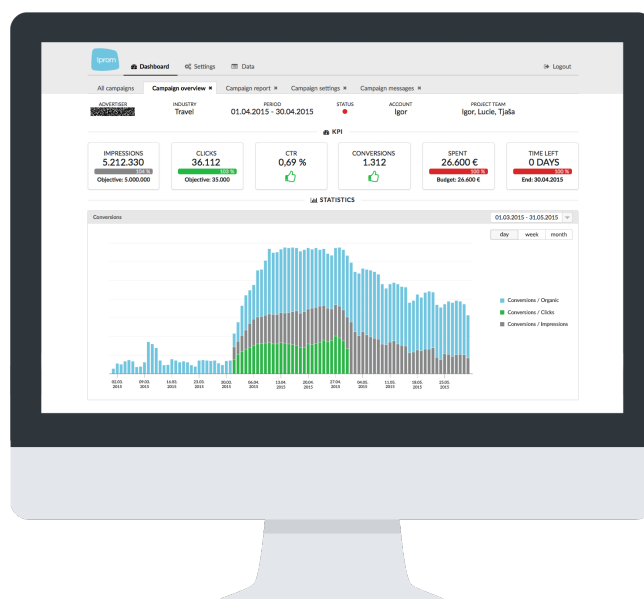


# iPROM Sets a New Standard for Evaluating the Impact of Digital Advertising

LJUBLJANA, 05 October 2015

**iPROM's upgraded system with an analytical tool for tracking key performance indicators (KPIs) makes it possible to import and process data from all digital sources in real time.**

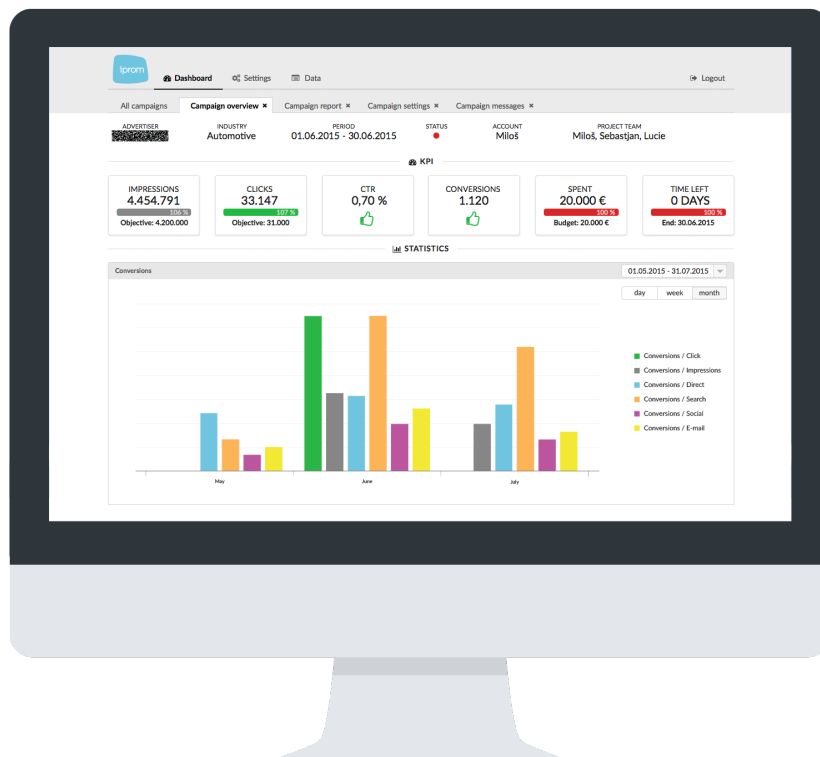
iPROM launched an analytical tool for tracking key performance indicators (KPIs). The tool was designed for companies and decision makers who want to evaluate their digital advertising investments comprehensively and accurately from a single point. The upgraded system supports automated import and real-time processing of data from all digital sources and enables users to directly connect it to the data acquired from the advertiser's web site. The acquired data is aggregated on a standardized basis and visualized in easy-to-read graphical representations in 18 dimensions and 37 metrics, according to the customer's needs. This functionality provides users with universal monitoring features and the ability to interpret advertising activities on a unified bases and for any time period.



iPROM's new software provides in-depth insight into the complexity of KPIs that affect the success of advertising campaigns in digital media. The update represents one of the largest upgrades of iPROM's system for monitoring and evaluating online advertising, which was first developed by the company in 2003 to set out the first online analytics industry standards.

»The ability to monitor and understand the effectiveness of advertising in digital media is crucial when allocating investments and making decisions. Until now, campaign managers and clients did not have a unified tool that would translate the complex web of KPIs into business reality,« said Igor Mali, Consulting Lead, iPROM. »Decisions were often made based on projections that can be misleading. As we were developing the upgrade, we were led by the central goal of giving companies a transparent, unified and intuitive tool that monitors the dynamics of KPIs across a longer time period and builds the foundation for making good business decisions.«

## The key benefits of the new iPROM analytics software solution



iPROM's new analytics software makes it possible to monitor delayed effects of advertising on KPIs and provides powerful and flexible reporting capabilities. In addition, iPROM's advanced system provides advertising campaign managers with



recommendations for campaign optimization. Other features include the ability to export data for automated campaign planning based on past campaigns. The system can also be integrated with CRM and financial systems, while providing automated e-mail reports. To ensure campaign data is available to administrators on the go, the solution is also adapted for mobile environment.

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**For more information contact:**

**Melita Gulja**

Corporate Communications Specialist

✉ [melita.gulja@iprom.eu](mailto:melita.gulja@iprom.eu)

📱 +386 41 632 562

☎ +386 1 511 07 87

📞 +386 1 511 07 83

**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.