INTELLIGENCE REPORT / 2025

GOOGLE ADS WASTED SPEND ANALYSIS

Comprehensive waste analysis across 43 enterprise accounts revealing **$11.3M in recoverable ad spend**

$11.3M

Annual Wasted Spend

36.1% of total ad budget

$9.29M

Recovery Potential

82.2% recoverable in 90 days

43	$942K	$5.4M	104x
Enterprise Accounts	Monthly Waste Rate	Immediate Recovery	Implementation ROI

The $11.3 Million Problem

Our analysis of 43 enterprise Google Ads accounts reveals a staggering 36.1% inefficiency rate, translating to $11.3 million in annual wasted advertising spend. This report identifies the root causes, quantifies recovery opportunities, and provides a prioritized action plan to reclaim $9.29 million through systematic optimization — achievable within 90 days.

CRITICAL FINDING

Every day of inaction costs $25,800 in continued waste. The top 4 immediate actions alone can recover $5.79M annually and be implemented within 48 hours with zero risk.

Waste Overview Dashboard

$31.2M
Total Spend Analyzed
100% portfolio coverage

$11.3M
Identified Wasted Spend
36.1% inefficiency rate

$942K
Monthly Waste Rate
Consistent pattern detected

$5.4M
Immediate Recovery
47.8% recoverable in 30 days

Critical Waste Indicators

Worst Industry	Project Management	**45.1% waste rate**
Worst Region	Canada	**36.3% waste rate**
Worst Device	Mobile B2B	**96.7% waste rate**
Worst Time	Night / Off-Hours	**67.8% waste rate**
Worst Keywords	Generic terms	**67% waste rate**

Waste by Industry Vertical

INDUSTRY	ANNUAL SPEND	WASTED	WASTE RATE	GRADE
Project Management	$4.94M	**$2.23M**	45.1%	F
Social Media Mgmt	$2.38M	**$950K**	39.9%	D-
SaaS Platforms	$3.42M	**$1.27M**	37.2%	D+
Enterprise Software	$10.16M	**$3.66M**	36.0%	C-
Testing Services	$6.76M	**$2.16M**	32.0%	C+
E-commerce Tech	$3.54M	**$996K**	28.1%	B-

Worst Performer: Project Management

Irrelevant Keywords	**$892K**	40%	Broad terms like 'project management'
Geographic Overspending	**$534K**	24%	Low-ROI markets & over-bidding
Mobile Performance	**$445K**	20%	0.04% conv rate vs 2.8% desktop
Time-based Waste	**$359K**	16%	Weekends & off-hours spending

QUICK RECOVERY: Block 23 wasteful keywords → **$623K savings** Reduce mobile bids by 85% → **$334K savings** mplement w

Regional Waste Distribution

United States — Manageable

Spend	Wasted	Rate
$20.16M	$5.34M	26.5%

Recovery: $4.01M recoverable

Canada — Critical

Spend	Wasted	Rate
$3.44M	$1.25M	36.3%

Recovery: $938K recoverable

India — Moderate

Spend	Wasted	Rate
$4.12M	$1.32M	32.1%

Recovery: $990K recoverable

Europe — Moderate

Spend	Wasted	Rate
$3.48M	$1.07M	30.8%

Recovery: $803K recoverable

Canada — Highest Waste Rate (36.3%)

Language Targeting Issues	$487K	39%	English ads in French markets, bilingual confusion
Geographic Overspread	$312K	25%	Low-population areas, high-CPC metros with poor ROI
Currency / Competition	$289K	23%	USD vs CAD bidding, cross-border overspend
Device Performance Gap	$162K	13%	Mobile underperformance vs US benchmarks

India — Tier City Waste Problem

Tier-2/3 City Overspending	$628K	47.6%	Low conversion rates outside metros
Localization Failures	$387K	29.3%	English-only campaigns, cultural gaps
Device Optimization Gap	$305K	23.1%	Mobile UX issues, slow page loads

Device Performance Waste

DEVICE	SPEND SHARE	WASTE RATE	ANNUAL WASTE	SEVERITY
Mobile (B2B)	37.2%	**96.7%**	**$4.21M**	CATASTROPHIC
Tablet (B2B)	4.5%	**94.2%**	**$1.89M**	CRITICAL
Desktop (B2B)	58.3%	**12.4%**	**$1.67M**	Acceptable
Mobile (B2C)	52.1%	**22.8%**	**$892K**	Moderate
Tablet (B2C)	6.6%	**31.4%**	**$267K**	Moderate

MOBILE B2B: CATASTROPHIC WASTE

Desktop B2B conversion rate: 2.8% vs Mobile B2B: 0.093% (30x worse)

96.7% of mobile B2B spend is pure waste — 8,947 wasted clicks with only 4 conversions

RECOVERY: Reduce mobile B2B bids by 90% → $3.79M annual savings

Time-Based Waste Patterns

TIME PERIOD	SHARE	WASTE RATE	ANNUAL WASTE	ACTION
Early Morning (6-9 AM)	12.4%	**28.9%**	**$1.12M**	Moderate
Business Hours (9-5 PM)	52.8%	**21.3%**	**$3.51M**	Fine-tuning
Evening (5-9 PM)	23.7%	**31.7%**	**$2.34M**	Bid adjustments
Night / Off-Hours (9 PM-6 AM)	11.1%	**67.8%**	**$2.35M**	EMERGENCY

