

Better outcomes with audiences built for your brand

PurchaseLoop Audiences uses LoopMe's proprietary outcomes platform and survey technology to create exclusive audiences



SCALABLE AUDIENCES BUILT FOR YOUR BRAND

- **Custom and syndicated audiences** built from LoopMe's proprietary 1st party consumer survey tool and DMP exclusively for your media campaign
- **Relevant and recent** data is collected from non-incentivized consumers just prior to campaign launch

INTEROPERABLE ACROSS THE DIGITAL ECOSYSTEM

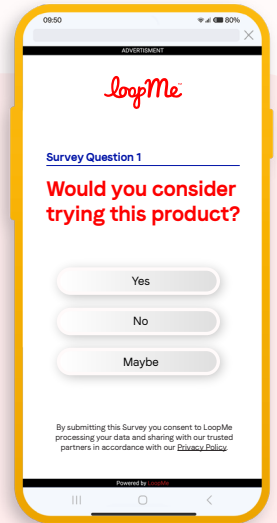
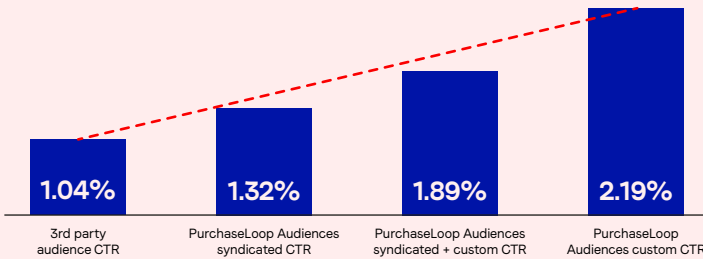
- **Activate audiences anywhere across web, in-app, CTV inventory and more**
- **AI-powered predictive modeling** and our LoopMe DMP scales PurchaseLoop Audiences segment reach across 250M profiles and 90M US households



SUPERIOR PERFORMANCE

- **Drives increased outcomes** across upper, middle and lower funnel KPIs
- **A recent study of over 25 campaigns** showed that PurchaseLoop Audiences custom and syndicated audiences are **2x more effective** at driving CTR for video and rich media campaigns

Campaign CTR performance analysis Q4 22 - Q1 23



+2X MORE EFFECTIVE
than 3rd party segments

LoopMe's Household Graph powers the industry's largest pool of addressable respondents

250M
US Devices

90M
US Households

*Source: 25 LoopMe PurchaseLoop Audiences and 3rd party audience media campaigns Q4 22 - Q1 23; > 95% statistical significance

Putting the consumer at the heart of every campaign

To activate your PurchaseLoop Audiences campaign today, contact us at solutions@loopme.com

