

HVAC Marketing in 2023: The Best Tools to Drive Revenue Today

**Strategic Tactics, Tools, and Insights to
Grow Your Business**



Introduction

Marketing Technology Insights from the Top 3784 U.S. HVAC Companies

ABOUT THIS REPORT

BuildOps surveyed nearly 4000 HVAC companies in the United States to discover which marketing and advertising technologies fuel their success. Our team identified hundreds of platforms and tools leveraged by some of the most successful HVAC businesses in the industry.

This report also compares the findings with global marketing technology adoption trends across 6 million websites. This demonstrates the how and why top HVAC companies differ from the rest of the rest when it comes to advertising and marketing technology adoption.

The Marketing Technology Report highlights HVAC companies' MarTech usage across the following 10 technology categories:

- Web Analytics
- Audience Data Management Platforms (DMPs)
- Retargeting Platforms
- Programmatic & Multi-Channel Display Advertising Technology (Including Demand-Side Platforms)
- Conversion Optimization Solutions
- Live Chat Platforms
- Call Tracking Platforms
- Marketing Automation Platforms
- Social Media Networks and Video Platforms
- Tag Management Tools

Learn how the top U.S. HVAC companies are leveraging AdTech and MarTech today to grow their businesses and drive revenue.

Executive Summary

Discover the tools, technologies, and tactics leading commercial HVAC companies are using to win more customers and drive revenue.

TOP FINDINGS

This report reveals how HVAC companies are adopting marketing technologies to help grow revenue through new customer acquisition. Below is a summary of the results.

WEB ANALYTICS

100% of HVAC companies are using Google Analytics on their website. **Significant number of companies uses additional web analytics tools like HotJar, CrazyEgg, ClickTail, and more to visualize visitor behavior to gain a deeper understanding of the website experience.** BuildOps team noticed a small fraction of analytics tools like LeadFeeder or LeadForensics being used. Interesting, because companies are using these tools to identify company names of visitors that have not converted or filled out any forms on the their websites.

AUDIENCE DATA MANAGEMENT PLATFORMS (DMP)

Only 234 out of 3784 companies leverage a dedicated DMP platform. By comparison, 99% of top retailers leverage at least one audience data / DMP type platform. Low levels of Audience Data Management Platforms adoption highlight that HVAC industry is just in the beginning of its journey when it comes to DMP technology. **This is a major indicator showing that HVAC companies in the US are missing out on leveraging audience data to drive revenue.**

RETARGETING PLATFORMS

Only **38% of HVAC companies leverage a dedicated retargeting solution** (This is not an ideal adoption indicator because many HVAC companies are using a Programmatic Display Platform to enable website retargeting). With the majority of companies leveraging Google or Bing retargeting tools. Adoption diversity is small - HVAC companies on the list use 8 out of 60 retargeting tools and platforms that are available to them.

PROGRAMMATIC DISPLAY OR DEMAND-SIDE PLATFORMS (DSP)

Globally there are about 56 solutions in this category. HVAC companies use 42 out of 53 options. **80% of HVAC companies are leveraging Programmatic Display advertising technology.** Google again is the leader with virtual every 3rd HVAC company using it as the main media buying tool in their arsenal. HVAC companies are using a variety of tools in this area - highlighting a deep level of technology adoption for DSP tools.

CONVERSION OPTIMIZATION

HVAC companies are only using 9 out of 60 available conversion optimization and A/B testing solutions. Google Optimize is at the top of the list for HVAC companies. **The conversion Optimization category of solution is the least leveraged type of tool by the HVAC industry in the US.**

LIVE CHAT TOOLS

Live chat guarantees to increase website conversions by 20%. Most of the top HVAC companies are missing out on this conversion-increasing opportunity. **Only 178 out of 3784 HVAC companies are using live chat tools.** The adoption rate is less than 5%! In 47.6% of cases, websites are leveraging 1 out of 3 solutions: tawk.to, Zendesk Chat, or Facebook Customer Chat Plugin.

CALL TRACKING

Call tracking tech has a 15.4% adoption rate. Top retailers see a 56% adoption rate with Marchex or CallRail being the top two choices. There are about 74 platforms globally, and 2 out of the top 3 choices are Google Call Conversion Tracking and CallRail - global trend and HVAC trend have a match in this case.

SOCIAL MEDIA AND VIDEO PLATFORMS

Instagram is the dominant social media network used by HVAC companies in the U.S. With virtually every 3rd company on our list leveraging this social media platform. It was surprising to notice LinkedIn usage in some cases - 167 HVAC companies are leveraging the insights capabilities of the platform to learn more about their target audiences.

TAG MANAGEMENT

The undisputed leader is Google Tag Manager with an over 55% adoption rate.

MarTech tools offer an advantage at identifying who audiences are, how they entered the website, and how to target ideal customers online. Audience data management tools and programmatic advertising provides a strategic advantage and more efficient options to scale customer acquisition online. Explore more comprehensive findings below.

BuildOps' customer management and field service management capabilities support your business from top to bottom. [Find out more today.](#)

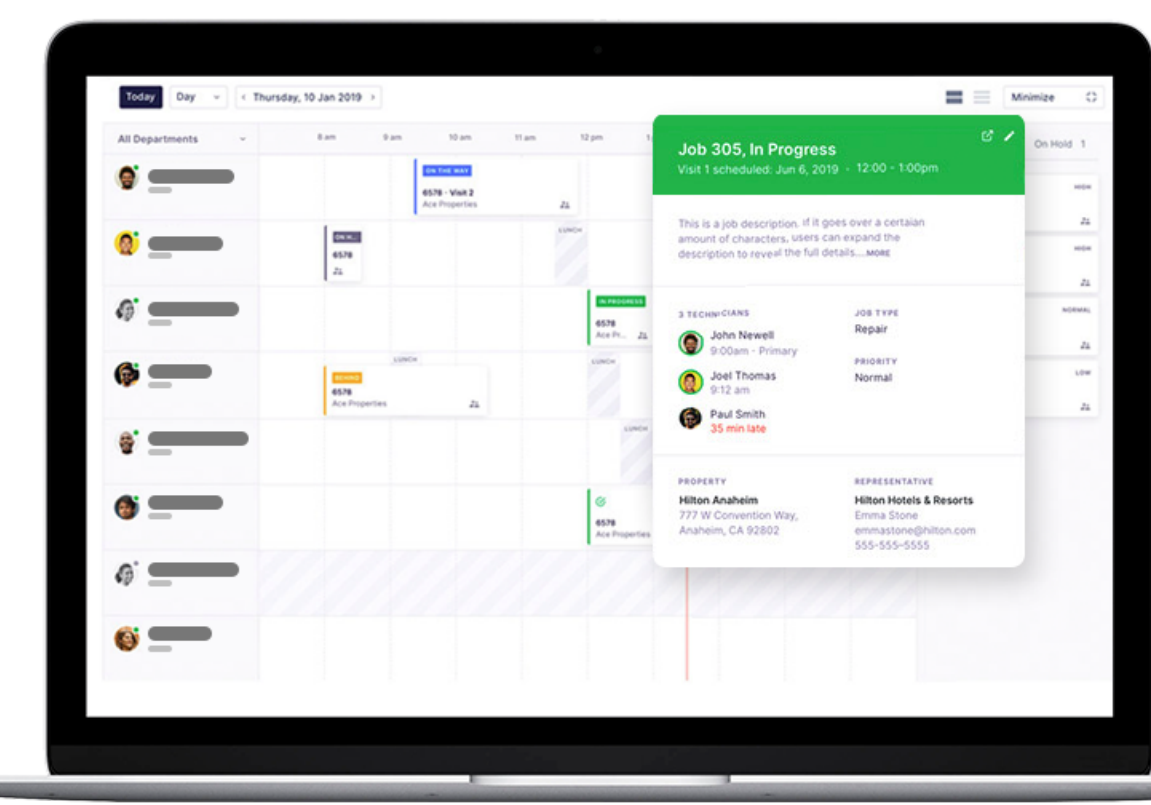
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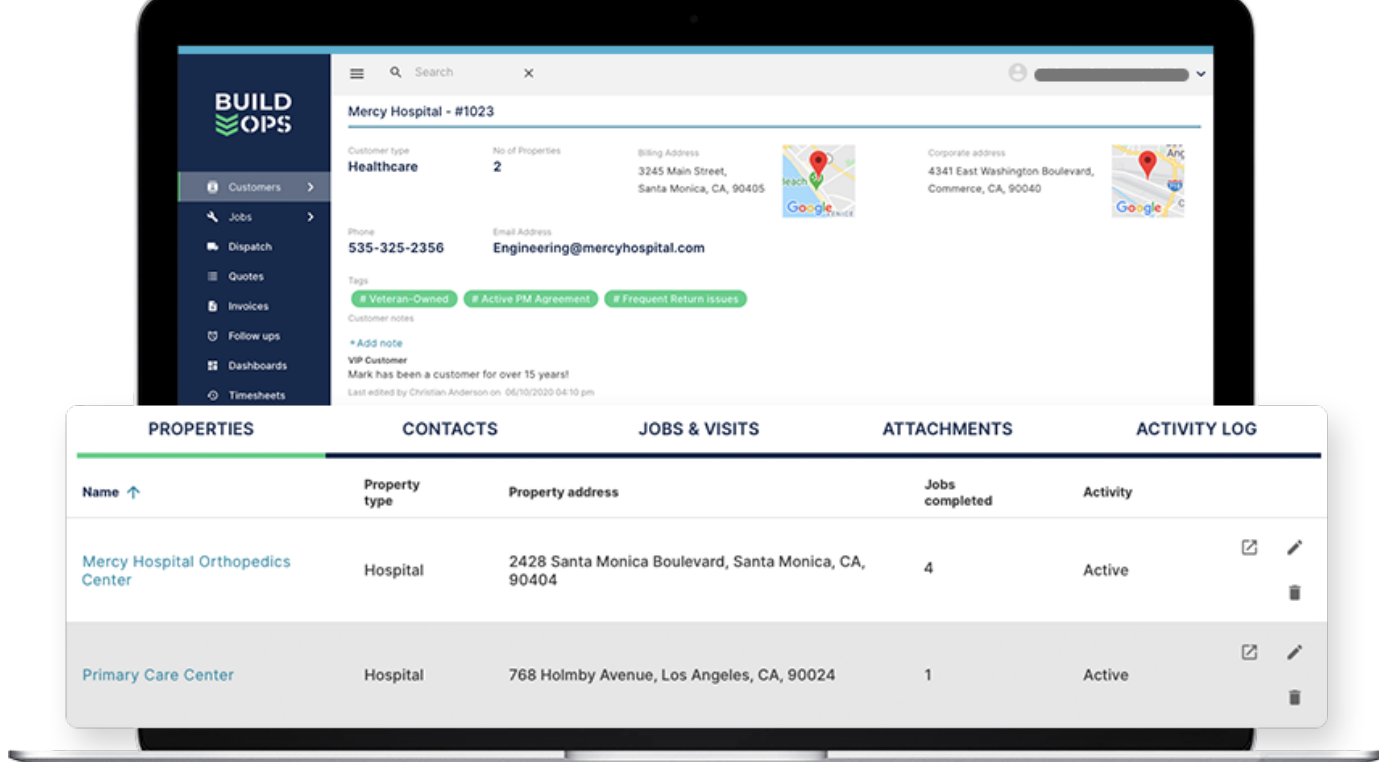
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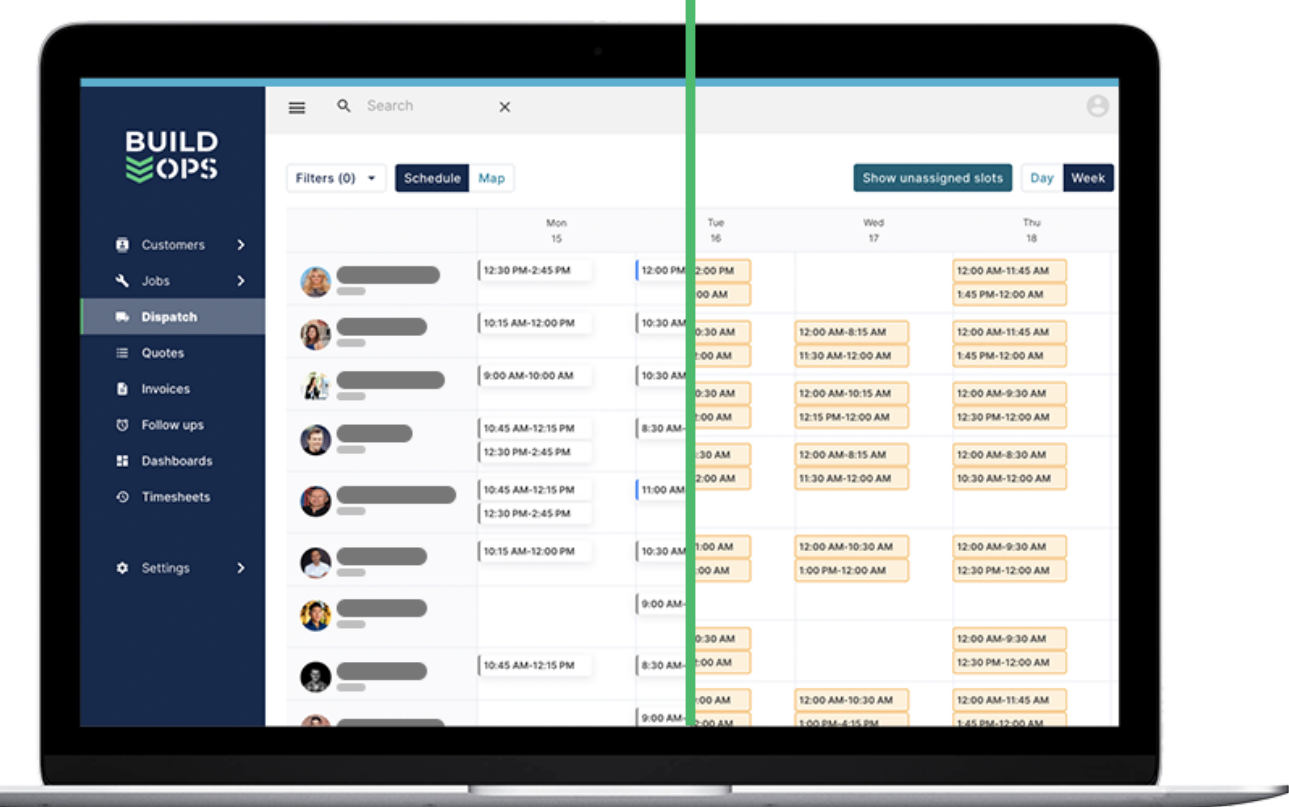


