



Target Your Service without Waste

When you focus on individuals who are genuinely interested in your product or service, you not only increase the likelihood of conversions but also enhance customer satisfaction. Learn how an HVAC company put this into practice by using digital marketing to only target homeowners closest to their building.

HVAC in Nashville, Tennessee

The Roadblock

A local heating, ventilation, and air conditioning (HVAC) company was using traditional advertising that targeted a broad DMA area. The client was receiving service calls from over an hour away resulting in frustration for the caller and the service provider.

The Goals

1. Find a very targeted approach to reached users in the surrounding area of our building to cut down on drive time for employees. Additionally, this would allow for more appointments to be scheduled throughout the week.
2. Reach homeowners who may not know that we are located in their community.

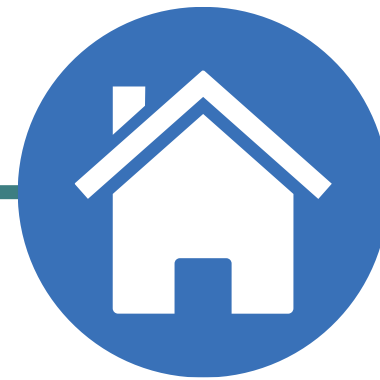
The Game Plan

Demographic Targeting



We created multiple demographic segments through first-party data allowing us to accurately target users in their community that own a home and target users that are new to the area by reaching “new movers”. We were able to exclude individuals that rent from these segments as well. By creating multiple segments, we were able to run A/B testing for the segments to optimize campaign performance.

Neighborhood Geofencing



We placed geofences around neighborhoods surrounding the main office. We optimized this audience by ensuring we were reaching those living in those homes rather than those only visiting for a brief time to optimize who ads were being directed towards. Additionally, the client could match up incoming leads with the increased service appointments from those areas.

Site Retargeting



We re-engaged campaign users that clicked on the paid ads or visited the website organically through pixel tracking. This tactic not only increased recognition of the HVAC company but also helped optimize ad spend by targeting a lower funnel audience that's already familiar with the services and deals.

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5,067
clicks

0.23%
CTR

553
online
conversions

The Results

Over the span of a year of running the campaign to homeowners in the surrounding zip codes, we were able to track and compare multiple segments of users' online engagement and lead conversion. The "new movers" audience was successful in reaching users right as they moved to the community and allowing a relationship to develop before they needed the service.

The campaign utilized a combination of display and pre-roll video advertisements. This allowed us to reach the homeowners on multiple device types with both static price point and quality messaging and with video that conveys the tone and service of the company.

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