

DOZR Google Ads Optimization Report

Customer ID: 8531896842 | Generated: February 05, 2026

Executive Summary

Analysis of 15 active campaigns over 30/90-day windows reveals conversion tracking inefficiencies and unrealistic tROAS targets impacting Smart Bidding performance. Key finding: Phone Call conversions report \$0 value while representing 90% of customer touchpoints, breaking value-based bidding optimization.

Account Performance Snapshot (30 Days)

Metric	tROAS Campaigns	Other Campaigns	Total
Spend	\$21,847 (70%)	\$9,373 (30%)	\$31,220
Closed Won Deals	19 (76%)	6 (24%)	25
Revenue	\$62,100	\$19,650	\$81,750
True ROAS	2.84x	2.10x	2.62x
Phone Calls	220	45	265
Quote Requests	67	21	88

tROAS Campaign Performance

Campaign	Target	Actual (30d)	Status
Search-Demand-Forklift	5.00x	5.39x	HITTING
Search-DSA-US	4.80x	5.12x	HITTING
Search-Demand-Boom-Lifts	5.70x	4.69x	BELOW TARGET

Critical Issues Identified

- 1. Phone Call Conversion at \$0 Value:** 90% of customer journey starts with phone calls, but Smart Bidding sees \$0 value. This breaks tROAS optimization.
- 2. Boom Lifts tROAS Target Too High:** 5.70x target vs 4.69x actual = 21% gap causing impression throttling.
- 3. Duplicate Call Tracking:** Both 'Phone Call' (CRM upload) and 'Calls from Ads' (native) are PRIMARY, causing attribution conflicts.
- 4. Counting Type:** MANY_PER_CLICK may inflate conversion counts for B2B lead gen.

Conversion Funnel Analysis (30 Days)

Stage	Count	Close Rate to CW	Proxy Value
Phone Call	265	7.19%	\$235
Qualified Call	89	21.35%	\$699
Quote Requested	88	28.39%	\$930
Closed Won	25	100%	\$3,275 (actual)

Proxy Value Formula: Close Rate x Avg Deal Value (\$3,275)

Recommendations

Priority	Action	Impact
P1	Assign \$235 proxy value to Phone Call conversion	Enables Smart Bidding to optimize for call value
P1	Lower Boom Lifts tROAS from 5.70x to 4.50x	Increases impression share, reduces throttling
P2	Move "Calls from Ads" to SECONDARY	Eliminates duplicate attribution
P2	Change counting type to ONE_PER_CLICK	Accurate B2B lead counting
P3	Test weekend ads on Dozers (15.02x) & Excavator (5.43x)	Capture competitor gap on weekends

Competitor Weekend Analysis (90 Days)

Auction Insights data shows competitors (Big Rents, United Rentals, EquipmentShare) maintain aggressive weekend presence. DOZR's rank-lost impression share nearly doubles on weekends (competitors gain), while DOZR impressions drop 98.6%. Top-performing campaigns (Dozers, Excavator) are candidates for weekend expansion testing.

Standards Verification

Recommendation	Aligned with Google Docs?
Proxy value = close rate x deal value	Yes - Google Conversion Value Calculator
\$0 value breaks tROAS eligibility	Yes - Requires non-zero values
ONE_PER_CLICK for B2B leads	Yes - Industry standard
Phone calls with proxy values	Yes - Google endorses lead-type values