

CASE STUDY: EQUINOX

The AdaptMX Display+ product drives higher conversion rate and site traffic for Equinox.

FLIGHT

12/05/21-12/31/21

SCALE

Total impressions: 256,771

A/B TEST

- 50/50 split: original ad VS. display+ enhanced
- CTR increased from 0.04% to 0.07%

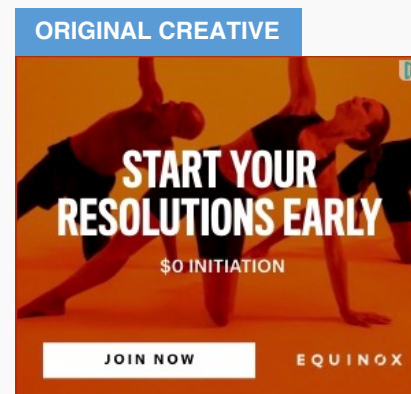
CAMPAIGN RESULTS

109%

Increase in
CTR

92%

Increase in
Engagement Rate



EQUINOX