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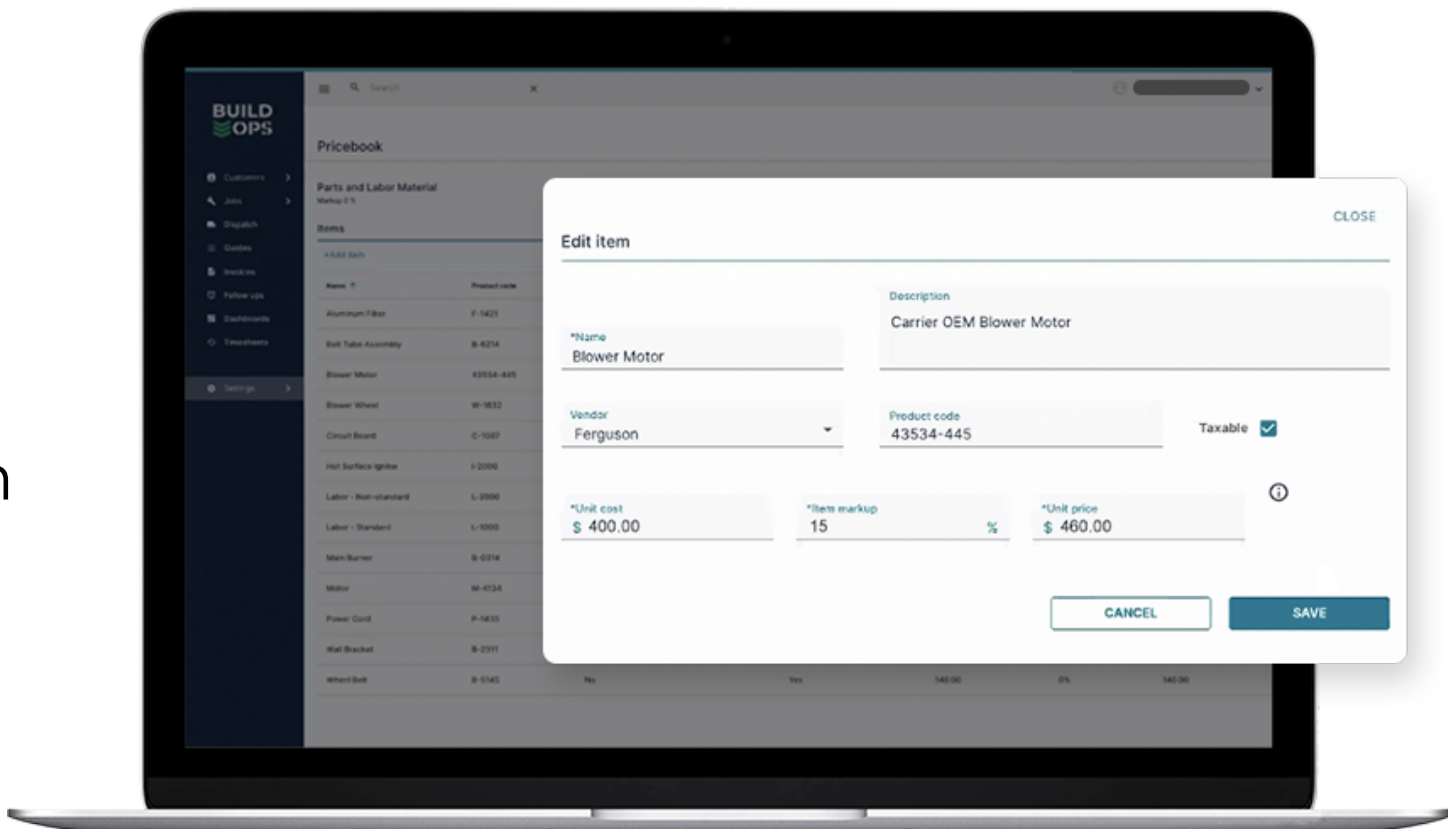
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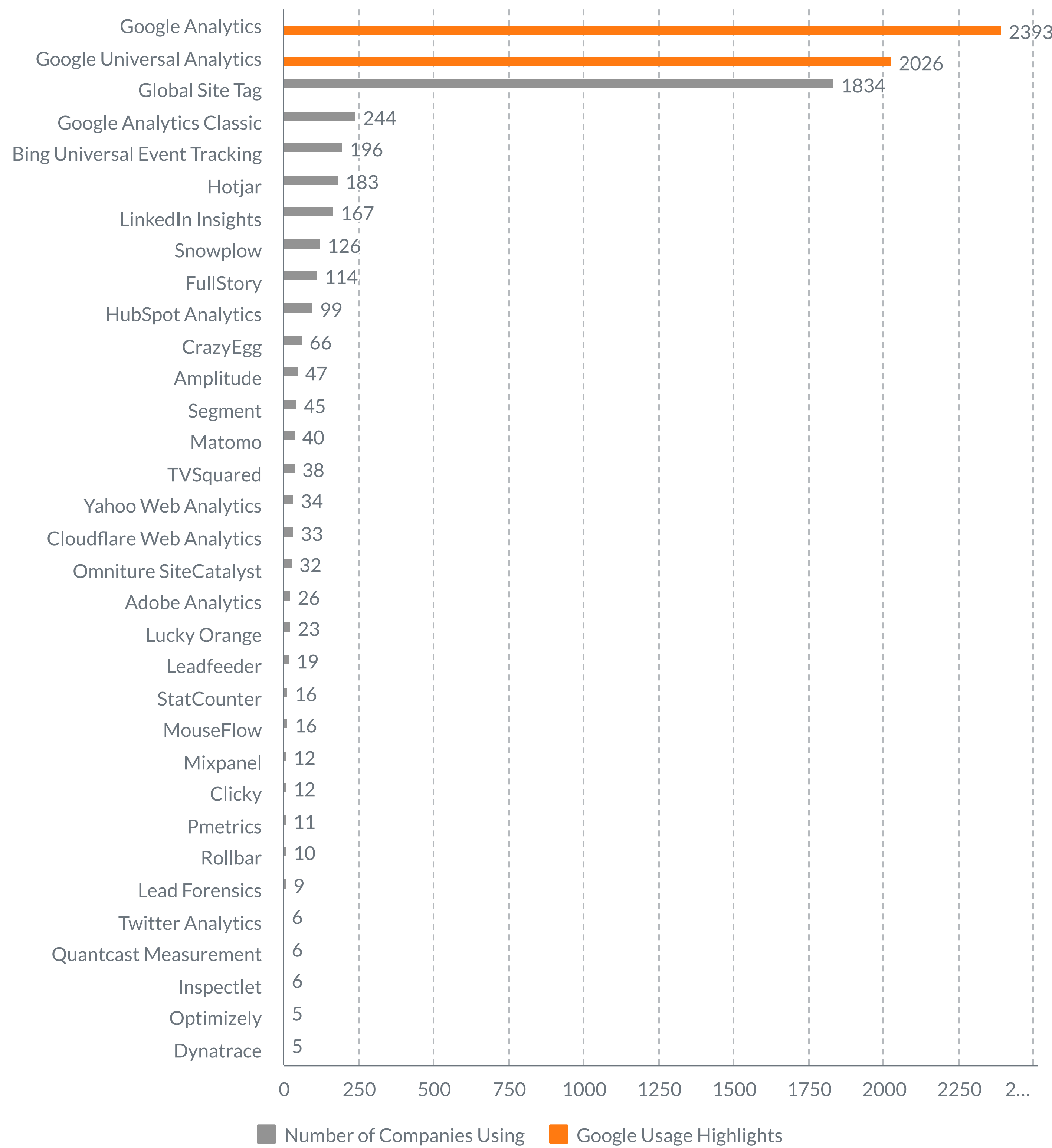
WEB ANALYTICS PLATFORMS

What's the web analytics platform usage among the top **3784 HVAC companies (USA)**? Our team discovered active usage of 200+ different analytics platforms among various US-based HVAC companies. With everyone leveraging Google Analytics as a primary tool, what are the other technologies and applications that are used in this category?

TOP FINDINGS

- Top 3784 companies leverage an average of 2 analytics platforms simultaneously. With a focus on either website visitor behavior visualization or additional data collection.
- We noticed a small portion of HVAC companies leveraging free LinkedIn Insights website integration to collect detailed data on who their website visitors are (titles, industries they work in, type of jobs they have, etc.)
- In 7% of cases, HotJar, CrazyEgg, or similar tools are used for website visitor behavior visualization and visitor session recording.
- BuildOps team noticed a small fraction of analytics tools like LeadFeeder or LeadForensics being used. Interesting, because companies are using these tools to identify company names of visitors that have not converted or filled out any forms on the their websites.

Web Analytics Platform Usage

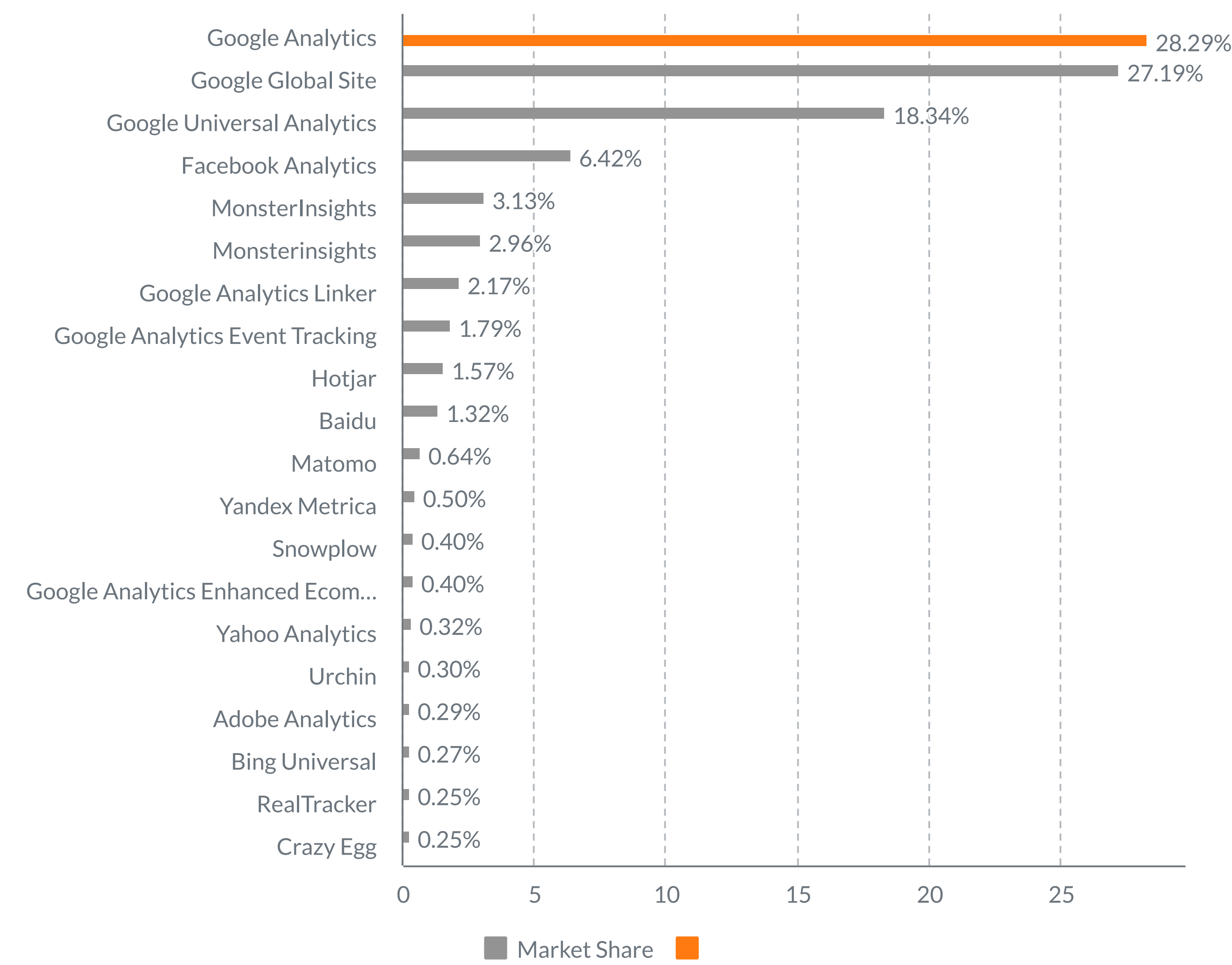


220 web analytics platforms and tools with low, single usage have been excluded from the above chart.

COMPARE TO GLOBAL DATA

Below are the global web analytics platform usage across 6 million-plus websites. Compare and see whether HVAC companies differ when it comes to web analytics tools. Here are the top 20 technologies across the top few million websites on the Internet:

GlobalWeb Analytics Platform Usage



230+ web analytics platforms with lower usage were not included in the above chart.

