

Residential Roofing Demand Generation That Actually Works

We identify people researching roof repair, storm damage, remodels, or insurance claims—and turn them into booked jobs.



Find Homeowners in Market



We identify people researching roof repair, storm damage, remodels, or insurance claims.

Our targeting captures homeowners at the exact moment they're looking for roofing solutions—when they're actively searching, comparing options, and ready to make a decision.

Target by Neighborhood & Storm Zones

ZIP Codes

Precise geographic targeting

Subdivisions

Neighborhood-level focus

Storm-Impacted Areas

High-demand zones

We geo-target specific ZIP codes, subdivisions, and storm-impacted areas.

Promote the Right Offers

Shingles

Traditional roofing solutions

Metal Roofing

Premium long-lasting options

Financing Offers

Flexible payment plans

Inspections

Free damage assessments

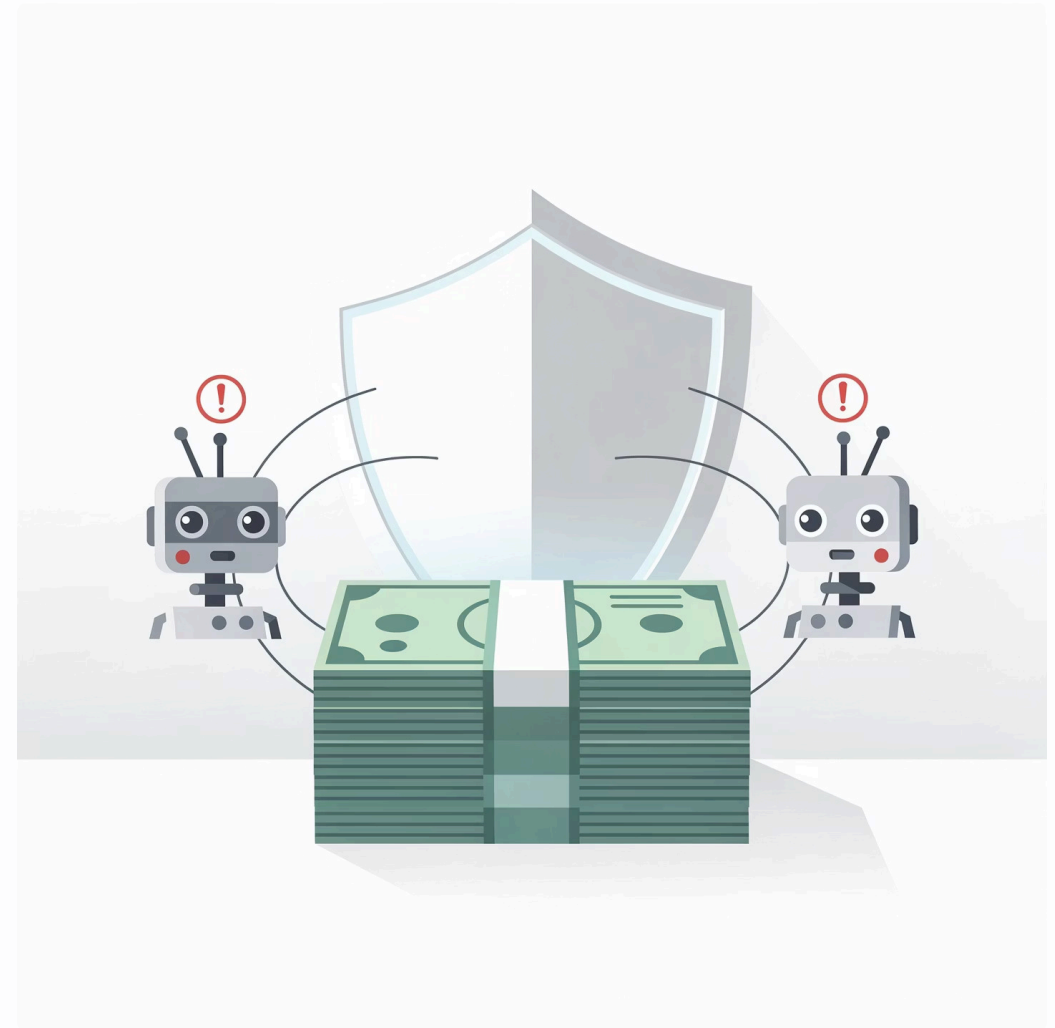
We push specific services or products—shingles, metal roofing, financing offers, inspections, etc.

