

CASE STUDY: PROGRESSIVE

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

FLIGHT

11/01/21-11/20/21

SCALE

Total impressions: 981,662

A/B TEST

- 50/50 split: original ad VS. display+ enhanced
- CTR increased from 0.02% to 0.07%

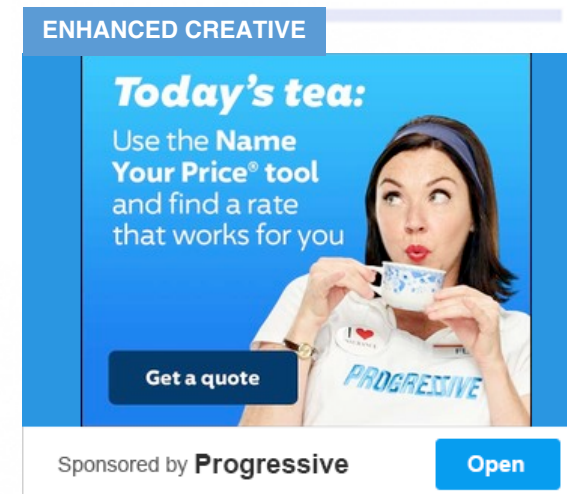
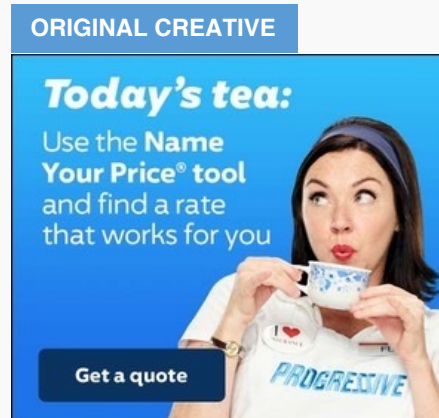
CAMPAIGN RESULTS

285%

Increase in
CTR

230%

Increase in
Engagement Rate



PROGRESSIVE