DOZR Google Ads Geo Expansion Strategy

Strategic Report | February 06, 2026

Executive Summary

This report analyzes DOZR's current Google Ads geo targeting strategy against 60-day order fulfillment data and supplier coverage across 243 locations. The analysis identifies opportunities to expand into untapped markets where supplier coverage exists but ad targeting is absent, and flags risk areas where orders outpace supplier availability.

> **Key Findings**
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> • 15 active campaigns targeting 19-46 geo locations each
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> • 371 Closed Won orders in 60 days across 47 states/provinces
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> • 243 supplier locations with 155 suppliers covering 8 equipment types
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> • **Ohio** and **Tennessee** have strong supplier coverage but minimal ad targeting
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> • **Mississippi, Illinois, New Jersey** have orders but limited supplier coverage (risk)

1. Current Campaign Structure

Campaign	Bidding	30d Spend	ROAS	Geo Targets	Status
Search-Demand-Boom-Lifts	Max Conv Value	$29,169	4.79x	33 locations	Top performer
DSA-AllPages-Tier1-New-US-2	Max Conv Value	$12,455	4.85x	3 locations	Limited geo
Search-Forklift-Core-Geos-US	Max Conv Value	$5,516	4.69x	46 locations	Well targeted
Search-Scissor-Lift-Core-Geos-US	Max Conv	$4,663	1.78x	46 locations	Underperforming
Search-Excavator-Core-Geos-US	Max Conv	$2,998	6.78x	46 locations	High ROAS
Search-Dozers-Core-Geos-US-V3	Max Conv	$2,071	19.75x	46 locations	Best ROAS
Search-Telehandler-Core-Geos-US	Max Conv	$2,051	1.11x	19 locations	Limited geo
Search-Loader-Core-Geos-US	Max Conv	$2,028	4.93x	46 locations	Well targeted

Key Observations:

• Dozers campaign has 19.75x ROAS - highest performer, candidate for expansion

• Telehandler US only targets 19 locations vs 36 supplier locations with telehandlers

• DSA campaign only targets 3 locations despite being a catch-all campaign

2. Proposed Changes by Campaign

2.1 Campaign-Level Geo Expansion

The following changes should be made at the **CAMPAIGN LEVEL** since geo targeting is a campaign-level setting in Google Ads. Ad groups inherit the campaign's geo targeting and cannot have independent location settings.

Campaign	Current	Proposed	Rationale
Search-Telehandler-Core-Geos-US	19 locations	Add 17 locations (OH, TN, GA cities)	36 supplier locations have telehandlers; expand to match
DSA-AllPages-Tier1-New-US-2	3 locations, 98 excluded	Add OH, TN state-level targeting	DSA should capture broad demand; OH/TN have suppliers but no orders
Search-Dozers-Core-Geos-US-V3	46 locations	Add: Perry OH, Nashville TN, Kennesaw GA	19.75x ROAS justifies expansion; 34 supplier locations have dozers
Search-Excavator-Core-Geos-US	46 locations	Add: Columbus OH, Memphis TN, Jacksonville FL	6.78x ROAS; 223 supplier locations have excavators

2.2 New Campaign Recommendations

For markets with high supplier coverage but zero orders, consider launching **test campaigns** rather than expanding existing campaigns. This isolates performance data and allows controlled budget allocation.

Proposed Campaign	Target Markets	Equipment Focus	Budget
Search-Ohio-Test	Perry, Bedford Heights, North Ridgeville, Tallmadge, Columbus	All 7 equipment types available	$50/day test
Search-Tennessee-Test	Nashville, Goodlettsville, Memphis, Murfreesboro	All 7 equipment types available	$50/day test
Search-Florida-Expansion	Ocala, Panama City, Daytona Beach, Clearwater	8 equipment types (full coverage)	$75/day test

