

# Commercial Construction Marketing in 2022: The Best Tools to Drive Revenue Today

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



**Digital Marketing Guide**



# Introduction

## Marketing Technology Insights from the Top 1000 U.S. Commercial Construction Companies

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## ABOUT THIS REPORT

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**BuildOps surveyed the top 1000 construction 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 construction companies.

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

**The Marketing Technology Report highlights construction 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. construction companies are leveraging AdTech and MarTech today to grow their businesses and drive revenue.

# Executive Summary

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

## TOP FINDINGS

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

### WEB ANALYTICS

Almost 88% of commercial construction companies are using Google Analytics on their website. **23% also leverage tools like HotJar, CrazyEgg, ClickTail, and more to visualize visitor behavior to gain a deeper understanding of the website experience.** Only a third have claimed their website on Google Search Console - make sure your website is connected (This is important for website search engine optimization). Facebook Analytics is the 2nd most used implementation globally. Leverage this to understand who your website visitors are.

### AUDIENCE DATA MANAGEMENT PLATFORMS (DMP)

**Roughly 1 out of 10 companies are starting to use an audience data management platform.** Adobe Audience Manager, LiveRamp, Oracle DMP, and Tapad are the most adopted tools within construction companies. Why? It allows competitors the ability to dive into their website audiences, capture them, and target the same or similar ones with display advertising through a Demand Side Platform or retargeting tool. This increases their chances for successful online customer acquisition.

### RETARGETING PLATFORMS

Roughly **22% of construction companies use this tool.** It is retargets website visitors on Facebook or the Google Display Network. This is important because only 2% of your website visitors convert on the first visit to your website - 98% will leave and that's where a retargeting platform helps you stay in front of potential customers with display banner ads or social media ads. Retargeting is also the most inexpensive campaign tactic that can lead to up to a 150% increase in conversion rates.

### PROGRAMMATIC DISPLAY OR DEMAND-SIDE PLATFORMS (DSP)

**68% of construction companies use these platforms!** A DSP allows you to easily identify and target audiences with display, video, and other ad types across the Internet. These tools analyze and target specific audiences with DMP integrations. This enables better targeting, retargeting, and converting ideal customers everywhere online.

### CONVERSION OPTIMIZATION

Conversion rate optimization (CRO) tools collect website and visitor data to help you understand how people use your site and identify and test potential changes to increase conversion rates. Roughly **1 out of 10 construction companies use this today to increase website conversion rates.** Google Optimize 360 and Optimizely are the top choices today.

### LIVE CHAT TOOLS

**Live chat guarantees to increase website conversions by 20%.** Most construction companies are missing this simple technology implementation. LiveChat, Rocket Chat, and Hubspot Messages are the top choices in this category. Globally tawk.to and Facebook Customer Chat Plugin are the top two choices across over 6 million websites.

### CALL TRACKING

Call tracking allows construction companies to attribute the marketing channel that is driving phone calls and potential revenue. CallRail is the top choice today for construction companies in the U.S.

### SOCIAL MEDIA AND VIDEO PLATFORMS

One-third of construction companies actively use Facebook. 17.7% use custom audiences to improve social media campaign targeting. 63% use a video platform to host and share content, with the top choices being YouTube (35%) and Vimeo (15%).

### TAG MANAGEMENT

**65% of construction companies leverage a tag management tool.** Why? This allows the improved management of marketing and advertising platforms that are deployed on websites and other web properties. This is important because it shows the long-term strategy when it comes to leveraging marketing technology. **Google Tag Manager is the most commonly used tool.**

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.](#)



# BUILDOPS

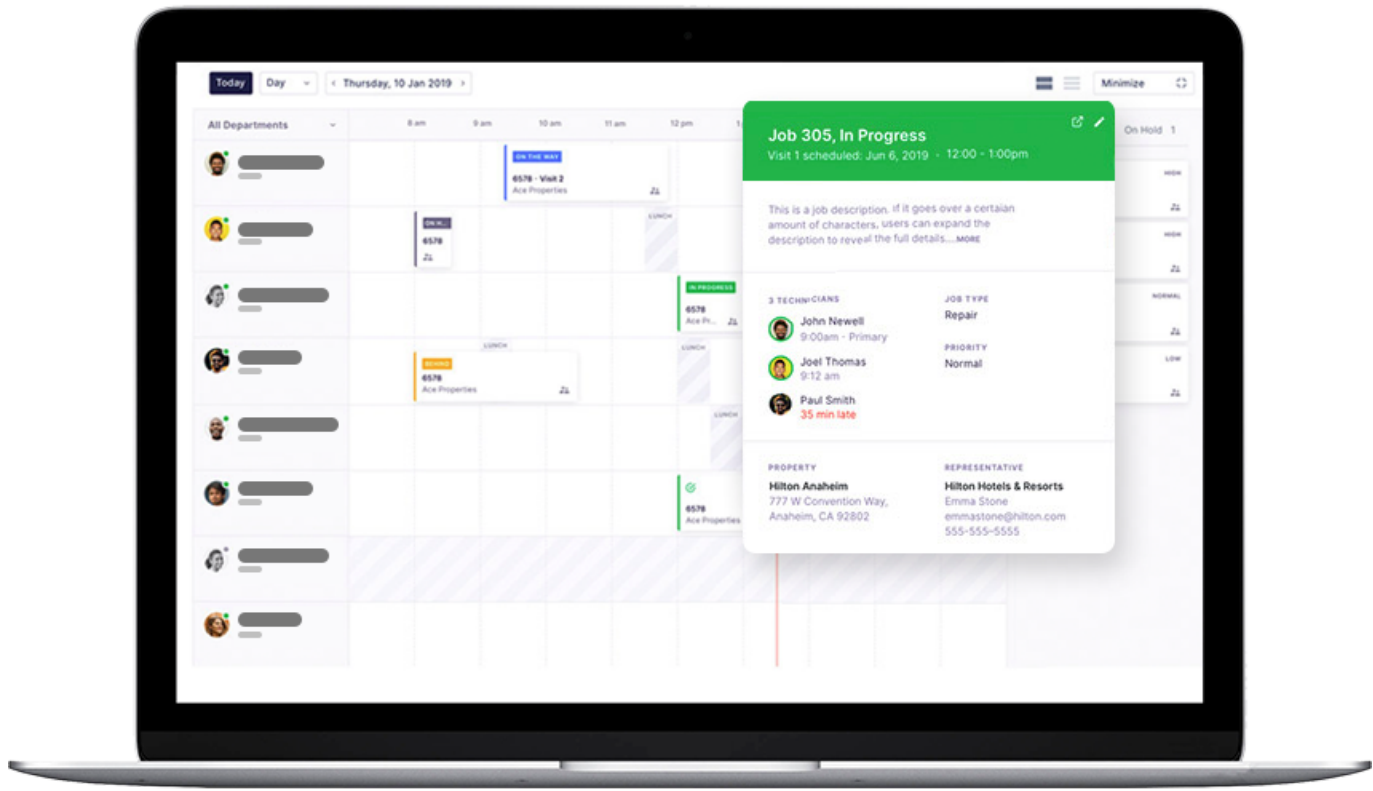
The All-In-One Platform for Commercial Contractors

Capterra **★★★★★** Software Advice **★★★★★**

At BuildOps, we are on a mission to bring a true all-in-one commercial contractor software platform solution to the people who keep America’s hospitals, power plants, and commercial real estate running. We are privileged to be working closely with some of the country’s top commercial contractors.

## DISCOVER BUILDOPS

- Every part of your business managed in one platform
- Revenue growth by up to 35%
- Higher technician productivity results in more jobs
- Standardized workflows to increase efficiency and data accuracy
- Easy and accurate asset management
- ...and much more



### THE RIGHT TECH ON EVERY JOB

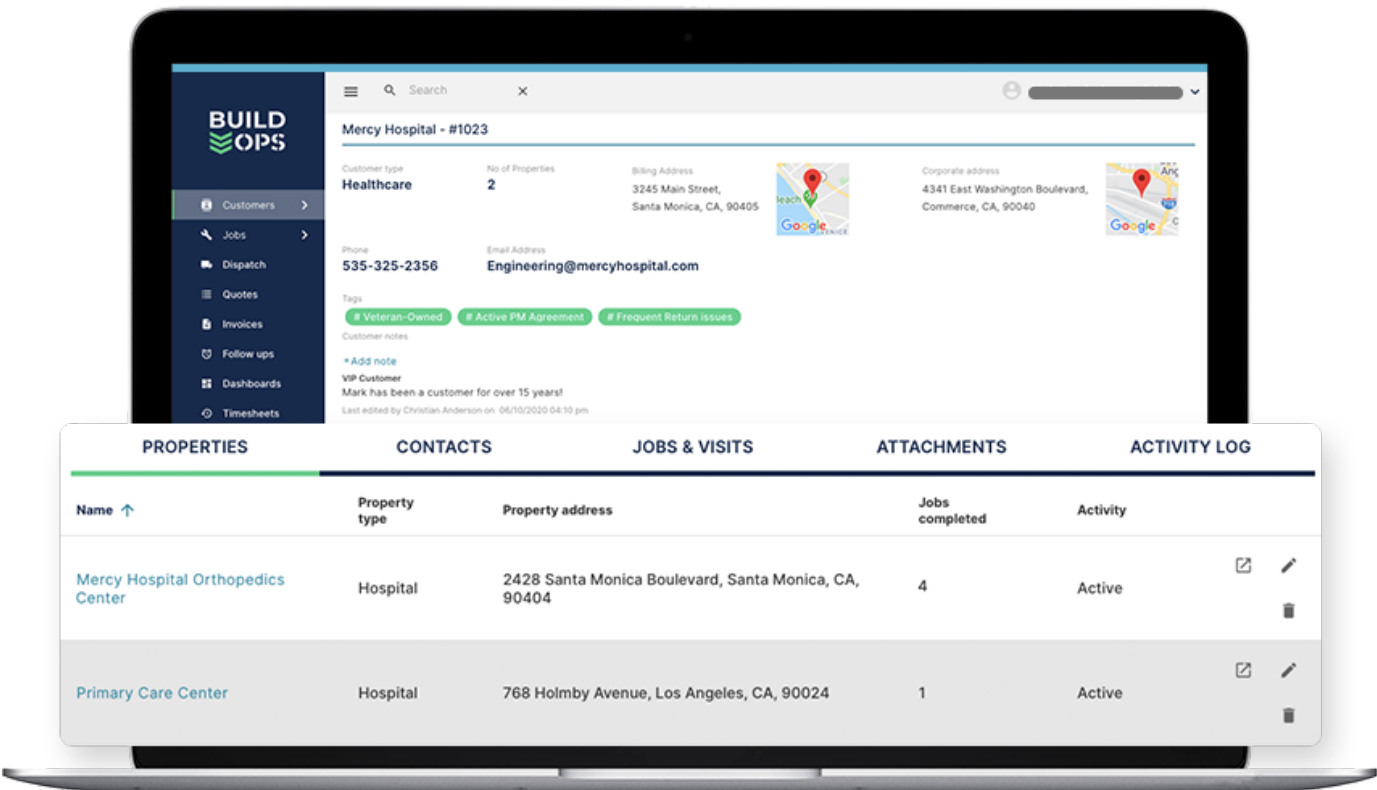
The Smart Dispatch board simplifies job assignments. Choose the best tech or team for the job.

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### ORGANIZED AND ACCURATE CUSTOMER INFO AT YOUR FINGERTIPS

Knowing your customer means knowing their history. BuildOps tracks it all - contact details, past jobs, recommended work, site equipment, and more.

[Learn More About Customer Management](#)

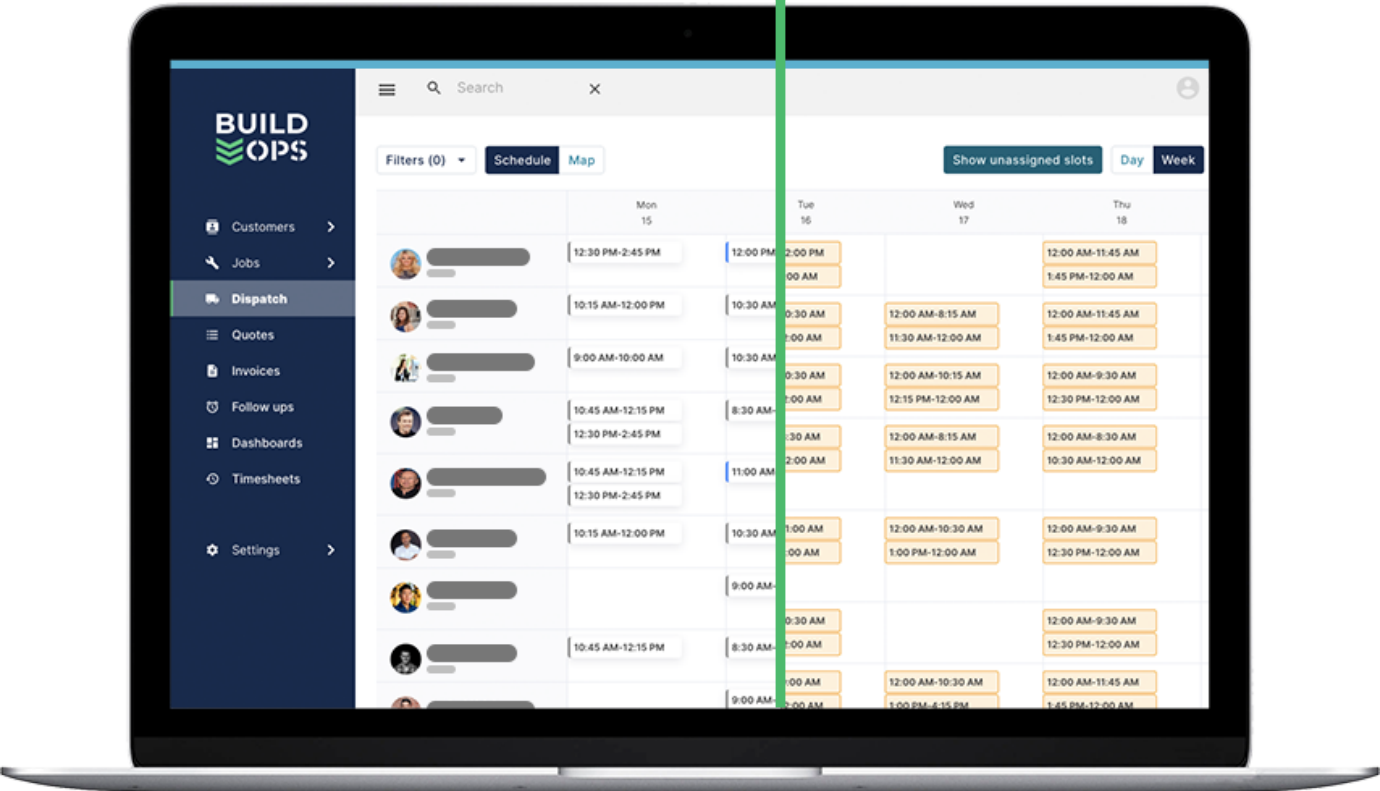


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LEARN MORE

Assigned vs Unassigned



### ON TIME. EVERY TIME.

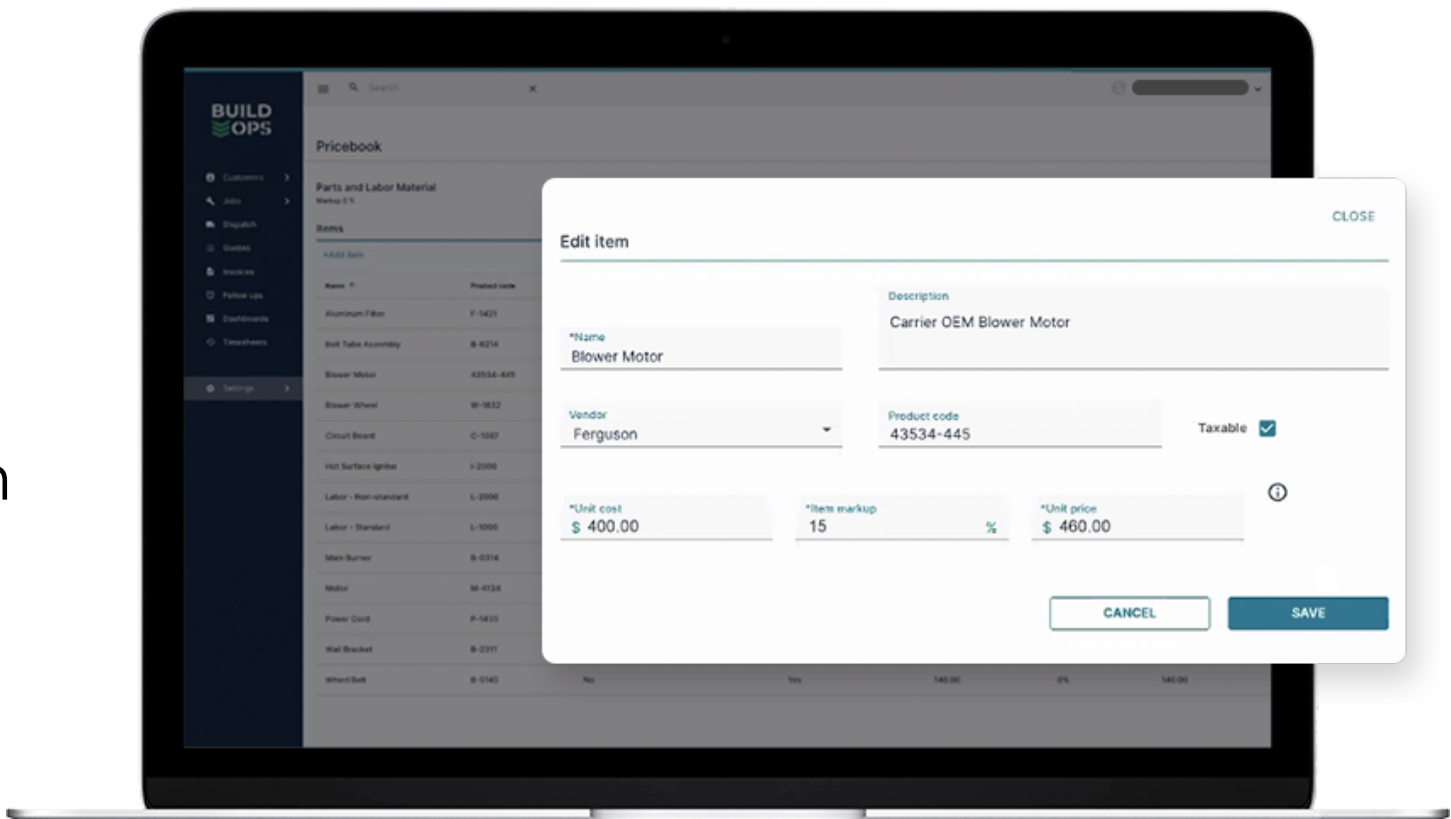
See who’s available and get the right techs on every job. Whether you’re planning for tomorrow or months in advance, coordinating schedules is straightforward and hassle-free.

