

## CASE STUDY: MGM RESORTS

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

### FLIGHT

12/01/21-12/29/21

### SCALE

Total impressions: 468,832

### A/B TEST

- 50/50 split: original ad VS. display+ enhanced
- CTR increased from 0.02% to 0.08%

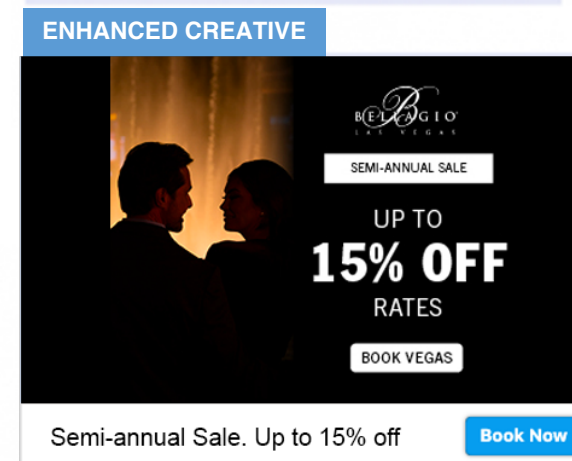
## CAMPAIGN RESULTS

# 372%

Increase in  
CTR

# 304%

Increase in  
Engagement Rate



**MGM RESORTS**  
INTERNATIONAL®