CASE STUDY: WELLFIRST HEALTH

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

FLIGHT
12/01/21-12/29/21

SCALE
Total impressions: 358,897

A/B TEST
• 50/50 split: original ad VS. display+ enhanced
• CTR increased from 0.02% to 0.05%

CAMPAIGN RESULTS

188%  Increase in CTR

172%  Increase in Engagement Rate