

Insight. Strategy. Results.







TRANSFORM YOUR STRATEGY WITH LOOPER INSIGHTS' EXPERT CONSULTANCY AND REPORTING THROUGH OUR ADVANCED TECHNOLOGY.

Looper Insights, a leader in Media and Entertainment, offers SaaS solutions for Title and App compliance and merchandising on any Connected TV device. Get expert advice and reports to optimize your team's focus and budget, identify industry trends and events, and leverage our extensive reporting library to enhance your strategy and succeed in a dynamic media market.

WHAT CAN LOOPER INSIGHTS' CONSULTANCY AND REPORTING DO FOR YOU:

CONSULTANCY

We create a custom approach for each client's unique situation, leveraging extensive industry experience and proven analytical techniques. Our dedicated experts will help you answer:

-  Go-to-market strategy to enhance your platform, content, app, and brand, and secure better deals. Utilize customized strategies and playbooks to foster positive attribution and engagement with your audience.
-  What are the core growth markets, partners and UI devices to optimize across SVOD, TVOD, BVOD and AVOD.
-  How \$MPV and pMPV can establish industry-standard metrics and benchmarks against your competitors to enhance your performance across paid, editorial, and algorithmic placements to boost consumer engagement.
-  Full briefing sessions, check-ins, post-mortem and download analysis sessions provided.





PRICING:

Contact us for more information to discuss your requirements.

REPORTING

Subscribe to our quarterly reports or dive into a one-off Playbook, featuring a range of diverse data analytics and topics to drive and influence negotiation and strategic delivery.

Report and Playbook examples include:

-  Content Release Playbook: Evaluate similar title CTV campaigns, assessing paid, editorial and algorithmic media value with \$MPV and impressions with pMPV.
-  Best in class new release strategy across Samsung TV devices; how it was done and what was achieved.
-  Drive negotiation for App launch across Amazon Fire TV; increase brand attribution and customer acquisition.
-  The benefits of bundling and platform aggregation to increase audience stickiness.

PRICING:

\$500 USD per Playbook
From \$1000 USD per Report

Why Looper Insights?

Our consultancy and reporting services leverage our team's expertise along with our unique compliance and merchandising data, which can be seamlessly integrated with your own to enhance and inform your strategic decisions.

Take the next step

We're thrilled about the opportunity to discuss your unique requirements further and anything else you would like solved to achieve success across the digital media landscape.

OUR CLIENTS INCLUDE

