

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.

Report generated February 03, 2026 at 08:33 PM. Data: January 4 — February 3, 2026. Google Ads CID: 853-189-6842. All figures in USD.