

## iPROM Enters the Internet of Things with Its Programmatic Advertising Solutions

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iPROM implemented a solution for programmatic buying of advertising space on non-PC devices for Printbox, a company offering self-service kiosks for printing, copying and scanning. iPROM Cloud, a software solution for programmatic management of advertising real estate in digital media, was integrated with the international network of standalone Printbox document printing kiosks that use different parameters to show personalized commercial content to customers as they print their documents. iPROM is one of the first providers of digital advertising software solutions to successfully expand programmatic digital ad management and distribution features to the Internet of Things. iPROM is also testing implementations of its upgraded iPROM Cloud solution on other internet-connected devices.

### iPROM has rolled out programmatic distribution of ads to the Printbox network in four countries and 155 locations in Slovenia



iPROM has begun collaboration with Printbox last year, when the companies worked on a project to test real-time serving of ad messages to non-PC devices. iPROM's ad server is based on cloud technology and connects to Printbox kiosks that help users easily and conveniently

print documents in four countries and 155 locations across Slovenia (universities, student campuses, libraries, Mercator and TUŠ shopping malls, OMV and Petrol gas

stations). When using selected Printbox kiosks that are connected to the iPROM Cloud software, users are shown personalized commercial content on the screen as they wait for their documents to print. Ads also include content that users can interact with.

## The internet is blurring the lines between physical and virtual worlds

The new generation of iPROM Cloud software that provides connectivity to the Internet of Things provides advertisers with advanced ad targeting capabilities that are customized to individual device segments by taking into account their specifics as well as location and capture features and building on processing collected usage data.

iPROM explains that by implementing its advertising management software into various facets of the Internet of things, the company has begun a strategic expansion into a new segment of digital advertising. »The Internet of Things is steadily expanding into various areas of our lives and the number of connected devices is growing daily. The Internet of Things provides brands with extraordinary opportunities to communicate with their target groups in a way that is modern, personalized and effective. By creating the standards for managing commercial content across different devices and integrating them with the global programmatic ecosystem, we are working to expose these new opportunities to a broader range of advertisers,« said **Simon Cetin, Partner, iPROM.**



**Aleš Glavan, General Manager, Printbox,** added that the Internet of Things is increasingly blurring the line between physical and virtual worlds.



»Working with iPROM to develop software for advertising on the Internet of things resulted in an excellent opportunity to connect the international network of Printbox kiosks that will soon be expanded with franchises in Ireland and Ivory Coast to an innovative approach to advertising through a partnership that speaks to the modern mobile users. This way, we can confidently keep up with the global trends.«

## **New generation of iPROM software is opening up new opportunities to serve commercial content to users**

With a rich tradition spanning more than 15 years, iPROM has been a pioneer in digital advertising innovation. The first version of iPROM AdServer software for managing advertising in digital media was launched in 2001 and the company has continued to innovate to enable brands to display their ads on different devices and media that include traditional web sites as well as mobile devices and digital TV.



In 2006, iPROM began developing iPROM Cloud that integrates media buying, targeting, analytics and digital ad campaign optimization across all digital media and devices into a single automated process (programmatic buying). The software solution provides bleeding edge targeting approaches, standardized measurements and reporting as well as advanced use of large databases that provide the ability for smart integration with devices and users to create new added value. The solution opens new opportunities to brands to plan communication campaigns, supports more effective marketing activities and is integrated with the global advertising ecosystem.

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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.