

DOZR Google Ads Granular Action Plan

Ad Group × Geography Optimization — Specific Changes to Make

Report Date: February 03, 2026

Period: January 4 — February 3, 2026 (30 Days)

Google Ads Customer ID: 853-189-6842

This report provides **specific, actionable changes** at the ad group and city level for each campaign. Rather than campaign-level budget moves, this document identifies exactly which ad groups within which campaigns to increase, decrease, or pause — and which geographic locations to bid up or suppress — based on 30-day Closed Won Deal data cross-referenced with DOZR's supplier fulfillment capability.

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1. Master Action Summary

The table below lists every specific change recommended, organized by priority. Each action specifies the exact campaign, ad group, or city to modify, the type of change, and the data supporting it.

Phase 1: Pause Entire Loser Campaigns (saves \$950/day = \$28,500/month)

| Campaign | Daily Budget | 30d Spend | Deals | Deal\$ | Action | Reason |
|----------------------------------|--------------|-----------|-------|--------|--------|------------------------------------|
| Search-Scissor-Lift-Core-Geos-US | \$350/day | \$3,954 | 1.0 | \$623 | PAUSE | Can't source scissor lifts |
| Search-Scissor-Lift-Core-Geos-CA | \$120/day | \$1,457 | 0.0 | \$0 | PAUSE | No CA scissor lift supply |
| Search-Telehandler-Core-Geos-US | \$100/day | \$1,863 | 0.0 | \$0 | PAUSE | Zero deals; no telehandler supply |
| Search-Telehandler-Core-Geos-CA | \$100/day | \$1,121 | 0.0 | \$0 | PAUSE | No CA telehandler supply |
| Search-Backhoe-Core-Geos-US | \$100/day | \$1,430 | 0.3 | \$444 | PAUSE | Near-zero deals; sourcing failures |
| Search-Excavator-Core-Geos-CA | \$100/day | \$1,208 | 0.0 | \$0 | PAUSE | No CA excavator supply |
| Search-Loader-Core-Geos-CA | \$80/day | \$981 | 0.0 | \$0 | PAUSE | Zero deals; weak CA supply |

Phase 2: Pause Non-Converting Ad Groups Within Winners (redirects ~\$5,400/month)

| Campaign | Ad Group | Spend | Phone | Quote | Deals | Action | Reason |
|-------------------|---------------------------|---------|-------|-------|-------|--------|-----------------------------|
| Demand-Boom-Lifts | Genie-Boom-Lifts | \$1,532 | 28 | 0 | 0.0 | PAUSE | 28 calls, 0 quotes, 0 deals |
| Loader-US | Skid-Steer-Rental | \$830 | 24 | 0 | 0.0 | PAUSE | 24 calls, 0 quotes, 0 deals |
| Excavator-US | Large-Excavator-Rental | \$719 | 4 | 0 | 0.0 | PAUSE | 4 calls, 0 quotes, 0 deals |
| Demand-Boom-Lifts | 45-ft-Boom-Lifts | \$589 | 10 | 0 | 0.0 | PAUSE | 10 calls, 0 quotes, 0 deals |
| Demand-Brand-US | Brand-Dozr-New | \$574 | 24 | 0 | 0.0 | PAUSE | 24 calls, 0 quotes, 0 deals |
| Demand-Boom-Lifts | Towable-Boom-Lifts | \$438 | 10 | 0 | 0.0 | PAUSE | 10 calls, 0 quotes, 0 deals |
| Excavator-US | Excavator-Rental-Near-Me | \$347 | 8 | 0 | 0.0 | PAUSE | 8 calls, 0 quotes, 0 deals |
| Forklift-US | Outdoor-Forklift-Rental | \$238 | 3 | 0 | 0.0 | PAUSE | 3 calls, 0 quotes, 0 deals |
| Loader-US | Wheel-Loader-Rental | \$157 | 6 | 0 | 0.0 | PAUSE | 6 calls, 0 quotes, 0 deals |
| Excavator-US | Excavator-Rental-Cost | \$152 | 2 | 0 | 0.0 | PAUSE | 2 calls, 0 quotes, 0 deals |
| Excavator-US | Excavator-Rental-Duration | \$117 | 1 | 0 | 0.0 | PAUSE | 1 calls, 0 quotes, 0 deals |
| Loader-US | Loader-Rental-Cost | \$86 | 3 | 0 | 0.0 | REDUCE | 3 calls, 0 quotes, 0 deals |
| Dozers-US-V3 | Dozers | \$79 | 0 | 0 | 0.0 | REDUCE | 0 calls, 0 quotes, 0 deals |
| Dozers-US-V3 | Dozer-Rental-Cost | \$69 | 2 | 0 | 0.0 | REDUCE | 2 calls, 0 quotes, 0 deals |
| TOTAL REDIRECTED | | \$5,927 | | | | | Flows to top ad groups |

