

DOZR Google Ads Geo-Targeting

Complete Analysis Report

Generated: February 06, 2026

Orders Analyzed: 155 (January 2026)

Supplier Locations: 142

EXECUTIVE SUMMARY

Key Findings:

Order Coverage:

- 124 of 155 orders (80%) are in geo-targeted areas
- 31 orders (20%) are in areas NOT targeted by Google Ads

Supplier Coverage:

- 123 of 142 supplier locations (87%) are in targeted areas
- 19 supplier locations (13%) are in areas NOT targeted

Opportunity:

Adding 12 US states would capture both unfulfilled demand AND leverage existing supplier infrastructure. States with BOTH orders AND suppliers but no targeting: NJ, MD, CO, IN, KS, MO, MT, WA, WI, ME

SECTION 1: Orders Breakdown by Location & Equipment

1.1 Orders by Country

Country	Orders	%
United States	136	87.7%
Canada	19	12.3%

1.2 Orders by State (Top 15)

State	Abbrev	Orders	%	Targeted?
Texas	TX	24	15.5%	YES
Florida	FL	19	12.3%	YES
California	CA	16	10.3%	YES
Ontario	ON	15	9.7%	YES
Arizona	AZ	10	6.5%	YES
New York	NY	8	5.2%	YES
New Jersey	NJ	6	3.9%	NO
Mississippi	MS	4	2.6%	NO
South Carolina	SC	4	2.6%	YES
Georgia	GA	4	2.6%	YES
Colorado	CO	3	1.9%	NO
North Carolina	NC	3	1.9%	YES
Pennsylvania	PA	2	1.3%	YES
Utah	UT	2	1.3%	NO
Nevada	NV	2	1.3%	NO

1.3 Orders by Equipment Type

Equipment	Orders	%	Campaign
Scissor Lift	45	29.0%	Search-Scissor-Lift-Core-Geos-US
Forklift	29	18.7%	Search-Forklift-Core-Geos-US
Articulating Boom Lift	24	15.5%	Search-Demand-Boom-Lifts
Telehandler	22	14.2%	Search-Telehandler-Core-Geos-US
Excavator	11	7.1%	Search-Excavator-Core-Geos-US
Skid Steer	9	5.8%	DSA
Backhoe	6	3.9%	Search-Backhoe-Core-Geos-US
Manlift	2	1.3%	DSA
Dozer	2	1.3%	Search-Dozers-Core-Geos-US-V3
Dump Truck	1	0.6%	DSA

SECTION 2: Current Google Ads Geo-Targeting Coverage

2.1 Coverage Summary

Metric	Count	%
Total Orders	155	100%
In TARGETED Areas	124	80.0%
In NON-TARGETED Areas	31	20.0%

2.2 Current Targeting Configuration

US Targeting:

- 25 States: AL, AR, AZ, CA, CT, FL, GA, ID, IL, KY, MI, MN, NC, ND, NH, NY, OH, OK, OR, PA, SC, TN, TX, VA, VT
- 30 DMAs (Metro Areas): NY, LA, Miami, Houston, Dallas, Atlanta, Phoenix, Tampa, Orlando, etc.

Canada Targeting:

- Country-level targeting (all of Canada covered)
- 35 city-level overlays in Ontario and BC

SECTION 3: Order Targeting Gaps

States with orders but NO Google Ads targeting.

3.1 States Missing from Targeting

State	Name	Orders	Top Equipment	Priority
NJ	New Jersey	6	Skid Steer	HIGH
MS	Mississippi	4	Telehandler	HIGH
CO	Colorado	3	Scissor Lift	MEDIUM
UT	Utah	2	Scissor Lift	MEDIUM
NV	Nevada	2	Scissor Lift	MEDIUM
NM	New Mexico	2	Skid Steer	MEDIUM
MT	Montana	2	Scissor Lift	MEDIUM
MO	Missouri	2	Telehandler	MEDIUM
MD	Maryland	2	Other	MEDIUM
WI	Wisconsin	1	Articulating Boom Lift	LOW
LA	Louisiana	1	Telehandler	LOW
ME	Maine	1	Forklift	LOW
WA	Washington	1	Scissor Lift	LOW
IN	Indiana	1	Scissor Lift	LOW
KS	Kansas	1	Forklift	LOW

SECTION 4: Supplier Coverage Gaps

Supplier locations NOT covered by Google Ads targeting.

