

iPROM Records 50-Percent Growth in Ads Displayed on Mobile Devices

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In the first half of this year, iPROM served 49.9 percent more ads on mobile devices when compared to the same period last year. Increased popularity makes smartphones and tablets an indispensable tool for companies looking to build their digital presence effectively.

In the digital world, mobile devices play an increasingly important role and their popularity and frequency of use continue to grow in Slovenia as well. As a reflection of this trend, digital agency iPROM reported that it served **49.9 percent more ads to smartphones and tablets when compared to the same period last year.**

»The modern consumer is constantly on the move and on the road and needs access to information in the palm of their hand, so we can expect continued growth in the usage of mobile devices. At the same time, business opportunities for companies are also growing,« said **Andrej Ivanec**, Media Planning Manager, iPROM. »Digital advertising campaigns that include displaying ads on mobile devices are far more effective than traditional digital campaigns.« Advertising shown on mobile devices already represents 40 percent of the entire campaign reach for advertising campaigns targeting digital media.

Targeting mobile is becoming a key factor in brand success

For companies and brands looking to gain a competitive edge, it is very important to recognize the mobility trends and target mobile with their communication activities. »When planning business strategies, the important thing is to focus on the individual. Employing targeted advertising on mobile devices that are an indispensable part of the user's daily life will ensure that the advertising message reaches the user when they are

on the go and communicates with them in a modern and unobtrusive way,« believes Ivanec.

Mobile advertising is increasingly contextual and creative and is shown to the user in their personal space to drive interaction and ensure a more personalized user experience. iPROM advises companies to make long-term plan for their activities in the digital world and base them on preliminary data analyses that provide accurate insight into internet user characteristics and interests to help companies realize their business goals while contributing to cost optimization.

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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.