Phase 3: Increase Budget on Top-Performing Ad Groups

| Campaign | Ad Group | Spend | Deals | Deal\$ | Deal ROAS | Action | ImpShare |
|--------------|--------------------------|-------|-------|----------|-----------|----------|----------|
| Excavator-US | Excavator-Rental-Generic | \$362 | 2.0 | \$12,582 | 34.8x | INCREASE | 42% |

| Campaign | Ad Group | Spend | Deals | Deal\$ | Deal ROAS | Action | ImpShare |
|-----------------------------|---------------------------|----------|-------|----------|-----------|----------|----------|
| Dozers-US-V3 | Skid-Steers | \$1,328 | 2.0 | \$22,617 | 17.0x | INCREASE | 32% |
| Dozers-US-V3 | Dozer-Rental | \$137 | 1.0 | \$2,285 | 16.7x | INCREASE | 45% |
| Demand-Boom-Lifts | JLG-Boom-Lifts | \$1,952 | 3.0 | \$15,034 | 7.7x | INCREASE | 14% |
| Demand-Boom-Lifts | Straight-Boom-Lifts | \$328 | 1.0 | \$1,793 | 5.5x | INCREASE | 18% |
| Loader-US | Loader-Near-Me | \$664 | 1.0 | \$2,965 | 4.5x | INCREASE | 40% |
| Forklift-US | Warehouse-Forklift-Rental | \$751 | 1.5 | \$3,278 | 4.4x | INCREASE | 40% |
| Forklift-US | Forklift-Rental | \$1,912 | 2.0 | \$7,680 | 4.0x | INCREASE | 33% |
| Demand-Boom-Lifts | Boom-Lifts-Near-Me | \$5,138 | 5.0 | \$18,804 | 3.7x | INCREASE | 17% |
| DSA-AllPages-Tier1-New-US-2 | DSA-Tier1-New-USA | \$13,244 | 13.0 | \$35,899 | 2.7x | INCREASE | 14% |
| Demand-Brand-CA | Brand-Dozr-CA | \$497 | 1.0 | \$1,128 | 2.3x | INCREASE | 94% |
| Demand-Boom-Lifts | General-Boom-Lifts | \$8,446 | 7.0 | \$18,232 | 2.2x | INCREASE | 19% |

These ad groups have proven deal-closing ability with ROAS above 2x. Budget freed from paused ad groups and loser campaigns should flow primarily to these ad groups. Impression Share shows how much room each has to scale — lower IS means more headroom for additional spend.

2. Search-Demand-Boom-Lifts

Campaign Total (30d): \$28,047 spend | 23.0 closed deals | \$75,576 deal revenue | \$12,152 GA4 revenue | 2.69x deal ROAS

Ad Group Performance & Actions

| Ad Group | Status | Spend | Phone | Quote | Deals | Deal\$ | GA4\$ | ROAS | Action |
|-------------------------|--------|---------|-------|-------|-------|----------|---------|-------|----------|
| General-Boom-Lifts | ON | \$8,446 | 112 | 0 | 7.0 | \$18,232 | \$5,938 | 2.2x | INCREASE |
| Aerial-Lifts | ON | \$5,897 | 95 | 0 | 4.0 | \$10,140 | \$3,260 | 1.7x | MAINTAIN |
| Boom-Lifts-Near-Me | ON | \$5,138 | 106 | 0 | 5.0 | \$18,804 | \$2,955 | 3.7x | INCREASE |
| Articulating-Boom-Lifts | OFF | \$2,652 | 23 | 0 | 2.0 | \$2,635 | \$0 | 1.0x | MAINTAIN |
| JLG-Boom-Lifts | ON | \$1,952 | 32 | 0 | 3.0 | \$15,034 | \$0 | 7.7x | INCREASE |
| Genie-Boom-Lifts | OFF | \$1,532 | 28 | 0 | 0.0 | \$0 | \$0 | 0.0x | PAUSE |
| 80-ft-Boom-Lifts | ON | \$611 | 13 | 0 | 0.0 | \$290 | \$0 | 0.5x | MONITOR |
| 45-ft-Boom-Lifts | ON | \$589 | 10 | 0 | 0.0 | \$0 | \$0 | 0.0x | PAUSE |
| 60-ft-Boom-Lifts | ON | \$463 | 9 | 0 | 1.0 | \$8,649 | \$0 | 18.7x | MAINTAIN |
| Towable-Boom-Lifts | ON | \$438 | 10 | 0 | 0.0 | \$0 | \$0 | 0.0x | PAUSE |
| Straight-Boom-Lifts | ON | \$328 | 8 | 0 | 1.0 | \$1,793 | \$0 | 5.5x | INCREASE |