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### GET PAID FASTER WITH PAPERLESS INVOICING

Create, deliver, and collect invoices fast. Tools like our built-in pricebook and flexible payment options make it easy for your team and customers.

[Learn More About Paperless Invoicing](#)





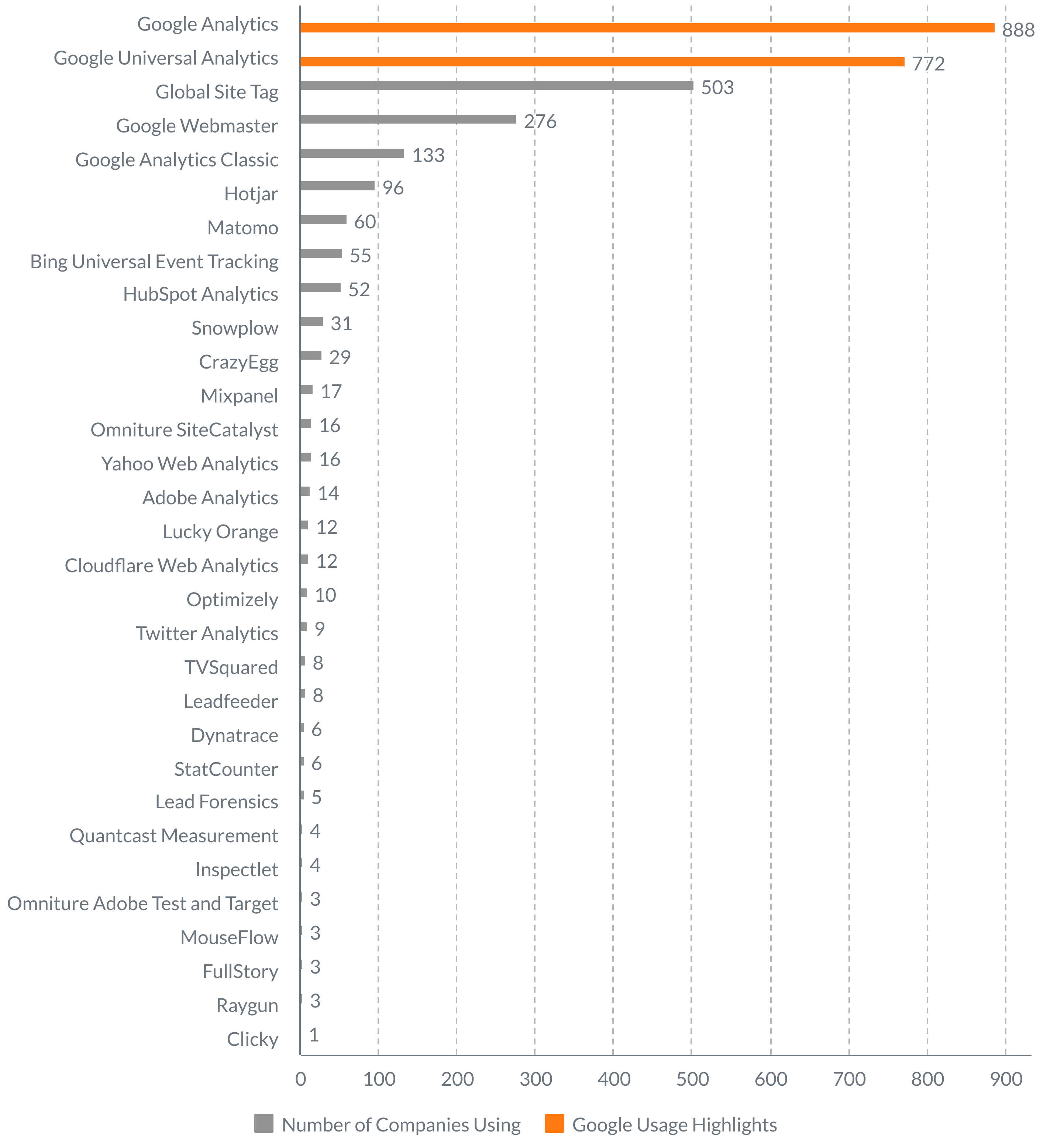
# WEB ANALYTICS PLATFORMS

What's the web analytics platform usage among the top 1000 construction companies? Our team discovered active usage of over 200 different analytics platforms among the top construction companies. With 88% of construction companies leveraging Google Analytics, what are the other tools are used in this category?

## TOP FINDINGS

- Top 1000 construction companies leverage an average of 2-3 analytics platforms simultaneously.
- 12.9% of construction companies leverage visual web analytics tools to visualize visitor behavior (heat maps, scroll maps, click paths, etc.). Hotjar, CrazyEgg, and MouseFlow are some of the top choices.
- In 23% of cases, HotJar, CrazyEgg, or similar tools are used for website visitor behavior visualization and visitor session recording.
- Only 27.6% of listed companies are using Google Search Console. **Make sure your company claims your website via Search Console** to get additional performance analytics and insights.

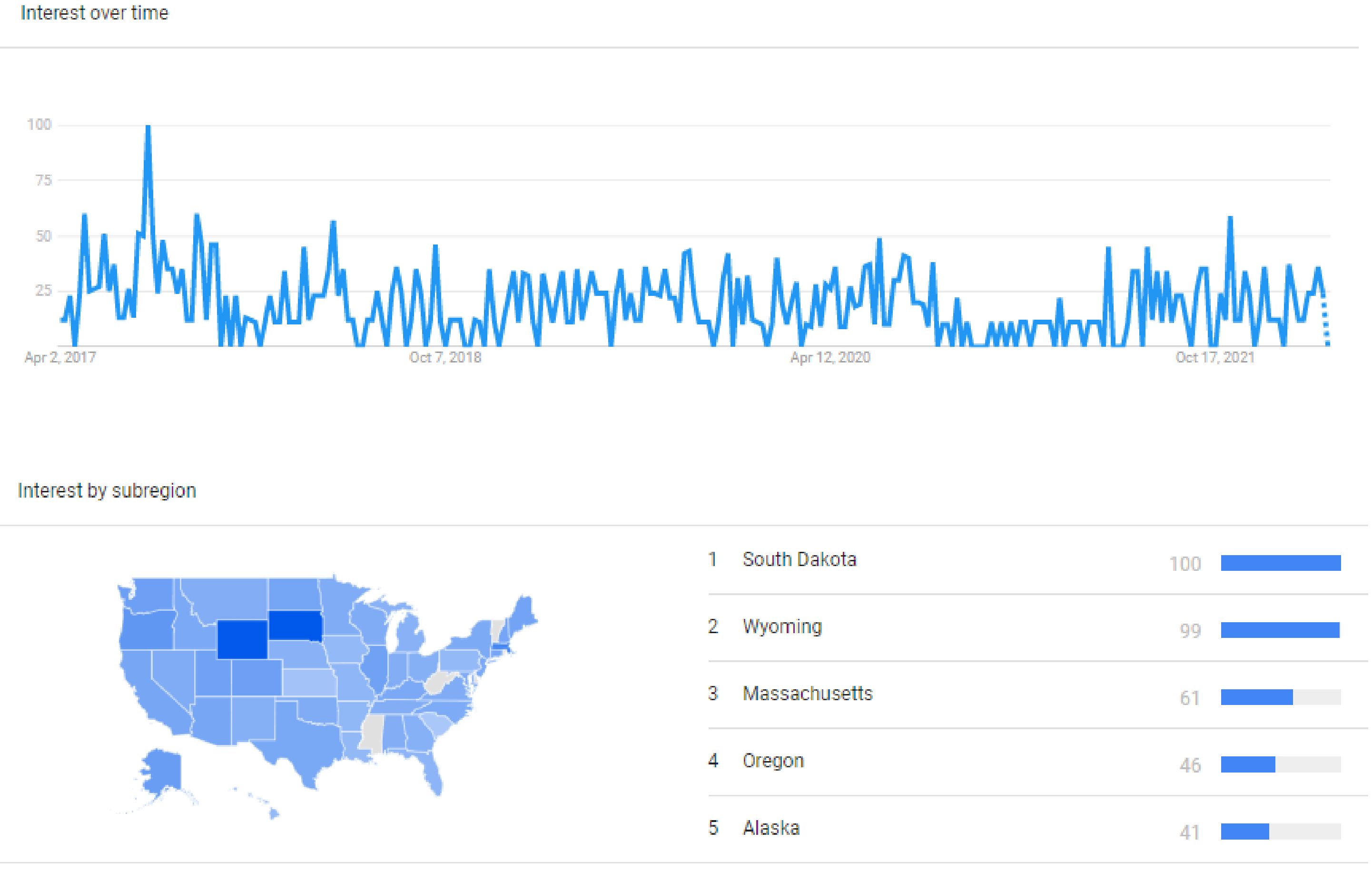
Web Analytics Platform Usage



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

## COMPARE TO GLOBAL DATA

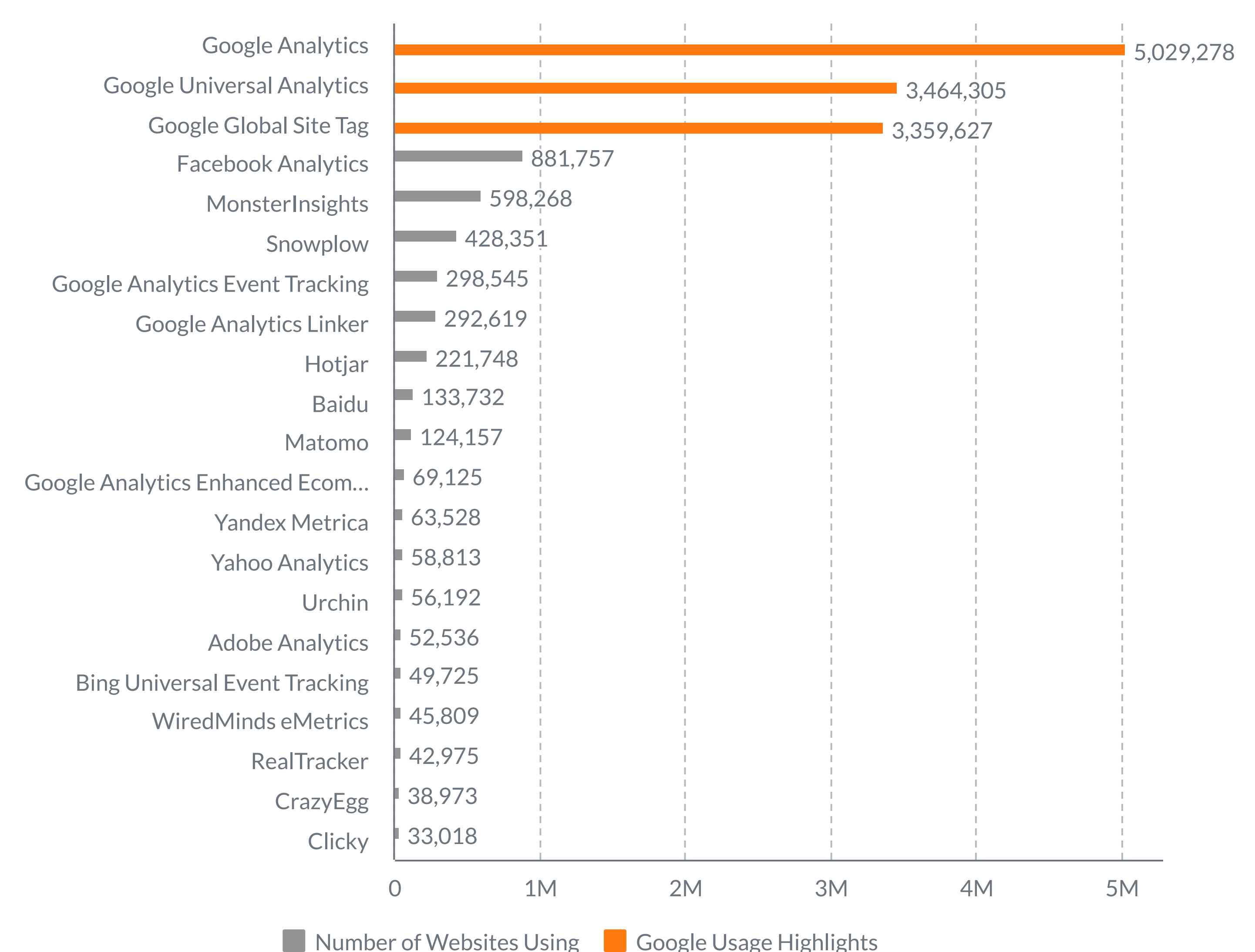
How popular are web analytics tools in the construction industry? This Google Trends chart highlights the popularity of Google Analytics among construction companies with interest skyrocketing in the past 4 years. Google tracked the popularity rising from 50 to 75 popularity index (1 to 100 scale). We focused on Google Analytics because it is the most used web analytics tool among construction companies.



There is widespread interest in web analytics technology and state interest visualization is a good highlight of that. There is an evenly spread interest in this technology across the country today.

Below are the global web analytics platform usage across 6 million-plus websites. Compare and see whether construction 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



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

## COMMENTS & OTHER FINDINGS

- 260 web analytics tools are used globally. The top 1000 construction companies leverage 200 of them (great "long-tail" diversity of the tools used).
- Facebook Analytics holds 5.4% 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).

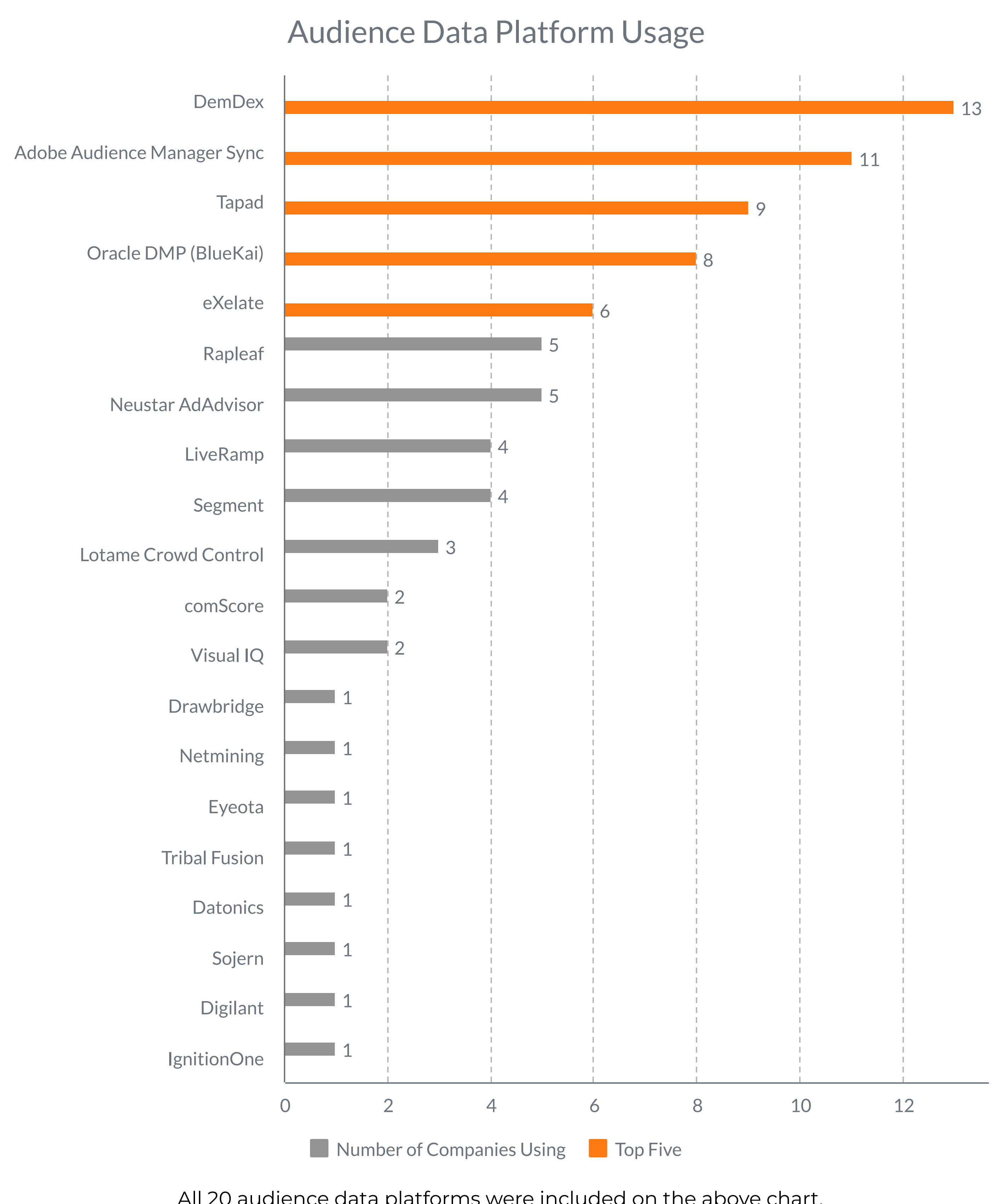


# AUDIENCE DATA PLATFORMS

What's the usage of audience data platforms or DMPs among the top 1000 construction companies? Our team discovered the active usage of over 22 different audience data platforms among the companies on the list. Top 5 (by usage) platforms: DemDex, Adobe Audience Manager, Tapad, Oracle DMP (BlueKai), and eXelate.

