

CASE STUDY: HBS ONLINE

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

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

SCALE Total impressions: 185,693

A/B TEST

- 50/50 split: original ad VS. display+ enhanced
- CTR increased from 0.03% to 0.05%

CAMPAIGN RESULTS

44%

Increase in CTR



Increase in Engagement Rate







CORe Credential Business Essentials Online Program

Harvard Business School Online Learn More →



Harvard Business School Online

ENHANCED CREATIVE

Learn More