

LoopMe Exceeds All Client Benchmarks, Doubling CTR Performance and Driving Brand Uplift in Awareness Across Markets for Visit London

Brand Challenge

1. Drive awareness and increase consideration to visit London

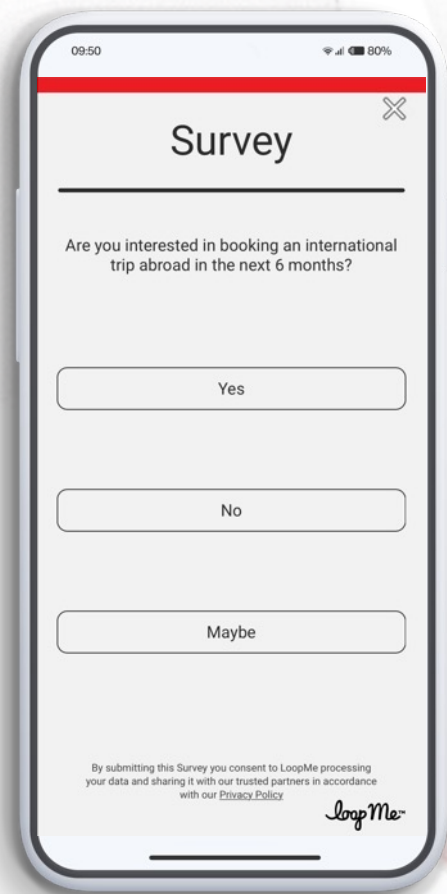
LoopMe Solution

1. Leverage PurchaseLoop Audiences to identify key audience and PurchaseLoop Brand to increase awareness and consideration
2. Target users with engaging video, display and rich media to drive engagement

Testimonial

"LoopMe planning and activation support on the Let's Do London campaign went above and beyond our expectations. Their prompt and efficient resolution of problems, as well as applying timely optimisations, helped us achieve our KPIs and outperform on all benchmarks"

Karen Hernandez
Programmatic Manager
Wavemaker



**VISIT
LONDON**

loopMe™



PurchaseLoop
AUDIENCES



PurchaseLoop
BRAND

Results

LoopMe exceeded all media performance client benchmarks:



167%

Uplift in Awareness



1.21% CTR



7,524,057
Reach



80% VCR

Audience Insights



Female,
Married



Petrol stations,
Banks, Lodgings



Music, Photo & Video,
Health & Fitness



140%

Uplift in Awareness



0.60% CTR



1,947,244
Reach



81% VCR

Audience Insights



Female,
Married



Restaurants,
Lodgings,
Supermarkets



Lifestyle, Travel,
News & Sports



51%

Uplift in Awareness



0.71% CTR



3,255,223
Reach



84% VCR

Audience Insights



Male,
Married



Coffee Shops,
Lodgings, Petrol
Stations



Lifestyle, Weather,
Shopping

2x higher CTR than benchmark

loopMe™