

loops.

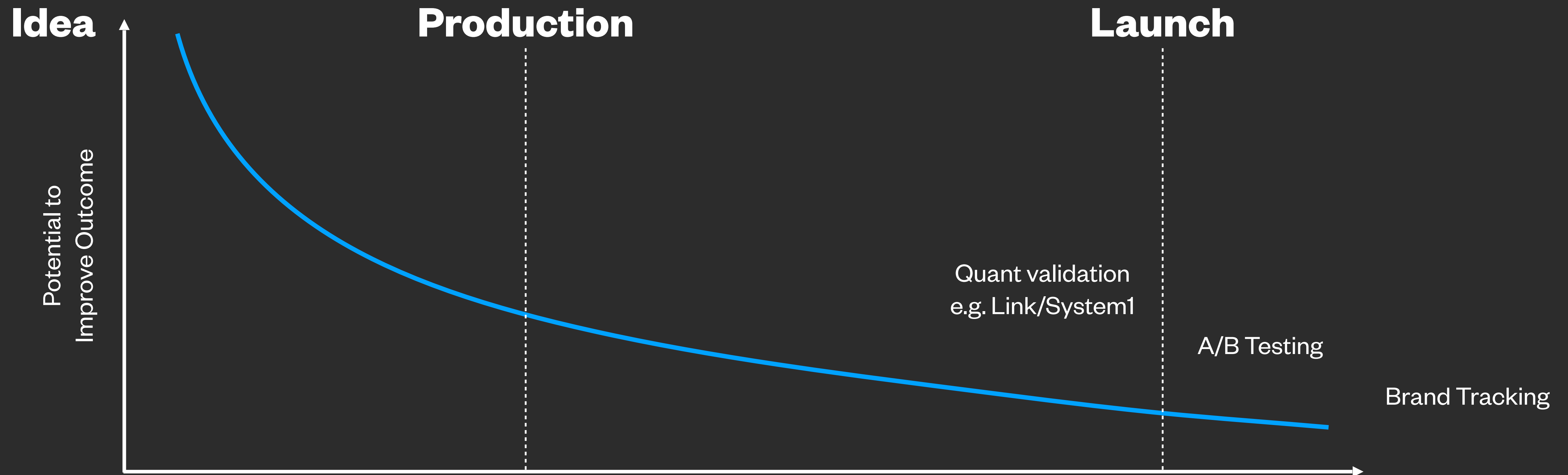
Create with confidence

Creativity Matters

- **Good creative drives 12x higher ad profitability than bad**
Paul Dyson - Data2Decisions/Accelero
- **Creative quality explains 49% of sales lift from advertising**
Nielsen
- **Campaigns that win creativity awards drive up to 11x more market share growth for the same budget**
IPA dataBank



Creative potential declines over time



But most creative optimisation happens when it's too late...

Rearview Mirror Metrics



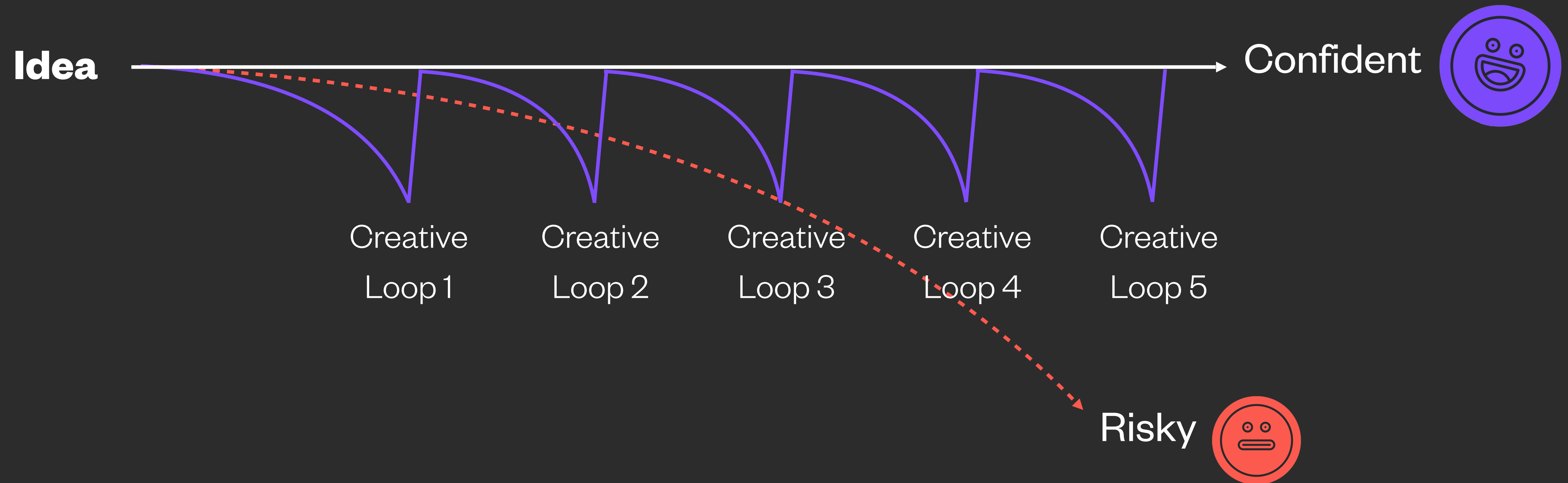
Lead To...