COMMENTS & OTHER FINDINGS

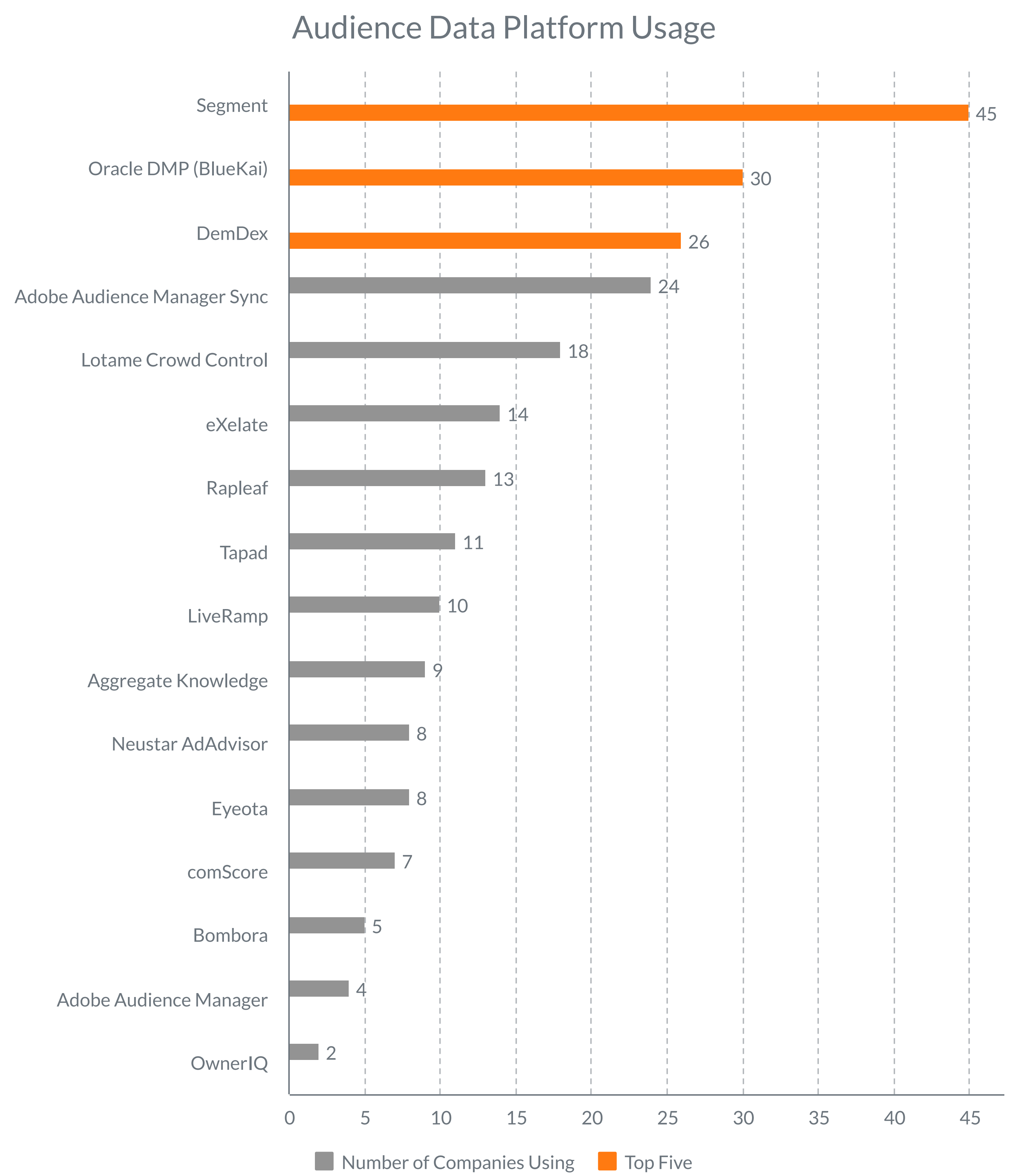
- 264 web analytics tools are used globally. Our sample of 3784 HVAC companies leverages 200 of them (great "long-tail" diversity of the tools used).
- Facebook Analytics holds 6% of the global market share. It is the 2nd most used tool after Google Analytics and related tools.
- There is a stronger presence of search engine related analytics tools on the global list: Baidu, Yahoo, Bing tools, etc.
- Visual web analytics with heat maps, click maps, scroll maps, etc. are in the top 10 results like Hotjar (position 9 on the chart).

AUDIENCE DATA PLATFORMS

What's the usage of audience data platforms or DMPs among the top 3784 US based HVAC companies? Our team discovered the active usage of over 16 different audience data platforms among the companies on the list. Top 5 (by usage) platforms: Segment, Oracle DMP, Adobe DemDex, Adobe Audience Manager, and Lotame.

TOP FINDINGS

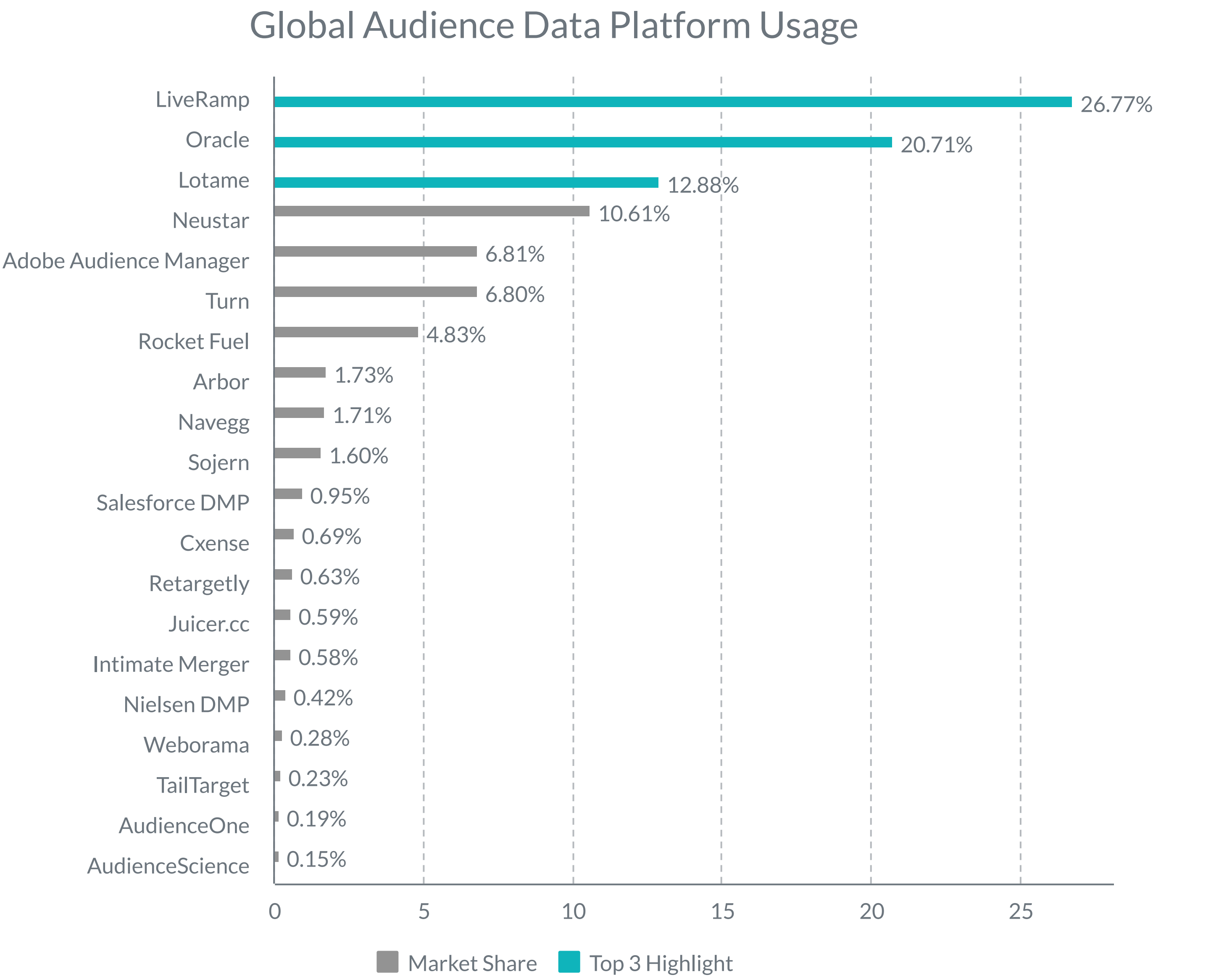
- Only 234 out of 3784 companies leverage a dedicated DMP platform. By comparison, 99% of top retailers leverage at least one audience data / DMP type platform.
- When we compare to the global usage - LiveRamp and Oracle DMP hold 50% market share in audience data management and targeting.
- Low levels of adoption highlight that HVAC industry is just in the beginning of its journey when it comes to DMP technology adoption.
- HVAC companies use 29% of the tools and platforms available in this category.



All 16 audience data platforms were included on the above chart.

COMPARE TO GLOBAL DATA

Below are the global audience data platform (there are over 156 000 companies leveraging DMP tools today across 50 different platforms). Compare and see whether HVAC companies differ when it comes to DMP platforms. Here are the top 20 technologies across the top few million websites on the Internet. **60% of websites used 1 of 3 choices: LiveRamp (26.7%), Oracle DMP (20.7%), and Lotame (12.8%).**



COMMENTS & OTHER FINDINGS

- LiveRamp is a leader in this category, but for HVAC companies, it holds only the 9th position.
- Even though there were only 234 out of 3784 companies using DMPs - the diversity of usage was impressive with 16 out of 50 platforms being leveraged by HVAC companies in the US today.

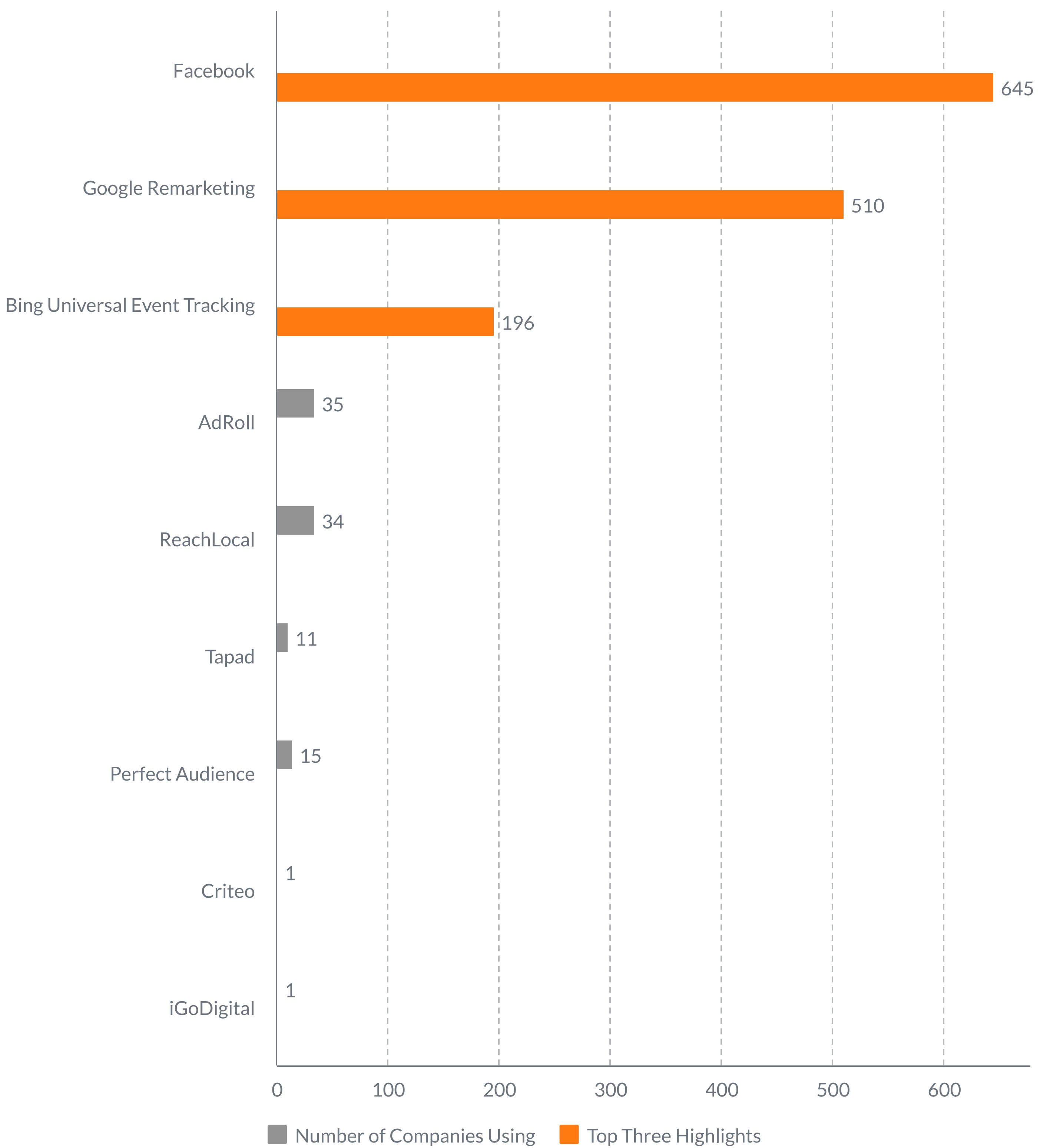
RETARGETING PLATFORMS

What's the usage of retargeting platforms among the 3784 HVAC companies? Our team discovered the active usage of 8 different retargeting platforms among the top HVAC companies. It's important to note that some companies would use Demand-Side Platform (DSP) or programmatic display campaign type platforms to run retargeting campaigns from the same tool.