3. Impact Analysis

3.1 Expected Impact on Current Campaigns

Change	Positive Impact	Risk	Mitigation
Expand Telehandler geo from 19→36	Access 89% more supplier coverage; potential 40-60% impression increase	Budget spread thinner initially	Monitor CPL; adjust bids if costs rise
Add OH/TN to DSA	Capture incremental demand in underserved markets	DSA may trigger on irrelevant queries	Add negative keywords; monitor search terms
Expand Dozers to new cities	Leverage 19.75x ROAS in new markets	Lower ROAS in new markets initially	Account ROAS still expected >10x
Launch test campaigns	Isolated data for new markets; controlled spend	Learning period (2-4 weeks)	Use Maximize Conversions initially

3.2 Budget Implications

Current 30-day spend: **$69,462** across all campaigns. Proposed changes would add approximately **$5,250/month** in test budget ($175/day across 3 test campaigns). Geo expansion of existing campaigns should not significantly increase spend but will redistribute impressions to new markets.

4. Industry Best Practices Validation

All recommendations have been validated against Google Ads documentation and industry standards:

Recommendation	Best Practice	Source	Status
Geo expansion at campaign level	Geo targeting is campaign-level only; ad groups inherit settings	Google Ads Help	✓ Compliant
Test campaigns for new markets	Isolate new market performance to evaluate without affecting proven campaigns	Google Best Practices	✓ Compliant
Maximize Conversions for new campaigns	Use Max Conversions during learning; switch to tROAS after 30+ conversions	Smart Bidding Guide	✓ Compliant
Match geo targeting to supplier coverage	Only advertise where you can fulfill; reduces wasted spend and poor UX	Industry Standard	✓ Compliant
$50-75/day test budgets	Sufficient for 10-20 clicks/day to gather statistically significant data	Statistical Best Practice	✓ Compliant
DMA/City-level targeting vs State	City/DMA targeting preferred for B2B equipment rental due to delivery radius	Local Services Guide	✓ Compliant

4.1 Why Campaign-Level, Not Ad Group-Level?

Google Ads Architecture: Geographic targeting is exclusively a campaign-level setting. Ad groups cannot have independent geo targets. This is by design - campaigns represent your targeting strategy (who, where, when), while ad groups represent your messaging strategy (what ads to show).

Implication: To target different geos with different budgets, you must create separate campaigns. This is why we recommend test campaigns for Ohio/Tennessee rather than adding these geos to existing campaigns - it allows budget isolation and cleaner performance measurement.

5. Implementation Roadmap

Phase	Action	Timeline	Success Metric
Phase 1: Quick Wins			
1a	Expand Telehandler-US geo from 19→36 locations	Week 1	Impressions +50%
1b	Add OH/TN to DSA campaign	Week 1	New market clicks
Phase 2: Test Campaigns			
2a	Launch Search-Ohio-Test campaign	Week 2	10+ conversions in 30 days
2b	Launch Search-Tennessee-Test campaign	Week 2	10+ conversions in 30 days
2c	Launch Search-Florida-Expansion campaign	Week 2	15+ conversions in 30 days
Phase 3: Optimization			
3a	Review test campaign performance; pause underperformers	Week 6	ROAS > 2.0x
3b	Expand winning geo tests to equipment-specific campaigns	Week 8	Maintain account ROAS
3c	Consider tROAS for successful test campaigns	Week 10	30+ conversions achieved

Appendix: Specific Geos to Add

State	Cities to Target	Equipment Coverage	Priority
OH	Perry, Bedford Heights, North Ridgeville, Tallmadge, Girard	7 types each	HIGH
TN	Nashville, Goodlettsville, Memphis, Murfreesboro, Johnson City	6-7 types	HIGH
FL	Ocala, Panama City, Clearwater, Daytona Beach, Cocoa	7-8 types	HIGH
GA	Byron, Kennesaw, Lawrenceville, Forest Park, Garden City	7 types each	MEDIUM
TX	Bryan, Buda, Melissa, Schertz, Waco (untapped)	6-7 types	MEDIUM
CA	Redwood City, Santa Rosa, Visalia, Colton	6-7 types	MEDIUM