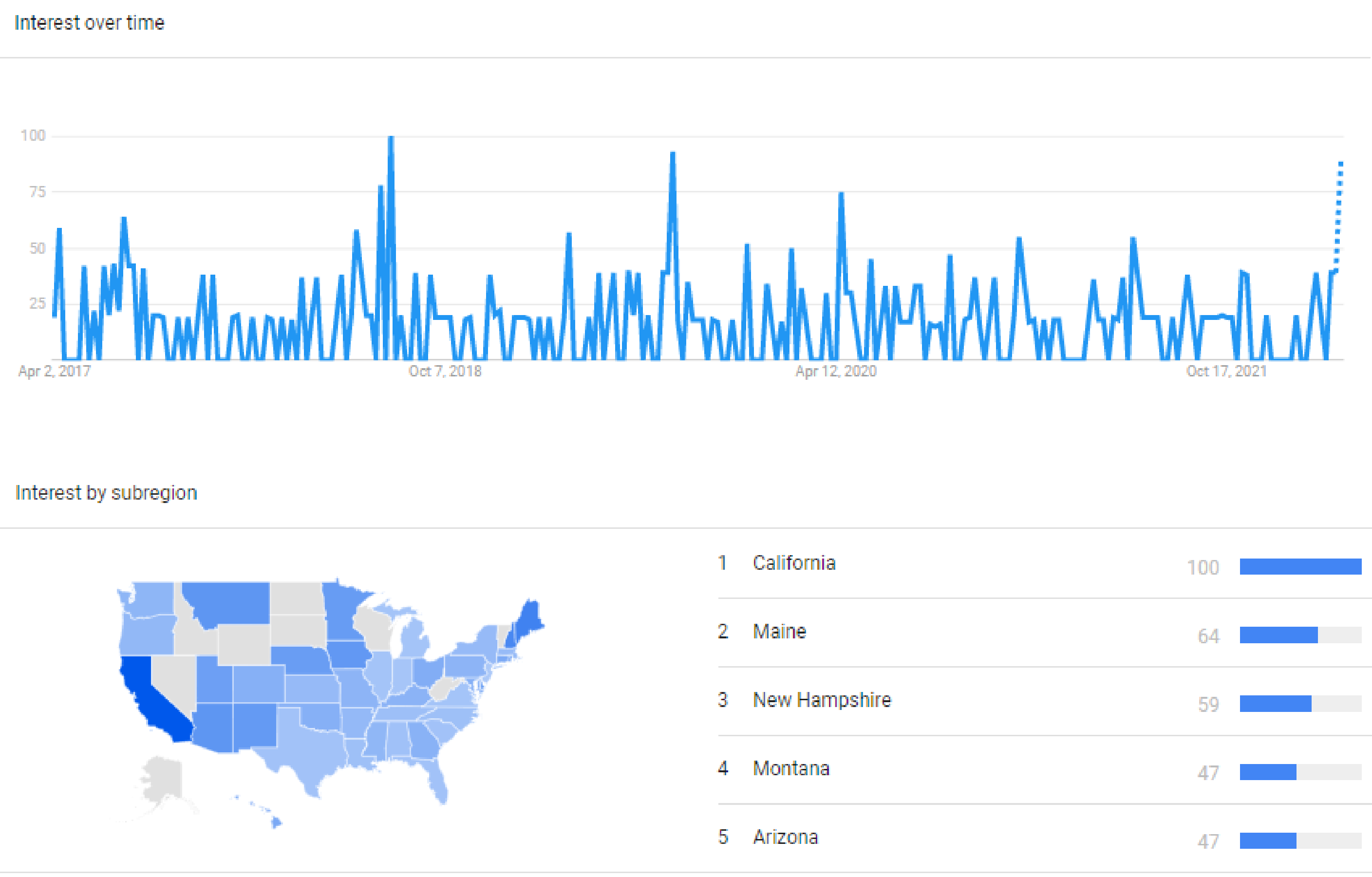
## TOP FINDINGS

- Only 80 out of 1000 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 42% market share in audience data management and targeting.
- 24 out of 80 companies leverage an Adobe product.
- Construction companies use 35% of the tools and platforms available in this category.

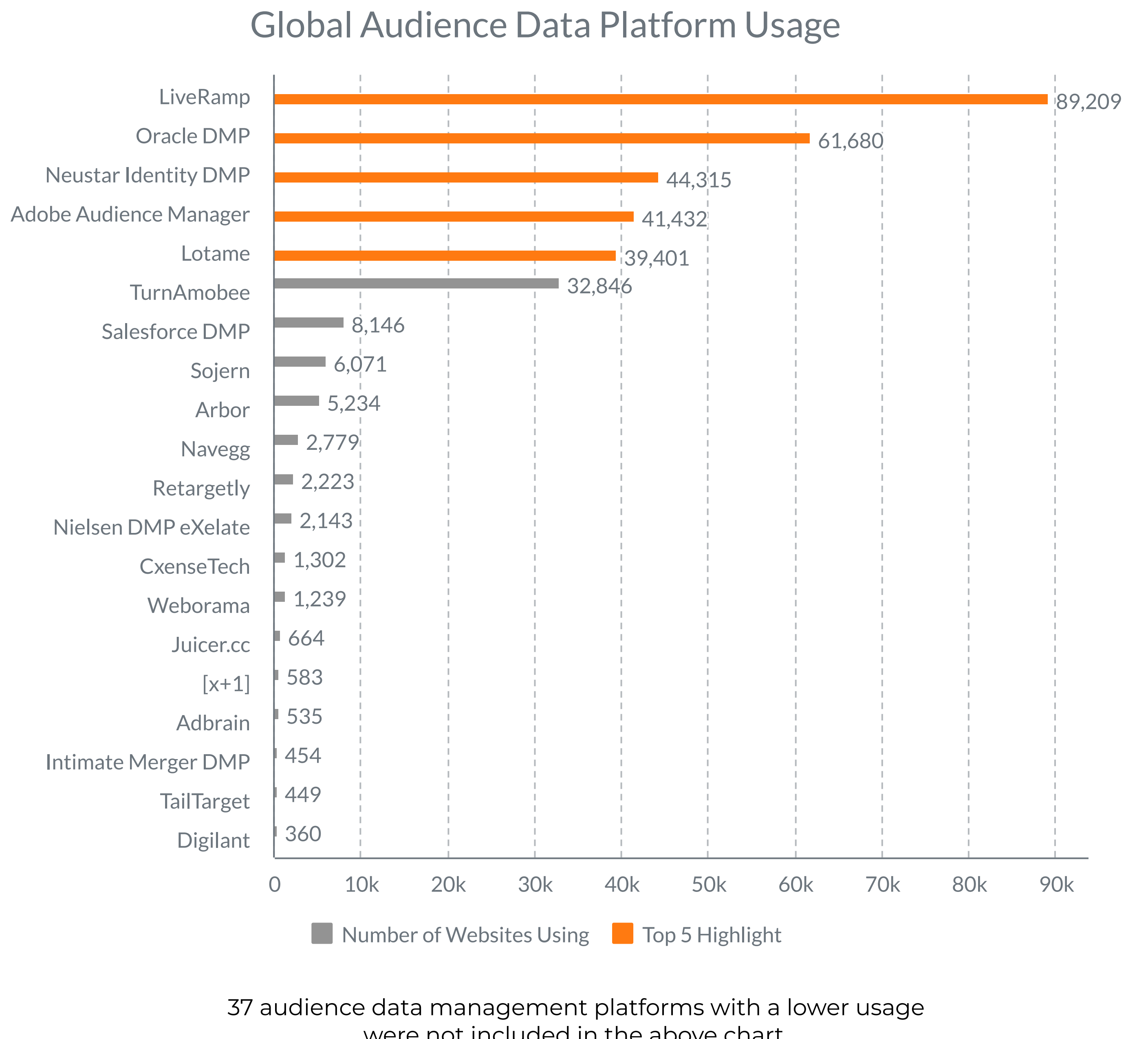


## COMPARE TO GLOBAL DATA

How popular are audience data management platforms (DMPs) in the construction industry? This Google Trends chart highlights the DMP topic popularity among construction companies with a steady interest over the past 5 years. Google tracks popularity going from 22 to 50 in the popularity index (1 to 100 scale). In 2022, Google Trends is projecting the DMP topic interest to grow among construction companies with the interest index reaching the 100 mark.



Below are the global audience data platform / DMP usages across 6 million-plus websites. Compare and see whether top construction companies differ when it comes to DMP platforms. Here are the top 20 technologies across the top few million websites on the Internet. **54% of websites used 1 of 3 choices: LiveRamp (24.96%), Oracle DMP (17.26%), and Adobe (12.4%).**



## COMMENTS & OTHER FINDINGS

- LiveRamp is a leader in this category, but for construction companies, it holds the 8th position.
- Even though there were only 80 out of 1000 companies using DMPs - the diversity of usage was impressive with 20 out of 57 platforms being leveraged by top construction companies on the list.



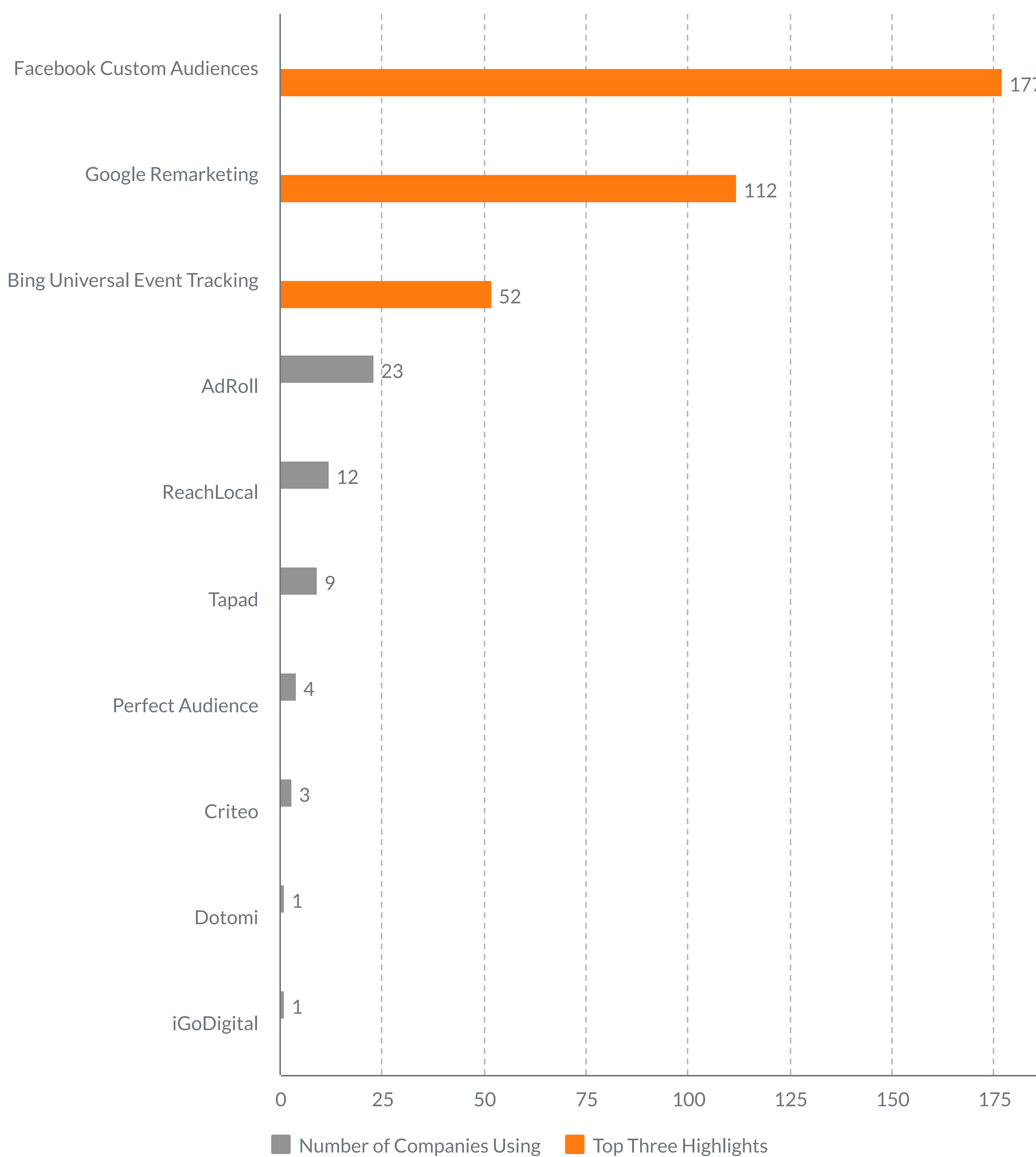
# RETARGETING PLATFORMS

What's the usage of retargeting platforms among the top 1000 construction companies? Our team discovered the active usage of 9 different retargeting platforms among the top construction 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

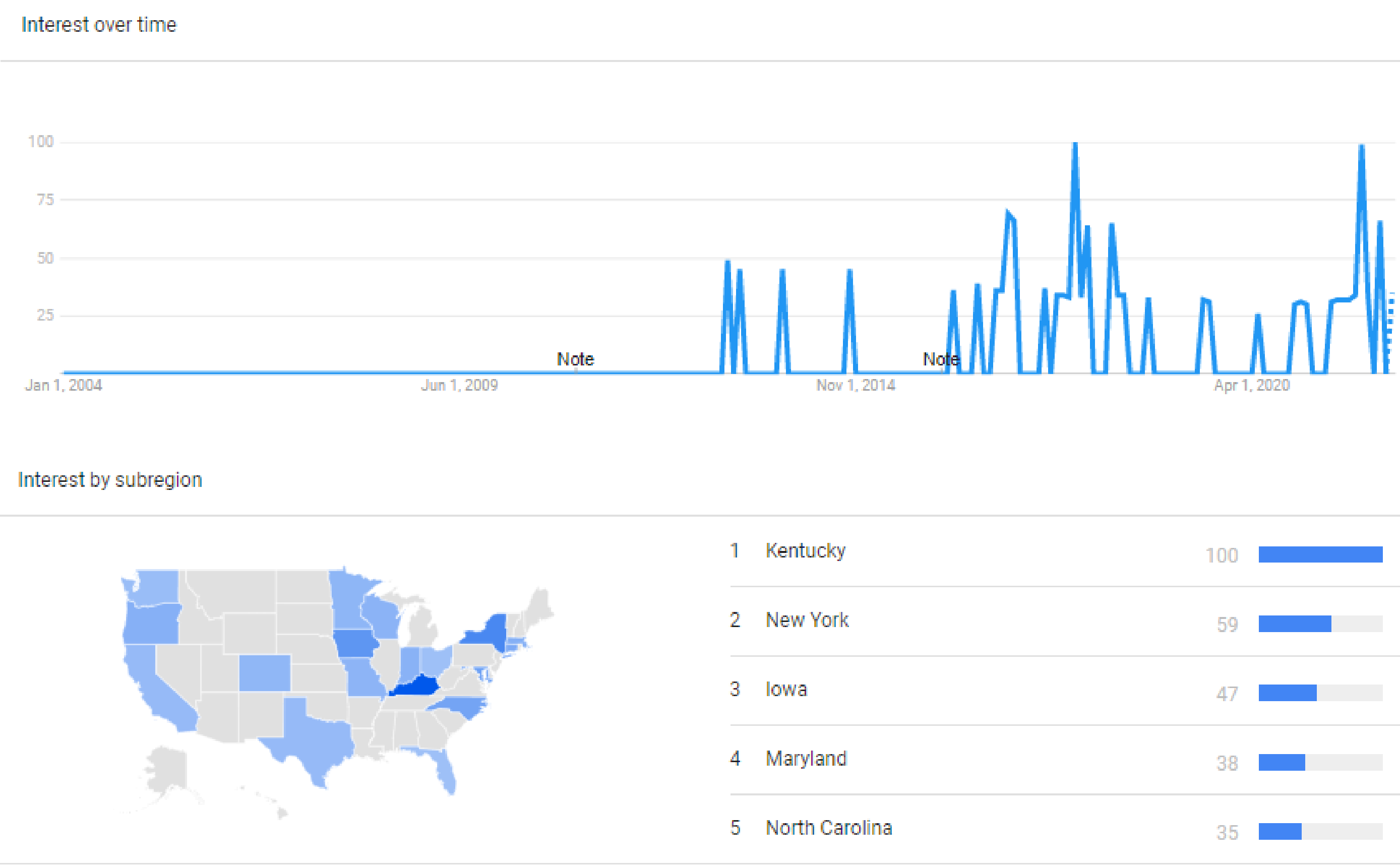
- Only 21.7% of construction companies leverage a dedicated retargeting solution. By comparison, every top retailer-type company has a dedicated retargeting tool in use.
- With only 2 out of 10 companies using retargeting, Facebook Custom Audiences retargeting and Google Remarketing lead as the top two choices.

Retargeting Platforms Usage



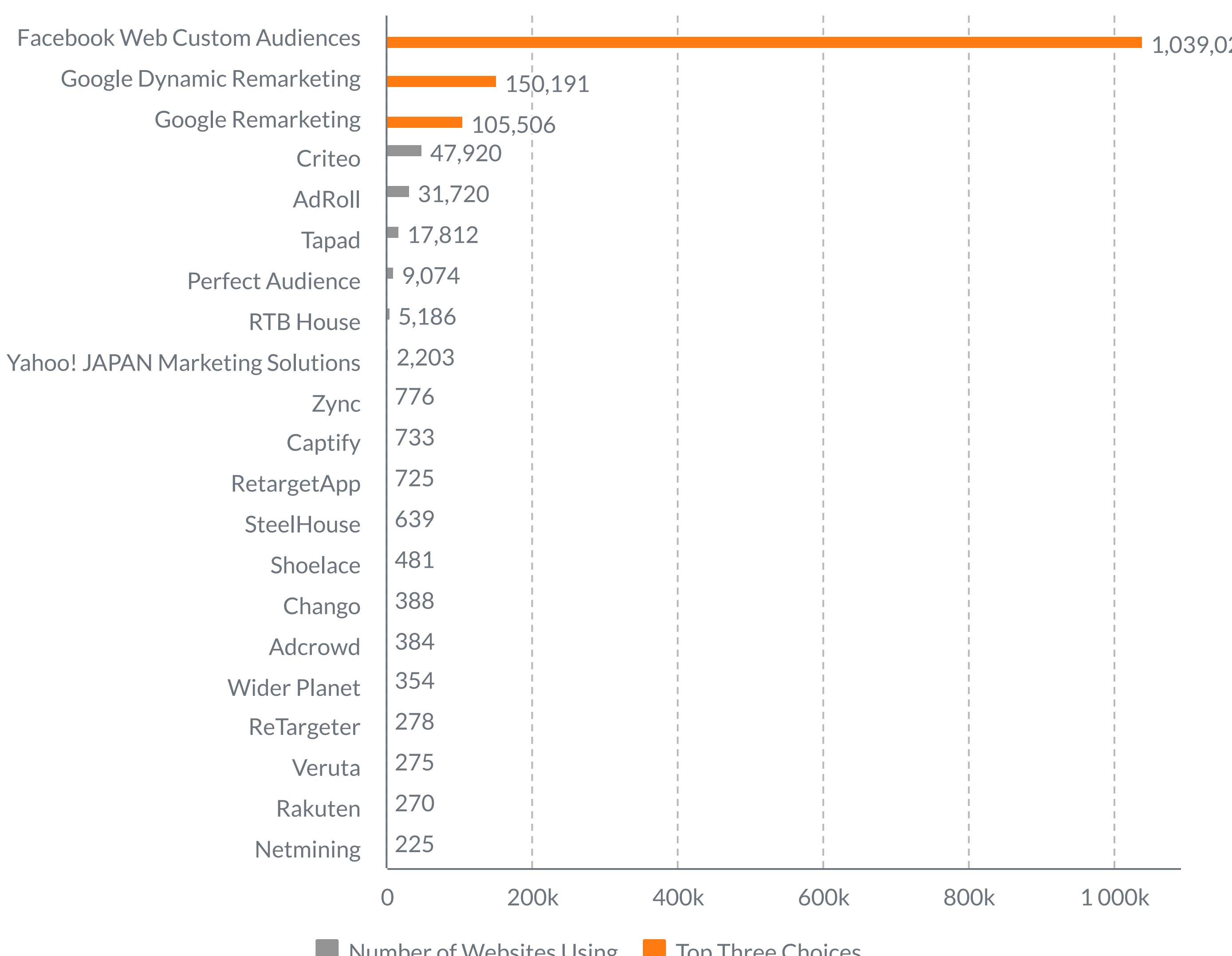
## COMPARE TO GLOBAL DATA

How popular is the display ads retargeting topic within the construction industry companies? This Google Trends chart highlights the popularity of the retargeting topic among construction companies since 2004. Until 2017, there was little to no interest and only in past 5 years have construction companies are started to show interest in this technology and display campaign tactics. Google tracks the popularity ranging from 20 to 50 on the popularity index (1 to 100 scale) with increases to 100 at the beginning of 2022.



