



Display+ Case Studies

Mass reach. Direct publishers

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CASE STUDY: HBO MAX

The AdaptMX Display+ product drives higher conversion rate and site traffic for HBO Max.

FLIGHT

12/10/21-01/10/22

SCALE

Total impressions: 1,550,433

A/B TEST

- 50/50 split: original ad VS. display+ enhanced
- CTR increased from 0.03% to 0.07%

CAMPAIGN RESULTS

182%

Increase in
CTR

160%

Increase in
Engagement Rate

ORIGINAL CREATIVE



ORIGINAL CREATIVE



ENHANCED CREATIVE



ENHANCED CREATIVE



CASE STUDY: CRICKET

The AdaptMX Display+ product drives higher conversion rate and site traffic for Cricket.

FLIGHT

12/01/21-12/29/21

SCALE

Total impressions: 1,273,793

A/B TEST

- 50/50 split: original ad VS. display+ enhanced
- CTR increased from 0.05% to 0.10%

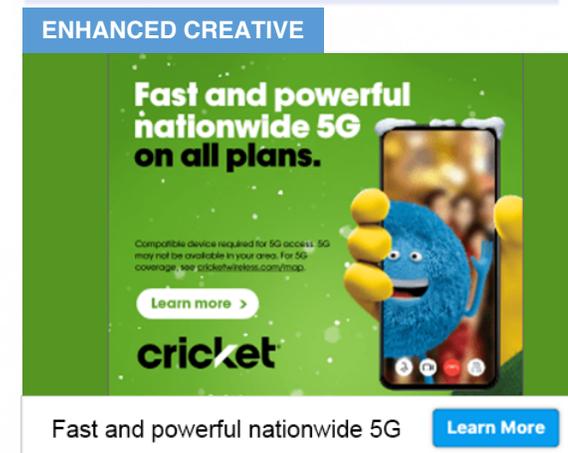
CAMPAIGN RESULTS

130%

Increase in
CTR

122%

Increase in
Engagement Rate



cricket

CASE STUDY: MGM RESORTS

The AdaptMX Display+ product drives higher conversion rate and site traffic for MGM Resorts.

FLIGHT

12/01/21-12/29/21

SCALE

Total impressions: 468,832

A/B TEST

- 50/50 split: original ad VS. display+ enhanced
- CTR increased from 0.02% to 0.08%

CAMPAIGN RESULTS

372%

Increase in
CTR

304%

Increase in
Engagement Rate



MGM RESORTS
INTERNATIONAL®

CASE STUDY: A&F

The AdaptMX Display+ product drives higher conversion rate and site traffic for A&F.

FLIGHT

12/01/21-12/29/21

SCALE

Total impressions: 770,009

A/B TEST

- 50/50 split: original ad VS. display+ enhanced
- CTR increased from 0.04% to 0.09%

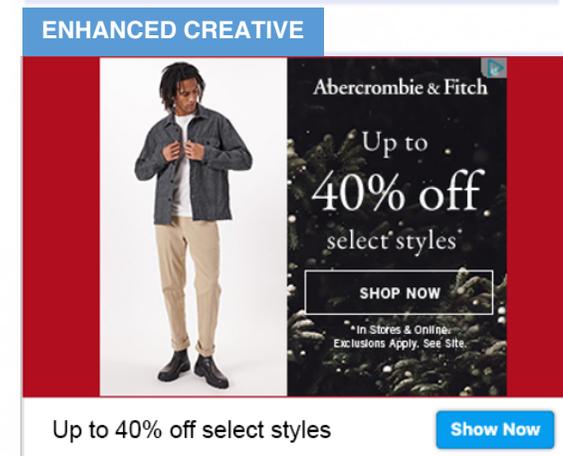
CAMPAIGN RESULTS

161%

Increase in
CTR

167%

Increase in
Engagement Rate



Abercrombie & Fitch

CASE STUDY: WINGSTOP

The AdaptMX Display+ product drives higher conversion rate and site traffic for WingStop.