Green = Increase spend | Orange = Maintain | Red = Pause or reduce

Top Cities — With Deal Revenue (Bid Up)

| City | Spend | Clicks | Deals | Deal\$ | ROAS | Action |
|---------------------------|-------|--------|-------|----------|--------|----------|
| Stonecrest, Georgia | \$67 | 3 | 2.0 | \$10,442 | 155.9x | Bid +25% |
| Scottsdale, Arizona | \$155 | 14 | 1.0 | \$9,591 | 61.7x | Bid +25% |
| Batesville, Mississippi | \$12 | 3 | 1.0 | \$4,818 | 411.8x | Bid +25% |
| Pittsfield, Massachusetts | \$177 | 3 | 1.0 | \$4,633 | 26.1x | Bid +25% |
| Nashville, Tennessee | \$378 | 27 | 1.0 | \$3,958 | 10.5x | Bid +25% |
| Elkin, North Carolina | \$13 | 2 | 1.0 | \$3,274 | 248.0x | Bid +25% |
| Memphis, Tennessee | \$325 | 24 | 1.0 | \$3,077 | 9.5x | Bid +25% |
| Plano, Texas | \$121 | 4 | 1.0 | \$2,230 | 18.5x | Bid +25% |
| Onalaska, Texas | \$29 | 3 | 1.0 | \$2,175 | 75.3x | Bid +25% |
| Fruitland Park, Florida | \$22 | 2 | 1.0 | \$2,131 | 99.1x | Bid +25% |
| West Bradenton, Florida | \$11 | 1 | 1.0 | \$1,949 | 185.1x | Bid +25% |
| Fort Worth, Texas | \$133 | 13 | 1.0 | \$1,838 | 13.8x | Bid +25% |

Cities Wasting Budget — \$40+ Spend, Zero Revenue (Bid Down or Exclude)

| City | Spend | Clicks | Conv | Value | Action |
|-------------------------|-------|--------|------|-------|---------|
| Houston, Texas | \$645 | 66 | 13 | \$0 | EXCLUDE |
| Phoenix, Arizona | \$529 | 51 | 6 | \$0 | EXCLUDE |
| Los Angeles, California | \$514 | 56 | 4 | \$0 | EXCLUDE |
| Austin, Texas | \$351 | 31 | 3 | \$0 | EXCLUDE |
| San Antonio, Texas | \$349 | 35 | 8 | \$0 | EXCLUDE |

| City | Spend | Clicks | Conv | Value | Action |
|---------------------------|-------|--------|------|-------|---------|
| Dallas, Texas | \$316 | 26 | 4 | \$0 | EXCLUDE |
| Miami, Florida | \$207 | 19 | 2 | \$0 | EXCLUDE |
| Charlotte, North Carolina | \$196 | 32 | 3 | \$0 | EXCLUDE |

3. DSA-AllPages-Tier1-New-US-2

Campaign Total (30d): \$13,244 spend | 13.0 closed deals | \$35,899 deal revenue | \$4,332 GA4 revenue | 2.71x deal ROAS

Ad Group Performance & Actions

| Ad Group | Status | Spend | Phone | Quote | Deals | Deal\$ | GA4\$ | ROAS | Action |
|-------------------|--------|----------|-------|-------|-------|----------|---------|------|----------|
| DSA-Tier1-New-USA | ON | \$13,244 | 307 | 0 | 13.0 | \$35,899 | \$4,332 | 2.7x | INCREASE |

Green = Increase spend | Orange = Maintain | Red = Pause or reduce

Top Cities — With Deal Revenue (Bid Up)

| City | Spend | Clicks | Deals | Deal\$ | ROAS | Action |
|--------------------------|-------|--------|-------|---------|-------|----------|
| Houston, Texas | \$478 | 51 | 1.0 | \$5,374 | 11.2x | Bid +25% |
| Corpus Christi, Texas | \$51 | 5 | 1.0 | \$4,727 | 93.4x | Bid +25% |
| Jacksonville, Florida | \$217 | 34 | 1.0 | \$3,273 | 15.1x | Bid +25% |
| Santa Monica, California | \$68 | 3 | 1.0 | \$2,328 | 34.3x | Bid +25% |
| Murrieta, California | \$43 | 5 | 1.0 | \$1,773 | 41.4x | Bid +25% |
| Los Angeles, California | \$416 | 50 | 1.0 | \$1,557 | 3.7x | Bid +20% |
| Big Spring, Texas | \$18 | 1 | 1.0 | \$1,348 | 73.0x | Bid +25% |
| Shavano Park, Texas | \$27 | 1 | 1.0 | \$1,249 | 45.6x | Bid +25% |
| Sacramento, California | \$177 | 29 | 1.0 | \$931 | 5.3x | Bid +25% |
| Cedar Creek, Texas | \$46 | 4 | 1.0 | \$844 | 18.3x | Bid +25% |

Cities Wasting Budget — \$40+ Spend, Zero Revenue (Bid Down or Exclude)

| City | Spend | Clicks | Conv | Value | Action |
|--------------------------------|-------|--------|------|-------|---------|
| Miami, Florida | \$240 | 20 | 6 | \$0 | EXCLUDE |
| San Diego, California | \$205 | 21 | 1 | \$0 | EXCLUDE |
| San Antonio, Texas | \$178 | 19 | 4 | \$0 | EXCLUDE |
| Riverview, Hillsborough County | \$170 | 3 | 1 | \$0 | EXCLUDE |
| Orlando, Florida | \$131 | 20 | 3 | \$0 | EXCLUDE |
| Tampa, Florida | \$129 | 14 | 1 | \$0 | EXCLUDE |
| Austin, Texas | \$127 | 20 | 4 | \$0 | EXCLUDE |
| Gainesville, Florida | \$123 | 12 | 1 | \$0 | EXCLUDE |

