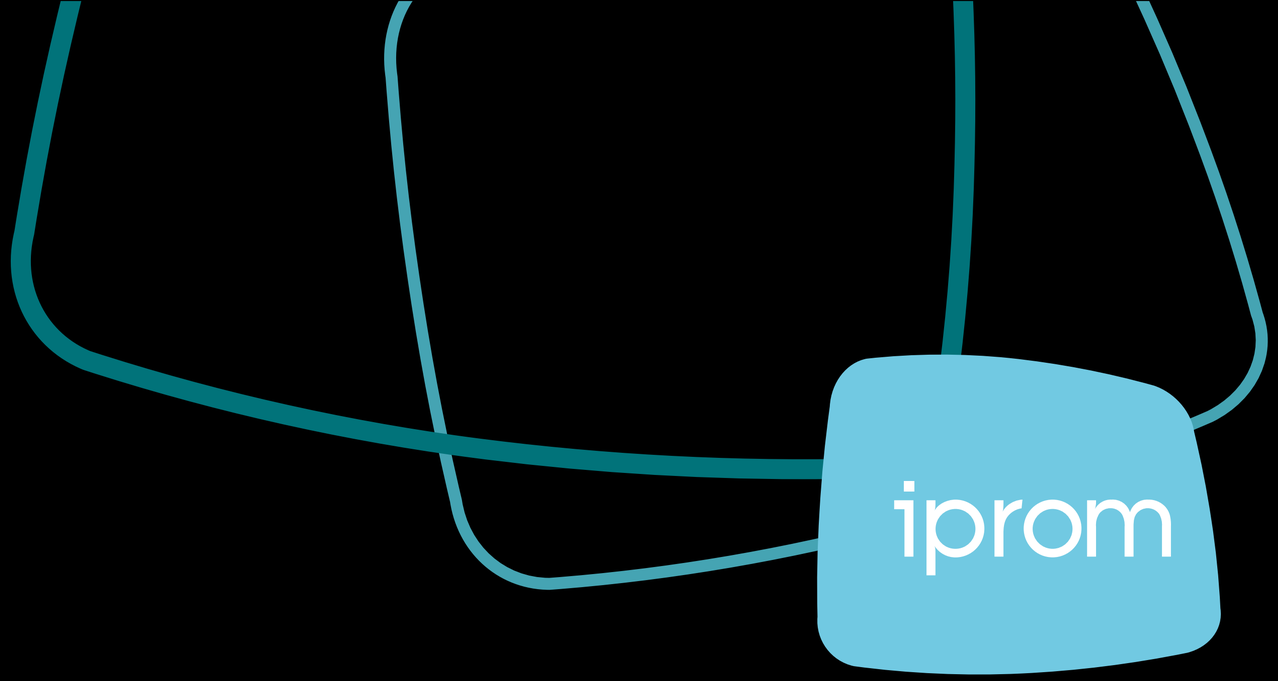
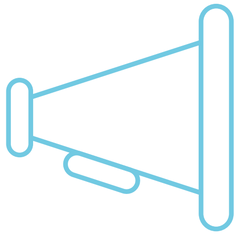


iPROM PROGRAMMATIC PLATFORM

One-stop solution for programmatic media buying powered by first-party data.
From deep understanding to profound user engagement, get ready for the future.

2026



Is it possible to do digital media buying DIFFERENTLY AND MORE EFFECTIVELY, while complying with all the highest e-privacy and business standards?

NEXT-GENERATION DIGITAL ADVERTISING ON THE OPEN WEB POWERED BY FIRST-PARTY DATA

iPROM PROGRAMMATIC PLATFORM
ADVERTISING ON THE OPEN WEB

- **AI-based Ad-Tech** built to meet the demands of enterprise advertising.
- With 460,000 successfully delivered campaigns, we have over 25 years of experience working with top media, brands, agencies, and marketers.
- Trustworthy, secure and powerful programmatic platform for **media buying powered by first-party data**.

