

iPROM Records 38 Percent Year-On-Year Growth in the Number of Displayed Ads

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In 2014, iPROM served 14.6 billion ads. The total surface of served ads would cover 23,000 football fields and their total length would be enough for 38 return trips to the Moon.

During the past year, iPROM increased the number of advertising campaigns by 22 percent and served 38 percent more ads as the company served 14.6 billion ads to Slovenian internet users. The retail industry remained the largest advertiser in 2014 in terms of the number of ad views. It was followed by telecommunications and car industry. Financial service providers took the fourth place and recorded the largest growth compared to previous years.

iPROM used iPROM AdServer software solution to serve 14.6 billion online ads to Slovenian online media visitors. In total, the company carried out 7,371 advertising campaigns with more than 18,600 different online ads, which is a 30-percent increase over 2013. iPROM AdServer is running on a 27-server cluster and recorded 2,668 interactions with online media visitors, serving them 480 ads per second on average. If the total surface of served ads were converted into a pixel-wide band it would have been long enough to travel to the Moon and back 38 times.

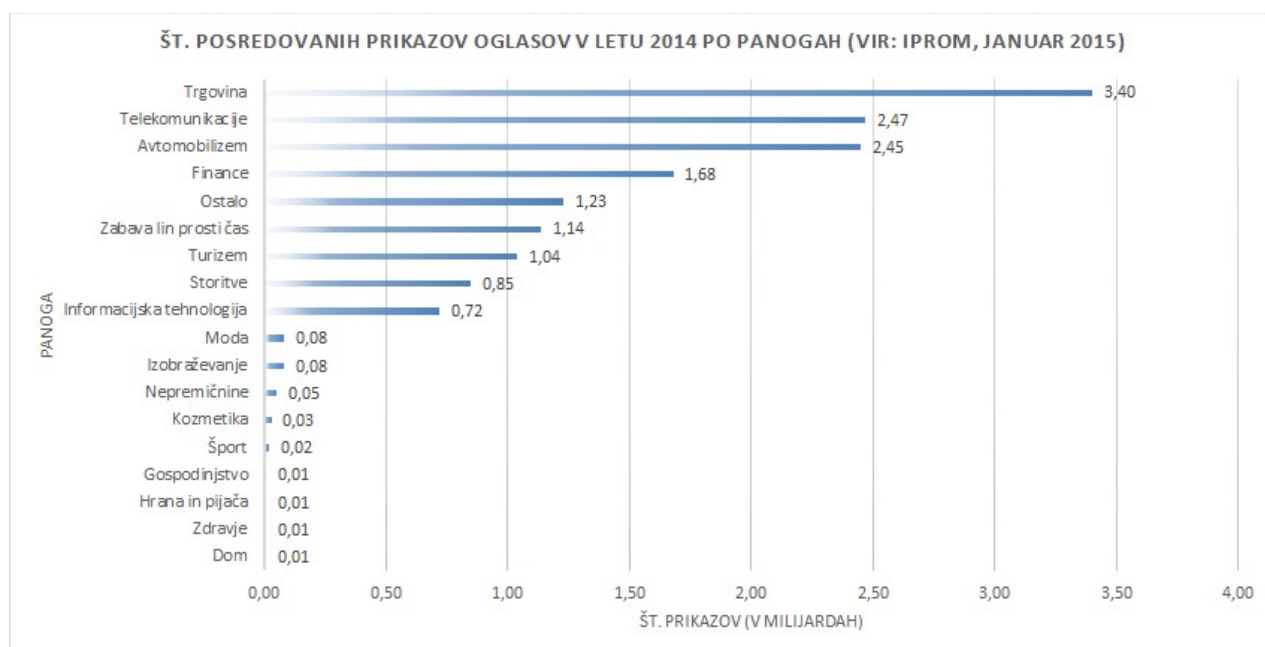
iPROM's ad server communicated with more than a million and a half of online media visitors. Every day, the server recorded more than 240 million different interactions, which is a third more than in the previous year.

The retail industry remains a leader in the number of impressions

In terms of the shares of ad impressions in online media by industries, the retail industry was once again the leader with 3.40 billion ad impressions, which is a 54 percent increase compared to 2013. The telecommunication industry narrowly beat the car industry to the second place with 2.47 billion and 2.45 billion impressions

respectively. The finance service industry experienced the greatest growth, increasing the number of impressions sevenfold.

Andrej Ivanec, Media Planning Manager, iPROM, commented: »For the second year in a row, the first place went to the retail industry, which shows that retailers are increasingly aware that internet can help them find new customers and retain their existing ones, as long as they use the right strategies and targeting. It is also interesting that finance services recorded the greatest growth compared to 2013. We can probably explain that with the fact that banks, insurers and other financial institutions, while proverbially conservative advertisers, are becoming more daring and perceive the internet as an important marketing activity medium.«



Industries sorted by billions of impressions in 2014 (source: iPROM, January 2015).

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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.