DOZR Google Ads Geo-Targeting Analysis

Order Analysis Report | February 06, 2026
Based on 155 fulfilled orders from January 2026

SECTION 1: Orders Breakdown by Location & Equipment

Complete analysis of fulfilled orders by country, state, city, and equipment type.

1.1 Orders by Country

Country	Orders	Percentage
United States	136	87.7%
Canada	19	12.3%

1.2 Orders by State/Province (Top 20)

State	Abbrev	Country	Orders	%
Texas	TX	US	24	15.5%
Florida	FL	US	19	12.3%
California	CA	US	16	10.3%
Ontario	ON	CA	15	9.7%
Arizona	AZ	US	10	6.5%
New York	NY	US	8	5.2%
New Jersey	NJ	US	6	3.9%
Mississippi	MS	US	4	2.6%
South Carolina	SC	US	4	2.6%
Georgia	GA	US	4	2.6%
Colorado	CO	US	3	1.9%
North Carolina	NC	US	3	1.9%
Pennsylvania	PA	US	2	1.3%
Utah	UT	US	2	1.3%
Nevada	NV	US	2	1.3%
Illinois	IL	US	2	1.3%
Oregon	OR	US	2	1.3%
Ohio	OH	US	2	1.3%
New Mexico	NM	US	2	1.3%
Connecticut	CT	US	2	1.3%

1.3 Orders by Equipment Type

Equipment Type	Orders	Percentage

Scissor Lift	45	29.0%
Forklift	29	18.7%
Articulating Boom Lift	24	15.5%
Telehandler	22	14.2%
Excavator	11	7.1%
Skid Steer	9	5.8%
Backhoe	6	3.9%
Manlift	2	1.3%
Dozer	2	1.3%
Dump Truck	1	0.6%
Material Lift	1	0.6%
Loader	1	0.6%
Other	1	0.6%
Crane	1	0.6%

SECTION 2: Current Google Ads Geo-Targeting Coverage

Analysis of which orders are covered by current Google Ads geo-targeting settings.

2.1 Overall Coverage Summary

Metric	Count	Percentage
Total Orders	155	100%
Orders in TARGETED Geos	124	80.0%
Orders in NON-TARGETED Geos	31	20.0%

2.2 Current Targeting Structure

Country-Level Targeting:
• United States (US) - Full country + state-level
• Canada (CA) - Full country + city-level

US State-Level Targeting (25 states):
AL, AR, AZ, CA, CT, FL, GA, ID, IL, KY, MI, MN, NC, ND, NH, NY, OH, OK, OR, PA, SC, TN, TX, VA, VT

Canadian City-Level Targeting (35 cities):
Toronto, Mississauga, Hamilton, Ottawa, Markham, Brampton, Burlington, Cambridge, Kitchener, London, Oakville, Vaughan, North Vancouver, Coquitlam, and more

US DMA (Metro) Targeting (30 DMAs):
New York, Los Angeles, Miami, Houston, Dallas, Atlanta, Phoenix, Tampa, Orlando, Charlotte, San Diego, San Francisco Bay Area, and 18 more metros

2.3 Equipment-Specific Campaigns

Equipment Type	Active Campaign(s)
Articulating Boom Lift	Search-Demand-Boom-Lifts, Search-Boom-Lift-Core-Geos-CA
Backhoe	Search-Backhoe-Core-Geos-US
Boom Lift	Search-Demand-Boom-Lifts, Search-Boom-Lift-Core-Geos-CA
Dozer	Search-Dozers-Core-Geos-US-V3, Search-Dozers-Core-Geos-CA
Excavator	Search-Excavator-Core-Geos-US, Search-Excavator-Core-Geos-CA
Forklift	Search-Forklift-Core-Geos-US, Search-Forklift-Core-Geos-CA
Loader	Search-Loader-Core-Geos-US, Search-Loader-Core-Geos-CA
Other	DSA-AllPages-Tier1-New-US-2
Scissor Lift	Search-Scissor-Lift-Core-Geos-US, Search-Scissor-Lift-Core-Geos-CA, Search-Demand-Scissor-Lifts
Skid Steer	DSA-AllPages-Tier1-New-US-2
Telehandler	Search-Telehandler-Core-Geos-US, Search-Telehandler-Core-Geos-CA

SECTION 3: Targeting Gaps - Opportunities to Capture More Orders

States where orders are being fulfilled but Google Ads is NOT currently targeting.