Below are the global retargeting platform usages across 6 million-plus websites. Compare and see whether construction 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 - construction companies on the list use 9 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.



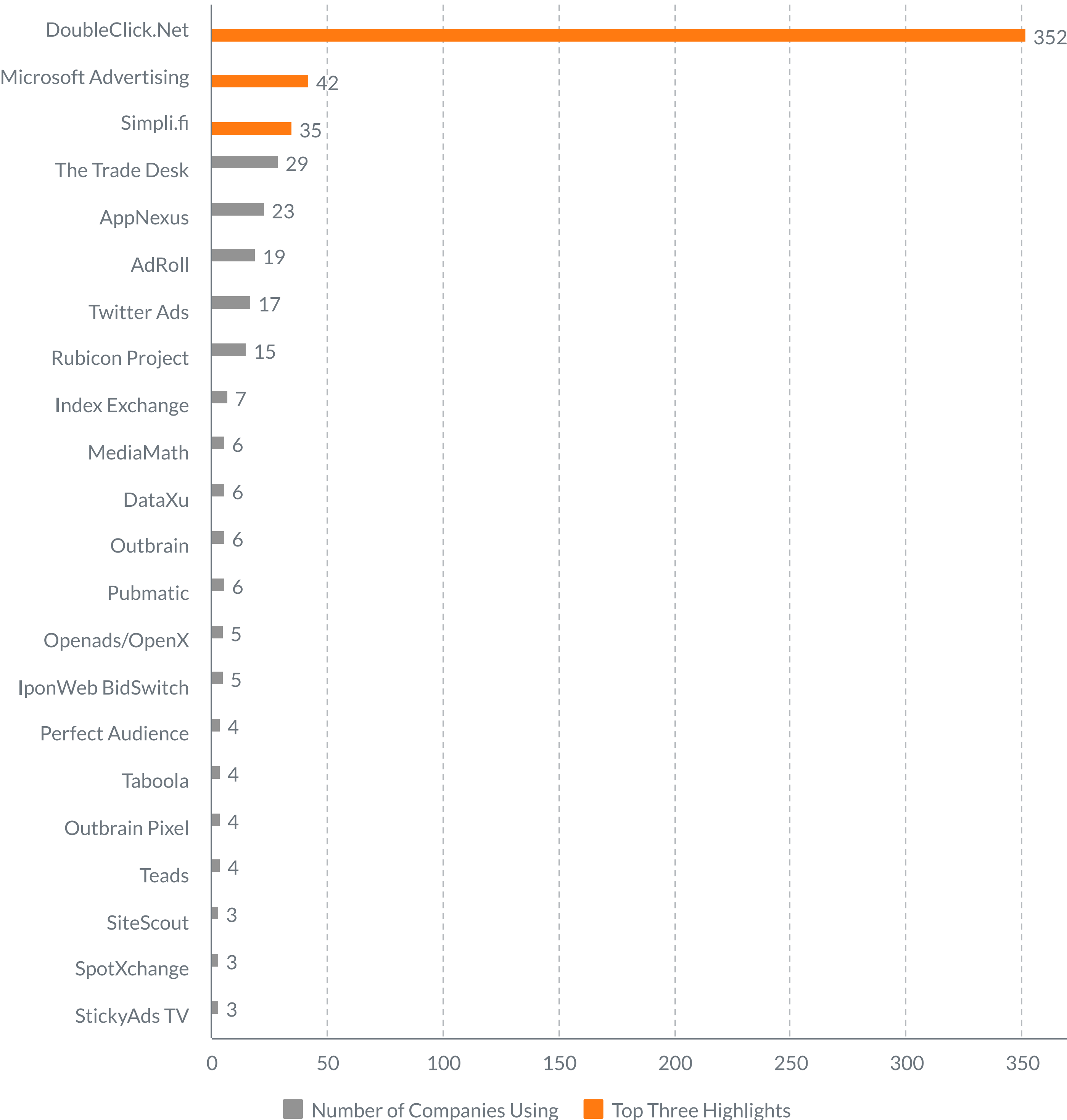
# PROGRAMMATIC DISPLAY (DSPs)

What's the usage of DSP or Demand-Side Platform (programmatic display advertising solution) among the top 1000 construction companies? Our team discovered the active usage of 41 different DSPs among the top construction companies.

## TOP FINDINGS

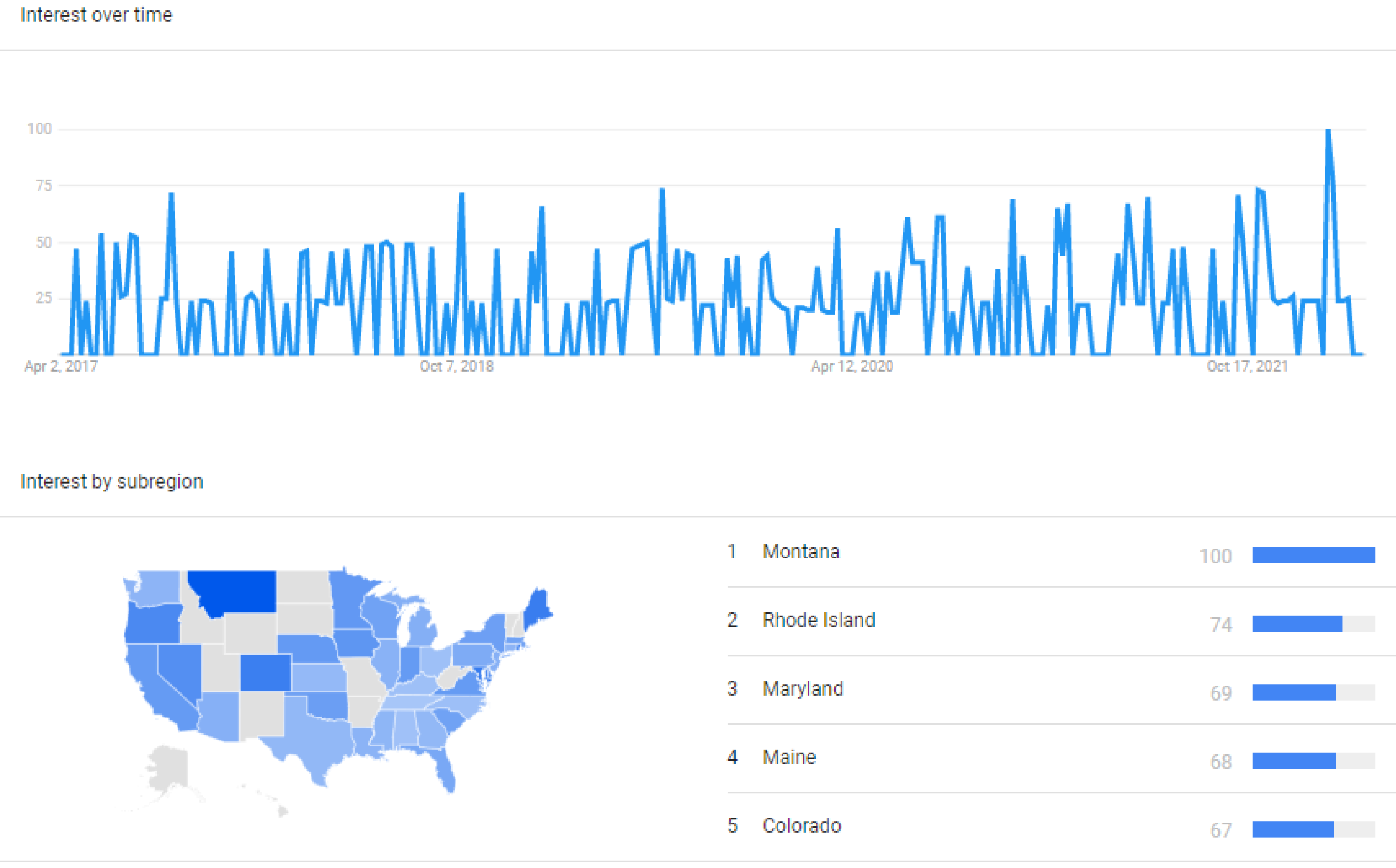
- Globally there are about 53 solutions in this category. Construction companies use 40 out of 53 options. Almost 700 companies leverage a DSP plus 217 also using a dedicated retargeting tool. Construction is catching up in volume and variety to leaders like the retail industry.
- 68% of construction companies leverage an advertising platform with the top choices being Google, Microsoft, and Simpli.fi.

Display Advertising Platforms Usage



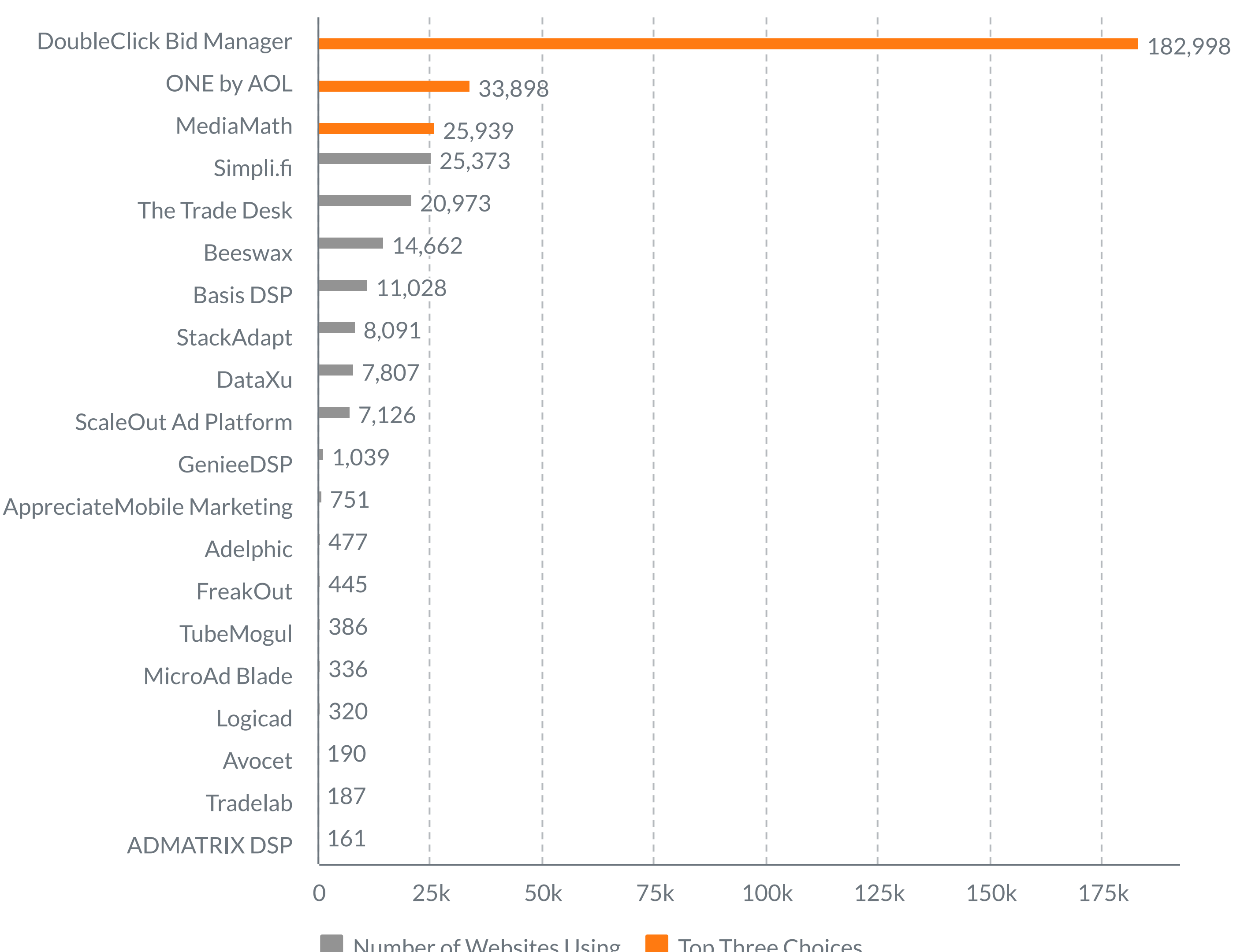
## COMPARE TO GLOBAL DATA

How popular are the demand-side platforms (DSPs or programmatic display advertising platforms) in the construction industry? This Google Trends chart highlights the popularity of DSPs among construction companies with a steady interest in the past 5 years. Google tracks popularity going from 50 to 75 on the popularity index (1 to 100 scale). We can also see overall good interest in programmatic display technology across the country too.



Below are the global display advertising platforms (Demand Side Platforms) usage across 6 million-plus websites. Compare and see whether construction companies differ when it comes to programmatic display. Here are the top 20 technologies across the top few million websites on the Internet:

Global Display Advertising Platforms Usage



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

## COMMENTS & OTHER FINDINGS

- Google DoubleClick Bid Manager takes 53.3% market share globally.
- 183,000 companies worldwide use DoubleClick - not even the other 19 platforms combined can catch up.



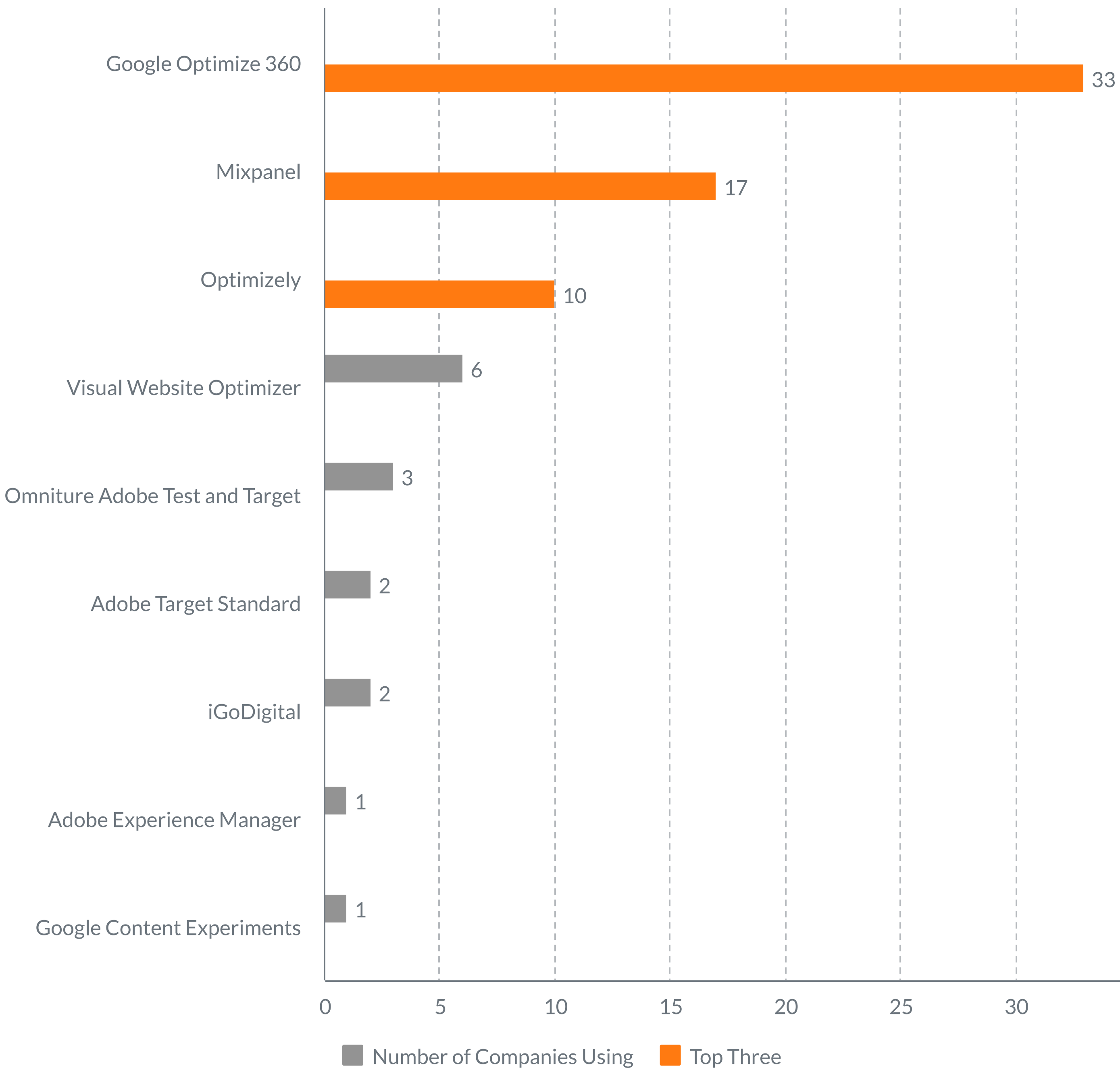
# CONVERSION OPTIMIZATION

What's the usage of conversion optimization technology among the top 1000 construction companies? Our team discovered the active usage of 9 different conversion optimization platforms among the top construction 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

