

CASE STUDY: HBO MAX

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

FLIGHT

12/10/21-01/10/22

SCALE

Total impressions: 1,550,433

A/B TEST

- 50/50 split: original ad VS. display+ enhanced
- CTR increased from 0.03% to 0.07%

CAMPAIGN RESULTS

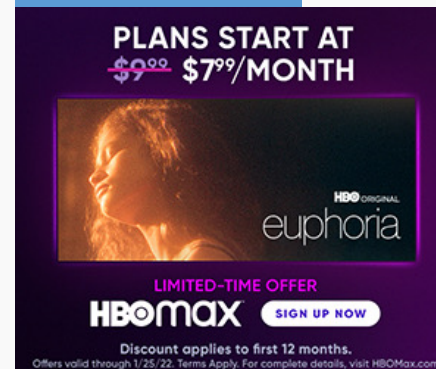
182%

Increase in
CTR

160%

Increase in
Engagement Rate

ORIGINAL CREATIVE



ORIGINAL CREATIVE



HBOMAX

ENHANCED CREATIVE



Limited-time offer HBO Max

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