60.000 other media properties

Here is how iPROM Programmatic Platform can MEET AND EXCEED your digital advertising needs and EMPOWER you FOR THE FUTURE →

iPROM PROGRAMMATIC
OUTSTANDING REACH OF DISPLAY AND VIDEO ADVERTISING

GERMANY
89%
78.0 M users
280.3 B impressions

SLOVENIA
98%
1.7 M users
3.3 B impressions

MONTENEGRO
94%
0.4 M users
0.4 B impressions

AUSTRIA
94%
8.4 M users
25.1 B impressions

CROATIA
95%
3.2 M users
10.4 B impressions

BOSNIA AND HERCEGOVINA
97%
2.2 M users
2.3 B impressions

ITALY
91%
46.9 M users
131.3 B impressions

SERBIA
95%
6.6 M users
6.2 B impressions

NORTH MACEDONIA
96%
1.6 M users
0.5 B impressions

ALBANIA
91%
1.9 M users
1.6 B impressions

KOSOVO
92%
1.6 M users
0.9 B impressions

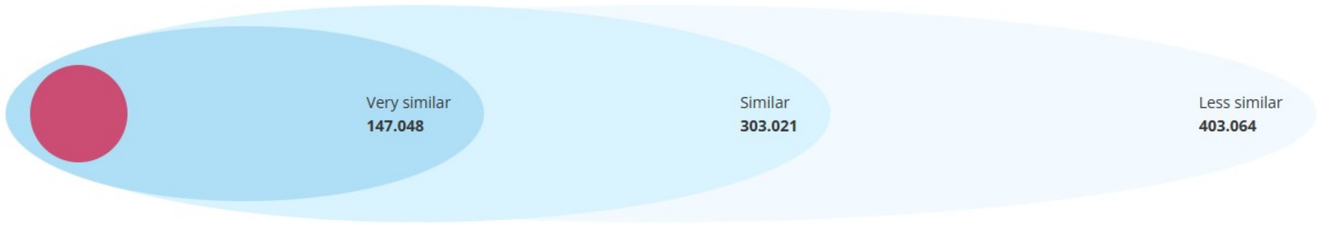
Instant access to more than **250 most used audience categories in Adriatic and DACH region**.

EXTEND YOUR AUDIENCE

REACH MORE USERS BASED ON YOUR FIRST-PARTY DATA ANALYSIS

MARKET POTENTIAL

Active visitor devices Potential visitor devices



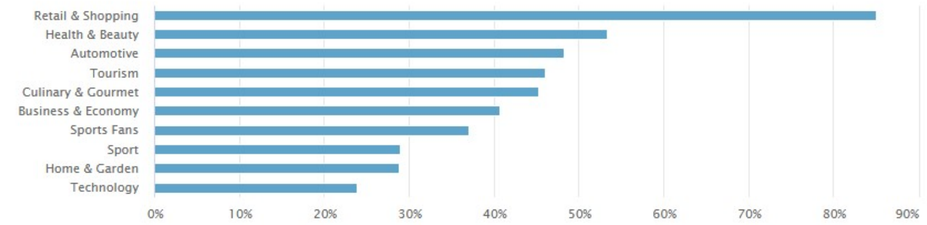
Extend your audience

You can reach more potential visitors devices with better targeting. **Order a behavior targeting pattern to extend your current reach.**

