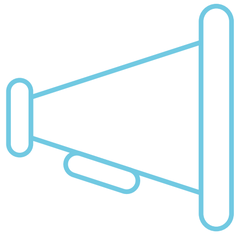
iPROM PROGRAMMATIC PLATFORM

One point solution for programmatic media buying on the open web.
From deep understanding to profound user engagement.

2023

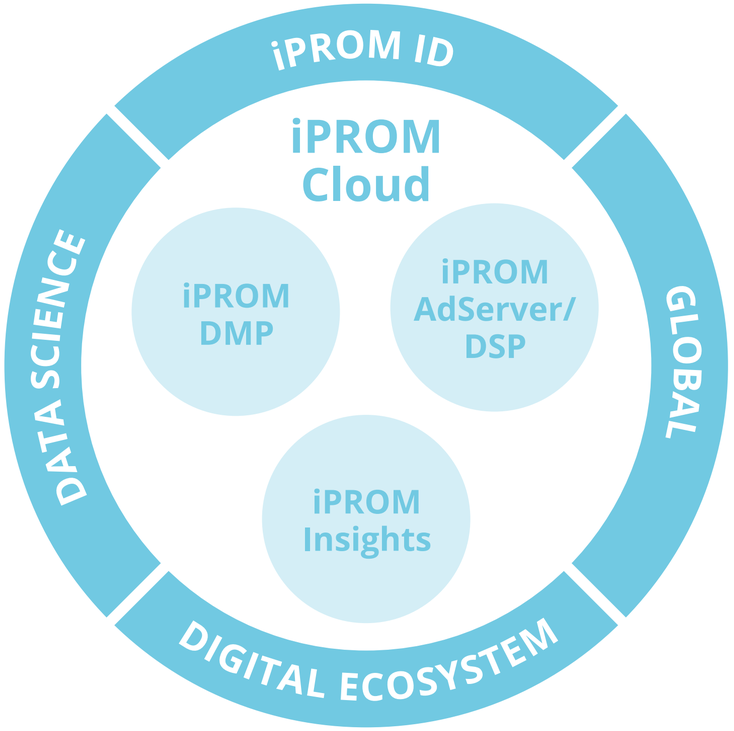


Is it possible to do digital media buying DIFFERENTLY AND MORE EFFECTIVELY, while complying with all the highest (business) standards?

