

iPROM's Third Update to the Digital Terminology Glossary

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The updated version of iPROM's glossary for Slovenian internet professionals brings new terms from the areas of programmatic and native advertising, content marketing and the Internet of Things. With 320 new terms, the glossary is the most extensive collection of localized digital marketing and technology terms and represents a significant contribution to the strengthening of Slovenian terminology.



As language is one of the cornerstones of a national identity, iPROM contributes to its growth with its terminology glossary that is regularly updated to stay the first and reference resource in Slovenia. The goal of the glossary is to build the foundation for Slovenian internet professionals and educate the public with newly established terminology and trends that are increasingly shaping the virtual as well as the physical world. The glossary can be found at <http://iprom.si/slovar>.

The glossary contains 320 terms

The updated version contains terms from the areas of programmatic and native advertising, content marketing and the Internet of Things. To facilitate understanding it includes English synonyms and descriptive explanation of the term in addition to the recommended Slovenian translation.

The process for including new terms

Rapid changes in the area of digital marketing gave rise to the need to regularly update glossary terms that mostly originate in English. This is why the process for selecting and including new terms is a continuing process for iPROM. Internal experts for individual domains review the terms on a monthly basis, translate them and include them in the online glossary. The terminology bank is constantly growing organically to keep up with the development and establishment of individual areas.

iPROM has been developing and strengthening Slovenian terminology for over a decade

The company has realized the need to unify and localize digital marketing terminology more than a decade ago and launched a pioneering project in this area. The first printed edition was published in 2008, the second was launched in 2014 and the third will become available at the end of 2016.

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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.