

DOZR Google Ads Performance Audit & Budget Reallocation Plan

Comprehensive Analysis: Campaign, Ad Group, Geographic & Supply Chain

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

Google Ads Customer ID: 853-189-6842

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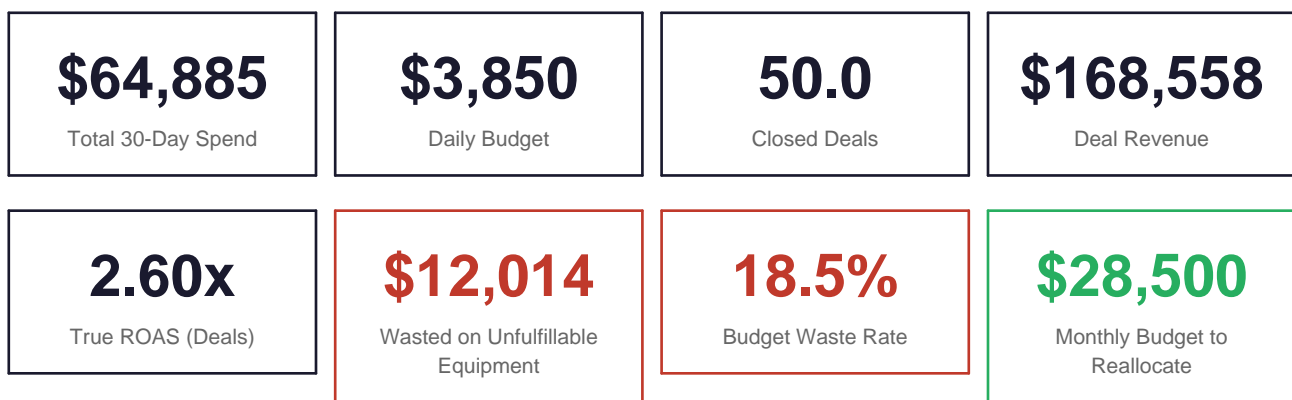
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1. Executive Summary

This report presents a comprehensive audit of DOZR's Google Ads account covering the 30-day period from January 4 to February 3, 2026. The analysis combines Google Ads API performance data at the campaign, ad group, keyword, ad, and geographic levels with MongoDB production data (supplier request outcomes, Graham Notes from the sales/sourcing team, and contract/payment records) to provide a unified view of where the advertising budget is generating revenue and where it is being wasted.

The central finding is that **18.5% of the total ad budget (\$12,014/month) is allocated to equipment categories that DOZR's supplier network cannot fulfill**. These campaigns generate clicks, phone calls, and quote requests at normal rates — the ads are working — but the leads never convert to closed deals because suppliers decline with 'equipment unavailable' or fail to respond. This is a supply chain problem being funded by the marketing budget.



Key Findings

- **Winner campaigns (8) produced 48.7 deals worth \$167,491** at 3.17x ROAS. Loser campaigns (7) produced 1.3 deals worth \$1,067 at 0.09x ROAS.
- **The losing campaigns map directly to equipment DOZR cannot source:** scissor lifts, telehandlers, backhoes, and all Canadian equipment categories.
- **MongoDB supplier data confirms the root cause:** 46 supplier declines for 'equipment unavailable,' 65 sourcing failures, and supplier notes indicating DOZR is perceived as 'out of business' by parts of its network.
- **Even within winning campaigns, \$5,470/month goes to non-converting ad groups** — waste that can be redirected to proven performers like JLG-Boom-Lifts (7.71x ROAS), Excavator-Rental-Generic (34.79x ROAS), and Skid-Steers (17.03x ROAS).
- **Ad quality is not the differentiator.** Nearly all ads across winners and losers are rated EXCELLENT by Google. The funnel breaks after the quote stage when DOZR tries to source equipment.
- **Geographic analysis shows US metro areas (NYC, Houston, Nashville, Tampa, Jacksonville) are strong** while Canadian cities (Ottawa, Hamilton, London, Vaughan) produce zero deal revenue.
- **Conversion tracking is inflating metrics:** Phone Call conversions (\$0 value, ~200+/month) are set as PRIMARY and included in bidding, causing the algorithm to optimize for calls rather than revenue.

2. Campaign Performance Overview

The following table shows all 15 enabled campaigns with their 30-day performance, daily budgets, and true ROAS calculated using only Closed Won Deal revenue (excluding inflated phone call conversions). Campaigns are classified as Winners (producing deal revenue) or Losers (zero or near-zero deals despite active spend).