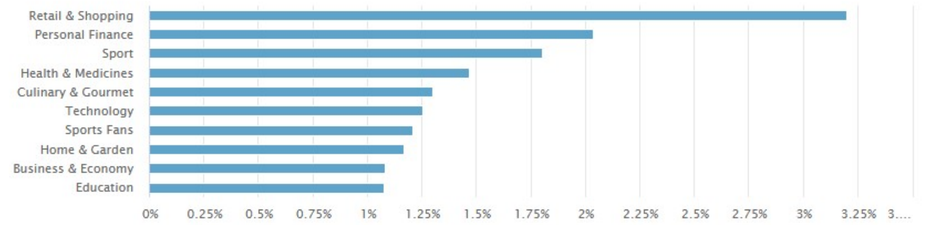
Extend your audience

Interests and reach

VISITOR PROFILE INTERESTS

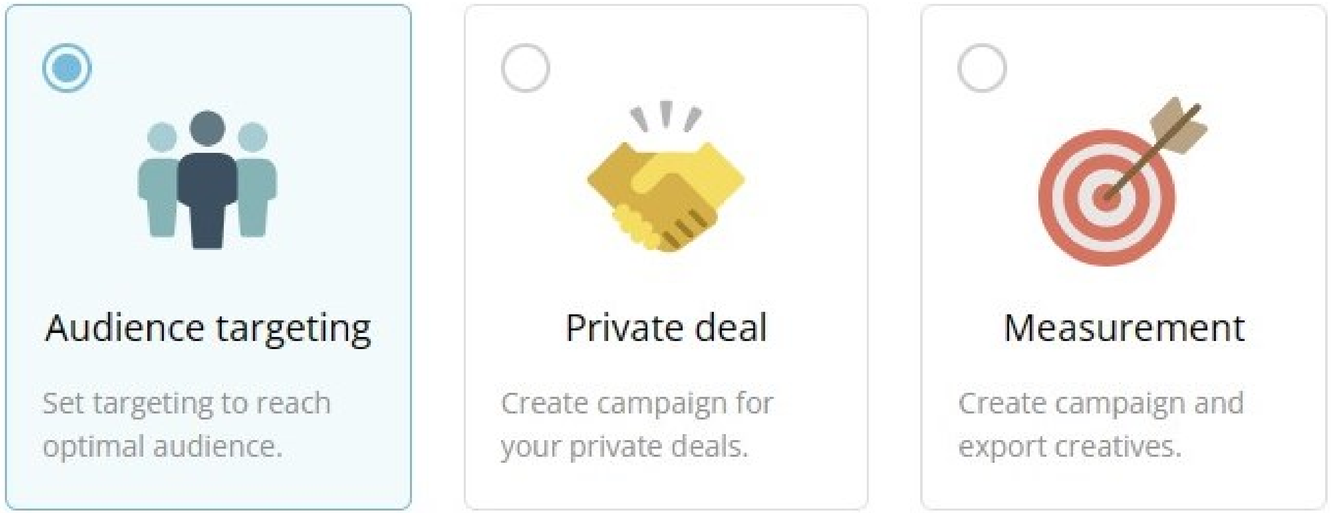


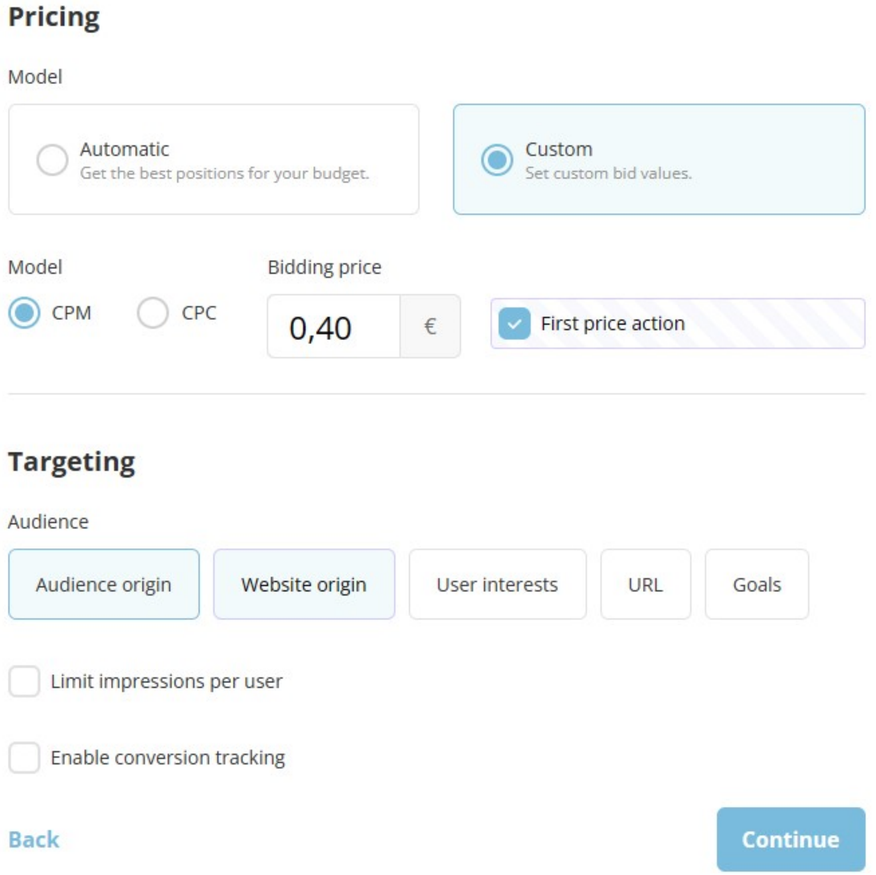
CURRENT REACH OF PROFILES BY INTERESTS



EFFECTIVE AND FLEXIBLE MEDIA BUYING

FROM PRIVATE DEALS TO AUDIENCE TARGETING TAILORED TO YOUR NEEDS



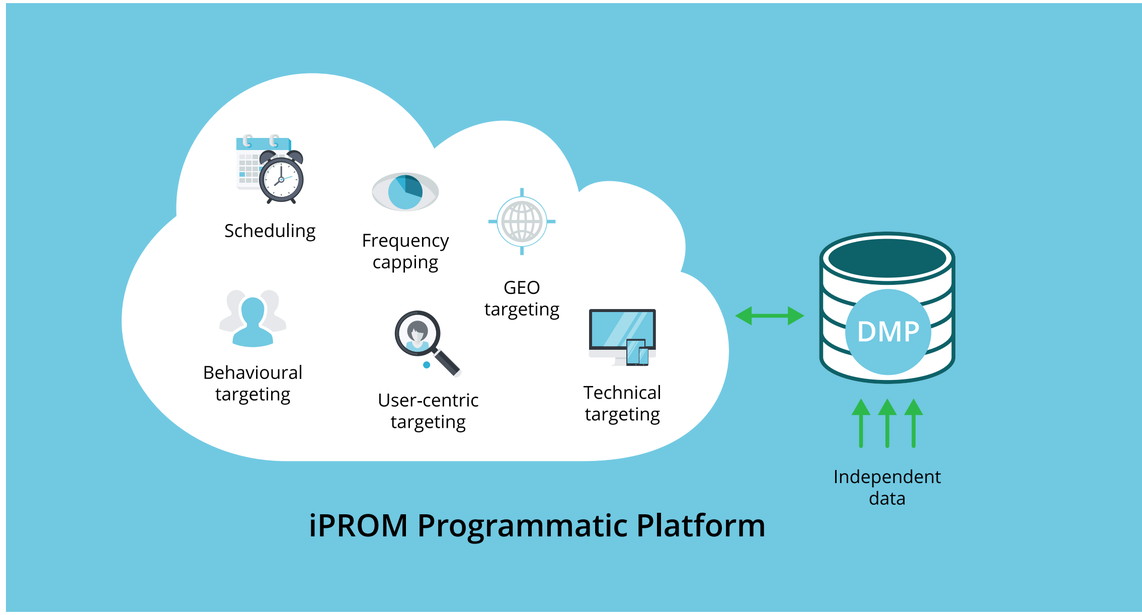


iPROM DMP

FROM REACH TO SUPER ADVANCED TARGETING

iPROM delivers superior advertising results through real-time **user-centric** audience segmentation and targeting based **on AI, machine learning and predictive analytics powered by first-party data.**

- Advanced behavioural targeting
- Semantic targeting
- Predictive targeting
- Technology targeting
- Real-time advertising message personalization
- Remarketing

