

## How the Loop Loft Boosted ROI by 400%

### THE LOOP LOFT

#### background:

The Loop Loft was born in 2010, after CEO Ryan Gruss combined two of his passions: digital asset management and music. Loop Loft sells digital loops recorded by real musicians like Mark Guiliana, former drummer for David Bowie, for other musicians and producers to utilize.

#### problem:

Gruss, with his background in both the music industry and digital asset management, is no stranger to the realm of e-commerce. But even the best entrepreneurs and brands encounter problems, especially when trying to reach new audiences.

Audience growth at the Loop Loft had suddenly plateaued, despite Gruss' rock-solid strategy. He was doing all the right things. He had put advertising spend into a slew of social channels, but he just couldn't figure out how to reach new audiences. Additionally, Gruss did not want to risk scaring away his existing, loyal customers and subscribers. "In the past, we were burning through our subscribers. Ads were showing up in their feeds 15 times and that's not a good experience for the customer," Gruss said. What the Loop Loft needed was a solution that could proactively find those new audiences for him.



"Over the past year it felt like audience growth had plateaued and we were having trouble moving the needle. And that's when I heard about what Sprinklr Audience had to offer. It allows us to reach a fresh audience, which was exactly what we were looking for."

**- Ryan Gruss, CEO  
The Loop Loft**

## solution:

Gruss' strategy didn't change, but the way he targeted audiences did. All he needed was a little help. Sprinklr Audience allowed Gruss to dive deeper into the databases he was already using to create fresh audience segments, automatically, instead of alienating his existing customer base by hitting them with emails and ads over and over. "Audience allows us to keep track of the frequency of how we are going after those audiences...keeping fresh audiences in the cycle," Gruss said.

Audience provides Gruss with invaluable tools -- time and data. "Sprinklr's Audience refreshes audiences every couple of hours. It always supplies us with a fresh set of users. That's where we really felt the growth," said Gruss. By working with Gruss' existing platforms and connecting those to his social channels, Audience was able to help Gruss marry all of that data in a way that no human, not even the best of entrepreneurs, could. Audience brought all the data together, under one roof, to dynamically create better, smarter audience segments. This extended reach and created audiences automatically, saving Gruss valuable time while also increasing Loop Loft's ROI.

## results:

Within just a few months of teaming up with Sprinklr's Audience, Gruss' Loop Loft experienced a whopping 400% increase in ROI. "Audience was a huge game changer for us time-wise and obviously, results-wise," Gruss said.

By teaming up with Sprinklr's Audience, Loop Loft reduced its target CPA for customers by 50% while scaling monthly ad spend up to 33%. By the end of the year, revenue had scaled too, with a remarkable 140% increase YoY.



"Sprinklr gives me a level of depth and insight into our customers and prospects so I can cut through the noise and give them the information that they're searching for. Year on end, I've increased revenue by 140%, and I've gone from a one man shop to someone that's truly scaling my business due to the power of my digital strategy."

**- Ryan Gruss, CEO  
The Loop Loft**

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