

## Slovenian Advertising Chamber Works with iPROM Online Media Agency to Bolster Its Digital Presence

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**This year, Slovenian Advertising Chamber (SAC) will bolster and unify its presence across digital media. To design and execute its strategy, SAC selected iPROM online media agency.**

iPROM online media agency specialized in digital advertising partnered with Slovenian Advertising Chamber to provide support for comprehensive management of its communications across digital channels. On behalf of the agency, the project will be managed by Živa Jalovec, a digital communication specialist.

**Mojca Briščik, Manager, Slovenian Advertising Chamber** said: »We have worked with Živa Jalovec to define a new digital communication strategy for our website, e-newsletter and communication across Facebook, LinkedIn and Twitter social networks. She will work with a new team to implement the strategy. We are convinced that the first results will be visible within this year.«

»Over the last couple of years, we've strengthened our team with social network and content marketing experts. Specialized skills and 16 years of experience in digital media advertising and communication enable us to offer solutions that bring measurable results. I am glad that Slovenian Advertising Chamber found us a credible and trustworthy strategic partner to bolster its presence in the digital world,« added **Leon Brenčič, Customer Relationship Manager in iPROM.**

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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.