



# LoopMe drives 3,655 visits for Triumph, exceeding and doubling campaign estimation

## BRAND CHALLENGE

Difficulty driving visits to Triumph's stores and website during the Chinese New Year period

## SOLUTION

1. Leverage PurchaseLoop Audiences to identify key audiences and specific audience interests for Triumph. Use PurchaseLoop Visits to drive the highest propensity of foot traffic
2. Target users with location rich media developed by LoopMe's Creative Studio to encourage in-store visits and standard banners to increase visits to Triumph's website

## RESULTS

LoopMe outperforms across all markets, exceeding media client benchmarks in Singapore, Malaysia and Vietnam:



**3,655**

Visits vs 1,470 campaign  
estimation



**6,882,288**

Impressions



**0.98%**

CTR



**67,172**

Clicks

