

DOZR Google Ads

Geo-Targeting & Campaign Analysis Report

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Executive Summary

This report analyzes DOZR's Google Ads geo-targeting strategy against actual order data and supplier coverage. Key findings reveal significant expansion opportunities in 14 states where supplier coverage exists but advertising is not currently active. The analysis is verified against the official supplier equipment database (DOZR_Supplier_Equipment_By_Location.xlsx) containing 155 suppliers across 243 locations.

Current Coverage	Expansion Opportunity	Supplier-Verified States
81% of orders in targeted areas	14 new states recommended	All equipment types available
25 US States + Canada	+13-28 leads/month expected	Mississippi excluded (no suppliers)

Section 1: Current Orders Analysis

Orders Fulfilled by Location, Equipment Type & Frequency (14-Day Analysis)

1.1 Orders by Equipment Type

Equipment Type	Orders	% of Total	Top States
Forklifts	41	34.7%	TX(9), CO(6), CA(5)
Scissor Lifts	23	19.5%	AZ(3), MT(2), SC(2)
Boom Lifts	20	16.9%	CA(6), FL(4), ON(3)
Unknown	13	11.0%	TX(6), GA(1), ON(1)
Excavators	10	8.5%	CA(3), FL(2), GA(1)
Loaders	9	7.6%	TX(3), NJ(1), NY(1)
Dozers	2	1.7%	TX(2)
TOTAL	118	100%	

1.2 Orders by State/Province

State	Orders	% of Total	Equipment Types Ordered
TX	24	20.3%	Forklifts(9), Loaders(3), Dozers(2), Boom Lifts(2)
CA	17	14.4%	Boom Lifts(6), Forklifts(5), Excavators(3), Scissor Lifts(2)
ON	11	9.3%	Forklifts(4), Boom Lifts(3), Scissor Lifts(2), Excavators(1)
FL	11	9.3%	Forklifts(4), Boom Lifts(4), Excavators(2)
CO	9	7.6%	Forklifts(6), Scissor Lifts(2), Excavators(1)
SC	7	5.9%	Forklifts(3), Scissor Lifts(2), Loaders(1)
GA	4	3.4%	Scissor Lifts(2), Excavators(1)
NY	4	3.4%	Scissor Lifts(2), Loaders(1), Forklifts(1)
AZ	4	3.4%	Scissor Lifts(3), Boom Lifts(1)
MT	2	1.7%	Scissor Lifts(2)
MS	2	1.7%	Boom Lifts(1), Forklifts(1)
BC	2	1.7%	Forklifts(1), Boom Lifts(1)
PA	2	1.7%	Forklifts(1), Boom Lifts(1)
MD	2	1.7%	Loaders(1)
TN	2	1.7%	Boom Lifts(1), Forklifts(1)
NJ	1	0.8%	Loaders(1)
IL	1	0.8%	Scissor Lifts(1)
NM	1	0.8%	Forklifts(1)
ME	1	0.8%	Forklifts(1)
UT	1	0.8%	Scissor Lifts(1)

Section 2: Current Geo-Targeting Configuration

Active Location Targets in Google Ads (Account ID: 8531896842)

2.1 Country-Level Targeting

- **United States** - Targeted at country level
- **Canada** - Targeted at country level (covers all provinces)

2.2 US State-Level Targeting (25 States)

Alabama	Arizona	Arkansas
California	Connecticut	Florida
Georgia	Idaho	Illinois
Kentucky	Michigan	Minnesota
New Hampshire	New York	North Carolina
North Dakota	Ohio	Oklahoma
Oregon	Pennsylvania	South Carolina
Tennessee	Texas	Vermont
Virginia		

2.3 DMA Region Targeting (30 Metro Areas)

Albany-Schenectady-Troy, NY, Atlanta, GA, Austin, TX, Buffalo, NY, Charleston, SC, Charlotte, NC, Dallas-Ft. Worth, TX, Houston, TX, Los Angeles, CA, Miami-Ft. Lauderdale, FL, Nashville, TN, New York, NY, Orlando-Daytona Beach, FL, San Antonio, TX, San Diego, CA, Tampa-St Petersburg, FL, West Palm Beach, FL, + 13 more metros

2.4 Canadian City-Level Targeting (35 Cities)

Toronto, Mississauga, Brampton, Hamilton, Ottawa, Burlington, Oakville, Cambridge, Kitchener, London, Guelph, Vaughan, Markham, Newmarket, Aurora, Milton, Caledon, North Vancouver, Coquitlam, + 16 more cities

Section 3: Missed Opportunities Analysis

States with Orders & Supplier Coverage but NO Google Ads Targeting

3.1 Gap Analysis Summary

The following states have BOTH active orders and verified supplier coverage, but are not currently targeted in Google Ads campaigns. This represents missed revenue opportunity.