MEET iPROM PROGRAMMATIC PLATFORM

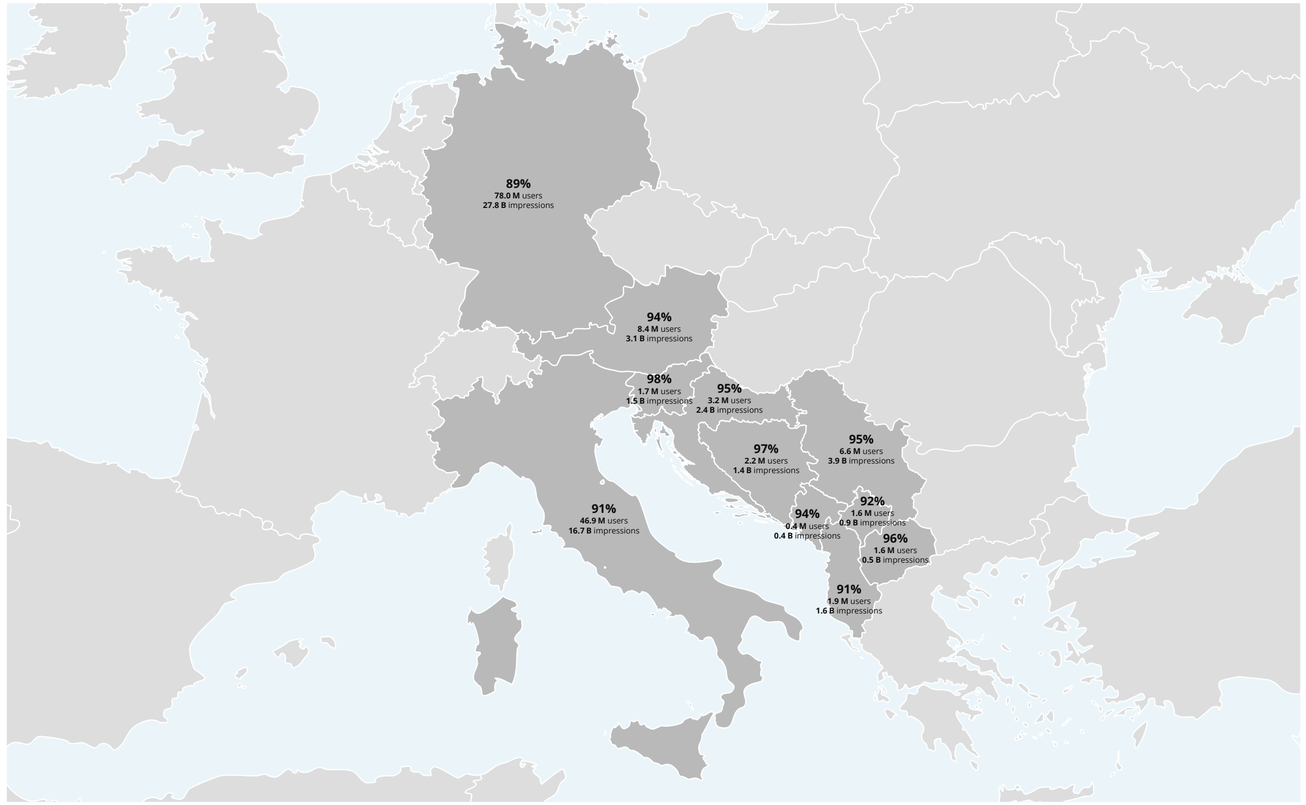
NEXT-GENERATION DIGITAL ADVERTISING ON THE OPEN WEB

- AI-based AdTech built for the enterprise advertising needs.
- With 460.000 campaigns successfully delivered, we have over 20 years of experience working with leading media, brands, agencies, and marketers.
- **Trustworthy, secure and the most powerful programmatic platform.**



Here is how iPROM Programmatic Platform can MEET AND EXCEED your digital advertising needs →

REGIONAL REACH AT YOUR FINGERTIPS



	iPROM Reach	iPROM Reach in M	Available impressions in B/month
Germany	89%	78.0	27.8
Austria	94%	8.4	3.1
Italy	91%	46.9	16.7
Slovenia	98%	1.7	1.5
Croatia	95%	3.2	2.4
Serbia	95%	6.6	3.9
Montenegro	94%	0.4	0.4
Bosnia and Herzegovina	97%	2.2	1.4
North Macedonia	96%	1.6	0.5
Kosovo	92%	1.6	0.9
Albania	91%	1.9	1.6

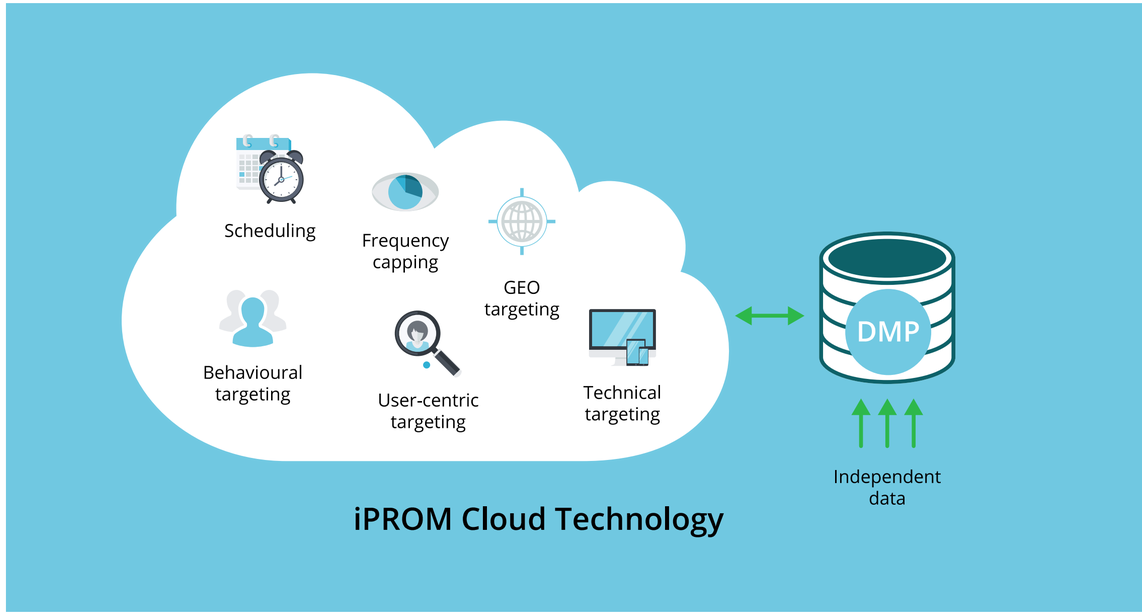
iPROM Programmatic Platform allows you **instant access** to more than **250 most used audience categories**.

iPROM Programmatic Platform can see, understand and predict the actions of **95%+ internet users in the region.**

iPROM DMP
FROM REACH TO SUPER ADVANCED TARGETING

iPROM delivers superior advertising results by employing real-time **user-centric** audience segmentation and targeting based **on AI and machine learning predictive analytics**.

