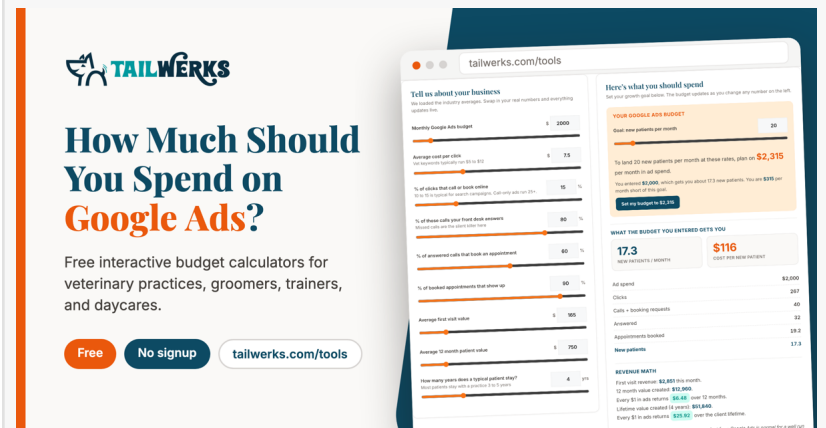


# TailWerks Launches Free Google Ads Budget Calculators for Pet Care Businesses

*Four free interactive tools answer the question every pet business owner asks: "How much should I spend on Google Ads?"*

CO, UNITED STATES, July 12, 2026 /EINPresswire.com/ -- How much should I be spending on Google Ads? It is the question every pet business owner asks, and most have been taught to answer it with a percentage of revenue. TailWerks has released four free interactive [Google Ads budget calculators](#) that flip the question, starting from the owner's growth goal and working back to the budget it actually requires.



How Much Should you Spend on Google Ads

The calculators are live now for [veterinary practices advertising](#), [dog groomer google ads](#), dog trainers, and dog daycares. No signup, email, or payment is required.

“

This is the question we get asked every single time: how much should I be spending? The calculator gives owners napkin math for an actual plan, not false promises from a marketing agency's sales guy.”

*Kyle Starkey*

The math works the way the business works. The owner enters their market's average cost per click and a growth goal, such as 20 new patients per month. The calculator chains the real funnel, clicks to calls, calls answered, appointments booked, appointments that show up, and returns three numbers: the monthly budget the goal requires, the true cost to acquire one new client, and the revenue that client creates over 12 months and over a lifetime. Change any number and everything updates live.

Percentage-of-revenue budgeting cannot do any of that. Last year's revenue can only fund last year's business. It says nothing about what it costs to add the next hundred clients, and when the ads underperform it hides the real problem: the owner cannot tell whether the budget was too small, the click cost too high, or the phone simply was not answered.

"Most pet businesses set their marketing budget as a percentage of income, but that number isn't connected to what you actually want to grow into," said Kyle Starkey, Founder of TailWerks. "This is the question we get asked every single time: how much should I be spending? The calculator gives owners napkin math for an actual plan, not false promises from a marketing agency's sales guy."

Each calculator is calibrated to its industry, with funnel defaults drawn from real pet business campaigns, and each page includes typical spend benchmarks, the three levers that change the answer, and a ten question FAQ. The tools are also blunt about what healthy looks like. A well run veterinary account lands a new patient for roughly \$100 to \$200. If the calculator returns a number far above that, the budget is not the problem, one of the funnel stages is.

The four calculators:

Veterinary: <https://www.tailwerks.com/tools/how-much-should-a-vet-practice-spend-on-google-ads/>

Grooming: <https://www.tailwerks.com/tools/how-much-should-a-dog-groomer-spend-on-google-ads/>

Training: <https://www.tailwerks.com/tools/how-much-should-a-dog-trainer-spend-on-google-ads/>

Daycare: <https://www.tailwerks.com/tools/how-much-should-a-dog-daycare-spend-on-google-ads/>

The calculators are the first wave of a free tool library TailWerks is building for pet business owners at [tailwerks.com/tools](https://www.tailwerks.com/tools).

## About TailWerks

TailWerks is a digital marketing agency serving veterinary clinics, dog daycares, boarding facilities, groomers, and dog trainers across the United States. Services include Google Ads and Local Services Ads management, local SEO, AI search optimization, and call performance analysis.

Kyle Starkey

TailWerks

+1 720-881-1050

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