

For Immediate Release

## **Loop Analytics Announces Standalone Software Product For Managing Mobile Advertising, Analytics and Research**

OLDSMAR, FL (PRWEB) April 19, 2010—Loop Analytics, a leading provider of smart phone applications for developers and advertisers that provide end-to-end management and analytics, announced today MobilLoop, a new standalone software product that manages mobile performance, ads, analytics and research. MobilLoop is ideal for publishers, advertisers and agencies with mobile applications that are unable to use third party advertising or analytics platforms.

“Recent proposed changes to Apple’s licensing agreement appears to prohibit most third party analytics, causing developers and publishers to look for an ad, analytics and research solution that doesn’t rely on third parties,” said Loop’s CIO Edward Hunter. “A deep understanding of consumer engagement with apps is required to improve or monetize them; analytics and research similar to what can be conducted on the digital web need to be in place. Our solution fills this need without violating the terms of Apple’s OS 4 agreement.”

The MobilLoop platform, which is highly scalable and available in several different configurations that support most publisher environments, allows mobile applications to advertise, report analytics data and perform market research. It also includes the ability to deploy survey research, such as attitudinal brand studies directly into applications using patent pending technology developed by Loop Analytics. MobileLoop does not require transmitting data to a third party for analysis, and is compliant for use on any mobile platform.

“Our standalone solution works well for applications that require insight and data but can’t use a third party,” said Hunter. “We’ve come up with a way of removing third party dependency on analytics while retaining the ability to certify the data, making it safe to use for advertisers and brands.”

MobilLoop consists of an application level SDK that developers insert into mobile apps, a server-based service and database component, and a web application that runs in most browsers. The company provides complete customization and installation assistance for companies requiring it, as well as the expertise and training on how to leverage the MobilLoop platform properly.

Loop Analytics maintains its third party platform that manages, measures, monetizes and promotes mobile applications and recommends its use for Android and Windows Mobile based applications.

“Our third party platform isn’t going away,” remarked Hunter. “Our standalone platform simply gives publishers and developers of mobile apps some options should the use of third party platforms become difficult or impossible on a mobile platform.”

Loop Analytics has been outspoken on its views and commitment to protecting consumer privacy and remains 100% transparent in how it deals with and discards personally identifiable information. Data collected from mobile apps is anonymous and may only be examined in aggregate.



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Loop Analytics is working with individual publishers, developers and agencies to help deploy the product. Interested parties should contact Loop Analytics by visiting <http://loopanalytics.com>

### **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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