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Display+ Case Studies

Mass reach. Direct publishers

Contact: bill.harding@adaptmx.com



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

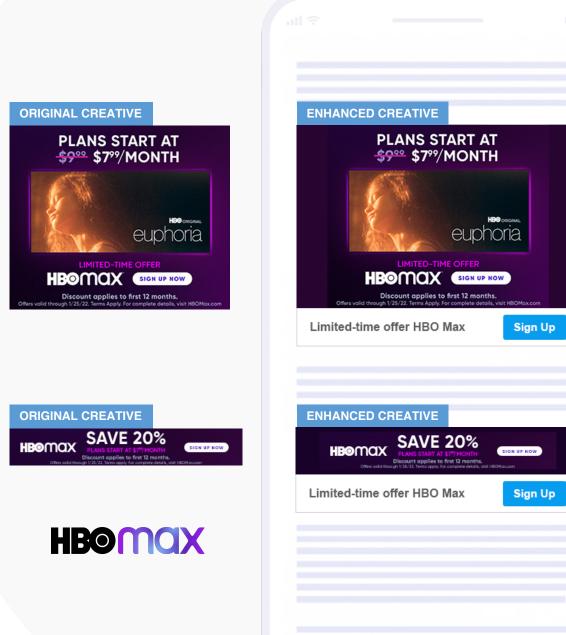
- 50/50 split: original ad VS. display+ enhanced ٠
- CTR increased from 0.03% to 0.07% ٠

CAMPAIGN RESULTS

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 ٠

CTR increased from 0.05% to 0.10% ٠

CAMPAIGN RESULTS

Increase in CTR



Increase in **Engagement Rate**

ORIGINAL CREATIVE

Fast and powerful nationwide 5G on all plans. Learn more > cricket

cricket

ENHANCED CREATIVE



Fast and powerful nationwide 5G

Learn More

info@adaptmx.com



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 ٠
- CTR increased from 0.02% to 0.08% ٠

CAMPAIGN RESULTS

Increase in CTR



Increase in **Engagement Rate**



SEMI-ANNUAL SALE

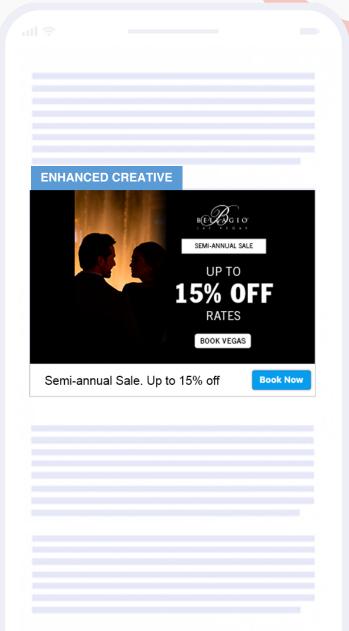
UP TO

15% OFF

RATES

BOOK VEGAS

ORIGINAL CREATIVE



info@adaptmx.com



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 ٠
- CTR increased from 0.04% to 0.09% ٠

CAMPAIGN RESULTS

Increase in CTR

info@adaptmx.com



Increase in **Engagement Rate**

Abercrombie & Fitch

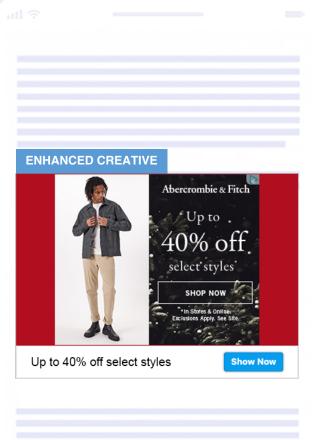
ORIGINAL CREATIVE

Abercrombie & Fitch

/Up to .

40% off.

select styles



🗲 adapt MX

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

Increase in CTR



Increase in **Engagement Rate**



ORIGINAL CREATIVE

TRY CRISPY THIGH BITES





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



Increase in Engagement Rate



ORIGINAL CREATIVE

E-sign from anywhere

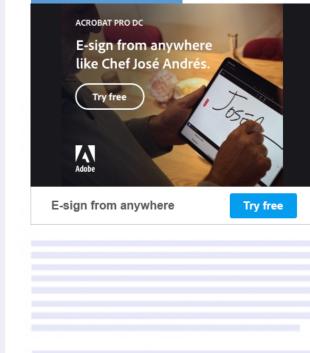
like Chef José Andrés

ACROBAT PRO DC

Try free

Adobe

ENHANCED CREATIVE





adapt MX

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 ٠

CTR increased from 0.02% to 0.05% ٠

CAMPAIGN RESULTS

Increase in CTR



Increase in **Engagement Rate**



ORIGINAL CREATIVE

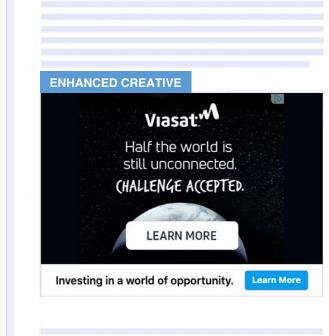
Viasat."

Half the world is

still unconnected.

(HALLENGE ACCEPTED.