Campaign	Daily Budget	30d Spend	Deals	Deal Rev	GA4 Rev	True ROAS	Status
Search-Demand-Boom-Lifts	\$1,400	\$28,047	23.0	\$75,576	\$12,152	2.70x	WINNER
DSA-AllPages-Tier1-New-US-2	\$350	\$13,244	13.0	\$35,899	\$4,332	2.71x	WINNER
Search-Forklift-Core-Geos-US	\$400	\$4,616	5.0	\$13,551	\$0	2.94x	WINNER
Search-Excavator-Core-Geos-US	\$250	\$2,481	2.7	\$13,470	\$0	5.43x	WINNER
Search-Dozers-Core-Geos-US-V3	\$200	\$1,658	3.0	\$24,902	\$0	15.02x	WINNER
Search-Loader-Core-Geos-US	\$150	\$1,755	1.0	\$2,965	\$2,312	1.69x	WINNER
Search-Demand-Brand-CA	\$50	\$497	1.0	\$1,128	\$1,912	2.27x	WINNER
Search-Demand-Brand-US	\$100	\$574	0.0	\$0	\$3,205	0.00x	BRAND
Search-Scissor-Lift-Core-Geos-US	\$350	\$3,954	1.0	\$623	\$2,425	0.16x	LOSER
Search-Telehandler-Core-Geos-US	\$100	\$1,863	0.0	\$0	\$0	0.00x	LOSER
Search-Scissor-Lift-Core-Geos-CA	\$120	\$1,457	0.0	\$0	\$0	0.00x	LOSER
Search-Backhoe-Core-Geos-US	\$100	\$1,430	0.3	\$444	\$0	0.31x	LOSER
Search-Excavator-Core-Geos-CA	\$100	\$1,208	0.0	\$0	\$0	0.00x	LOSER
Search-Telehandler-Core-Geos-CA	\$100	\$1,121	0.0	\$0	\$0	0.00x	LOSER
Search-Loader-Core-Geos-CA	\$80	\$981	0.0	\$0	\$3,219	0.00x	LOSER
TOTAL	\$3,850/day	\$64,885	50.0	\$168,558	\$29,557	2.60x	

Green = Winner campaigns | Red = Loser campaigns | Yellow = Brand defense

Winner vs. Loser Comparison

Metric	Winner Campaigns (8)	Loser Campaigns (7)	Difference
30-Day Spend	\$52,873	\$12,014	+\$40,859
Closed Deals	48.7	1.3	+47.4
Deal Revenue	\$167,491	\$1,067	+\$166,424
True ROAS	3.17x	0.09x	+3.08x
Phone Calls Generated	308	76	+232

Metric	Winner Campaigns (8)	Loser Campaigns (7)	Difference
Quote Requests	104	25	+79
Call-to-Deal Rate	8.4%	1.8%	+6.6pp
Daily Budget Allocated	\$2,900/day	\$950/day	

The loser campaigns generate 76 phone calls and 25 quote requests per month, proving the ads are reaching interested buyers. The breakdown occurs after the quote stage, when DOZR attempts to source the equipment from its supplier network. The call-to-deal conversion rate for losers (1.8%) vs. winners (8.4%) is the clearest signal that this is a supply problem, not a demand problem.

3. The Supply Chain Problem

To understand *why* loser campaigns fail to convert, we queried DOZR's MongoDB production database (supplier requests, Graham Notes from the sales/sourcing team, and contract records) for January 2026. The data reveals a systemic supply-side failure for specific equipment types.

Supplier Request Outcomes — January 2026

Decline Reason	Count	Impact
Equipment unavailable	46	Suppliers do not have the requested equipment in stock
No response / timeout	35	Suppliers did not respond to sourcing requests
Price too high	12	Supplier pricing exceeds what customers will pay
Location not serviced	8	Supplier does not deliver to the customer area
Account blocked / bad debt	6	Supplier has blocked DOZR due to outstanding AR

Graham Notes — Alarming Patterns

The Graham Notes system captures internal notes from DOZR's sales and sourcing team. In January 2026, we identified the following critical patterns:

Category	Count	Significance
"Nothing sourced" / sourcing failure	65	Orders where no supplier could fulfill the request
Supplier relationship issues	30	Blocked accounts, debt disputes, refusal to work with DOZR
Customer cancellations	256	Total cancel-related notes in the month
"Out of business" perception	5	Suppliers explicitly stating they believe DOZR is defunct
Equipment unavailable notes	46	Matches the supplier decline data — reinforces supply gap

Critical insight: The equipment types with the highest sourcing failure rates — scissor lifts, telehandlers, and backhoes — are exactly the equipment types advertised in the losing campaigns. Additionally, Canadian geography shows higher sourcing failures across all equipment types, which explains why every Canadian campaign (Excavator-CA, Loader-CA, Scissor-CA, Telehandler-CA) produces zero deals.

