

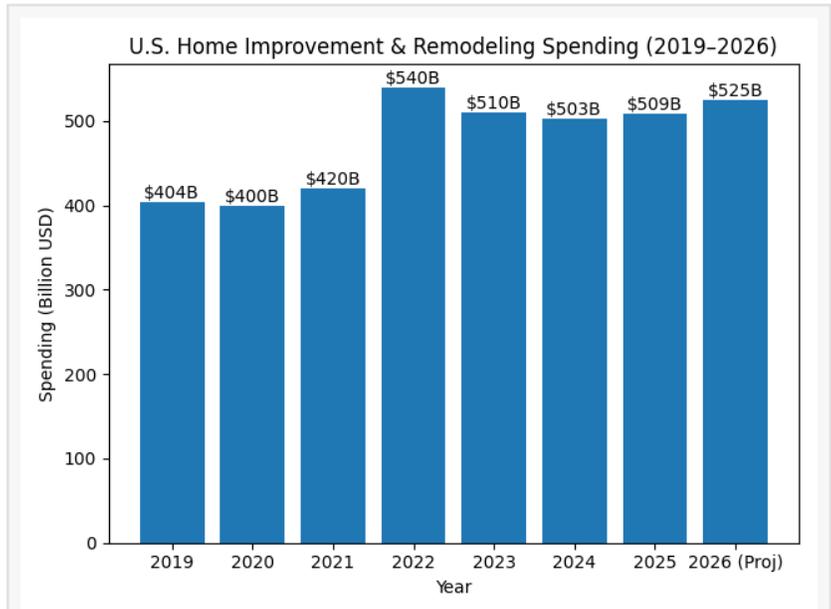
DataZapp Brings AI-Driven Intent Modeling to Deliver Predictive Demand Generation for Home Improvement Marketers

DataZapp brings AI and machine learning to deliver affordable, predictive demand generation and marketing data for home improvement marketers.

FLORIDA, FL, UNITED STATES, January 22, 2026 /EINPresswire.com/ -- As the U.S. housing stock continues to age, home improvement spending remains strong across roofing, window and door replacement, solar installation, HVAC upgrades, and home renovations. Nearly 48% of owner-occupied homes were built before 1980, contributing to a home improvement market that now exceeds \$500 billion annually, with sustained spending projected through 2026. Homeowners invest heavily in storm mitigation, energy efficiency, and structural upgrades

While demand remains high, contractors face a growing challenge: rising lead acquisition costs. Across roofing, windows, solar, and remodeling, home improvement companies routinely pay \$50 to \$200+ per lead through traditional lead marketplaces. These leads are often non-exclusive, forcing multiple contractors to compete for the same homeowner and driving up customer acquisition costs.

In response, many contractors and growth marketers are expanding beyond purely reactive lead generation and adopting AI-driven demand generation strategies powered by DataZapp's intent data. Rather than waiting for homeowners to request quotes, this approach focuses on identifying and engaging homeowners earlier in the decision cycle—before a search or form submission occurs.



U.S. Home Improvement & Remodeling Spending (2019–2026, Estimated & Projected) Source: Harvard Joint Center for Housing Studies (Improving America's Housing; LIRA Remodeling Forecasts)



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Our vision at DataZapp is to use AI and machine learning to make high-quality marketing data affordable, easy to access, and actionable—while continually expanding its value.”

Nirav Patel

Advances in artificial intelligence and machine learning now make this approach scalable. DataZapp’s AI/ML-powered intent models analyze predictive signals such as home age, equity levels, storm exposure, permit activity, and regional risk factors to isolate a **small, high-propensity segment**—often just 5–10% of homeowners—who are statistically more likely to need roofing, window replacement, solar, or renovation services in the near term.

This shift fundamentally changes the economics of customer acquisition. Instead of paying dollars per shared

lead, DataZapp’s intent-based outreach enables contractors to engage homeowners using data priced in cents per record, activating campaigns across email, direct mail, SMS, programmatic, and social channels. Because the audience is owned rather than shared, contractors avoid bidding wars while maintaining full control over messaging and timing.

DataZapp now offers instant access to predictive homeowner lists through its online platform. For as low as 3¢ per record, build custom lists that include verified mailing addresses, phone numbers, and emails. Simply choose target location, demographics, and propensity tiers.

[Leads for roofing contractors](#): Our Roofing Intenders list uses predictive modeling to pinpoint homeowners currently entering critical replacement cycles or living in areas with high storm-triggered repair needs. Instead of waiting for a leak, you reach them the moment their home becomes a statistical priority for a new roof.

[Residential solar lead generation](#): Our Solar Intenders dataset identifies homeowners with the highest propensity to adopt renewable energy. By analyzing household demographics, home equity, and energy consumption patterns, we find the prospects most likely to convert into high-value solar installations.

[Door and window lead generation](#): Our Window & Door Replacement Intenders list targets aging properties where energy efficiency is a concern or where coastal "home hardening" is required. We identify homeowners ready to upgrade to impact-resistant or high-efficiency openings before they start shopping the competition.

Each audience is classified into 4×, 3×, and 2× propensity tiers, enabling precise segmentation and scalable activation.

Additional datasets include DataZapp’s Home Sell Score, which predicts when a homeowner is likely to list their property.

Importantly, AI/ML driven demand generation strategy does not replace traditional lead marketplaces. Instead, it rebalances the acquisition mix. Contractors continue capturing bottom-of-funnel demand while layering in AI-driven intent data to reduce blended acquisition costs, build brand recognition earlier, and improve overall marketing ROI.

As competition intensifies and lead costs continue to rise, predictive demand generation powered by AI and machine learning is emerging as a critical advantage for home improvement companies seeking sustainable, scalable growth.

In addition to AI-driven intent data, DataZapp offers a wide range of marketing datasets—including home and property owner data, political voter and donor records, and email and phone append services—delivered through a 24×7 online platform with transparent pricing starting at approximately \$0.03 per record, enabling marketers to cost-effectively enrich and activate audiences across channels.

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