FLIGHT

12/01/21-12/29/21

SCALE

Total impressions: 886,033

A/B TEST

- 50/50 split: original ad VS. display+ enhanced
- CTR increased from 0.03% to 0.09%

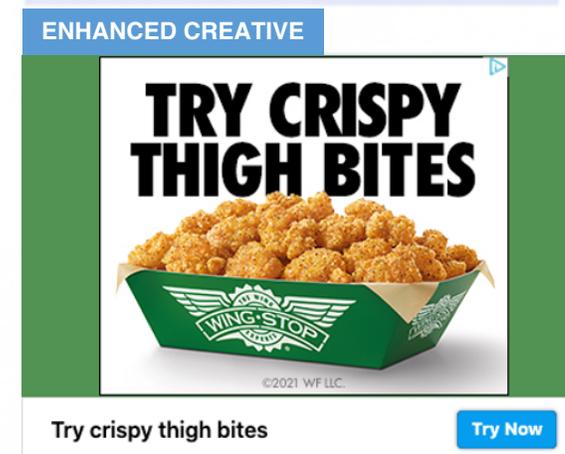
CAMPAIGN RESULTS

215%

Increase in
CTR

201%

Increase in
Engagement Rate



CASE STUDY: ADOBE

The AdaptMX Display+ product drives higher conversion rate and site traffic for Adobe.

FLIGHT

12/01/21-12/29/21

SCALE

Total impressions: 306,459

A/B TEST

- 50/50 split: original ad VS. display+ enhanced
- CTR increased from 0.04% to 0.07%

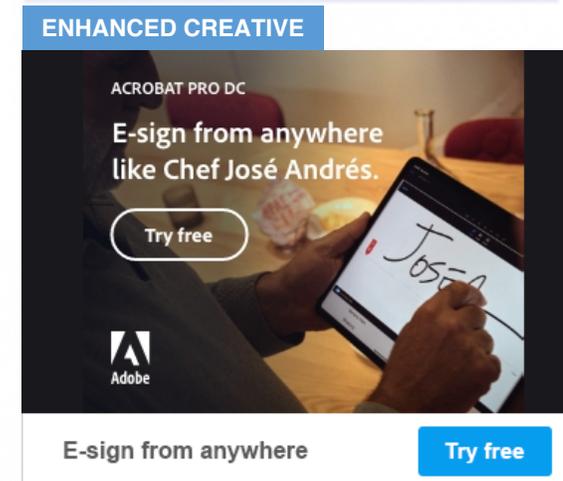
CAMPAIGN RESULTS

84%

Increase in
CTR

85%

Increase in
Engagement Rate



CASE STUDY: VIASAT

The AdaptMX Display+ product drives higher conversion rate and site traffic for Viasat.

FLIGHT

11/01/21-11/20/21

SCALE

Total impressions: 373,479

A/B TEST

- 50/50 split: original ad VS. display+ enhanced
- CTR increased from 0.02% to 0.05%

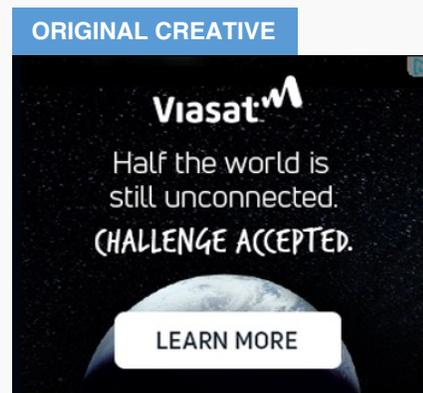
CAMPAIGN RESULTS

135%

Increase in
CTR

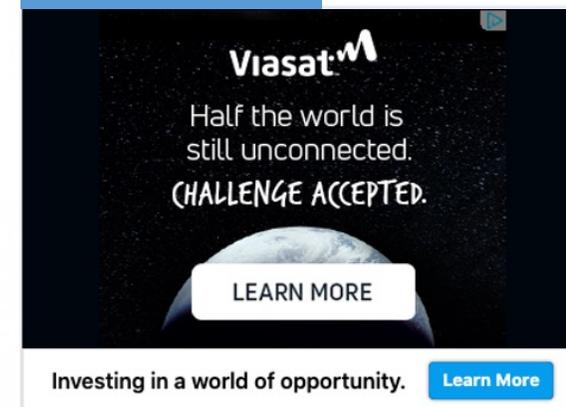
130%

Increase in
Engagement Rate



ORIGINAL CREATIVE

ENHANCED CREATIVE



CASE STUDY: WELLFIRST HEALTH

The AdaptMX Display+ product drives higher conversion rate and site traffic for WellFirst Health.