Cut Wasted Spend

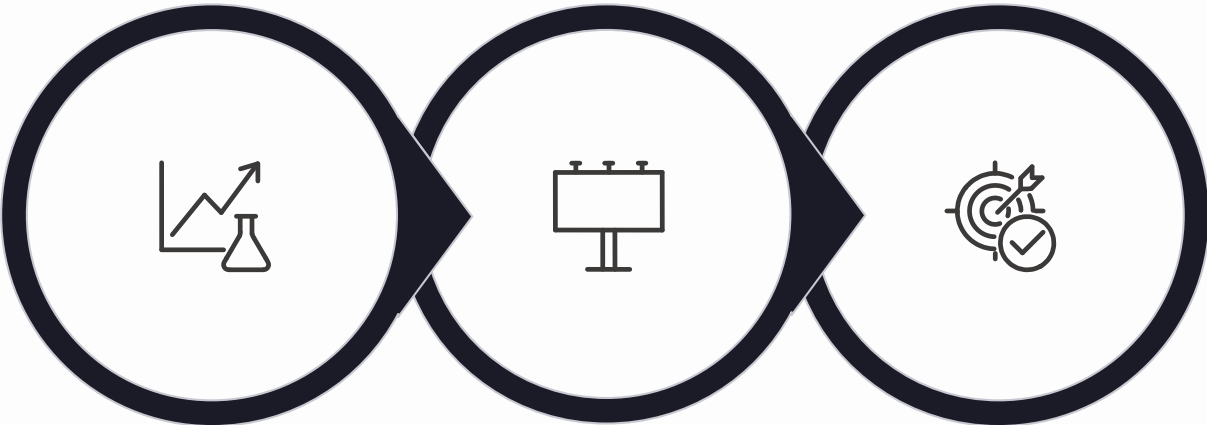
We block bots and low-quality clicks so budget goes only to real homeowners.

Every dollar of your marketing budget is protected. Our advanced filtering ensures you're not paying for fake traffic, accidental clicks, or automated bots.

Your investment reaches actual homeowners who need roofing services.



Run Smart Ads Automatically



Analyze
Behavior

Place
Optimized
Ads

Adjust
Targeting

Our system places and optimizes ads where homeowners are most likely to call or request a quote.

Prove What Generated Jobs

01

Track Calls

Every phone inquiry logged

03

Measure Conversions

Leads to jobs tracked

02

Monitor Form Fills

Quote requests captured

04

Tie to Marketing

Real booked jobs—not just clicks

We track calls, form fills, and conversions and tie marketing to real booked jobs—not just clicks.

What This Means for You



More homeowner leads



Lower cost per lead



Faster job pipeline after storms or seasonal spikes



Clear proof of marketing ROI

We don't just run ads—
we generate residential demand and
prove it.

OptaClick



OptaView (CDP/DMP)



Process Consumer Journey Data (Over 1 Billion User Web Actions Per Day)



Discover Audience Patterns (Predictive AI)



Build Audiences



OptaClick DSP



Create Campaigns / Line Items

Build Bidding Strategy



Optimize the Bidder

Allocate Budget



Bid



Optalytics (Performance)



Extract Media & Performance Logs

Transfer Data into AI Model



Determine Best Performing Line Items & Audiences

OptaLot (Dealer Inventory)



Analyze Inventory (AI Modeling)



Build Target Products



OptaFD (Fraud Detection)



Analyze DSP Logs to Identify Unwanted Traffic



Analyze Website Traffic



OptaVision (Ad Server)



