iPROM Selects Cloudflare to Strengthen Its International Digital Advertising Infrastructure

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After more than a year of evaluating solutions, iPROM selected US-based Cloudflare, a major global supplier of cloud services, as its partner, and the two companies signed a cooperation agreement. By integrating its iPROM Cloud solution with Cloudflare as its technology partner, iPROM expanded its service offering for international distribution of digital commercial content. Through this cooperation iPROM strengthened its role in the global market of the providers of technologies for managing digital media ad inventory.

»By working with Cloudflare, we can provide our clients with the highest level of commercial content distribution on any market, which is extremely important for iPROM's strategic growth in international markets. Through this partnership, we applied the standards that apply to our server infrastructure to the distribution of commercial content in key global markets,« said Tomaž Tomšič, Technology Development Manager at iPROM, commenting on the strategic decision.

Cloudflare is an international provider of solutions for storing static content in the cloud and operates an extensive network of 102 data center locations spanning all the continents to provide the ability to store and distribute static content (images, video, etc.) with data transfer capabilities of 10 Tb/s.

iPROM's own technology solution for programmatic audience targeting, iPROM Cloud provides centralized automated commercial content distribution and trading. This comprehensive solution for managing and optimizing business processes for trading advertising inventory in digital environments, including web and mobile environments, digital television and IoT, complies with the most demanding global standards.

By connecting iPROM Cloud technology with Cloudflare's cloud, iPROM can serve commercial content to any global location using the nearest local server. This way, iPROM can ensure a faster, more efficient and more reliable performance of advertising activities in digital media on a global scale, as Cloudflare servers use the most advanced cache system to provide fast content loading, regardless of file size. The important thing is that digital campaigns, regardless of the target market, are managed centrally using iPROM Cloud technology, which provides iPROM's clients and partners with full control and the ability to optimize all activities in the digital advertising process.

This strategic step places iPROM alongside the most established competitors in the field of programmatic advertising space buying on a global level. The company is managing a growing number of advertising campaigns for international clients that want to reach global target audiences effectively. »By constantly upgrading our technology and developing advanced solutions for trading and managing digital media advertising inventory, we are putting our company alongside the largest players in the digital advertising market. Our search for technological synergies with global technology solution providers such as Cloudflare enables us to quickly advance our capabilities to securely transfer data, which improves our efficiency and the ability to reach target audiences within the global advertising ecosystem,« added Simon Cetin, partner at iPROM.

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For more information contact:

Maja Gorjanc

Corporate Communications and Marketing Director

✉ maja.gorjanc@iprom.eu
📱 +386 41 367 846
📞 +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.

📍 **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