**Background**

ThinkBDW is the largest creative marketing and design agency specialising in property at all types of all market sectors, providing a thorough understanding of the market and offering a range of services that help clients to achieve their objectives.

**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**

ThinkBDW implemented optimisation tactics for their campaigns to further improve their performance, such as PPC retargeting, location targeting, and using insights from their other paid media channels, such as search and social, to cover multiple channels in the funnel, such as native, display, and video, while making sure to consider the affordability of their niche audience when choosing which locations to target.

**Execution**

ThinkBDW implemented the following tactics in their campaigns:

- **Locational Targeting:** Used location targeting that is geographically relevant and provides the best possible way to reach the target audience.
- **Intentional Audiences:** Targeted users who have an interest to move homes or are currently in-market for a property. The team used location targeting through geo radius and postcodes to maximize ad spend efficiency, avoiding locations that were irrelevant to the advertised development.
- **Full-Funnel Approach:** Used a mix of Browsing Audiences, 3rd-party segments, 1st-party data onboarding and Intentional Audiences to accurately target users in the market for real estate properties, which met a certain affordability metric. Since ThinkBDW needed to reach relevant users who are likely to purchase a home in different parts of the UK, they needed to use insights from their other paid media channels to cover multiple channels in the funnel, such as native, display, and video, while keeping the campaign cost-efficient and ensuring high on-site engagement.

**Results**

When comparing performance on StackAdapt to their previous advertising partner, Google Ads, ThinkBDW was able to achieve incredible 30% reduction in bounce rates compared to their previous digital advertising partner, Google Ads. The StackAdapt team helped ThinkBDW create a custom retargeting strategy, with a social impression retargeting audience included, to capture any one who had seen a display ad.

- **Frequency Retargeting:** Customised the targeting to ensure high on-site engagement.
- **Keyword Synergy:** Using their top-performing PPC keywords, the StackAdapt team helped ThinkBDW create a custom retargeting strategy, with a social impression retargeting audience included, to capture any one who had seen a display ad.

**Contact your StackAdapt Representative to get started.**