# iPROM's Upgraded Analytics System Provides Improved Insight Into Video Interactions

LJUBLJANA, 05 February 2014

iPROM's video analytics system ensures more effective video advertising in online media.

Watching online video is becoming increasingly popular. However, habits and behaviors of video viewers are changing. iPROM responded to these changes by developing a new analytics system that helps advertisers understand viewers' interactions with video ads. The company also refined its video ad player technology. Video can now be included with all advanced ad formats, while users with more capable internet connections can view content in HD.

Effective measurements of the time spent by the user viewing the ad helps advertisers understand how users interacted with a video ad. iPROM developed a special model for measuring the time spent viewing the video ad. iPROM's approach to measuring video ads now includes new metrics in addition to the number of displays. These metrics include the percentage of people who began viewing a video ad, how long they spent viewing the ad and the number of users that viewed the ad in its entirety. All of these metrics are also available for individual devices used to display and play a video ad (laptop, tablet, smartphone). With this solution, iPROM provides advertisers with a unified and standardized report for all video advertising campaigns for all platforms.
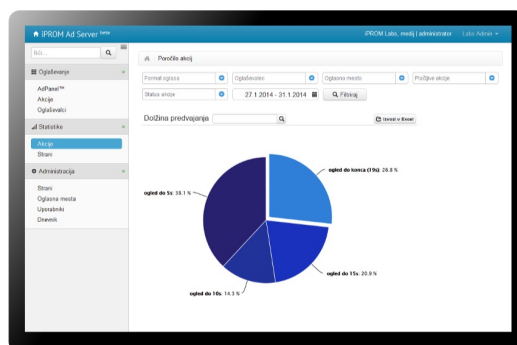
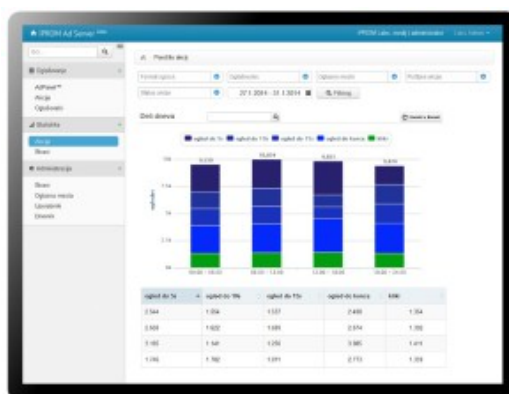Video ad play time report (source: iPROM AdServer).

»Video viewer habits are changing and iPROM is committed to responding to these changes. Our new video analytics system provides advertisers with improved metrics, understanding and goal management for their video ads on all the devices used by modern video viewers,« said Andrej Ivanec, Media Planning Manager, iPROM. He added: »One of our commitments to our customers is to provide a cost effective way to improve the ratio between investments and results. With new metrics we will make another step closer to excellence in the area of digital media advertising.«

iPROM also updated its player technology for video ads that are served to online media. The video player has been updated and video ads can now be included in all advanced ad formats. Users with better internet connections will be able to see the content in HD.

New video reports

In the following months, iPROM will provide advertisers with three new or upgraded reports for video content - Video Overview, Video Details and Day Parts.

The Video Overview report provides an overall insight into all video ads by an advertiser that can be filtered by devices and web properties, where the ad has been shown. Each report displays the core metrics for video ads. Video Details report will enable advertisers to see details about individual video ads and its metrics. Advertisers will also be able to see how ads drive viewer engagement. Advertisers can use the Day Parts report to compare ads from previous days and/or day parts.

Report for video ad performance for individual day parts (source: iPROM AdServer).

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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.