

## **iPROM Officially Launches the New AdBreak™ Advertising Format**

LJUBLJANA, 13 March 2014

**With a new advertising format, iPROM is moving the criteria for efficiency, innovation and user experience.**

AdBreak™ is an innovative and technologically advanced advertising concept for digital media. It provides advertisers with above average visibility and unique positioning combined with an entertaining and interesting user experience for their target groups. The AdBreak™ format is a new addition to the advertising market and brings a fresh approach to the digital media space. The initial results have been excellent and advertisers are excited about it. iPROM copyrighted the AdBreak™ format and software and protected it as trade property with competent authorities. The company also began the process for registering the AdBreak™ brand.

»Many things that we are developing are very innovative, when compared to the once standard 300 x 250 ad format,« said Andrej Ivanec, Media Planning Manager, iPROM. »Brands that want to interact with consumers and want to stand out from the crowd need innovative approaches and expert implementation of solutions that operate seamlessly. Our core mission is to support our customers as they implement digital advertising into their strategies and help them look for opportunities that will make their path to the goal easier and faster,« added Ivanec.

### **Excellent results, excited advertisers**

The AdBreak™ format has been implemented into digital media advertising activities by customers such as Škoda, Loterija Slovenije, Petrol, Peugeot, Tušmobil, Panvita, NLB, Hyundai and Lisca. Lisca and Peugeot Slovenija were among the first customers to use the AdBreak™ format in their »Hunt for the Bra« and Peugeot 308 campaigns. Lisca used this format to achieve 21-percent direct response and Peugeot combined iPROM Cloud software and the AdBreak™ format to achieve the lowest cost per single sign-up for a test drive among all channels and formats (text ads, traditional display ads).



## How the AdBreak™ format works

The new format is based on data gathered from more than 650 campaigns involving advanced video formats over the course of the past two years and represents a response to digital media advertising. iPROM copyrighted the AdBreak™ format and software and protected them as innovative trade property with competent authorities. The company also began the process for registering the AdBreak™ brand.

AdBreak™ represents a new generation of formats for digital media advertising. It is compatible with all web browsers and digital media and works on iOS, Android and Symbian platforms.

The ad is displayed when a user interacts with online content or after a specific time after the user enters a website. The format makes it easy to use any number of static and dynamic elements. These elements can be of any dimension or type (e.g. image, video, Flash content, HTML5, iFrame). At the same time, AdBreak™ supports intuitive implementation of a video player with full playback capability.

## AdBreak™ – New Creative Opportunities for Agencies

Along with the new format, a special iPROM team provides expert support to agencies creating advertising materials - from support in creative utilization of technology to the

final product. iPROM supports the decisions of web production teams by providing extensive databases created through interaction analysis for advertising messages.



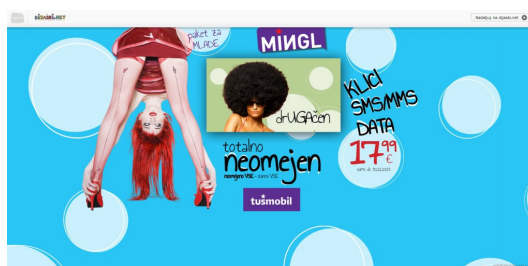
## Software for reaching the target group at the right time and on the right device

By using iPROM Cloud, customers can use state-of-the-art targeting approaches to improve the utilization of their media resources (technology, behavioral, contextual targeting etc.). In addition to that, iPROM Cloud also supports simultaneous advertising and targeting on multiple devices to provide a comprehensive solution for customers who want to take advantage of all the benefits of targeting multiple devices with a premium ad format.

The new ad format represents the continuation of iPROM's efforts to bring innovative, advanced and interactive ad formats to the Slovenian digital media space.

## Statistical package

Together with AdBreak™, iPROM provides a powerful statistical package that expands on the usual »executive overview« reports and provides reports on preconfigured conversions, interactions with elements within individual ads and the latest video statistics package that iPROM launched in February.



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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.