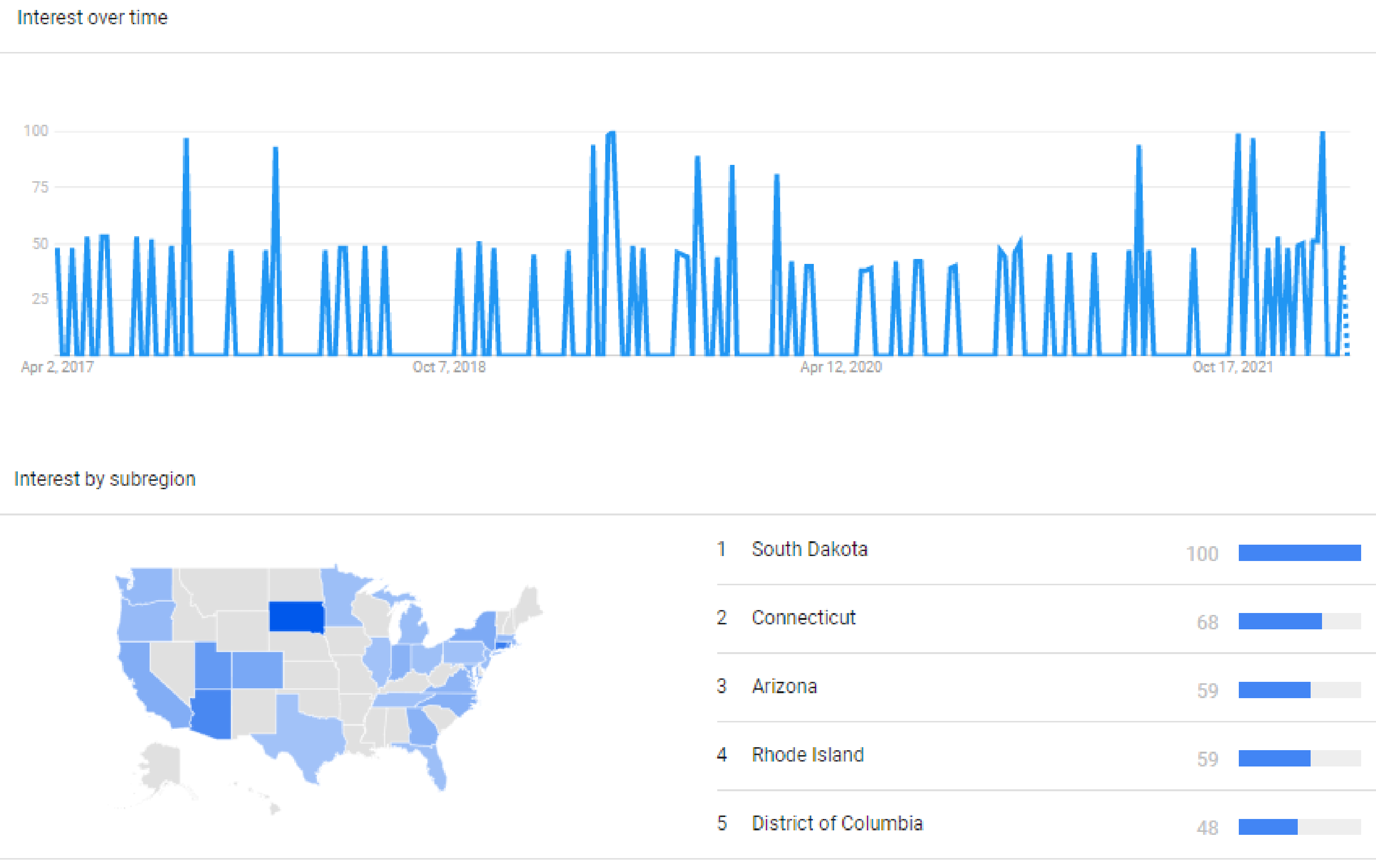
- Construction companies are only using 9 out of 60 available conversion optimization and A/B testing solutions.
- Google Optimize and Optimizely are at the top of the list for construction companies. Global technology follows the same pattern with 50% of companies adopting one of them.

## Conversion Optimization Platforms Usage



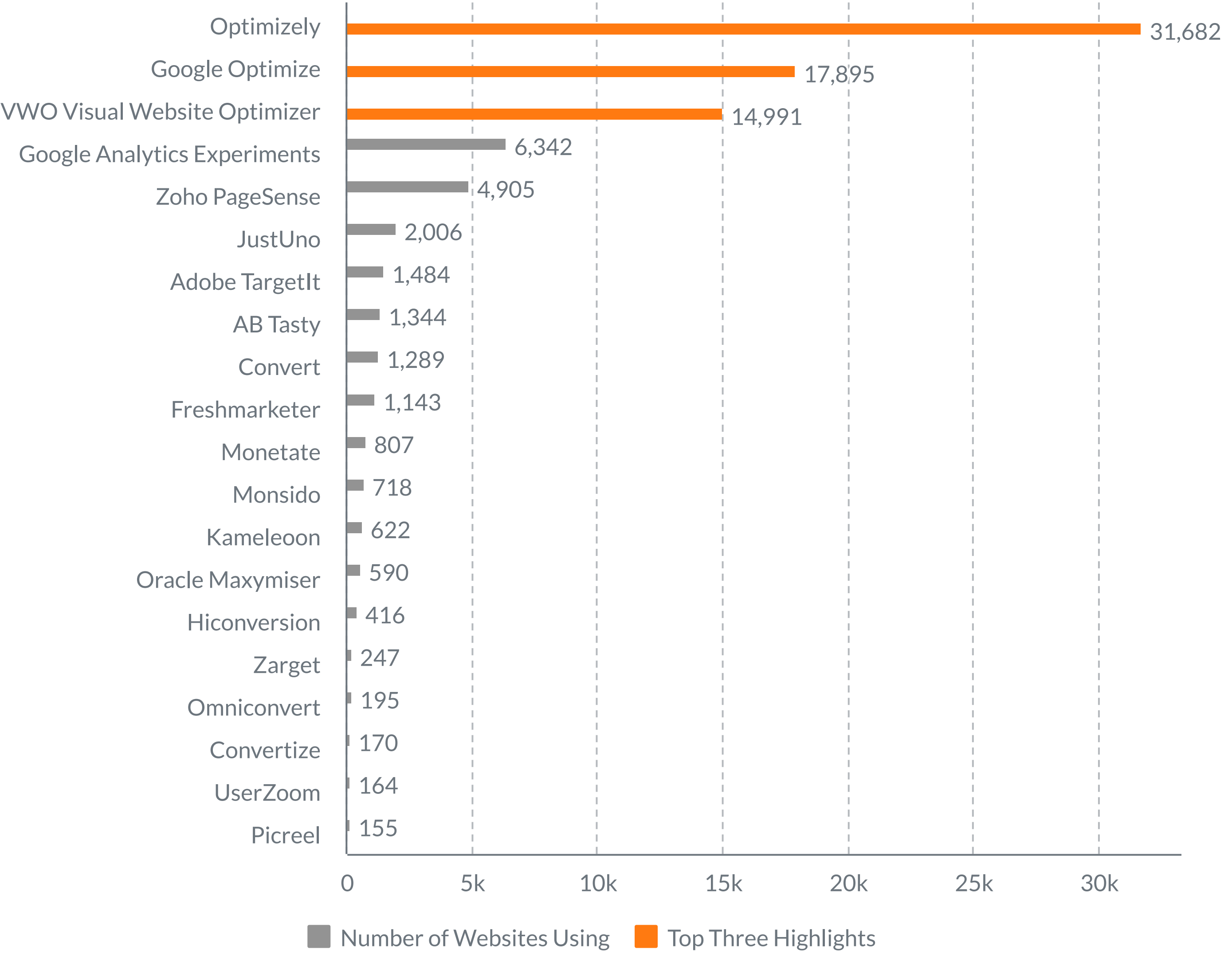
## COMPARE TO GLOBAL DATA

How popular is the topic of conversion optimization in the construction industry? This Google Trends chart highlights the popularity of conversion marketing among construction companies with interest averaging around the 50 mark (Google popularity index ranges from 1 to 100).



Below are the global conversion optimization platforms usages across 6 million-plus websites. Compare and see whether construction companies differ when it comes to A/B testing and 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.



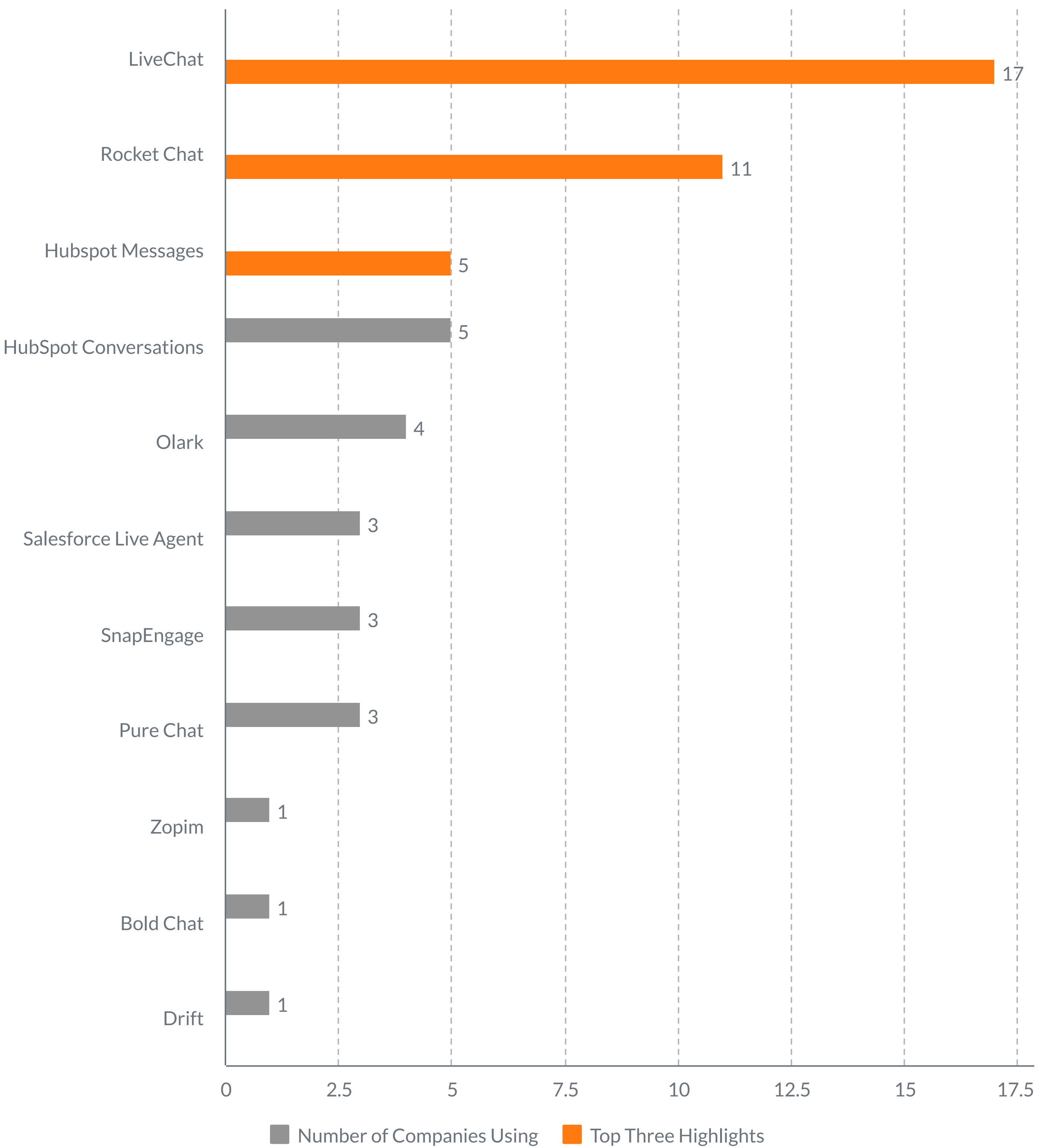
# LIVE CHAT PLATFORMS

What's the usage of live chat tools among the top 1000 construction companies? Our team discovered the active usage of 11 different live chat platforms among the top construction companies. The top 3 spots divided are between LiveChat, Rocket Chat, and HubSpot Messages.

## TOP FINDINGS

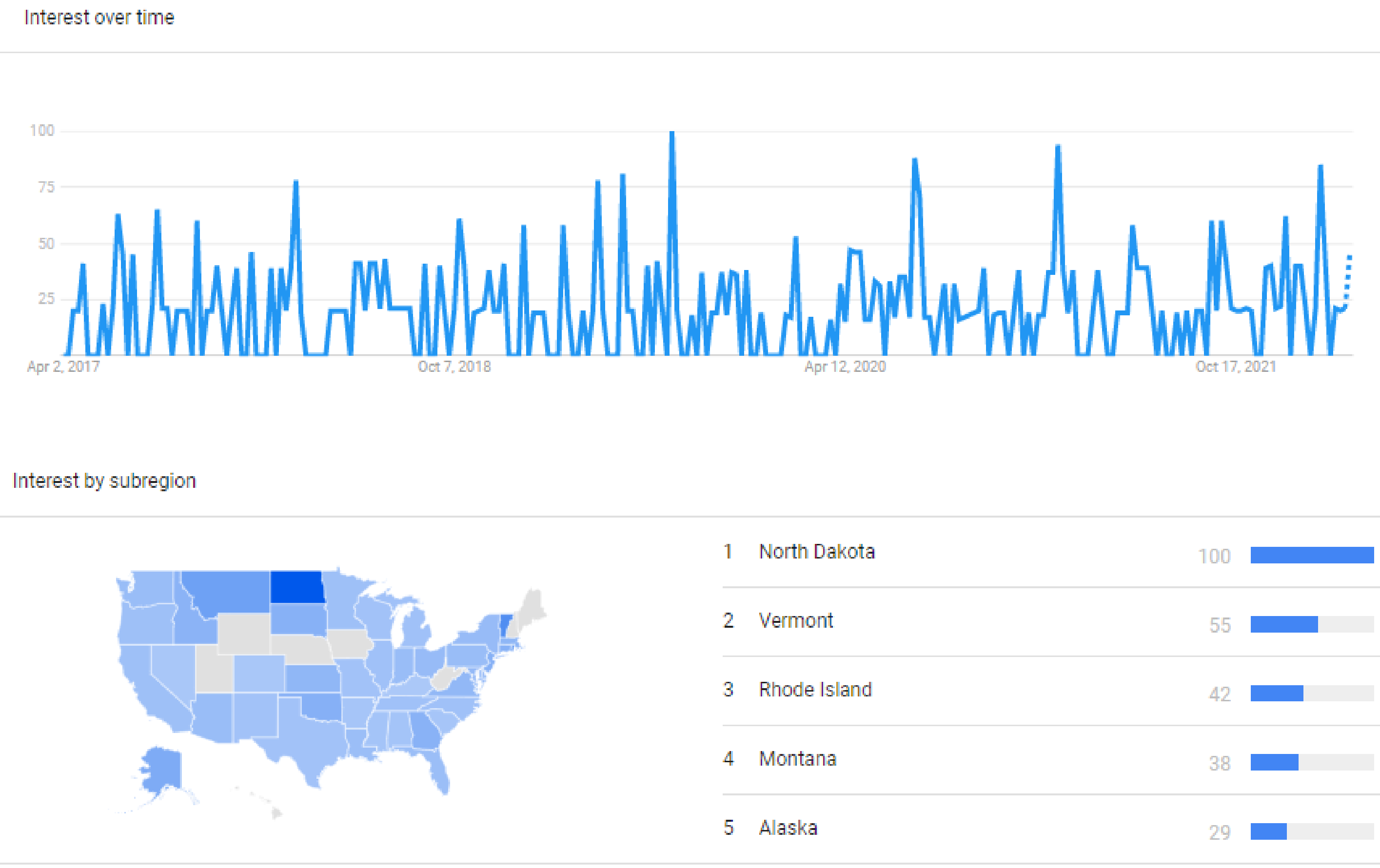
- Only 54 out of 1000 construction companies are using live chat tools. The adoption rate is less than 5.4%.
- Live chat tool implementation on the website increases conversions by 20% (According to CampaignMonitor). Most of the top construction companies are missing out on this conversion-increasing opportunity.

