

OHM Electric Bikes: Google Ads Audit & Campaign Setup Plan

Version: 2.0 (Final — incorporates audit data, conversion screenshots, and call quality feedback) **Date:** February 17, 2026 **Reference:** 2026 Advertising Playbook V4 (Scenario B baseline / Scenario C if triggered) **Annual Google Budget:** \$15,250 baseline / \$19,200 scaled

Part 1: Account Audit Summary

Account Overview

Metric	Value
All-time spend	CA\$89,661
Total campaigns ever created	50
Currently enabled	3 (only 1 actively spending)
Recent performance (Aug 2025 – Feb 2026)	107 conversions at CA\$63.52 CPA
Conversion tracking	Exists but severely overcounted — needs cleanup

What's Actually Running Right Now

Campaign	Status	Spend	CTR	Notes
search branded always on	Enabled, spending ~\$10/mo	CA\$858 all-time	30.68 %	Working correctly. Keep as-is
Search - Local - General Local Max Conversions	Enabled, barely spending	CA\$205	6.61%	Running Max Conversions on polluted data. Pause immediately
Search - Local - General Experiment - Max Conversions	Enabled, barely spending	CA\$159	7.30%	Same problem. Pause immediately

Key Audit Findings

Finding 1: Conversion tracking is overcounted, not missing. You have ~30 conversion actions. Page Views (157K+ events) are set as Primary, meaning Google's algorithm counts someone glancing at a product page as equivalent to a \$4,000 purchase. This poisons all smart bidding. The recent 107 conversions at \$63.52 CPA is misleading — the real purchase CPA is much higher. See Part 2 for the full cleanup.

Finding 2: ~\$13,400 spent on Performance Max with no clean signal. Three PMax campaigns consumed 15% of all-time spend. PMax at 1.2% CTR was distributing budget across Display, YouTube, and low-intent placements. With overcounted conversions, it appeared to perform (\$63.75 CPA) but was likely optimizing toward page views, not sales. Don't run PMax in 2026.

Finding 3: ~\$5,500 on US markets with no US sales infrastructure. Seattle, Portland, LA campaigns. Canada only for 2026.

Finding 4: \$4,583 on Benno — a different brand. The MTN agency ran a Benno Shopping campaign through your account. Don't repeat.

Finding 5: 90% of "Calls from ads" were unqualified junk. 695 call conversions tracked, but the vast majority were people searching for other e-bike brands (Rad, Envo, etc.) and tapping OHM's phone number without reading the ad. This was driven by broad match keywords triggering on competitor searches + call extensions showing on mobile where users tap-to-call reflexively. Call extensions must be restricted to branded search only.

Finding 6: 63% of spend went to mobile — the worst-performing device. Mobile: 1.79% CTR at \$0.83 CPC. Desktop: 2.09% CTR at \$0.77 CPC. Tablet: 2.21% CTR at \$0.59 CPC. Mobile also generated the junk calls. For \$3,500-5,000 purchases to retirees, mobile should be bid down significantly.

Finding 7: 53% broad match keywords without clean conversion data. Broad match triggered ads on competitor names, French-language queries, cargo bikes, mountain bikes, and irrelevant terms. Phrase + Exact only for 2026.

Finding 8: 50 campaigns over 9 years — extreme fragmentation. Budget was spread too thin. 2026 needs 5 campaigns maximum.

Finding 9: 2025 campaigns were actually decent. The 2025_OHM_General (8.17% CTR, \$0.88 CPC) and 2025_OHM_Category (7.27% CTR, \$0.78 CPC) campaigns performed well on click metrics. The issue was conversion measurement, not campaign structure. Quality scores from these campaigns carry forward.

Where the Money Went (All-Time ~\$90K)

Category	Est. Spend	Verdict
OHM branded search	~\$3,400	✓ Efficient brand defense
Non-branded local search (Vancouver/BC)	~\$18,000	⚠ Good intent, overcounted conversions
Non-branded national/category search	~\$15,000	⚠ Same — reasonable keywords, poor measurement
Performance Max (all)	~\$13,400	✗ PMax on dirty conversion data
Shopping campaigns	~\$7,300	✗ Includes \$4.6K on Benno (wrong brand)
US market campaigns	~\$5,500	✗ No US business
Junk call conversions	~\$3,000+	✗ Broad match + call extensions on competitor terms
Cross-network / Display / Video	~\$24,000	✗ Mostly PMax spillover
Accessories & Repair	~\$2,400	⚠ Not 2026 priorities
Competitor brand waste	~\$940	✗ Missing negative keywords

Part 2: Conversion Tracking Cleanup

This is the highest-priority pre-launch work. Complete before building any new campaigns.

