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% 160%
Increase in CTR Increase in Engagement Rate
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% 122%
Increase in CTR Increase in Engagement Rate
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
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
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
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% 172%
Increase in CTR 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% 230%
Increase in CTR Increase in Engagement Rate
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
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
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

<table>
<thead>
<tr>
<th>470%</th>
<th>391%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increase in CTR</td>
<td>Increase in Engagement Rate</td>
</tr>
</tbody>
</table>

Act now to slow global warming
Triple your impact
$2-for-$1 match
Donate now

Act now to slow global warming
$2-for-$1 match
Donate
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
**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
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