4. Search-Dozers-Core-Geos-US-V3

Campaign Total (30d): \$1,658 spend | 3.0 closed deals | \$24,902 deal revenue | \$0 GA4 revenue | 15.02x deal ROAS

Ad Group Performance & Actions

| Ad Group | Status | Spend | Phone | Quote | Deals | Deal\$ | GA4\$ | ROAS | Action |
|-------------------|--------|---------|-------|-------|-------|----------|-------|-------|----------|
| Skid-Steers | ON | \$1,328 | 50 | 0 | 2.0 | \$22,617 | \$0 | 17.0x | INCREASE |
| Dozer-Rental | ON | \$137 | 3 | 0 | 1.0 | \$2,285 | \$0 | 16.7x | INCREASE |
| Dozers | ON | \$79 | 0 | 0 | 0.0 | \$0 | \$0 | 0.0x | REDUCE |
| Dozer-Rental-Cost | ON | \$69 | 2 | 0 | 0.0 | \$0 | \$0 | 0.0x | REDUCE |
| Dozer-Near-Me | ON | \$45 | 1 | 0 | 0.0 | \$0 | \$0 | 0.0x | MONITOR |

Green = Increase spend | Orange = Maintain | Red = Pause or reduce

Top Cities — With Deal Revenue (Bid Up)

| City | Spend | Clicks | Deals | Deal\$ | ROAS | Action |
|-------------------|-------|--------|-------|----------|--------|----------|
| Madison, Virginia | \$31 | 8 | 1.0 | \$19,812 | 629.6x | Bid +25% |

Cities Wasting Budget — \$40+ Spend, Zero Revenue (Bid Down or Exclude)

| City | Spend | Clicks | Conv | Value | Action |
|------------------------|-------|--------|------|-------|----------|
| New York, New York | \$150 | 20 | 3 | \$0 | EXCLUDE |
| Memphis, Tennessee | \$76 | 11 | 1 | \$0 | Bid -30% |
| Locust Grove, Virginia | \$43 | 7 | 3 | \$0 | Bid -20% |
| Newark, New Jersey | \$41 | 3 | 2 | \$0 | Bid -20% |
| Brewster, New York | \$40 | 4 | 1 | \$0 | Bid -20% |

5. Search-Excavator-Core-Geos-US

Campaign Total (30d): \$2,481 spend | 2.7 closed deals | \$13,470 deal revenue | \$0 GA4 revenue | 5.43x deal ROAS

Ad Group Performance & Actions

| Ad Group | Status | Spend | Phone | Quote | Deals | Deal\$ | GA4\$ | ROAS | Action |
|----------------------------|--------|-------|-------|-------|-------|----------|-------|-------|----------|
| Mini-Excavator | ON | \$773 | 10 | 0 | 0.7 | \$888 | \$0 | 1.1x | MAINTAIN |
| Large-Excavator-Rental | ON | \$719 | 4 | 0 | 0.0 | \$0 | \$0 | 0.0x | PAUSE |
| Excavator-Rental-Generic | ON | \$362 | 10 | 0 | 2.0 | \$12,582 | \$0 | 34.8x | INCREASE |
| Excavator-Rental-Near-Me | ON | \$347 | 8 | 0 | 0.0 | \$0 | \$0 | 0.0x | PAUSE |
| Excavator-Rental-Cost | ON | \$152 | 2 | 0 | 0.0 | \$0 | \$0 | 0.0x | PAUSE |
| Excavator-Rental-Duration | ON | \$117 | 1 | 0 | 0.0 | \$0 | \$0 | 0.0x | PAUSE |
| Excavator-Rental-Use-Cases | ON | \$11 | 0 | 0 | 0.0 | \$0 | \$0 | 0.0x | MONITOR |

Green = Increase spend | Orange = Maintain | Red = Pause or reduce

Top Cities — With Deal Revenue (Bid Up)

| City | Spend | Clicks | Deals | Deal\$ | ROAS | Action |
|--------------------------|-------|--------|-------|---------|--------|----------|
| Pembroke, North Carolina | \$17 | 1 | 1.0 | \$6,275 | 376.5x | Bid +25% |
| Fruitville, Florida | \$10 | 2 | 0.7 | \$888 | 88.6x | Bid +25% |

Cities Wasting Budget — \$40+ Spend, Zero Revenue (Bid Down or Exclude)

| City | Spend | Clicks | Conv | Value | Action |
|--------------------------------|-------|--------|------|-------|----------|
| Los Angeles, California | \$67 | 12 | 3 | \$0 | Bid -30% |
| Phoenix, Arizona | \$55 | 7 | 0 | \$0 | Bid -20% |
| Guyton, Georgia | \$46 | 3 | 0 | \$0 | Bid -20% |
| Martinez, Georgia | \$43 | 2 | 1 | \$0 | Bid -20% |
| Riverview, Hillsborough County | \$41 | 6 | 0 | \$0 | Bid -20% |
| Houston, Texas | \$41 | 10 | 0 | \$0 | Bid -20% |

6. Search-Forklift-Core-Geos-US

Campaign Total (30d): \$4,616 spend | 5.0 closed deals | \$13,551 deal revenue | \$0 GA4 revenue | 2.94x deal ROAS