Understanding OHM's Real Purchase Path

At \$3,500-5,000 price points, many customers research online but purchase in-store after a test ride. The conversion funnel should reflect this:

Purchase Path	Est. % of Sales	Trackable?
Browse online → buy online (DTC)	~30-40%	✓ Purchase event
Browse online → call → visit showroom → buy	~20-30%	⚠ Call tracked, sale not attributed

Browse online → book test ride → buy in-store ~20-30% ⚠️ Only if test ride booking tracked

Browse online → leave → return weeks later → buy ~10-20% ⚠️ Depends on cookie/attribution window

The goal isn't to force every sale through Add to Cart. It's to value intermediate actions (test ride bookings, qualified calls) that predict in-store purchases.

Conversion Actions: What to Keep, Fix, and Remove

● PRIMARY — Use for Bidding (3 actions only)

Action	Current Status	Action Required	Conversion Value
Google Shopping App Purchase	No recent conversions — BROKEN	Fix immediately. Reconnect Shopify ↔ Google. Test with a real order	Dynamic (order total)
Google Shopping App Add To Cart	Active ✓	Keep as-is. Strongest active signal until Purchase is fixed	Dynamic (product price)
Test Ride Appointment_Ollo	Needs attention (3 conv.)	Fix this — it's your most valuable lead action. A booked test ride at your price point converts at 30-50%+	Set to \$1,000-1,500

● SECONDARY — Track for Reporting, Exclude from Bidding

Action	Current Status	Action Required
OHM Cycles GA4 add_to_cart	Active ✓	Change to Secondary (duplicate of Shopping App ATC)
OHM Cycles GA4 purchase	No recent conv. (2 total)	Change to Secondary (duplicate of Shopping App Purchase)
Google Shopping App Begin Checkout	No recent conv.	Change to Secondary. Useful for funnel analysis
Google Shopping App Add Payment Info	No recent conv.	Change to Secondary

OHM Cycles GA4 begin_checkout	No recent conv.	Change to Secondary
Calls from ads	Active ✓ (695 conv.)	Change to Secondary. 90% were junk calls from competitor searches. Do not let this influence bidding
Calls from Website	No recent conv.	Change to Secondary
Get Directions	No recent conv. (54 total)	Keep Secondary. Useful in-store intent indicator
Store visits	Has improvements (37 total)	Keep Secondary. Small sample but valuable signal
Generate Lead (contact form)_Ollo	Needs attention (6 conv.)	Change to Secondary. Fix if possible
Phone Click_Ollo	Needs attention (13 conv.)	Change to Secondary
OHM Cycles GA4 view_item	Active ✓	Keep Secondary. Observation only
Google Shopping App Search	Active ✓	Keep Secondary. Observation only
Engaged Visitor 5+ Pages	No recent conv.	Keep Secondary

● REMOVE or DEACTIVATE — Polluting Your Data

Action	Why Remove
Google Shopping App View Item (40,902 "conv.")	URGENT. Currently Primary. Page views are NOT conversions. This has been telling Google that 40,902 casual browsers are equivalent to buyers. Destroying bid optimization
Google Shopping App Page View (116,266 "conv.")	URGENT. Same issue, even worse. 116K page views counted as conversions
Test Ride Click_Ollo (138 conv.)	Currently Primary. A click is not a booking. Either fix to track actual bookings or remove
GTM Purchase_Ollo	Inactive, 0 conversions. Dead code from previous developer
GTM Begin Checkout_Ollo	Inactive, 0 conversions. Remove

GTM Add To Cart_Ollo	Needs attention, \$0 value. Duplicate. Remove
GTM View Item_Ollo	Needs attention. Duplicate. Remove
Sign Up (newsletter)_Ollo	0 conversions, broken. Remove
Email Click_Ollo	0 conversions, broken. Remove
YouTube channel subscriptions	1 conversion. Irrelevant. Remove
YouTube follow-on views	0 conversions. Remove
OHM Cycles GA4 add_payment_info	0 conversions. Remove
View Contact Page	No recent conv. Remove

Step-by-Step Cleanup Process

Step 1 (15 minutes): Demote Page View actions

1. Goals → Conversions → Summary → Page view section
2. Click "Google Shopping App View Item" → Change Action optimization to Secondary
3. Click "Google Shopping App Page View" → Change to Secondary
4. Click "Test Ride Click_Ollo" → Change to Secondary

Step 2 (15 minutes): Demote calls and duplicates

1. Phone call lead section → "Calls from ads" → Change to Secondary
2. Add to cart section → "OHM Cycles GA4 add_to_cart" → Change to Secondary
3. Begin checkout section → all actions → Change to Secondary
4. All remaining _Ollo actions → either Remove or change to Secondary

Step 3 (1-2 hours): Fix Purchase tracking

1. Shopify Admin → Settings → Apps → Google & YouTube channel
2. Check connection status. If errors, disconnect and reconnect
3. Place a test order through the site
4. Wait 24-48 hours, check Google Ads conversions for the test purchase
5. Verify conversion value matches order total

