



iPROM OnSite Is a New High-Tech Solution for Displaying and Suggesting Recommended Web Content

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iPROM OnSite is a new high-tech solution for displaying and suggesting recommended web content. It is designed for corporate and product website managers, online retailers and other companies that are looking to monetize their web sites more effectively. Companies that took part in the iPROM OnSite beta test improved their sales and other conversion goals by 30 percent on average, while some improved them by more than 100 percent.

The new solution uses machine learning and real-time processing of numerous data points to act as a smart sales assistant that offers convincing personalized guidance or promotional offering to each website visitor to push them further along the purchase process.

With iPROM OnSite, iPROM is targeting a new segment of buyers of marketing support technologies strategically as the company is working to establish closer partnerships with companies and organizations at the level of their websites. iPROM's vision is to take sales acceleration technologies that are only accessible to online giants such as Amazon and make them available to a broader array of companies and organizations.

98 percent of buyers leave websites without buying anything or converting

On average, 98 percent of visitors to commercial websites leave them without performing any activities. iPROM OnSite monitors behavioral patterns of website visitors,

processes these data points and offers personalized content to visitors based on their interest. It works as an incentive that significantly improves the probability of different types of conversion.

»We took our understanding of online consumer behavior and advanced technologies within iPROM AdServer that we have been developing for more than a decade to create a solution that uses predictive analytics and machine learning to serve contextual incentives that best match consumer interests,« explained **Igor Mali, Chief Operating Officer, iPROM**. »When Amazon recommends a product, their recommendation is clearly not a coincidence. Their back-end system uses smart algorithms and real-time big data analysis to identify the products from their offering and map them to user's interests. iPROM wants to take these advanced solutions that are available to the largest online giants and offer them to the broadest array of companies and organizations.«

The ability to recognize user intent is crucial for directing online communication

»In recent years, the changes in consumer habits led to extraordinary development of technology solutions that support marketing efforts and are becoming an indispensable tool for maintaining strategic direction and managing marketing,« said Mali. Successful use of the digital environment to improve business results is closely linked to the interests of existing and potential customers and the ability to recognize their needs in time is crucial in achieving this. iPROM OnSite was developed to help companies easily adjust their marketing activities to the digital environment.

More than 100-percent improvement in sales results

Companies that deploy iPROM OnSite on their website immediately gain insight into the path of their visitor and the interests they've shown on the website. iPROM OnSite works as a smart sales assistant that offers visitors the most convincing content, additional guidance or promotional offerings that push consumers further down the purchase path.

The beta version of iPROM OnSite has been tested by iPROM since mid-2015. Since then, several companies have realized the benefits of the new solution, including Coris, Merkur, Volkswagen, Mercator, Sava Turizem, Sanolabor, Eventim, Unitur, Hit Holidays



and others. During the beta test, companies improved their sales and conversion goals by 30 percent on average, while some improved them by more than 100 percent.

iPROM OnSite is easy to use

The core of iPROM OnSite are the algorithms that use machine learning and big data analysis for advanced processing of over 300 attributes per second. Personalized ads, content, vouchers or complementary products are shown to users based on their search queries and are displayed either at regular intervals or sequentially. On individual websites, they act as additional incentive and significantly improve website monetization.

iPROM professionals based the iPROM OnSite technology platform on the skills and technology the company has been developing for more than 15 years as part of iPROM AdServer, its business process management software for digital advertising. The solution handles serving and distribution of commercial content in digital media, including web and mobile environments, digital TV and Internet of Things. The solution was created based on the needs of iPROM's clients and is characterized by its ease-of-use and flexibility. This simplifies deployment and ensures immediate usability for companies while providing users with a functional and personalized website experience.

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About iPROM

iPROM specializes in planning and running advertising campaigns in digital media. The tools we create are used across the industry by advertisers, direct marketers and web publishers and help them plan, execute and analyze their digital marketing activities. They are designed to increase the effectiveness of these activities as well as to make the complex world of web advertising a little simpler for our customers, justifying their investments with outstanding returns.

In a data-driven world, ad-serving efficiency is very important. Using media properties, data analytics, in-depth research and the smartest technology available, we enable marketers to deliver the right message to the right person at the right time, every time. With our tools for ultra-precise targeted audience segmentation, effective planning and proficient execution, companies are equipped to build better brands, more successful operations and stronger customer relationships.