

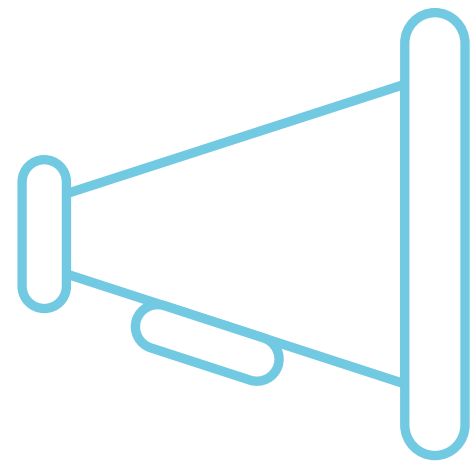


iprom

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.

2024



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 20 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**.





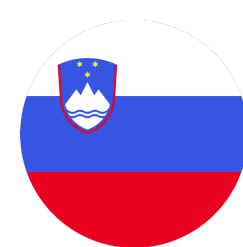
**Here is how iPROM Programmatic
Platform can **MEET AND EXCEED**
your digital advertising needs and
EMPOWER you FOR THE FUTURE →**

iPROM PROGRAMMATIC

OUTSTANDING REACH OF **DISPLAY AND VIDEO** ADVERTISING



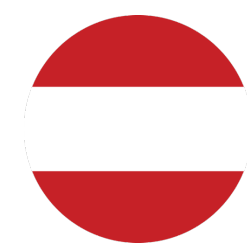
GERMANY
89%
78.0 M users
280.3 B impressions



SLOVENIA
98%
1.7 M users
3.3 B impressions



MONTENEGRO
94%
0.4 M users
0.4 B impressions



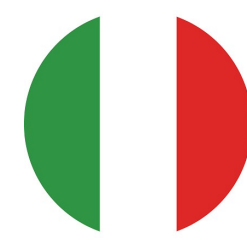
AUSTRIA
94%
8.4 M users
25.1 B impressions



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



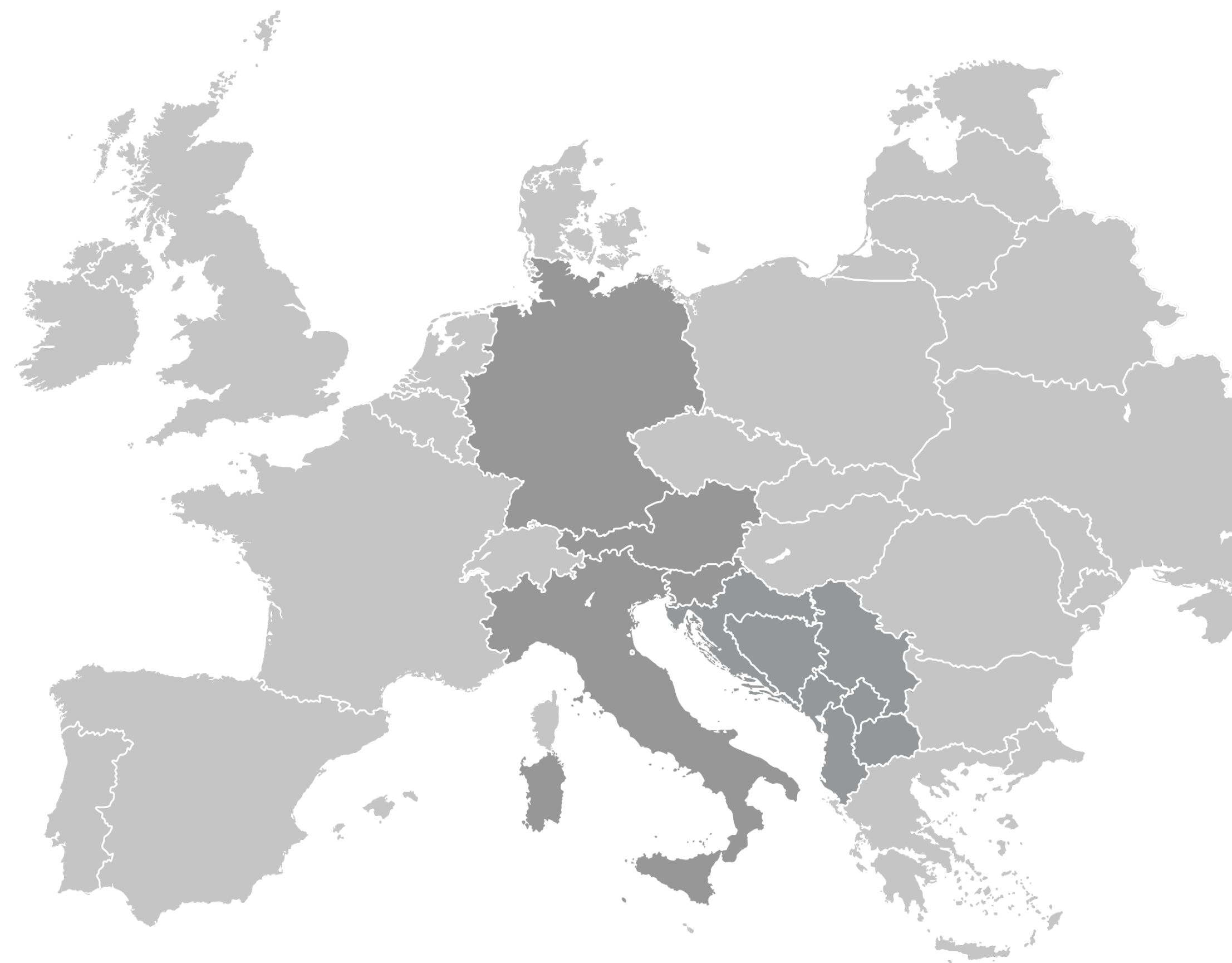
NORTH MACEDONIA
96%
1.6 M users
0.5 B impressions



