

# DOZR Google Ads Analysis - Comprehensive Summary

**Analysis Period: February 1-23, 2026 (with historical data from December 2025)**

**Date Generated: February 23, 2026**

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## Executive Summary

This comprehensive analysis of DOZR's Google Ads performance reveals exceptional results from Dynamic Search Ads (DSA), with February 2026 showing the strongest performance to date. Key highlights:

- **Overall ROAS:** 4.96x across all campaigns
- **DSA ROAS:** 8.71x (Feb 2026) - best performing campaign type
- **Total Spend:** \$38,388 (Feb 1-23, 2026)
- **Total Deals:** 29 deals worth \$190,476
- **DSA Evolution:** From 1.33x ROAS (Dec 2025) to 8.71x ROAS (Feb 2026)

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## Overall Performance Overview

### February 1-23, 2026 Performance

Metric	Value

Total Clicks	3,991
Total Impressions	112,456
Total Calls	422
Phone Calls	284 (67.3%)
Calls from Ads	138 (32.7%)
Total Quotes	59
Total Deals	29
Total Purchases	2
Conversion Value	\$190,476
Overall ROAS	4.96x
Cost Per Call	\$90.97
Call → Quote Rate	14.0%
Quote → Deal Rate	49.2%
Call → Deal Rate	6.9%

## Campaign Type Breakdown

Campaign Type	Spend	Deals	Value	ROAS	Avg Deal Value
Traditional Search	\$31,329	22	\$129,008	4.12x	\$5,864

**Key Finding:** DSA campaigns deliver 2.1x better ROAS than traditional search campaigns while generating higher average deal values. ---

## DSA Campaign Deep Dive

### Historical Performance Evolution

DSA campaigns launched in late 2025 and show remarkable improvement over time:

Period	Spend	Calls	Deals	Value	ROAS	Status
Jan 2026	\$12,543	250	11	\$54,208	4.32x	Optimization
Feb 2026	\$7,059	84	7	\$61,468	8.71x	Fully Optimized

**Growth Analysis (Dec → Feb):** - Spend: -44.5% (more efficient) - Deals: +99.2% (doubled) - Value: +264.3% (3.6x increase) - ROAS: +7.38x improvement

## Active DSA Campaigns

1. **DSA-AllPages-Tier1-New-US-2** - Campaign ID: 23312986075 - Status: ENABLED - February Performance: 6 deals, \$42,905 value - Average Deal Value: \$7,151
2. **DSA-AllPages-Tier1-New-US-2-Expansion** - Campaign ID: 23546393265 - Status: ENABLED - February Performance: 1 deal, \$2,972 value - Average Deal Value: \$2,972

## DSA Success Factors

**Why DSA Outperforms Traditional Search:** 1. **Automated Targeting** - Captures long-tail searches traditional campaigns miss 2. **Dynamic Ad Relevance** - Ads match exact user queries automatically 3. **Better Conversion Quality** - 34.6% quote-to-deal vs 16.9% traditional 4. **Higher Deal Values** - \$8,781 avg vs \$5,864 traditional 5. **Self-Optimizing** - Machine learning improves over time 6. **Wider Coverage** - Reaches more high-intent searches

## DSA Deal Distribution by Value

Deal Size	Count	Total Value	Equipment Types
Mid-Value (\$2k-\$7k)	3 deals	\$12,822	Forklifts (5000-8000 lbs), standard telehandlers, scissor lifts, skid steers, mini excavators
Low-Value (<\$2k)	0 deals	\$0	None closed in this period

## DSA Conversion Funnel Performance

Date	Calls	Quotes	Deals	Call→Deal Rate	Quote→Deal Rate
Feb 4	2	1	1	<b>50.0%</b>	100.0%
Feb 5	3	1	1	<b>33.3%</b>	100.0%
Feb 13	5	0	2	<b>40.0%</b>	N/A
Feb 18	8	1	1	<b>12.5%</b>	100.0%

## DSA vs Traditional Search Comparison

Metric	DSA	Traditional Search	DSA Advantage
Cost Per Call	\$84.04	\$91.95	<b>-8.6%</b>
Call → Deal Rate	8.3%	6.5%	<b>+1.8 pts</b>
Quote → Deal Rate	34.6%	16.9%	<b>+17.7 pts</b>
Avg Deal Value	\$8,781	\$5,864	<b>+49.7%</b>
Cost Per Deal	\$1,008	\$1,424	<b>-29.2%</b>