Ad Group Performance & Actions

| Ad Group | Status | Spend | Phone | Quote | Deals | Deal\$ | GA4\$ | ROAS | Action |
|---------------------------|--------|---------|-------|-------|-------|---------|-------|------|----------|
| Forklift-Rental | ON | \$1,912 | 32 | 0 | 2.0 | \$7,680 | \$0 | 4.0x | INCREASE |
| Forklift-Near-Me | ON | \$953 | 15 | 0 | 1.0 | \$1,166 | \$0 | 1.2x | MAINTAIN |
| Forklift-Rental-Cost | ON | \$762 | 10 | 0 | 0.5 | \$1,427 | \$0 | 1.9x | MAINTAIN |
| Warehouse-Forklift-Rental | ON | \$751 | 14 | 0 | 1.5 | \$3,278 | \$0 | 4.4x | INCREASE |
| Outdoor-Forklift-Rental | ON | \$238 | 3 | 0 | 0.0 | \$0 | \$0 | 0.0x | PAUSE |

Green = Increase spend | Orange = Maintain | Red = Pause or reduce

Top Cities — With Deal Revenue (Bid Up)

| City | Spend | Clicks | Deals | Deal\$ | ROAS | Action |
|---------------------------|-------|--------|-------|---------|--------|----------|
| Moreno Valley, California | \$13 | 1 | 1.0 | \$5,296 | 403.4x | Bid +25% |
| Bremen, Georgia | \$23 | 2 | 1.0 | \$2,854 | 122.9x | Bid +25% |
| New York, New York | \$233 | 12 | 1.0 | \$2,384 | 10.3x | Bid +25% |
| Palm Springs, California | \$39 | 1 | 1.0 | \$1,851 | 48.0x | Bid +25% |
| Los Angeles, California | \$138 | 9 | 1.0 | \$1,166 | 8.4x | Bid +25% |

Cities Wasting Budget — \$40+ Spend, Zero Revenue (Bid Down or Exclude)

| City | Spend | Clicks | Conv | Value | Action |
|----------------------------|-------|--------|------|-------|----------|
| Houston, Texas | \$173 | 9 | 0 | \$0 | EXCLUDE |
| Boca Raton, Florida | \$142 | 2 | 1 | \$0 | EXCLUDE |
| Temple City, California | \$138 | 2 | 0 | \$0 | EXCLUDE |
| Southwest Ranches, Florida | \$113 | 2 | 3 | \$0 | EXCLUDE |
| Ontario, California | \$98 | 7 | 5 | \$0 | Bid -30% |
| Miami, Florida | \$94 | 2 | 0 | \$0 | Bid -30% |
| Atlanta, Georgia | \$84 | 2 | 0 | \$0 | Bid -30% |
| Tampa, Florida | \$61 | 5 | 2 | \$0 | Bid -30% |

7. Search-Loader-Core-Geos-US

Campaign Total (30d): \$1,755 spend | 1.0 closed deals | \$2,965 deal revenue | \$2,312 GA4 revenue | 1.69x deal ROAS

Ad Group Performance & Actions

| Ad Group | Status | Spend | Phone | Quote | Deals | Deal\$ | GA4\$ | ROAS | Action |
|-----------------------------|--------|-------|-------|-------|-------|---------|---------|------|----------|
| Skid-Steer-Rental | ON | \$830 | 24 | 0 | 0.0 | \$0 | \$0 | 0.0x | PAUSE |
| Loader-Near-Me | ON | \$664 | 18 | 0 | 1.0 | \$2,965 | \$2,312 | 4.5x | INCREASE |
| Wheel-Loader-Rental | ON | \$157 | 6 | 0 | 0.0 | \$0 | \$0 | 0.0x | PAUSE |
| Loader-Rental-Cost | ON | \$86 | 3 | 0 | 0.0 | \$0 | \$0 | 0.0x | REDUCE |
| Compact-Track-Loader-Rental | ON | \$18 | 0 | 0 | 0.0 | \$0 | \$0 | 0.0x | MONITOR |

Green = Increase spend | Orange = Maintain | Red = Pause or reduce

Top Cities — With Deal Revenue (Bid Up)

No cities with deal revenue in this campaign.

Cities Wasting Budget — \$40+ Spend, Zero Revenue (Bid Down or Exclude)

| City | Spend | Clicks | Conv | Value | Action |
|-----------------------------|-------|--------|------|-------|----------|
| Memphis, Tennessee | \$88 | 12 | 3 | \$0 | Bid -30% |
| South Farmingdale, New York | \$69 | 3 | 0 | \$0 | Bid -30% |
| High Point, North Carolina | \$45 | 1 | 0 | \$0 | Bid -20% |
| Lodi, California | \$42 | 2 | 1 | \$0 | Bid -20% |

8. Brand Campaigns

Search-Demand-Brand-CA

\$497 spend | 1.0 deals | \$1,128 deal rev | \$1,912 GA4 rev

| City | Spend | Clicks | Total Value | Action |
|----------------------|-------|--------|-------------|----------|
| Toronto, Toronto | \$70 | 21 | \$1,912 | MAINTAIN |
| Mississauga, Ontario | \$12 | 3 | \$1,128 | MAINTAIN |

Recommendation: MAINTAIN. Brand campaigns protect against competitors bidding on DOZR's name.