FLIGHT

12/01/21-12/29/21

SCALE

Total impressions: 358,897

A/B TEST

- 50/50 split: original ad VS. display+ enhanced
- CTR increased from 0.02% to 0.05%

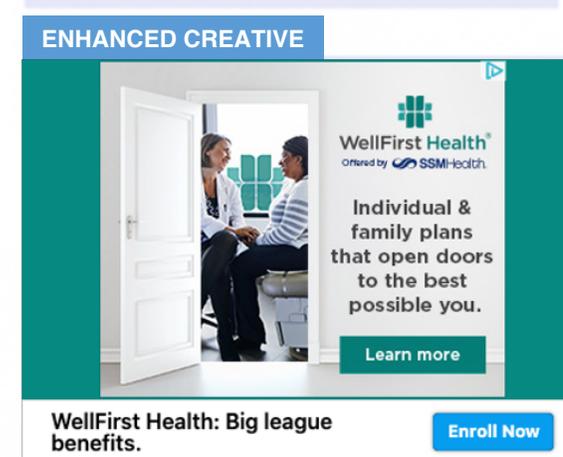
CAMPAIGN RESULTS

188%

Increase in
CTR

172%

Increase in
Engagement Rate



CASE STUDY: PROGRESSIVE

The AdaptMX Display+ product drives higher conversion rate and site traffic for Progressive.

FLIGHT

11/01/21-11/20/21

SCALE

Total impressions: 981,662

A/B TEST

- 50/50 split: original ad VS. display+ enhanced
- CTR increased from 0.02% to 0.07%

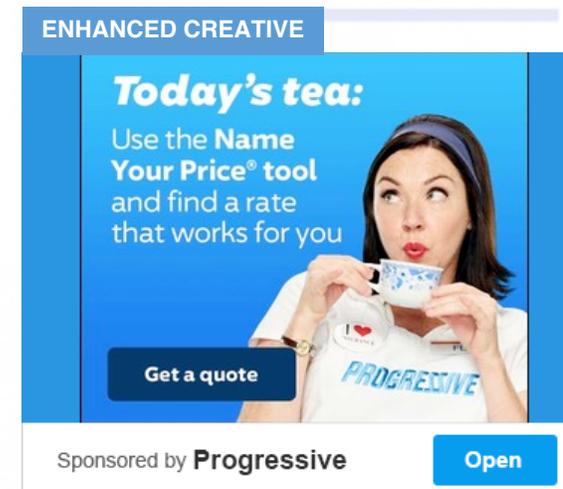
CAMPAIGN RESULTS

285%

Increase in
CTR

230%

Increase in
Engagement Rate



PROGRESSIVE

CASE STUDY: ACUVUE

The AdaptMX Display+ product drives higher conversion rate and site traffic for ACUVUE.

FLIGHT

12/01/21-12/29/21

SCALE

Total impressions: 792,483

A/B TEST

- 50/50 split: original ad VS. display+ enhanced
- CTR increased from 0.04% to 0.08%

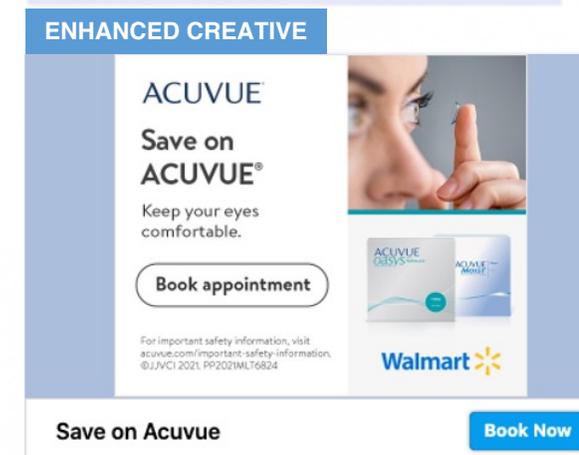
CAMPAIGN RESULTS

110%

Increase in
CTR

115%

Increase in
Engagement Rate



ACUVUE®

CASE STUDY: BILTMORE

The AdaptMX Display+ product drives higher conversion rate and site traffic for Biltmore.