TOP FINDINGS

- Only 38% of HVAC companies leverage a dedicated retargeting solution. By comparison, every top retailer-type company has a dedicated retargeting tool in use.
- With the majority of companies leveraging Google or Bing retargeting tools. Facebook

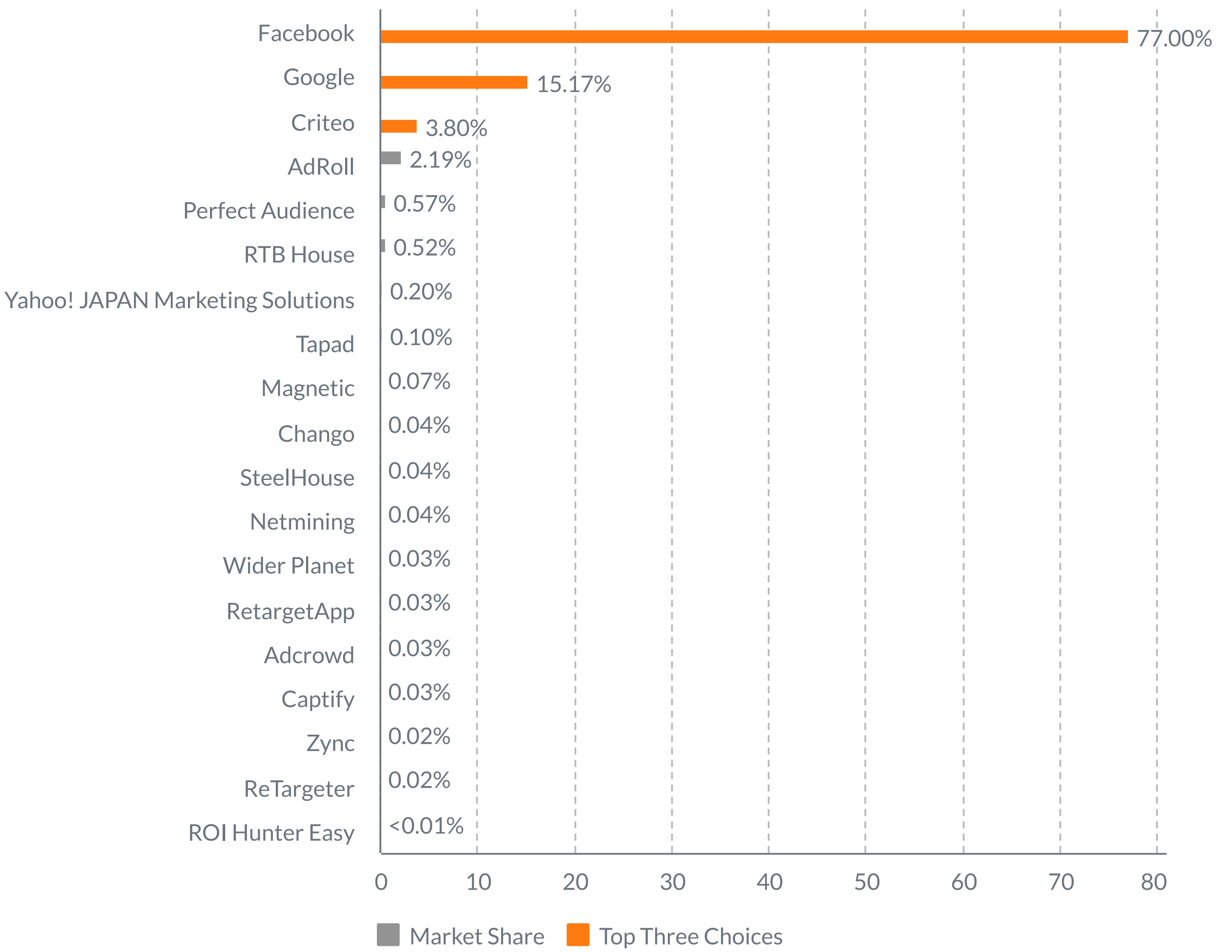
Retargeting Platforms Usage



COMPARE TO GLOBAL DATA

Below are the global retargeting platform usages across 6 million-plus websites. Compare and see whether HVAC companies differ when it comes to retargeting platforms. Here are the top 20 technologies across the top few million websites on the Internet:

Global Retargeting Platforms Usage



40 retargeting platforms with lower usage were not included in the above chart.

COMMENTS & OTHER FINDINGS

- Adoption diversity is small - HVAC companies on the list use 8 out of 60 retargeting tools and platforms that are available to them.
- Facebook and Google have roughly 91% of the market share for this category of platforms.

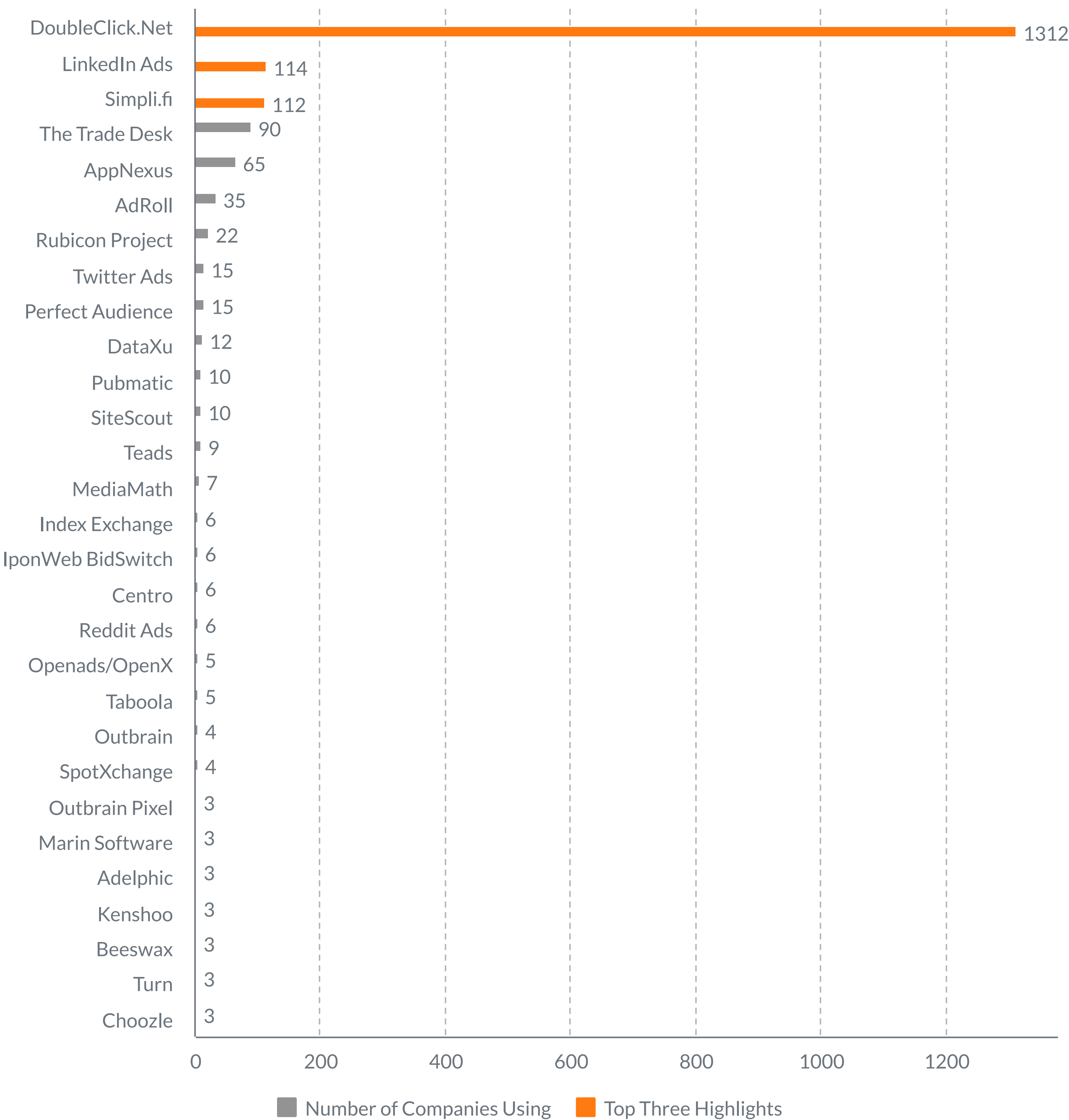
PROGRAMMATIC DISPLAY (DSPs)

What's the usage of DSP or Demand-Side Platform (programmatic display advertising solution) among the 3784 HVAC companies? Our team discovered the active usage of 42 different DSPs among the top HVAC companies.

TOP FINDINGS

- Globally there are about 56 solutions in this category. HVAC companies use 42 out of 53 options. 80% of HVAC companies are leveraging this type of marketing technology.
- Google again is the leader with virtual every 3rd HVAC company using it as the main media buying tool in their arsenal.

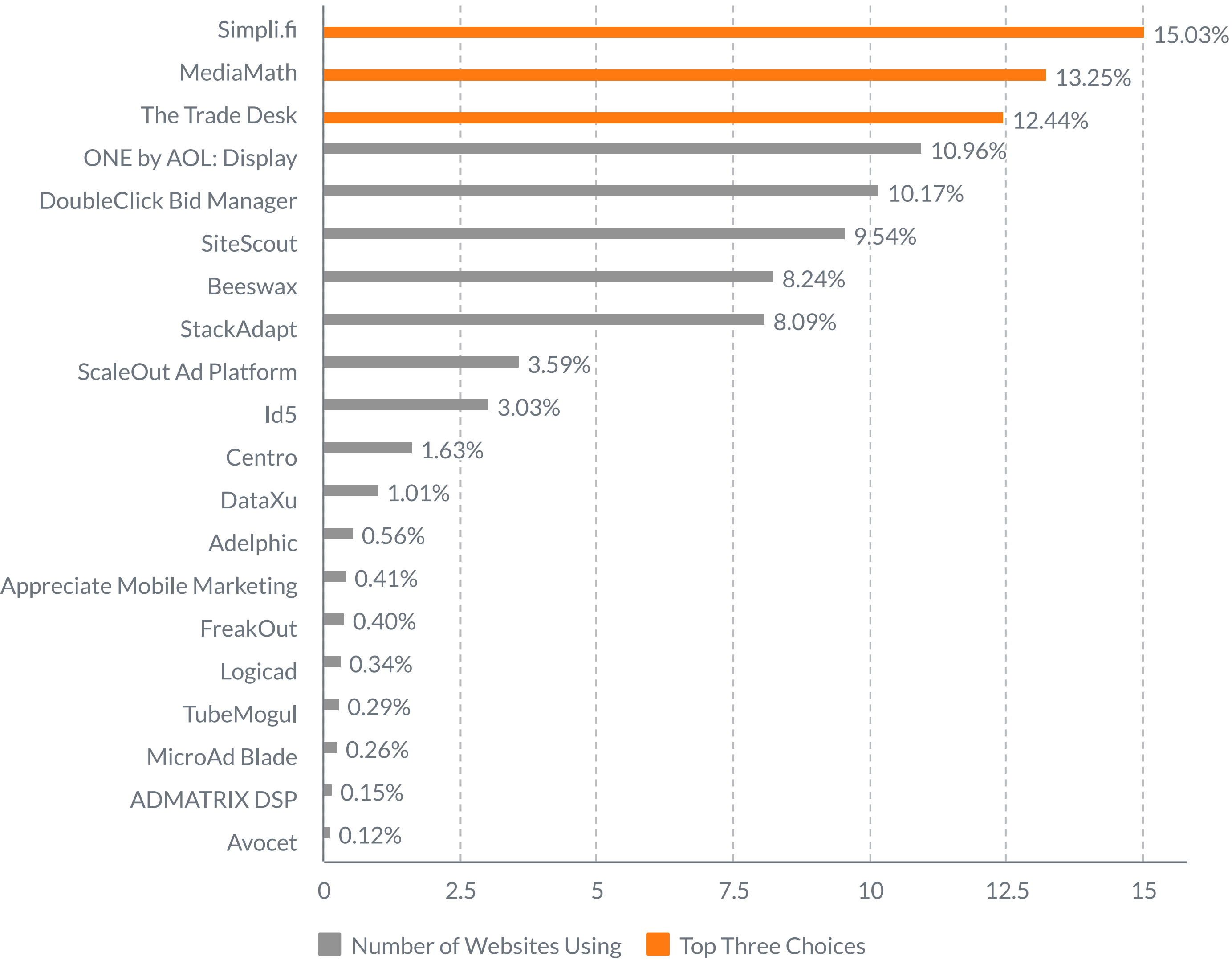
Display Advertising Platforms Usage



COMPARE TO GLOBAL DATA

Below are the global display advertising platforms (Demand Side Platforms). Compare and see whether HVAC companies differ when it comes to programmatic display ads. Here are the top 20 technologies across the top few million websites on the Internet:

Global Display Advertising Platforms Usage



36 display advertising platforms with lower usage were not included in the above chart.

COMMENTS & OTHER FINDINGS

- Globally, the top three choices are Simpli.fi, MediaMath, and The Trade Desk. With roughly 35% of all companies around the world leveraging one out of these 3 platforms.
- Globally there are over 150K companies leveraging DSP-type platforms to do media buys today.

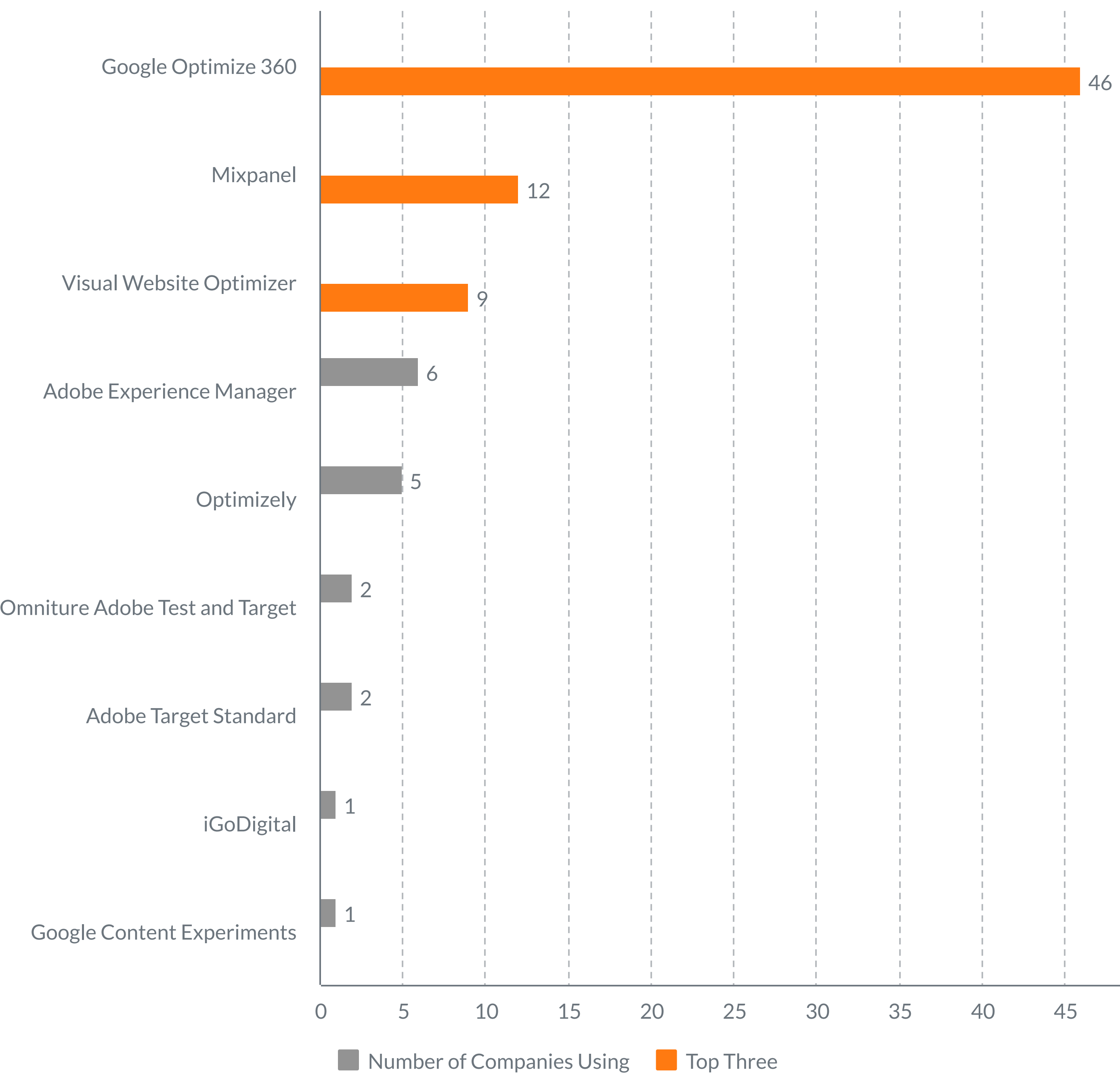
CONVERSION OPTIMIZATION

What's the usage of conversion optimization technology among the 3784 HVAC companies? Our team discovered the active usage of 9 different conversion optimization platforms among the top HVAC companies list. Less than 1% of companies have implemented and use this technology (By comparison 50% of retail companies actively use this platform). The top 3 spots are divided between Google Optimize 360, Mixpanel, and Optimizely.

