

## 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%

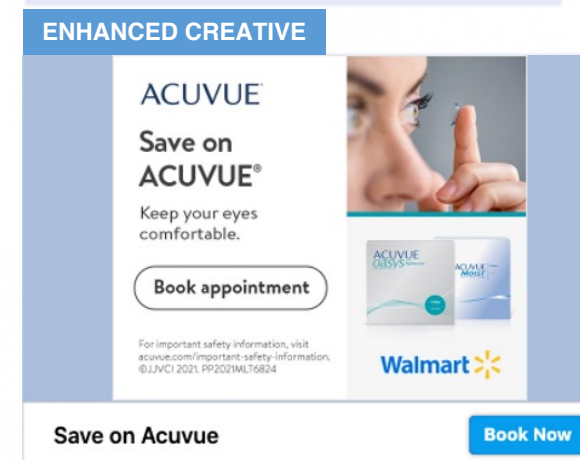
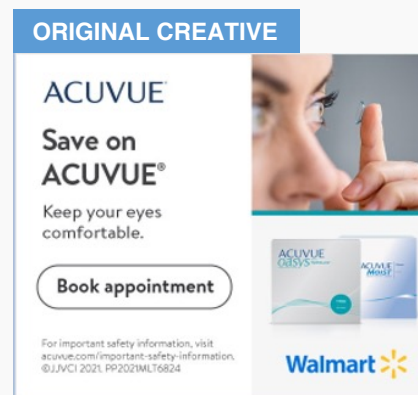
## CAMPAIGN RESULTS

# 110%

Increase in  
CTR

# 115%

Increase in  
Engagement Rate



# ACUVUE®