A Decade of iPROM Cloud Technology

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This year, iPROM is celebrating the tenth anniversary of its iPROM Cloud technology, which is one of the most important milestones in the process of managing commercial inventory online. The automation and refinement of trading processes and noticeably improved control over investments are the key benefits of programmatic buying that has been recognized by IAB as the highest standard in the digital advertising industry. iPROM Cloud is a product of Slovenian knowledge that complies with the highest standards of programmatic buying in Slovenia and globally that competes with the largest global ad inventory marketplaces and integrates with the Internet of Things (IoT).

As a pioneer in digital advertising in Slovenia, iPROM is dedicated to innovation and has built its brand recognition through a unique combination of technology and digital advertising. As the provider of programmatic media buying in Slovenia, the company is celebrating the tenth anniversary of its iPROM Cloud technology. This offering responds to the global trend of automation and digitization of the processes for preparing and distributing commercial content online.

Evolution: From a proprietary server to a solution for programmatic media buying

The beginnings of the iPROM Cloud programmatic technology for digital media buying reach back to 2006 and it is historically based on the iPROM AdServer technology that the company initially developed to address their own needs for ensuring a centralized distribution and control over commercial content in digital media.

In order to have a single, centralized system for activating and managing digital campaigns across 12 European markets simultaneously, the company offered its solution to the first customer - Studio Moderna. In practice, the process has turned out to be successful and has created the foundation for the development of iPROM Cloud, which has become the most advanced cloud-based centralized solution for programmatic media buying.

The benefits of programmatic buying

Through IAB, the advertising industry has recognized programmatic buying as a key trend that will shape digital advertising in the future. In Slovenia, IAB has partnered with iPROM and as one of its founding members, the company is responsible for helping shape and implement industry standards in Slovenia.

iPROM Cloud is also based on programmatic buying and provides a centralized platform that integrates media buying technology, targeting, analytics, optimization and reporting on digital media advertising campaigns.

In addition to automating and simplifying the trading processes within digital media, the unique benefit of this platform is its ability to connect to the global digital ecosystem. This means that it provides iPROM with a unified location to manage, monitor and optimize digital campaigns in Slovenian and global digital media and across all major global ad space exchanges. This process of media buying means that personalized messages are dynamically shown to the right target audience at the right time in the right place and on the right device, allowing advertisers to maximize the return of their investment in the digital media.

Companies do not care about data, they care about the value it generates

Online advertising has different requirements than traditional advertising. Through their behavior, digital media users create numerous digital footprints that can be synthesized and interpreted to create the foundation for a strategic company presence online. Behavioral patterns collected on the basis of interests and characteristics of target groups direct the flow of communication and create concrete, useful and applicative guidelines for the distribution of quality content across most effective digital platforms and channels.

Programmatic technology therefore brings numerous benefits to advertisers and uses data crunching and analytics to provide quality insight for effective digital communication in real-time to keep up with the times and modern users. **Simon Cetin, Partner, iPROM**, says: »Ever since the initial idea, our iPROM Cloud development efforts have been directed towards creating an advanced and refined tool that is better than what the competing global providers offer in terms of data optimization and user targeting. Internet is offering more and more options, as smart devices are becoming more intuitive and directly integrated into our daily lives, while the entire industry is working towards creating a user-centered approach. This is why we need data and standardized access to global digital media and digital communication platforms, which is where the users are spending their time. Using the iPROM Cloud programmatic solution, we've grasped our vision made our vision come to life and today we use it to guarantee successful campaigns as well as a foundation for a competitive future to our clients.«

iPROM Cloud as a part of the Internet of Things

iPROM's technology and solutions constantly move forward, as the company is one of the first providers of programmatic buying of digital commercial content within the Internet of Things.

The company made its first steps in this direction by collaborating with PrintBox and intends to implement a programmatic solution for distribution of commercial content in the automotive industry by the end of the year.

The foundation for iPROM's future development will be based on the implementation of standards for managing data and commercial content on different devices and their inclusion in the global programmatic ecosystem. This is a new strategic area for the company, where it will attempt to bring new opportunities to a broader circle of advertisers, marketers and brands.

iPROM, d.o.o.
Šlandrova ulica 4 B, 1231 Ljubljana - Črnuče, Slovenia

+386 1 511 07 50
+386 1 511 07 83

info@iprom.eu
www.iprom.si · www.iprom.eu

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.

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Šlandrova ulica 4 B, 1231 Ljubljana - Črnuče, Slovenia

📞 +386 1 511 07 50
📠 +386 1 511 07 83

✉ info@iprom.eu
🌐 www.iprom.si · www.iprom.eu