Search-Demand-Brand-US

\$574 spend | 0.0 deals | \$0 deal rev | \$0 GA4 rev

Recommendation: MAINTAIN for brand defense. Brand campaigns protect against competitors bidding on DOZR's name.

9. Losing Campaigns — Complete Pause Recommendations

Each losing campaign is shown with its ad group and city-level data to demonstrate that the problem is systemic (not isolated to one ad group or city). The recommendation for all 7 campaigns is: **PAUSE ENTIRELY**. The supplier network cannot fulfill orders for these equipment types/geographies.

Backhoe US — PAUSE ALL

\$1,432 spend | 13 phone calls | 0 quotes | 0.3 deals | \$444 revenue

| Ad Group | Spend | Phone | Quote | Deals | Deal\$ | Action |
|--------------------------|-------|-------|-------|-------|--------|--------|
| Backhoe Rental - Cost | \$799 | 9 | 0 | 0.3 | \$444 | PAUSE |
| Backhoe Rental - Generic | \$349 | 2 | 0 | 0.0 | \$0 | PAUSE |
| Backhoe Rental - By Size | \$207 | 2 | 0 | 0.0 | \$0 | PAUSE |
| Backhoe Rental - Near Me | \$77 | 0 | 0 | 0.0 | \$0 | PAUSE |

Top cities burning budget: Largo, Florida (\$90), Creedmoor, Texas (\$72), New York, New York (\$37), San Francisco, California (\$31), Locust Grove, Virginia (\$29)

Excavator CA — PAUSE ALL

\$1,208 spend | 6 phone calls | 0 quotes | 0.0 deals | \$0 revenue

| Ad Group | Spend | Phone | Quote | Deals | Deal\$ | Action |
|---------------------------|-------|-------|-------|-------|--------|--------|
| Excavator-Rental | \$570 | 4 | 0 | 0.0 | \$0 | PAUSE |
| Mini-Excavator-Rental | \$404 | 2 | 0 | 0.0 | \$0 | PAUSE |
| Large-Excavator-Rental | \$143 | 0 | 0 | 0.0 | \$0 | PAUSE |
| Excavator-Rental-Cost | \$48 | 0 | 0 | 0.0 | \$0 | PAUSE |
| Excavator-Rental-Duration | \$26 | 0 | 0 | 0.0 | \$0 | PAUSE |

Top cities burning budget: Toronto, Toronto (\$328), Ottawa, Ottawa (\$148), Markham, Markham (\$128), Mississauga, Ontario (\$123), Guelph, Ontario (\$79)

Loader CA — PAUSE ALL

\$981 spend | 9 phone calls | 0 quotes | 0.0 deals | \$0 revenue

| Ad Group | Spend | Phone | Quote | Deals | Deal\$ | Action |
|---------------------|-------|-------|-------|-------|--------|--------|
| Skid-Steer-Rental | \$525 | 5 | 0 | 0.0 | \$0 | PAUSE |
| Wheel-Loader-Rental | \$148 | 0 | 0 | 0.0 | \$0 | PAUSE |
| Loader-Rental-Cost | \$130 | 0 | 0 | 0.0 | \$0 | PAUSE |
| Loader-Rental | \$104 | 4 | 0 | 0.0 | \$0 | PAUSE |
| Loader-Near-Me | \$61 | 0 | 0 | 0.0 | \$0 | PAUSE |
| Track-Loader-Rental | \$12 | 0 | 0 | 0.0 | \$0 | PAUSE |

Top cities burning budget: Toronto, Toronto (\$242), Brampton, Ontario (\$181), Mississauga, Ontario (\$92), Ottawa, Ottawa (\$63), Milton, Milton (\$56)

Scissor-Lift CA — PAUSE ALL

\$1,457 spend | 18 phone calls | 0 quotes | 0.0 deals | \$0 revenue

| Ad Group | Spend | Phone | Quote | Deals | Deal\$ | Action |
|------------------------------|---------|-------|-------|-------|--------|--------|
| Scissor-Lift-Rental | \$1,207 | 16 | 0 | 0.0 | \$0 | PAUSE |
| Scissor-Lift-Near-Me | \$102 | 0 | 0 | 0.0 | \$0 | PAUSE |
| Scissor-Lift-Rental-Cost | \$72 | 2 | 0 | 0.0 | \$0 | PAUSE |
| Electric-Scissor-Lift-Rental | \$38 | 0 | 0 | 0.0 | \$0 | PAUSE |
| Rough-Terrain-Scissor-Lift | \$38 | 0 | 0 | 0.0 | \$0 | PAUSE |

Top cities burning budget: Toronto, Toronto (\$445), Mississauga, Ontario (\$183), London, Ontario (\$170), Ottawa, Ottawa (\$102), Vaughan, Vaughan (\$93)

