

CASE STUDY: PROGRESSIVE

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

FLIGHT 11/01/21-11/20/21

SCALE Total impressions: 981,662

A/B TEST

- 50/50 split: original ad VS. display+ enhanced
- CTR increased from 0.02% to 0.07% ٠

CAMPAIGN RESULTS

Increase in CTR



Increase in **Engagement Rate**

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Your Price® tool and find a rate that works for you PROGRESS Get a quote

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