Step 4 (30 minutes): Fix Test Ride Appointment tracking

1. Click on "Test Ride Appointment_Ollo" → check what URL/event it's tracking

2. Navigate to your test ride booking page → verify the tracking tag fires when someone completes a booking
3. If broken, set up a new conversion action triggered by the test ride confirmation page
4. Set conversion value to \$1,200 (represents ~30% conversion rate × ~\$4,000 average sale)
5. Set as Primary once confirmed working

Step 5: Verify surviving Primary actions After cleanup, only these should be Primary:

Action	Expected Monthly Volume	Value
Purchase	5-15 (peak months)	Dynamic — order total
Add to Cart	20-50 (peak months)	Dynamic — product price
Test Ride Appointment	5-15 (peak months)	Fixed — \$1,200

This gives Google a clean, layered signal: high-value purchases at the top, strong-intent Add to Cart in the middle, and test ride bookings as the in-store bridge. Total monthly conversion volume of 30-80 events during peak season — enough for smart bidding to work.

Part 3: Account Cleanup (Before Building New Campaigns)

Pause These Campaigns Immediately

- **Search - Local - General Local Max Conversions** — running Max Conversions on polluted data
- **Search - Local - General Experiment - Max Conversions** — same

Leave **search | branded | always on** enabled.

Do NOT delete or remove any paused campaigns — they contain historical quality score data.

Build Shared Negative Keyword Lists

Create in Google Ads → Tools → Shared Library → Negative Keyword Lists. Apply to all new campaigns.

List 1: Competitor Brands

envo

benno
pedego
aventon
rad power
rize bikes
velec
lectric
emmo
daymak
movin
jetson
radwagon
tern
riese muller
voltbike
volt bike
ebgo
igo electric
specialized
trek
giant
cannondale
gazelle

List 2: Irrelevant Products

cargo bike
cargo ebike
mountain bike
folding bike
fat bike
dirt bike
kids bike
child bike
tricycle
scooter
motorcycle
moped
conversion kit
diy
motor kit

List 3: Irrelevant Intent

repair
fix
broken
used
rental
rent
lease
cheap
budget
under \$1000
under \$500
under 500
free
costco
walmart
amazon
alibaba
wholesale
review
reviews
reddit
forum
class 3
racing
speed
fast

List 4: Non-English / Non-Target

velo électrique
vélo électrique
bicyclette
bicicleta
دوچرخه

List 5: Geography

seattle
portland
los angeles
new york
usa
united states

Upload Audience Lists

1. **Klaviyo → Google Ads Customer Match:** Export Klaviyo subscriber list (emails) → Google Ads → Tools → Audience Manager → Customer Lists → Upload
2. **Website remarketing audiences:** Create in Google Ads:
 - All visitors (180 days)
 - Product page visitors (90 days)
 - Cart abandoners (30 days)

Configure Ad Extensions (Account Level)

Sitelinks (apply to all campaigns):

- Shop All E-Bikes → /collections/all
- Journey Series → /collections/journey
- Find a Dealer → /pages/dealers
- Book a Test Ride → /pages/test-ride
- Discover (Bosch) → add mid-May when page is live

Callout Extensions:

- Free Shipping Across Canada
- Designed in Vancouver
- Local Service & Support
- Shimano & Bosch Drivetrains

Structured Snippets:

- Models: Journey PRO EP8, Journey EP6, Journey EP5, Discover

Location Extension:

- Link Google Business Profile for North Vancouver Experience Centre

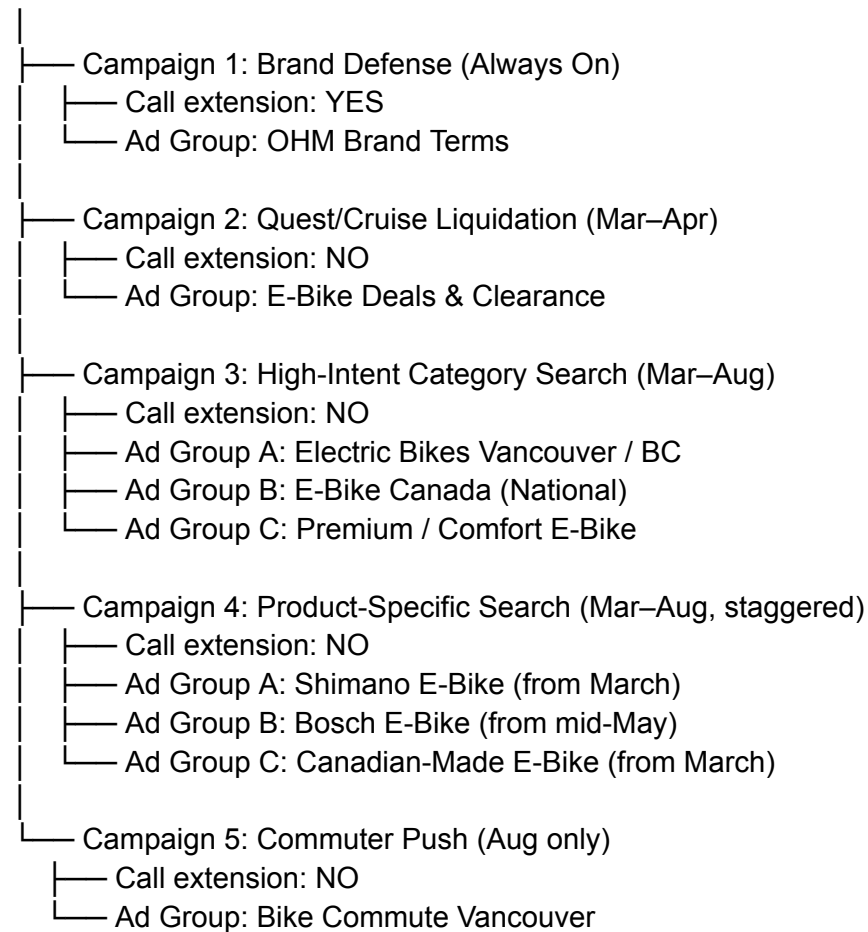
Call Extension:

- **ONLY apply to Campaign 1 (Brand Defense)**
- Do NOT enable on Campaigns 2-5 — this generated 625+ junk calls historically from people searching competitor brands on mobile

Part 4: Campaign Setup

Campaign Architecture (5 campaigns)

Account: OHM Electric Bikes



Campaign 1: Brand Defense

Status: Already running. Minor optimizations only. **Budget:** \$20-50/month (demand-driven)

Duration: Always on **Bidding:** Maximize Clicks, \$1.50 CPC cap **Call extension:** YES — someone searching "OHM bikes" and calling is a qualified lead

Keywords (Exact + Phrase Match):

[ohm bikes]
[ohm electric bikes]
[ohm e-bike]
[ohm ebike]
[ohm cycles]
[ohm e-bikes canada]
"ohm electric bike"

"ohm bikes vancouver"

[ohm journey]

[ohm discover] ← Add mid-May

[ohm quest] ← Keep through liquidation

[ohm cruise] ← Keep through liquidation

Negative Keywords:

-ohm meter

-ohm law

-ohm resistance

-electrical ohm

-ohms law

-georg ohm

Ad Copy — RSA 1 (General Brand):

Element	Content
H1	OHM Electric Bikes — Official Site
H2	Premium Canadian E-Bikes
H3	Built in Vancouver Since 2012
H4	Shop the Full OHM Lineup
H5	Free Shipping Across Canada
H6	Test Ride at Our Experience Centre
H7	Starting from \$3,500
D1	Premium electric bikes designed in Vancouver. Shimano & Bosch powertrains. Shop Journey, Discover & more.
D2	Quality craftsmanship meets reliable performance. Visit our North Vancouver showroom or shop online with free Canada-wide shipping.

Ad Copy — RSA 2 (Product Focused — rotate seasonally):

Seasonal Headlines	When
Discover the New Bosch-Powered OHM	Mid-May onward

Year-round

Jan–Apr
(Quest/Cruise)

Landing Page: Homepage **Apply:** Brand-specific negative keywords only (ohm meter, etc.)

Campaign 2: Quest/Cruise Liquidation

Purpose: Capture deal-seekers. Support clearance of 116 Quest/Cruise units at 15% discount.

Budget: \$10-15/day (CA\$300-450/month) **Duration:** March 1 – April 30 (or until inventory clears) **Bidding:** Manual CPC, \$2.50 max bid **Networks:** Google Search only (uncheck Display, Search Partners) **Call extension:** NO

Campaign Settings:

- Location: Canada
- BC bid adjustment: +15%
- Languages: English
- Ad schedule: 6am–10pm, bids -50% from 10pm–6am
- Device: Desktop +0%, Mobile -20%, Tablet +10%

Ad Group: E-Bike Deals & Clearance

[electric bike sale]

[electric bike sale canada]

[e-bike deals]

[e-bike deals canada]

[electric bike clearance]

[ebike sale canada]

[e-bike on sale]

"electric bike sale"

"e-bike clearance"

"ebike deals canada"

"discount electric bike"

"electric bike discount"

Ad Copy — RSA:

Element

Content

H1	Up to 15% Off OHM Electric Bikes
H2	Premium E-Bikes — Limited Stock
H3	Canadian Designed, Shimano Powered
H4	Free Shipping Across Canada
H5	Clearance — While Supplies Last
H6	Shop OHM Sale Models
D1	Premium Canadian e-bikes at clearance prices. OHM Quest & Cruise models — Shimano drivetrains, comfort-first design. Free shipping. Limited inventory.
D2	Save up to 15% on select OHM electric bikes. Quality craftsmanship, reliable Shimano components, and free delivery across Canada. Don't wait — stock is limited.

