Summary

ThinkBDW was looking to increase their on-site and conversion rates for their real estate developer client in the UK. They were having trouble reaching their target users, who were more likely to have a genuine interest in buying countryside properties, to reach them on different advertising platforms. While they had been using StackAdapt for their targeted display advertising, they had to work hard to ensure high on-site engagement.

Background

ThinkBDW is a large real estate developer that builds quality homes in the UK. They needed a digital advertising partner who could help them increase direct-response conversions and time on site.

Challenge

ThinkBDW needed a trusted, reliable advertising partner who could help them increase direct-response conversions and time on site.

Strategy

With precision in mind, ThinkBDW leveraged multiple targeting tactics to reach their target users who were more likely to have a genuine interest in buying countryside properties. They used insights from their search and social campaigns, incorporating insights from their other paid media channels, such as search and social, covered multiple channels in the funnel, such as native, display, and video, while keeping the campaign cost-efficient and ensuring high on-site engagement.

Execution

When comparing performance on StackAdapt to their previous digital advertising partner, Google Ads, they found that StackAdapt outperformed Google Ads in almost every area, including 30% reduction in bounce rates compared to their previous advertising platforms, ThinkBDW was able to leverage StackAdapt, ThinkBDW has seen an increase in generated leads, 400% growth in time on site and an 80% reduction in eCPA. Using a mix of Browsing Audiences, 3rd-party segments, and 1st-party data onboarding, they were able to accurately target users in the market for real estate developments to market to each user. They spent a higher time on site.

Keywords

- Location Targeting
- Intentional Audiences
- Frequency Retargeting
- Localised Creatives

Results

- A 30% reduction in bounce rates
- 400% growth in time on site
- An 80% reduction in eCPA

James Root

James Root, Digital Director at ThinkBDW, says: “In our sector, the main driver is often sales focus, and StackAdapt has allowed us to take full benefit of awareness as well. So, employing a full-funnel strategy through awareness, consideration and action has been our holistic view,” says James Root, Digital Director at ThinkBDW. Our goal when seeking a partner was to have a full-stack platform where we could utilise all channels within one campaign, and an incredible 30% reduction in bounce rates compared to their previous advertising platforms, ThinkBDW was able to leverage StackAdapt, ThinkBDW has seen an increase in generated leads, 400% growth in time on site and an 80% reduction in eCPA.