

## Most Online Campaign Impressions in 2015 by Automotive Industry

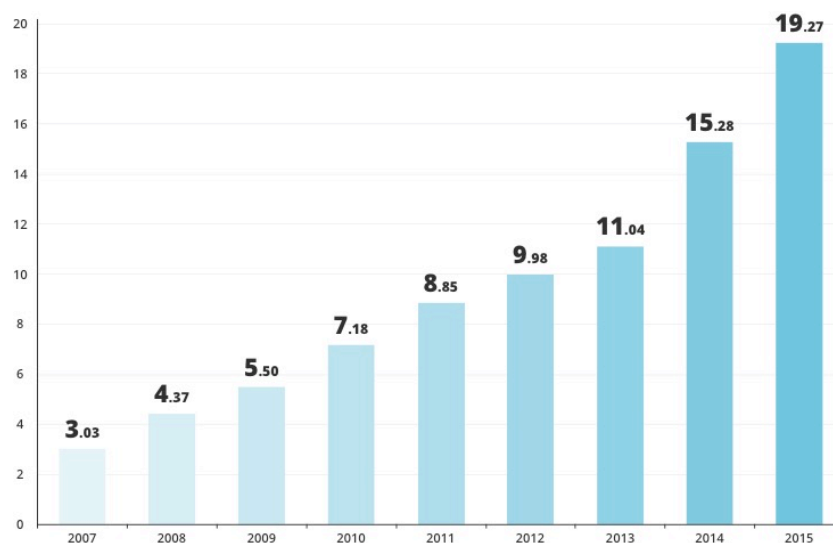
LJUBLJANA, 07 January 2015

In 2015, iPROM recorded 41% growth in the number of advertising campaigns compared to 2014 and served almost 20 billion ads to online media consumers. After two years, the automotive industry returned to the top spot when measured by the number of displayed ads.

### iPROM served almost 20 billion ads in the past year

iPROM has been tracking the number of ads served through domestic digital media properties for more than a decade. Through the years, the growth in the number of served ads has corresponded to the growth of the digital advertising industry in Slovenia.

Number of ads displayed in online media annually between 2007 and 2015 (in billions)



Source: iPROM, January 2016

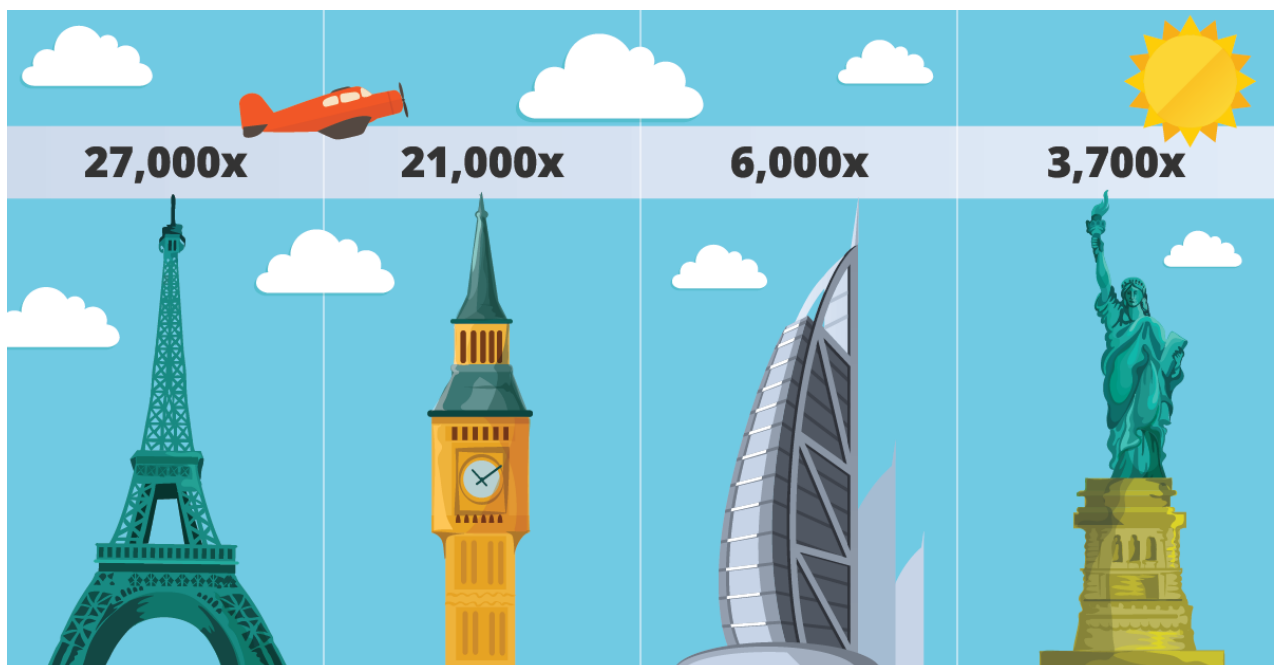
iPROM achieved a significant breakthrough with 38% growth in the number of ads served in 2014 and again posted strong 26% growth in 2015. Last year, the company served almost 20 billion online ads to Slovenian digital media consumers.