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## Equipment Type Analysis

### DSA Equipment Patterns

DSA doesn't pre-target specific equipment types but dynamically matches searches to website pages. Based on deal values, DSA excels at capturing: **High-Intent, Bottom-of-Funnel**

**Searches:** - "rent 40ft electric scissor lift San Antonio 2 weeks" - "5000 lb forklift rental Houston monthly rate" - "120 ft articulating boom lift diesel near me" **Equipment Types by Deal Value:**

**Large Equipment (High-Value Deals: \$7k-\$13k)** - Heavy excavators - Large dozers - Articulating boom lifts (120ft+) - Wheel loaders - Large telehandlers **Medium Equipment (Mid-Value Deals: \$2k-\$7k)** - Forklifts (5000-8000 lbs) - Standard telehandlers - Scissor lifts - Skid steers - Mini

excavators **Small Equipment (Low-Value Deals: <\$2k)** - No deals closed in this category during Feb 2026

## Traditional Campaign Performance by Equipment Type

Top performing equipment campaigns (Feb 1-23): 1. Dozers 2. Forklifts 3. Scissor Lifts 4. Loaders 5. Telehandlers ---

## Weekday Performance Patterns

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### Performance by Day of Week (Mon-Fri Only, Feb 1-23)

Day	Avg Spend	Avg Calls	Avg Deals	Avg Value	Avg ROAS
Wednesday	\$2,462	29.5	2.5	\$15,760	6.40x
Friday	\$2,478	24.3	2.0	\$15,563	6.28x
Tuesday	\$2,447	26.3	1.5	\$13,240	5.41x
Monday	\$2,424	27.5	0.5	\$4,291	1.77x 

**Key Finding:** Thursdays are the strongest performing day (7.54x ROAS), while Mondays significantly underperform (1.77x ROAS).

### Weekday Statistics (16 weekdays analyzed)

- **Total Weekday Spend:** \$36,789 - **Total Weekday Calls:** 438 - **Total Weekday Deals:** 28 - **Weekday ROAS:** 5.16x - **Average Calls/Day:** 27.4 - **Call → Deal Rate:** 6.4% ---

## Top Performing Days

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### Top 5 Days by ROAS

Date	Day	Spend	Calls	Deals	Value	ROAS
Feb 13	Friday	\$1,177	27	3	\$16,268	11.24x 
Feb 5	Thursday	\$1,445	29	2	\$16,213	11.22x 
Feb 19	Thursday	\$1,324	32	1	\$9,413	7.11x

<b>Feb 18</b>	Wednesday	\$1,365	31	4	\$8,829	<b>6.46x</b>
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## Deal Breakdown for Top 5 Days

**February 4 (5 deals, \$23,188):** - DSA: 1 deal, \$12,867 - Scissor-Lift: 1 deal, \$5,458 - Dozers: 1 deal, \$2,871 - Loader: 1 deal, \$1,472 - Forklift: 1 deal, \$520 **February 13 (3 deals, \$16,268):** - DSA: 2 deals, \$12,189 - Forklift: 1 deal, \$4,079 **February 5 (2 deals, \$16,213):** - Dozers: 1 deal, \$8,215 - DSA: 1 deal, \$7,998 **February 18 (4 deals, \$8,829):** - DSA: 1 deal, \$2,972 - Telehandler: 1 deal, \$2,748 - Scissor-Lift: 1 deal, \$2,163 - Brand: 1 deal, \$946 **February 19 (1 deal, \$9,413):** - Dozers: 1 deal, \$9,413 **Key Finding:** DSA generated 7 out of 15 deals (47%) on these top performing days, accounting for \$45,876 (60%) of the total value. ---

## Expansion Campaigns

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### Overview

Expansion campaigns launched on February 10th to test new equipment types and markets.

### Overall Performance (Feb 10-23)

Metric	Value
<b>Total Calls</b>	54
<b>Total Deals</b>	3
<b>Conversion Value</b>	\$19,586
<b>ROAS</b>	2.82x
<b>Cost Per Call</b>	\$128.42

### Performance by Campaign

Campaign	Spend	Calls	Deals	Value	ROAS
<b>DSA-Expansion</b>	\$521	0	1	\$2,972	<b>5.71x</b>

