

## Strategic and Operational iPROM Consulting Service Leads to Increased Sales and Business

LJUBLJANA, 18 February 2014

**iPROM Consulting services cover all aspects of operations in the digital world.**

iPROM officially launched iPROM Consulting service that brings together all aspects of operations in the digital environment and helps clients improve their business results. Seven iPROM experts with more than a decade of experience in marketing and digital media communications provide strategic and operational advice to companies as well as individuals.

The new iPROM consulting service is designed for owners and managers as well as people managing marketing, digital marketing and e-business operations. The consulting team provides support for decisions about investments in digital project and supports increased sales and business expansion by using digital media. They are also available for customized training courses that help customers establish effective digital teams and organize operations in areas of communication and marketing in digital media. iPROM Consulting will be managed by Igor Mali, while Lucie Pokorna will be the Expert Lead.

»In the years ahead of us, companies will need to urgently adapt their operations and marketing efforts to digital convergence. Our new services are not designed to sell ideas; everyone has enough ideas. We came together to help our clients realize their ideas and vision within the constraints of available capabilities and resources to drive profit,« said Igor Mali, iPROM Consulting Lead.

###



## 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.