4.1 Supplier Coverage Summary

Metric	Count	%
Total Supplier Locations	142	100%
In TARGETED Areas	123	86.6%
In NON-TARGETED Areas	19	13.4%

4.2 Supplier Cities NOT Targeted by Google Ads

State	Name	Suppliers	Cities
NJ	New Jersey	3	Fairfield, Hillside, North Plainfield
MD	Maryland	3	Baltimore, Frederick, Sykesville
ME	Maine	2	Alfred, Auburn
MA	Massachusetts	2	Fitchburg, Rehoboth
MO	Missouri	2	Maryland Heights, Oak Grove
CO	Colorado	1	Littleton
KS	Kansas	1	Kansas City
IN	Indiana	1	Indianapolis
MT	Montana	1	East Side Great Falls
WA	Washington	1	Moses Lake
DE	Delaware	1	Wilmington
WI	Wisconsin	1	Butler

SECTION 5: Combined Order + Supplier Gap Analysis

States with BOTH unfulfilled orders AND active suppliers - highest priority for targeting.

5.1 High-Priority States (Orders + Suppliers)

State	Name	Orders	Suppliers	Supplier Cities
NJ	New Jersey	6	3	North Plainfield, Hillside, Fairfield
MD	Maryland	2	3	Frederick, Baltimore, Sykesville
CO	Colorado	3	1	Littleton
MO	Missouri	2	2	Maryland Heights, Oak Grove
ME	Maine	1	2	Alfred, Auburn
MT	Montana	2	1	East Side Great Falls
WI	Wisconsin	1	1	Butler
KS	Kansas	1	1	Kansas City
WA	Washington	1	1	Moses Lake
IN	Indiana	1	1	Indianapolis

5.2 Implementation Recommendations

IMMEDIATE ACTIONS (This Week):

1. Add these states to ALL "-Core-Geos-US" campaigns:

- NJ (New Jersey): 6 orders + 3 suppliers
- MD (Maryland): 2 orders + 3 suppliers
- CO (Colorado): 3 orders + 1 supplier

SECOND PRIORITY (Next 2 Weeks):

2. Add states with orders but limited suppliers (may need supplier outreach):

- MS (Mississippi): 4 orders, 0 suppliers - Need supplier recruitment
- UT (Utah): 2 orders, 0 suppliers - Need supplier recruitment
- NV (Nevada): 2 orders, 1 supplier (Las Vegas)

THIRD PRIORITY (Monitor):

3. Add states with suppliers but few orders (test markets):

- MA (Massachusetts): 0 orders, 2 suppliers - Test with low budget
- DE (Delaware): 0 orders, 1 supplier - Test with low budget

CAMPAIGN-LEVEL IMPLEMENTATION:

- Geo-targeting is at CAMPAIGN level only
- Add states to each equipment-specific campaign
- No new campaigns needed - expand existing geo targeting
- Consider +15% bid adjustments for high-performing states

SECTION 6: Campaign Structure Best Practices

6.1 Current Structure (Maintain)

Equipment-Specific Campaigns:

- Search-Scissor-Lift-Core-Geos-US / CA
- Search-Forklift-Core-Geos-US / CA
- Search-Telehandler-Core-Geos-US / CA
- Search-Excavator-Core-Geos-US / CA
- Search-Dozers-Core-Geos-US-V3
- Search-Demand-Boom-Lifts
- DSA-AllPages-Tier1-New-US-2

Key Technical Point:

Geo-targeting is set at CAMPAIGN level. Ad groups inherit and cannot have independent geo settings.

6.2 Recommended Ad Group Structure

Organize by Equipment Size (NOT Geography):

- Ad Group: "19ft Scissor Lift"
- Ad Group: "26ft Scissor Lift"
- Ad Group: "32ft Scissor Lift"
- Ad Group: "40ft Scissor Lift"

DO NOT Create:

- State-specific ad groups (geo doesn't work at ad group level)
- City-specific ad groups (same limitation)
- Mixed equipment ad groups (dilutes ad relevance)

6.3 Industry Best Practices Checklist

Practice	Status	Action
Equipment-specific campaigns	YES	Maintain
US/CA geographic split	YES	Maintain
State-level targeting (US)	PARTIAL	Add 12 states
Supplier coverage alignment	PARTIAL	Add supplier cities
DMA metro targeting	YES	Maintain 30 DMAs
Location bid adjustments	UNKNOWN	Add +15% for top states
Weekly location reports	UNKNOWN	Implement monitoring