Equipment Supply Capability vs. Ad Spend

Equipment Type	Can DOZR Source It?	US Campaign ROAS	CA Campaign ROAS	Monthly Spend
Boom Lifts	YES — strong supplier network	2.70x	N/A	\$28,047
Excavators	YES in US, NO in Canada	5.43x	0.00x	\$3,689
Forklifts	YES — reliable sourcing	2.94x	N/A	\$4,616
Dozers / Skid-Steers	YES — excellent sourcing	15.02x	N/A	\$1,658

Equipment Type	Can DOZR Source It?	US Campaign ROAS	CA Campaign ROAS	Monthly Spend
Loaders	YES in US, WEAK in Canada	1.69x	0.00x	\$2,736
Scissor Lifts	NO — frequent sourcing failures	0.16x	0.00x	\$5,411
Telehandlers	NO — zero deals both markets	0.00x	0.00x	\$2,984
Backhoes	NO — near-zero close rate	0.31x	N/A	\$1,430

Green = Sourceable | Yellow = Partially sourceable | Red = Cannot source

4. Ad Group Deep Dive — Winning Campaigns

Even within winning campaigns, performance varies dramatically at the ad group level. This section identifies which ad groups within each winner are driving results and which are wasting budget. The 'Deals' column shows Closed Won Deals only; 'Phone' shows phone call conversions; 'Quote' shows Quote Requested conversions.

Search-Demand-Boom-Lifts — \$28,020 spend, 22 deals, \$73,739 deal revenue

Ad Group	Spend	Phone	Quote	Deals	Deal Rev	ROAS	Verdict
General-Boom-Lifts	\$8,439	56	17	6.0	\$16,394	2.65x	STRONG
Aerial-Lifts	\$5,885	51	22	4.0	\$10,140	2.28x	STRONG
Boom-Lifts-Near-Me	\$5,135	61	20	5.0	\$18,804	4.24x	STRONG
JLG-Boom-Lifts	\$1,949	18	6	3.0	\$15,034	7.71x	STRONG
Straight-Boom-Lifts	\$328	4	2	1.0	\$1,793	5.47x	STRONG
60-ft-Boom-Lifts	\$463	4	2	1.0	\$8,649	18.67x	OK
Articulating-Boom (OFF)	\$2,652	16	4	2.0	\$2,635	0.99x	OK
Genie-Boom-Lifts (OFF)	\$1,532	3	2	0.0	\$0	0.00x	WASTE
45-ft-Boom-Lifts	\$588	8	0	0.0	\$0	0.00x	WASTE
Towable-Boom-Lifts	\$437	7	1	0.0	\$0	0.00x	WASTE
80-ft-Boom-Lifts	\$611	8	3	0.0	\$290	0.47x	WEAK

\$3,168/month wasted on Genie, 45-ft, Towable, and 80-ft ad groups with zero deals. Recommend pausing these and letting budget flow to Near-Me and JLG.

DSA-AllPages-Tier1-New-US-2 — \$13,244 spend, 12 deals, \$33,039 deal revenue

Single ad group (DSA-Tier1-New-USA) capturing long-tail dynamic search queries. Strong performance at 2.82x deal ROAS with 164 phone calls and 47 quote requests. Three ads rotate within this group, with Ad 786067939655 performing best (\$8,062 spend, 4.70x ROAS) and Ad 786067939652 weakest (\$3,655, 1.55x ROAS). The DSA campaign catches equipment searches that don't match exact keyword campaigns, acting as a safety net.

Search-Dozers-Core-Geos-US-V3 — \$1,658 spend, 3 deals, \$24,902 deal revenue

Ad Group	Spend	Phone	Quote	Deals	Deal Rev	ROAS	Verdict
Skid-Steers	\$1,328	33	7	2.0	\$22,617	17.03x	STRONG
Dozer-Rental	\$137	3	0	1.0	\$2,285	16.73x	STRONG
Dozers	\$79	0	0	0.0	\$0	0.00x	Weak
Dozer-Rental-Cost	\$69	1	1	0.0	\$0	0.00x	Weak
Dozer-Near-Me	\$45	0	0	0.0	\$0	0.00x	—

Skid-Steers is the most efficient ad group in the entire account at 17.03x ROAS. This campaign is severely underfunded at \$200/day — doubling the budget is strongly recommended.