Live Chat Tools Usage



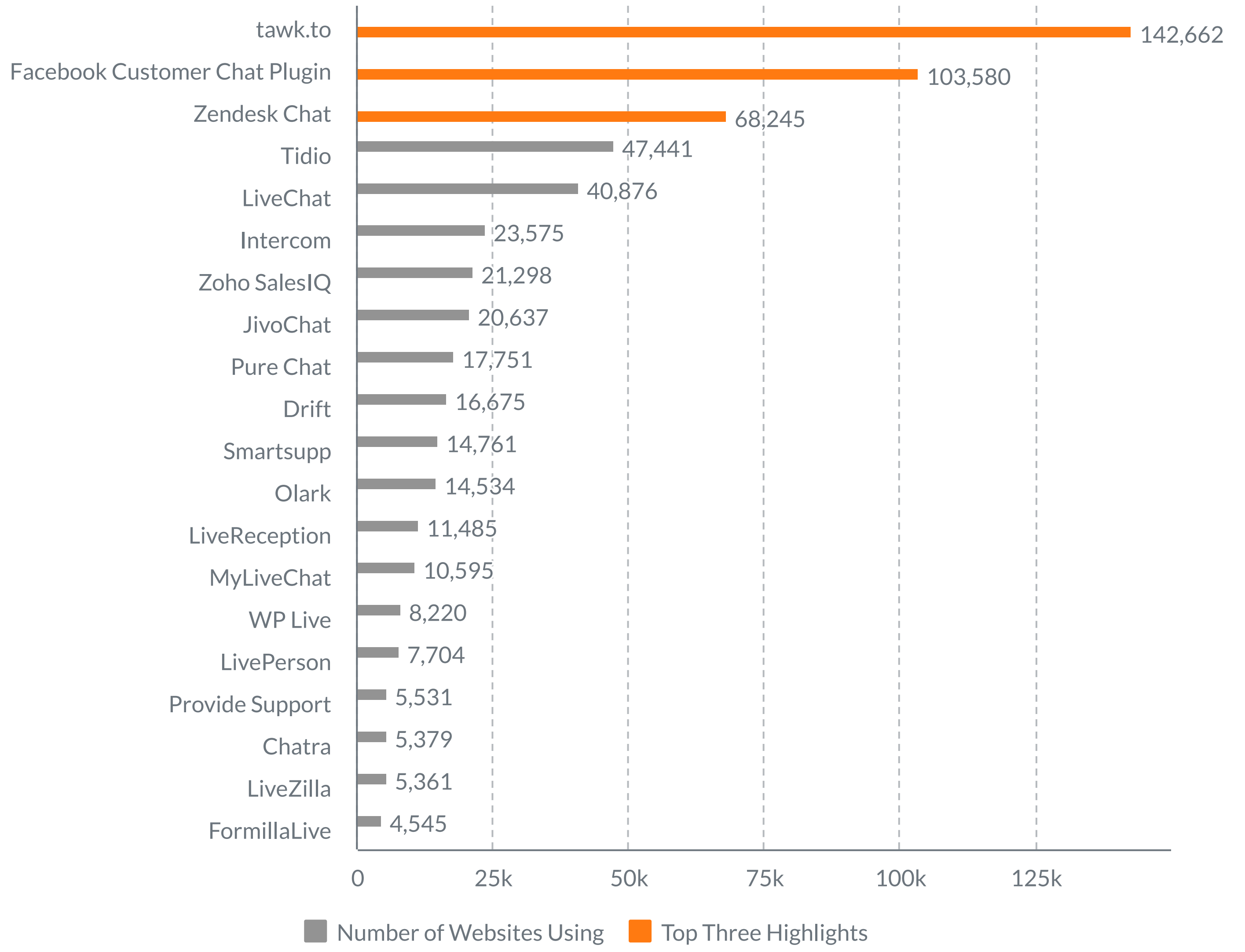
## COMPARE TO GLOBAL DATA

How popular are website live chat tools in the construction industry? This Google Trends chart highlights the popularity of live chat platforms among construction companies with interest averaging between 40 and 60 on the popularity index (1 to 100 scale). Geographic highlights also show significant interest in this technology among construction companies across the country.



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

Global Live Chat Tools Usage



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

- In 46% 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 211 live chat solutions for websites and construction companies are only using 11 of them.
- Less than 1% adoption is a surprise. It is one of the simplest technologies to implement and use. Live chat practically guarantees a 20% conversion uplift.



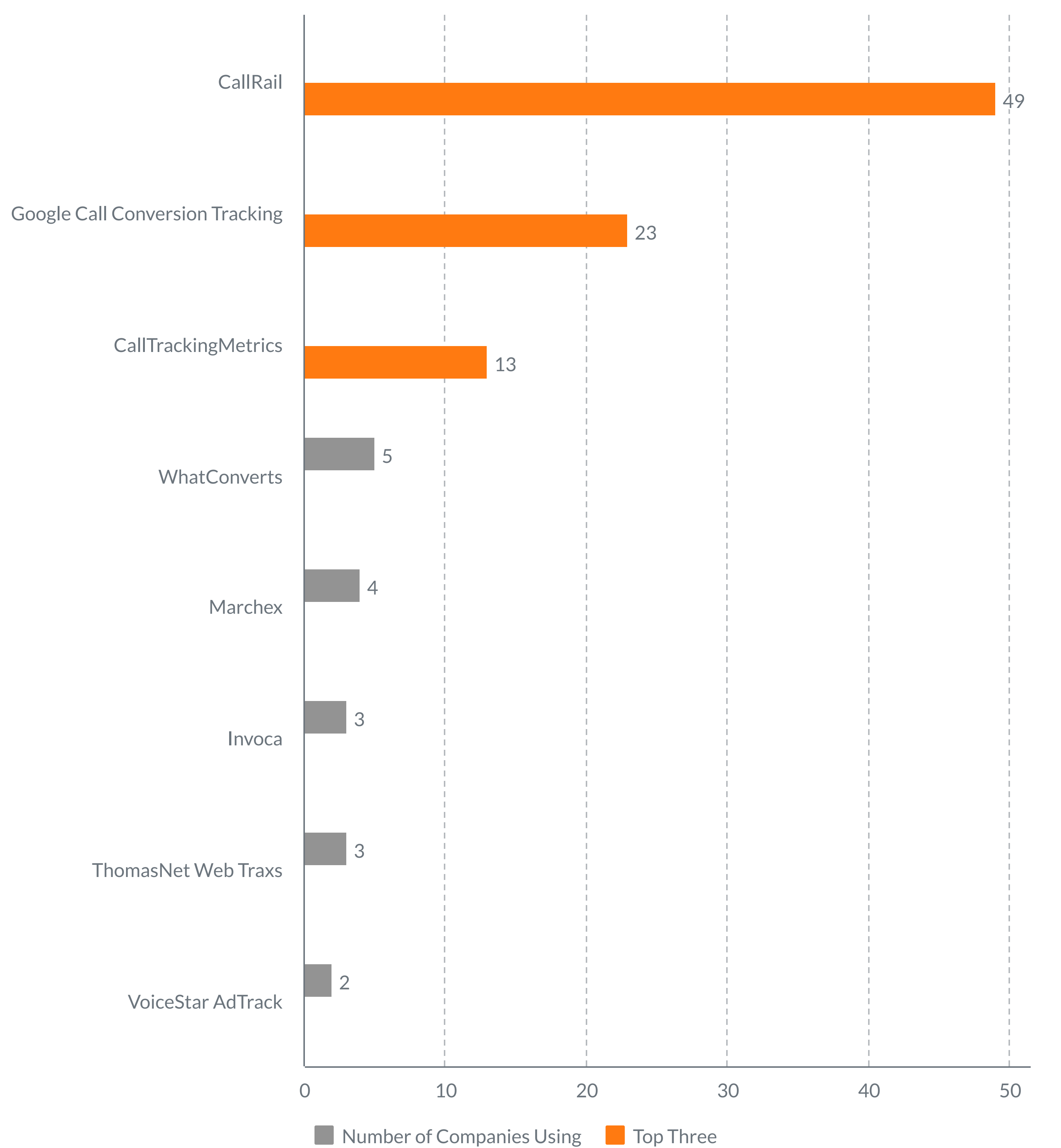
# CALL TRACKING PLATFORMS

What's the usage of call tracking technology among the top 1000 construction companies? Our team discovered the active usage of 8 different call tracking tools used by top construction companies. The top 3 spots are divided between CallRail, Google, and CallTrackingMetrics (This category is more difficult to track among companies - consider the numbers as a general trend).

## TOP FINDINGS

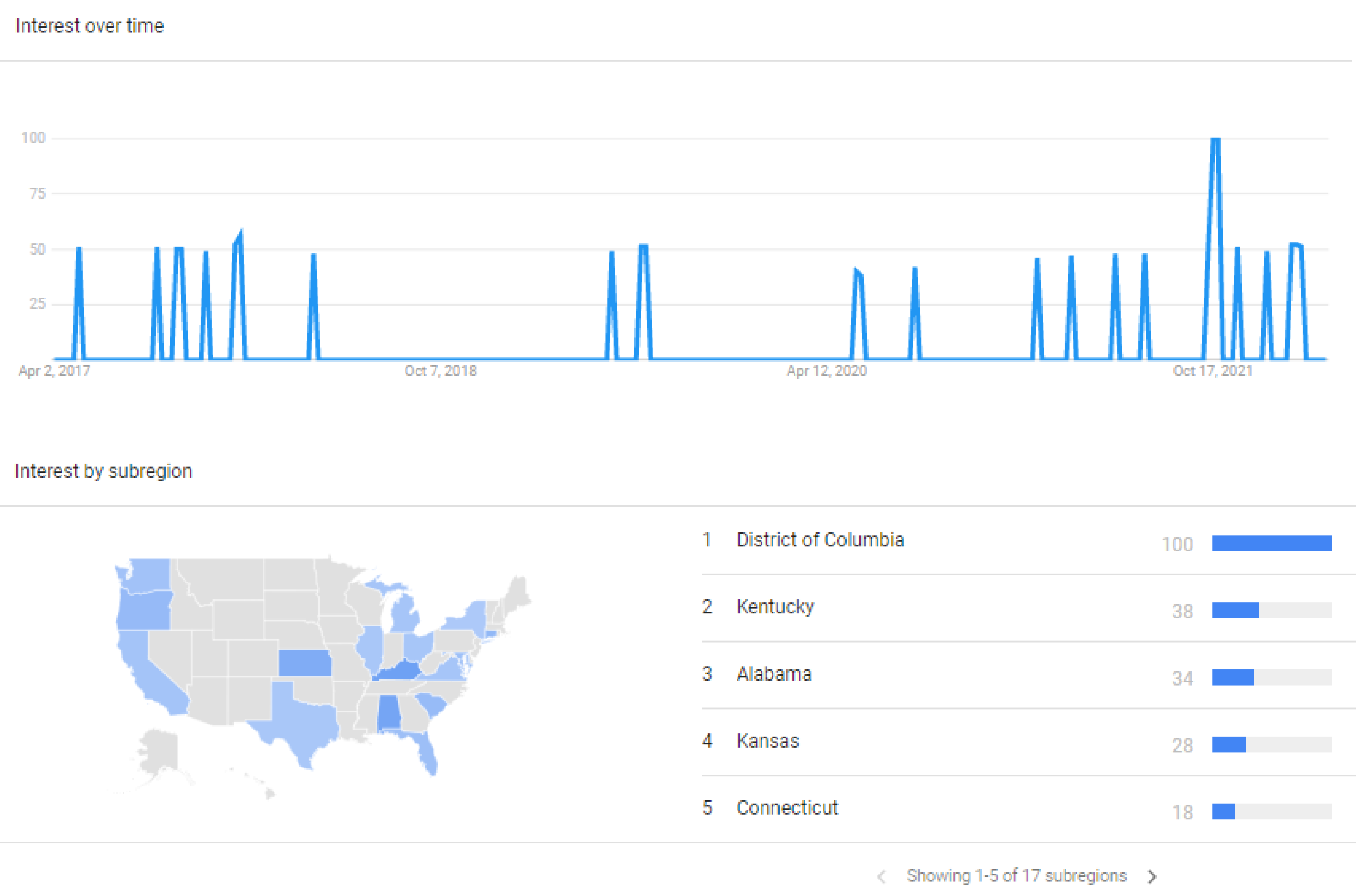
- Call tracking tech has a 10.2% adoption rate. Top retailers see a 56% adoption rate with Marchex or CallRail being the top two choices.
- There are about 70 platforms globally, and 2 out of the top 3 choices are Google Call Conversion Tracking and CallRail.

Call Tracking Platform Usage



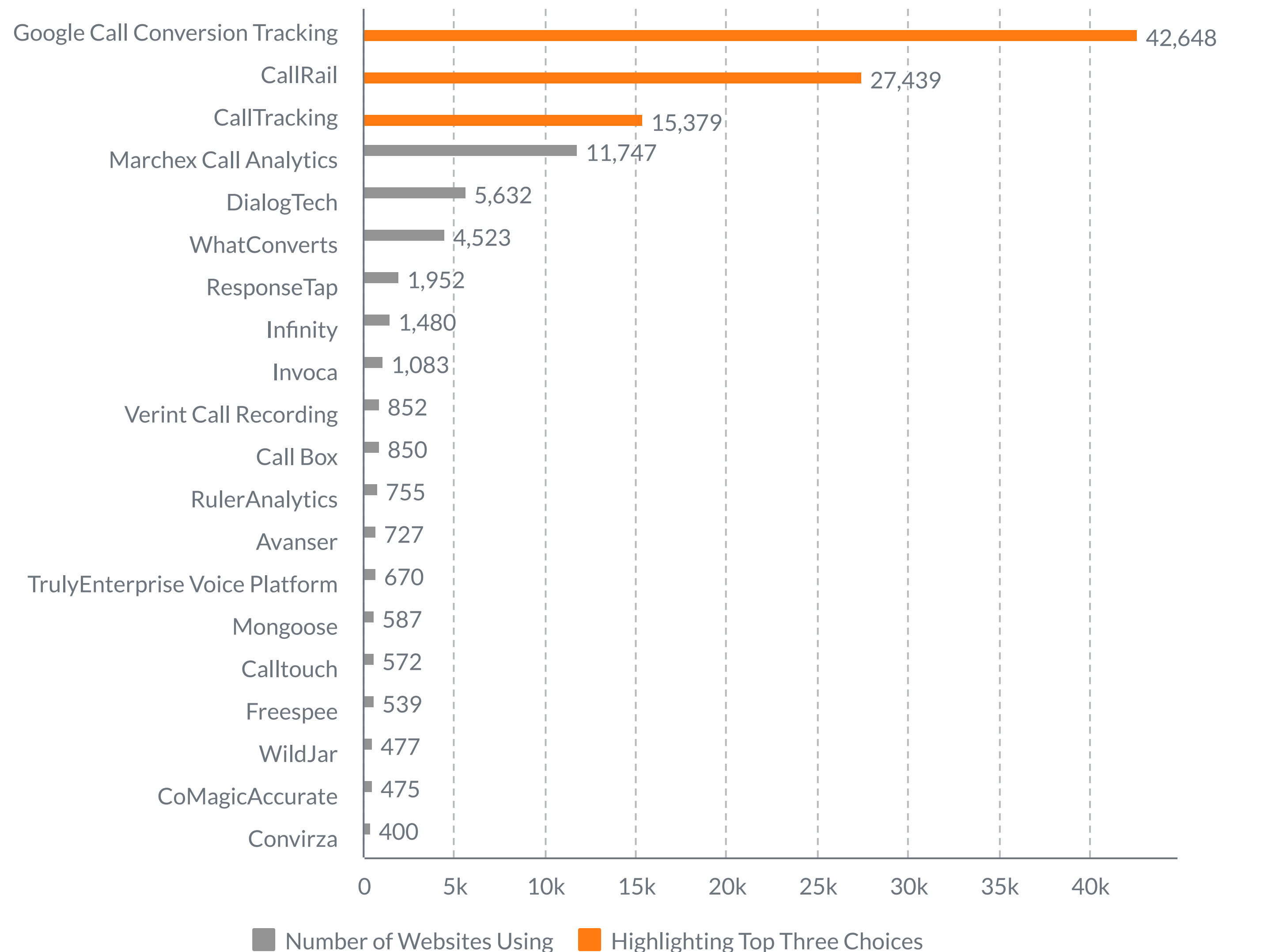
## COMPARE TO GLOBAL DATA

How popular are call tracking platforms in the construction industry? This Google Trends chart highlights the low popularity of call tracking tools among construction companies. There are few searches and very limited geographical interest across the country for this type of technology.



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

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 construction companies matched with the top two choices being Google and CallRail.



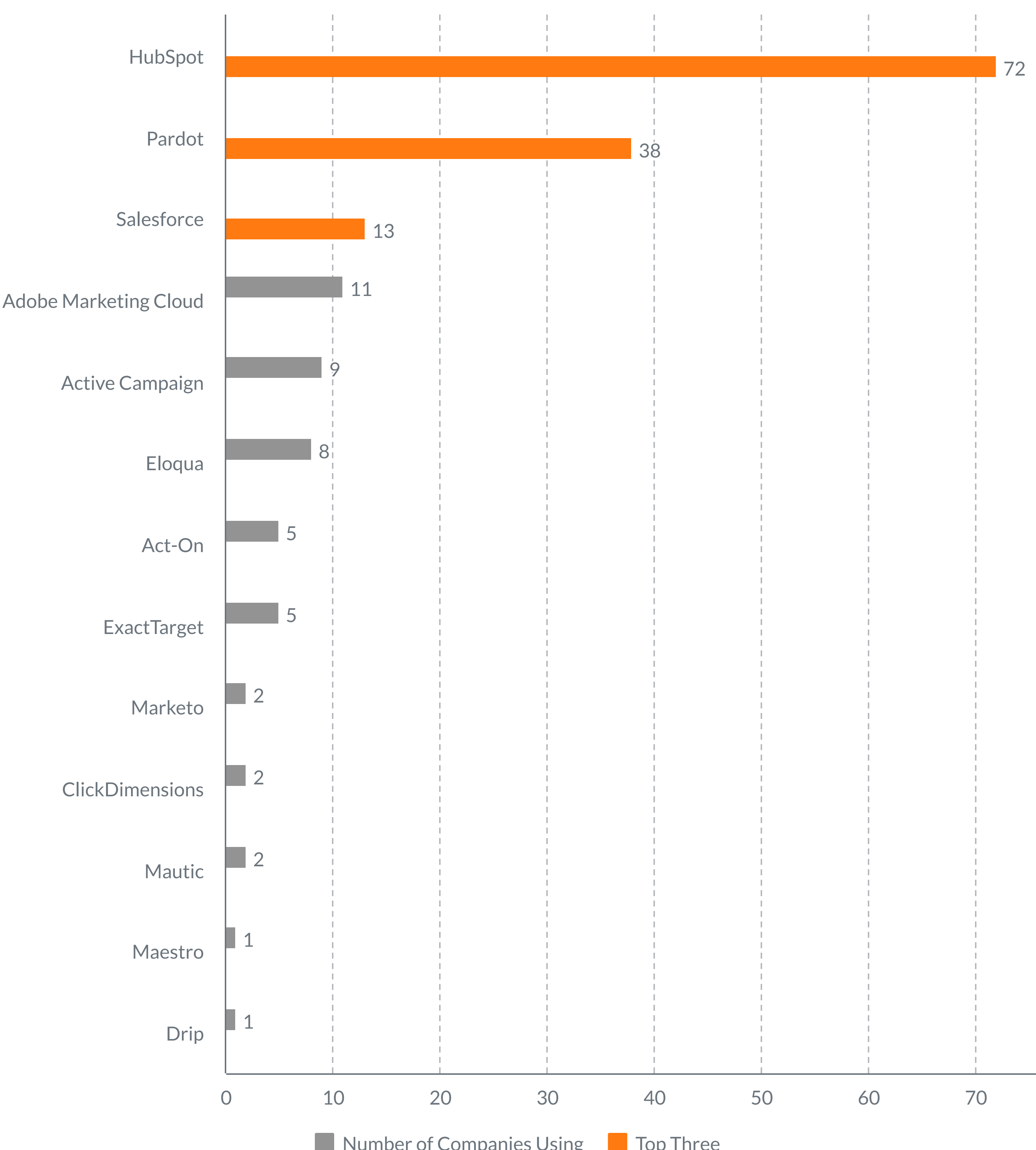
# MARKETING AUTOMATION

What's the usage of marketing automation platforms among the top 1000 construction companies? Our team discovered the active usage of 13 different marketing automation technologies among the top construction companies. 169 companies use a dedicated marketing automation tool (16.9%). The top 3 spots are divided between Hubspot, Pardot, and Salesforce.

