

Hoteli Bernardin Group Exceeds Its Goals by Using the iPROM Click2Call Mobile Ad Solution

LJUBLJANA, 05 March 2016

Companies are targeting the modern mobile consumer using the new iPROM Click2Call Ad Solution that fully utilizes touchscreens. Interactions that are customized to the mobile environment significantly increase the number of conversions on mobile devices, while advertisers get a more accurate view of the impact of mobile advertising on actual sales. Hoteli Bernardin campaign recorded more than 200 calls to a special phone number.



iPROM Click2Call ads provide an intuitive user experience

The innovative design of the iPROM Click2Call Ad Solution allows advertisers to embed their phone number in a clickable call button within an ad. This provides users with relevant contact and support in the sales process. Mobile ad solution's functionalities

comply with the latest industry guidelines to provide a simple and intuitive experience and drive user interactions within different mobile ads.

»Mobile environment and smaller screens require thoughtful and selective information placement. Content must perform flawlessly and be dynamic, attractive and relevant to the user. Our solution brings together our knowledge of technology and the market needs and joins the best of the two worlds. Within the iPROM Click2Call Mobile Ad Solution we provided the companies with an innovative and user-friendly way to directly communicate and bridged the gap between a query and completed online conversion,« said Leon Brenčič, Customer Relationship Manager in iPROM, to explain the decision to create a new solution for mobile environment.

Hoteli Bernardin campaign exceeds its goals

iPROM tested user response to the new solution with its Hoteli Bernardin campaign. By clicking a phone number displayed within the mobile ads interested users were able to book accommodation directly. During the month of the campaign, Hoteli Bernardin recorded more than 200 calls made to the special booking number.

Based on the analysis of its customer online habits the company found that guests increasingly review the offering online. iPROM offered a solution that measurably improved the number of bookings made and facilitated its guests' journey to make the final decision.

Mobile advertising links virtual and physical worlds

Brands already see digital communication on mobile devices as a key channel for addressing target audiences. »Advertising on mobile devices generates large volumes of website visitors, so we wanted to provide companies with detailed insight into the impact it has on sales,« added Brenčič. This is why every conversion (i.e. call made to the call center) is directly recorded in iPROM's advanced system for managing key performance indicators and delivered to the advertiser in an easy-to-read report.



A functional and user-friendly experience is what counts in the mobile environment

iPROM planned the mobile ad solution development in parallel to the HTML5 ad standardization efforts and the decline of Flash. Moving to a new technology provides iPROM's customers with smart distribution of all types of display ad formats to different media and devices while ensuring their clients' commercial content is always displayed to the right audience and in the right form. This also applies to the mobile environment that is managed with the iPROM Mobile technology and media platform.

###



For more information contact:

Melita Gulja

Corporate Communications Specialist

✉ 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.