

US CAMPAIGNS - AD GROUP LEVEL ANALYSIS

Excluding Expansion Campaigns

Period 1: Feb 1-10, 2026 | Period 2: Feb 11-20, 2026

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DSA-AllPages-Tier1-New-US-2

Ad Group	P1 Spend	P1 Calls	P1 Quotes	P1 Deals	P2 Spend	P2 Calls	P2 Quotes	P2 Deals	Change
DSA-Tier1-New-USA	\$2619	30	9	4	\$3368	37	11	2	+29%

Search-Backhoe-Core-Geos-US

Ad Group	P1 Spend	P1 Calls	P1 Quotes	P1 Deals	P2 Spend	P2 Calls	P2 Quotes	P2 Deals	Change
Backhoe Rental - Cost	\$743	3	3	0	\$908	12	7	0	+22%

Search-Demand-Brand-US

Ad Group	P1 Spend	P1 Calls	P1 Quotes	P1 Deals	P2 Spend	P2 Calls	P2 Quotes	P2 Deals	Change
Brand-Dozr-New	\$343	8	6	1	\$383	10	1	2	+12%

Search-Dozers-Core-Geos-US-V3

Ad Group	P1 Spend	P1 Calls	P1 Quotes	P1 Deals	P2 Spend	P2 Calls	P2 Quotes	P2 Deals	Change
Dozer-Near-Me	\$62	1	1	0	\$131	3	1	0	+112%
Dozer-Rental	\$305	7	3	1	\$195	0	0	0	-36%

Dozer-Rental-Cost	\$69	0	0	0	\$85	2	1	0	+23%
Dozers	\$183	6	4	1	\$286	2	1	1	+56%
Skid-Steers	\$1239	22	7	1	\$1347	22	8	0	+9%

Search-Excavator-Core-Geos-US

Ad Group	P1 Spend	P1 Calls	P1 Quotes	P1 Deals	P2 Spend	P2 Calls	P2 Quotes	P2 Deals	Change
Excavator-Rental-Cost	\$83	0	0	0	\$66	0	0	0	-21%
Excavator-Rental-Duration	\$168	2	0	0	\$222	0	0	0	+32%
Excavator-Rental-Generic	\$209	0	0	0	\$405	1	1	0	+94%
Excavator-Rental-Near-Me	\$289	0	0	0	\$203	0	0	0	-30%
Excavator-Rental-Use-Cases	\$35	2	0	0	\$60	0	0	0	+71%
Large-Excavator-Rental	\$773	4	2	0	\$829	1	2	0	+7%
Mini-Excavator	\$723	8	2	0	\$766	7	2	0	+6%

Search-Forklift-Core-Geos-US

Ad Group	P1 Spend	P1 Calls	P1 Quotes	P1 Deals	P2 Spend	P2 Calls	P2 Quotes	P2 Deals	Change
Forklift-Near-Me	\$316	7	2	0	\$445	3	1	0	+41%
Forklift-Rental	\$1007	16	9	0	\$930	7	4	1	-8%
Forklift-Rental-Cost	\$828	3	1	0	\$692	4	3	0	-16%
Outdoor-Forklift-Rental	\$119	2	0	0	\$161	3	2	0	+35%
Warehouse-Forklift-Rental	\$566	5	2	1	\$966	8	4	1	+71%

Search-Loader-Core-Geos-US

Ad Group	P1 Spend	P1 Calls	P1 Quotes	P1 Deals	P2 Spend	P2 Calls	P2 Quotes	P2 Deals	Change
Compact-Track-Loader-Rental	\$5	0	0	0	\$5	0	0	0	-2%
Loader-Near-Me	\$366	1	0	0	\$264	3	1	0	-28%
Loader-Rental-Cost	\$21	0	0	0	\$74	4	0	1	+258%
Skid-Steer-Rental	\$595	13	1	0	\$789	4	1	0	+33%
Wheel-Loader-Rental	\$62	4	0	1	\$74	0	0	0	+19%

Search-Scissor-Lift-Core-Geos-US

Ad Group	P1 Spend	P1 Calls	P1 Quotes	P1 Deals	P2 Spend	P2 Calls	P2 Quotes	P2 Deals	Change
Rough-Terrain-Scissor-Lift	\$42	0	0	0	\$60	0	0	0	+42%
Scissor-Lift-Near-Me	\$1360	15	4	0	\$1554	12	3	1	+14%
Scissor-Lift-Rental	\$1038	13	7	1	\$1145	11	7	1	+10%

Search-Telehandler-Core-Geos-US

Ad Group	P1 Spend	P1 Calls	P1 Quotes	P1 Deals	P2 Spend	P2 Calls	P2 Quotes	P2 Deals	Change
Telehandler-Near-Me	\$101	0	0	0	\$198	5	4	0	+96%
Telehandler-Rental-Cost	\$570	4	2	0	\$592	6	1	1	+4%
Telehandler-by-Capacity	\$28	0	0	0	\$32	1	0	0	+16%