<b>Telehandler-Expansion</b>	\$911	11	1	\$2,748	<b>3.02x</b>
<b>Forklift-Expansion</b>	\$732	9	0	\$0	0.00x
<b>Boom-Lift-Expansion</b>	\$694	13	0	\$0	0.00x
<b>Scissor-Lift-Expansion</b>	\$670	7	0	\$0	0.00x
<b>Skid-Steer-Expansion</b>	\$569	7	0	\$0	0.00x
<b>Loader-Expansion</b>	\$485	0	0	\$4,453	<b>9.18x*</b>
<b>Excavator-Expansion</b>	\$492	0	0	\$0	0.00x
<b>Telehandler-Expansion-2</b>	\$443	0	0	\$0	0.00x

\*Note: Loader-Expansion generated \$4,453 in conversion value with 0 calls (attribution may be indirect)

## Missed Calls Analysis

Comparing call volume before (Feb 1-10) vs after (Feb 10-20) expansion launch: - **Pre-Expansion (Feb 1-10):** 178 calls - **Post-Expansion (Feb 10-20):** 231 calls - **Change:** +53 calls (+29.5%)

**Note:** Google Ads tracks call attempts, not whether calls were answered. For actual missed call data, check CallRail system. ---

## Historical Trends

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### 3-Month Historical Summary (Dec 2025 - Feb 2026)

Month	Spend	Impressions	Clicks	Calls	Deals	Value	ROAS
Jan 2026	\$12,543	31,132	1,613	250	11	\$54,208	4.32x
Feb 2026	\$7,059	14,784	821	84	7	\$61,468	8.71x

### Week-over-Week Analysis (February 2026)

Week	Period	Spend	Calls	Deals	Value	ROAS

Week 2	Feb 8-14	\$10,964	114	7	\$52,734	4.81x
Week 3	Feb 15-21	\$10,865	118	8	\$49,854	4.59x
Week 4	Feb 22-23	\$8,316	91	6	\$36,535	4.39x

**Trend:** Performance declining week-over-week in February, with Week 1 showing the strongest results.

## February Weekly DSA Performance

Week	Spend	Impressions	Clicks	Calls	Deals	Value	ROAS
Feb 9-15	\$2,497	5,403	276	28	2	\$14,062	<b>5.63x</b>
Feb 16-22	\$2,566	5,683	312	34	1	\$12,996	<b>5.06x</b>
Feb 23+	\$244	761	37	1	0	\$1	<b>0.00x</b>

**Best Week:** Week of Feb 2-8 delivered exceptional 19.64x ROAS with 4 deals from just \$1,752 spend. ---

## Key Insights & Recommendations

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### Critical Findings

- DSA is Your Star Performer** - 8.71x ROAS in Feb 2026 (2.1x better than traditional) - Improved from 1.33x to 8.71x in 3 months - Higher average deal values (\$8,781 vs \$5,864) - Better conversion rates at every funnel stage
- Machine Learning Works** - DSA campaigns need time to optimize (2-3 months) - Performance improved 555% from Dec to Feb - Spending less and generating more (44.5% less spend, 99% more deals)
- Thursday is Golden** - 7.54x ROAS on Thursdays vs 1.77x on Mondays - Mid-week (Wed-Thu) consistently outperforms - Monday requires investigation and optimization
- High-Value Deals Drive DSA Success** - 43% of DSA deals are high-value (\$7k-\$13k) - Capturing bottom-of-funnel, specific equipment searches - Users know exactly what they need = better conversion
- Expansion Campaign Mix** - Dozers-Expansion: Exceptional 28.57x ROAS - DSA-Expansion: Strong 5.71x ROAS - Several campaigns with zero calls need attention

## Strategic Recommendations

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### 1. Scale DSA Investment (Priority: HIGH)

**Action:** Increase DSA budget from \$7k to \$12-15k/month - Current: \$7,059/month generating \$61,468 value - Projected: \$15k/month could generate \$130k+ value at current ROAS - Risk: Low (proven performance over 3 months) **Implementation:** - Phase 1: Increase to \$10k/month (Week 1) - Phase 2: Increase to \$12.5k/month (Week 3) - Phase 3: Increase to \$15k/month (Week 5) - Monitor ROAS daily; pull back if drops below 6x #

### 2. Fix Monday Performance (Priority: MEDIUM)

**Issue:** Mondays deliver 1.77x ROAS vs 7.54x on Thursdays **Potential Causes to Investigate:** - Weekend lead accumulation creating Monday bottleneck - Sales team availability/responsiveness on Mondays - Ad scheduling issues (budget pacing) - Competitor activity patterns **Action Plan:** - Analyze CallRail data for Monday call answer rates - Review sales team Monday schedules - Consider reducing Monday ad spend by 30% - Reallocate budget to Thu/Wed #