## TOP FINDINGS

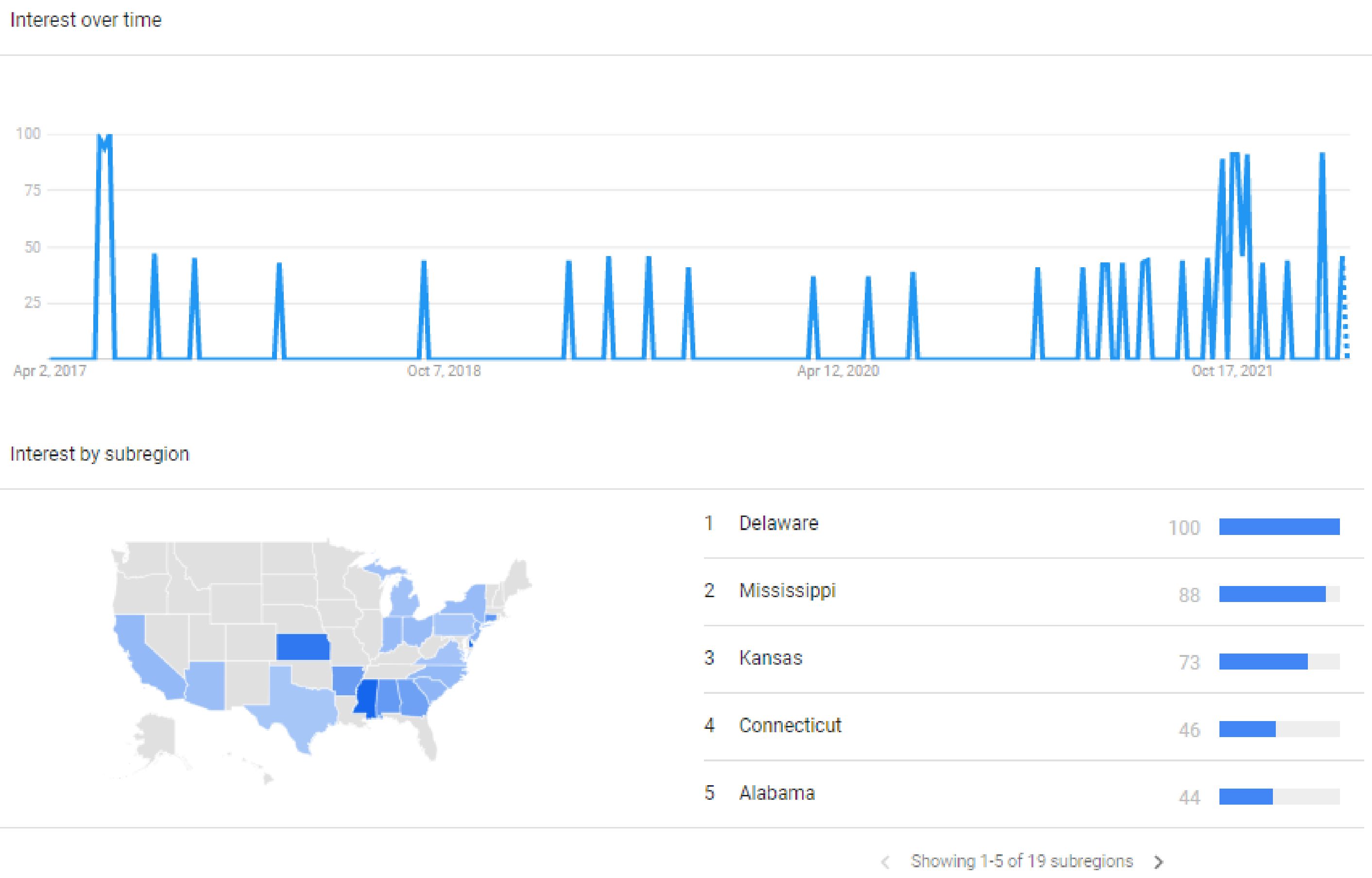
- Globally there are over 360 different marketing automation platforms and tools used by over 300,000 companies. We expected a larger diversity in this category.
- HubSpot was the most adopted platform for both construction companies and globally. 33% of all companies use HubSpot as their #1 choice when it comes to marketing automation.

Marketing Automation Platform Usage



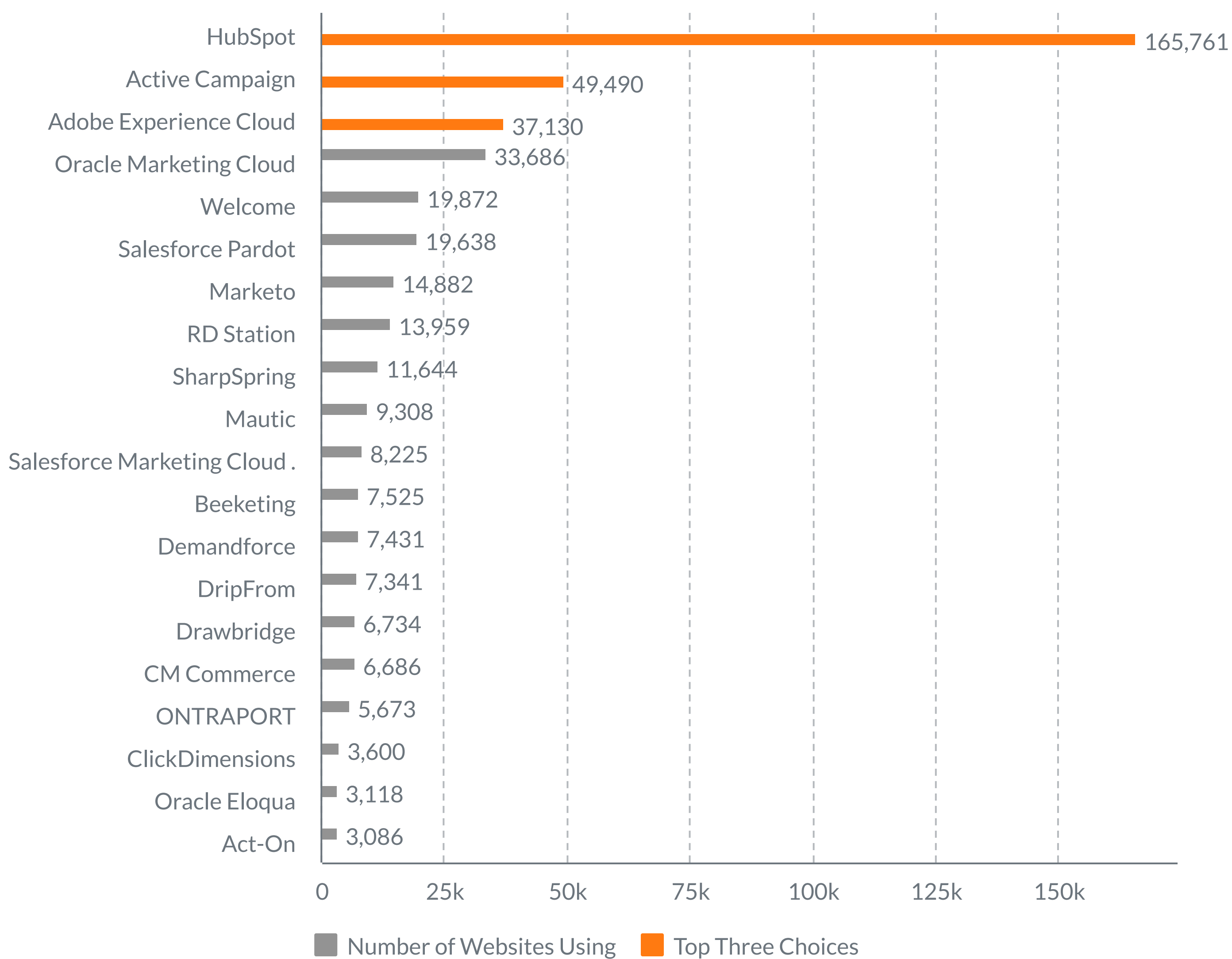
## COMPARE TO GLOBAL DATA

How popular is the marketing automation topic in the construction industry? This Google Trends chart highlights really low search popularity among construction companies with interest starting to show in the past 2 years. Google tracks popularity averaging around 50 on the popularity index (1 to 100 scale).



Below are the global marketing automation platform usages across 6 million-plus websites. Compare and see whether construction 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 51% 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.



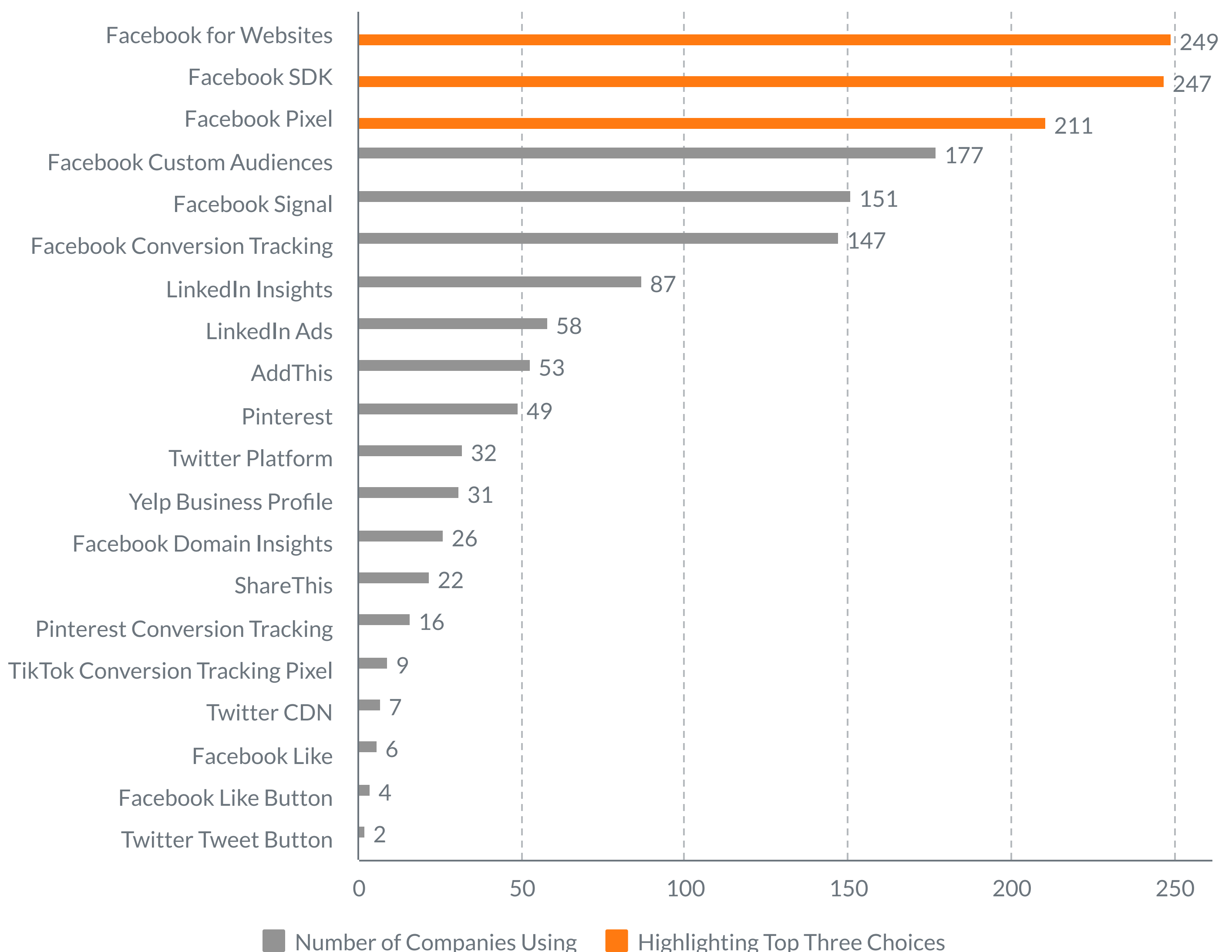
# SOCIAL MEDIA & VIDEO PLATFORMS

What's the usage of social media networks and video platforms among the top 1000 construction companies? Our team discovered the active usage of 25 different technologies among the top construction companies. We are including global comparison usage for video platforms only and not including social networks.

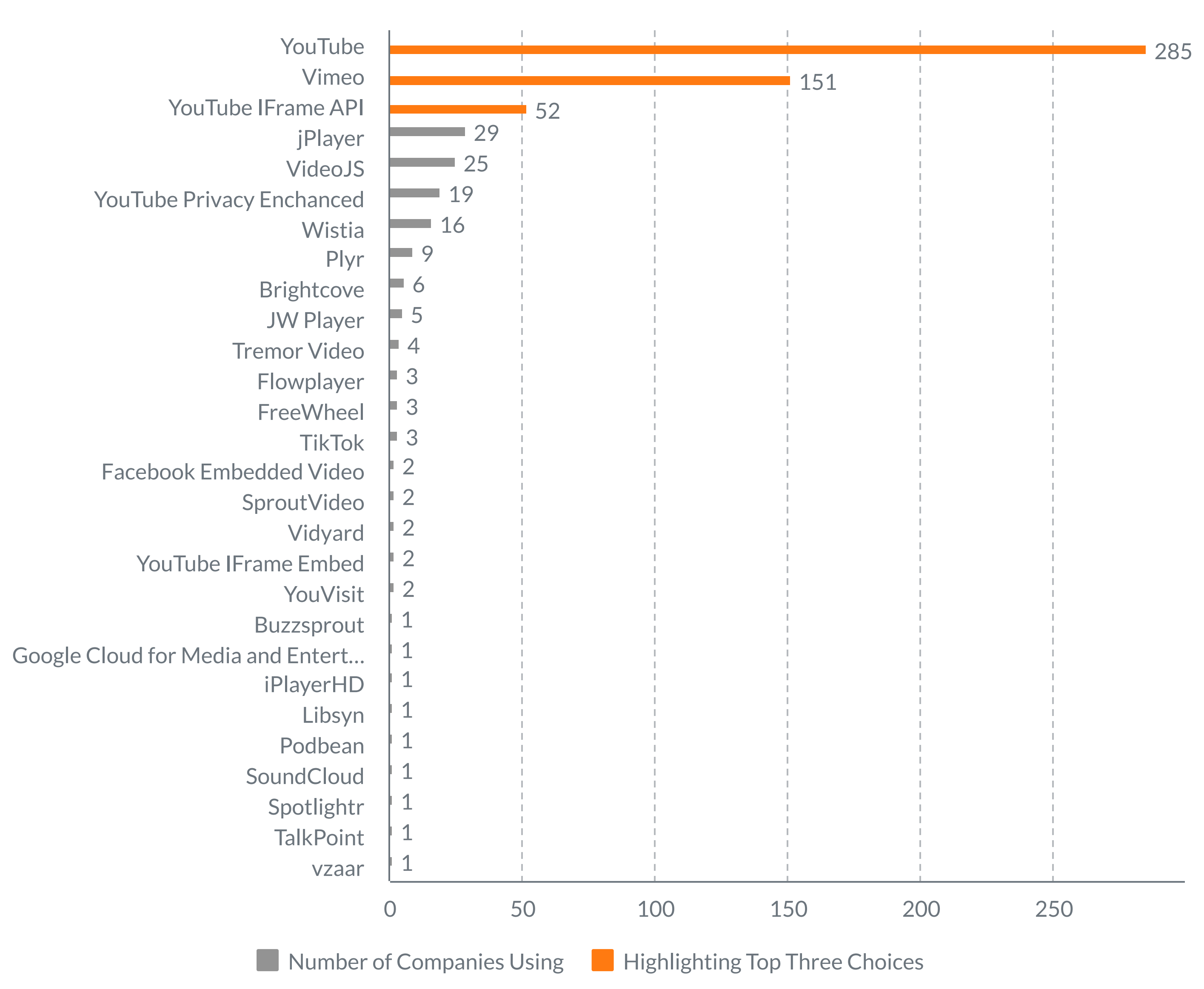
## TOP FINDINGS

- Facebook is the dominant social media network used by some of the largest construction companies in the U.S.
- It was surprising to notice LinkedIn usage in some cases - 5.6% of companies are running LinkedIn ads and 8.7% of companies use LinkedIn Insights for audience insights.
- 63% of companies on our list are leveraging video platforms for their content. YouTube is dominant with 35.6% usage.
- Vimeo was the 2nd most adopted platform for video content among our top construction companies with a 15.1% adoption rate.