FLIGHT

12/01/21-12/29/21

SCALE

Total impressions: 1,382,202

A/B TEST

- 50/50 split: original ad VS. display+ enhanced
- CTR increased from 0.03% to 0.09%

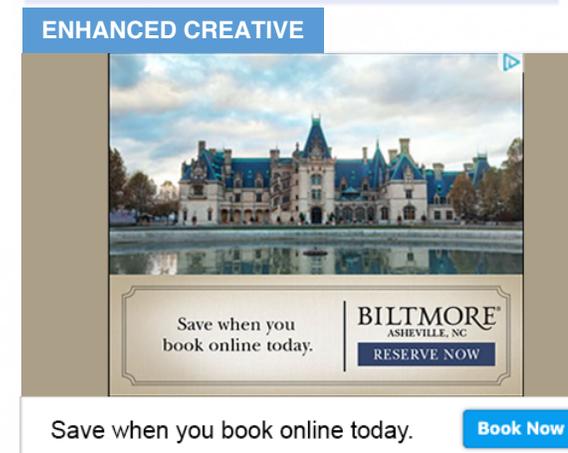
CAMPAIGN RESULTS

316%

Increase in
CTR

282%

Increase in
Engagement Rate



BILTMORE®

CASE STUDY: HBS ONLINE

The AdaptMX Display+ product drives higher conversion rate and site traffic for HBS Online.

FLIGHT

12/01/21-12/29/21

SCALE

Total impressions: 185,693

A/B TEST

- 50/50 split: original ad VS. display+ enhanced
- CTR increased from 0.03% to 0.05%

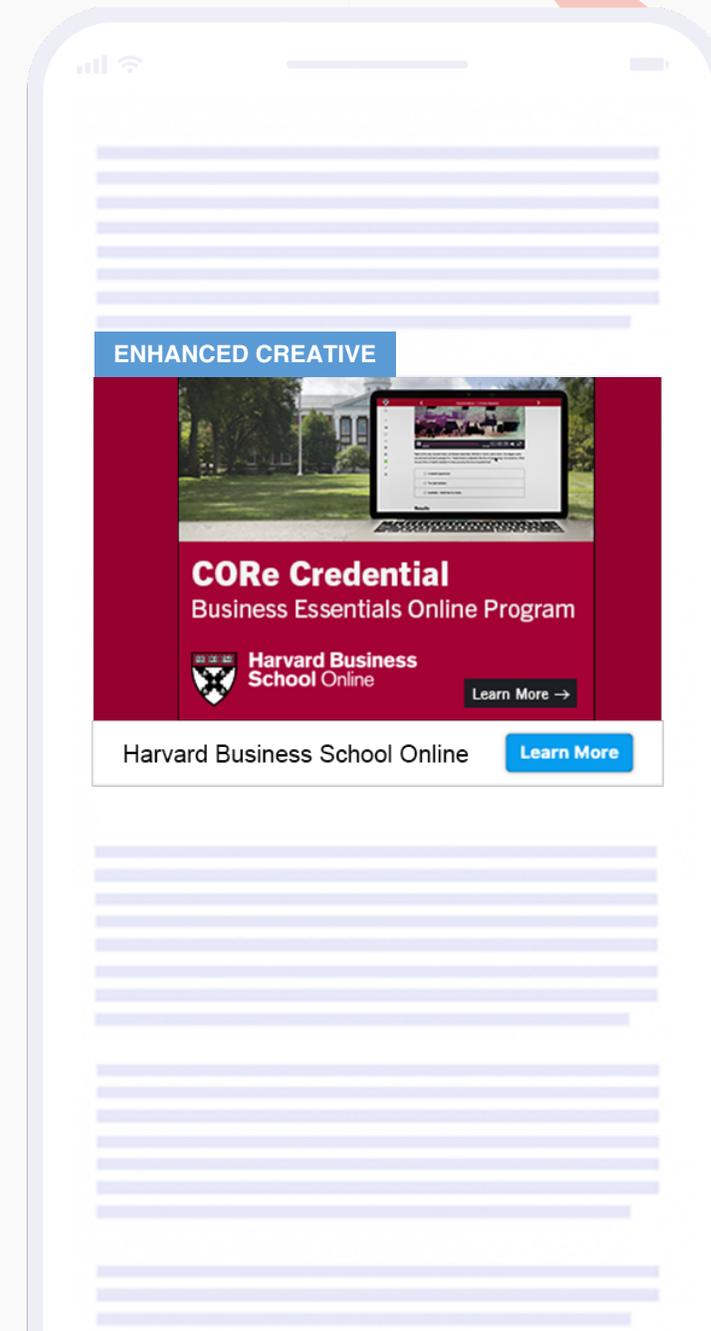
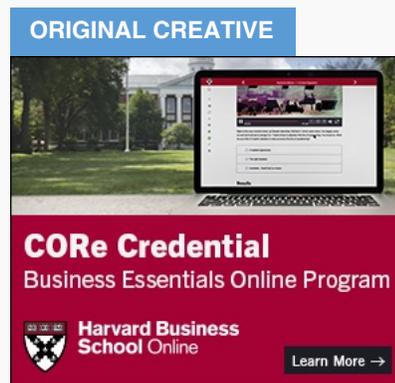
CAMPAIGN RESULTS