TOP FINDINGS

- HVAC companies are only using 9 out of 60 available conversion optimization and A/B testing solutions.
- Google Optimize is at the top of the list for HVAC companies. The conversion Optimization category of solution is the least leveraged type of tool by the HVAC industry in the US.

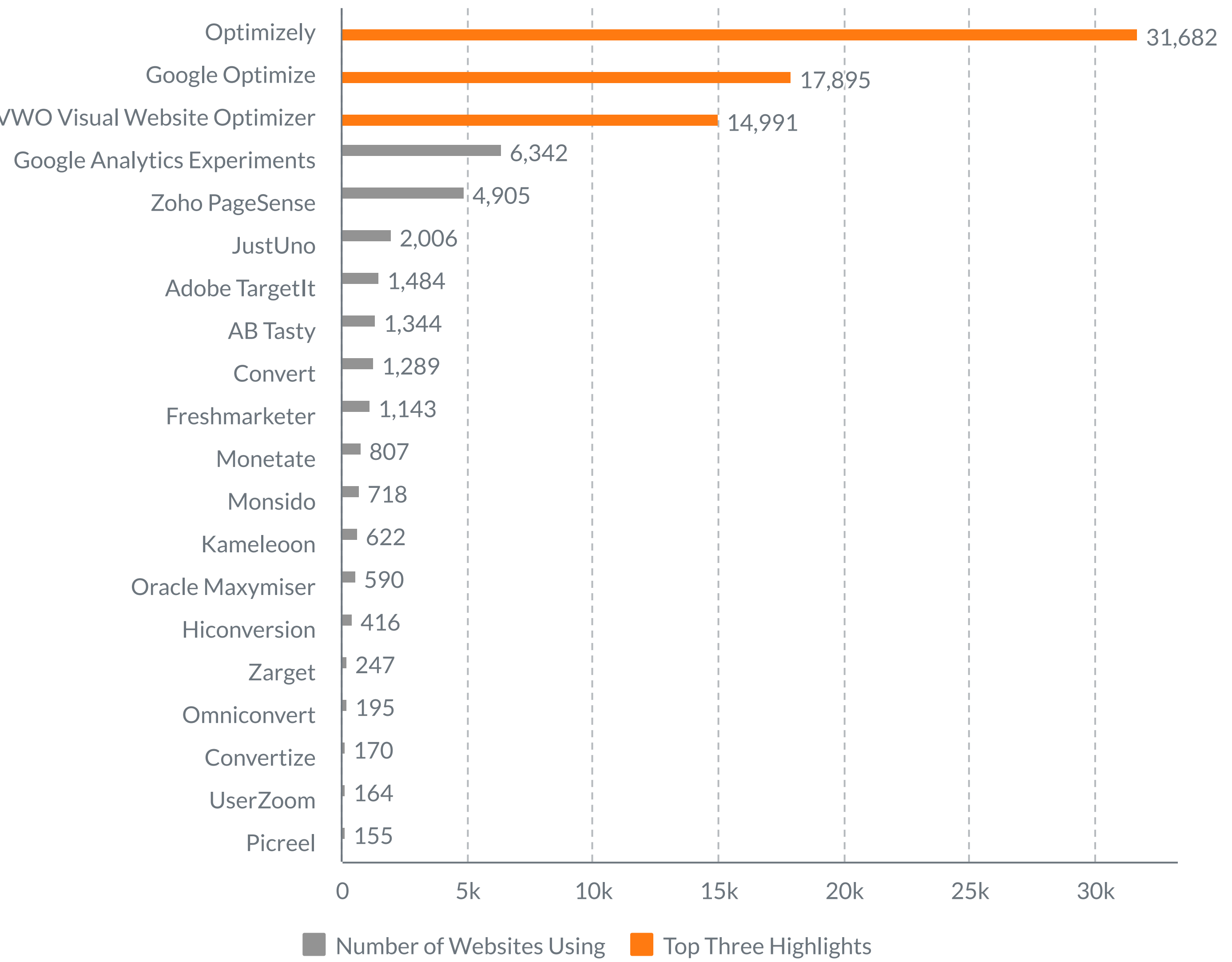
Conversion Optimization Platforms Usage



COMPARE TO GLOBAL DATA

Below are the global conversion optimization platforms usages across 6 million-plus websites. Compare and see whether HVAC companies differ when it comes to A/B testing and conversion optimization. Here are the top 20 technologies across the top few million websites on the Internet:

Global A/B Testing & Conversion Optimization Platforms Usage



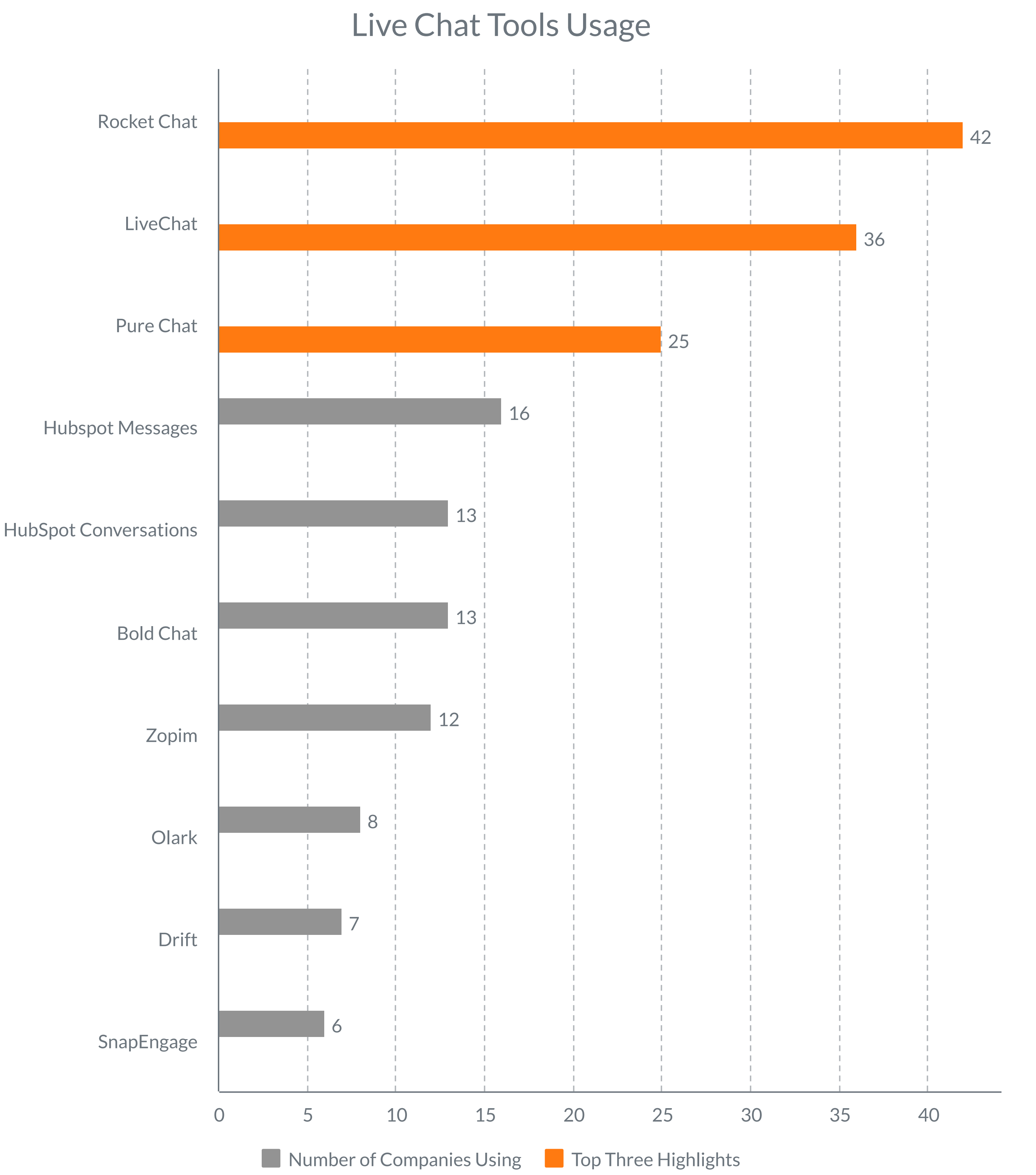
42 conversion optimization platforms with lower usage were not included in the above chart.

LIVE CHAT PLATFORMS

What's the usage of live chat tools among the top 3784 HVAC companies? Our team discovered the active usage of 10 different live chat platforms among the top HVAC companies. The top 3 spots divided are between LiveChat, Rocket Chat, and Pure Chat. Adoption is low with less than 5% using this type of technology (10 different solutions out of 213 various live chat tools used globally).

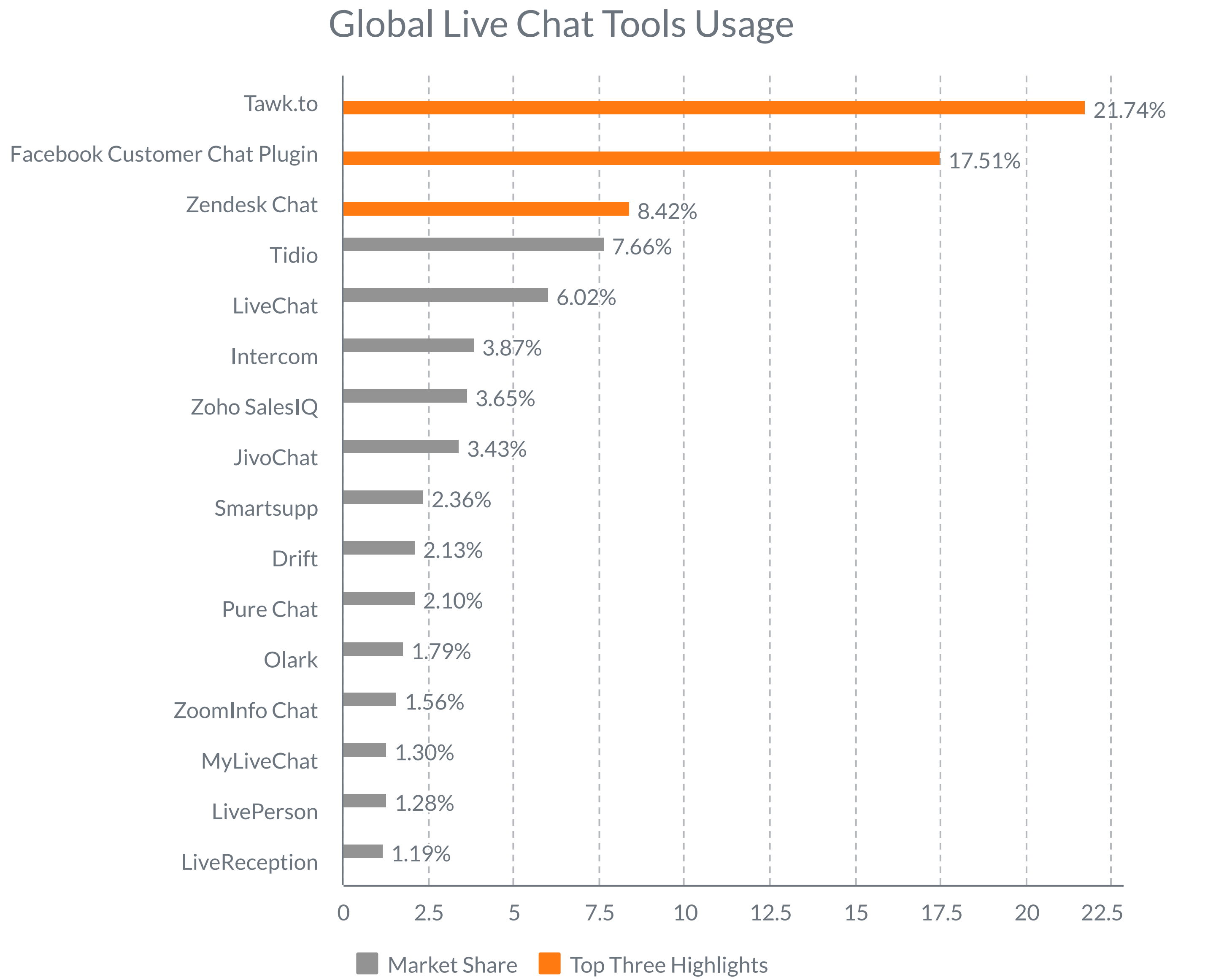
TOP FINDINGS

- Only 178 out of 3784 HVAC companies are using live chat tools. The adoption rate is less than 5%!
- Live chat tool implementation on the website increases conversions by 20% (According to CampaignMonitor). Most of the top HVAC companies are missing out on this conversion-increasing opportunity.