## The number of advertising campaigns grew by 41%

Last year, direct clients, agencies and media buyers relied on iPROM's infrastructure to carry out 10,577 advertising campaign, seeing 41% growth over 2014. Together, they served 145,000 different online ads to digital media properties, which is a 60% increase year-on-year.

In 2015, iPROM AdServer logged 3,197 interactions with online media consumers per second and served 611 ads to them.

If the entire surface area of the ads served in 2015 were converted into a pixel-wide band, it would have been long enough to travel to Paris and back 27,000 times, take 21,000 trips to London and visit Dubai and New York 6,000 and 3,700 times, respectively.

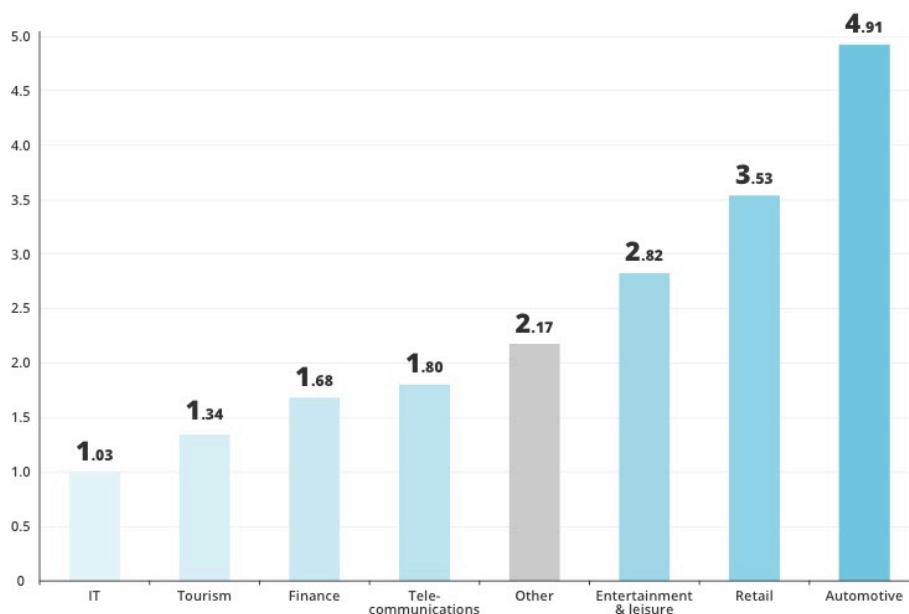


## The automotive industry tops the list of the number of displayed ads with 25% market share

In terms of the number of ads displayed on online media properties in 2015, **the automotive industry** retook the top spot with 5 billion ads, which represents a quarter of all displayed ads. The industry had ruled the list for six years until 2013, when it was overtaken by the retail industry.