Landing Page: Dedicated clearance collection page (Quest & Cruise with original price crossed out, sale price shown) **Apply:** All 5 shared negative keyword lists

Campaign 3: High-Intent Category Search

Purpose: Primary customer acquisition. People searching for e-bikes who haven't chosen a brand yet. **Duration:** March 1 – August 31 **Bidding:** Manual CPC (\$2.50 max) for March–mid-April. Switch to Maximize Conversions once 15+ clean conversions recorded. Target CPA (\$120-175) once 50+ conversions. **Networks:** Google Search only **Call extension:** NO — force users to the website to self-qualify before contacting you

Campaign Settings:

- Location: Canada
- Metro Vancouver: +25%
- Fraser Valley: +10%
- Rest of BC: +0%
- Alberta: +0%
- Ontario: -15%
- Rest of Canada: -20%
- Exclude: All non-Canadian locations
- Languages: English
- Ad schedule: 6am–10pm, bids -50% from 10pm–6am
- Device: Desktop +0%, Mobile -20%, Tablet +10%

Ad Group A: Electric Bikes Vancouver / BC (Highest Intent)

[electric bikes vancouver]
[e-bikes vancouver]
[ebike vancouver]
[ebikes vancouver]
[electric bike shop vancouver]
[e-bike shop near me]
[electric bikes north vancouver]
[ebikes north vancouver]
[e bikes north vancouver]
"electric bikes vancouver"
"ebike shop vancouver"
"e-bike store vancouver"
[electric bikes bc]
"buy electric bike vancouver"

Ad Copy — RSA 1 (Vancouver Local):

Element	Content
H1	Premium E-Bikes in Vancouver
H2	OHM Electric Bikes — Since 2012
H3	Visit Our North Van Showroom
H4	Test Ride the Full OHM Lineup
H5	Free Shipping Across Canada
H6	Shimano & Bosch Powertrains
H7	Designed for Comfort & Reliability
D1	Premium electric bikes designed in Vancouver. Visit our North Vancouver Experience Centre for a test ride. Shimano & Bosch drivetrains built for comfort.
D2	Vancouver's own e-bike brand. Step-through frames, upright riding position, and reliable components. Test ride today or shop online with free shipping.

Landing Page: Homepage or "Shop All" collection

Ad Group B: E-Bike Canada (National)

[electric bikes canada]

[e-bikes canada]
[ebike canada]
[e bikes canada]
[electric bike canada]
[ebikes canada]
"electric bikes canada"
"e-bike canada"
"buy electric bike canada"
[canadian electric bike]
"canadian e-bike"

Ad Copy — RSA 2 (National / Canadian Pride):

Element	Content
H1	Canada's Premium Electric Bike
H2	OHM — Designed in Vancouver
H3	Ships Free Coast to Coast
H4	10+ Dealers Across Canada
H5	Shimano & Bosch Drivetrains
H6	Quality E-Bikes from \$3,500
D1	Premium Canadian-designed electric bikes. Shimano & Bosch powertrains, comfort-first geometry, and local dealer support across Canada. Free shipping nationwide.
D2	OHM electric bikes — designed in Vancouver for Canadian roads. Reliable drivetrains, comfortable ride, and a dealer network from coast to coast.

Landing Page: Homepage or "Why OHM" brand page

Ad Group C: Premium / Comfort E-Bike

[premium electric bike]
[best quality e-bike]
[comfortable electric bike]
[step through electric bike]
[step through e-bike]
"best electric bike for seniors"
"comfortable e-bike"

"easy to ride electric bike"
"electric bike for older adults"
[reliable electric bike]
"premium e-bike canada"

Ad Copy — RSA 3 (Senior / Comfort Angle):

Element	Content
H1	Comfortable, Reliable E-Bikes
H2	Built for Comfort, Not Speed
H3	Easy Step-Through Designs
H4	OHM — Trusted Since 2012
H5	Shimano & Bosch Reliability
H6	Premium Quality from \$3,500
D1	Easy step-through frames and upright riding position. OHM e-bikes are designed for riders who value comfort, quality, and reliable performance over speed.
D2	Premium electric bikes built for everyday enjoyment. Smooth Shimano or Bosch drivetrains, comfortable geometry, and backed by local Canadian service.

Landing Page: Journey comparison page (PRO vs EP6 vs EP5)

Apply to entire campaign: All 5 shared negative keyword lists

Campaign 4: Product-Specific Search

Purpose: Capture people searching for specific drivetrain brands and product attributes.

Duration: Staggered by ad group **Bidding:** Follows Campaign 3 bidding progression (Manual CPC → Maximize Conversions → tCPA) **Networks:** Google Search only **Call extension:** NO

Campaign Settings: Same geo, device, and schedule as Campaign 3

Ad Group A: Shimano E-Bike (Active March 1 – August 31)

[shimano e-bike]
[shimano electric bike]
[shimano steps e-bike]
"shimano ep8 e-bike"

"shimano ep6 e-bike"
[shimano steps electric bike]
"shimano e-bike canada"

Ad Copy:

Element	Content
H1	OHM Journey — Shimano STEPS
H2	Shimano EP8 & EP6 Drivetrains
H3	Premium Shimano E-Bikes
H4	Designed in Vancouver
H5	Free Shipping Across Canada
D1	OHM Journey series — powered by Shimano STEPS EP8 and EP6 drivetrains. Smooth, reliable performance designed for comfort. Shop online or visit us in North Vancouver.

