DOZR Campaign Expansion Plan

New Geo Markets - Duplicate Campaign Strategy

Document Type:	Campaign Duplication & Geo Expansion Plan
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New Markets:	14 States/Markets
Campaigns to Duplicate:	9 campaigns
New Campaigns to Create:	9 expansion campaigns

SECTION 1: NEW GEO MARKETS TO TARGET

#	State	Abbrev	Key Market	Geo Target ID
1	Colorado	CO	Denver	21123
2	Indiana	IN	Indianapolis	21140
3	Kansas	KS	Kansas City	21147
4	Kentucky	KY	Louisville	21148
5	Louisiana	LA	New Orleans	21151
6	Minnesota	MN	Minneapolis	21158
7	Missouri	MO	Kansas City	21161
8	Nebraska	NE	Omaha	21164
9	New Mexico	NM	Albuquerque	21168
10	Nevada	NV	Las Vegas	21166
11	Oklahoma	OK	Oklahoma City	21172
12	Utah	UT	Salt Lake City	21183
13	Washington	WA	Seattle	21186
14	Iowa	IA	Omaha Metro	21145

Note: Kansas City spans both Kansas and Missouri. Iowa's Omaha Metro will share the Omaha, NE DMA.

SECTION 2: CAMPAIGN DUPLICATION STRATEGY

2.1 Overview

To protect your existing campaign data and Smart Bidding learning, we will create **separate expansion campaigns** for the new geos rather than adding them to existing campaigns. This approach:

- Preserves historical data and bidding optimization in current campaigns
- Allows new geos to build their own conversion history
- Enables independent budget control for expansion markets
- Provides clear performance comparison between established vs. new markets

2.2 Naming Convention

New campaigns will follow this naming pattern to maintain organization:

Current Campaign	New Expansion Campaign
Search-Scissor-Lift-Core-Geos-US	Search-Scissor-Lift-Expansion-Geos-US
Search-Forklift-Core-Geos-US	Search-Forklift-Expansion-Geos-US
Search-Telehandler-Core-Geos-US	Search-Telehandler-Expansion-Geos-US
Search-Excavator-Core-Geos-US	Search-Excavator-Expansion-Geos-US
Search-Dozers-Core-Geos-US-V3	Search-Dozers-Expansion-Geos-US
Search-Backhoe-Core-Geos-US	Search-Backhoe-Expansion-Geos-US
Search-Loader-Core-Geos-US	Search-Loader-Expansion-Geos-US
Search-Demand-Boom-Lifts	Search-Boom-Lifts-Expansion-Geos-US
DSA-AllPages-Tier1-New-US-2	DSA-AllPages-Expansion-Geos-US

SECTION 3: GEO EXCLUSION STRATEGY (CRITICAL)

To prevent campaigns from competing with each other, each campaign group must EXCLUDE the other's geos. This ensures clean data and no auction overlap.

3.1 Exclusions for CURRENT Campaigns (Core Geos)

Add these 14 states as **NEGATIVE location targets** to all existing Core-Geos-US campaigns:

State to Exclude	Geo Target ID	Exclude From
Colorado (CO)	21123	All Core-Geos-US campaigns
Indiana (IN)	21140	All Core-Geos-US campaigns
Kansas (KS)	21147	All Core-Geos-US campaigns
Kentucky (KY)	21148	All Core-Geos-US campaigns
Louisiana (LA)	21151	All Core-Geos-US campaigns
Minnesota (MN)	21158	All Core-Geos-US campaigns
Missouri (MO)	21161	All Core-Geos-US campaigns
Nebraska (NE)	21164	All Core-Geos-US campaigns
New Mexico (NM)	21168	All Core-Geos-US campaigns
Nevada (NV)	21166	All Core-Geos-US campaigns
Oklahoma (OK)	21172	All Core-Geos-US campaigns
Utah (UT)	21183	All Core-Geos-US campaigns
Washington (WA)	21186	All Core-Geos-US campaigns
Iowa (IA)	21145	All Core-Geos-US campaigns

3.2 Exclusions for NEW Expansion Campaigns

Add these 8 states + 30 DMAs as **NEGATIVE location targets** to all new Expansion campaigns:

Location Type	Locations to Exclude
States (8)	Arizona, California, Florida, Georgia, New York, North Carolina, Tennessee, Texas
DMAs (30)	Atlanta, Austin, Buffalo, Charleston SC, Charlotte, Charlottesville, Dallas-Ft Worth, Greensboro, Greenville-Spartanburg, Houston, Knoxville, Los
Counties (2)	Maricopa County (AZ), Pinal County (AZ)
Cities (5)	Phoenix, Hesperia, Loma Linda, Elberton, Stonecrest
Regions (1)	San Francisco Bay Area

SECTION 4: EXPANSION CAMPAIGN SETTINGS

4.1 Bid Strategy Recommendations

For new expansion campaigns with no historical data, we recommend starting with **Maximize Conversions** (not tROAS) for the first 4-6 weeks until you accumulate 30+ conversions, then switch to tROAS.

Campaign Type	Current Bid Strategy	Expansion Campaign Strategy	Switch to tROAS After
Equipment Search	tROAS	Maximize Conversions	30+ conversions
Boom Lifts	Max Conversions	Maximize Conversions	Keep as-is
DSA	tROAS	Maximize Conversions	30+ conversions

4.2 Budget Recommendations

Start with conservative daily budgets for expansion campaigns. You can increase once performance data is available.