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 ⓘ



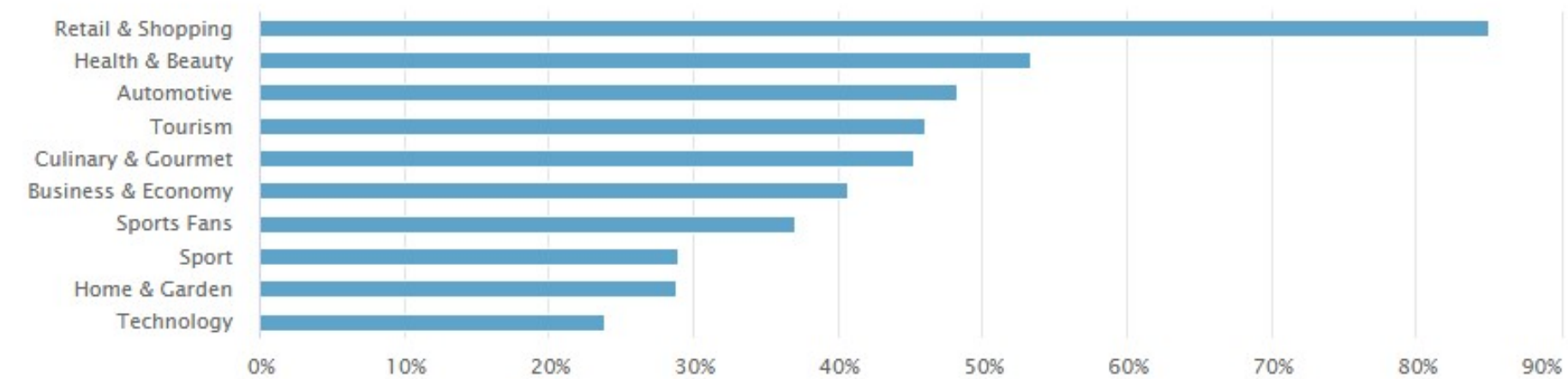
Extend your audience

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

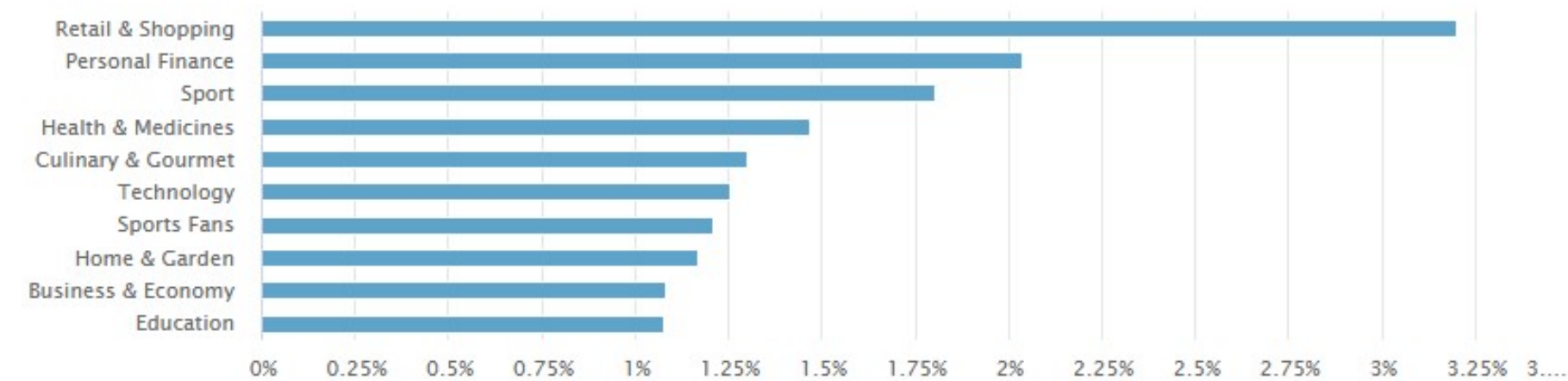
Extend your audience

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




Audience targeting

Set targeting to reach optimal audience.



Private deal

Create campaign for your private deals.