Landing Page: Journey collection page

Ad Group B: Bosch E-Bike (Activate mid-May when Discover arrives)

[bosch e-bike]
[bosch electric bike]
[bosch e-bike canada]
[bosch ebike]
"bosch powered e-bike"
"bosch electric bike canada"
[bosch performance line e-bike]
[bosch smart system e-bike]
"buy bosch e-bike"

Ad Copy:

Element	Content
H1	NEW: OHM Discover — Bosch Powered
H2	Bosch Performance Line E-Bike

- H3 Now Available in Canada
- H4 Designed in Vancouver
- H5 Free Shipping Across Canada
- H6 Rigid & Suspension Models
- D1 Introducing OHM Discover — the first OHM e-bike powered by Bosch Performance Line. Smooth, intuitive power delivery. Now available. Shop online or visit North Vancouver.
- D2 Bosch-powered premium e-bike, designed in Canada. The OHM Discover delivers Bosch smart system technology in a comfortable, reliable package.

Landing Page: Dedicated Discover product page

Ad Group C: Canadian-Made E-Bike (Active March 1 – August 31)

[canadian made e-bike]
 [canadian electric bike brand]
 "canadian e-bike brand"
 [e-bike made in canada]
 "e bikes made in canada"
 [canadian designed e-bike]

Ad Copy:

Element	Content
H1	Canadian-Designed E-Bikes
H2	OHM — Vancouver Since 2012
H3	Support a Canadian Brand
H4	Shimano & Bosch Drivetrains
H5	Free Canada-Wide Shipping
D1	OHM electric bikes — designed in Vancouver, built for Canadian roads. Premium Shimano and Bosch drivetrains with local service and support from coast to coast.

Landing Page: "About OHM" or brand story page

Apply to entire campaign: All 5 shared negative keyword lists

Campaign 5: Commuter Push

Purpose: Target secondary audience (working professionals 35-55) during back-to-work season. Last month with Experience Centre. **Budget:** \$15/day (CA\$450/month) **Duration:** August 1 – August 31 only **Bidding:** Manual CPC, \$2.50 max **Networks:** Google Search only **Call extension:** NO

Campaign Settings:

- Location: Metro Vancouver only
- Languages: English
- Ad schedule: 6am–10pm
- Demographics: Age 35-54 +15%, Age 55+ no adjustment, Age 18-34 -30%
- Device: Desktop +0%, Mobile -10% (commuters research more on mobile than retirees, but still discount), Tablet +0%

Ad Group: E-Bike Commuting

[bike commute vancouver]
[e-bike commuting]
[electric bike commuting]
"commuter e-bike"
[e-bike commute vancouver]
"best e-bike for commuting"
[electric bike commuter]
"e-bike for commuting vancouver"

Ad Copy:

Element	Content
H1	Cut Your Commute with OHM
H2	E-Bike Commuting in Vancouver
H3	Test Ride in North Vancouver
H4	Arrive Fresh, Skip the Traffic
H5	Shimano & Bosch Powered

- D1 Skip the traffic and arrive energized. OHM e-bikes make Vancouver commuting effortless. Visit our North Van showroom for a test ride before we close for the season.
- D2 Premium electric bikes built for daily commuting. Reliable drivetrains, comfortable ride, and designed for Vancouver's hills and weather. Test ride today.

Landing Page: Blog post or page on commuting benefits + product recommendations **Apply:** All 5 shared negative keyword lists + commuter-specific negatives (leisure, recreation, trail)

Part 5: Budget Pacing & Bidding

Monthly Google Ads Budget

Month	Budget (Baseline)	Budget (Scaled)	Daily Avg	Active Campaigns	Focus
Jan	\$0	\$0	—	Brand only	~\$10-20 brand defense
Feb	\$0	\$0	—	Brand only	Conversion tracking cleanup. Prep campaigns
Mar	\$1,500	\$1,500	\$50	Brand + Liquidation + Cat + Product	Launch month. Manual CPC. Build data
Apr	\$3,000	\$3,000	\$100	Brand + Liquidation + Cat + Product	Peak ramp. Journey-led. Evaluate smart bidding
May	\$2,900	\$4,200	\$97 / \$140	Brand + Cat + Product (Bosch activates)	Discover launches mid-month. Heaviest spend
Jun	\$3,000	\$3,800	\$100 / \$127	Brand + Cat + Product	Optimize to converting terms from Apr-May
Jul	\$1,800	\$1,800	\$60	Brand + Cat + Product	Tighten to best performers
Aug	\$1,900	\$1,900	\$63	Brand + Cat + Product + Commuter	Final push. Last showroom month
Sep-Dec	\$0	\$0	—	Brand only	Wind down. Brand defense ~\$10-20/mo

Total ~\$14,100 ~\$16,200

+~\$400-600 brand
defense =
~\$14,700-\$16,800

Buffer: ~\$550-2,400 unallocated within the Google Ads line item. Use for mid-month scaling if a campaign converts well. Don't pre-allocate every dollar.

