



## iPROM Labs with a New Vision and New Leadership

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**This summer, iPROM has transformed iPROM Labs into an independent department within the company. iPROM Labs is the cutting-edge technology research and development unit that has been developing and researching new technologies for advertising and communication in digital media, for more than a decade. The department will be headed by Tomaž Tomšič, who was previously Research Department Manager in iPROM.**

The vision of iPROM Labs continues to be the integration of domestic and international knowledge as well as research and development of new digital advertising technologies. In the future, iPROM will focus on developing solutions for managing IoT data, automation within the programmatic advertising ecosystem and machine learning and artificial intelligence in the field of marketing communications.

Over the past decade, iPROM Labs was responsible for technology innovations found in iPROM AdServer and iPROM Cloud solutions. iPROM's research unit also oversaw the development of numerous iPROM's copyrighted advertising concepts and iPROM Labs has been at the core of the company's behavioral analytics and research into digital media users for more than a decade.

iPROM Labs remains at the heart of digital marketing technology development and will be open to Slovenian as well as international experts working in all the different iPROM's focus areas. As Tomšič takes on an active role, new work processes will be formed within the unit as the organization moves from project-based work to a start-up approach by looking at marketable products and solutions.

»In the period of accelerated development of digital marketing technology, it is important to stay agile and fast, which is why I believe that the transformation of iPROM Labs is necessary to respond to the aggressive transformation of the economy. In my new role, I will work to make sure the new direction contributes to improved efficiency



and better management of iPROM's investments in development,« said Tomaž Tomšič, head of iPROM Labs.

The leadership of the company's development department was taken on by Nejc Lepen, who will replace Tomaž Tomšič after 12 years. Nejc Lepen joined iPROM 9 years ago as a talented student. Over the past 5 years, he was the manager of a team of programmers in this department.

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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.