

Loop Insights Inc.

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Loop Insights selected to join Impact Radius Marketplace and its global affiliate marketing platform

Loop Insights Inc (CVE:MTRX) (OTCQB:RACMF) said Wednesday it was selected to join the Impact Radius Marketplace, a global affiliate marketing platform.

Inclusion in the marketplace will allow Loop to generate revenue through global brand affiliate marketing programs aimed directly at consumers, the company told shareholders.

Vancouver-based Loop can also connect and leverage marketing opportunities with Impact's global brand partners like Uber, Nike, Airbnb and Levi's.

READ: Loop Insights to create NCAA college basketball bubble for Gulf Coast Showcase in Florida

Impact manages over US\$50 billion in e-commerce sales and processes over \$2 billion annually in payments to partners.

Loop's selection followed a rigorous vetting process by Impact, which assessed the company's ability to provide brand partners with millions of potential users and the data Loop could provide to the brands.

"Selection into the Impact Radius marketplace is another strong vote of confidence for Loop as we continue to grow our client base," Loop CEO Rob Anson said in a statement.

"The Impact Radius marketplace will provide Loop with access to leading brands from around the world who will be discovering our anticipated massive venue audiences, AI analytics, real-time engagement, and verified reviews for the very first time."

Loop will provide brands with new targeted marketing opportunities through its artificial intelligence-driven analytics and insights. According to a statement, the company expects brands to see high conversion rates, thanks to its retail insights platform, which drives engagement, clicks and sales while generating revenue for Loop, which receives up to 10% of every retail transaction.

Affiliate marketing in the US alone is expected to generate nearly US\$9 billion by 2022, according to Statista.

Loop will showcase its affiliate marketing integration with its Engage service during the NCAA #BeachBubble in Fort Myers, Florida.

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Price: 1.84

Market Cap: \$196.23 m

1 Year Share Price Graph



January 2020 July 2020 January 2021

Share Information

Code: MTRX

Listing: TSX-V

52 week High Low
2.98 0.05

Sector: Tech

Website: www.loopinsights.ai

Company Synopsis:

Loop Insights is a location-based marketing intelligence platform that provides brands, agencies, and retailers with real-time actionable insights to optimize customer experiences.

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