

## 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
- CTR increased from 0.03% to 0.09%

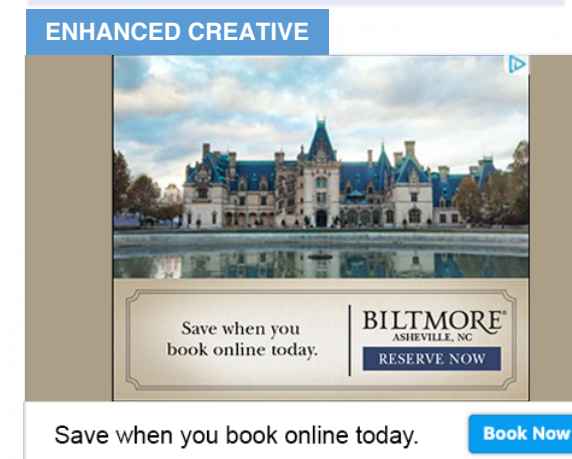
## CAMPAIGN RESULTS

# 316%

Increase in  
CTR

# 282%

Increase in  
Engagement Rate



BILTMORE®