COMPARE TO GLOBAL DATA

Below are the global live chat platform usages across 600 000 companies that leverage this type of technology. Compare and see whether HVAC companies differ when it comes to live chat tools. Here are the top 17 technologies (with minimum usage of 1% or above):



196 live chat tools with lower usage were not included in the above chart.

- In 47.6% of cases, websites are leveraging 1 out of 3 solutions: tawk.to, Zendesk Chat, or Facebook Customer Chat Plugin.
- There are over 200 tools in this category with a massive list of solutions with low usage.

COMMENTS & OTHER FINDINGS

- There are over 213 live chat solutions for websites and HVAC companies are only using 10 of them.
- Less than 5% adoption is a surprise. It is one of the simplest technologies to implement and use. Live chat practically guarantees a 20% conversion uplift.

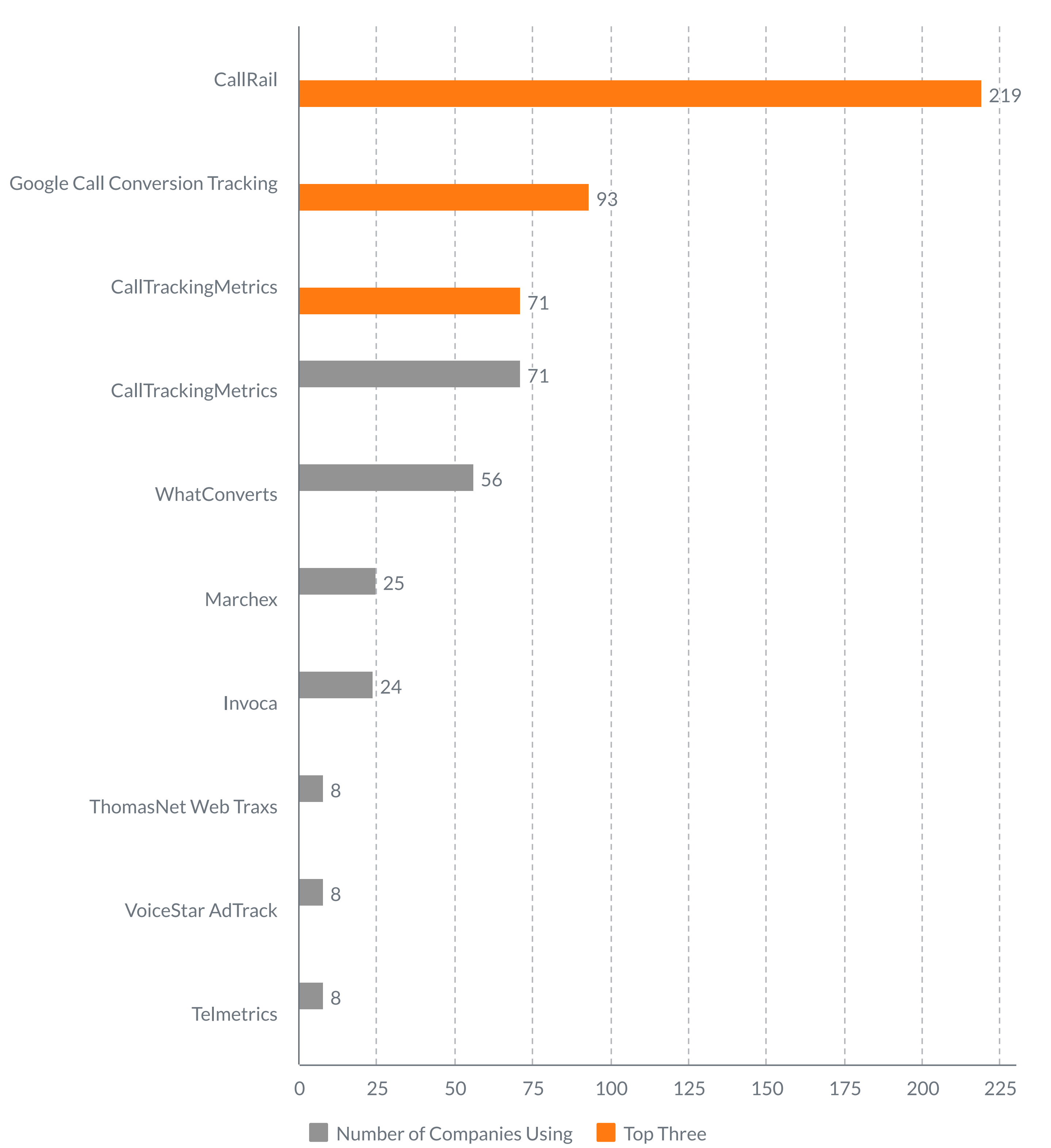
CALL TRACKING PLATFORMS

What's the usage of call tracking technology among the top 3784 HVAC companies in the US? Our team discovered the active usage of 9 different call-tracking tools used by HVAC companies. The top 3 spots are divided between CallRail, Google, and CallTrackingMetrics.

TOP FINDINGS

- Call tracking tech has a 15.4% adoption rate. Top retailers see a 56% adoption rate with Marchex or CallRail being the top two choices.
- There are about 74 platforms globally, and 2 out of the top 3 choices are Google Call Conversion Tracking and CallRail - global trend and HVAC trend have a match in this case.

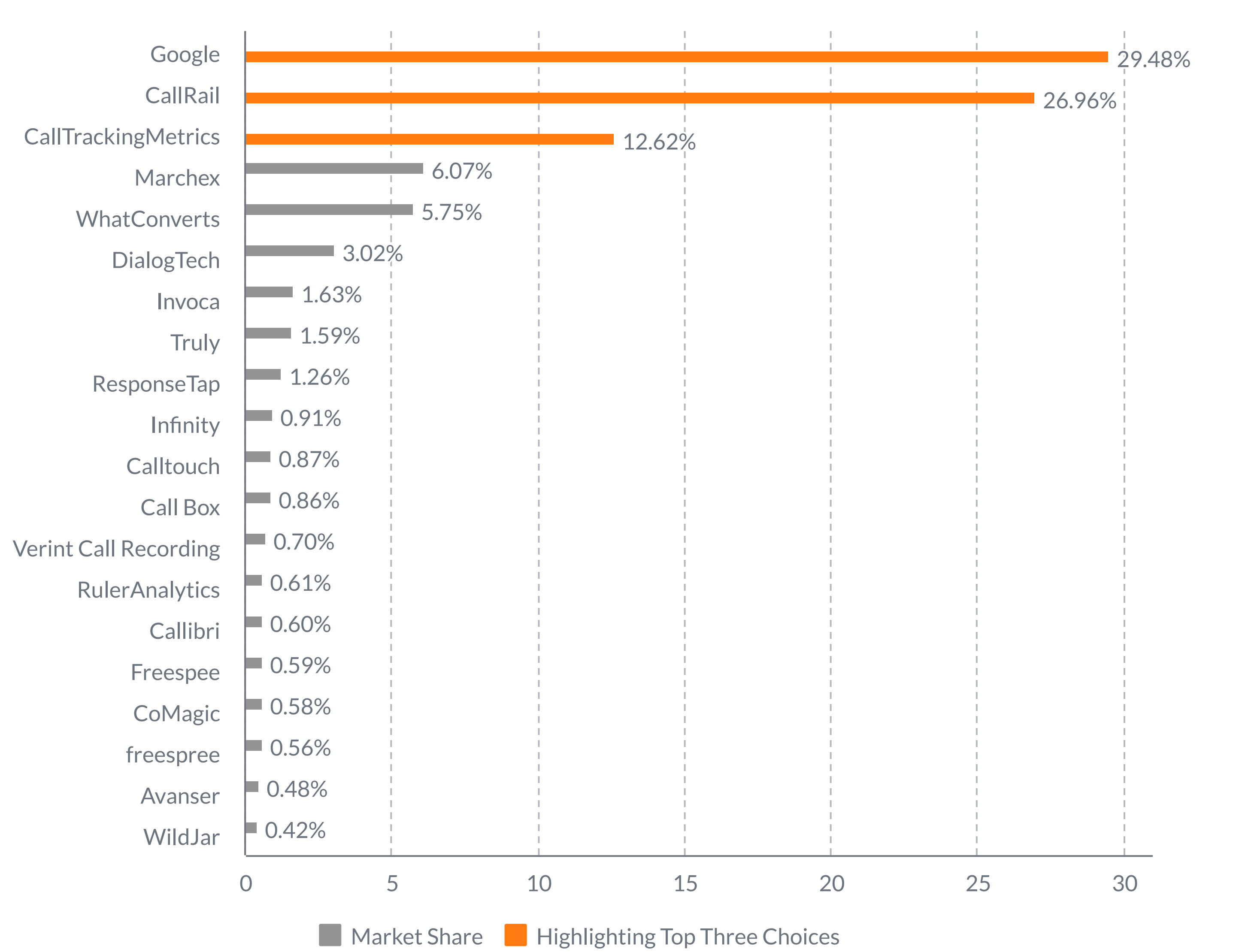
Call Tracking Platform Usage



COMPARE TO GLOBAL DATA

Below are the global call tracking platform usages across 100K companies that use this technology. Compare and see whether HVAC companies differ when it comes to call tracking tools usage. Here are the top 20 technologies:

Global Call Tracking Technology Usage



50 plus call tracking tools with lower usage were not included in the above chart.

- Google Call Conversion Tracking and CallRail hold a combined 56% market share.
- Both global adoption and adoption among top HVAC companies matched with the top two choices being Google and CallRail.

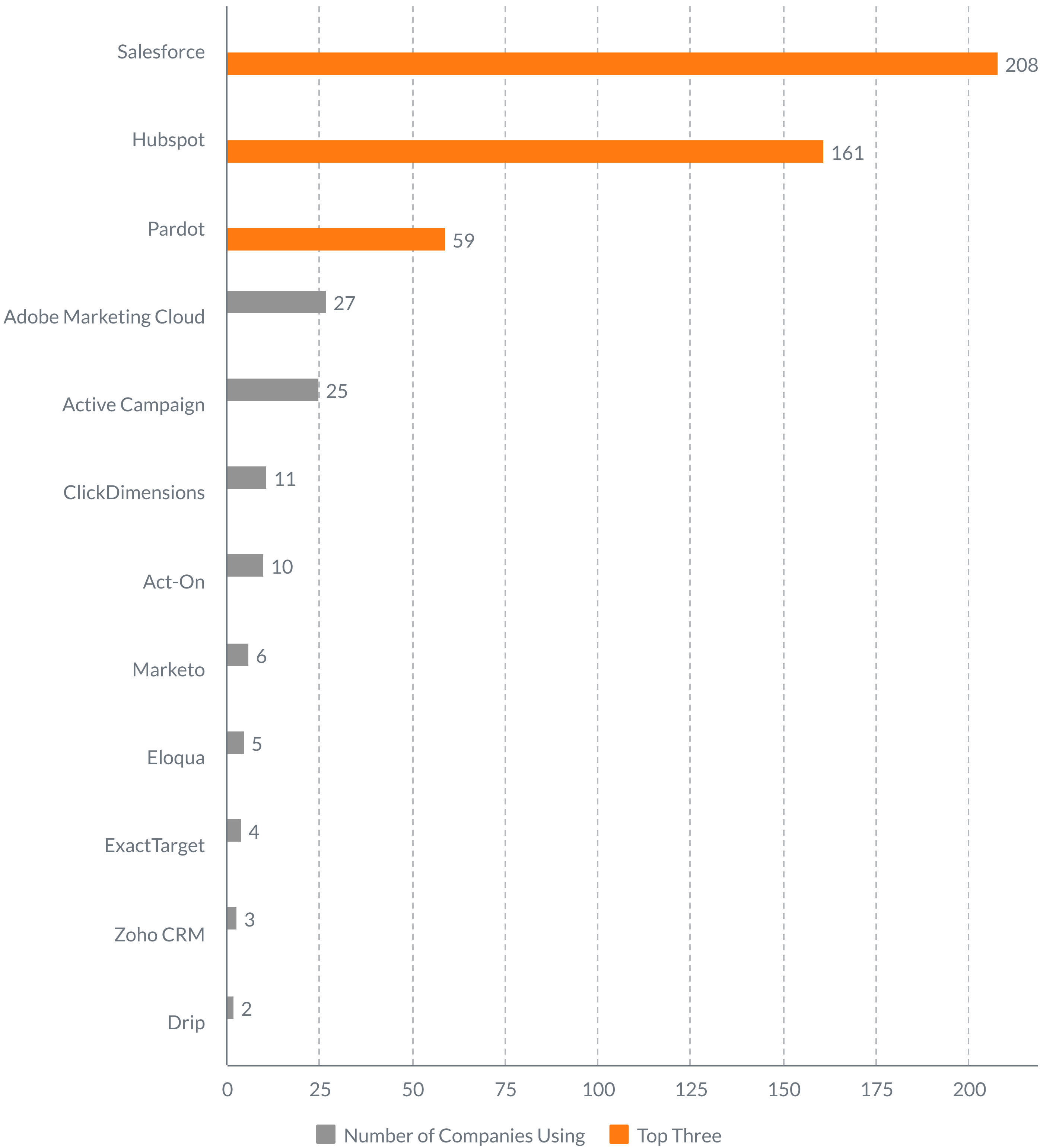
MARKETING AUTOMATION

What's the usage of marketing automation platforms among the 3784 HVAC companies? Our team discovered the active usage of 12 different marketing automation technologies among the HVAC companies sample. We've identified 521 companies that use a dedicated marketing automation tool (13.7%). The top 3 spots are divided between Hubspot, Pardot, and Salesforce.

TOP FINDINGS

- Globally there are over 360 different marketing automation platforms and tools used by over 400,000+ companies around the world. We expected a larger diversity in this category.
- Salesforce was the most adopted platform for our HVAC companies sample. Interesting to note that globally HubSpot takes the leading place in this category with a 37% adoption rate.

