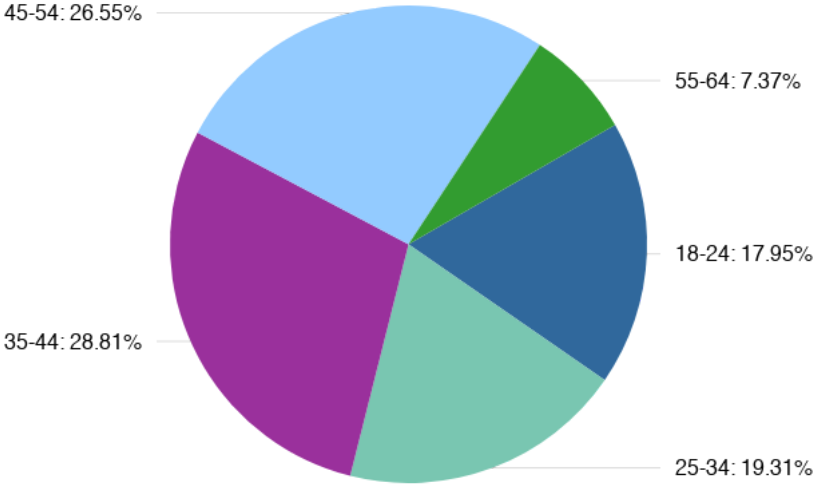
Google Analytics 4 Event Performance

Event name	Event count ↓
Total	258,161
page_view	121,938
user_engagement	38,069
session_start	20,672
view_item	19,283
scroll	10,555
Add_To_Cart	10,063
first_visit	9,814
form_start	9,713
form_submit	4,338
Checkout_Click	4,220
click	3,951
purchase	2,944

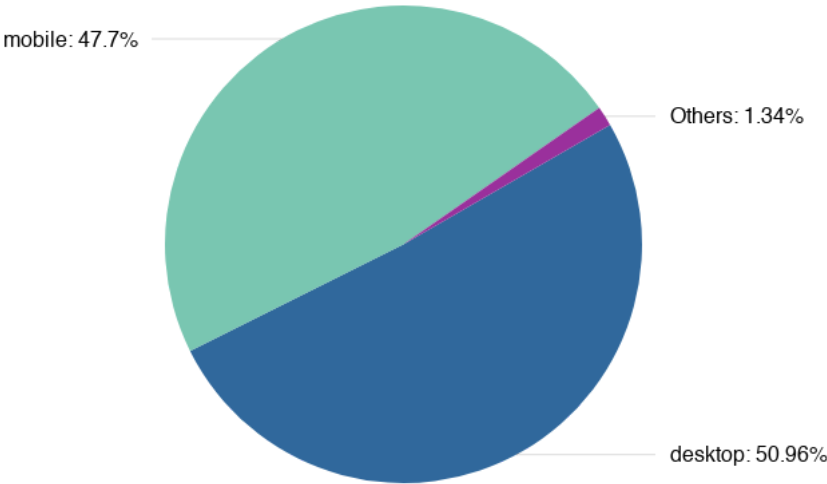
Google Analytics 4 Engaged Sessions by Gender



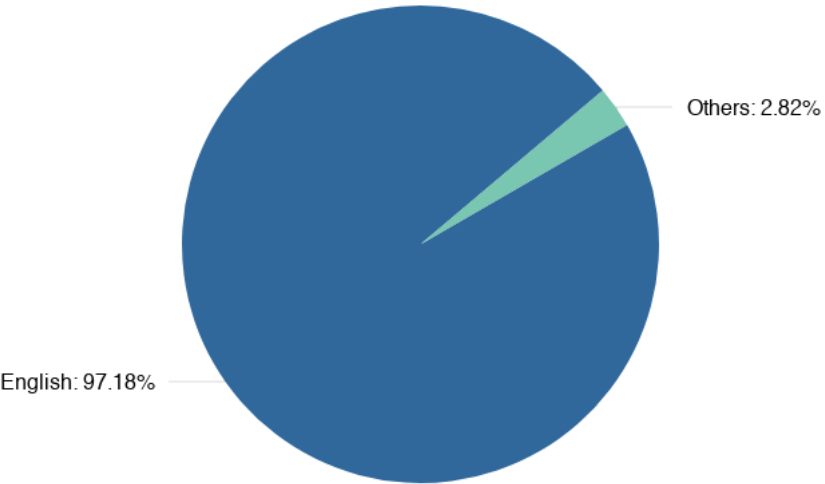
Google Analytics 4 Engaged Sessions by Age



Google Analytics 4 Engaged Sessions by Device



Google Analytics 4 Sessions by Language



Google Analytics 4 Top Browser Performance

Browser	Sessions ↓	Views	Engaged sessions	Engagement rate	Total User Engagement
Total	20,808	121,938	18,418	88.51%	487:31:57
Chrome	10,531	57,787	9,238	87.72%	233:01:34
Safari	7,028	39,111	6,369	90.62%	145:39:01
Edge	2,444	20,702	2,082	85.19%	90:51:55
Firefox	253	1,557	218	86.17%	05:42:45
Android Webview	197	828	191	96.95%	03:12:37

Google Analytics 4 Page Path Performance

Page path	Engaged sessions ↓
Total	52,314
/	8,191
/cart	3,822
/orders	3,701
/pages/custom-t-shirts	2,129
/products/custom-dtf-gang-sheets-printing-service	2,091
/products/custom-dtf-transfers-by-size-virginia	2,085
/products/custom-dtf-gang-sheets-fast-reliable-transfer-printing	1,235
/profile	995
/collections/dtf-transfers	944
/products/custom-dtf-gang-sheets-your-colors-deserve-to-pop	884

