

## Programmatic Advertising in Taxi Vehicles

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**With the new upgrade of iPROM Cloud technology iPROM firmly established itself within the Internet of Things and the transport industry. The updated platform enables centralized display of commercial content in vehicles with screens and message personalization based on location and other important advertising parameters. In cooperation with company NET Informatika iPROM successfully built a platform that enables programmatic advertising in vehicles in six European markets that make almost a million trips per month.**

### Internet of Things as an Expansion of Digital Advertising Services

iPROM implemented its first planned solution for programmatic advertising in the transportation industry in collaboration with NET Informatika whose Net Cab product was used to create an international dispatcher network for vehicle fleets of more than 35 taxi companies in six markets in the EU and Balkans. The partnership is being expanded to five additional European markets. The integration of the iPROM Cloud software into their system of tablet terminals opens a new platform for programmatic advertising and centralized management of commercial content across 2,990 digital screens in taxis across Europe and the Balkans that make a million trips each month.

Dejan Jefim, General Manager, NET Informatika, sees many opportunities in the company's partnership with iPROM. »Through the Internet of Things we offered a new platform for innovative marketing communications and programmatic buying to digital advertisers. iPROM's technology is used to manage advertising campaigns from a single location and to analyze and compare the effectiveness of the Internet of Things advertising against other activities across digital media.«

## The Walking Dead Invade Taxis in Ljubljana

iPROM delivered the first Internet of Things application of a digital advertising campaign for Fox International Channels in support of the launch of a new season of The Walking Dead series. The iPROM Cloud system was used to monitor the campaign from a single location and programmatically display digital advertising across online and mobile properties, on taxi terminals and on Printbox printing kiosks.

**Maks Oplotnik, Marketing Manager, Fox International Channels** explained that the company was convinced by the dynamic communication enabled by the transportation industry. »We wished to take the advertising of a new Walking Dead season to a new level and reach our customers at the right time and in the right place. With the ability to communicate with our audiences in taxis we addressed them at the moment when they are the most susceptible to the content, which is a key factor in the entertainment industry.«

Technology and growing numbers of smart devices linked into a digital ecosystem make it possible to roll out the first successful advertising projects using the Internet of Things. Because of the numerous opportunities for innovative communication, iPROM believes that all major advertisers will focus on the Internet of Things in the coming years. »A strategic development priority for iPROM is the standardization of data exchange between devices and related services that support marketing and communications using devices connected to the Internet of Things,« believes **Simon Cetin, Partner, iPROM**. iPROM achieved its first major Internet of Things milestone when it successfully integrated its iPROM Cloud technology for programmatic advertising with Printbox self-service printing kiosks.

As the event Platinum Partner, iPROM will showcase Internet of Things advertising and practical examples at the IoT conference 2016, which will take place on 25 November in Ljubljana and will be organized by the students of the Faculty of Computer and Information Science.

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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.