Develop Creative

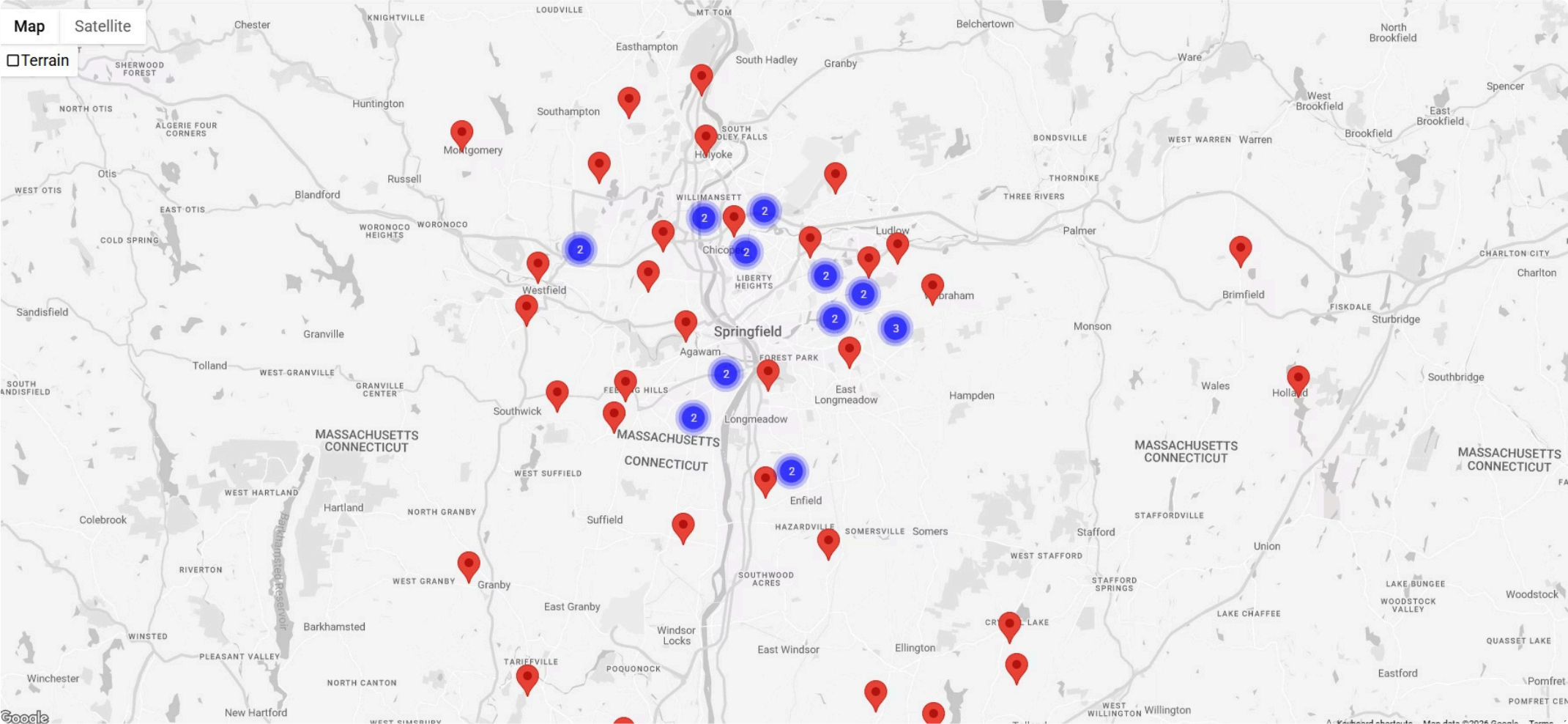


Enhance with Data



Syndicate

What Some Show...



What Clients Need...

Affordable Baths ▾

January 2026 ▾

Full Map View

Audience View Identifiers: 127

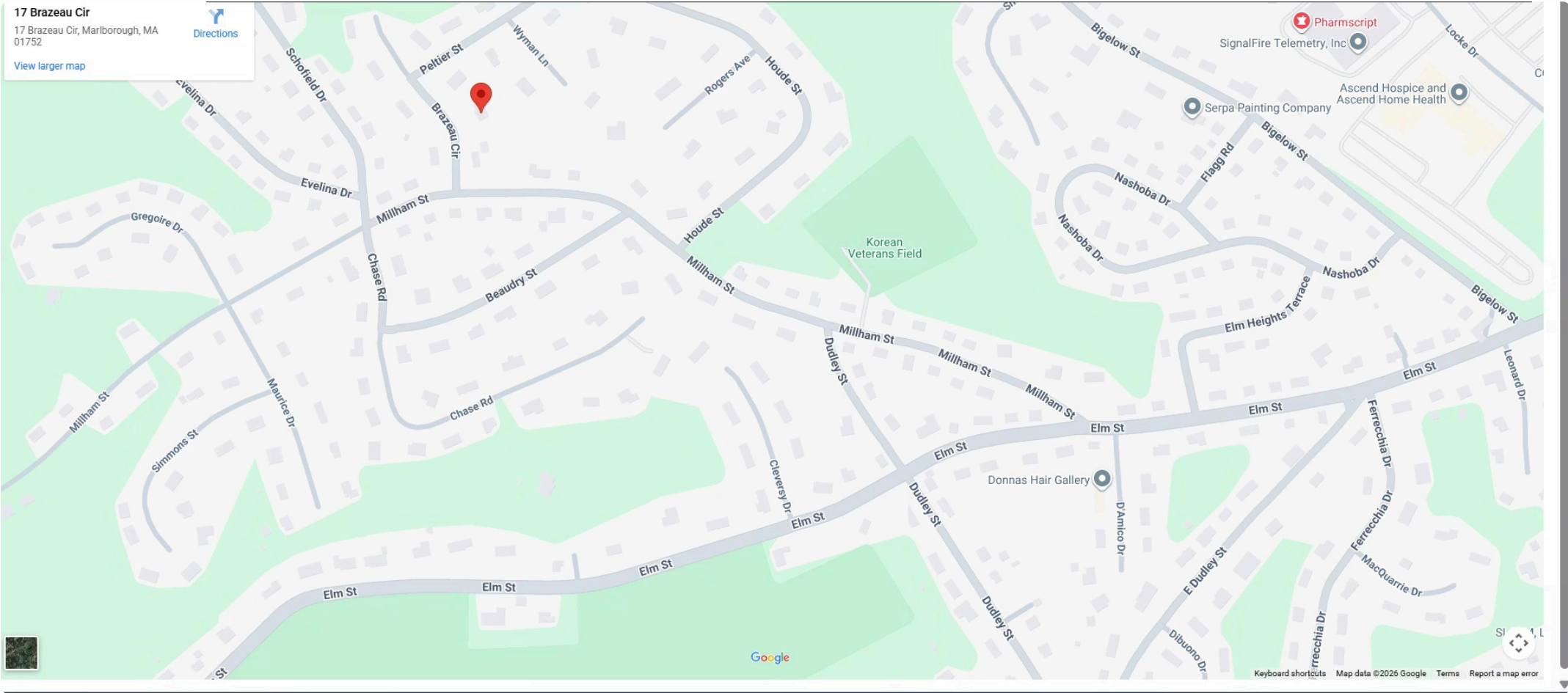
Residential (109)

