Most Online Campaign Impressions in 2013 by Retailers

LJUBLJANA, 15 January 2014

Last year, iPROM delivered more than 11 billion online ads to Slovenia web media users using its iPROM AdServer software solution.

iPROM carried out 14 percent more digital advertising campaigns in the past year than in the previous year. The retail sector was leading in the number of advertisements shown in 2013, followed by the automotive sector, which advertised the most technologically advanced ads online in the past year. The telecommunication service providers, who recorded the most growth when compared to the previous years, were in third place.
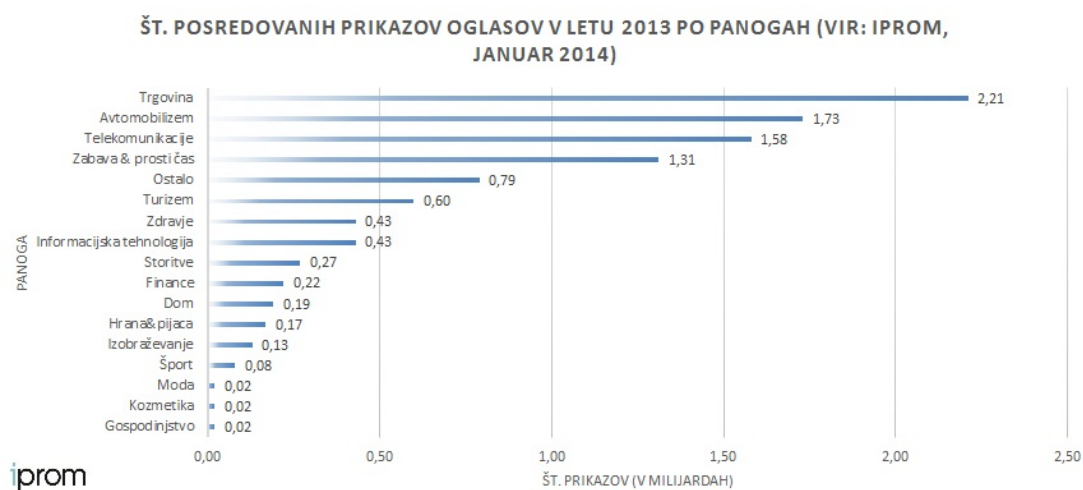
Last year, iPROM delivered more than 11 billion online ads to Slovenia web media users using its iPROM AdServer software solution. A total of 6,150 advertising campaigns, with more than 14,500 different online advertisements, were carried out last year, which was 14 per cent more than in 2012. iPROM AdServer, which works on 27 connecting servers, on average recorded 1,900 interactions every second with web media users and delivered an average of 350 online advertisements every second.

On average, the iPROM advertising server communicated daily with more than a million Slovenian web media users and recorded more than 164 million different interactions each day, which is almost a third more than in the previous year.

Retail sector with the most impressions

In the past year, since iPROM has been measuring number of impressions by individual sectors, the share of advertisements shown on the web media by sectors was divided as such that the retail sector took first place with 2.2 billion impressions, which is 29 percent more than in 2012. The six-year long domination of the automotive sector was ousted.

The automotive sector took second place in 2013 with 1.7 billion impressions, Third place was taken by the telecommunication sector with 1.5 billion impressions, representing the largest increase when compared to 2012, climbing by seven places and increasing the number of impressions by almost fourfold. A small fall from the third to the fourth place was marked by the entertainment and leisure sector, which reduced the number of impressions by 15 percent.

ŠT. POSREDOVANIH PRIKAZOV OGLASOV V LETU 2013 PO PANOGAH (VIR: IPROM, JANUAR 2014)

PANOGA	
Trgovina	2,21
Avtomobilizem	1,73
Telekomunikacije	1,58
Zabava & prosti čas	1,31
Ostalo	0,79
Turizem	0,60
Zdravje	0,43
Informacijska tehnologija	0,43
Storitve	0,27
Finance	0,22
Dom	0,19
Hrana&pijaca	0,17
Izobraževanje	0,13
Šport	0,08
Moda	0,02
Kozmetika	0,02
Gospodinjstvo	0,02

ŠT. PRIKAZOV (V MILIJARDAH)

Sectors by the number of ad impressions shown in 2013, in billions (source: iPROM, January 2014).

Automotive sector with the most advanced advertisements

In 2013, the automotive sector advertised using the most advanced advertising formats. Even though the number of total impressions in this sector fell, consumers were shown 20 percent more video ads and 30 percent more other advanced advertising solutions when compared to the previous year. In the past year, the automotive sector advertisers carried out the most targeted advertising campaigns.

Leon Brenčič, iPROM director for client relations said »The Automotive sector is where customers advertised by most advanced methods in the past year. They substituted classical ad impressions with advanced advertising formats and video ads, and used the most advanced technology for targeted impressions of advertising content to accurately identified targeted groups. This created better efficiency despite lower total number of ads and better conditions between invested resources and achieved results.«

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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.

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