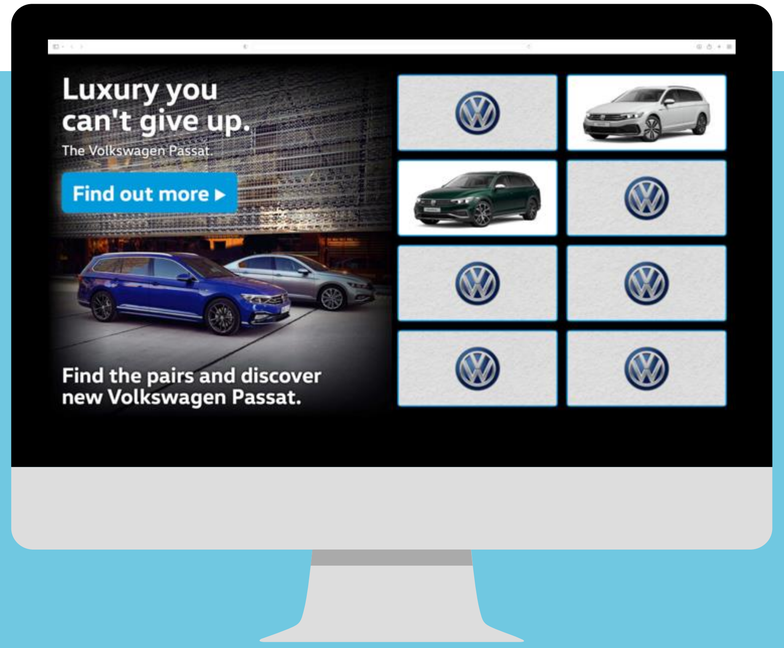
- Advanced behavioural targeting
- Semantic targeting
- Forecast targeting
- Technology targeting
- Real-time advertising message personalization
- Remarketing



YOUR ADS DELIVERED SEAMLESSLY AND BEAUTIFULLY.

RISE ABOVE THE LIMITATIONS OF WALLED GARDENS – STAND OUT FROM THE COMPETITION.

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



Give your brand the freedom it deserves and rise above walled garden ecosystems.

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)

IS DATA REALLY THE NEW OIL?
WITHOUT A DOUBT.

With iPROM Programmatic Platform and iPROM Private DMP module clients build their own »data silo« to open one of **the biggest marketing opportunities** for the next decade.

- Protect and don't share your advertising data with 3rd parties and competitors.
- Sustain long-term competitive advantage based on the private and secured advertising data you own.
- Secure client first party data integration ready.

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

- iPROM Brand Safety (real-time machine and human validated inventory)
- Validated traffic
- **100% EU GDPR Compliant**
- iPROM Advertiser Data Fence
- iPROM Fraud Fence

EU GDPR COMPLIANT

APPROVED STATUS

iab europe Transparency and Consent Framework

REGISTERED VENDOR

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

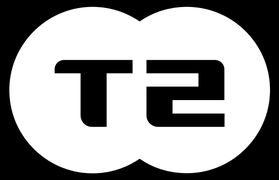
IMPRESS EVERYONE.

EMPLOY iPROM PROGRAMMATIC PLATFORM TO STAND OUT WITH DIGITAL ADVERTISING.

DELIVERED AS FULL MEDIA BUYING SERVICE

AVAILABLE AS AN (SAAS) INHOUSE ADVERTISING PLATFORM

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



AND MANY OTHERS.

CONTACT

DIGITAL ADVERTISING WORKS

Agent for Italy

www.tmedia.it

+39 0481 32879

agency@tmedia.it

Via Malta, 6
34170 Gorizia - Italia

2021 AAA Platinum Creditworthiness ★★★★★

Iprom doo - the company is registered in the Court Register of the Distric Court in Ljubljana (Slo). Reg. no. of the entry 1/31756/00 - Registration no.: 1399918 • VAT ID: SI83333193
Tmedia s,r,l. - the company is registered in the Court Register of the Distric Court in Gorizia (Italia). VAT ID: IT 01053940316