Scissor-Lift US — PAUSE ALL

\$3,954 spend | 46 phone calls | 0 quotes | 1.0 deals | \$623 revenue

| Ad Group | Spend | Phone | Quote | Deals | Deal\$ | Action |
|------------------------------|---------|-------|-------|-------|--------|--------|
| Scissor-Lift-Near-Me | \$2,007 | 19 | 0 | 1.0 | \$623 | PAUSE |
| Scissor-Lift-Rental | \$1,340 | 17 | 0 | 0.0 | \$0 | PAUSE |
| Electric-Scissor-Lift-Rental | \$367 | 3 | 0 | 0.0 | \$0 | PAUSE |
| Scissor-Lift-Rental-Cost | \$177 | 1 | 0 | 0.0 | \$0 | PAUSE |
| Rough-Terrain-Scissor-Lift | \$63 | 6 | 0 | 0.0 | \$0 | PAUSE |

Top cities burning budget: Los Angeles, California (\$113), San Antonio, Texas (\$86), Austin, Texas (\$77), New York, New York (\$75), Redondo Beach, California (\$74)

Telehandler CA — PAUSE ALL

\$1,121 spend | 3 phone calls | 0 quotes | 0.0 deals | \$0 revenue

| Ad Group | Spend | Phone | Quote | Deals | Deal\$ | Action |
|-------------------------|-------|-------|-------|-------|--------|--------|
| Reach-Forklift-Rental | \$582 | 0 | 0 | 0.0 | \$0 | PAUSE |
| Telehandler-Rental | \$213 | 2 | 0 | 0.0 | \$0 | PAUSE |
| Telehandler-Rental-Cost | \$153 | 0 | 0 | 0.0 | \$0 | PAUSE |
| Telehandler-by-Capacity | \$148 | 1 | 0 | 0.0 | \$0 | PAUSE |
| Telehandler-Near-Me | \$25 | 0 | 0 | 0.0 | \$0 | PAUSE |

Top cities burning budget: Toronto, Toronto (\$302), Mississauga, Ontario (\$151), Hamilton, Ontario (\$138), Brampton, Ontario (\$126), Oakville, Ontario (\$58)

Telehandler US — PAUSE ALL

\$1,863 spend | 11 phone calls | 0 quotes | 0.0 deals | \$0 revenue

| Ad Group | Spend | Phone | Quote | Deals | Deal\$ | Action |
|-------------------------|-------|-------|-------|-------|--------|--------|
| Telehandler-Rental | \$820 | 1 | 0 | 0.0 | \$0 | PAUSE |
| Telehandler-Rental-Cost | \$543 | 8 | 0 | 0.0 | \$0 | PAUSE |
| Reach-Forklift-Rental | \$314 | 0 | 0 | 0.0 | \$0 | PAUSE |
| Telehandler-Near-Me | \$150 | 2 | 0 | 0.0 | \$0 | PAUSE |
| Telehandler-by-Capacity | \$35 | 0 | 0 | 0.0 | \$0 | PAUSE |

Top cities burning budget: Scottsdale, Arizona (\$101), West Hollywood, California (\$86), Bakersfield, California (\$68), West Palm Beach, Florida (\$58), Jacksonville, Florida (\$54)

10. City-Level Action Table — All Geo Bid Adjustments

This table aggregates city performance across all winning campaigns and provides specific bid adjustment recommendations. Once loser campaigns are paused, these adjustments apply to the remaining winner campaigns.

Cities to Bid UP (Deal Revenue Producing)

| City | Country | Spend | Deals | Deal\$ | GA4\$ | Deal ROAS | Bid Adj | # Campaigns |
|---------------------------|---------|---------|-------|----------|---------|-----------|---------|-------------|
| Madison, Virginia | US | \$31 | 1.0 | \$19,812 | \$0 | 629.6x | +25% | 2 |
| Stonecrest, Georgia | US | \$67 | 2.0 | \$10,442 | \$0 | 155.9x | +25% | 3 |
| Scottsdale, Arizona | US | \$168 | 1.0 | \$9,591 | \$0 | 57.1x | +25% | 5 |
| Houston, Texas | US | \$1,392 | 1.0 | \$5,374 | \$4,332 | 3.9x | +15% | 7 |
| Moreno Valley, California | US | \$104 | 1.0 | \$5,296 | \$0 | 50.7x | +25% | 6 |
| Corpus Christi, Texas | US | \$83 | 1.0 | \$4,727 | \$0 | 56.8x | +25% | 5 |
| Pittsfield, Massachusetts | US | \$177 | 1.0 | \$4,633 | \$0 | 26.1x | +25% | 4 |
| Nashville, Tennessee | US | \$429 | 1.0 | \$3,958 | \$0 | 9.2x | +25% | 5 |
| New York, New York | US | \$1,666 | 2.0 | \$3,584 | \$2,312 | 2.2x | +15% | 6 |
| Jacksonville, Florida | US | \$292 | 1.0 | \$3,273 | \$0 | 11.2x | +25% | 6 |
| Memphis, Tennessee | US | \$570 | 1.0 | \$3,077 | \$0 | 5.4x | +20% | 6 |
| Bremen, Georgia | US | \$23 | 1.0 | \$2,854 | \$0 | 122.9x | +25% | 2 |
| Los Angeles, California | US | \$1,166 | 2.0 | \$2,723 | \$0 | 2.3x | +15% | 7 |
| Santa Monica, California | US | \$78 | 1.0 | \$2,328 | \$0 | 30.0x | +25% | 3 |
| Kennesaw, Georgia | US | \$62 | 1.0 | \$2,285 | \$0 | 36.9x | +25% | 5 |
| Plano, Texas | US | \$145 | 1.0 | \$2,230 | \$0 | 15.4x | +25% | 7 |
| Onalaska, Texas | US | \$29 | 1.0 | \$2,175 | \$0 | 75.3x | +25% | 2 |
| Fruitland Park, Florida | US | \$26 | 1.0 | \$2,131 | \$0 | 81.0x | +25% | 4 |
| Palm Springs, California | US | \$39 | 1.0 | \$1,851 | \$0 | 48.0x | +25% | 3 |
| Fort Worth, Texas | US | \$327 | 1.0 | \$1,838 | \$0 | 5.6x | +20% | 7 |
| Atlanta, Georgia | US | \$286 | 1.0 | \$1,793 | \$0 | 6.3x | +20% | 6 |
| Murrieta, California | US | \$47 | 1.0 | \$1,773 | \$0 | 37.9x | +25% | 6 |
| Palmetto Bay, Florida | US | \$132 | 0.7 | \$1,463 | \$0 | 11.1x | +25% | 4 |
| Southaven, Mississippi | US | \$49 | 0.5 | \$1,385 | \$0 | 28.5x | +25% | 5 |
| Muscoy, California | US | \$64 | 1.0 | \$1,337 | \$0 | 20.9x | +25% | 5 |

