

iPROM Travelers – the First Standardized Branch Solution for digital Advertising in the Field of Tourist Services

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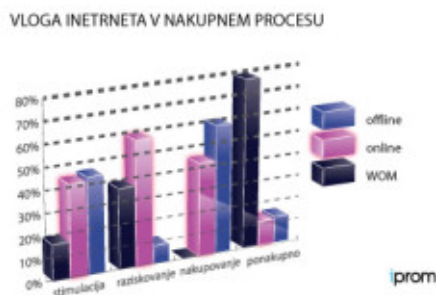
iPROM Travelers is the first standardized branch solution for digital advertising in the field of tourist services on the Slovene market. According to survey about purchase path of Slovenian consumers, digital advertising is the most important sales promoter in the purchase process of tourist services.

iPROM Travelers digital platform is the first standardized branch solution for digital advertising in the field of tourist services on the Slovene market. It is custom developed for advertisers in the field of tourism – hotels, tourist organizations, travel agencies, airlines companies etc. – and is purposed for achieving their marketing objectives in digital media. iPROM Travelers enables all tourist service providers on the Slovene market to reach internet users that are in the process of buying tourist services. This is already the second branch service that was presented by iPROM. The first was iPROM Drivers for advertisers in automotive industry.

As with iPROM Drivers, software and knowing the facts regarding user behavior on the internet, led to development of the iPROM Travelers service also. It also enables advertisers to strategically target only those users that actively search for tourist information. Together with iPROM Cloud software, the iPROM Travelers Solution reaches potential buyers at any digital device – from personal computers to tablets and mobile phones.

»iPROM Travelers is a complete solution for advertisers in the field of tourism – for hotels, tourist destinations, spas, tourist agencies or airline companies. It incorporates and connects image, video and mobile advertising. It also ensures real-time optimization of digital advertising campaigns for the best use of budget with all forms of buying off digital media,« said Leon Brenčič, client service director at iPROM. He added: »Behind every digital media strategy that is prepared with iPROM Travelers solution there is

special expert knowledge and rich experience which set our solution ahead of competition, currently on the market.«



According to the results of the first survey on the purchase process of Slovene customers, that was conducted by iPORM and Valicon at the end of 2012, the purchase process of buying of tourist service lasts on average less than three months. Results of research show the importance of use of digital communication already in the phase of creating the need for vacation in order to achieve better business results. In the phase of buyers' researching, searching and comparing information, various digital marketing types are vital. The majority of sales is still done at physical selling points (39 percent), with web orders following at 29 percent. This sets the category of vacation and tourist services among the most important categories in web sales, besides electronics and clothing.

iPROM Travelers is the second iPROMs field solution that combines top technology, research and a decade of experiences gathered in over 320 run campaigns in the field of tourism in digital media. The first is iPROM Drivers, intended for automotive branch.

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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 to help them plan, execute and analyse 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 investment with outstanding returns.

In a data-driven world, efficiency in ad-serving is of vital importance. Using media outlets, 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 business and stronger customer relationships.