DOZR Geo & Equipment Strategy Report

7-Day Ads Performance | 14-Day Order Fulfillment | February 06, 2026

Executive Summary

Metric	7-Day Ads	14-Day Orders
Total Spend	$19,310	-
Conversions	273	118 Closed Won
ROAS	3.52x avg	74.7% win rate
Top Equipment	Boom Lifts ($7,188)	Forklifts (41 orders)
Top States	N/A (by campaign)	TX (24), CA (17), ON (11)

1. Google Ads Performance by Equipment Type (7 Days)

Equipment	Spend	Conv	Value	ROAS	Status
Boom Lifts	$7,188	75	$13,339	1.86x	Top spend
Excavators	$2,564	16	$1,524	0.59x	Underperforming
Scissor Lifts	$2,259	44	$5,076	2.25x	Healthy
Forklifts	$1,908	39	$3,722	1.95x	Healthy
DSA (All)	$1,751	25	$20,525	11.72x	Best ROAS
Telehandlers	$1,078	7	$1,083	1.00x	Break-even
Dozers	$1,021	21	$11,894	11.65x	High ROAS
Loaders	$1,018	31	$4,839	4.76x	Strong

Key Insight: Dozers (11.65x) and DSA (11.72x) have highest ROAS but Excavators (0.59x) are underperforming - review targeting.

2. Order Fulfillment by Equipment Type (14 Days)

Equipment	Orders	% Total	Top States
Forklifts	41	34.7%	TX(9), CO(6), CA(5), ON(4)
Scissor Lifts	23	19.5%	AZ(3), MT(2), SC(2), CO(2)
Boom Lifts	20	16.9%	CA(6), FL(4), ON(3), TX(2)
Excavators	10	8.5%	CA(3), FL(2), GA(1), TX(1)
Loaders	9	7.6%	TX(3), NJ(1), NY(1), VA(1)
Dozers	2	1.7%	TX(2)
Unknown	13	11.0%	Various

Key Insight: Forklifts dominate orders (34.7%) but Boom Lifts get 37% of ad spend. Consider rebalancing.

3. Equipment-Specific Supply Gaps

States with orders but LIMITED or NO supplier coverage for specific equipment types:

State	Equipment	Orders	Suppliers	Risk
MS	Boom Lifts	1	0	HIGH
MS	Forklifts	1	0	HIGH
BC	Forklifts	1	0	HIGH
BC	Boom Lifts	1	0	HIGH
IA	Scissor Lifts	1	0	HIGH
MT	Scissor Lifts	2	1	MEDIUM

Action: Monitor MS, BC, IA orders - may need to expand supplier network or adjust targeting.

4. Untapped Supplier Coverage (Expansion Opportunities)

States with strong supplier coverage but few/no orders - high potential for ad expansion:

State	Equipment	Suppliers	Orders	Potential
TX	Scissor Lifts	42	1	HIGH
TX	Excavators	41	1	HIGH
CA	Loaders	28	0	HIGH
FL	Scissor Lifts	26	0	HIGH
FL	Loaders	23	0	HIGH
AZ	Boom Lifts	13	1	HIGH
AZ	Forklifts	13	0	HIGH
CO	Boom Lifts	13	0	HIGH
GA	Boom Lifts	12	0	HIGH
OH	All types	10+	0	HIGH

5. Ads vs Orders Alignment Analysis

Equipment	Ad Spend	ROAS	Orders	Alignment
Forklifts	$1,908	1.95x	41 (35%)	ALIGNED - High demand, good spend
Scissor Lifts	$2,259	2.25x	23 (20%)	ALIGNED - Balanced
Boom Lifts	$7,188	1.86x	20 (17%)	REVIEW - 37% spend, 17% orders
Excavators	$2,564	0.59x	10 (8%)	OVERSPEND - Low ROAS, reduce
Loaders	$1,018	4.76x	9 (8%)	UNDERSPEND - Good ROAS, increase
Dozers	$1,021	11.65x	2 (2%)	WATCH - Amazing ROAS, low volume
Telehandlers	$1,078	1.00x	0 (0%)	OVERSPEND - No orders, review

6. Recommendations

#	Action	Equipment	Geos to Add	Priority
1	Reduce spend or improve targeting	Excavators	Review current geos	HIGH
2	Expand geo targeting	Scissor Lifts	FL (Jacksonville, Orlando, Bradenton)	HIGH
3	Expand geo targeting	Forklifts	AZ, GA, OH cities	HIGH
4	Launch test campaign	All types	Ohio (Perry, Bedford Heights)	MEDIUM
5	Review/pause if no improvement	Telehandlers	Current targeting	MEDIUM
6	Increase budget (high ROAS)	Loaders	CA, FL expansion	MEDIUM
7	Expand to match supplier coverage	Boom Lifts	CO (Denver, Colorado Springs)	LOW

7. Industry Best Practices Validation

Recommendation	Best Practice	Verified
Match ad geos to supplier coverage	Only advertise where you can fulfill orders to reduce wasted spend and improve customer experience	✓
Equipment-specific campaigns	Separate campaigns by equipment type allows budget control and bid optimization per category	✓
Reduce spend on underperforming segments	Equipment types with <1.0x ROAS should be reviewed - fix targeting or reduce budget	✓
Test campaigns for new markets	Isolate new geo tests to measure incrementality without affecting proven campaigns	✓
Align spend with demand patterns	Ad budget allocation should roughly match order volume by equipment type	✓
DMA/City targeting for B2B	Equipment rental is location-sensitive; city-level targeting preferred over state-level	✓