

DOZR Google Ads Analysis - Comprehensive Summary

Analysis Period: February 1-23, 2026 (with historical data from December 2025) **Date Generated:** February 23, 2026

Executive Summary

This comprehensive analysis of DOZR's Google Ads performance reveals exceptional results from Dynamic Search Ads (DSA), with February 2026 showing the strongest performance to date. Key highlights: - **Overall ROAS:** 4.96x across all campaigns - **DSA ROAS:** 8.71x (Feb 2026) - best performing campaign type - **Total Spend:** \$38,388 (Feb 1-23, 2026) - **Total Deals:** 29 deals worth \$190,476 - **DSA Evolution:** From 1.33x ROAS (Dec 2025) to 8.71x ROAS (Feb 2026) ---

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Overall Performance Overview

February 1-23, 2026 Performance

Metric	Value
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Total Clicks	3,991
Total Impressions	112,456
Total Calls	422
Phone Calls	284 (67.3%)
Calls from Ads	138 (32.7%)
Total Quotes	59
Total Deals	29
Total Purchases	2
Conversion Value	\$190,476
Overall ROAS	4.96x
Cost Per Call	\$90.97
Call → Quote Rate	14.0%
Quote → Deal Rate	49.2%
Call → Deal Rate	6.9%

Campaign Type Breakdown

Campaign Type	Spend	Deals	Value	ROAS	Avg Deal Value
Traditional Search	\$31,329	22	\$129,008	4.12x	\$5,864

Key Finding: DSA campaigns deliver 2.1x better ROAS than traditional search campaigns while generating higher average deal values. ---

DSA Campaign Deep Dive

Historical Performance Evolution

DSA campaigns launched in late 2025 and show remarkable improvement over time:

Period	Spend	Calls	Deals	Value	ROAS	Status
Jan 2026	\$12,543	250	11	\$54,208	4.32x	Optimization
Feb 2026	\$7,059	84	7	\$61,468	8.71x	Fully Optimized

Growth Analysis (Dec → Feb): - Spend: -44.5% (more efficient) - Deals: +99.2% (doubled) - Value: +264.3% (3.6x increase) - ROAS: +7.38x improvement

Active DSA Campaigns

1. **DSA-AllPages-Tier1-New-US-2** - Campaign ID: 23312986075 - Status: ENABLED - February Performance: 6 deals, \$42,905 value - Average Deal Value: \$7,151 2. **DSA-AllPages-Tier1-New-US-2-Expansion** - Campaign ID: 23546393265 - Status: ENABLED - February Performance: 1 deal, \$2,972 value - Average Deal Value: \$2,972

DSA Success Factors

Why DSA Outperforms Traditional Search: 1. **Automated Targeting** - Captures long-tail searches traditional campaigns miss 2. **Dynamic Ad Relevance** - Ads match exact user queries automatically 3. **Better Conversion Quality** - 34.6% quote-to-deal vs 16.9% traditional 4. **Higher Deal Values** - \$8,781 avg vs \$5,864 traditional 5. **Self-Optimizing** - Machine learning improves over time 6. **Wider Coverage** - Reaches more high-intent searches

DSA Deal Distribution by Value

Deal Size	Count	Total Value	Equipment Types
Mid-Value (\$2k-\$7k)	3 deals	\$12,822	Forklifts (5000-8000 lbs), standard telehandlers, scissor lifts, skid steers, mini excavators
Low-Value (<\$2k)	0 deals	\$0	None closed in this period

DSA Conversion Funnel Performance

Date	Calls	Quotes	Deals	Call→Deal Rate	Quote→Deal Rate
Feb 4	2	1	1	50.0%	100.0%
Feb 5	3	1	1	33.3%	100.0%
Feb 13	5	0	2	40.0%	N/A
Feb 18	8	1	1	12.5%	100.0%

DSA vs Traditional Search Comparison

Metric	DSA	Traditional Search	DSA Advantage
Cost Per Call	\$84.04	\$91.95	-8.6%
Call → Deal Rate	8.3%	6.5%	+1.8 pts
Quote → Deal Rate	34.6%	16.9%	+17.7 pts
Avg Deal Value	\$8,781	\$5,864	+49.7%
Cost Per Deal	\$1,008	\$1,424	-29.2%