- 1. Zero visibility on creative impact until after the work is finalised**
- 2. Stress and tension around last-minute validation scores**
- 3. Expensive reworks if work doesn't past muster**
- 4. Frustrated teams**



Loops is different...

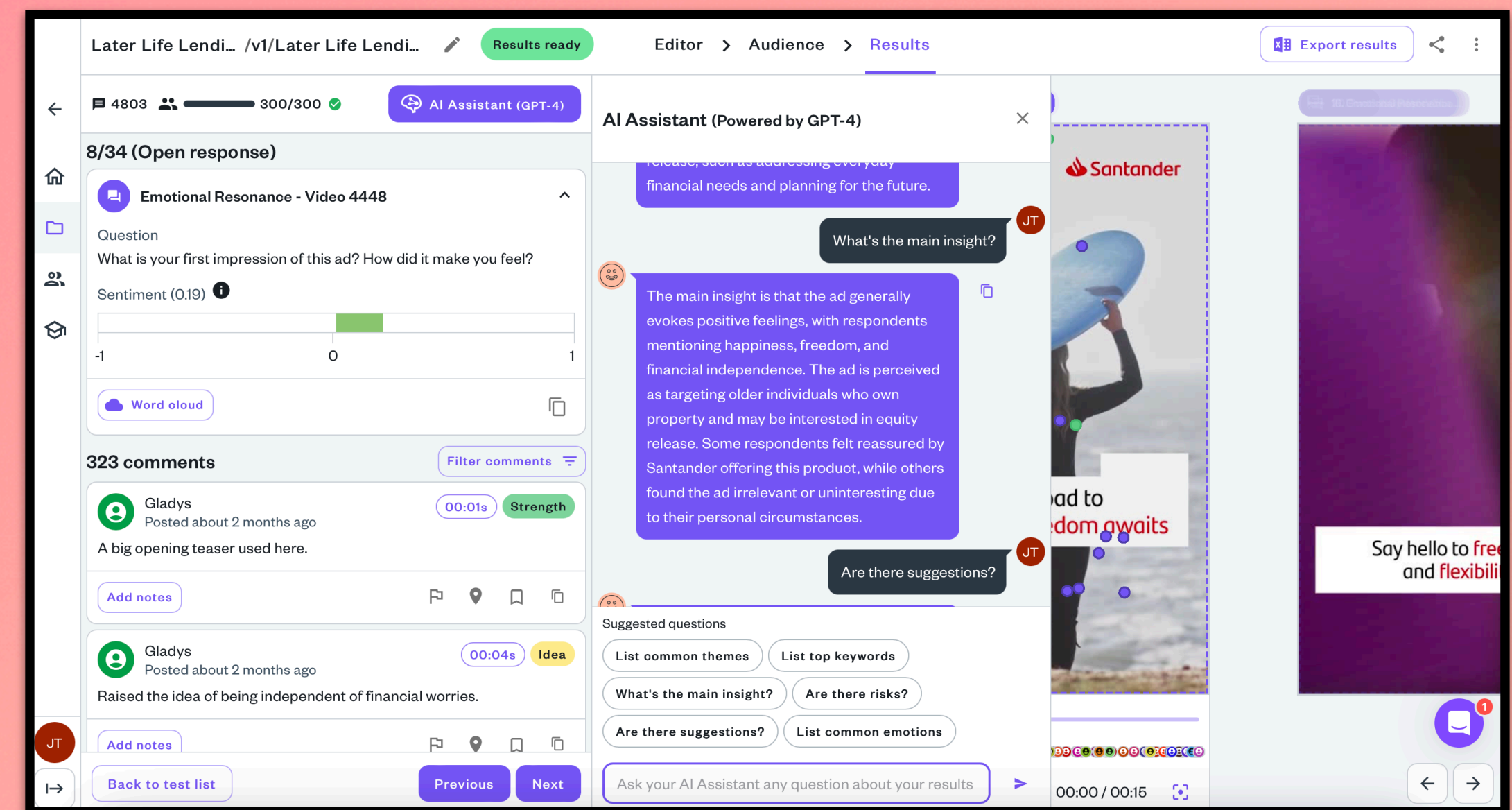
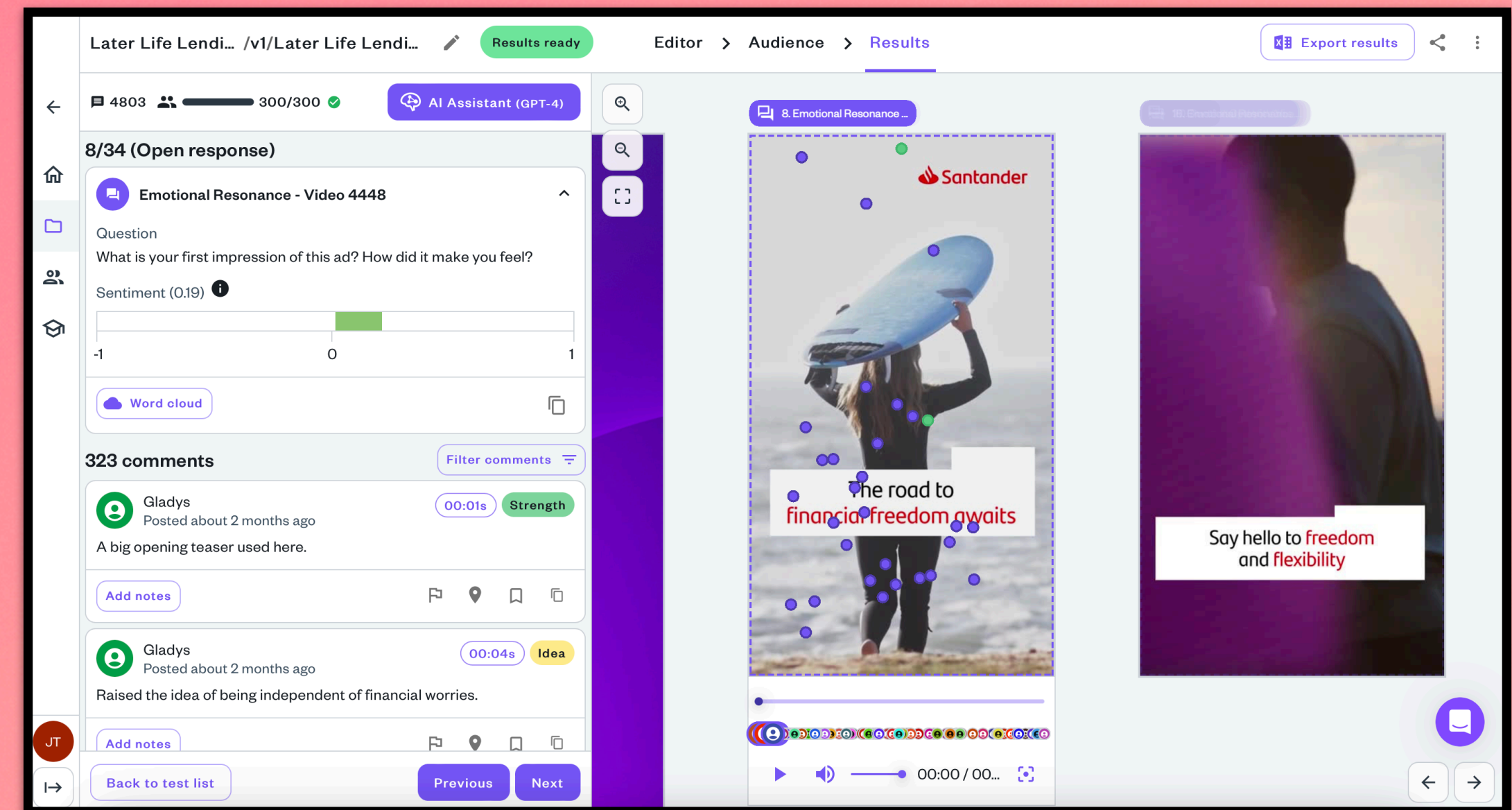
Test and Learn. Early and Often.



De-risk your creative and media investments.
Optimise your creative **before** you waste time and money.

Why Loops is Different

- Campaign canvas
- Precise segmentation
- Qual superpowers
- Built for creative iteration



Human Power-up

AI as a partner, not a threat

- **REAL creativity needs REAL humans**
- **‘Human in the Loop’ AI**
- **AI that allows YOU to do 10x more**
- **AI that allows YOU to be 10x faster**
- **Outcome - originality at speed and scale**



Case study...



From Rearview to Roadmap

Insight shapes the work vs grades it

+

No more stress and tension

Confident decisions and total alignment

+

10x your team

Original, cut-through campaigns at scale



= Business impact

Next Steps

- 1. Create** a free account - we'll upgrade
- 2. Schedule** a tailored demo for your team
- 3. Run** a pilot on some live work



loops.

joe@useloops.com