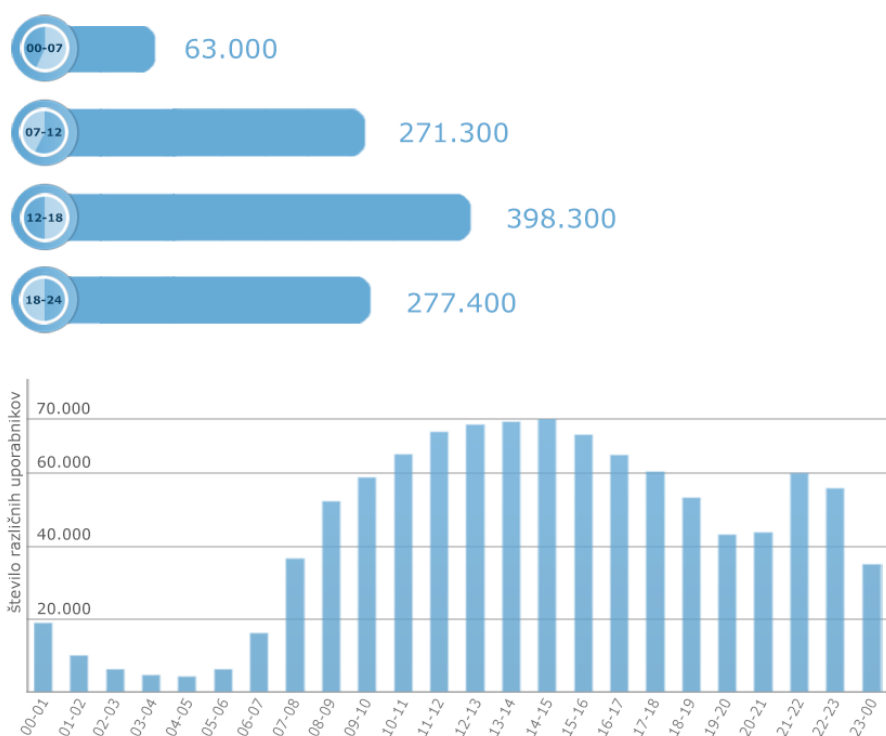


iPROM Achieved the New Milestone in Digital Video Advertising

Ljubljana, 19 September, 2013

iPROM renewed the iPROM Video platform and set the new milestone at reaching users with digital video ads. A daily reach of one million Slovene internet users is exceeded.

The renewed iPROM Video platform for digital video advertising combines ten years of development of video advertising into the most advanced technological and media basis for digital video advertising on the Slovene market. iPROM's clients achieve the maximum reach with video ads between noon and 6 p.m., when current largest system for video advertising—the iPROM Video system—enables reaching of 400,000 Slovene internet users, and all together over 1,010,000 users on daily basis.



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iPROM Video platform: daily reach of Slovene internet users with video ads per hours.

The new iPROM technological and media solutions in video advertising enable more precise planning of digital video advertising campaigns and also real-time evaluation of needed investment for reaching every single target audience separately. They also enable efficient management of different advertising creatives, control over the advertising campaign flow and automatic optimization of advertising campaigns according to set objectives. With the new iPROM technology for running digital video advertising campaigns all of the marketing online activities are even more adjusted to the needs of each client.

Digital video as an alternative to TV advertising

Digital video is the fastest growing digital ad format. In 2013, IAB (Interactive Advertising Bureau) research already revealed the rise of advertising budget for digital video formats—in the largest part in relocation of TV advertising resources. eMarketer evaluates that investments into video formats will rise by 41.4 percent this year, and by around 40 percent in the next year.

»iPROM Video is the result of ten years of development in video advertising that are nowadays united into one service. It brings provably the best ratio among invested budget and achieved results in digital video advertising. With daily reach of one million digital media users, iPROM Video platform becomes interesting also for the widest circle of TV advertisers«, said Andrej Ivanec, digital planning manager at iPROM. »Our experience shows that clients incorporate digital video advertising as supplement to TV advertising. They also choose digital video advertising more and more as the alternative to TV.«

At incorporating digital video advertising into the whole advertising strategy, iPROM ensures comprehensive media support to clients, from planning to precise reporting on running of digital video advertising campaigns and reach within various groups of target audience.



Wide offer of solutions for video advertising in digital and mobile media

Nowadays, iPROM proudly offers the widest range of solutions for video advertising in digital and mobile media in Slovenia. In EU, iPROM has patented five advertising concepts for digital video advertising: iPROM Video Screensaver Ad™, iPROM UniStream Video Ad™, iPROM Video Page Peel Ad™, iPROM Video Scroll Ad™ in iPROM SlideStory Ad™. In combination with iPROM AdServer, the iPROM Video system supports all variations of targeting (technological, behavioral, contextual). The entire media buy of video ad inventory is performed with support of iPROM Cloud software. It combines media buy, targeting, analytics and optimization of digital advertising campaigns into automatic process that enables clients to get—according to supply and demand in real time—the optimum ratio between invested budget and achieved results, considering both the level of noticeability and of direct response.

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For more information contact:

Melita Gulja

Corporate Communications Specialist



+386 1 511 07 87



+386 41 632 562



+386 1 511 07 83



melita.gulja@iprom.eu

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 to help them plan, execute and analyse 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 investment with outstanding returns.

In a data-driven world, efficiency in ad-serving is of vital importance. Using media outlets, 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 business and stronger customer relationships.