

CUSTOMER ACQUISITION STRATEGY

East Bay HVAC Audience Profile

A location-first audience designed to reach East Bay homeowners when comfort, system reliability, and energy efficiency move from consideration to action.

EAST BAY, CALIFORNIA

Campaign snapshot

CORE AGE

40-70

Metro homeowner average: 53.3

COMBINED HHI

\$120K-\$200K+

Financing / self-pay audience tiers

PRIMARY AUDIENCE

Homeowners

\$1.5M+ net-worth retiree tier

Optional: Add permitted credit-tier signals or adjust income? Include newer homes for service-call campaigns?

STRATEGIC OBJECTIVE

Generate qualified repair, replacement, maintenance, and heat-pump opportunities by combining high-intent demand signals with homeowner-rich East Bay neighborhoods.

Age source: LendingTree analysis of U.S. Census Bureau 2023 ACS microdata.

Prepared by GeoTarget | August 2026 | Confidential

THE AUDIENCE

Who we are reaching

Adults who influence household HVAC decisions across the East Bay, with emphasis on homeowners managing aging equipment, comfort issues, utility costs, or planned property improvements.

01 | Priority customer segments

Urgent repair

Homeowners responding to no-cool, no-heat, unusual noise, poor airflow, or sudden equipment failure. Lead with response time and trusted diagnostics.

Replacement ready

Owners of older systems comparing replacement options, warranties, financing, and total cost of ownership before peak-season failure.

Efficiency upgrader

Households exploring heat pumps, electrification, lower utility use, indoor air quality, rebates, and better room-to-room comfort.

Property decision-maker

Owner-occupants, small multifamily owners, and local property managers responsible for system performance and tenant comfort.

02 | Targeting profile

- Age: adults 40-70. Average homeowner age is 53.3 in the San Francisco-East Bay metro.
- Gender: balanced 50/50 delivery.
- Combined HHI: \$200,000+ for self-pay campaigns; \$120,000+ when financing is offered.
- Housing: owner-occupied single-family homes and small multifamily properties.
- Wealth: modeled \$1.5M+ net-worth tier for established and retired homeowners.
- Home age: prioritize replacement-cycle homes; optionally include newer homes for service calls.

03 | Signals tracked

All applicable search and browsing-intent terms related to:

- AC repair, furnace repair, no-cool, no-heat, emergency HVAC, and local contractors
- heat-pump installation, HVAC replacement, financing, rebates, and system comparisons
- indoor air quality, ductwork, thermostats, airflow, zoning, and uneven temperatures
- maintenance plans, seasonal tune-ups, preventative service, and efficiency upgrades

When available, intent can be captured across Google Search, Microsoft Bing, YouTube, Yelp, and participating publisher or home-services networks.
Credit-based audience layers require permitted data, platform support, and compliance review.

EAST BAY MARKET PLAN

Sniper-level location targeting

Use residential clusters and practical neighborhood gateways to concentrate spend near likely homeowners. Crossroads are reference points for geofence design, not customer addresses.

04 | Priority neighborhood sample

AFFLUENT EAST BAY HILLS - REBUILT POCKETS

Hiller Highlands and Upper Rockridge | ZIPs 94618 / 94611

After the 1991 East Bay firestorm destroyed more than 3,500 dwellings, extensive rebuilding created concentrations of homes now entering a 20-35 year HVAC replacement window.

BLUEPRINT

Multi-level modern and contemporary rebuilds.

WEALTH

ZIP medians: \$205.6K and \$180.5K. Model \$236K+ micro-pockets.

HVAC OPPORTUNITY

Replacement, heat pumps, zoning, airflow, and premium service.

2

Montclair and Piedmont Pines

Mountain Blvd & La Salle Ave

Hillside single-family homes with strong replacement and efficiency-upgrade potential.

3

Crocker Highlands and Trestle Glen

Lakeshore Ave & Mandana Blvd

Owner-occupied residential streets suited to maintenance, replacement, and indoor-comfort messaging.

4

Oakmore, Glenview, and Redwood Heights

Leimert Blvd & Park Blvd

Dense homeowner pockets where precise radius targeting can reduce low-value citywide impressions.

SAMPLE ONLY

Every market includes a complete neighborhood plan. Meet with GeoTarget to review the remaining zones, map logic, and activation strategy.

SECTION 04 CONTINUED

Additional priority residential zones

These zones extend the East Bay test plan while preserving neighborhood-level control and homeowner relevance.

5

Claremont Hills

Claremont Ave & Grizzly Peak Blvd

Hillside homes and established property owners suited to premium replacement, heat-pump, and comfort messaging.

6

Grand Lake and Lakeshore

Grand Ave & Lake Park Ave

Established residential streets surrounding the commercial gateway support maintenance, replacement, and indoor-comfort campaigns.

7

Upper Dimond and Lincoln Highlands

Lincoln Ave & Joaquin Miller Rd

Hillside and established-home clusters suited to efficient-system upgrades, airflow solutions, and preventative service.

8

Sequoyah and Caballo Hills

Keller Ave & Skyline Blvd

Lower-density hillside homes where system age, weather exposure, and comfort needs can support higher-value HVAC opportunities.

05

Retail and behavioral anchors

East Bay Costco anchors

North East Bay - Richmond

4801 Central Ave, Richmond, CA 94804

South East Bay - San Leandro

1900 Davis St, San Leandro, CA 94577

Use the two membership warehouses as separate north and south household-shopping test cells, then compare qualified calls and booked work against the residential-zone campaigns.

ACTIVATION RULE

Start with tight 0.5-1.0 mile test geofences around selected gateways, then expand only where qualified calls and booked jobs support the change. Avoid broad high-foot-traffic targeting that lacks homeowner intent.

FROM AUDIENCE TO ACTION

Messaging and media blueprint

Match the offer to the customer's urgency. Repair, replacement, efficiency, and maintenance audiences should each receive distinct creative and landing-page experiences.

06 | Message by need state

REPAIR

Fast response, clear diagnostics, upfront options

[Call now / Schedule service](#)

REPLACEMENT

Comfort, reliability, warranty, financing

[Get an estimate](#)

HEAT PUMP

Efficiency, electrification, rebates, year-round comfort

[Explore upgrade options](#)

MAINTENANCE

Prevent breakdowns and protect system performance

[Book a tune-up](#)

07 | Recommended media mix

45% Search intent

Capture active repair, replacement, and heat-pump demand.

30% Location

Reach qualified households in priority residential zones.

15% Retargeting

Re-engage visitors and estimate starters who did not convert.

10% Seasonal

Test weather, air quality, and rebate messages.

LAUNCH NOTE

Shift budget toward the neighborhoods and need states producing qualified calls and booked work.

[Want to know more?](#)