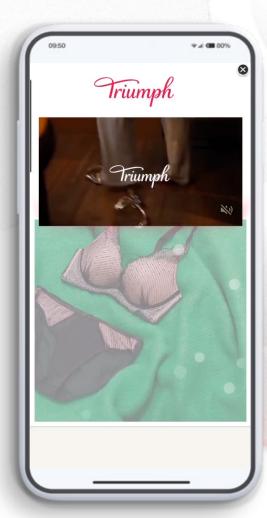




## LoopMe drives 3,655 visits for Triumph, exceeding and doubling campaign estimation



## **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