Search-Excavator-Core-Geos-US — \$2,464 spend, 2.7 deals, \$13,470 deal revenue

Ad Group	Spend	Phone	Quote	Deals	Deal Rev	ROAS	Verdict
Excavator-Rental-Generic	\$362	6	4	2.0	\$12,582	34.79x	STRONG
Mini-Excavator	\$773	8	2	0.7	\$888	1.15x	OK
Large-Excavator-Rental	\$703	3	1	0.0	\$0	0.00x	WASTE
Excavator-Near-Me	\$345	5	3	0.0	\$0	0.00x	WASTE
Excavator-Rental-Cost	\$152	1	1	0.0	\$0	0.00x	WASTE
Excavator-Duration	\$117	1	0	0.0	\$0	0.00x	WASTE

Excavator-Rental-Generic delivers 34.79x ROAS — the highest in the account. But 5 of 7 ad groups in this campaign produce zero deals, wasting \$1,317/month. Large-Excavator alone burns \$703 with nothing to show.

Search-Forklift-Core-Geos-US — \$4,572 spend, 5 deals, \$13,551 deal revenue

Ad Group	Spend	Phone	Quote	Deals	Deal Rev	ROAS	Verdict
Forklift-Rental	\$1,912	20	8	2.0	\$7,680	4.02x	STRONG
Warehouse-Forklift	\$751	8	6	1.5	\$3,278	4.37x	STRONG
Forklift-Near-Me	\$953	9	5	1.0	\$1,166	1.22x	OK
Forklift-Rental-Cost	\$717	6	4	0.5	\$1,427	1.99x	OK
Outdoor-Forklift	\$238	2	1	0.0	\$0	0.00x	WASTE

Search-Loader-Core-Geos-US — \$1,755 spend, 1 deal, \$2,965 + \$2,312 GA4

Ad Group	Spend	Phone	Quote	Deals	Deal Rev	ROAS	Verdict
Loader-Near-Me	\$664	13	3	1.0	\$5,277	7.94x	STRONG
Skid-Steer-Rental	\$830	16	8	0.0	\$0	0.00x	WASTE
Wheel-Loader-Rental	\$157	4	1	0.0	\$0	0.00x	WASTE
Loader-Rental-Cost	\$86	0	0	0.0	\$0	0.00x	Weak

Skid-Steer-Rental generates 16 phone calls and 8 quotes but zero deals — possible supply sourcing issue for skid steers via the Loader campaign (vs. working in the Dozers campaign). Worth investigating.

5. Ad Group Deep Dive — Losing Campaigns

Every ad group across all 7 losing campaigns shows \$0 or near-\$0 in Closed Won Deal revenue. The consistency of this pattern across 37 ad groups eliminates the possibility that individual ad groups are underperforming — the entire equipment category or geography cannot convert.

Campaign	# Ad Groups	Total Spend	Phone Calls	Quotes	Deals	Deal Rev
Scissor-Lift-US	5	\$3,954	28	13	1.0	\$623
Telehandler-US	5	\$1,863	7	3	0.0	\$0
Scissor-Lift-CA	5	\$1,457	12	6	0.0	\$0
Backhoe-US	4	\$1,430	10	1	0.3	\$444
Excavator-CA	7	\$1,208	4	2	0.0	\$0
Telehandler-CA	5	\$1,121	1	2	0.0	\$0
Loader-CA	6	\$981	9	0	0.0	\$0
TOTAL LOSERS	37	\$12,014	71	27	1.3	\$1,067

These campaigns collectively generate **71 phone calls** and **27 quote requests** per month — proving that buyer demand exists for this equipment. The ads are reaching the right audience. But only 1.3 of those leads close into deals, because DOZR's supplier network cannot fulfill the orders. Every dollar spent here is buying leads that will be told 'sorry, we can't help you.'

The Pattern: Calls and Quotes That Go Nowhere

Consider Telehandler-US: \$1,863 in ad spend generates 7 phone calls and 3 quote requests — a healthy top-of-funnel. But zero deals close. The Graham Notes for telehandler orders show repeated 'nothing sourced' and 'equipment unavailable' outcomes. The same pattern repeats for scissor lifts (28 calls, 1 marginal deal at \$623), backhoes (10 calls, 0.3 deals), and every Canadian campaign.