Commercial (18)

Search:

Last Visit Date	First Visit Date	Address	# of Visits
Jan 26, 2026	Jan 25, 2026	24 Windsor Rd E, North Haven, CT 06473 US	18
Jan 19, 2026	Jan 17, 2026	39 Woodbridge Ave, East Hartford, CT 06108 US	13
Jan 19, 2026	Jan 15, 2026	1304 Liberty St, Springfield, MA 01104 US	5
Jan 19, 2026	Jan 19, 2026	142 Amherst St, Chicopee, MA 01013 US	4
Jan 13, 2026	Jan 09, 2026	28 Pomeroy St, Easthampton, MA 01027 US	4
Jan 19, 2026	Jan 19, 2026	148 Amherst St, Chicopee, MA 01013 US	3
Jan 22, 2026	Jan 22, 2026	22 Barrington Dr, Springfield, MA 01129 US	3
Jan 14, 2026	Jan 14, 2026	26 Old Acres Rd, Holland, MA 01521 US	3
Jan 17, 2026	Jan 16, 2026	4 Sherwood Dr, Agawam, MA 01001 US	3
Jan 11, 2026	Jan 11, 2026	68 Rolling Meadow Dr, Tolland, CT 06084 US	3
Jan 14, 2026	Jan 14, 2026	3 One If By Ln, Feeding Hills, MA 01030 US	3
Jan 13, 2026	Jan 13, 2026	46 Candlewood Dr, Tolland, CT 06084 US	2
Jan 20, 2026	Jan 20, 2026	99 Gralia Dr, Springfield, MA 01128 US	2
Jan 26, 2026	Jan 26, 2026	70 Fisher Rd, Chicopee, MA 01013 US	2
Jan 27, 2026	Jan 27, 2026	300 Acrebrook Dr, Florence, MA 01062 US	2
Jan 26, 2026	Jan 26, 2026	411 Del Mar Ave, Vallejo, CA 94589 US	2
Jan 22, 2026	Jan 22, 2026	1014 Main Street, Dallas, TX 75202 USA	2
Jan 12, 2026	Jan 12, 2026	24 Glenwood St, Enfield, CT 06082 US	2
Jan 15, 2026	Jan 15, 2026	44 Pine Glen Rd, Simsbury, CT 06070 US	2
Jan 22, 2026	Jan 22, 2026	68 E Cedar St, Newington, CT 06111 US	2
Jan 15, 2026	Jan 15, 2026	326 Stebbins St, Belchertown, MA 01007 US	2
Jan 19, 2026	Jan 19, 2026	28 Malaga Dr, Rancho Mirage, CA 92270 US	2

Added Benefit...



Ready to Fill Your Pipeline?

Let's turn homeowners into booked jobs

More leads. Lower costs. Proven results.

Get started with residential roofing lead generation that delivers real ROI.

