

In 2016, the Automotive Industry Remains the Largest Digital Advertiser in Slovenia

LJUBLJANA, 10 January 2017

During the past year, iPROM used its iPROM AdServer software to increase the number of digital campaigns by 23% year-on-year and served almost 21 billion online ads to internet users. With a market share of 27%, the automotive industry remained a strong leader in terms of the number of displayed ads.

Over the past year, iPROM served almost 21 billion ads

Using its iPROM AdServer software, iPROM served 31% more different online ads to Slovenian digital media users, which reflects an 8% growth in ad impressions. This means, the company served 40,000 different online ads to drive almost 21 billion ad impressions.

iPROM has been tracking the number of ads served through domestic digital media properties since 2005.

The number of digital campaigns grew by 23%

Last year, direct clients, agencies and media buyers relied on iPROM's infrastructure to carry out almost 13,000 digital campaigns, which represents an increase of 23% over 2015.

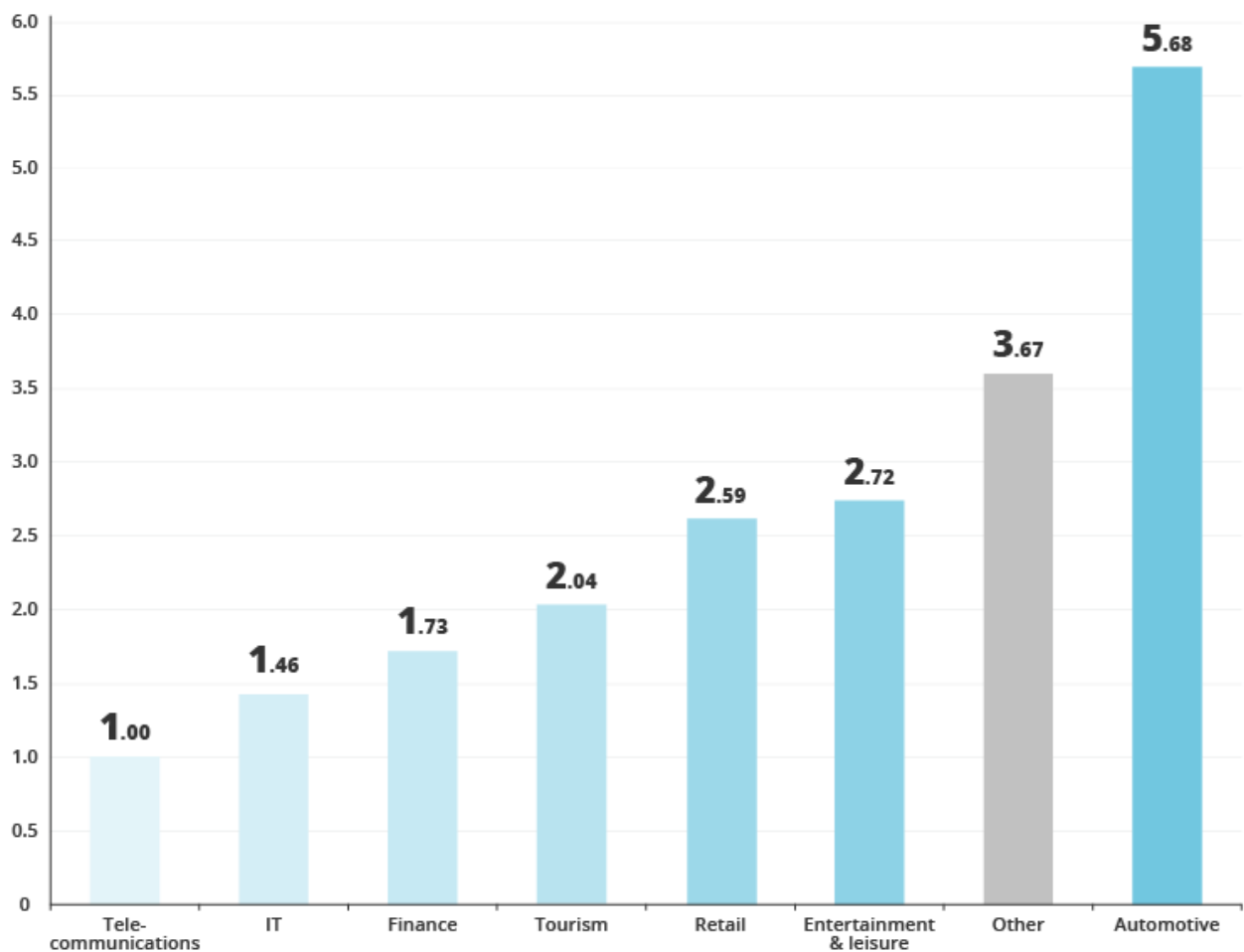
In 2016, iPROM AdServer logged 3,273 interactions with digital media consumers per second on average and served 662 ads to them.

