LoopMe

What is Loopme?

Loopme is one of our exchanges that was integrated. It is an **app exchange** which provides both **display** and **video** traffic.

LoopMe was founded in 2012 with the mission to **create better consumer experiences through innovation, powered by data,** in order to bring people and brands together.

Few core benefits of Loopme exchange are - **DMP, rewarded video and Unity.**

To get more information about Loopme supply visit **traffic discovery**.

Loopme DMP

Loopme DMP processes data from over 4 Billion devices worldwide. This allows them to dive depper into brand audiencs and provide meaningful insights. From the shops your customers visit to their favourite app.

Segment examples
Adults 18-34
Female
Male
Adults 25-34
Parents
Fathers
Mothers
Travelers

Adults 25-49
Adults 18-24
Adults 35-44
Adults 45-54
Adults 55-64
Adults 65+
Male 18+
Female 18+
Adults 25-40
Movie Enthusiasts
Business & Finance
Users with NFC
Male 18-54
Female 25-54
Adults 21+
Female 18-34
Female 18-44
Adults 30-54
Female 25-54
Adults 25-54
Male 18-34
Male 18-49
Female 18-49

Fitness
Fashion Enthusiasts
Health Enthusiasts
Music Enthusiasts
Tech Enthusiasts
Football fans West Ham United
UAE travelers
Education
Health & Fitness
Lifestyle
Music
Social Networking
Sports Enthusiasts
Weather
News
Photo & Video
Communications
Shopping
Food & Drink
Automotive
Careers
Family & Parenting
Hobbies & Interests

Home & Garden
Pets
Style & Fashion
Technology & Computing
Entertainment
Utilities
Sensitive
Gambling
Measurable by Factual
Family
Music
Action
Card
Casino
Dice
Puzzle
Racing
Role Playing Game
Sports
Strategy
Trivia
Word
Board

Simulation
Female 25-34
Male 25-34
Female 35-44

Loopme DMP is reached through PMPs. So the request should be sent to Loopme exchange.

Unity Reselling

One of key focus areas of Loopme exchange is Unity apps that they are integrated with. Unity's advertising exchange provides demand-side partners (DSPs) with access to quality inventory, a comprehensive range of advertising formats, and over **2.2 billion Unity users across 295,000+ apps globally**.

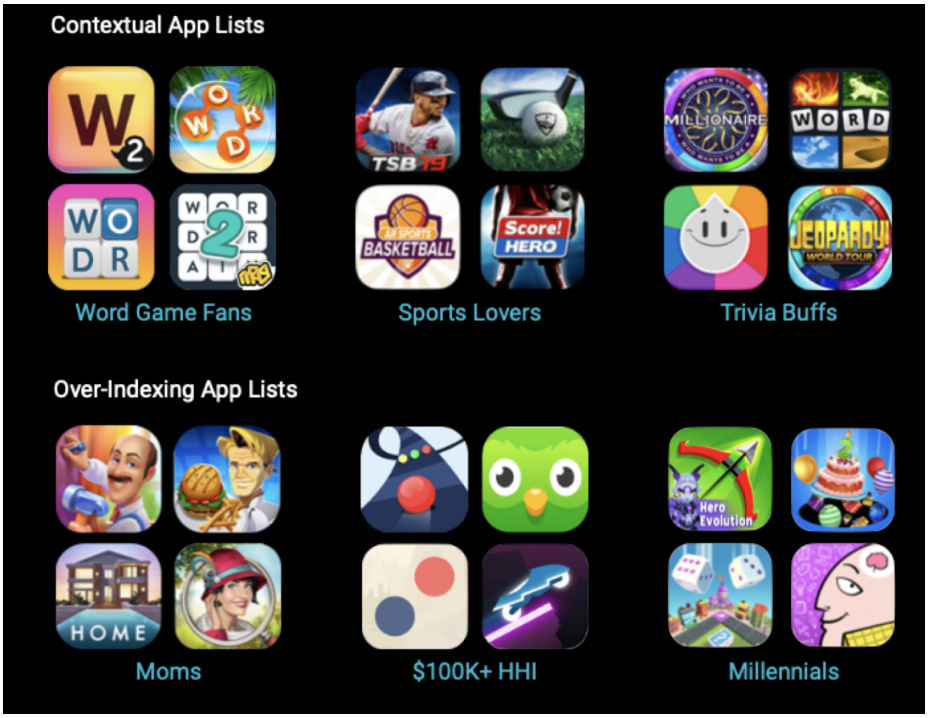
Key information about Unity:

- 22.2B+ global ad opportunities

- 164M+ average daily users viewing Unity ads globally

- 2.2B+ monthly active users

- Unity apps can be segmented into different categories and requested as a PMP.



- Unity supports both display and video advertising

- Unity as both in-game and in-app advertising

- Unity delivered over 70% of completion rate when it comes to 15 sec video.

When it comes to apps Loopme can provide traffic for these **Unity apps**: https://bit.ly/3sncfsn

While when it comes to pricing Unity can be bought through Loopme for these kind of country rates: https://bit.ly/3fev2ST

Rewarded Video Through Loopme

A rewarded video is an option to watch a video in order to receive a reward from the publisher (i.e. wifi access, additional lives in a game, etc.). The majority of the time rewarded videos appear as **interstitial and in game apps**.

The user still has the power of choice so they can **opt-out to not watch the video**. Videos are **always with sound**. Rewarded video **is usually skippable.**

Loopme offers great opportunities to serve ads as rewarded video. Here is some relevant information that every advertiser should consider.

Ad Opportunities

Loopme exchange has limited amount of rewarded video traffic in some markets. Therefore, it is necessary to first check with the exchange if they have enough traffic for the planned scale.

Continent/Country	Rewarded video (monthly)
Africa	**503 046 000**
GH	1 230 000
NG	3 426 000
SN	1 320 000
TZ	43 470 000
ZA	453 600 000
Asia	**2 412 495 000**
BD	335 160 000
ID	1 154 721 000
IN	500 457 000
MM	48 990 000
VN	373 167 000
CIS	**1 073 583 000**
BY	2 610 000
GE	1 080 000
KZ	121 257 000
RU	76 278 000
UA	872 358 000
Europe	**100 605 000**
RO	95 685 000
RS	4 920 000
LATEM	**965 208 000**
AR	730 764 000
PE	234 444 000
MENA	**1 405 755 000**
AE	393 687 000
EG	179 280 000
SA	832 788 000
Grand Total	**6 460 692 000**

Monthly ad impressions for **top 100 geo**: http://bit.ly/38UYoSm

Possible Results

Loopme exchange PMP is a great way to run Rewarded video ads as the PMP can deliver **high completion rate** which is the core of rewarded video solution. These are the results for **15 sec. video**:

Country	CTR	VTR	VCR
ZA (South Africa)	8.85%	94.67%	89.60%
MM (Myanmar)	17.37%	96.34%	89.90%
KZ (Kazakhstan)	1.32%	96.62%	93.88%
BD (Bangladesh)	2.49%	97.19%	94.90%
ID (Indonesia)	14.74%	96.72%	92.97%

Keep in mind, that advertisers aren't limited to only get a PMP from Loopme. Eskimi provides over 50+ exchanges for whom the PMP request can be sent. However, Loopme delivered the best results when it comes to price and effectives.

Additionally, when it comes to publishers, through Loopme ads will be served on these apps: http://bit.ly/30FPweY

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