



Making your home Green & Smart

Engagement Guidelines



Client: Ecoer
ecoer.com



Main Logo



Reversed Logo



Single Color Logo

Font

ITC Avant Garde Gothic Std Medium

Colors

HEX #8fb83e	HEX #bbcd89	HEX #3a3a3c	HEX #e4e2df
C: 50% M: 9% Y: 100% K: 0%	C: 29% M: 7% Y: 58% K: 0%	C: 69% M: 63% Y: 59% K: 51%	C: 9% M: 8% Y: 9% K: 0%
R: 143 G: 184 B: 62	R: 187 G: 205 B: 137	R: 58 G: 58 B: 60	R: 228 G: 226 B: 223



Company Descriptions

Tagline: Making your home Green & Smart

Short Description: Ecoer Inc. was established in 2016, with its product launching shortly after in 2017. Ecoer owns the rights to its technology and its unique heating/cooling smart home system is smarter, greener, and cheaper. The company offers the first ever smart residential ducted heat pump and AC system available.

Ecoer's technology runs more efficiently, helping save the environment while saving your energy costs. The system gives you more control over your home energy uses than ever before, allowing you to even reduce your energy bill by 50%. At the touch of your fingertips, the product allows you to schedule temperature changes, has a nighttime quiet mode, and can notify your contractor of any problems, often before you even detect that there is one.

Company Descriptions

Long Description: Ecoer is the American company dedicated to innovation in residential air conditioning and heat pump systems using “smart” IoT technology.

Ecoer Inc. was established in 2016, with its product launching shortly after in 2017. After just two short years of being in business, the company has expanded to multiple locations in the United States and two other countries - China and Japan for manufacturing and software design.

A fairly new player in the HVAC technology industry, Ecoer has made an impression as a strong competitor. Ecoer owns the rights to its technology and its unique heating/cooling smart home system is smarter, greener, and cheaper. Ecoer has the first ever smart residential ducted heat pump and AC system available. The technology runs more efficiently, helping save the environment while saving your energy costs. The system gives you more control over your home energy uses than ever before, allowing you to even reduce your energy bill by 50%. Ecoer also has an app that connects you to your home system, so that you can control your thermostat and monitor your energy usage, even while being away from home.

At the touch of your fingertips, the product allows you to schedule temperature changes, has a nighttime quiet mode, and can notify your contractor of any problems, often before you even detect that there is one. Ecoer products have a 10 year warranty and manufacture products such as heat pumps, air handlers, touchscreen thermostats.

Ads Targeting Audiences:

Ecoer - Audience (General) Actions ▾ ✕

Summary Usage History

Audience Name
Ecoer - Audience (General)

Size
66,000,000

Type
Saved Audience

Created
1/28/21, 11:37 AM

Last Updated
1/28/21, 11:37 AM

Saved Audience Details
Location - Living In: Canada, United States
Age: 25 - 60
People Who Match: Interests: Efficient energy use, HVAC, Air filter, Air purifier, homeowner, Recycling, Sustainability, Sustainable living, Renewable energy, HVAC Technician, Energy conservation, Indoor air quality, Ethical consumerism, Environmentalist, Electric heating, HVAC TECH, Sustainable energy, Central heating, Heating system, Air conditioning, Environmentalism, Sustainable products or Smart HVAC Products, Field of study: HVAC Technician, HVAC, HVAC certification, Heating & Cooling, HVAC/R Technology, Air Conditioning & Refrigeration, Air Conditioning and Refrigeration or Heating & Air Conditioning, Employers: HVAC, HVAC TECH or HVAC Technician, Job title: HVAC Technician, HVAC Engineer, HVAC, HVAC Foreman, HVAC Tech, HVAC Tech (Heating, Ventilation, and Air Conditioning Technician), HVAC Maintenance Technician (Heating, Ventilation and Air Conditioning Maintenance Technician), Air Conditioning Engineer, HVAC Engineer (Heating Ventilation Air Conditioning Engineer), Air-Conditioning Mechanic, Air Conditioning Technician (AC Tech), HVAC Installer (Heating, Ventilation, and Air Conditioning Installer) or Air Conditioning Technician (A/C Technician), Industry: Installation and Repair Services

[Edit](#)

Ads Targeting Audiences:

Ecoer Audience (IoT Gateway Focus) Actions ▾ ✕

Summary Usage History

Audience Name
Ecoer Audience (IoT Gateway Focus)

