IPROM Sets a New Targeting Standard With its iPROM Real-time Creative Solution

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iPROM has launched a new solution for processing and utilizing big data: iPROM Real-time Creative. This solution provides an automated process for generating ad creatives based on the data about the behavior of digital media users. It delivers more accurate targeting of audiences to iPROM's clients so they can now address users with personalized advertising messages based on behavioral data and other known parameters (such as weather, time, location).

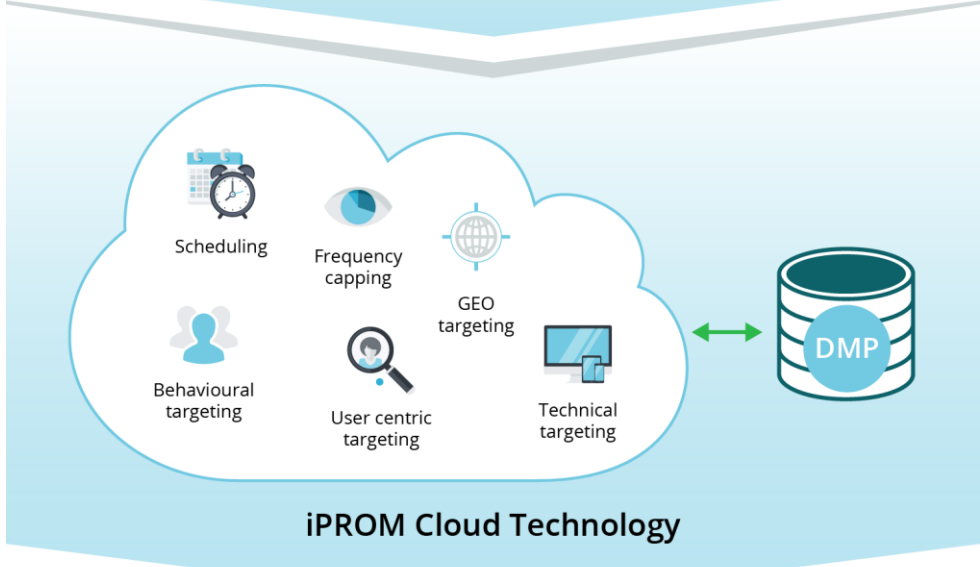## Joining different ad elements into a creative solution in real-time

To create iPROM Real-time Creative, iPROM has combined the benefits of data analytics and knowledge of consumer behavior online with the design of advertising materials. This technology makes it possible to combine the ad elements in real time to create an ad creative that is personalized to reflect the targeted individual's interests. The new solution enables iPROM's clients to use an innovative approach to effectively address consumers with a version of ad creatives that is the most relevant to their interests and the most effective for the advertiser.

New standards for targeting digital media users

iPROM Real-time Creative is designed to improve the targeting of individuals with personalized advertising messages. The solution provides an automated process for generating ad creatives in real time using collected user behavior data in combination with predetermined parameters such as the current user's stage of the purchasing journey, geographical location, weather, currency exchange rate, day and time of the week, the context of the current website and other available parameters. iPROM Real-time Creative software supports graphical as well as text elements and makes it possible to generate personalized advertising messages in real time. The proven technology of iPROM AdServer is used to distribute ads to relevant audiences.

At the core of the new technology solutions lies the data that is delivered through iPROM's data management platform (iPROM DMP). When handling anonymized user behavior data, iPROM complies with the strictest standards for protecting privacy and reaches digital media users with a combination of processed data and related behavioral patterns.

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Display

Mobile

Video

Search

Social

Scheduling

Frequency capping

GEO targeting

Behavioural targeting

User centric targeting

Technical targeting

DMP

iPROM Cloud Technology

A

B

C

D

F

E

iPROM Real-time Creative

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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.