

StackAdapt Success Story

Highnoon Gets Dynamic in Their Partnership With StackAdapt



Summary

Highnoon was looking to partner with a user-friendly, scalable, and customizable programmatic platform that would enable them to drive conversions for their real estate homebuyer client. StackAdapt provided multiple channels, unique targeting capabilities, and educational resources to drive campaign results, helping to grow their team's confidence in programmatic. Since working with StackAdapt, Highnoon has successfully executed hundreds of campaigns on the platform, achieved more engagement on-site, increased conversion volume, and driven higher brand awareness.

Background

Highnoon

Highnoon partners with brands to inspire and transform with business, marketing, technology, and creative solutions. Their team utilizes its broad expertise to help their clients provide incredible, seamless consumer experiences across all channels and touchpoints through their art-meets-science, fully integrated approach.



The client is a leading national homebuilder and developer in US.



Jess Petersen

Associate Director of Strategy, Highnoon

“Since we onboarded onto StackAdapt about a year ago, I've seen my team become empowered to buy programmatic as self-serve users,” says Jess Petersen, Associate Director of Strategy at Highnoon. “Team members who have come from maybe a Google or Facebook background are now eager to learn programmatic, and I don't think we would have achieved this level of growth in programmatic spend, if we had remained on our other programmatic platform.”

Challenge

Highnoon needed a solution that drove conversions for their home builder client, with hyper-relevant brand messaging based off of previous browsing history and location-based data.

Strategy

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 on-site. To reach relevant users who were interested in buying real estate, they ran a campaign that focused on dynamic retargeting, and used Page Context AI as their main prospecting tactic to gather a retargeting audience from.



Dynamic Retargeting

Highnoon implemented a dynamic retargeting strategy to automate brand messaging by geography and browsing history. Each click URL directed the user to a hyper-relevant community page, increasing the chances of engagement and lead generation on-site.



Geographic Targeting

To implement a hyper-targeted campaign, Highnoon separated their line items by geography to keep their performance results organized and easy to optimize.



Page Context AI

Leveraging a cookieless strategy, Highnoon tested Page Context AI to cover their bases for contextual targeting, showing ads on web pages related to key phrases such as “mortgage rates” and “first-time homebuyers”.

“When I've bought programmatic on other DSPs, contextual was always a shot in the dark. You were buying more categories, versus actual keywords and contexts on a webpage. Something I've always loved about StackAdapt since they've rolled out Page Context AI, is the ability to get more smart with contextual targeting, lean into what the consumer's reading and thinking in real-time, and to deliver that ad message.”

– Jess Petersen, Associate Director of Strategy, Highnoon

Execution

At all stages of the funnel, Highnoon monitored results and performance. As self-serve users, they were able to save time on execution with in-platform tools like Bulk Editor, which automatized hundreds of campaign creations for them. To further their optimization capabilities, they practiced programmatic execution and analysis training through StackAdapt's Education courses, specifically by putting all in-platform team members through the Advanced Certification Course.

Conversion Journey Tool

Using the conversion journey tool on StackAdapt, Highnoon assessed performance at each stage of the funnel. They were able to paint a more vivid picture by leveraging connected TV (CTV), and sharing CTV metrics like view-through conversions.

Bulk Editor

As self-serve users, Highnoon used StackAdapt's Bulk Editor to upload and edit hundreds of line items with ease and confidence.

Advanced Certification Course

The Highnoon team took advantage of StackAdapt's Advanced Certification Course to educate their team on the platform and programmatic in general. The course taught them how to leverage StackAdapt for the best possible performance, and to create and implement future media plans with confidence.

Results

Since moving over their budgets to StackAdapt, Highnoon has doubled their conversion volume and achieved higher engagement on-site. They also experienced huge shifts in click-through rates after switching their static ads to dynamic retargeting.

Leveraging StackAdapt has helped Highnoon achieve the following results:



eCPA decrease

33%



Increase in CTR

40%



Average Time on Site

1 minute

2 seconds



CTV VCR

98%

“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 continuously find that not only is StackAdapt providing a more user-friendly experience on their platform, but it's also providing better metrics and results when we're AB testing against other competitors in the space.”