

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%

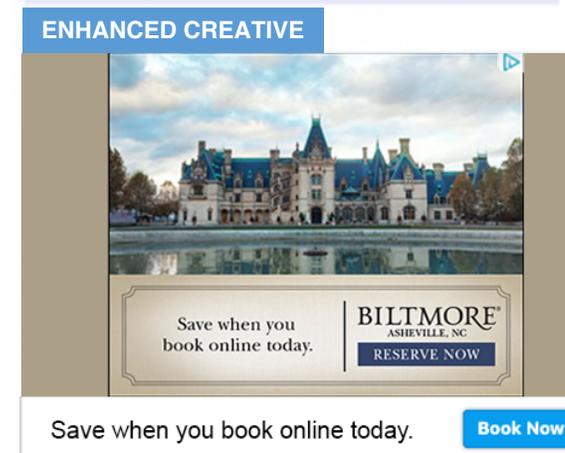
CAMPAIGN RESULTS

316%

Increase in
CTR

282%

Increase in
Engagement Rate



BILTMORE®