iPROM Implements HTML5 as the Primary Standard for Displaying Ads in Digital Media

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> **iPROM selects HTML5 as the primary technology for displaying ads on digital media properties.**

This September, iPROM began phasing out the display of digital ads prepared with Flash technology and began replacing it with HTML5 standard. The move to the new technology provides an improved user experience for visitors to digital media properties while streamlining commercial content production processes for advertising clients.

Strengthening iPROM's »Build once, display everywhere« philosophy

Andrej Cetin, Technical Operations Manager at iPROM explained that the decision is a reflection of the company's »Build once, display everywhere« philosophy that makes it easier for iPROM's clients to prepare advertising materials for different digital environments. This philosophy means that clients only need to create a single advertising message and can then use iPROM Cloud technology for cross-device and cross-platform delivery. By utilizing smart distribution of all types of display ad formats to different media and devices, iPROM ensures their clients' commercial content is always displayed to the right audience and in the right form.

iPROM's module for automated conversion from Flash to HMTL5 streamlines work processes and improves user experience

iPROM completed system upgrades to the iPROM AdServer, which now includes a specially developed module that automatically converts content into HTML5 for those clients that are still working in Flash. This ensures uninterrupted production process for advertising content and creative solutions and also enables gradual move to using newer technologies for designing ads.

The implementation of the new standard also complies with the latest Interactive Advertising Bureau IAB) guidelines that define HTML5 as the new standard for designing and structuring web content.

Cetin explained that HTML5 standard also brings benefits to digital media users. »These ads load faster on all devices that support the technology, which means both desktop devices as well as mobile environments,« he said and added that the company already adopted HTML5 as the primary standard on its iPROM Mobile platform in 2012.

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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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