

CASE STUDY: BILTMORE

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

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

SCALE Total impressions: 1,382,202

A/B TEST

- 50/50 split: original ad VS. display+ enhanced ٠
- CTR increased from 0.03% to 0.09% ٠

CAMPAIGN RESULTS

Increase in CTR



Increase in **Engagement Rate**

BILTMORE®





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