

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%

CAMPAIGN RESULTS

148%

Increase in
CTR

152%

Increase in
Engagement Rate

ORIGINAL CREATIVE



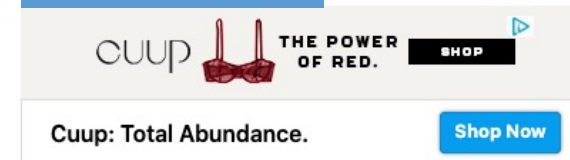
ORIGINAL CREATIVE



ENHANCED CREATIVE



ENHANCED CREATIVE



CUUP