

For Immediate Release

## **Loop Analytics Co-Founder Wins Advertising Research Innovation Award at ARF Convention**

OLDSMAR, FL (PRWEB) March 29, 2010—Loop Analytics announced today that co-founder and CIO Edward Hunter received the Gold Great Minds Award for Innovation in Advertising Research at the Advertising Research Foundation's 56th Annual Convention & Expo in New York last week.

The award, which was second to the grand award given, is presented to individuals who according to the foundation, "in the past year has created and proven the impact of innovative new methods based on inventiveness, analytics, and/or harnessing technology."

Presented during an award ceremony and luncheon before distinguished colleagues from the brand, agency, advertiser and publisher communities, the Great Minds award was granted to Hunter for his breakthrough research performed on behalf of Microsoft's in-game advertising unit Massive, during his 8-year tenure at comScore and in the role of Director of Video Game Research.

"Microsoft needed help connecting the Xbox in-game ad audiences who were exposed to campaigns to whatever happened next," commented Hunter. "It took a year of logistics, invention, strategy and tremendous effort on behalf of teams from both Massive and comScore, but we made the leap between exposure to in-game creatives and digital behaviors such as reach to site, reach to search and content consumption, key indicators of behavioral campaign impact."

Hunter's new venture, Loop Analytics, brings many of these new philosophies and strategies to the mobile space, enabling brands and publishers to extend into mobile smart phones with similar, and in some cases improved, attitudinal or behavioral ROI that they demand in the browser-based world wide web.

"Consumers are beginning to consume an increasing quantity of digital content in the mobile smart phone 'app'. It's becoming critical for brands to leverage mobile device capabilities in understanding how exposure to campaign or brand elements affects perception, intent and favorability," said Loop CEO John Dutchak. "Edward's inventive visions in gaming translate directly to similar 'walled garden' issues found in mobile today that have thus far prevented effective understanding of this impact. It's our intention to provide the industry at large with the mobile technology platform capable of providing the behavioral and attitudinal ROI research they need. Mobile isn't going away."

Microsoft has recently announced plans with comScore to expand the Loop CIO's approach to include examining behaviors of gamers beyond that of the impact of exposure. "It's a long time coming," explained Hunter. "Console gamers are some of the most frequently misunderstood audiences out there, but to understand those behaviors you must absolutely protect consumer privacy at all costs. It was a privilege to work with Microsoft/Massive not only because of the quality of their people, but their steadfast and immovable commitment to consumer privacy."

Loop Analytics was a silver sponsor at this year's ARF convention and expo, and are first year members of the organization.



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## **About Loop Analytics**

Loop Analytics is headquartered in the Tampa Bay area in Oldsmar, Florida and was founded in 2009 by mobile application, video game, analytics and digital media research veterans. The Loop platform provides a unilateral toolset to both providers and marketers that closes the loop between application usage, advertising consumption and advertising effectiveness by capturing user attitudes, digital behavior and link to sale behavior. Please visit our web site at [www.loopanalytics.com](http://www.loopanalytics.com).

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