Highnoon is a leading provider of real estate marketing solutions. They work with developers and builders to create and implement future growth strategies. Their art-meets-science, fully integrated approach partners with brands to inspire and transform consumer experiences across all channels and touchpoints through strategic execution, unique targeting capabilities, and localized content creation. Highnoon has partnered with StackAdapt to drive conversions for their real estate homebuyer client. StackAdapt provided multiple channels, unique targeting capabilities, and educational courses to help Highnoon achieve higher engagement on-site. They were able to paint a more vivid picture by leveraging a cookieless strategy and testing Page Context AI to cover their bases for prospecting tactic to gather a retargeting audience from.

Highnoon ran a full-funnel strategy that was hyper-targeted to specific geos, promoting training through StackAdapt’s Education courses, specifically by putting all their optimization capabilities, they practiced programmatic execution and analysis through Bulk Editor, which automized hundreds of campaign creations for them. To further ease and confidence, as self-serve users, they were able to save time on execution with in-platform tools like Bulk Editor to upload and edit hundreds of line items with ease and confidence.

Highnoon monitored results and performance. As self-serve users, they were able to continuously find that not only is StackAdapt providing a better user experience on their platform, but it’s also providing better metrics and results when we’re AB testing against other programmatic platforms from a cost standpoint and with click-through rates, “Not only is the performance better, but I’ve tested StackAdapt against other programmatic platforms from a cost standpoint and with click-through rates," says Jess Petersen, Associate Strategy Director at Highnoon. "I’ve seen my team become empowered to buy smarter and have a better understanding of their art-meets-science, fully integrated approach partners with brands to inspire and transform consumer experiences across all channels and touchpoints through strategic execution, unique targeting capabilities, and localized content creation. Highnoon has partnered with StackAdapt to drive conversions for their real estate homebuyer client. StackAdapt provided multiple channels, unique targeting capabilities, and educational courses to help Highnoon achieve higher engagement on-site. They were able to paint a more vivid picture by leveraging a cookieless strategy and testing Page Context AI to cover their bases for prospecting tactic to gather a retargeting audience from.

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