Bidding Strategy Progression

Phase	Timing	Strategy	Trigger to Advance
1. Learning	Mar 1 – mid-April	Manual CPC, \$2.50 max bid	Accumulate 15+ clean conversions (Purchase + ATC + Test Ride)
2. Transition	Mid-April – May	Maximize Conversions (no target)	Accumulate 50+ conversions in past 30 days
3. Optimization	May onward	Target CPA	Set initial tCPA at \$150. Adjust monthly based on actual data

If conversion volume is too low for tCPA (fewer than 50/month): Stay on Maximize Conversions with a daily budget cap. Don't force tCPA with thin data — it causes erratic spending.

What counts as a conversion for bidding (Primary actions only):

1. Purchase (dynamic value)
2. Add to Cart (dynamic value)
3. Test Ride Appointment (fixed \$1,200 value)

Everything else is Secondary — tracked but excluded from bid optimization.

Part 6: Device & Schedule Strategy

Ad Schedule (Campaigns 2-5)

Time Block	Adjustment	Rationale
6am – 10pm	Base bid	Core browsing hours. Peak at 10am-1pm and 6-7pm

10pm – 6am -50% 7% of impressions in this window historically. Low intent for \$3,500+ purchases

Device Adjustments

Campaigns 2-4 (Category, Product, Liquidation):

Device	Adjustment	Rationale
Desktop	Base bid	Best CTR historically (2.09%). Full browsing experience for \$3,500+ research
Mobile	-20%	Lowest CTR (1.79%), highest CPC (\$0.83), and source of 90% of junk calls. At this price point, mobile users browse but rarely convert directly. They still enter the funnel — but shouldn't get premium bids
Tablet	+10%	Best CTR (2.21%), lowest CPC (\$0.59). Retirees index high on tablet. Strong performer

Campaign 5 (Commuter):

Device	Adjustment	Rationale
Desktop	Base bid	
Mobile	-10%	Commuters (35-55) are more mobile-native than retirees, so lighter discount
Tablet	+0%	Neutral for this audience

Why No Call Extension on Non-Branded Campaigns

Historical data showed 695 call conversions, but ~90% were unqualified — people searching for other e-bike brands who tapped OHM's phone number without reading the ad. This is a mobile-specific behavior where users tap-to-call as a shortcut.

The fix is structural, not a bid adjustment:

- Remove call extensions from all non-branded campaigns (Campaigns 2-5)
- Keep call extension ONLY on Campaign 1 (Brand Defense) — someone searching "OHM bikes" and calling is genuinely interested

- Force non-branded traffic to the website first. Visitors self-qualify by reading product pages and pricing before choosing to call. Fewer calls, but the ones you get are real leads

Part 7: Geographic Targeting

All non-branded campaigns share this structure:

Region	Bid Adjustment	Rationale
Metro Vancouver (North Van, Vancouver, Burnaby, Richmond, New West)	+25%	Showroom proximity, test rides, highest conversion rate
Fraser Valley (Surrey, Langley, Abbotsford, Chilliwack)	+10%	Drivable to showroom, strong retiree population
Rest of BC (Victoria, Kelowna, Kamloops)	Base bid	Good market, ships within BC
Alberta (Calgary, Edmonton)	Base bid	Retiree market. Adjust +5% if dealer presence confirmed
Ontario	-15%	Large market but low brand awareness, no local service
Rest of Canada	-20%	Low brand awareness, no dealer support
US / International	Excluded	No US business. Zero spend outside Canada

Campaign 5 (Commuter): Metro Vancouver only — commuters need to be local.

Part 8: Performance Targets

KPIs by Campaign

Campaign	Target CPC	Target CPA	Monthly Conv. Target (peak)	Impression Share Goal
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Brand Defense	< \$0.50	N/A	N/A	> 90%
Liquidation	\$1.50 – \$2.50	< \$100	3-5	> 40%
Category Search	\$1.50 – \$3.00	< \$175	8-20	> 50% on Vancouver terms
Product Search	\$1.00 – \$2.50	< \$150	5-12	> 60% on Bosch terms
Commuter	\$1.50 – \$2.50	< \$200	2-5	> 40%

CPA note: These targets are based on clean conversions (Purchase + ATC + Test Ride only). The historical \$63.52 CPA was based on overcounted conversions including page views. Expect real CPAs to be 2-3x higher. A \$150-175 CPA on a \$4,000 sale is still 23-27:1 ROAS — excellent.

