

## Fourth Season of iPROM Academy Has Finished

LJUBLJANA, 16 April 2014

**Participants will be able to continue developing their knowledge in autumn.**

The fourth season of iPROM Academy has completed successfully. The winter-spring semester of interactive workshops took place in the sign of different approaches to digital advertising. iPROM plans to continue organizing the well-received workshops in autumn.

The winter-spring semester of the iPROM Academy was marked by iPROM's experts and the first workshop of the semester was held by Leon Brenčič. He prepared a comprehensive overview of successful approaches to digital advertising and showcased some of the best practices. He also stressed how important it is for a client to prepare a good brief for the (digital) agency and how important it is to optimize and control all advertising campaigns. He was followed by Anja Molan, who prepared a workshop for everyone who already knows and uses search marketing and web analytics, as she introduced optimization and the advanced settings of AdWords campaigns with detailed explanations.

At the third workshop, Rok Hrastnik and participants looked for effective internet business models. Traditional business models have become dated and there are several new interesting (internet-based) business models that have catapulted a number of start-ups among the stars and turned them into industry leaders. At the »Introduction to web analytics« workshop, Lucie Pokorna introduced web analytics, explained what it is useful for and who can use it to improve their work. Analytics is all about the full circle - first, customers need to set goals, measure them, review results and analyze them and then use these findings for optimization and targeting optimized goals. The semester was closed by Miloš Suša, who talked about online video advertising and the numerous possibilities it opens up.



»Continuous education has become an integral part of work life. This holds even truer for digital advertising, an area that is constantly changing and becoming more sophisticated. iPROM's workshops in the iPROM Academy provided me with much useful knowledge that I am already using effectively in my work. Speakers were amazing and you can see that they are really good at turning theory into practice. Smaller groups mean that it is easier to share experience and learn from one another. In the future I will certainly participate in another iPROM workshop,« said Vera Kocbek, Marketing Manager, GRAWE zavarovalnica d. d., at the end of the fourth season.

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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.