

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