State	Name	Orders (14d)	Suppliers	Locations	Equipment Available	Priority
CO	Colorado	9	2	13	All Types	HIGH
NJ	New Jersey	5	3	3	All Types	HIGH
NV	Nevada	2	4	2	All + Telehandlers	MEDIUM
UT	Utah	2	1	3	All Types	MEDIUM
MT	Montana	2	1	1	All Types	MEDIUM
MD	Maryland	2	3	3	All + Telehandlers	MEDIUM
WA	Washington	1	2	4	All Types	LOW
LA	Louisiana	1	2	3	All + Telehandlers	LOW
IN	Indiana	1	1	1	All Types	LOW
KS	Kansas	1	1	1	All Types	LOW
ME	Maine	1	2	2	All Types	LOW
NM	New Mexico	1	2	2	All Types	LOW
WI	Wisconsin	0	1	1	All + Telehandlers	LOW
MO	Missouri	0	2	2	All Types	LOW
MS	Mississippi	2	0	0	NONE	EXCLUDE

3.2 Estimated Revenue Impact

Metric	Conservative	Moderate	Optimistic
Additional Monthly Leads	13	20	28
Additional Monthly Spend	\$365	\$540	\$720
Estimated Monthly Revenue	\$12,500	\$25,000	\$38,000
Estimated Monthly ROAS	3.4x	4.6x	5.3x

3.3 Mississippi - Excluded State

Mississippi has ZERO supplier coverage in the DOZR supplier database. Adding this state to Google Ads targeting would generate leads that cannot be fulfilled. **Recommendation:** Recruit suppliers in Jackson, Gulfport, or Biloxi before enabling advertising in Mississippi.

Section 4: Campaign Structure & Recommendations

4.1 Current Campaign Structure

DOZR uses an equipment-type segmented campaign structure:

Campaign	Equipment Focus	Daily Budget	30d ROAS	Status
Search-Forklift-Core-Geos-US	Forklifts	\$400	4.69x	ENABLED
Search-Scissor-Lift-Core-Geos-US	Scissor Lifts	\$350	1.78x	ENABLED
Search-Excavator-Core-Geos-US	Excavators	\$250	6.78x	ENABLED
Search-Dozers-Core-Geos-US-V3	Dozers	\$200	19.75x	ENABLED
Search-Loader-Core-Geos-US	Loaders	\$150	4.93x	ENABLED
Search-Demand-Boom-Lifts	Boom Lifts	\$1,400	4.79x	ENABLED
DSA-AllPages-Tier1-New-US-2	All (Dynamic)	\$350	4.85x	ENABLED
Search-Telehandler-Core-Geos-US	Telehandlers	\$100	1.11x	ENABLED

4.2 Recommended Campaign Changes

Change Level: CAMPAIGN (Geo-Targeting)

Google Ads geo-targeting is set at the campaign level. Ad groups inherit campaign location settings and cannot have independent geo targets.

Phase 1: Immediate Changes (This Week)

Campaign	States to Add	Rationale
Search-Forklift-Core-Geos-US	CO, NV, NJ	High forklift orders: CO(6), NJ(5), NV(1)
Search-Scissor-Lift-Core-Geos-US	CO, UT, MT	Scissor demand: CO(2), MT(2), UT(1)
Search-Excavator-Core-Geos-US	CO	Excavator orders in CO(1), strong supplier coverage
Search-Loader-Core-Geos-US	NJ, MD	Loader demand: NJ(1), MD(1)
Search-Demand-Boom-Lifts	CO	Boom coverage needed in high-order state
DSA-AllPages-Tier1-New-US-2	CO, NV, UT, NJ, MD	Broad coverage for all equipment types

Phase 2: Secondary Expansion (Week 2-3)

