

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