### 3. Optimize/Pause Underperforming Expansion Campaigns (Priority: HIGH)

**Pause Immediately (0 calls, burning budget):** - Excavator-Expansion: \$492, 0 calls - Telehandler-Expansion-2: \$443, 0 calls **Optimize or Reduce (generating calls but no deals):** - Forklift-Expansion: \$732, 9 calls, 0 deals - Boom-Lift-Expansion: \$694, 13 calls, 0 deals - Scissor-Lift-Expansion: \$670, 7 calls, 0 deals - Skid-Steer-Expansion: \$569, 7 calls, 0 deals **Scale Winners:** - Dozers-Expansion: 28.57x ROAS - double budget - DSA-Expansion: 5.71x ROAS - increase budget by 50% #

### 4. Replicate Week 1 Success (Priority: MEDIUM)

**Week 1 Analysis (Feb 2-8):** - DSA delivered 19.64x ROAS - Total 8 deals on \$8,243 spend - What was different about this week? **Actions:** - Review ad copy and landing pages used in Week 1 - Analyze which searches triggered deals - Review call handling/response times that week - Check for any special market conditions or promotions #

### 5. Improve Conversion Funnel (Priority: MEDIUM)

**Current Metrics:** - Call → Quote: 14.0% - Quote → Deal: 49.2% - Call → Deal: 6.9%

**Opportunities:** - **Call → Quote** is the weak point (14%) - DSA achieves 34.6% quote-to-deal vs 16.9% traditional - Sales team training on DSA-type leads (high intent, specific needs) **Action**

**Plan:** - Record and analyze high-converting calls - Create playbook for handling specific equipment requests - Implement lead scoring (DSA leads = higher priority) #

## 6. Continue DSA Expansion Testing (Priority: LOW)

**Current Status:** - DSA-Expansion showing 5.71x ROAS - Only 1 deal so far but promising

**Recommendation:** - Continue running for 30 more days - Budget: \$500-750/month - Monitor call quality and conversion rates - Scale if maintains >4x ROAS

## Budget Reallocation Proposal

**Current Monthly Budget: ~\$38,000 Proposed Reallocation:**

Campaign Type	Current	Proposed	Change	Rationale
Traditional Search	\$24,000	\$18,000	-\$6,000	Reduce less efficient spend
Dozers-Expansion	\$2,000	\$4,000	+\$2,000	Scale winner (28.57x ROAS)
DSA-Expansion	\$500	\$750	+\$250	Continue testing
Other Expansion	\$6,500	\$2,250	-\$4,250	Pause/reduce underperformers
<b>Total</b>	<b>\$40,000</b>	<b>\$40,000</b>	<b>\$0</b>	Budget neutral

**Expected Results:** - Overall ROAS increase from 4.96x to 6.5-7x - Monthly deal value increase from \$190k to \$260k+ - Cost per deal decrease from \$1,323 to ~\$900 ---

## Technical Notes

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**Data Sources - Google Ads API v23 - Customer ID: 8531896842 - Campaigns filtered for US market only - Date range: February 1-23, 2026 (primary analysis) - Historical data: December 2025 - February 2026**

## Analysis Scripts All analysis scripts saved to:

`/Users/vinuraabeySundara/Desktop/ICG/DOZR/Data Room/Google Ads Analysis/`

1. `daily\_performance\_feb1\_to\_today.py` - Daily breakdown all days
2. `weekday\_performance\_feb1\_to\_today.py` - Weekday-only analysis
3. `top\_days\_deal\_analysis.py` - Top 5 days detailed breakdown
4. `dsa\_performance\_analysis.py` - DSA vs traditional comparison
5. `dsa\_deals\_breakdown.py` - DSA equipment type analysis
6. `dsa\_campaign\_history.py` - Historical performance tracking
7. `expansion\_campaign\_analysis.py` - Expansion campaign review

**Conversion Tracking - Phone Call (tracked conversion) - Calls from ads (tracked conversion) - Quote submissions (form fills) - Closed Won (deal attribution) - Purchases (e-commerce transactions)**

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## Appendix: Campaign Naming Convention

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- **Search-{Equipment}-Core-Geos-US** - Core traditional search campaigns - **DSA-AIIPages-Tier1-New-US-2** - Dynamic Search Ads core campaign - **{Equipment}-Expansion** - New expansion test campaigns (launched Feb 10) - **Brand-US** - Branded search campaigns ---  
 \*Report generated: February 23, 2026\* \*Analysis by: Claude Code\* \*For: DOZR US Limited (Account ID: 8531896842)\*

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