The automotive industry tops the list of the number of displayed ads with a 27% market share

In 2016, the automotive industry retained the first place with 5 billion ad impressions and a market share of 27%. It has returned to the number one spot in 2015 after two years. Before that, it had been the largest advertiser for 6 years in a row.

In 2016, the second and third place were taken by the retail industry and leisure and entertainment industry, switching positions compared to 2015. The leisure and entertainment industry achieved a 13% market share with 2.5 billion ad impressions while the retail industry displayed 2.4 billion ads to capture a market share of 12%.

Number of ads displayed in digital media in 2016 by individual industries (in billions)

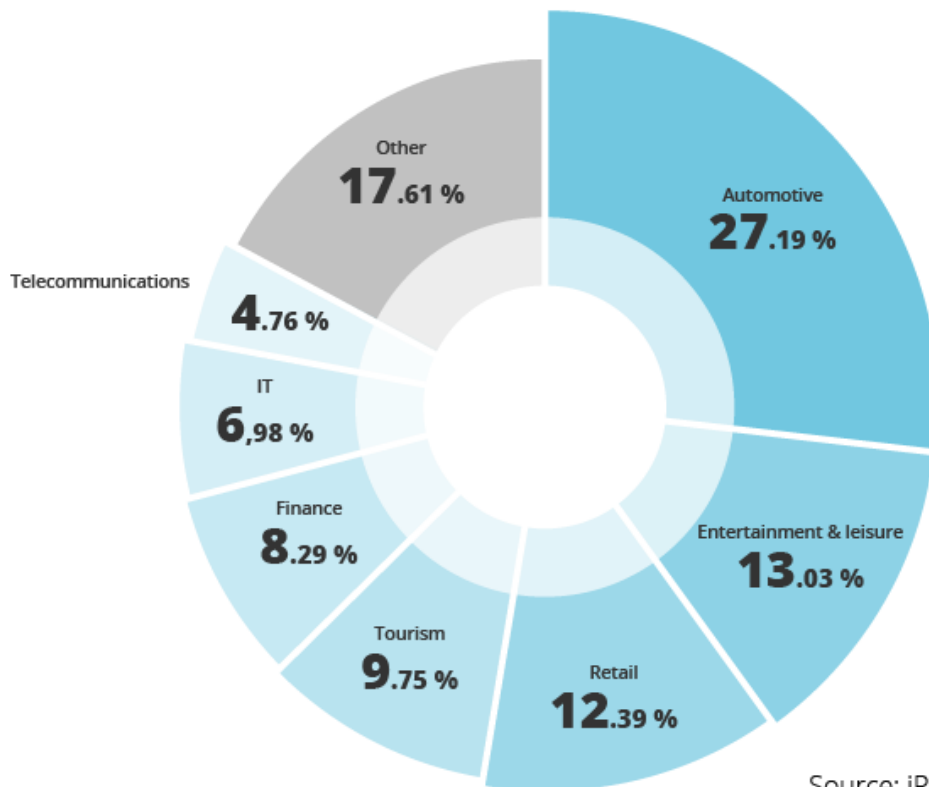


Source: iPROM, January 2017

Increased digital advertising investments in tourism

iPROM saw an increase in digital advertising investments in the tourism and hospitality industry, which took fourth place with 1.9 billion ad impressions (10% share). In 2015, the industry came in sixth with a share of 7%. Digital advertising of tourism services has seen positive growth over the past years, so iPROM is expecting growth in this industry to continue in the coming year.

Share of ads displayed in digital media in 2016 by individual industries



Source: iPROM, January 2017

»Our data for the past year shows that investments in digital advertising in Slovenia are growing. Data from the AdEx Benchmark that is carried out by IAB in Slovenia shows that digital advertising represents a quarter of all advertising budgets,« said Andrej Ivanec, Media Planning Manager, iPROM. »We've had a successful year. In 2016, iPROM increased the number of employees to support the increased scope of work and developed new Internet of Things solutions. We also upgraded our iPROM Cloud solution that now enables applicative connectivity to all internet-connected devices.«



For more information contact:

Melita Gulja

Corporate Communications Specialist

✉ melita.gulja@iprom.eu

📱 +386 41 632 562

☎ +386 1 511 07 87

📞 +386 1 511 07 83

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.