

## 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%

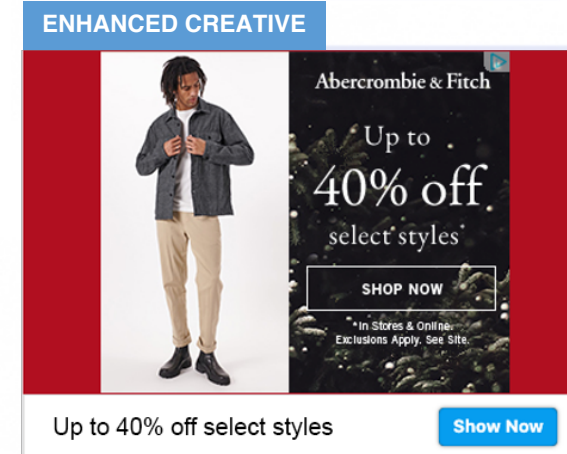
Increase in  
CTR

# 167%

Increase in  
Engagement Rate



ORIGINAL CREATIVE



ENHANCED CREATIVE

## Abercrombie & Fitch