

StackAdapt Success Story

StackAdapt Outperforms Competing Digital Advertising Platform for ThinkBDW



Summary

ThinkBDW was looking to increase time on site and conversions for their real estate developer client in the UK. They needed a digital advertising partner who could accurately target users in the market for real estate property, which met a certain affordability metric. Since leveraging StackAdapt, ThinkBDW has seen an increase in generated leads, 400% growth in time on site and an incredible 30% reduction in bounce rates compared to their previous digital advertising partner, Google Ads.

Background

thinkbdw

ThinkBDW is the largest creative marketing and design agency specialising in property of all types for all market sectors, providing every single element of the marketing mix in-house.



The client is a large real estate developer that builds quality homes in the UK.



James Root
Digital Director, ThinkBDW

“My goal when seeking a partner was to have a full-stack platform where we could utilise all channels within one holistic view,” says **James Root, Digital Director at ThinkBDW**. “In our sector, the main driver is often sales leads, but many clients now want to improve their brand awareness as well. So, employing a full-funnel strategy through awareness, consideration and action has been our focus, and StackAdapt has allowed us to take full benefit of that.”

Challenge

ThinkBDW needed to reach relevant users who are likely to purchase a home in different parts of the UK, while keeping the campaign cost-efficient and ensuring high on-site engagement.

Strategy

With precision in mind, ThinkBDW leveraged multiple targeting tactics and layered them with specific location targeting in order to minimise media spend waste and CPAs. They covered multiple channels in the funnel, such as native, display, and video, while incorporating insights from their other paid media channels, such as search and social, for an all-encompassing digital strategy.



Location Targeting

ThinkBDW used location targeting through geo radius and postcodes to maximise ad spend efficiency, avoiding locations that were irrelevant to the advertised development.



Intentional Audiences

Using a mix of Browsing Audiences, 3rd-party segments, 1st-party data onboarding and demographics such as household income and age, ThinkBDW targeted a niche audience who have an interest to move homes or are currently in-market for a property. The team made sure to consider the affordability of their niche audience when choosing which developments to market to each user.



Full-Funnel Approach

To cover all elements of the funnel, ThinkBDW made sure to launch both a prospecting and retargeting strategy, with a social impression retargeting audience included, to capture anyone who had seen a display ad.

Execution

ThinkBDW implemented optimisation tactics for their campaigns to further improve performance and increase conversions. They used insights from their search campaigns and creative performance to further reduce their CPAs and increase engagement rates, and implemented tactical changes such as frequency retargeting to best reach their target users.

ThinkBDW implemented the following tactics mid-campaign to reach their campaign goals:

Keyword Synergy

Using their top-performing PPC keywords, the StackAdapt team helped ThinkBDW create a custom audience of users who were in-market to move homes.

Frequency Retargeting

To maximise awareness and increase direct-response leads, ThinkBDW launched a retargeting strategy that targeted audiences who frequently visited the property neighbourhood.

Localised Creatives

To ensure maximum engagement from users, each creative was customised to the local development and area. The creatives had a clear callout to the development name, the area and the city's name, which resulted in a lift in on-site engagement. Users who were more likely to have a genuine interest in buying spent a higher time on site.

Results

When comparing performance on StackAdapt to their previous advertising platforms, ThinkBDW was able to outperform Google Ads in almost every area, including conversions and time on site.

ThinkBDW drove the following results for their real estate client on the StackAdapt platform:



eCPA Reduction
40x



Time on Site Increase
400%



Bounce Rate Reduction
30%

“StackAdapt has given us the ability to continue what we feel is the perfect full-funnel campaign for our clients,” says **James Root, Digital Director at ThinkBDW**. “Our campaign has been driving tremendous growth for our clients, and we look forward to adding more channels to our holistic media plan with StackAdapt.”