LEARN MORE







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 ٠
- CTR increased from 0.02% to 0.05% ٠



ENHANCED CREATIVE WellFirst Health Intered by SSMHealth Individual & family plans that open doors to the best possible you. Learn more WellFirst Health: Big league benefits. Enroll Now

CAMPAIGN RESULTS

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% ٠

CAMPAIGN RESULTS

Increase in CTR



Increase in **Engagement Rate**

PROGRESSIVE®



Today's tea: Use the Name

Your Price® tool and find a rate that works for you PROGRESS Get a quote

ENHANCED CREATIVE

Today's tea: Use the Name Your Price® tool and find a rate that works for you

Sponsored by Progressive

Get a quote

Open

PROGREGI



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 ٠
- CTR increased from 0.04% to 0.08% ٠

CAMPAIGN RESULTS

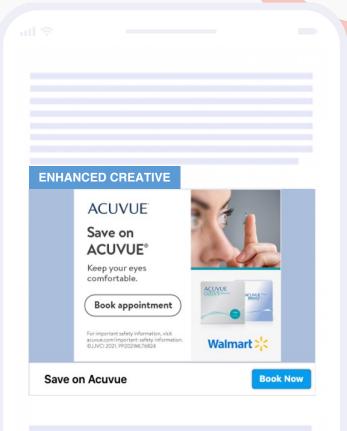
Increase in CTR



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 ٠
- CTR increased from 0.03% to 0.09% ٠

CAMPAIGN RESULTS

Increase in CTR



Increase in **Engagement Rate**

BILTMORE®





ENHANCED CREATIVE BILTMORE ASHEVILLE, NC Save when you book online today. RESERVE NOW Save when you book online today. **Book Now**

info@adaptmx.com



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



Increase in Engagement Rate







CORe Credential Business Essentials Online Program

Harvard Business School Online Learn More →



Harvard Business School Online

ENHANCED CREATIVE

Learn More



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 ٠
- CTR increased from 0.02% to 0.06% ٠

CAMPAIGN RESULTS

Increase in CTR



Increase in **Engagement Rate**



ORIGINAL CREATIVE

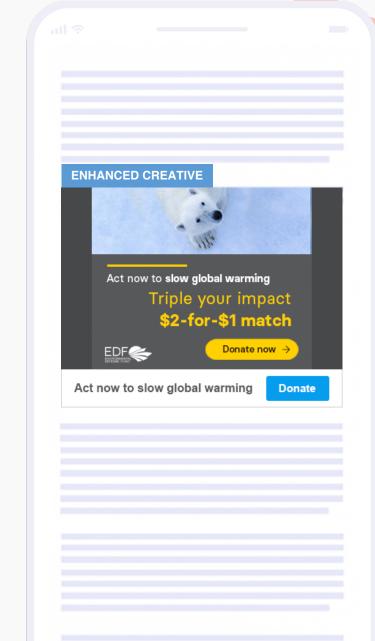
EDF

Act now to slow global warming

Triple your impact

\$2-for-\$1 match

Donate now





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% ٠

CAMPAIGN RESULTS

Increase in CTR

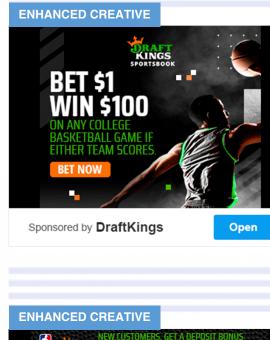


Increase in **Engagement Rate**



ORIGINAL CREATIVE KINGS UP TO \$1,000.





• Kines UP TO \$1,000. ÷.

Sponsored by DraftKings

Open



AdChoices D

SHOP

Shop Now

CASE STUDY: CUUP

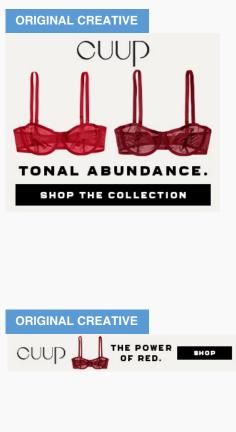
The AdaptMX Display+ product drives higher conversion rate and site traffic for Cuup.

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% ٠



TONAL ABUNDAN SHOP THE COLLECTION Cuup: Total Abundance. Shop Now **ENHANCED CREATIVE** THE POWER CUUP

Cuup: Total Abundance.

ENHANCED CREATIVE

CUUD

CAMPAIGN RESULTS

Increase in CTR



Increase in **Engagement Rate**



adaptMX

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% ٠

CAMPAIGN RESULTS

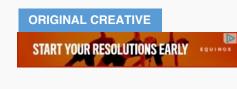
109% 92%

Increase in CTR

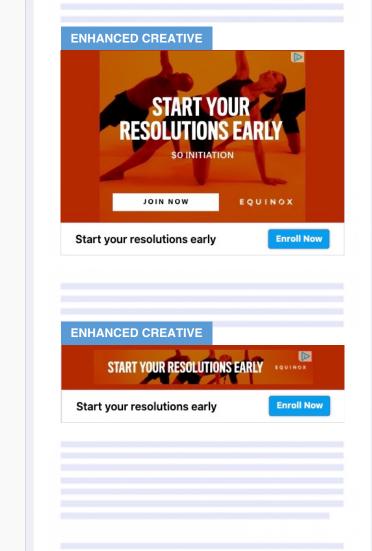


Increase in **Engagement Rate**





ΕQUΙΝΟΧ



US PUBLISHERS

	Hollywood	US	Parade
Kiplinger	VARIETY	dailymotion	Legacy.com
9TO5Mac	RollingStone	Newsweek	BGR
MEN'S JOURNAL	TVLine	ESSENTIALLY SPORTS	FlightAware
JUST JARED	імТоисн	A Ranker	TimeOut
billboard	[≶] Stocktwits	GRACINED	BOSTON
Hollywood Gife	active beat	The Motley Fool	WebMD

EU PUBLISHERS

CK!	FOOLOT LACTULION FOOT	Chef Simon &	MATCH EN DIRECT
I FÚTBIN	e parking	LAROUSSE	CONTROCAMPUSit
Live Soccer ^{TV}	PtitCHEF	THE LOCAL 🕝	El Confidencial
EXPRESS 💑	DUDEN	Schlager.de	REISE MAGAZIN
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