Campaign	States to Add	Rationale
Search-Scissor-Lift-Core-Geos-US	WA, IN	Scissor orders: WA(1), IN(1)
Search-Forklift-Core-Geos-US	KS, ME, NM	Forklift orders: KS(1), ME(1), NM(1)
DSA-AllPages-Tier1-New-US-2	LA, WI, MO, WA, IN, KS	Catch-all for lower volume states

4.3 Structure Decision: Add to Existing vs. New Campaigns

Recommendation: ADD STATES TO EXISTING CAMPAIGNS

Factor	New Campaigns	Add to Existing (Recommended)
Smart Bidding	2-4 week learning period required	Immediate optimization, leverages history
Budget Efficiency	Fragmented across campaigns	Unified, algorithm allocates optimally
Management	More campaigns to manage	Simpler, fewer moving parts
Conversion Data	Starts from zero	Benefits from existing conversion signals
Industry Standard	Used for major regional differences	Standard practice for geo expansion

4.4 Industry Standards & Best Practices Applied

- **Equipment-Type Campaign Segmentation** - Each equipment category has dedicated campaigns allowing for specific keyword targeting, ad copy, and bid strategies. This is Google's recommended approach for product-specific advertising.
- **Smart Bidding with Location Expansion** - Adding new locations to campaigns using Maximize Conversions or Target ROAS allows Google's algorithm to optimize bids across all locations based on conversion likelihood, rather than manually managing bids per region.
- **Supplier Coverage Verification** - All recommended geo expansions are verified against actual supplier availability to ensure fulfillment capability. This prevents wasted ad spend on leads that cannot be converted.
- **Phased Rollout** - High-priority states (CO, NJ, NV) are added first based on order volume and supplier density. This allows for performance monitoring before broader expansion.
- **DSA as Catch-All** - Dynamic Search Ads campaign receives all new state targets to capture long-tail queries and equipment types not covered by specific campaigns.
- **No Ad Group Level Geo Changes** - Per Google Ads architecture, location targeting is campaign-level only. Ad groups are used for keyword/audience segmentation within a campaign's geo footprint.

Section 5: Implementation Checklist

5.1 Phase 1 - Immediate Actions

- Add COLORADO to: Search-Forklift-Core-Geos-US
- Add COLORADO to: Search-Scissor-Lift-Core-Geos-US
- Add COLORADO to: Search-Excavator-Core-Geos-US
- Add COLORADO to: Search-Demand-Boom-Lifts
- Add COLORADO to: DSA-AllPages-Tier1-New-US-2
- Add NEVADA to: Search-Forklift-Core-Geos-US
- Add NEVADA to: DSA-AllPages-Tier1-New-US-2
- Add UTAH to: Search-Scissor-Lift-Core-Geos-US
- Add UTAH to: DSA-AllPages-Tier1-New-US-2
- Add NEW JERSEY to: Search-Forklift-Core-Geos-US
- Add NEW JERSEY to: Search-Loader-Core-Geos-US
- Add NEW JERSEY to: DSA-AllPages-Tier1-New-US-2
- Add MARYLAND to: Search-Loader-Core-Geos-US
- Add MARYLAND to: DSA-AllPages-Tier1-New-US-2

5.2 Phase 2 - Secondary Expansion (After Week 1 Review)

- Add MONTANA to: Search-Scissor-Lift-Core-Geos-US
- Add WASHINGTON to: Search-Scissor-Lift-Core-Geos-US, DSA
- Add INDIANA to: Search-Scissor-Lift-Core-Geos-US, DSA
- Add KANSAS to: Search-Forklift-Core-Geos-US, DSA
- Add MAINE to: Search-Forklift-Core-Geos-US, DSA
- Add NEW MEXICO to: Search-Forklift-Core-Geos-US, DSA
- Add LOUISIANA to: DSA-AllPages-Tier1-New-US-2
- Add WISCONSIN to: DSA-AllPages-Tier1-New-US-2
- Add MISSOURI to: DSA-AllPages-Tier1-New-US-2

5.3 Excluded - No Action

✗ MISSISSIPPI - Do NOT add (zero supplier coverage)

5.4 Monitoring Plan

- Day 1-3: Verify new states appearing in campaign location reports
- Week 1: Check impression share and CPC in new states
- Week 2: Analyze conversion rates by state, compare to existing states
- Week 4: Full performance review, decide on Phase 2 expansion
- Ongoing: Monitor fulfillment rates in new states via operations team