Cities to Bid DOWN or Exclude (Zero Revenue, \$50+ Spend)

| City | Country | Spend | Clicks | Calls | Quotes | Deals | Action |
|-----------------------|---------|-------|--------|-------|--------|-------|---------|
| Phoenix, Arizona | US | \$645 | 65 | 6 | 0 | 0.0 | EXCLUDE |
| San Antonio, Texas | US | \$570 | 63 | 12 | 0 | 0.0 | EXCLUDE |
| Miami, Florida | US | \$545 | 44 | 8 | 0 | 0.0 | EXCLUDE |
| Austin, Texas | US | \$516 | 60 | 7 | 0 | 0.0 | EXCLUDE |
| Dallas, Texas | US | \$486 | 59 | 7 | 0 | 0.0 | EXCLUDE |
| San Diego, California | US | \$402 | 52 | 4 | 0 | 0.0 | EXCLUDE |

| City | Country | Spend | Clicks | Calls | Quotes | Deals | Action |
|--------------------------------|---------|-------|--------|-------|--------|-------|---------|
| Orlando, Florida | US | \$396 | 60 | 9 | 0 | 0.0 | EXCLUDE |
| Riverview, Hillsborough County | US | \$276 | 15 | 1 | 0 | 0.0 | EXCLUDE |
| Kitchener, Ontario | CA | \$255 | 30 | 2 | 0 | 0.0 | EXCLUDE |
| Charlotte, North Carolina | US | \$245 | 40 | 4 | 0 | 0.0 | EXCLUDE |
| San Francisco, California | US | \$219 | 24 | 0 | 0 | 0.0 | EXCLUDE |
| Miami Beach, Florida | US | \$216 | 25 | 4 | 0 | 0.0 | EXCLUDE |
| Boca Raton, Florida | US | \$206 | 9 | 1 | 0 | 0.0 | EXCLUDE |
| Kissimmee, Florida | US | \$203 | 22 | 3 | 0 | 0.0 | EXCLUDE |
| Temple City, California | US | \$197 | 5 | 0 | 0 | 0.0 | EXCLUDE |
| Paterson, New Jersey | US | \$192 | 5 | 0 | 0 | 0.0 | EXCLUDE |
| Knoxville, Tennessee | US | \$190 | 21 | 2 | 0 | 0.0 | EXCLUDE |
| San Jose, California | US | \$179 | 20 | 2 | 0 | 0.0 | EXCLUDE |
| Melbourne, Florida | US | \$178 | 16 | 5 | 0 | 0.0 | EXCLUDE |
| Irvine, California | US | \$174 | 16 | 3 | 0 | 0.0 | EXCLUDE |

Summary of All Changes

| Action Type | Count | Monthly Impact |
|-----------------------------------|-------|------------------------------------------------------|
| Campaigns to PAUSE | 7 | Saves \$28,500/mo (freed for reallocation) |
| Ad groups to PAUSE within winners | 11 | Redirects ~\$5,927/mo to top performers |
| Ad groups to INCREASE | 12 | Absorbs freed budget from paused campaigns/ad groups |
| Cities to bid UP | 25 | Concentrates spend in deal-producing metros |
| Cities to bid DOWN or EXCLUDE | 20 | Reduces waste in zero-revenue cities |
| TOTAL ACTIONS | 78 | |

Net result: Same \$3,850/day total budget, but every dollar flows to ad groups and cities that have proven they can generate closed deals through DOZR's supplier network. Projected additional revenue: \$19,000–\$55,000/month with zero increase in ad spend.

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