

# FOX TV Strategically Integrates Digital Advertising in Online Media to Increase Viewership by Five Times in Slovenia and Six Times in Croatia

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## Walking Dead season five premiere achieves record results.

In Slovenia and Croatia, FOX International Channels began working with iPROM in the area of digital advertising. To support the launch of a new TV series, iPROM prepared digital media strategies in which advertising material was based on high-quality video trailers for TV series with dynamic content. iPROM advertises FOX International Channels entirely through software for programmatic digital ad buying, iPROM Cloud. This approach ensures the best price/performance ratio in real time.



## Results in Slovenia and in Croatia were above average when compared to other countries in the region

In October, FOX TV worked with iPROM to create an online advertising campaign for the Walking Dead TV series. The result of a changed digital strategy was an increase in the

viewership of the season five premiere. In Slovenia, the viewership increased twofold, while it grew threefold in Croatia. Compared to the previous four seasons, the season five premiere attracted five times as many viewers in Slovenia and six times as many in Croatia. For both countries, the average viewing session of the season premiere lasted twice as long as the season four premiere.

Maks Oplotnik, Marketing Manager, Fox International Channels, emphasized: »This incredible growth shows how important digital advertising is to the promotion of TV series. Based on our positive experience with digital advertising, we will dedicate most of our attention in the future to this advertising channel.«

Igor Mali, Consulting Lead, iPROM, added: »Advertising in digital media only really works, when it is approached strategically and prudently. It is not enough to just run a couple of display ads on some of the largest media properties and wait for results. To achieve outstanding results like FOX TV, you need to use state-of-the-art technology that helps us select the best performing channels and the most relevant target groups. Without this technology, we cannot even imagine successful digital advertising.«

As part of the campaign, iPROM used the latest video ad formats and the strategy also included large display ad formats, such as dynamic backgrounds. These include highlighted video content that is the focal point of creative solutions. When designing the strategy, iPROM focused on digital media with video content and expanded the reach within the target group with so-called long-tail media, where it used the Click-to-play video ad formats.

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## For more information contact:

### Melita Gulja

Corporate Communications Specialist

✉ [melita.gulja@iprom.eu](mailto: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.