

iPROM Drivers, the First Standardized Branch Solution for Digital Advertising in Automotive Industry on the Slovene Market

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iPROM Drivers digital platform is the first standardized branch solution for digital advertising in automotive industry on the Slovene market. It was custom-developed for advertisers in automotive industry—agents, car dealers and repairmen—for achieving their marketing goals in digital media. iPROM Drivers enables agents of all car brands and everyone in car sales on the Slovene market to reach over 90 percent of internet users that are in the process of buying a vehicle.

iPROM Drivers is:

- A solution which enables the reach of 350,000 potential car buyers via internet.
- A solution which enables in digital media the reach of 92 percent of people considering car purchase.
- A custom solution, adjusted especially to you and your objectives.
- A comprehensive solution: it covers all phases of purchase process.
- A solution that enables interaction with potential buyers.
- A solution that is creatively unlimited.
- A solution that enables the most desirable conversions in industry.
- Evidently the best use of media budget at every form of digital media buy.

iPROM's new software and knowing the facts about consumers behavior on the internet led to development of iPROM Drivers solution which enables advertisers strategically target only those users that are actively looking for a vehicle. The new solution also enables them precise reach of potential buyers in specific vehicle segments, from lower price range to premium segment. iPROM Drivers solution with iPROM Cloud software synchronically reaches potential buyers on every type of digital device – from personal computer and tablets to mobile phones.

»iPROM Drivers is whole solution for advertisers in automotive industry. It includes display, video and mobile advertising and also ensures optimization of digital advertising campaigns in real time to accomplish optimum use of budget at every form of digital media buy«, said Andrej Ivanec, digital planning manager at iPROM. He added: »Behind every digital media strategy that is prepared with iPROM Drivers solution there is special expert know-how and rich experiences which set our newest solution in front of every competition in the market.«

According to the results of the survey on the purchase process of Slovene customers that was conducted by iPROM and Valicon at the end of 2012, the purchase process of buying a new car lasts on average six months. At making decisions regarding purchase of vehicle web ads influence consumer already in the stimulation phase, and in the research phase the internet is completely in the foreground. Buyers are meticulously searching web sites, blogs, forums and articles about tests and evaluations and are comparing them. They use browsers, check official web sites of brands, etc. In the after-purchase phase 12 percent of them share their purchase experience on web (e.g. in social media).

iPROM Drivers is the first iPROM field solution that combines top technology, research and a decade of experience gathered in over 550 ran campaigns in the field of automotive industry in digital media. In the future, iPROM will gradually present other customized solutions for key industries on domestic market.

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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 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.