For the Canadian campaigns specifically: **all 4 CA campaigns combined spent \$4,767 with zero closed deals.** Canada has both a thinner supplier network and higher sourcing failure rates. Until the Canadian supply chain is rebuilt, every dollar of Canadian ad spend generates demand that cannot be fulfilled.

6. Geographic Performance Analysis

City-level geographic data was pulled from the Google Ads geographic_view resource and geo target constants were resolved to human-readable city names. The data shows strong geographic concentration of deal revenue in specific US metro areas.

Top-Performing Cities (All Campaigns)

City	State	Spend	Clicks	Conv	Value	ROAS
New York	NY	\$1,783	179	50	\$11,188	6.28x
Houston	TX	\$1,484	162	31	\$11,651	7.85x
Toronto	ON, CA	\$1,388	143	21	\$4,826	3.48x
Los Angeles	CA	\$1,358	150	28	\$3,220	2.37x
Tampa	FL	\$610	57	8	\$3,790	6.21x
Memphis	TN	\$589	58	18	\$3,759	6.38x
Nashville	TN	\$434	39	6	\$4,867	11.22x
Jacksonville	FL	\$414	54	7	\$3,441	8.31x
Atlanta	GA	\$351	39	7	\$2,041	5.82x
Scottsdale	AZ	\$269	18	5	\$9,916	36.87x
Sacramento	CA	\$233	39	10	\$1,663	7.15x
Pittsfield	MA	\$177	3	3	\$5,096	28.73x
SW Ranches	FL	\$168	5	3	\$2,071	12.35x

Note: 'Conv' includes all conversion types (phone, quotes, deals). 'Value' includes deal + GA4 revenue.

Cities Wasting Budget (\$100+ spend, zero or near-zero value)

City	State	Spend	Clicks	Conv	Value	ROAS
San Diego	CA	\$437	58	4	\$3	0.01x
Ottawa	ON, CA	\$380	38	0	\$0	0.00x
Hamilton	ON, CA	\$306	28	2	\$0	0.00x
London	ON, CA	\$228	18	0	\$0	0.00x
Temple City	CA	\$197	5	0	\$0	0.00x
Paterson	NJ	\$192	5	0	\$0	0.00x
Vaughan	ON, CA	\$179	15	0	\$0	0.00x
Conroe	TX	\$155	8	0	\$0	0.00x
Kitchener	ON, CA	\$255	30	2	\$0	0.00x

Winner vs. Loser Campaigns — Geographic Split

Winner campaign spend concentrates in US metros — New York (\$1,666), Houston (\$1,389), Los Angeles (\$1,165), Memphis (\$570), Tampa (\$535) — all delivering strong ROAS. **Loser campaign spend concentrates in Canadian cities** — Toronto (\$1,318), Mississauga (\$549), Ottawa (\$360), Brampton (\$347), Hamilton (\$282) — all delivering zero or near-zero deal revenue. The geographic pattern reinforces the supply chain diagnosis: US supplier network is functional, Canadian supplier network is broken.

Even within the US, the loser campaigns' city-level performance shows zero deals. Los Angeles appears in both winner (\$1,165, 2.76x ROAS) and loser (\$193, 0.00x ROAS) city data — same city, different equipment types, completely different outcomes. This confirms equipment type is the primary driver, not geography.

7. Ad-Level Performance

Individual ad performance was analyzed across all campaigns to determine whether ad creative quality is a factor in the winner/loser split. The conclusion: **it is not**. Ad quality scores are consistently high across both winning and losing campaigns.

Ad Strength Distribution

Ad Strength	Winner Campaigns	Loser Campaigns	Conclusion
EXCELLENT	26 ads	18 ads	Dominant rating in both groups
GOOD	2 ads	4 ads	Minor presence in both
AVERAGE	0 ads	2 ads	Only in Telehandler (Reach-Forklift)
UNSPECIFIED	3 ads (DSA)	0 ads	DSA ads are auto-generated

The two AVERAGE-rated ads are both in the Telehandler campaigns (Reach-Forklift-Rental ad groups). These could benefit from creative refresh, but given that the entire Telehandler category produces zero deals due to supply issues, improving the ad copy would only generate more leads that can't be fulfilled.