Measurement

Create campaign and export creatives.

Pricing

Model



Automatic

Get the best positions for your budget.



Custom

Set custom bid values.

Model



CPM



CPC

Bidding price

0,40

€



First price action

Targeting

Audience

Audience origin

Website origin

User interests

URL

Goals



Limit impressions per user



Enable conversion tracking

[Back](#)

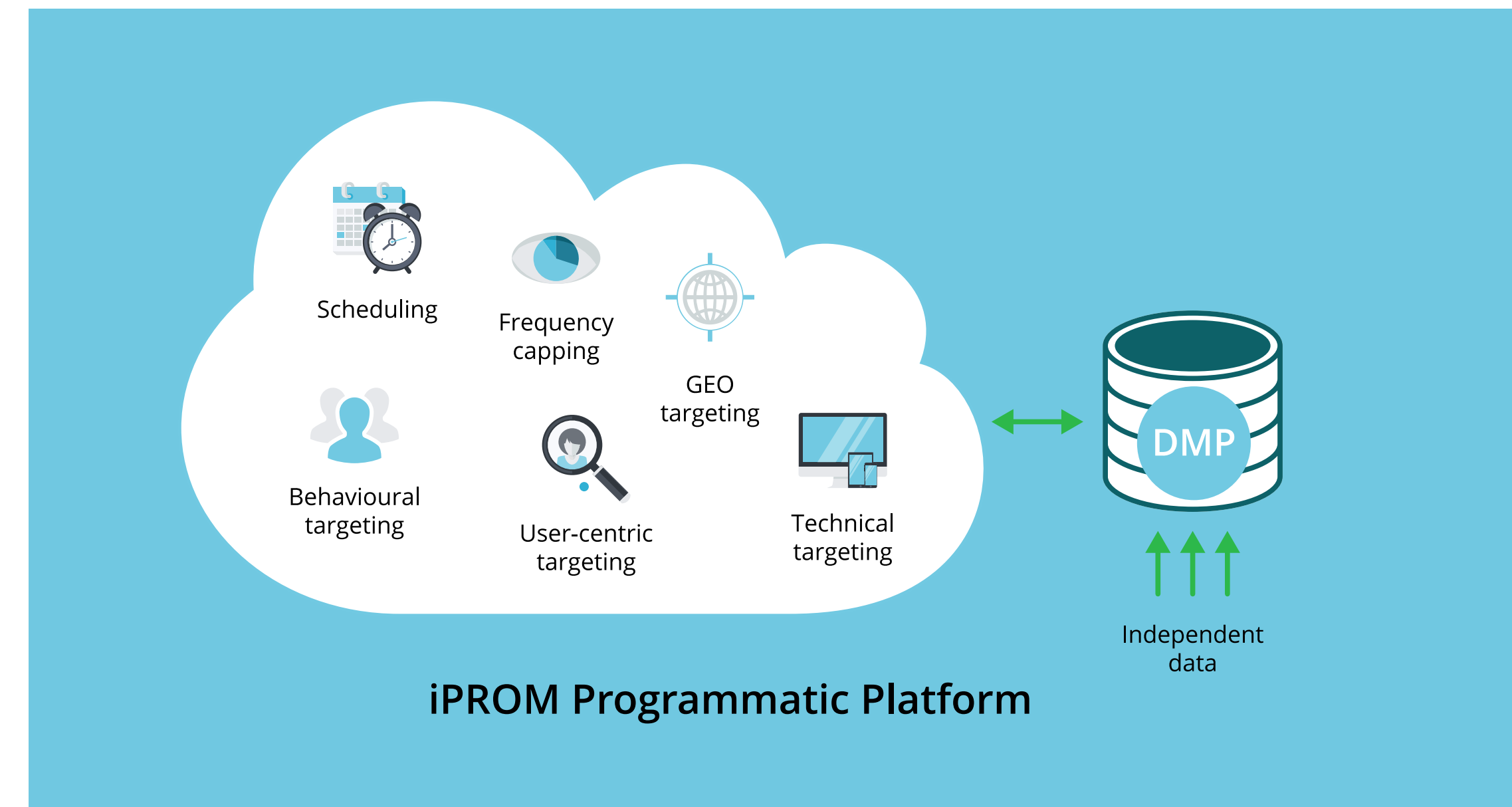
[Continue](#)