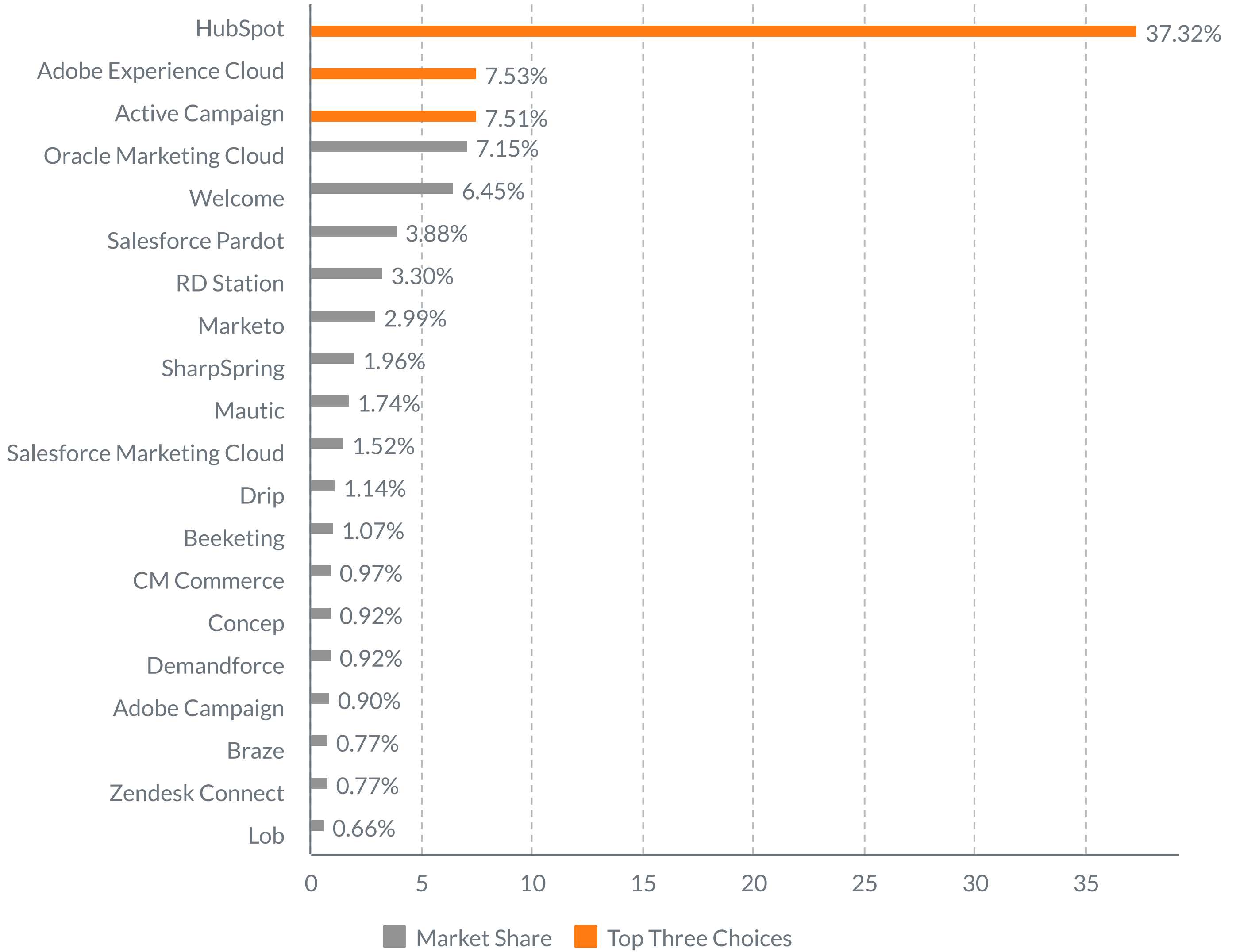
Marketing Automation Platform Usage



COMPARE TO GLOBAL DATA

Below are the global marketing automation platform usages across 6 million-plus websites. Compare and see whether HVAC companies differ when it comes to marketing automation. Here are the top 20 technologies across the top few million websites on the Internet:

Global Marketing Automation Platforms Usage



330 marketing automation platforms with lower usage were not included in the above chart.

COMMENTS & OTHER FINDINGS

- In 52% of cases, websites are leveraging 1 out of 3 marketing automation platforms: Hubspot, ActiveCampaign, and Adobe Experience Cloud.
- You have to combine ActiveCampaign, Adobe Experience Cloud, Oracle Marketing Cloud, Welcome, Salesforce Pardot, and Marketo to catch up to HubSpot's market share.

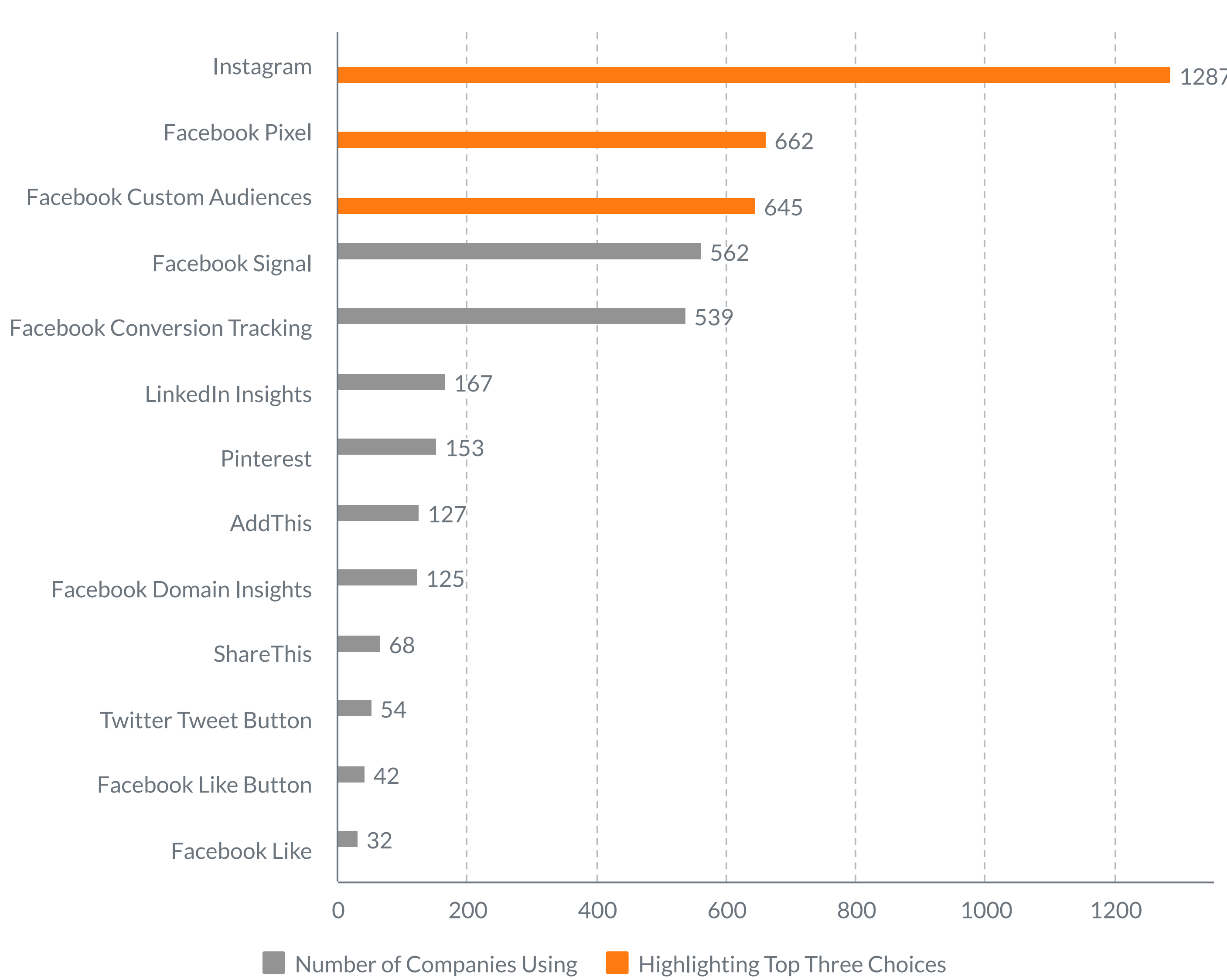
SOCIAL MEDIA & VIDEO PLATFORMS

What's the usage of social media networks and video platforms among the top 3784 HVAC companies? Our team discovered the active usage of 44 different technologies among the top HVAC companies (both social media and video platform tools).

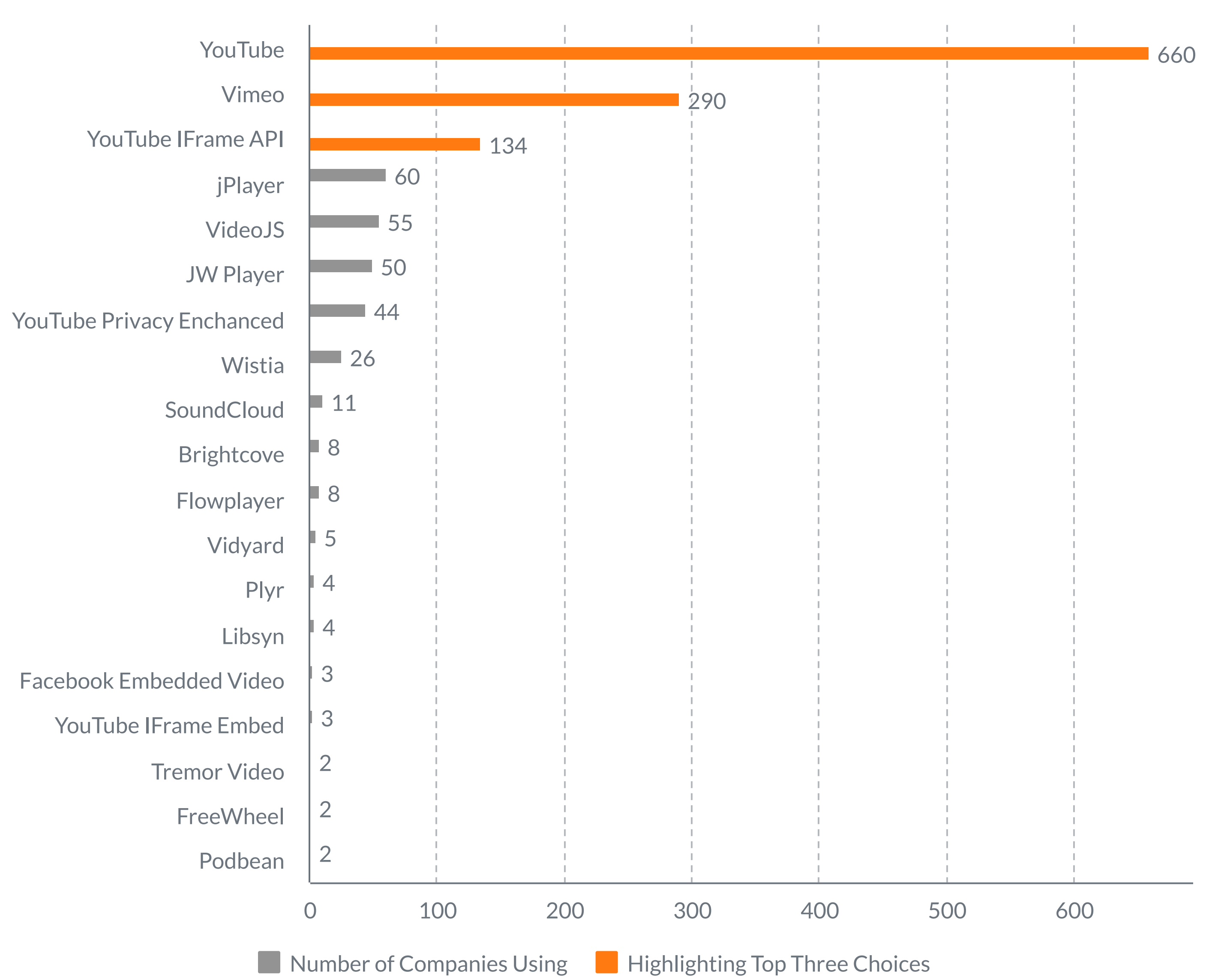
TOP FINDINGS

- Instagram is the dominant social media network used by HVAC companies in the U.S. With virtually every 3rd company on our list leveraging this social media platform.
- It was surprising to notice LinkedIn usage in some cases - 167 HVAC companies are leveraging the insights capabilities of the platform to learn more about their target audiences.
- 36% of companies on our list are leveraging video platforms for their content. YouTube and Vimeo are the top two choices within our sample. Global usage and HVAC segment usage are identical for this category too with YouTube and Vimeo being top two choices.