Social Media Usage

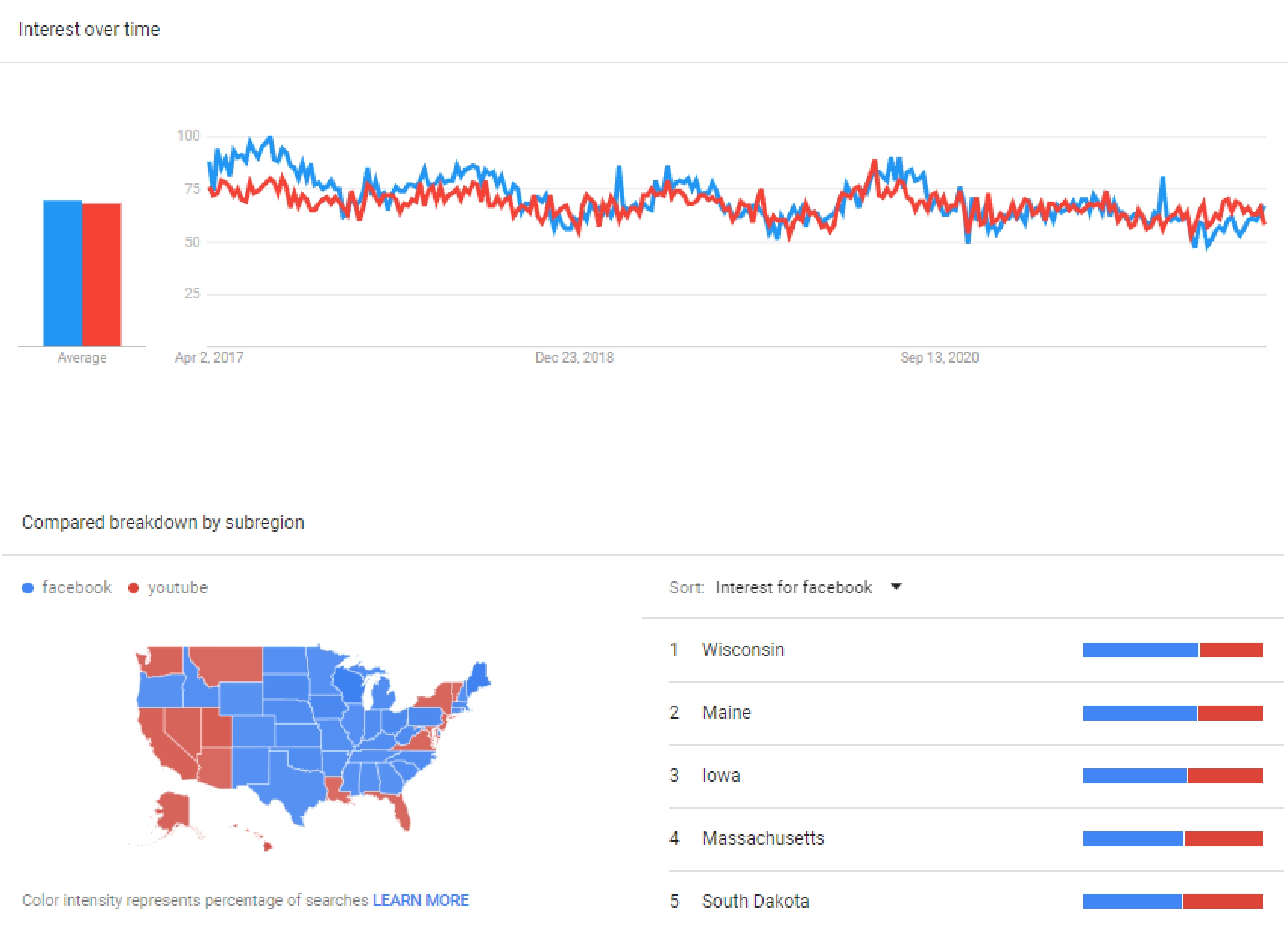


Video Platforms Usage



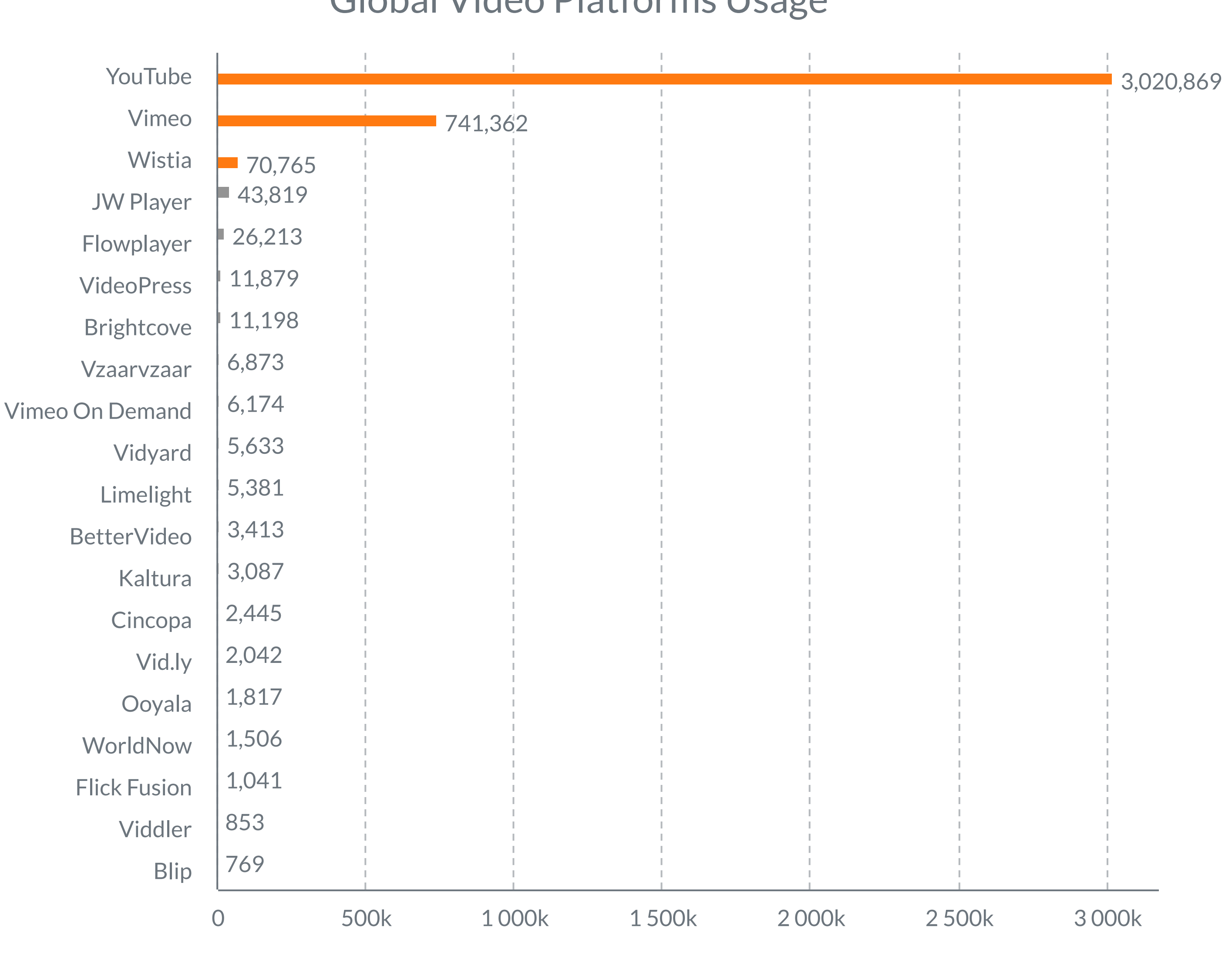
## COMPARE TO GLOBAL DATA

How popular are Facebook (blue) and YouTube (red) in the construction industry? This Google Trends chart highlights the popularity of both among construction companies. Google tracks popularity going from 50 to 75 on the popularity index (1 to 100 scale). There is stable and high-level interest for both tools among the construction companies.



Below are the global video platform usages across 6 million-plus websites. Compare and see whether construction 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



70+ 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 construction companies and globally.
- There are over 90 video hosting platforms globally. One-third are leveraged by the construction companies on our list.

## COMMENTS & OTHER FINDINGS

- Globally there are over 3 million websites leveraging YouTube to host and display their content!
- This was the first time that we've noticed large construction companies leveraging TikTok - 9 companies on the list.

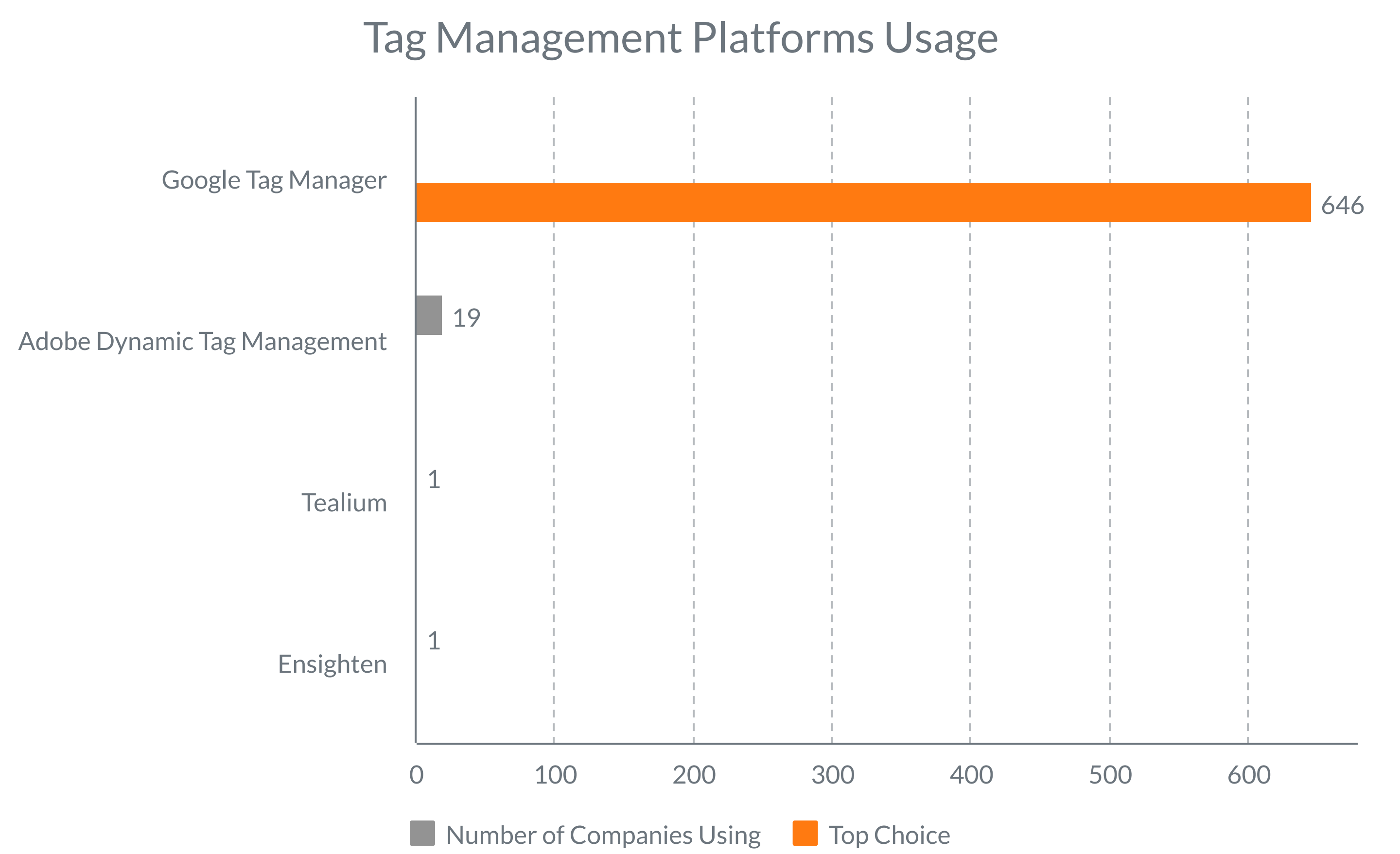


# TAG MANAGEMENT PLATFORMS

What's the usage of tag management platforms among the top 1000 construction companies? How do the companies deploy various technologies on their websites? Our team discovered the active usage of 4 different technologies among the top construction companies. The average usage is around 67% (the majority of top construction companies have an organized and structured approach in how they deploy various tools and technologies on their website and in what order).

## TOP FINDINGS

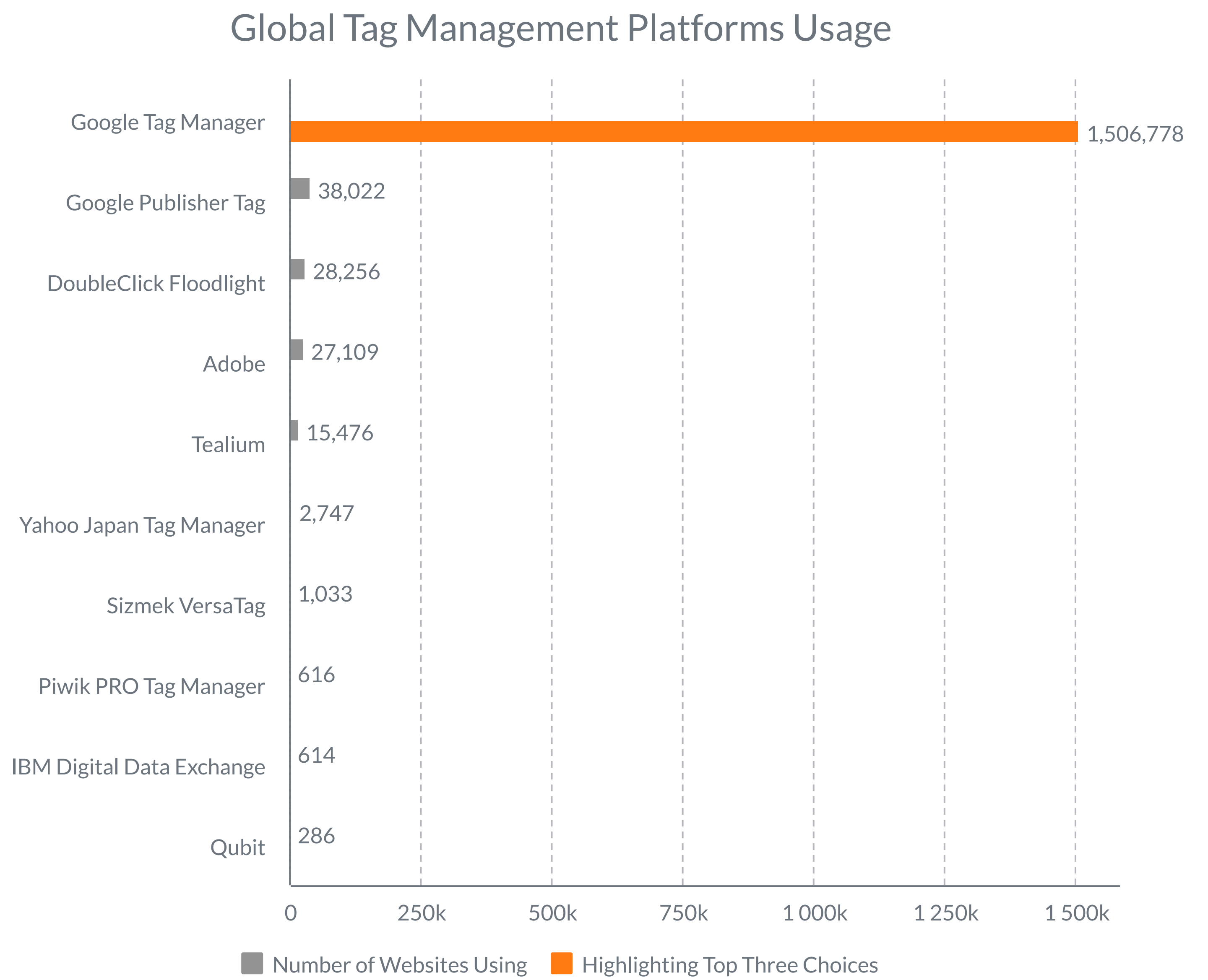
- The undisputed leader is Google Tag Manager with an over 64.6% adoption rate.
- Over 25 technologies are being leveraged globally across 6 million-plus websites in this category.



## COMPARE TO GLOBAL DATA

There was limited Google Trends data available for this category - charts not included.

Below are the global tag management platforms usage across 6 million-plus websites. **In 99.7% 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:



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

## COMMENTS & OTHER FINDINGS

- Both top construction companies and hundreds of thousands of websites choose Google Tag Manager.

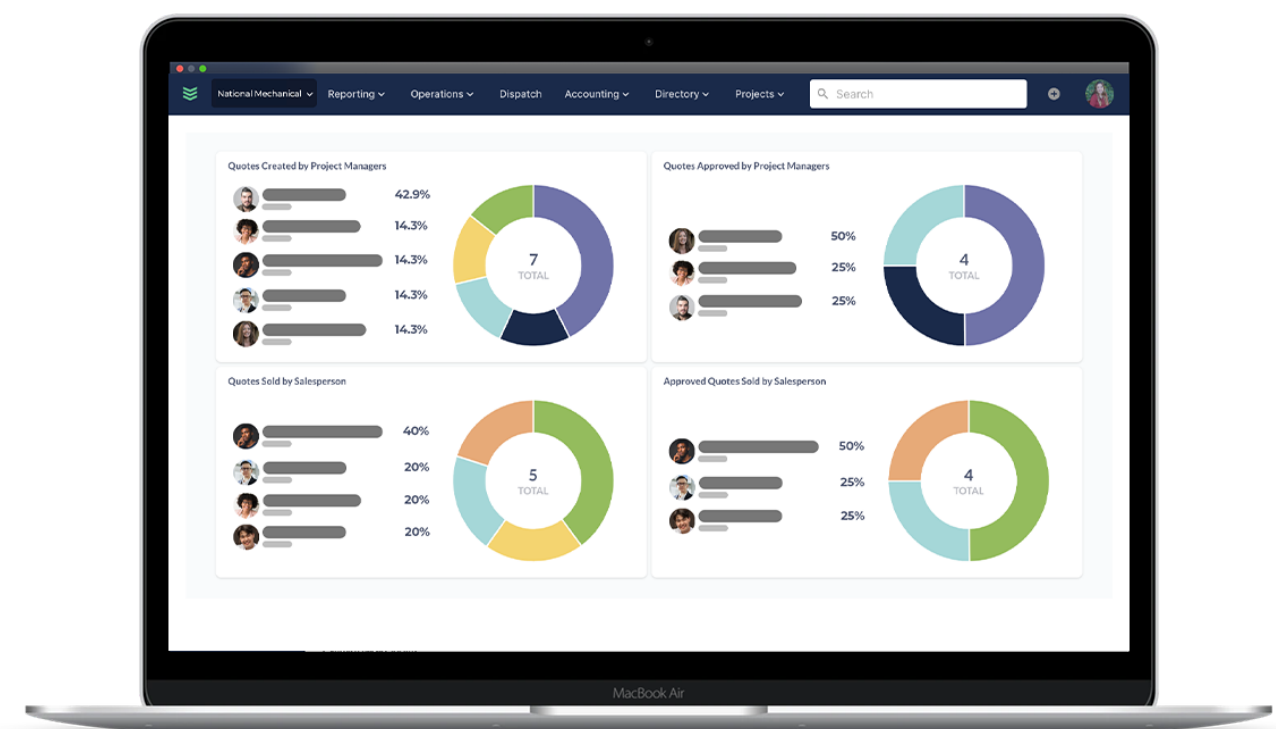


# ABOUT BUILDOPS

At BuildOps, we are on a mission to bring a true all-in-one commercial contractor software platform solution to the people who keep America's hospitals, power plants, and commercial real estate running. We are privileged to be working closely with some of the country's top commercial contractors.

- Every part of your business managed in one platform
- Revenue growth by up to 35%
- Higher technician productivity results in more jobs
- Standardized workflows to increase efficiency and data accuracy
- Easy and accurate asset management
- ...and much more

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