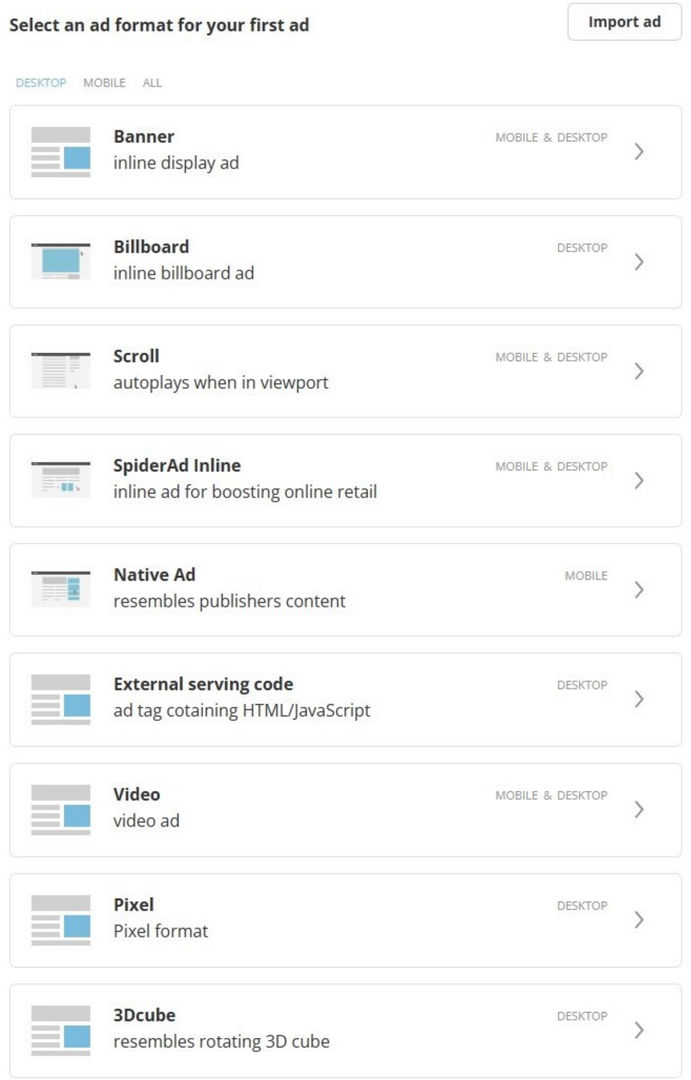


YOUR BEAUTIFUL ADS DELIVERED SEAMLESSLY.

STAND OUT FROM THE COMPETITION WITH INDEPENDENT AD-TECH AND FLEXIBLE CREATIVE DESIGNS

Give your brand the freedom it deserves with out-of-the-box creative designs powered by first-party data:

- 50+ types of formats (video, standard, outside walled gardens ...)
- Merging creative and tech capabilities
- Ad Engagements (surveys, games ...)
- AI-based real-time creative design optimization



ADS ALWAYS DELIVERED TO THE RIGHT PERSON, AT THE RIGHT TIME, ON ALMOST EVERY DEVICE.

- Desktop
- Mobile and tablets
- Internet of Things (IoT)
- Digital out-of-home (DOOH)
- Connected TV (OTT TV)

FIRST-PARTY DATA
YOUR MOST VALUABLE DIGITAL ASSET

With iPROM Programmatic Platform and iPROM Private DMP module, clients can build their own »data warehouse« to unlock one of **the largest marketing opportunities** for the next decade – **first-party data.**

- Protect your first-party data and don't share it with third parties and competitors.
- Sustain long-term competitive advantage based on the private and secured advertising data you own.
- Secure first-party data from your various sources is integration-ready.

iPROM Private DMP

YOUR BRAND IS IN SAFE HANDS.
THIS IS WHERE WE MAKE NO COMPROMISES:

- iPROM Brand Safety (real-time machine and human validated inventory)
- **100% EU GDPR Compliant**
- Fraud fence
- White and black lists
- Viewability measurement (third-party verification)
- Integrated system for preventing technology-based fraud (e.g. bot clicks)

We always deliver what's promised. We're trusted by top brands in region.

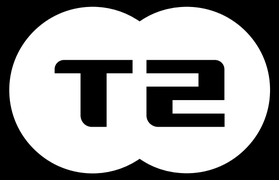
ONE-STOP SHOP FOR DISPLAY ADVERTISING

USE iPROM PROGRAMMATIC PLATFORM AND HAVE YOUR DIGITAL ADVERTISING STAND OUT.

DELIVERED AS A FULL MEDIA BUYING SERVICE

AVAILABLE AS AN (SAAS) INHOUSE ADVERTISING PLATFORM

iPROM PROGRAMMATIC IS THE FIRST CHOICE DISPLAY MEDIA BUY SOLUTION IN THE REGION TRUSTED BY THE BIGGEST BRANDS AND MARKET LEADERS



AND MANY OTHERS.

CONTACT

DIGITAL ADVERTISING WORKS

iPROM

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2021 AAA Platinum Creditworthiness ★★★★★

The company is registered in the Court Register of the Distric Court in Ljubljana. Reg. no. of the entry 1/31756/00.
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