Social Media Usage



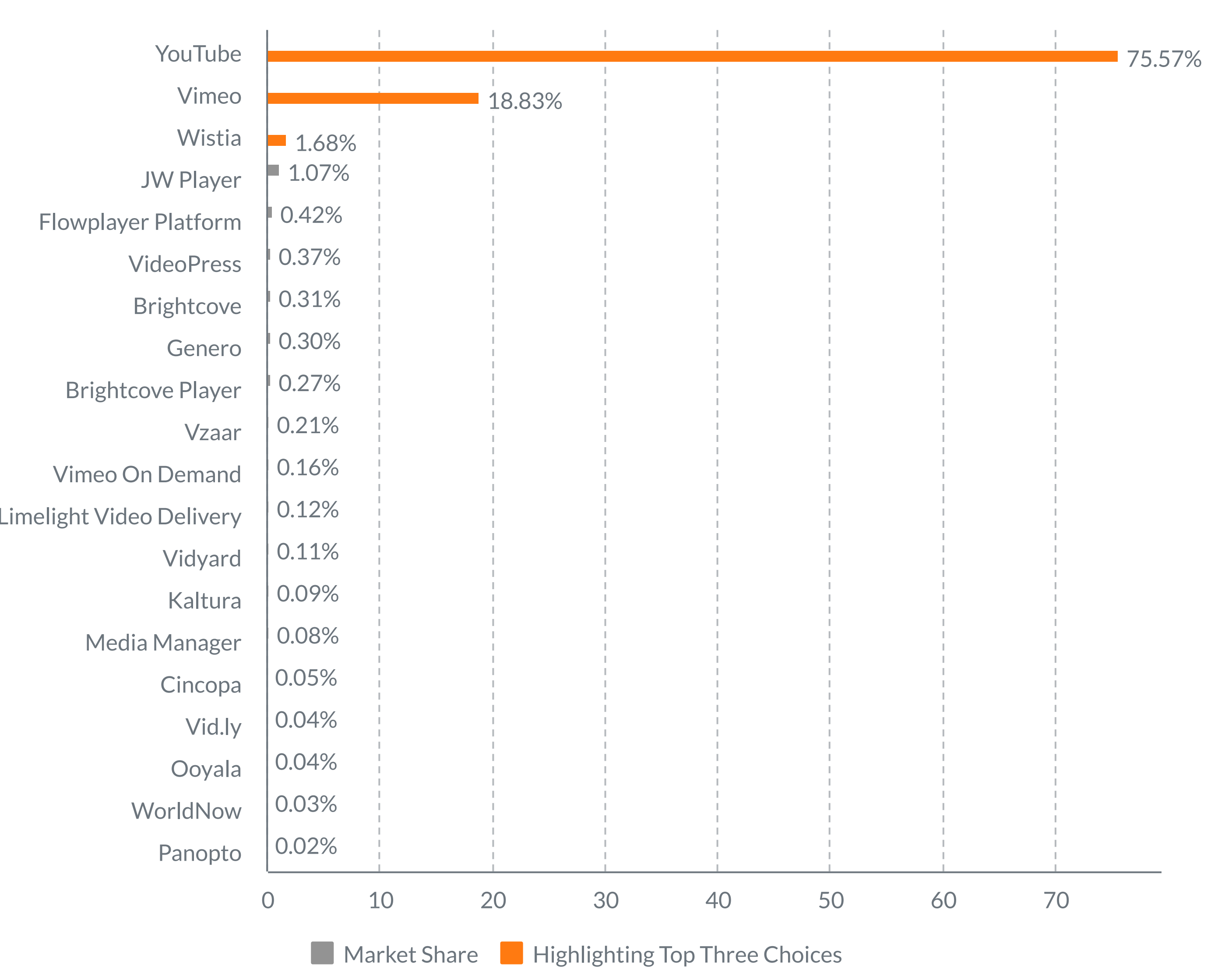
Video Platforms Usage



COMPARE TO GLOBAL DATA

Below are the global video platform usages across one million companies. Compare and see whether HVAC companies differ when it comes to online video. Here are the top 20 technologies across the top few million websites on the Internet.

Global Video Platforms Usage



60+ video platforms with lower usage were not included in the above chart.

- YouTube holds a 76% market share in this category. This is the #1 choice for the HVAC companies and globally.
- There are over 80 video hosting platforms globally. Third of the tools are leveraged by the HVAC companies on our list.

COMMENTS & OTHER FINDINGS

- Globally there are over 3.5 million websites leveraging YouTube to host and display their content! and nearly 1 million websites that are leveraging Vimeo.

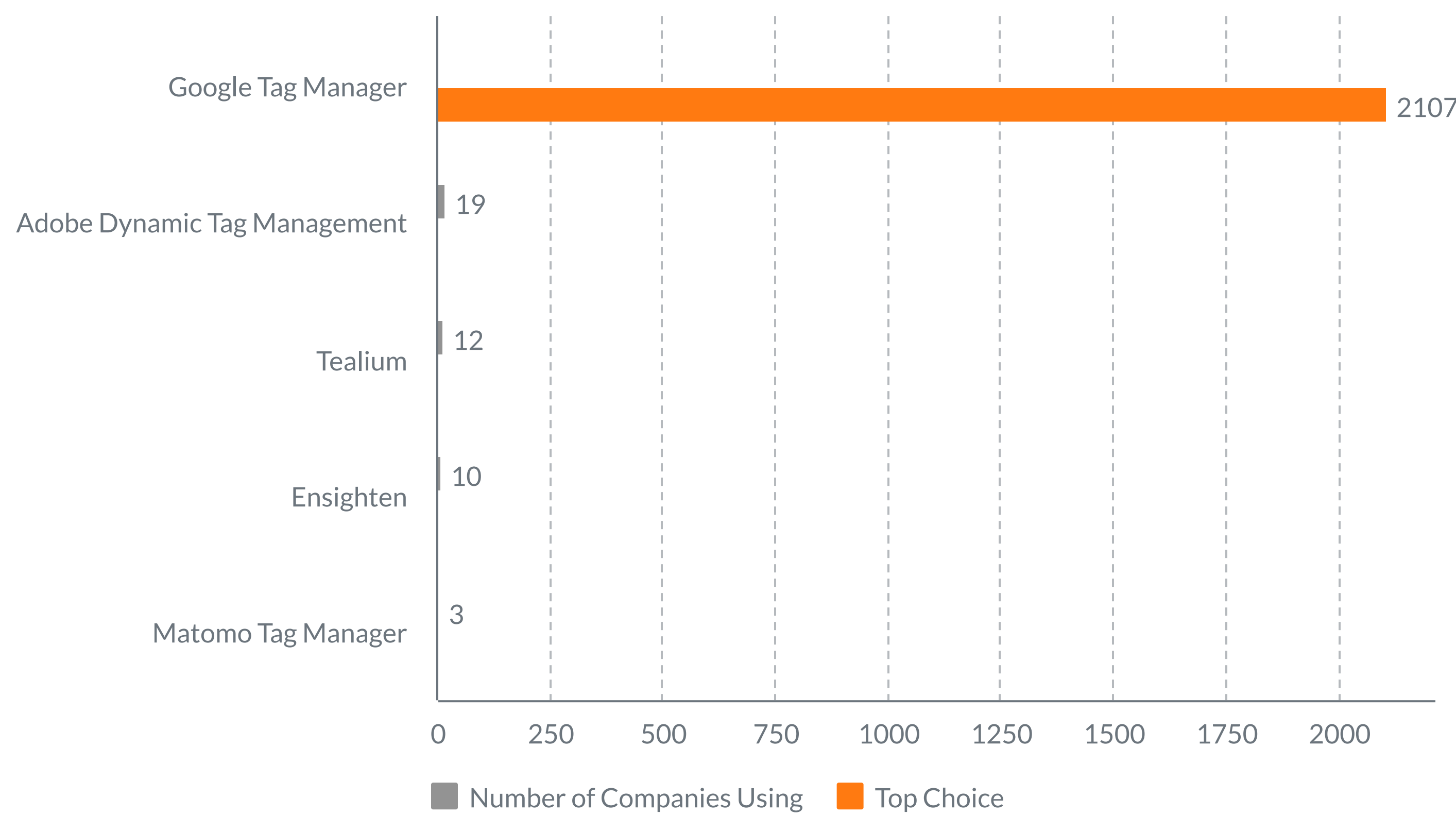
TAG MANAGEMENT PLATFORMS

What's the usage of tag management platforms among the top HVAC companies in the US? How do the companies deploy various technologies on their websites? Our team discovered the active usage of 5 different technologies among the top HVAC companies. The average usage is around 57% (the majority of HVAC companies have an organized and structured approach in how they deploy various tools and technologies on their website and in what order).

TOP FINDINGS

- The undisputed leader is Google Tag Manager with an over 55% adoption rate.
- Over 20 technologies are being leveraged globally across this category. Google Tag Manager is an undisputed leader with over two million websites leveraging it.

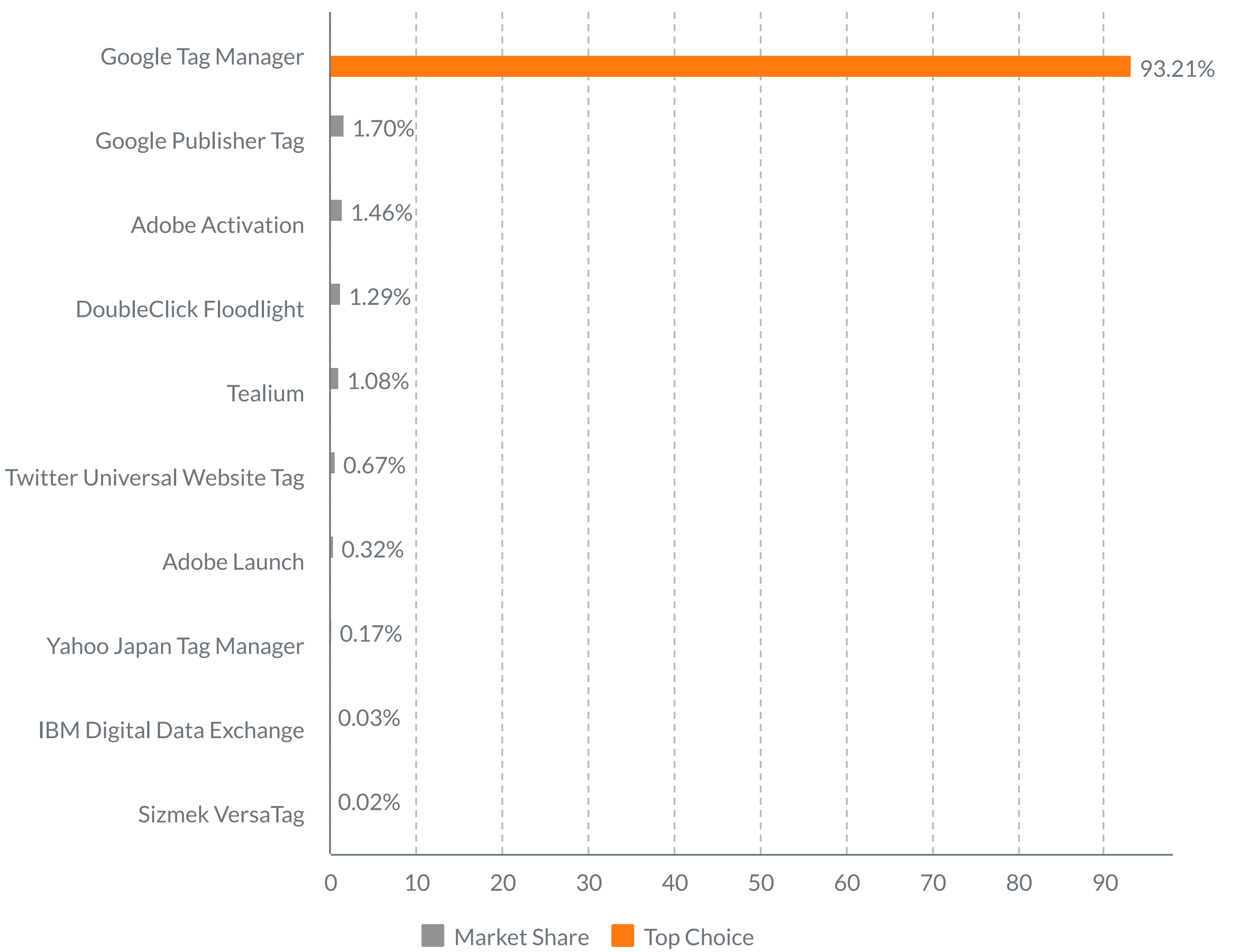
Tag Management Platforms Usage



COMPARE TO GLOBAL DATA

In 93% of the cases - we see companies and websites picking Google Tag Manager. Here are the top 10 technologies noticeable across the top few million websites on the Internet:

Global Tag Management Platforms Usage



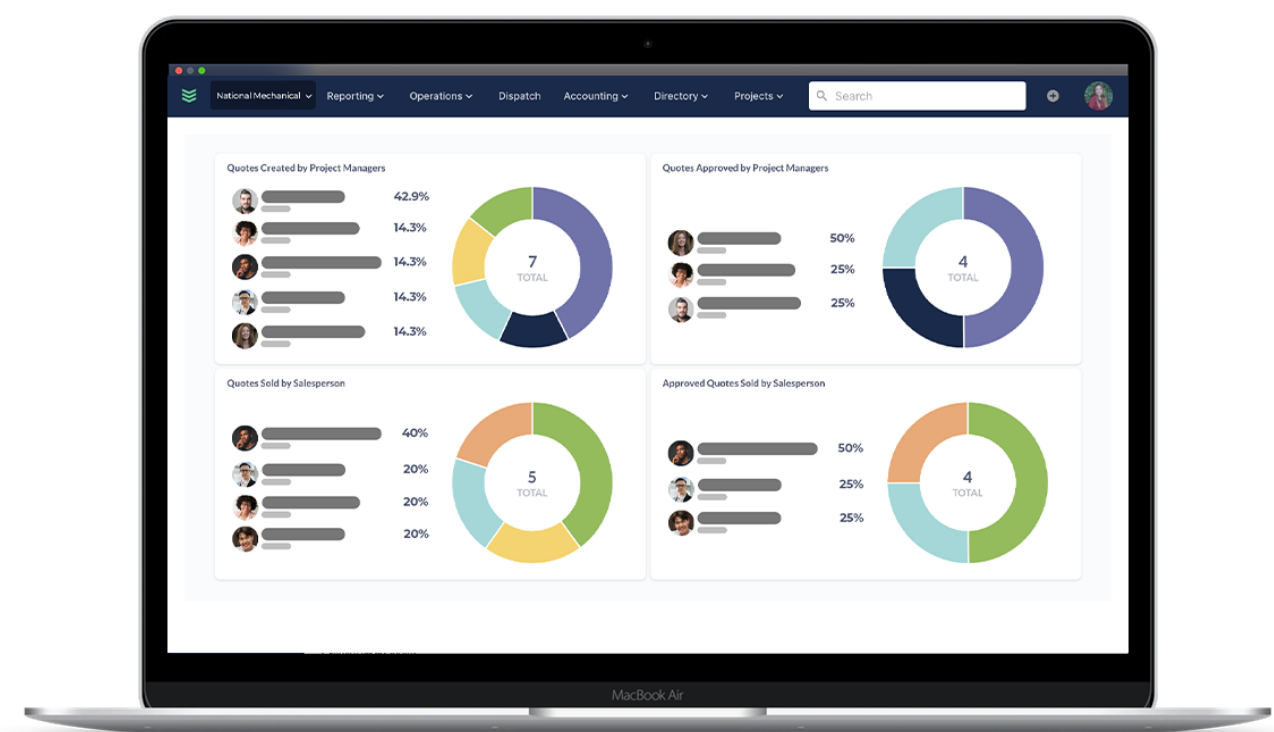
10+ platforms with lower usage were not included in the above chart.

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