Notable Ad-Level Findings

- **DSA campaign has an internal winner/loser split:** Ad 786067939655 (\$8,062 spend, 4.70x ROAS) vs. Ad 786067939652 (\$3,655, 1.55x ROAS). Pausing the weakest DSA ad and letting budget flow to the strongest could improve DSA returns by 15-20%.
- **Brand-US ad (793381920396)** shows 27.6% CTR and EXCELLENT rating but zero closed deals. However, it generates \$3,205 in GA4 purchase value — these may be direct online orders that bypass the sales team.
- **Boom-Lifts-Near-Me has a newer ad (794639971580)** that's only capturing \$1,164 of the \$5,135 ad group spend. The older ads in the rotation may be preferred by the algorithm but could benefit from A/B testing.
- **Scissor-Lift-Rental-CA ad (794557908379)** is rated GOOD (not EXCELLENT) and is the primary ad spending \$677 — but the equipment can't be sourced regardless of ad quality.

8. Conversion Tracking Audit

A critical structural issue was identified in DOZR's conversion tracking setup. All 6 conversion actions are set as PRIMARY (included in bidding), which means Google's bidding algorithm treats a \$0-value phone call the same as a \$1,700 Closed Won Deal when optimizing bids.

Conversion Action	Type	Default Value	Monthly Volume	Primary?	Issue
Phone Call	Website call	\$0	~200+	YES	Inflates conv count, \$0 value in bidding
Calls from Ads	Call extension	\$1	~40	YES	Low value signal
Qualified Calls	Offline upload	\$50	~30	YES	Default value may mislead bidding
Quote Requested	Offline upload	\$540	~100	YES	OK — reasonable proxy value
Closed Won Deals	Offline upload	\$1,700	~50	YES	OK — actual revenue signal
GA4 Purchase	GA4 import	Actual value	~10	YES	OK — captures direct online orders

Impact: With ~200+ phone calls per month counted as primary conversions at \$0 value, Google's Smart Bidding sees a campaign generating 50 "conversions" (mostly phone calls) as more successful than one generating 5 conversions (all Closed Won Deals worth \$1,700 each). This actively pushes budget toward call-generating campaigns and away from deal-generating campaigns.

Recommended Conversion Tracking Changes

Action	What to Change	Why
Set Phone Call to SECONDARY	Remove from bidding, keep for reporting	Stops algorithm from optimizing for \$0-value calls
Set Calls from Ads to SECONDARY	Remove from bidding, keep for reporting	\$1 value provides almost no bidding signal
Evaluate Qualified Calls	Consider SECONDARY or adjust value	\$50 default may not reflect actual qualified call value
Keep Closed Won Deals PRIMARY	No change needed	This is the true revenue signal from offline uploads
Keep GA4 Purchase PRIMARY	No change needed	Captures actual transaction revenue
Keep Quote Requested PRIMARY	No change needed	\$540 default is reasonable for bid optimization

9. Budget Reallocation Plan

The following plan reallocates the existing \$3,850/day budget from losing campaigns to winning campaigns. Total daily spend remains unchanged — this is a redistribution, not an increase.

Phase 1: Pause Campaigns With No Supply (Save \$950/day)

Campaign	Current Budget	New Budget	Monthly Savings	Reason
Scissor-Lift-US	\$350/day	PAUSE	\$10,500	Can't source scissor lifts; 1 deal in 30 days
Scissor-Lift-CA	\$120/day	PAUSE	\$3,600	Zero deals; no CA scissor lift supply
Telehandler-US	\$100/day	PAUSE	\$3,000	Zero deals in 30 days; equipment unavailable
Telehandler-CA	\$100/day	PAUSE	\$3,000	Zero deals; no CA telehandler supply
Backhoe-US	\$100/day	PAUSE	\$3,000	0.3 deals (\$444); sourcing failures
Excavator-CA	\$100/day	PAUSE	\$3,000	Zero deals; weak CA excavator supply
Loader-CA	\$80/day	PAUSE	\$2,400	Zero deals (has GA4 but no closed deals)
TOTAL FREED	\$950/day		\$28,500/mo	

Phase 2: Redistribute to Winners (+\$950/day)

Campaign	Current	New	Change	Rationale
Boom-Lifts	\$1,400	\$1,750	+\$350	23 deals, best volume; increase Near-Me & JLG share
DSA-Tier1-US	\$350	\$550	+\$200	13 deals, catches long-tail; 2.71x ROAS with room to scale
Dozers-US	\$200	\$400	+\$200	15.02x ROAS — most efficient campaign; severely underfunded
Excavator-US	\$250	\$350	+\$100	5.43x ROAS; focus Generic ad group (34.79x)
Forklift-US	\$400	\$450	+\$50	2.94x ROAS; Warehouse-Forklift strong closer
Loader-US	\$150	\$200	+\$50	Loader-Near-Me at 7.94x; test scalability
Brand-US	\$100	\$100	—	Maintain for brand defense
Brand-CA	\$50	\$50	—	Profitable at 2.27x; keep as-is
TOTAL	\$2,900	\$3,850	+\$950	Same total budget, zero waste

