Loop Insights Launches Innovative Adtech Platform for Brick and Mortar Retailers and Brands

VANCOUVER, BC / ACCESSWIRE / March 5, 2020 / Loop Insights Inc. (TSX.V:MTRX) (the "Company" or "Loop") announces that it has launched third-party programmatic advertising ("Loop's ad platform"), creating a unique new-line revenue opportunity.

Much like Facebook and "Google Ads," Loop's artificial intelligence (AI) software now provides brick and mortar retailers with an automated platform that delivers relevant brand promotions or third-party advertisements directly to their consumers. Content is delivered via SMS, email or physical receipt based on the individual buying behaviors. Bringing this new level of personalization to brick and mortar retail advertising will drive higher consumer engagement and sales. Emarketer estimates US advertisers will spend nearly $81 billion on programmatic advertising by 2021.

Loop will benefit from two new revenue streams. Firstly, Loop generates revenue through the distribution of automated, personalized advertisements on a cost per impression model. Secondly, Loop generates revenue after each offer is redeemed, on a cost per redemption model. The revenues scale rapidly as the number of retailers increase. Based on Loop's transaction data, an average retailer sees approximately 8,826 transactions per month, and our average redemption rate of promotions is 10%. Using those metrics, Loop's potential revenue would be $882.60 through distribution (8,826 transactions X $.10 per impression). Loop will generate an additional $441.30 through redemption (8,826 transactions X $.50/impression) if only 10% of offers lead to transactions. That would give Loop a potential $1,324 per month from each retailer. The revenue opportunity from Loop's new advertising platform is reaching a massive market with a new way to leverage programmatic advertising and allow Loop to scale very quickly.

Loop's CEO Rob Anson says: "As brick and mortar retailers continue to struggle, the need for new-line revenue opportunities has never been more critical for sustainability. Loop provides the personalization of online shopping in store. With 89% of retail transactions being conducted in store, our new advertising platform is a game-changing new-line revenue opportunity for Loop."

"Loop provides brands, retailers and third parties access to cross-channel marketing. Working together using Loop's advertising platform, local businesses increase foot traffic and sales through relevant community-based promotions. Here's how we're different: we show when, where, and what the customer bought, in relation to the promotion. Full marketing attribution is not available in the market today," adds **Loop's CSO David Salisbury.**

About Loop Insights Inc.

Loop Insights Inc. (TSX.V:MTRX) is a Vancouver-based technology company that has developed a unique proprietary platform that combines the power of IoT and AI to level the playing field between brick and mortar retailers and their online competition. Loop gives brands and retailers the ability to connect their physical and digital assets, regardless of hardware or IT networks, thus enabling rapid deployment and global scale. Retailers and brands benefit from making real-time, data-driven decisions that help them curate unique personalized customer experiences in stores.

For more information, please contact:
Loop Insights Inc.
Soy Garipoglu, Manager, IR
T: 877-754-5336
E: ir@loopinsights.ca

CHF Capital Markets
Cathy Hume, CEO
T: 416-868-1079 x 231
E: cathy@chfir.com

Website: https://www.loopinsights.ai/
Facebook: @LoopInsights
Twitter: @LoopInsights
LinkedIn: @LoopInsights

Forward-Looking Statements/Information:

This news release contains certain statements which constitute forward looking statements or information, including statements regarding Loop's business and technology; the ability of Loop to engage with industry participants to achieve its goals; the development of Loop's technology; and the viability of Loop's business model. Such forward-looking statements are subject to numerous risks and uncertainties, some of which are beyond Loop's control, including the impact of general economic conditions, industry conditions, competition from other industry participants, stock market volatility and the ability to access sufficient capital from internal and external sources. Although Loop believes that the expectations in its forward-looking statements are reasonable, they are based on factors and assumptions concerning future events which may prove to be inaccurate. Those factors and assumptions are based upon currently available information. Such forward-looking statements are subject to known and unknown risks, uncertainties and other factors that could influence actual results or events and cause actual results or events to differ materially from those stated, anticipated or implied in the forward-looking statements. As such, readers are cautioned not to place undue reliance on the forward-looking statements, as no assurance can be provided as to future results, levels of activity or achievements. The forward-looking statements contained in this news release are made as of the date of this news release and, except as required by applicable law, Loop does not undertake any obligation to publicly update or to revise any of the included forward-looking statements, whether as a result of new information, future events or otherwise. The forward-looking statements contained in this document are expressly qualified by this cautionary statement. Trading in the securities of Loop should be considered highly speculative. There can be no assurance that Loop will be able to achieve all or any of its proposed objectives.

Neither the TSX Venture Exchange nor its Regulation Services Provider (as that term is defined in the policies of the TSX Venture Exchange) accepts responsibility for the adequacy or accuracy of this release.

SOURCE: LOOP Insights Inc.