Campaign	Recommended Starting Budget	Notes
Search-Scissor-Lift-Expansion	$50-75/day	High volume equipment
Search-Forklift-Expansion	$50-75/day	High volume equipment
Search-Boom-Lifts-Expansion	$40-60/day	Medium volume
Search-Excavator-Expansion	$40-60/day	Medium volume
Search-Telehandler-Expansion	$30-50/day	Lower volume
Search-Backhoe-Expansion	$30-50/day	Lower volume
Search-Dozers-Expansion	$25-40/day	Lower volume
Search-Loader-Expansion	$30-50/day	Medium volume
DSA-Expansion	$40-60/day	Catch-all campaign

Total Estimated Daily Budget for Expansion: $335-520/day ($10,000-15,600/month)

SECTION 5: KEYWORD & NEGATIVE KEYWORD ALIGNMENT

5.1 Keyword Duplication

All keywords from existing campaigns will be duplicated to expansion campaigns. The same match types and keyword structure will be maintained. Keywords do NOT need location modifiers since geo-targeting handles location relevance.

5.2 Cross-Campaign Negative Keywords

To prevent keyword cannibalization between campaigns, ensure these negative keyword rules are in place:

Campaign Type	Negative Keywords to Add
Scissor Lift campaigns	boom lift, cherry picker, forklift, telehandler, excavator, backhoe, dozer, loader, skid steer
Boom Lift campaigns	scissor lift, forklift, telehandler, excavator, backhoe, dozer, loader, skid steer
Forklift campaigns	scissor lift, boom lift, telehandler, excavator, backhoe, dozer, loader, skid steer
Telehandler campaigns	scissor lift, boom lift, forklift, excavator, backhoe, dozer, loader, skid steer
Excavator campaigns	scissor lift, boom lift, forklift, telehandler, backhoe, dozer, loader, skid steer
Backhoe campaigns	scissor lift, boom lift, forklift, telehandler, excavator, dozer, loader, skid steer
Dozer campaigns	scissor lift, boom lift, forklift, telehandler, excavator, backhoe, loader, skid steer
Loader campaigns	scissor lift, boom lift, forklift, telehandler, excavator, backhoe, dozer

5.3 Non-DOZR Equipment Negatives (Apply to ALL campaigns)

Negative Keywords for equipment DOZR does not rent:
generator, crane, dump truck, concrete mixer, cement mixer, compressor, trailer, semi truck, box truck, moving truck, power tools, hand tools, welding, pressure washer, lawn mower, tractor

SECTION 6: IMPLEMENTATION CHECKLIST

Step	Action	Status
1	Export current campaign settings from Google Ads Editor	[ ]
2	Duplicate campaigns with new naming convention	[ ]
3	Update geo-targeting: Add 14 new states to expansion campaigns	[ ]
4	Update geo-targeting: Add geo EXCLUSIONS to expansion campaigns (current 8 states + DMAs)	[ ]
5	Update geo-targeting: Add geo EXCLUSIONS to current campaigns (14 new states)	[ ]
6	Set bid strategy to Maximize Conversions for expansion campaigns	[ ]
7	Set daily budgets for expansion campaigns	[ ]
8	Verify negative keywords are in place (equipment cross-negatives)	[ ]
9	Verify ads and extensions are duplicated correctly	[ ]
10	Set expansion campaigns to PAUSED initially	[ ]
11	Review all settings, then ENABLE expansion campaigns	[ ]
12	Monitor for 48 hours for any issues	[ ]
13	After 4-6 weeks: Evaluate switching to tROAS	[ ]

SECTION 7: GEO TARGET CONSTANT IDs FOR IMPLEMENTATION

7.1 New States to ADD to Expansion Campaigns

State	Geo Target ID	Resource Name
Colorado (CO)	21123	geoTargetConstants/21123
Indiana (IN)	21140	geoTargetConstants/21140
Kansas (KS)	21147	geoTargetConstants/21147
Kentucky (KY)	21148	geoTargetConstants/21148
Louisiana (LA)	21151	geoTargetConstants/21151
Minnesota (MN)	21158	geoTargetConstants/21158
Missouri (MO)	21161	geoTargetConstants/21161
Nebraska (NE)	21164	geoTargetConstants/21164
New Mexico (NM)	21168	geoTargetConstants/21168
Nevada (NV)	21166	geoTargetConstants/21166
Oklahoma (OK)	21172	geoTargetConstants/21172
Utah (UT)	21183	geoTargetConstants/21183
Washington (WA)	21186	geoTargetConstants/21186
Iowa (IA)	21145	geoTargetConstants/21145

7.2 Current States to EXCLUDE from Expansion Campaigns

State	Geo Target ID	Resource Name
Arizona	21136	geoTargetConstants/21136
California	21137	geoTargetConstants/21137
Florida	21142	geoTargetConstants/21142
Georgia	21143	geoTargetConstants/21143
New York	21167	geoTargetConstants/21167
North Carolina	21160	geoTargetConstants/21160
Tennessee	21175	geoTargetConstants/21175
Texas	21176	geoTargetConstants/21176

SECTION 8: SUMMARY

Metric	Count
New States/Markets	14
Campaigns to Duplicate	9
New Campaigns to Create	9
Total Geo Exclusions (Current -> Expansion)	14 states
Total Geo Exclusions (Expansion -> Current)	8 states + 30 DMAs + cities/counties
Estimated Daily Budget (Expansion)	$335-520/day
Estimated Monthly Budget (Expansion)	$10,000-15,600/month
Recommended Initial Bid Strategy	Maximize Conversions
Switch to tROAS After	30+ conversions (4-6 weeks)

Key Takeaways:

1. **Separate campaigns** for expansion geos protects existing campaign data

2. **Mutual geo exclusions** prevent campaigns from competing in auctions

3. **Start with Maximize Conversions** until you have enough data for tROAS

4. **Conservative budgets** initially, scale up based on performance

5. **Same keywords** work for new geos - geo-targeting handles location relevance