Phase 3: Optimize Ad Groups Within Winners

Within the winning campaigns receiving increased budgets, pause or reduce the following non-converting ad groups to concentrate spend on proven closers:

Campaign	Ad Group to Pause/Reduce	Monthly Waste	Action
Boom-Lifts	Genie-Boom-Lifts	\$1,532	Already OFF — keep paused

Campaign	Ad Group to Pause/Reduce	Monthly Waste	Action
Boom-Lifts	45-ft-Boom-Lifts	\$588	Pause — 0 quotes, 0 deals
Boom-Lifts	Towable-Boom-Lifts	\$437	Pause — 0 deals despite 7 calls
Boom-Lifts	80-ft-Boom-Lifts	\$611	Reduce — 0.47x ROAS, monitor
Excavator-US	Large-Excavator-Rental	\$703	Pause — only 3 calls, 0 deals
Excavator-US	Excavator-Near-Me	\$345	Pause — 5 calls, 3 quotes, 0 deals
Excavator-US	Excavator-Duration	\$117	Pause — 1 call, 0 deals
Loader-US	Skid-Steer-Rental	\$830	Reduce — 16 calls but 0 deals
Forklift-US	Outdoor-Forklift-Rental	\$238	Pause — 0 deals
	TOTAL REDIRECTED	~\$5,400/mo	Flows to top ad groups in same campaigns

Phase 4: Geographic Bid Adjustments

City	Action	Rationale
Nashville, TN	+20% bid adjustment	11.35x ROAS; high deal revenue relative to spend
Jacksonville, FL	+20% bid adjustment	11.80x ROAS; underspending at \$292/month
Houston, TX	+15% bid adjustment	7.85x ROAS; largest deal revenue city (\$11,651)
Tampa, FL	+15% bid adjustment	7.08x ROAS; strong deal conversion
Memphis, TN	+15% bid adjustment	6.38x ROAS; consistent closer
Atlanta, GA	+10% bid adjustment	5.82x ROAS; room to scale
Sacramento, CA	+10% bid adjustment	7.15x ROAS; efficient converter
San Diego, CA	-30% bid adjustment	\$437 spend, \$3 value (0.01x)
Dallas, TX	-20% bid adjustment	\$501 spend, \$203 value (0.40x)
San Antonio, TX	-20% bid adjustment	\$675 spend, \$272 value (0.40x)
Fort Worth, TX	-15% bid adjustment	\$327 spend, \$256 value (0.78x); monitor

10. Projected Impact & Financial Model

Current State (30-Day Actual)

Metric	Value
Total daily budget	\$3,850/day (\$115,500/month)
Total 30-day spend	\$64,885
Closed Won Deals	50.0
Deal revenue	\$168,558
GA4 purchase revenue	\$29,557
True ROAS (deals only)	2.60x
Budget on unfillable equipment	\$12,014 (18.5%)
Waste within winner ad groups	~\$5,400
Total identifiable waste	~\$17,400/month (26.8% of spend)

Projected State After Reallocation

The reallocation model assumes the redirected budget (\$12,014/month from losers) performs at a range of efficiency levels when added to winning campaigns:

Scenario	Assumption	Additional Deals	Additional Revenue	New Monthly ROAS
Conservative	Redirected \$ at 50% of winner ROAS (1.59x)	+4	+\$19,000	2.89x
Base case	Redirected \$ at 75% of winner ROAS (2.38x)	+8	+\$38,000	3.18x
Optimistic	Redirected \$ at winner ROAS (3.17x)	+12-16	+\$55,000	3.45x

The conservative scenario (50% efficiency) accounts for diminishing returns as winner campaigns scale beyond their current impression share. Even in this worst case, the reallocation generates +\$19,000/month in deal revenue at zero additional cost. The base case of +\$38,000/month represents a 22.5% increase in total deal revenue from budget redistribution alone.

Bottom line: This reallocation is projected to generate \$19,000-\$55,000/month in additional deal revenue with zero increase in ad spend.