44%

Increase in
CTR

48%

Increase in
Engagement Rate



CASE STUDY: EDF

The AdaptMX Display+ product drives higher conversion rate and site traffic for EDF.

FLIGHT

12/01/21-12/29/21

SCALE

Total impressions: 395,079

A/B TEST

- 50/50 split: original ad VS. display+ enhanced
- CTR increased from 0.02% to 0.06%

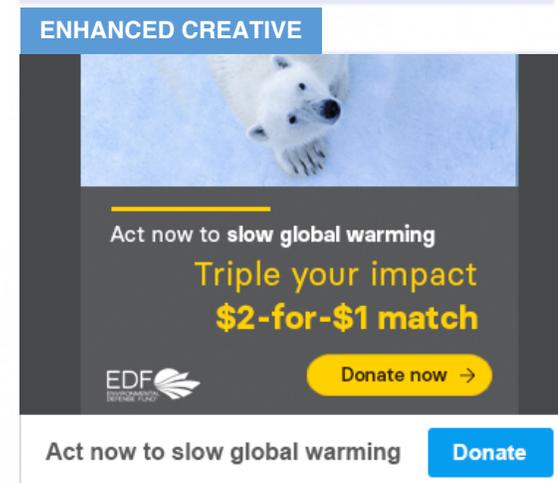
CAMPAIGN RESULTS

470%

Increase in
CTR

391%

Increase in
Engagement Rate



CASE STUDY: DRAFT KINGS

The AdaptMX Display+ product drives higher conversion rate for Genius Sports through PMP deals.

FLIGHT

12/10/21-01/10/22

SCALE

Total impressions: 1,309,003

A/B TEST

- 50/50 split: original ad VS. display+ enhanced
- CTR increased from 0.03% to 0.09%

CAMPAIGN RESULTS

215%

Increase in
CTR

195%

Increase in
Engagement Rate

ORIGINAL CREATIVE



ORIGINAL CREATIVE



ENHANCED CREATIVE



Sponsored by DraftKings

Open

ENHANCED CREATIVE



Sponsored by DraftKings

Open



CASE STUDY: CUUP

The AdaptMX Display+ product drives higher conversion rate and site traffic for Cuup.

FLIGHT

12/01/21-12/31/21

SCALE

Total impressions: 694,274

A/B TEST

- 50/50 split: original ad VS. display+ enhanced
- CTR increased from 0.04% to 0.09%

CAMPAIGN RESULTS

148%

Increase in
CTR

152%

Increase in
Engagement Rate

ORIGINAL CREATIVE



ORIGINAL CREATIVE



CUUP

ENHANCED CREATIVE



ENHANCED CREATIVE



CASE STUDY: EQUINOX

The AdaptMX Display+ product drives higher conversion rate and site traffic for Equinox.

FLIGHT

12/05/21-12/31/21

SCALE

Total impressions: 256,771

A/B TEST

- 50/50 split: original ad VS. display+ enhanced
- CTR increased from 0.04% to 0.07%

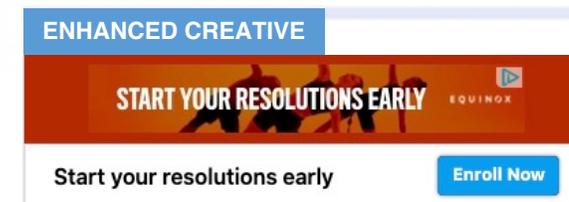
CAMPAIGN RESULTS

109%

Increase in
CTR

92%

Increase in
Engagement Rate



EQUINOX

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