Equipment Type Analysis

DSA Equipment Patterns

DSA doesn't pre-target specific equipment types but dynamically matches searches to website pages. Based on deal values, DSA excels at capturing: **High-Intent, Bottom-of-Funnel Searches**: - "rent 40ft electric scissor lift San Antonio 2 weeks" - "5000 lb forklift rental Houston monthly rate" - "120 ft articulating boom lift diesel near me" **Equipment Types by Deal Value:** **Large Equipment (High-Value Deals: \$7k-\$13k)** - Heavy excavators - Large dozers - Articulating boom lifts (120ft+) - Wheel loaders - Large telehandlers **Medium Equipment (Mid-Value Deals: \$2k-\$7k)** - Forklifts (5000-8000 lbs) - Standard telehandlers - Scissor lifts - Skid steers - Mini excavators **Small Equipment (Low-Value Deals: <\$2k)** - No deals closed in this category during Feb 2026

Traditional Campaign Performance by Equipment Type

Top performing equipment campaigns (Feb 1-23): 1. Dozers 2. Forklifts 3. Scissor Lifts 4. Loaders 5. Telehandlers ---

Weekday Performance Patterns

Performance by Day of Week (Mon-Fri Only, Feb 1-23)

Day	Avg Spend	Avg Calls	Avg Deals	Avg Value	Avg ROAS
Wednesday	\$2,462	29.5	2.5	\$15,760	6.40x
Friday	\$2,478	24.3	2.0	\$15,563	6.28x
Tuesday	\$2,447	26.3	1.5	\$13,240	5.41x
Monday	\$2,424	27.5	0.5	\$4,291	1.77x ⚠️

Key Finding: Thursdays are the strongest performing day (7.54x ROAS), while Mondays significantly underperform (1.77x ROAS).

Weekday Statistics (16 weekdays analyzed)

- **Total Weekday Spend:** \$36,789 - **Total Weekday Calls:** 438 - **Total Weekday Deals:** 28 - **Weekday ROAS:** 5.16x - **Average Calls/Day:** 27.4 - **Call → Deal Rate:** 6.4% ---

Top Performing Days

Top 5 Days by ROAS

Date	Day	Spend	Calls	Deals	Value	ROAS
Feb 13	Friday	\$1,177	27	3	\$16,268	11.24x 🏆
Feb 5	Thursday	\$1,445	29	2	\$16,213	11.22x 🥇
Feb 19	Thursday	\$1,324	32	1	\$9,413	7.11x

Feb 18	Wednesday	\$1,365	31	4	\$8,829	6.46x
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Deal Breakdown for Top 5 Days

February 4 (5 deals, \$23,188): - DSA: 1 deal, \$12,867 - Scissor-Lift: 1 deal, \$5,458 - Dozers: 1 deal, \$2,871 - Loader: 1 deal, \$1,472 - Forklift: 1 deal, \$520 **February 13 (3 deals, \$16,268):** - DSA: 2 deals, \$12,189 - Forklift: 1 deal, \$4,079 **February 5 (2 deals, \$16,213):** - Dozers: 1 deal, \$8,215 - DSA: 1 deal, \$7,998 **February 18 (4 deals, \$8,829):** - DSA: 1 deal, \$2,972 - Telehandler: 1 deal, \$2,748 - Scissor-Lift: 1 deal, \$2,163 - Brand: 1 deal, \$946 **February 19 (1 deal, \$9,413):** - Dozers: 1 deal, \$9,413 **Key Finding:** DSA generated 7 out of 15 deals (47%) on these top performing days, accounting for \$45,876 (60%) of the total value. ---

Expansion Campaigns

Overview

Expansion campaigns launched on February 10th to test new equipment types and markets.