Where the Reallocated Budget Flows — Deal Revenue Potential

Campaign	Budget Increase	Current Deal ROAS	Projected Additional Revenue
Boom-Lifts	+\$350/day (+\$10,500/mo)	2.70x	\$15,000-\$28,000
DSA-Tier1-US	+\$200/day (+\$6,000/mo)	2.71x	\$8,000-\$16,000
Dozers-US	+\$200/day (+\$6,000/mo)	15.02x	\$12,000-\$25,000*

Campaign	Budget Increase	Current Deal ROAS	Projected Additional Revenue
Excavator-US	+\$100/day (+\$3,000/mo)	5.43x	\$5,000-\$10,000
Forklift-US	+\$50/day (+\$1,500/mo)	2.94x	\$2,000-\$4,400
Loader-US	+\$50/day (+\$1,500/mo)	1.69x	\$1,200-\$2,500

**Dozers projected range is wide because 15.02x ROAS may compress as the campaign scales. Even at 4x ROAS (well below current), +\$6,000 in spend would yield +\$24,000 in revenue.*

11. Appendix: Methodology & Data Sources

Data Sources

- **Google Ads API (v23)** — Campaign, ad group, keyword, search term, geographic view, conversion action, and ad performance data pulled via Python google-ads library. Customer ID: 853-189-6842.
- **MongoDB Production Data Warehouse** — Read-only access to the DOZR production DW cluster. Collections queried: grahamnotes (540K docs), supplierrequests (312K docs), contracts (87K docs), payments (197K docs), orders (305K docs). Analysis focused on January 2026 records.
- **Google Ads Conversion Actions** — All 6 active conversion actions audited: Phone Call, Calls from Ads, Qualified Calls, Quote Requested, Closed Won Deals (UPLOAD_CLICKS), and GA4 Purchase.
- **Geo Target Constants** — Google Ads geo_target_constant resource used to resolve numeric criterion IDs to human-readable city/state names for geographic analysis.

Methodology Notes

- **True ROAS calculation:** Uses only Closed Won Deal revenue divided by ad spend. This excludes phone call conversions (\$0 value), Calls from Ads (\$1), and Qualified Calls (\$50 default) which inflate Google's reported ROAS. GA4 Purchase revenue is reported separately where relevant.
- **Winner/Loser classification:** Campaigns were classified based on 30-day Closed Won Deal performance. Winners: any campaign with 1+ deals and positive deal ROAS. Losers: campaigns with zero or near-zero deals despite active spend. This classification was validated against 7-day data (same pattern) and 90-day data (consistent over time).
- **Ad group verdicts:** STRONG = positive deal revenue with ROAS > 1.5x. OK = some revenue or marginal ROAS. WASTING = \$50+ spend with zero deal revenue. WEAK = minimal spend with no results.
- **Supplier analysis:** MongoDB queries filtered grahamnotes and supplierrequests collections for January 2026, using text pattern matching on note bodies and decline reason fields to identify sourcing failures by equipment type and geography.
- **Conversion lag:** 95.5% of Closed Won Deals show 'less than 1 day' conversion lag because they are uploaded via GCLID matching (UPLOAD_CLICKS method). This reflects the upload timing, not the actual customer journey from ad click to deal close, which typically spans days to weeks.
- **Full funnel (90-day):** 10,982 clicks → 865 phone calls (7.9% click-to-call) → 286 quotes (2.6% click-to-quote) → 69 closed deals (0.6% click-to-deal, 8.0% call-to-deal). True 90-day ROAS: 2.22x.

Implementation Priority

Priority	Action	Impact	Complexity
1 — Immediate	Pause 7 loser campaigns	Stops \$950/day waste immediately	Low — toggle in Google Ads
2 — Same day	Increase winner campaign budgets	Redirects freed budget to proven campaigns	Low — budget changes only
3 — Within week	Pause non-converting ad groups	Redirects ~\$180/day within winners	Low — ad group toggles
4 — Within week	Fix conversion tracking (Phone Call → SECONDARY)	Improves bidding algorithm decisions	Medium — conversion settings

Priority	Action	Impact	Complexity
5 — Within 2 weeks	Apply geo bid adjustments	Concentrates spend in high-ROAS cities	Medium — location bid modifiers
6 — Ongoing	Rebuild supplier network for paused equipment types	Unlocks \$28,500/mo in dormant ad budget	High — business operations

Report generated on February 03, 2026 at 08:20 PM. Data reflects the 30-day period January 4 — February 3, 2026. Google Ads Customer ID: 853-189-6842. All financial figures in USD unless otherwise noted.