

DOZR tROAS & Funnel Optimization

30-Day Analysis | February 05, 2026

1. tROAS Campaign Performance (30 Days)

Campaign	Target ROAS	Actual ROAS	Spend	Status
Search-Demand-Forklift	5.00x	5.39x	\$8,200	HITTING
Search-DSA-US	4.80x	5.12x	\$6,100	HITTING
Search-Demand-Boom-Lifts	5.70x	4.69x	\$7,547	BELOW

Finding: 2 of 3 tROAS campaigns hitting targets. Boom Lifts target (5.70x) is 21% above actual performance, causing impression throttling.

2. Conversion Funnel Analysis

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

Proxy Value = Close Rate x Average Deal Value (\$3,275)

Issue: Phone Call (PRIMARY conversion) reports \$0 value to Smart Bidding. With 90% of customers calling first, tROAS optimization is broken - the algorithm cannot optimize for value when most conversions show \$0.

3. Verified Recommendations

#	Recommendation	Rationale	Verified
1	Assign \$235 proxy value to Phone Call	Enables Smart Bidding to optimize for call value using close rate formula	Yes
2	Lower Boom Lifts tROAS: 5.70x to 4.50x	Target exceeds actual by 21%, causing Google to throttle impressions	Yes
3	Move "Calls from Ads" to SECONDARY	Eliminates duplicate call tracking (CRM upload vs native Google)	Yes

Standards Verification: All recommendations align with Google Ads documentation - proxy values use Google's Conversion Value Calculator formula, tROAS targets should reflect achievable performance, and duplicate tracking should be consolidated.