

In 2017, retail overtook the automotive industry as the largest advertiser in Slovenian digital media

Over the past Year, iPROM Recorded 38% Year-On-Year Growth in the Number of Ads Served to Slovenian Digital Media Users

LJUBLJANA, 16 January 2018

Over the past year, iPROM used its advertising distribution software to serve 38.22% more ads to Slovenian digital media consumers than in 2016. In terms of the number of displayed ads, the retail industry took the lead with 17.05% share and overtook the automotive industry as the largest digital media advertiser in 2017.

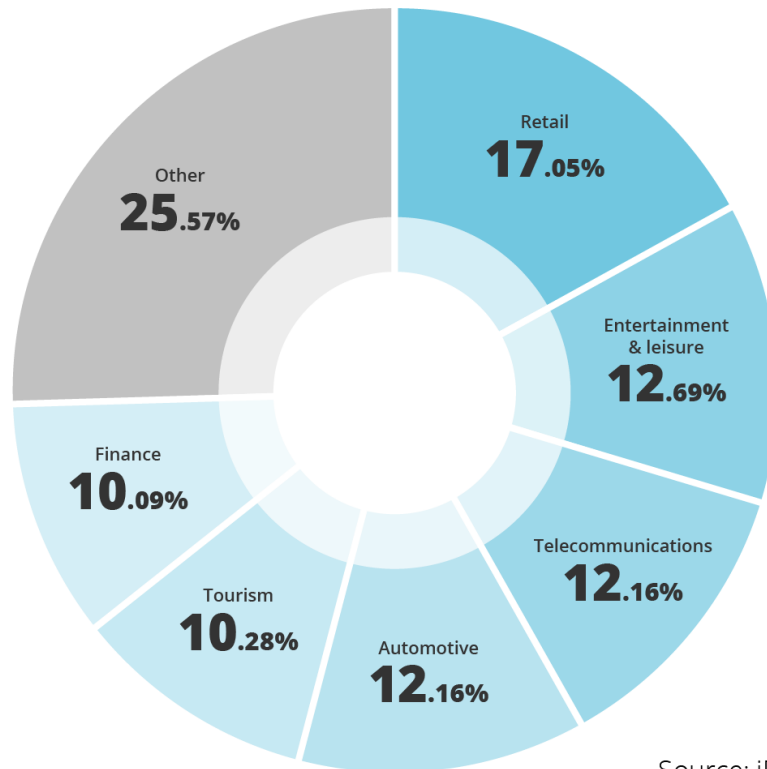
iPROM's data on ads served in 2017 shows that the number of displayed ads grew across all industries. iPROM has been measuring the number of ads served through digital media since 2005. Last year, direct clients, agents and media buyers relied on iPROM's infrastructure to carry out 15,103 advertising campaigns, an increase of 16.20% over 2016. These campaigns were used to deliver 46,106 different advertising messages, recording an increase of 15.12% compared to 2016.

With 17% market share, the retail industry took the lead in terms of the number of displayed ads

In 2017, the retail industry recorded 5.57% growth and took the top spot for the first time with 17.05% share. The second place was taken by the leisure and entertainment industry with 12.69% share of the market. The automotive industry, which was the leading advertiser in 2016, fell to third place after capturing 12.16% share in 2017. iPROM recorded significant growth of the telecommunication industry share, which took

the seventh spot among the largest advertisers in 2016 and achieved 87% year-on-year growth in 2017.

Share of ads displayed in digital media in 2017 by individual industry



Source: iPROM, January 2018

»iPROM's data for the past year shows that investments into digital advertising in Slovenia are growing. Data from the AdEx Benchmark that is led by IAB in Slovenia shows that digital media advertising represents a quarter of all advertising budgets,« Andrej Ivanec, Media Planning Manager, iPROM, commented the results.

###



For more information contact:

Maja Gorjanc

Corporate Communications and Marketing Director

✉ maja.gorjanc@iprom.eu

📱 +386 41 367 846

☎ +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.