

# LoopMe Drove 10x Brand Awareness for Luxury Auto Brand

Client faced challenge generating awareness for luxury auto brand model in key markets



4 custom audience segments built pre-campaign to identify current in-market users



Brand awareness measured in-flight to optimize towards favorable response and train AI to target users with similar attributes

**10x**

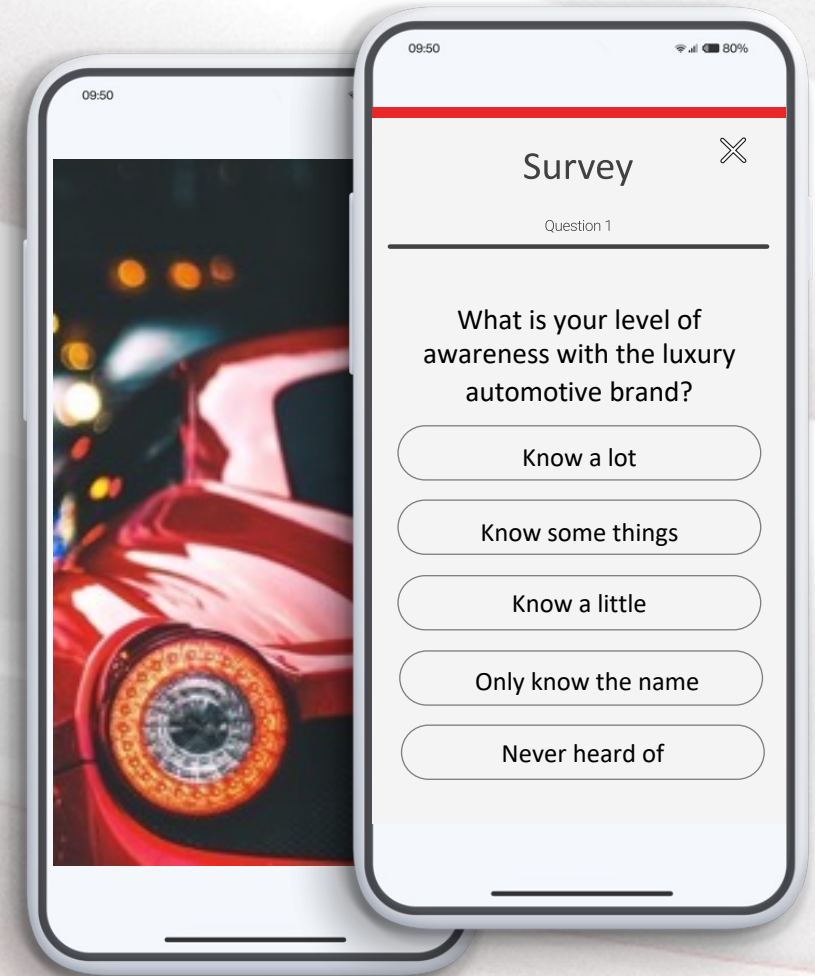
Awareness  
Uplift

**57MM+**

Delivered  
Impressions

**45MM+**

Completed  
Videos



*loopMe™*