

CUSTOMER ACQUISITION STRATEGY

East Bay General Contractor Audience Profile

A location-first audience designed to reach East Bay property owners when renovation, added space, property value, damage repair, and long-term improvement move from consideration to action.

EAST BAY, CALIFORNIA

Campaign snapshot

CORE AGE

35-70

Metro homeowner average: 53.3

COMBINED HHI

\$150K-\$250K+

Financing / self-pay audience tiers

PRIMARY AUDIENCE

Property owners

\$1.5M+ net-worth established tier

Optional: Add permitted credit-tier signals or adjust income? Include recent buyers and long-tenure owners as separate campaign cells?

STRATEGIC OBJECTIVE

Generate qualified renovation, addition, ADU, restoration, and whole-home improvement 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 major home-improvement decisions across the East Bay, with emphasis on owners planning renovations, additions, ADUs, structural work, damage restoration, or coordinated multi-trade projects.

01 | Priority customer segments

Major renovator

Owners planning kitchen, bath, whole-home, structural, or exterior work who need coordinated scope, budgeting, and execution.

Space creator

Households comparing additions, ADUs, garage conversions, second stories, permits, financing, and project timelines.

Value upgrader

Owners improving layout, energy performance, accessibility, finishes, and long-term property value.

Property decision-maker

Owner-occupants, small multifamily owners, local investors, and managers responsible for capital improvements.

02 | Targeting profile

- Age: adults 35-70, emphasizing established homeowners and recent high-value buyers.
- Gender: balanced 50/50 delivery.
- Combined HHI: \$250,000+ for self-pay campaigns; \$150,000+ when financing is offered.
- Housing: owner-occupied single-family homes and small multifamily properties.
- Wealth: modeled \$1.5M+ net-worth tier for owners positioned for major capital improvements.
- Property cycle: prioritize long-tenure homes, recent purchases, dated interiors, and permitted improvement intent.

03 | Signals tracked

All applicable search and browsing-intent terms related to:

- general contractor, home renovation, remodeling contractor, project estimate, permits, and local builders
- home addition, ADU builder, garage conversion, second story, structural contractor, and financing
- kitchen remodel, bathroom remodel, whole-home renovation, exterior renovation, and accessibility upgrades
- fire or water damage restoration, foundation work, design-build, architect, and property improvement planning

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 property owners. 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

The rebuilt hillside pockets contain architecturally complex homes now entering a modernization cycle for kitchens, baths, layouts, finishes, energy systems, and exterior assemblies.

BLUEPRINT

Multi-level modern and contemporary rebuilds.

WEALTH

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

OPPORTUNITY

Renovations, additions, ADUs, design-build, structural work, and premium modernization.

2

Montclair and Piedmont Pines

Mountain Blvd & La Salle Ave

Architecturally complex hillside homes with strong renovation, addition, design-build, and premium upgrade potential.

3

Crocker Highlands and Trestle Glen

Lakeshore Ave & Mandana Blvd

Established owner-occupied homes suited to kitchen, bath, layout, exterior, and accessibility 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 properties where structural, exterior, access, and high-value modernization needs support larger projects.

6

Grand Lake and Lakeshore

Grand Ave & Lake Park Ave

Established residential streets suited to renovation, additions, ADUs, and coordinated improvement campaigns.

7

Upper Dimond and Lincoln Highlands

Lincoln Ave & Joaquin Miller Rd

Mature homes where dated layouts and systems can create qualified whole-home improvement demand.

8

Sequoyah and Caballo Hills

Keller Ave & Skyline Blvd

Lower-density hillside homes suited to premium additions, outdoor living, structural, and design-build work.

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 work support the change. Avoid broad high-foot-traffic targeting that lacks property-owner intent.

FROM AUDIENCE TO ACTION

Messaging and media blueprint

Match the offer to the customer's need state. Urgent, planned-project, upgrade, and maintenance audiences should each receive distinct creative and landing-page experiences.

06 | Message by need state

RENOVATION	Clear scope, craftsmanship, schedule, coordinated trades	Plan a project
ADDITION / ADU	Feasibility, permits, design-build, financing	Request consultation
MODERNIZATION	Layout, finishes, efficiency, accessibility, value	Explore options
RESTORATION	Stabilize damage and coordinate complete recovery	Schedule assessment

07 | Recommended media mix

35% Search intent Capture active renovation, ADU, and contractor demand.	35% Location Reach qualified owners in high-value residential zones.	20% Retargeting Nurture research-heavy prospects through a longer decision cycle.	10% Lifecycle Test recent-buyer, home-age, permit, and equity messages.
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LAUNCH NOTE

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

[Want to know more?](#)

CAMPAIGN EXCLUSIONS

DIY-only projects; contractor jobs and licensing; materials-only shoppers; projects below minimum scope.