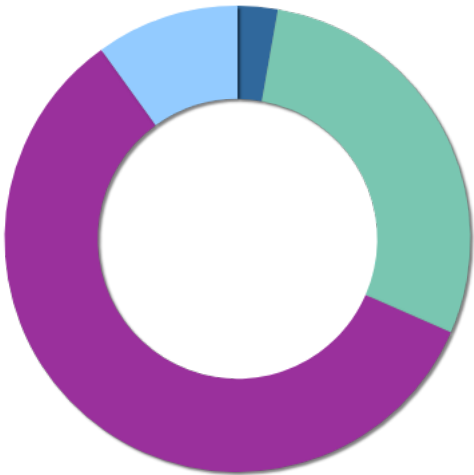
Google Analytics 4 Performance by Interest

Interests	Sessions ↓	Views	Engaged sessions	Engagement rate	Total User Engagement
Total	527	3,271	473	89.75%	12:07:09
Technology/Technophiles	149	1,124	138	92.62%	04:22:58
News & Politics/Avid News Readers	129	798	117	90.70%	02:58:07
Lifestyles & Hobbies/Shutterbugs	101	621	86	85.15%	02:16:48
Shoppers/Shopping Enthusiasts	97	419	86	88.66%	01:14:48
News & Politics/Avid News Readers/Avid Local News Readers	25	147	23	92.00%	00:37:23
Food & Dining/Cooking Enthusiasts/Aspiring Chefs	14	130	13	92.86%	00:36:40
Sports & Fitness/Sports Fans	12	32	10	83.33%	00:00:25

Google Analytics 4 Performance by Geo

City	Region	Sessions ↓	Views	Engaged sessions	Engagement rate	Total User Engagement
Total		23,224	121,938	20,813	89.62%	487:31:57
Newport News	Virginia	1,166	8,755	991	84.99%	45:24:59
Hampton	Virginia	1,153	10,713	999	86.64%	43:45:58
Virginia Beach	Virginia	1,134	7,448	977	86.16%	32:05:05
Norfolk	Virginia	752	5,264	632	84.04%	21:26:42
Singapore	(not set)	626	1,183	602	96.17%	00:05:41
Chesapeake	Virginia	454	4,061	390	85.90%	19:07:29
(not set)	Virginia	432	2,784	364	84.26%	10:23:39
Suffolk	Virginia	430	3,757	372	86.51%	19:11:45
Portsmouth	Virginia	326	2,708	290	88.96%	09:17:25
Williamsburg	Virginia	319	2,145	275	86.21%	07:27:39
Richmond	Virginia	315	1,988	281	89.21%	05:51:54
Ashburn	Virginia	292	1,760	255	87.33%	07:09:40
New York	New York	286	1,083	233	81.47%	04:46:27
Baltimore	Maryland	216	1,495	201	93.06%	05:32:43
Poquoson	Virginia	154	1,342	129	83.77%	05:13:52

How customers search for your business on Google



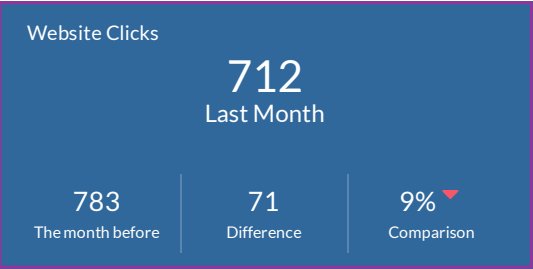
Business Impressions Desktop Search: Business impressions on Google Search on Desktop devices

Business Impressions Mobile Search: Business impressions on Google Search on Mobile devices.

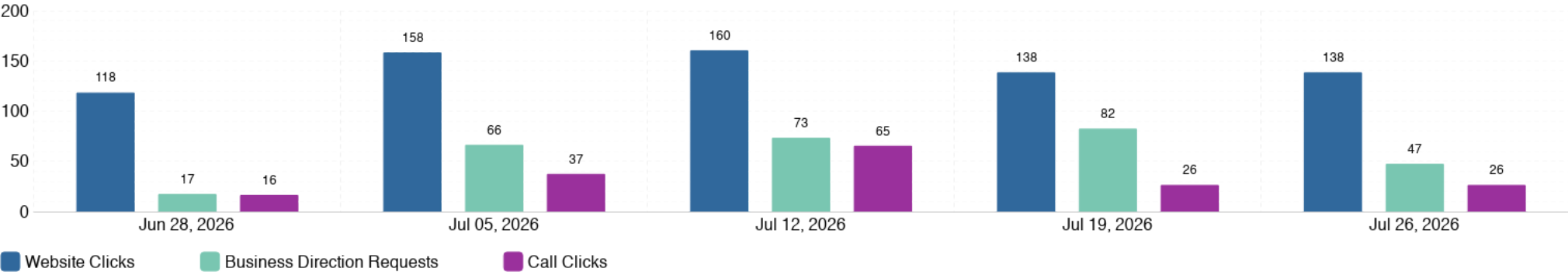
Business Impressions Maps Desktop: Business impressions on Google Maps on Desktop devices

Business Impressions Mobile Maps: Business impressions on Google Maps on Mobile devices

What actions customers take on your listing



What actions customers take on your listing



All available products in our *toolbox*.



Social Mirror



Mobile
Conquesting



Connected TV



Meta



Website
Visitor ID



TikTok



Search Engine
Optimization



Performance
Max



Digital
Out-Of-Home



LinkedIn



Amazon
Targeting



Live Chat



Google
Pay-Per-Click



YouTube+



Native Ads



Online Audio



Display Ads



Video Ads



Geo-Framing

? Your account team is [here to help](#) - reach out with any questions or to explore new ideas.