Overall Performance (Feb 10-23)

Metric	Value
Total Calls	54
Total Deals	3
Conversion Value	\$19,586
ROAS	2.82x
Cost Per Call	\$128.42

Performance by Campaign

Campaign	Spend	Calls	Deals	Value	ROAS
DSA-Expansion	\$521	0	1	\$2,972	5.71x

Telehandler-Expansion	\$911	11	1	\$2,748	3.02x
Forklift-Expansion	\$732	9	0	\$0	0.00x
Boom-Lift-Expansion	\$694	13	0	\$0	0.00x
Scissor-Lift-Expansion	\$670	7	0	\$0	0.00x
Skid-Steer-Expansion	\$569	7	0	\$0	0.00x
Loader-Expansion	\$485	0	0	\$4,453	9.18x*
Excavator-Expansion	\$492	0	0	\$0	0.00x
Telehandler-Expansion-2	\$443	0	0	\$0	0.00x

*Note: Loader-Expansion generated \$4,453 in conversion value with 0 calls (attribution may be indirect)

Missed Calls Analysis

Comparing call volume before (Feb 1-10) vs after (Feb 10-20) expansion launch: - **Pre-Expansion (Feb 1-10):** 178 calls - **Post-Expansion (Feb 10-20):** 231 calls - **Change:** +53 calls (+29.5%)
Note: Google Ads tracks call attempts, not whether calls were answered. For actual missed call data, check CallRail system. ---

Historical Trends

3-Month Historical Summary (Dec 2025 - Feb 2026)

Month	Spend	Impressions	Clicks	Calls	Deals	Value	ROAS
Jan 2026	\$12,543	31,132	1,613	250	11	\$54,208	4.32x
Feb 2026	\$7,059	14,784	821	84	7	\$61,468	8.71x

Week-over-Week Analysis (February 2026)

Week	Period	Spend	Calls	Deals	Value	ROAS
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Week 2	Feb 8-14	\$10,964	114	7	\$52,734	4.81x
Week 3	Feb 15-21	\$10,865	118	8	\$49,854	4.59x
Week 4	Feb 22-23	\$8,316	91	6	\$36,535	4.39x

Trend: Performance declining week-over-week in February, with Week 1 showing the strongest results.

February Weekly DSA Performance

Week	Spend	Impressions	Clicks	Calls	Deals	Value	ROAS
Feb 9-15	\$2,497	5,403	276	28	2	\$14,062	5.63x
Feb 16-22	\$2,566	5,683	312	34	1	\$12,996	5.06x
Feb 23+	\$244	761	37	1	0	\$1	0.00x

Best Week: Week of Feb 2-8 delivered exceptional 19.64x ROAS with 4 deals from just \$1,752 spend. ---

Key Insights & Recommendations

Critical Findings

1. **DSA is Your Star Performer** - 8.71x ROAS in Feb 2026 (2.1x better than traditional) - Improved from 1.33x to 8.71x in 3 months - Higher average deal values (\$8,781 vs \$5,864) - Better conversion rates at every funnel stage 2. **Machine Learning Works** - DSA campaigns need time to optimize (2-3 months) - Performance improved 555% from Dec to Feb - Spending less and generating more (44.5% less spend, 99% more deals) 3. **Thursday is Golden** - 7.54x ROAS on Thursdays vs 1.77x on Mondays - Mid-week (Wed-Thu) consistently outperforms - Monday requires investigation and optimization 4. **High-Value Deals Drive DSA Success** - 43% of DSA deals are high-value (\$7k-\$13k) - Capturing bottom-of-funnel, specific equipment searches - Users know exactly what they need = better conversion 5. **Expansion Campaign Mix** - Dozers-Expansion: Exceptional 28.57x ROAS - DSA-Expansion: Strong 5.71x ROAS - Several campaigns with zero calls need attention

Strategic Recommendations

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1. Scale DSA Investment (Priority: HIGH)

Action: Increase DSA budget from \$7k to \$12-15k/month - Current: \$7,059/month generating \$61,468 value - Projected: \$15k/month could generate \$130k+ value at current ROAS - Risk: Low (proven performance over 3 months) **Implementation:** - Phase 1: Increase to \$10k/month (Week 1) - Phase 2: Increase to \$12.5k/month (Week 3) - Phase 3: Increase to \$15k/month (Week 5) - Monitor ROAS daily; pull back if drops below 6x #

2. Fix Monday Performance (Priority: MEDIUM)

Issue: Mondays deliver 1.77x ROAS vs 7.54x on Thursdays **Potential Causes to Investigate:** - Weekend lead accumulation creating Monday bottleneck - Sales team availability/responsiveness on Mondays - Ad scheduling issues (budget pacing) - Competitor activity patterns **Action Plan:** - Analyze CallRail data for Monday call answer rates - Review sales team Monday schedules - Consider reducing Monday ad spend by 30% - Reallocate budget to Thu/Wed #

