Highnoon was looking to partner with a user-friendly, scalable, and sustainable programmatic solution that could integrate with their existing technology stack. After moving over their budgets to StackAdapt, the firm experienced significant improvements in performance, cost, and user experience. Here’s how they did it.

**Background**

Highnoon is a leading real estate development firm with a focus on building communities that last. They are committed to providing a seamless consumer experience, with a particular emphasis on the user-friendly aspect of their platform.

**Challenge**

Highnoon needed a solution that drove conversions at a lower cost per acquisition (eCPA). They were looking for a programmatic platform that could automate brand messaging, increase engagement on-site, and drive higher brand awareness.

**Strategy**

Highnoon adopted a dynamic retargeting strategy that focused on dynamic retargeting, and used Page Context AI as their main on-site tool. To reach relevant users who were interested in buying real estate, they ran a campaign that targeted users based on their home builder client’s real estate communities. Their goal was to generate leads through form fills and increase engagement on-site.

To implement a hyper-targeted campaign, Highnoon separated their line items by geography and browsing history. Each click URL directed the user to a hyper-relevant category page, increasing the chances of engagement and lead generation on-site. They also used geographic targeting to keep their performance results organized and easy to optimize.

**Execution**

Highnoon ran a full-funnel strategy that was hyper-targeted to specific geos, promoting their client’s real estate communities. Their goal was to generate leads through form fills and increase engagement on-site. They achieved higher engagement on-site and experienced huge shifts in click-through rates after switching their static ads to dynamic retargeting.

At all stages of the funnel, Highnoon monitored results and performance. As they continuously found that StackAdapt was providing a dynamic retargeting solution that drove conversions at a lower cost per acquisition (eCPA), they began to increase their programmatic spend, helping to grow their real estate homebuilder client.

**Results**

Leveraging StackAdapt has helped Highnoon achieve the following results:

- Experienced huge shifts in click-through rates after switching their static ads to dynamic retargeting.
- Achieved higher engagement on-site.
- Doubled their conversion volume and revenue.
- Achieved higher brand awareness.
- Continuous find that not only is StackAdapt providing a dynamic retargeting solution that drives conversions at a lower cost per acquisition (eCPA), but it’s also providing better metrics and results when we’re AB testing against other competitors in the space.

**Summary**

Highnoon has doubled their conversion volume and revenue by partnering with StackAdapt. They achieved higher engagement on-site and experienced huge shifts in click-through rates after switching their static ads to dynamic retargeting. As they continuously found that not only is StackAdapt providing a dynamic retargeting solution that drives conversions at a lower cost per acquisition (eCPA), they began to increase their programmatic spend, helping to grow their real estate homebuilder client.