

CASE STUDY: WELLFIRST HEALTH

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

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

SCALE Total impressions: 358,897

A/B TEST

- 50/50 split: original ad VS. display+ enhanced ٠
- CTR increased from 0.02% to 0.05% ٠



ENHANCED CREATIVE WellFirst Health Intered by SSMHealth Individual & family plans that open doors to the best possible you. Learn more WellFirst Health: Big league benefits. Enroll Now

CAMPAIGN RESULTS

Increase in CTR



Increase in **Engagement Rate**