Optimization Cadence

Frequency	Action
Daily (peak months)	Check spend pacing. Pause any keyword with 50+ clicks and 0 conversions
Weekly	Review search terms report — add negatives for irrelevant queries
Bi-weekly	Review ad performance. Pause low-CTR ads (<2%). Test new headlines
Monthly	Full review: CPA by campaign, budget reallocation, bid adjustments, device performance

Reallocation Triggers

Signal	Action
Google CPA 30%+ lower than Meta CPA	Shift budget to Google from Meta
Category impression share < 40% on core terms	Increase daily budget (hitting budget caps too early)
Specific ad group CPA < \$80	Increase that ad group's budget share

Bosch terms outperform Shimano terms	Shift budget toward Campaign 4 Bosch ad group
CPA > \$250 for 2 consecutive weeks	Pause worst ad group, reallocate to best
Zero conversions after 500+ clicks (any campaign)	Check tracking first. If tracking works, pause campaign

Part 9: Launch Checklist & Timeline

Week of Feb 17-21: Conversion Tracking Cleanup

- ☐ Demote "Google Shopping App View Item" from Primary to Secondary
- ☐ Demote "Google Shopping App Page View" from Primary to Secondary
- ☐ Demote "Calls from ads" from Primary to Secondary
- ☐ Remove/deactivate all broken _Ollo actions (GTM Purchase_Ollo, GTM Begin Checkout_Ollo, etc.)
- ☐ Demote all duplicate GA4 actions to Secondary
- ☐ Pause the two enabled "Max Conversions" campaigns

Week of Feb 22-28: Fix Tracking + Build Campaigns

- ☐ Fix "Google Shopping App Purchase" — reconnect Shopify, test with a real order
- ☐ Fix or rebuild "Test Ride Appointment" tracking — set value to \$1,200, make Primary
- ☐ Verify "Add to Cart" fires correctly with product value
- ☐ Build 5 shared negative keyword lists
- ☐ Upload Klaviyo list to Google Ads Customer Match
- ☐ Configure ad extensions (sitelinks, callouts, snippets, location)
- ☐ Build Campaigns 2, 3, 4 in Google Ads — set to Paused
- ☐ Verify conversion tracking: Purchase fires? ATC fires? Test Ride fires?

March 1: Launch

- ☐ Enable Campaign 2 (Liquidation) at \$10-15/day
- ☐ Enable Campaign 3 (Category) at \$30/day
- ☐ Enable Campaign 4 (Product — Shimano ad group only) at \$15/day
- ☐ Verify ads are showing, budgets are spending

March 7: First Optimization

- ☐ Review search terms — add negatives for any irrelevant queries that slipped through
- ☐ Check conversion tracking — are events recording?

- ☐ Verify no competitor brand terms triggered your ads

April 1: Ramp Up

- ☐ Increase Campaign 3 to \$75/day
- ☐ Increase Campaign 4 to \$20/day
- ☐ Evaluate: enough clean conversions (15+) to switch to Maximize Conversions?

April 30: Budget Decision Point

- ☐ Review April sell-through against playbook targets
- ☐ If ≥ 30 units sold: deploy \$7K reserve into May-June at scaled budgets
- ☐ If 20-29 units: deploy \$3,500 into May only
- ☐ If < 20 units: hold reserve, continue baseline

May 15: Discover Launch

- ☐ Activate Bosch ad group in Campaign 4
- ☐ Add [ohm discover] to Campaign 1 keywords
- ☐ Add Discover sitelink to all campaigns
- ☐ Update structured snippets to include Discover model
- ☐ Discover landing page live and indexed
- ☐ Increase Campaign 3 to peak budget (\$90-130/day)

August 1: Commuter Push

- ☐ Launch Campaign 5 at \$15/day
- ☐ Commuter landing page or blog post live
- ☐ Demographics adjusted (35-54: +15%)

September 1: Wind Down

- ☐ Pause Campaigns 2, 3, 4, 5
- ☐ Reduce Brand Defense budget cap to \$30/month
- ☐ Export all performance data for 2027 planning

Part 10: Expected Outcomes

Based on ~\$15,000 baseline Google spend with clean conversion tracking:

Metric	Conservative	Expected	Optimistic
Total clicks	5,000	7,500	10,000
Average CPC	\$2.50	\$2.00	\$1.50
Online conversion rate	1.5%	2.5%	3.5%
Online conversions (Purchase + ATC + Test Ride)	75	190	350
Google-attributed DTC purchases	15	30	45
Revenue from Google-attributed purchases (at \$4,000 AOV)	\$60,000	\$120,000	\$180,000
Blended CPA (all tracked conversions)	\$200	\$79	\$43
Purchase-only CPA	\$1,000	\$500	\$333
ROAS (purchase-attributed only)	4:1	8:1	12:1

Important: These numbers undercount Google's true contribution. Many buyers will click a Google ad, visit the site, then come to the showroom for a test ride and buy in person. That sale won't be attributed to Google but wouldn't have happened without the ad. Test Ride Appointment tracking bridges part of this gap, but the full in-store attribution will always be incomplete. A reasonable estimate is that Google's true contribution is 30-50% higher than what online tracking reports.