Size
45,000,000

Type
Saved Audience

Created
1/28/21, 12:04 PM

Last Updated
1/28/21, 12:04 PM

Saved Audience Details

Location - Living In: Canada, United States

Age: 25 - 65+

People Who Match: Interests: Smart Homes & Green Buildings, HVAC, Green home, HVAC Technician, HVAC TECH, Duct (HVAC), Air conditioning, Maintenance, repair, and operations or Smart HVAC Products, Behaviors: Technology early adopters, Field of study: HVAC Technician, HVAC, HVAC certification, Refrigeration/HVAC, Heating & Cooling, HVAC/R Technology, Air Conditioning & Refrigeration, Air Conditioning and Refrigeration, Refrigeration and Air Conditioning Engineering, Heating & Air Conditioning or Plumbing/HVAC, Employers: HVAC, HVAC TECH, HVAC Tech (Heating, Ventilation, and Air Conditioning Technician) or HVAC Technician, Job title: HVAC Technician, HVAC Engineer, HVAC, HVAC Foreman, HVAC Tech, HVAC Tech (Heating, Ventilation, and Air Conditioning Technician), HVAC Maintenance Technician (Heating, Ventilation and Air Conditioning Maintenance Technician), Air Conditioning Engineer, HVAC Engineer (Heating Ventilation Air Conditioning Engineer), Air-Conditioning Mechanic, Air Conditioning Technician (AC Tech), HVAC Installer (Heating, Ventilation, and Air Conditioning Installer) or Air Conditioning Technician (A/C Technician), Industry: Installation and Repair Services

Edit

LinkedIn Ads Targeting Audiences:

Locations (Recent or Permanent)

Canada, United States

AND who meet ANY of the following criteria:

Member Schools

Parry Mccluer High School Hvac, American Air Conditioning Academy, Northwest HVAC/R Training Center

Member Groups

HVAC Plumbing & Electrical Contractor Selling Best Practices, HVAC Jobs, Sales, Marketing, Management Acceleration Group, Women in HVACR, HVAC Equipment Designers, Refrigeration engineers discussion forum, HVAC Design Engineers, Ammonia Refrigeration Operators, INDUSTRIAL REFRIGERATION, Refrigeration & Air Conditioning, HVACR Business, HVACR & Plumbing Instructors, CO2 - refrigeration, HVAC&R Commissioning & Engineering, HVAC Service Selling, HVAC Vacancies and News, HVACR Global Marketing Inc, HVAC industry professionals, HVACR Job Seekers.com, Supermarket Refrigeration Maintenance and Retrofitting, HVACR Educators, Hvac Specialist and Management, HVAC Professionals, Refrigeration industry, Refrigeration & Airconditioning Professionals Worldwide (40.000+), ORAC Women Empowering Women in HVACR Group, RSES: The HVACR Training Authority

Job Titles (Current)

Heating Air Conditioning Service Technician, Heating, Ventilation, and Air Conditioning Consultant, Heating, Ventilation, and Air Conditioning Draftsman, Heating, Ventilation, and Air Conditioning Estimator, Heating, Ventilation, and Air Conditioning Instructor, Heating, Ventilation, and Air Conditioning Manager, Heating Air Conditioning Specialist, Heating Ventilation Air Conditioning Supervisor, Refrigeration Engineer, Refrigeration Technician, Heating And Air Conditioning Engineer, Heating Air Conditioning Technician

Company Industries

Renewables & Environment, Oil & Energy, Utilities

Fields of Study

Heating, Air Conditioning, Ventilation and Refrigeration Maintenance Technology/Technician (HAC, HACR, HVAC, HVACR)

Hashtag Guide:

Brand/General: #Ecoer #HVAC #GreenAndSmart #airconditioning
#greenenergy #hvactech #hvaclife #hvacquality #hvactools #hvacwork
#hvacsystems #hvactechnology #hvacinnovation #hvacpros #hvactip
#greenhome #sustainableenergy #smarthome #hvacautomation #hvacr
#hvacvendor #heatingandcooling #hvacmaintenance #serviceac #acservice
#ventilation #commercialhvac #ecofriendly #greenhvac #heating #cooling
#hvactools #hvachacks

IoT Gateway: #iotgateway #iotgatewaytechnology #iotgatewaytech
#quiethvacsystem #hvactechnology #hvacinnovation #hvactechnology
#modernhvac #modernhvactech #homeimprovement #smarthometech
#saveenergy #energyefficiency #techhome

Vendor: #hvacspotlight #vendorshoutout #vendorspotlight
#modernhvactech #hvacvendor #hvactechvendor #greenandsmartvendor

