

Reaching HVAC Customers When Intent Matters Most

How Scale Marketing and PGM Solutions used in-market signals to improve CTV performance across five markets.



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About the partnership

PGM Solutions

PGM Solutions helps marketers build a deeper understanding of their customers and prospects through consumer, property, automotive and mover intelligence. With hundreds of consumer and property attributes and data designed to support segmentation, targeting and activation, PGM helps brands turn audience intelligence into actionable marketing strategies.

Scale Marketing

Scale Marketing is a performance agency with deep experience with home service and lead-generation brands. Through its partnership with PGM, Scale saw an opportunity to activate PGM's unique data in a category where recency and intent can make the difference between capturing demand and missing it entirely.

The opportunity

HVAC demand operates within a uniquely narrow window. When a homeowner needs a new system, the decision is often urgent. Once the purchase is made, that customer may not return to the category for another eight to ten years.

For marketers, that creates a critical challenge: reaching the right homeowner is not enough. Brands must reach them at the precise moment they enter the market.

Scale Marketing partnered with PGM Solutions to determine whether PGM's in-market audiences could identify these high-intent households more effectively than broader homeowner targeting approaches, and translate that advantage into stronger campaign performance.

The approach

Scale activated PGM's in-market HVAC audience across CTV campaigns in five markets as part of a broader audience strategy designed to capture both immediate demand and future consideration.

For home service marketers, high-intent audiences are essential but they represent only one part of the opportunity. Brands must reach homeowners actively entering the category while continuing to build awareness among those who may become customers in the months or years ahead.

The goal was to identify the right balance: maximize investment against high-intent signals without sacrificing the broader reach needed to prime future intenders and sustain long-term demand.

To evaluate that balance, PGM's audience was compared with three targeting tiers representing different combinations of homeowner attributes and levels of precision. Performance was assessed using the metrics most closely tied to lead-generation outcomes:

TEST AUDIENCE

PGM In-Market
HVAC audience

COMPARED WITH

Psychographic targeting

Targeted demographic targeting

Standard demographic targeting

MEASURED ON

Incremental cost per lead

Lead-form volume per million impressions

Incremental conversion rate

Conversion relative lift

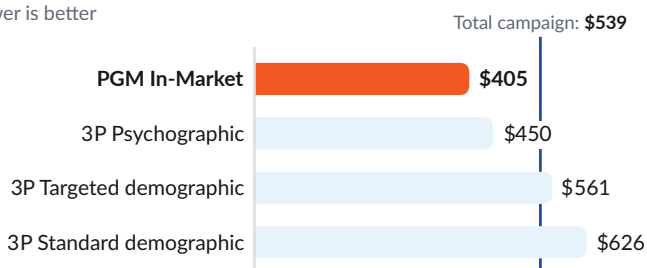
This structure allowed Scale and PGM to determine not simply whether high-intent targeting could generate leads, but how prominently it should factor into the overall CTV audience mix—balancing immediate efficiency with the scale and awareness required to support future growth.

The results

The PGM audience delivered the strongest overall performance of any targeting tier evaluated, outperforming all other targeting audiences and providers by **an average of 35%**.

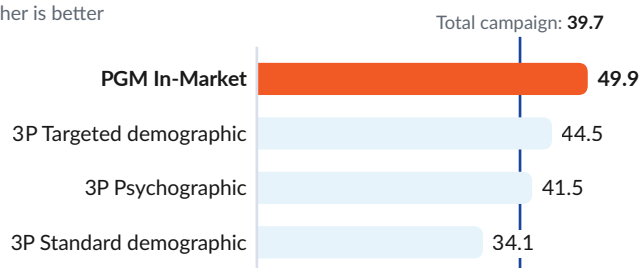
Incremental cost per lead

Lower is better



Lead forms per million impressions

Higher is better



TARGETING TIER	INCREMENTAL CPL	LEAD FORMS PER MILLION IMPRESSIONS	CONVERSION RELATIVE LIFT	INCREMENTAL (TOTAL) CONVERSION RATE
PGM In-Market	\$405	49.9	2.9x	0.23%
3P Psychographic	\$450	41.5	1.5x	0.25%
3P Targeted demographic	\$561	44.5	2.5x	0.16%
3P Standard demographic	\$626	34.1	1.8x	0.18%
Total campaign	\$539	39.7	2.0x	0.18%

The wins, at a glance

In-market intent outperformed every targeting tier

PGM delivered the strongest incremental cost per lead and gave us the confidence to scale it out.

Efficiency held at a meaningful scale

Psychographic targeting came closest on cost per lead, but scaled at much lower volume in one market. PGM was the only premium tier that combined leading efficiency with enough scale to support further investment across all markets.

Broader reach did not translate into better performance

Standard targeting absorbed roughly half of total campaign spend while producing the weakest cost per lead and the lowest lead-form rate of any audience tier.

The premium-audience thesis held up

A narrower audience built around timely intent signals outperformed broader definitions of a likely HVAC customer across every primary performance measure.

What comes next

Based on these results, Scale is expanding these audiences in two directions.

01 - WITHIN CTV

First, Scale will incorporate additional PGM audience segments into its CTV buying strategy, allowing the agency to test new signals and applications across the homeowner journey.

02 - BEYOND CTV

Second, media teams will begin applying these learnings beyond CTV, exploring how PGM audiences perform across additional programmatic and social channels.

The initial test demonstrated that premium data can do more than refine targeting. When it reflects a genuine, timely need, it can help home-service marketers reach customers during the brief window when they are most likely to act.