iPROM Intelligence – Evolution of the Data Management Platform

LJUBLJANA, 9 April 2018

iPROM digital agency unveiled iPROM Intelligence, a new solution for consolidated processing of real-world data that extends its proprietary data management platform. iPROM Intelligence supports more accurate targeting based on independent data and events and provides the ability to tailor advertising messages, creative designs, and display frequency. The tool uses artificial intelligence for smart ad management and works with behavioural targeting to deliver the most effective message to the right user at the right time in the right place.

iPROM Intelligence is a part of iPROM DMP data management platform that manages real-world data, i.e. data that is not related to a user, campaign, advertisement or media. Data is acquired in real time from independent providers using APIs and systematically processed on a single platform. Advanced algorithms are then used to deploy them meaningfully into advertising campaigns.

Independent data available to iPROM Intelligence includes weather data, stock prices, exchange rates, cryptocurrency balance, public transport timetables, opening hours, traffic data and other independent events (sporting, economic, etc.). This is data that is not related to a user and may affect the effectiveness and results of advertising campaigns in digital media.

With the launch of iPROM Intelligence that uses data not considered to be personal to support advanced targeting, iPROM updated its data management platform to iPROM DMP 2.0. »Advertisers will be able to use the new solution that combines processed real-world data and related user behavioural patterns on iPROM Cloud to reach digital media users even more effectively,« said Tomaž Tomšič, head of iPROM Labs.
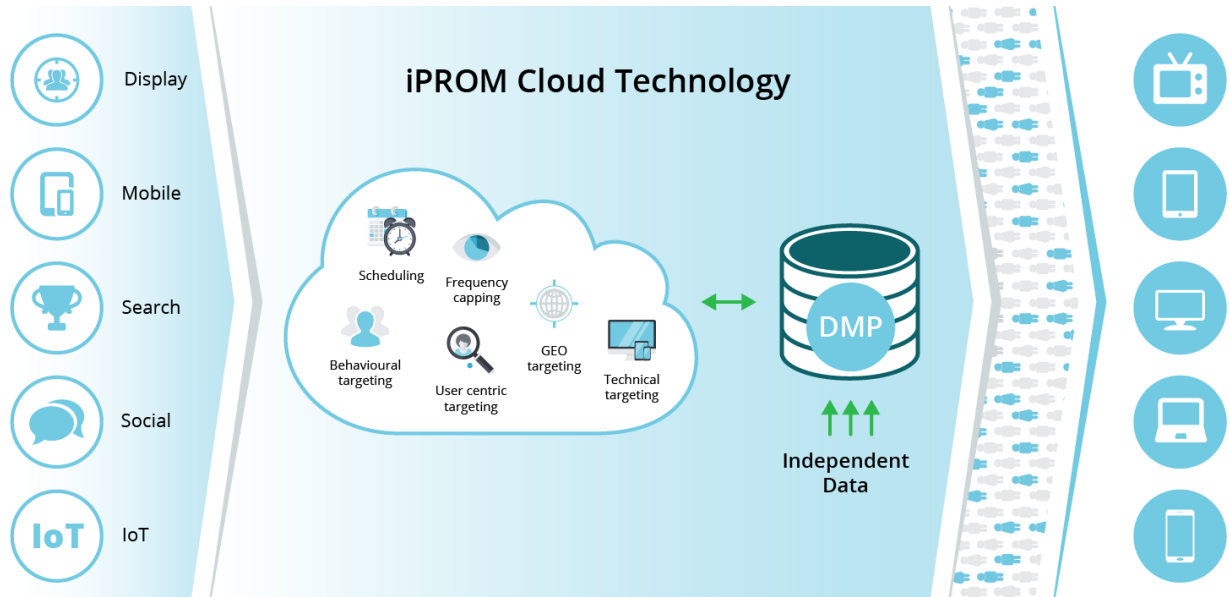
Figure: iPROM DMP is a part of iPROM Cloud

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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.

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