



## ***iPROM 360 - A New Technology Solution***

# **iPROM Turns to Virtual Reality for Digital Advertising**

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**iPROM developed iPROM 360 - a new technology solution that provides the ability to integrate interactive 360-degree video and photo content into digital advertisements. iPROM 360 provides the user with a more immersive experience when viewing advertising content in digital media and is compatible with all the advanced iPROM ad formats.**

»The key advantage of our new technology solution is that from now on, our clients can take their advertising material captured in 360 degrees and use it easily and in a standardized manner to advertise in digital media using state-of-the-art targeting methods. We want to enable our clients to use digital media to broaden their appeal to the targeted user, improve the user experience and drive greater engagement,« said Tomaž Tomšič, head of iPROM Labs, iPROM's development unit.

### **iPROM 360 complements traditional digital advertising**

iPROM 360 extends existing advertising campaigns in the digital media by providing clients with the opportunity to broaden the distribution of their 360-degree ads and improve the differentiation from competing ad content. The new iPROM solution allows digital media consumers to manage their own perspective and decide on the level of engagement based on their interest. Ads, supported by iPROM 360, boast longer viewing times and increased engagement of the online audience, affecting the recall and perception of the advertisement message.



## **iPROM 360 - a programmatic advertising solution using advanced video formats**

The new technology solution can be used with all the advanced video formats used by iPROM to advertise in Slovenian and international online media and is compatible with all ad servers. It adapts to the device and screen, which means that a 360-degree ad can be viewed on desktops as well as mobile devices. The solution supports Android, iOS, and Symbian operating systems.

## **Advanced tracking metrics for monitoring the customer experience**

The technology is providing the advertisers with the opportunity to use additional metrics. In addition to displaying the ad, iPROM 360 also records the number of user interactions with the ad and the viewing time of each video and tracks the user spent in the panoramic field of view of the ad.

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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.