**Andrej Ivanec, Media Planning Manager, iPROM**, explained: »It is not a surprise that the automotive industry has returned to the top spot. In addition to building and strengthening brand trust, digital media is the most effective tool for the industry to address their consumers during the pre-purchase stage, which can take several months. During the past year, the automotive industry advertisers turned to more sophisticated advertising approaches and utilized the latest targeting technologies. To speak to their audience, they focused on advanced ad formats, where mobile and video ads are taking on an increasingly important role.«

**Number of ads displayed in online media in 2015 by individual industries (in billions)**

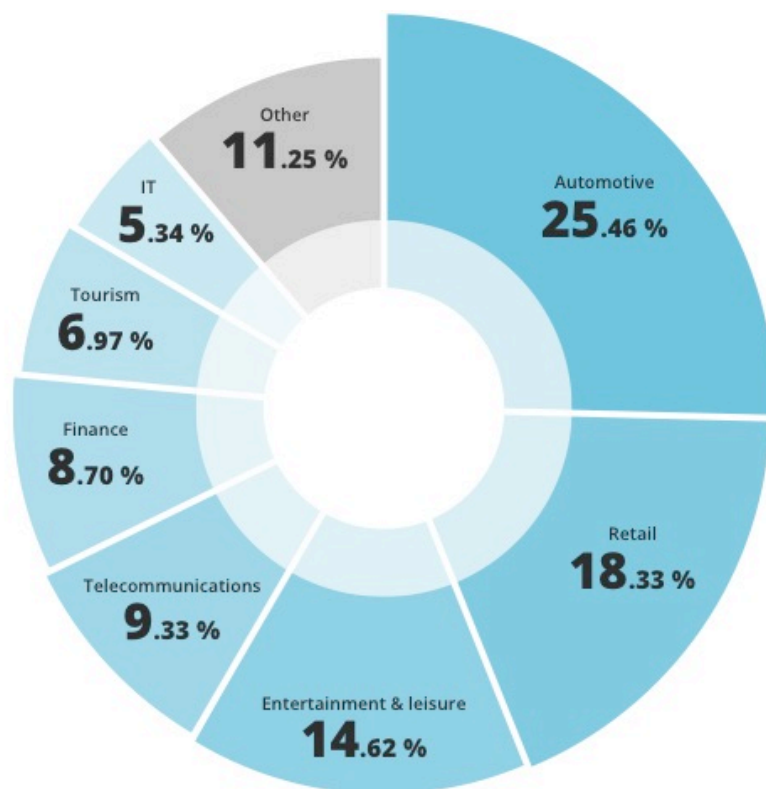


Source: iPROM, January 2016

**The retail industry** displayed 3.5 billion ads to achieve 18.3% market share with weaker growth compared to 2014 and 2013, resulting in the drop to the second place. In third place, with 2.8 billion and 14.6% market share, was **leisure and entertainment industry**. This industry significantly improved its online presence compared to 2014, when it placed sixth with 8% market share.

**The telecommunications industry** recorded a slight decrease from 2014 and lost second place it took with 17.6% market share. Last year, it displayed 1.8 billion ads to achieve 9.3% market share and placed fourth. It is followed by **finance (8.7% share)** and **tourism (7% share)**. **Household, healthcare, real estate and sport industries** placed at the bottom of the list. (\*These are shown in the category Other, which also includes services, food and drinks, education, home, cosmetics, fashion, household products, healthcare, real estate, sport and others).

Share of ads displayed in online media in 2015 by individual industries



Source: iPROM, January 2016



**Ivanec** added: »Data for 2015 shows that all industries increasingly trust the digital media. Regardless of their position on the list of the largest advertisers most industries recorded growth in the number of displayed ads, which means that companies increasingly understand and work towards long-term and strategic management of their presence in the digital environment.«

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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.