Worst Wasted Search Terms

SEARCH TERM	INDUSTRY	WASTE	CLICKS	CONV	ACTION
"surveys" (generic)	Survey Platforms	$2.04M	62,964	0	Block immediately
"online surveys"	Survey Platforms	$1.13M	34,692	2	Block / restrict
"enterprise project mgmt"	Project Mgmt	$1.25M	7,344	0	Too broad - block
"resource mgmt tools"	Project Mgmt	$744K	4,644	1	Negative keyword
"trustmary" (competitor)	Survey Platforms	$708K	18,024	0	Add negative

Search Term Waste by Category

Generic Terms — $4.87M — 43.1%

0.009% conv rate, $15.67 avg CPC

Competitor Names — $1.89M — 16.7%

89.7% waste rate, 7 conversions total

Geographic Misallocation — $2.76M — 24.4%

Low-ROI markets, language mismatch

Temporal Waste — $1.69M — 15.0%

Off-hours & weekend overspending

Long-Tail Keywords — Positive Discovery

"enterprise project management for IT teams"	4.7% conv rate
"survey software GDPR compliant"	6.2% conv rate
"automated testing services fintech"	7.8% conv rate
"social media management tool agencies"	3.9% conv rate

Recovery Action Plan

IMMEDIATE RECOVERY ACTIONS (0-30 Days)

ACTION	WASTE ADDRESSED	RECOVERY	TIMELINE	DIFFICULTY
Block top 20 waste keywords	$3.24M	**$2.43M (75%)**	1 week	Easy
Mobile B2B bid reduction (-90%)	$2.43M	**$2.19M (90%)**	3 days	Easy
Pause 2-6 AM campaigns	$823K	**$740K (90%)**	1 day	Easy
Weekend bid adjustments (-60%)	$567K	**$425K (75%)**	2 days	Easy
Geographic targeting refinement	$1.34M	**$1.01M (75%)**	2 weeks	Medium

MEDIUM-TERM RECOVERY (31-90 Days)

OPTIMIZATION	WASTE TARGET	RECOVERY EST	TIMELINE	RESOURCES
Keyword match type refinement	$1.89M	**$1.32M (70%)**	6 weeks	Specialist
Landing page mobile optimization	$1.67M	**$918K (55%)**	8 weeks	Dev resources
Language-specific campaigns	$798K	**$559K (70%)**	10 weeks	Localization
Attribution model setup	$507K	**$355K (70%)**	4 weeks	Analytics

90-Day Recovery Roadmap

Q1 Emergency Waste Stops

$5.79M

51% of waste

Q2 Structural Improvements

+$2.58M

Cumulative: $8.37M

Q3-Q4 Advanced Optimization

+$923K

Total: $9.29M (82.2%)

Emergency Interventions

PAUSE IMMEDIATELY — Save $6.2M Annually

"surveys" keyword across all campaigns	**$2.04M savings**
Mobile B2B traffic (reduce bids 90%)	**$2.19M savings**
2-6 AM campaign activity	**$740K savings**
Competitor name bidding	**$708K savings**
Tablet B2B targeting	**$311K savings**

Timeline: **48 hours** Risk: **Zero — pure waste elimination** Impact: **54.9% of total waste eliminated**

Waste Monitoring Dashboard KPIs

METRIC	TARGET	ALERT THRESHOLD	ACTION REQUIRED
Zero-conversion spend	<$500 daily	**>$1,000 daily**	Pause keywords immediately
Mobile B2B waste rate	<15%	**>25%**	Bid adjustment needed
Weekend waste	<$800 daily	**>$1,500 daily**	Dayparting adjustment
Off-hours spend	<$200 daily	**>$500 daily**	Schedule optimization
Geographic waste	<20% by region	**>30% by region**	Targeting refinement

12-Week Waste Reduction Goals

Week 1	$942K → $471K	**-50%**
Week 2	$471K → $330K	**-30%**
Week 4	$330K → $235K	**-29%**
Week 8	$235K → $188K	**-20%**
Week 12	$188K → $150K	**-20%**

12-WEEK TARGET: 84% waste reduction | ANNUAL SAVINGS: $9.5M of $11.3M eliminated

STOP WASTING AD SPEND. START GROWING PROFITABLY.

GrowthSpree is a B2B SaaS demand generation agency that uses AI-powered analytics and deep platform expertise to find and fix the hidden waste bleeding your ad budget. We don't just audit — we build systems that continuously optimize and compound ROI.

What We Do

Wasted Spend Audit

Deep-dive forensic analysis of every dollar flowing through your Google, Meta, and LinkedIn Ads — identifying keyword waste, device leaks, and geographic black holes.

AI-Powered Optimization

Proprietary AI models that monitor your campaigns 24/7, flagging anomalies and auto-surfacing waste patterns before they drain your budget.

Conversion Architecture

End-to-end funnel engineering — from search term to signed deal. We restructure campaigns, landing pages, and attribution to maximize cost-per-qualified-lead.

Continuous Monitoring

Always-on dashboards and weekly waste reports so nothing slips through. Proactive bid management, dayparting, and negative keyword expansion on autopilot.

Typical Client Results

30–45%	60 days	4–12x	$0
Average waste identified	Avg time to full recovery	First-year ROI delivered	Risk — we find waste or it's free

GET YOUR FREE WASTED SPEND AUDIT

Find out exactly how much of your ad budget is being wasted — and how fast we can fix it.

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