

## CASE STUDY: WINGSTOP

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

### FLIGHT

12/01/21-12/29/21

### SCALE

Total impressions: 886,033

### A/B TEST

- 50/50 split: original ad VS. display+ enhanced
- CTR increased from 0.03% to 0.09%

## CAMPAIGN RESULTS

# 215%

Increase in  
CTR

# 201%

Increase in  
Engagement Rate