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

Select an ad format for your first ad

Import ad

DESKTOP MOBILE ALL



Banner
inline display ad

MOBILE & DESKTOP



Billboard
inline billboard ad

DESKTOP



Scroll
autoplays when in viewport

MOBILE & DESKTOP



SpiderAd Inline
inline ad for boosting online retail

MOBILE & DESKTOP



Native Ad
resembles publishers content

MOBILE



External serving code
ad tag containing HTML/JavaScript

DESKTOP



Video
video ad

MOBILE & DESKTOP



Pixel
Pixel format

DESKTOP



3Dcube
resembles rotating 3D cube

DESKTOP



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**.

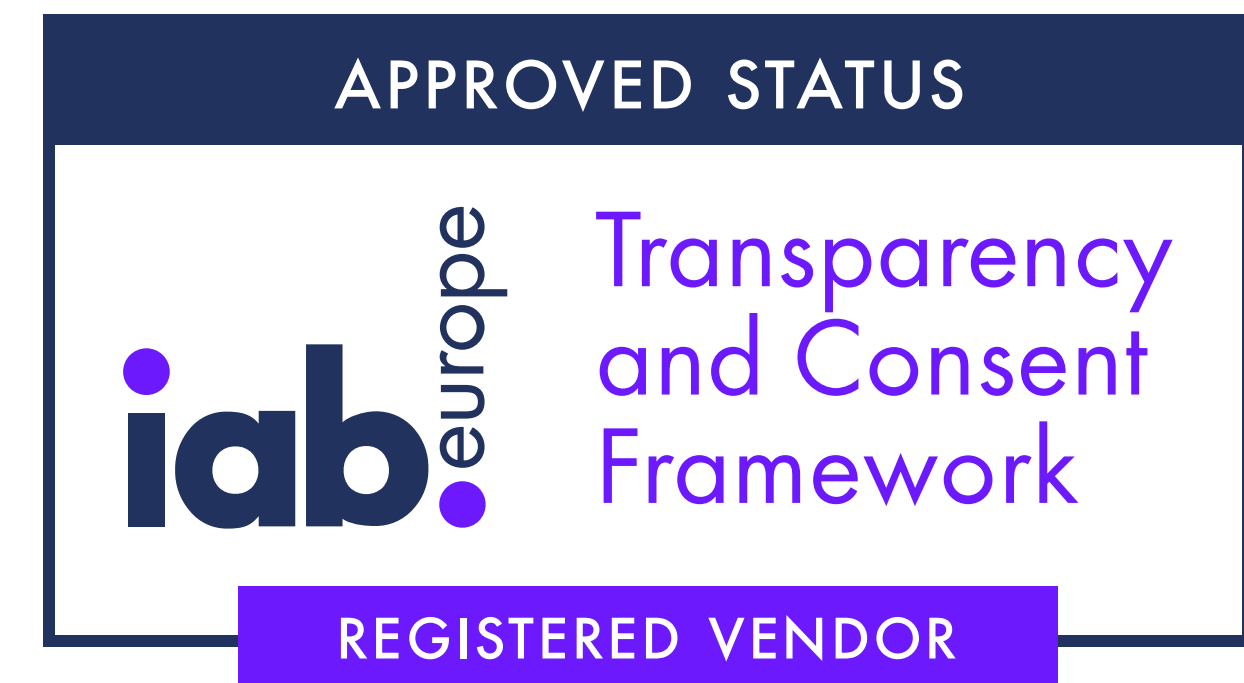
- Protect your first-party data and don't share it with third parties and competitors.
- Sustain long-term competitive advantage based on the private and secured advertising data you own.
- Secure first-party data from your various sources is integration-ready.



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



Canon

A1



FOX
NETWORKS GROUP



SANDOZ A Novartis
Division



ERSTE



MÖDRA



BKS Bank

Wolt



möma

AND MANY OTHERS.

CONTACT

**DIGITAL
ADVERTISING
WORKS**



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The company is registered in the Court Register of the District Court in Ljubljana. Reg. no. of the entry 1/31756/00.
Registration no.: 1399918 • VAT ID: SI83333193 • IBAN: SI56 0203 2005 2510 614 • BIC/SWIFT: LJBAS12X