

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

48%

Increase in
Engagement Rate

