

## CASE STUDY: DRAFT KINGS

The AdaptMX Display+ product drives higher conversion rate for Genius Sports through PMP deals.

### FLIGHT

12/10/21-01/10/22

### SCALE

Total impressions: 1,309,003

### A/B TEST

- 50/50 split: original ad VS. display+ enhanced
- CTR increased from 0.03% to 0.09%

## CAMPAIGN RESULTS

**215%** **195%**

Increase in  
CTR

Increase in  
Engagement Rate

#### ORIGINAL CREATIVE



#### ORIGINAL CREATIVE



#### ENHANCED CREATIVE



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#### ENHANCED CREATIVE



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