

## iPROM Helps Assistance CORIS Increase the Number of Concluded Insurance Policies by 200 Percent

LJUBLJANA, 23 February 2015

**iPROM launched a new software solution for dynamic optimization of creative solutions, which is based on machine learning and uses a combination of semantic copyediting and behavioral patterns.**

Dynamic optimization of creative solutions within advertising formats enables iPROM's clients to display creative solutions that are customized to reflect the current stage of the user's purchase process. The new solution is based on machine learning and uses a multitude of data points and a combination of semantic copyediting and behavioral patterns. To help Assistance CORIS achieve its goals, iPROM used the new software to increase the number of concluded insurance policies by 200 percent without changing the approach to targeting or increasing the media buying budget.

The software solution for dynamic testing and the optimization of creative solutions within advertising formats enables **real-time adaptation of the ad** to the user by **ensuring that advertising content dynamically reflects the stage of their purchase cycle**. Assistance CORIS is among the first users of iPROM's new software solution. In combination with advanced types of targeting, the company was able to increase the conversion rate measured with the number of concluded insurance policies. The conversion rate increased by 200 percent compared to traditional online media buy.





iPROM's software solution for dynamic testing and creative solution optimization is completely integrated with iPROM's solution for programmatic ad space purchasing iPROM Cloud and iPROM's solutions for targeting and retargeting. At the same time, iPROM's algorithms include information about users and their behavior as well as details about the content of digital media. Compared to traditional ad buying in online media, Assistance CORIS increased the conversion rate by 163 percent when using retargeting and by 244 when using behavioral targeting. The technology for dynamic optimization of creative solutions increased the number of concluded insurance policies by another 200 percent.

**Borut Papič, Marketing Manager, Assistance CORIS**, said: »We decided to use iPROM's solution for dynamic testing and optimization of creative solutions within advertising formats, because we wanted to test how adjustments to content and creative solutions influence the final conversion rate. By customizing advertising to users in real time, the conversion rate actually increased substantially, which is why we are more than happy with the results and resulting sales.«

»When you use digital media advertising with messages tailored to individual users, you can be far more effective than when you are using static content. The goal for the development of our software solutions for advertising formats is to make the adjustment of elements within individual advertising formats, such as images, text and video, a fully automated process that happens in real time to reflect the interests of digital media users and their response to content,« emphasized **Igor Mali, Consulting Lead, iPROM**. He added: »We perfected our targeting technology and our new solutions are designed to respond to the needs of our customers in terms of smart use of content in digital media ads.«

###



**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.