3.1 States with Orders but NO Targeting

State	Name	Orders	Equipment Types	Priority
NJ	New Jersey	6	Skid Steer(3), Scissor Lift(2), Loader(1)	HIGH
MS	Mississippi	4	Telehandler(2), Excavator(1), Articulating Boom Lift(1)	HIGH
CO	Colorado	3	Scissor Lift(2), Telehandler(1)	MEDIUM
UT	Utah	2	Scissor Lift(2)	MEDIUM
NV	Nevada	2	Scissor Lift(1), Forklift(1)	MEDIUM
NM	New Mexico	2	Skid Steer(1), Forklift(1)	MEDIUM
MT	Montana	2	Scissor Lift(2)	MEDIUM
MO	Missouri	2	Telehandler(1), Backhoe(1)	MEDIUM
MD	Maryland	2	Other(1), Skid Steer(1)	MEDIUM
WI	Wisconsin	1	Articulating Boom Lift(1)	LOW
LA	Louisiana	1	Telehandler(1)	LOW
ME	Maine	1	Forklift(1)	LOW
WA	Washington	1	Scissor Lift(1)	LOW
IN	Indiana	1	Scissor Lift(1)	LOW
KS	Kansas	1	Forklift(1)	LOW

3.2 Recommended Actions by Priority

HIGH PRIORITY (4+ orders) - Add immediately:
NJ (New Jersey), MS (Mississippi)

MEDIUM PRIORITY (2-3 orders) - Add in next optimization:
CO (Colorado), UT (Utah), NV (Nevada), NM (New Mexico), MT (Montana), MO (Missouri), MD (Maryland)

LOW PRIORITY (1 order) - Monitor before adding:
WI (Wisconsin), LA (Louisiana), ME (Maine), WA (Washington), IN (Indiana), KS (Kansas)

Potential Revenue Impact:
Adding these 15 states could capture an additional ~31 orders/month (20.0% increase).

3.3 Equipment Type Gaps in Non-Targeted States

Equipment Type	Orders Lost	Recommendation
Scissor Lift	11	Expand geo targeting
Skid Steer	5	Expand geo targeting
Telehandler	5	Expand geo targeting
Forklift	4	Expand geo targeting
Articulating Boom Lift	2	Add with new states
Loader	1	Add with new states

Excavator	1	Add with new states
Backhoe	1	Add with new states
Other	1	Add with new states

SECTION 4: Campaign Structure Recommendations

Strategic recommendations for implementing geo-targeting changes aligned with industry best practices.

4.1 Current Campaign Structure Analysis

Current Structure:
• Equipment-specific campaigns (e.g., Search-Scissor-Lift-Core-Geos-US)
• Geographic segmentation: US vs CA campaigns
• DSA campaigns for broad coverage
• Performance Max campaigns (limited use)

Key Technical Constraint:
Geo-targeting is set at CAMPAIGN level only. Ad groups inherit campaign geo-targeting and cannot have independent geographic settings.

4.2 Recommended Approach: Option A (Quick Implementation)

Expand Existing Campaign Geo-Targeting
Best for: Quick implementation, minimal disruption to learning

Implementation Steps:
1. Navigate to each "-Core-Geos-US" campaign settings
2. Add missing states: NJ, MS, CO, UT, NV, NM, MT, MO, MD, WI, LA, ME, WA, IN, KS
3. Keep equipment-specific structure intact
4. No new campaigns needed

Pros: Fastest to implement, maintains campaign learning, no budget changes
Cons: Less granular control over new states

4.3 Alternative: Option B (Expansion Tier)

Create Regional Expansion Campaigns
Best for: Testing new markets with controlled spend

Implementation:
1. Create new campaigns: Search-[Equipment]-Expansion-US
2. Target only new states (NJ, MS, CO, etc.)
3. Set lower budgets ($50-100/day initially)
4. Use Maximize Conversions bidding (not tROAS)
5. Graduate proven states to Core campaigns

Pros: Test without impacting proven campaigns
Cons: More campaigns to manage, slower learning

4.4 Ad Group Structure Best Practices

Key Principle: Ad groups CANNOT have independent geo-targeting.

Recommended Ad Group Structure (by equipment size):
• Ad Group: "19ft Scissor Lift" - keywords for 19ft units
• Ad Group: "26ft Scissor Lift" - keywords for 26ft units
• Ad Group: "32ft Scissor Lift" - keywords for 32ft units

Do NOT Create:
• State-specific ad groups (geo doesn't work at ad group level)

• City-specific ad groups (same limitation)

4.5 Industry Best Practices Checklist

Best Practice	Status	Action
Equipment-specific campaigns	Implemented	Maintain
Geographic segmentation (US/CA)	Implemented	Maintain
State-level targeting	Partial (25/50)	Add 15 states
DMA metro targeting	Implemented (30)	Maintain
Location bid adjustments	Unknown	Add +15% for top states
Supplier coverage alignment	Partial	Cross-reference before expanding

4.6 Immediate Action Items

This Week:
■ Add New Jersey (NJ) to all US campaigns - 6 orders
■ Add Mississippi (MS) to all US campaigns - 4 orders
■ Add Colorado (CO) to all US campaigns - 3 orders

Next 2 Weeks:
■ Add remaining gap states: UT, NV, NM, MT, MO, MD, WI, LA, ME, WA, IN, KS
■ Set location bid adjustments (+15%) for TX, FL, CA, AZ, NY
■ Review location reports weekly

Expected Impact:
Adding 15 missing states could capture ~31 additional orders/month (20% increase in addressable market).