

CASE STUDY: VIASAT

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

FLIGHT

11/01/21-11/20/21

SCALE

Total impressions: 373,479

A/B TEST

- 50/50 split: original ad VS. display+ enhanced
- CTR increased from 0.02% to 0.05%

CAMPAIGN RESULTS

135%

Increase in
CTR

130%

Increase in
Engagement Rate