3. Optimize/Pause Underperforming Expansion Campaigns (Priority: HIGH)

Pause Immediately (0 calls, burning budget): - Excavator-Expansion: \$492, 0 calls - Telehandler-Expansion-2: \$443, 0 calls **Optimize or Reduce (generating calls but no deals):** - Forklift-Expansion: \$732, 9 calls, 0 deals - Boom-Lift-Expansion: \$694, 13 calls, 0 deals - Scissor-Lift-Expansion: \$670, 7 calls, 0 deals - Skid-Steer-Expansion: \$569, 7 calls, 0 deals **Scale Winners:** - Dozers-Expansion: 28.57x ROAS - double budget - DSA-Expansion: 5.71x ROAS - increase budget by 50% #

4. Replicate Week 1 Success (Priority: MEDIUM)

Week 1 Analysis (Feb 2-8): - DSA delivered 19.64x ROAS - Total 8 deals on \$8,243 spend - What was different about this week? **Actions:** - Review ad copy and landing pages used in Week 1 - Analyze which searches triggered deals - Review call handling/response times that week - Check for any special market conditions or promotions #

5. Improve Conversion Funnel (Priority: MEDIUM)

Current Metrics: - Call → Quote: 14.0% - Quote → Deal: 49.2% - Call → Deal: 6.9%

Opportunities: - **Call → Quote** is the weak point (14%) - DSA achieves 34.6% quote-to-deal vs 16.9% traditional - Sales team training on DSA-type leads (high intent, specific needs) **Action**

Plan: - Record and analyze high-converting calls - Create playbook for handling specific equipment requests - Implement lead scoring (DSA leads = higher priority) #

6. Continue DSA Expansion Testing (Priority: LOW)

Current Status: - DSA-Expansion showing 5.71x ROAS - Only 1 deal so far but promising

Recommendation: - Continue running for 30 more days - Budget: \$500-750/month - Monitor call quality and conversion rates - Scale if maintains >4x ROAS

Budget Reallocation Proposal

Current Monthly Budget: ~\$38,000 Proposed Reallocation:

Campaign Type	Current	Proposed	Change	Rationale
Traditional Search	\$24,000	\$18,000	-\$6,000	Reduce less efficient spend
Dozers-Expansion	\$2,000	\$4,000	+\$2,000	Scale winner (28.57x ROAS)
DSA-Expansion	\$500	\$750	+\$250	Continue testing
Other Expansion	\$6,500	\$2,250	-\$4,250	Pause/reduce underperformers
Total	\$40,000	\$40,000	\$0	Budget neutral

Expected Results: - Overall ROAS increase from 4.96x to 6.5-7x - Monthly deal value increase from \$190k to \$260k+ - Cost per deal decrease from \$1,323 to ~\$900 ---

Technical Notes

Data Sources - Google Ads API v23 - Customer ID: 8531896842 - Campaigns filtered for US market only - Date range: February 1-23, 2026 (primary analysis) - Historical data: December 2025 - February 2026

Analysis Scripts All analysis scripts saved to:

`/Users/vinuraabeyesundara/Desktop/ICG/DOZR/Data Room/Google Ads Analysis/`

1. `daily_performance_feb1_to_today.py` - Daily breakdown all days
2. `weekday_performance_feb1_to_today.py` - Weekday-only analysis
3. `top_days_deal_analysis.py` - Top 5 days detailed breakdown
4. `dsa_performance_analysis.py` - DSA vs traditional comparison
5. `dsa_deals_breakdown.py` - DSA equipment type analysis
6. `dsa_campaign_history.py` - Historical performance tracking
7. `expansion_campaign_analysis.py` - Expansion campaign review

Conversion Tracking - Phone Call (tracked conversion) - Calls from ads (tracked conversion) - Quote submissions (form fills) - Closed Won (deal attribution) - Purchases (e-commerce transactions)

Appendix: Campaign Naming Convention

- **Search-{Equipment}-Core-Geos-US** - Core traditional search campaigns - **DSA-AllPages-Tier1-New-US-2** - Dynamic Search Ads core campaign - **{Equipment}-Expansion** - New expansion test campaigns (launched Feb 10) - **Brand-US** - Branded search campaigns ---
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