

ipromadserver

The most flexible, intuitive and efficient solution for the successful planning, management and centralised control of advertising campaigns in digital media.



www.ipromadserver.com

WHY do digital media publishers need iPROM AdServer?

LONG-TERM MONETISATION

iPROM AdServer is the digital media industry's most efficient business and technology solution for effective management of campaigns in digital advertising.

For a digital media publisher, it offers everything that matters to you most: higher revenues and reliable long-term monetisation of advertising inventories and websites.

CENTRALIZED MANAGEMENT

More than a thousand successful digital campaigns to-date have confirmed the effectiveness of iPROM AdServer, proving it to be the most reliable system for centralised management of campaigns in digital media.

On all platforms, in all advertising formats and on multiple devices simultaneously, it optimises the publisher's income for every single ad seen by the target audience.

It is powered by smart algorithms, ensuring the highest possible profits for each and every ad displayed.

INTEGRATED YEARS OF EXPERIENCE

The quality of our services is achieved by continuous investment in innovation and development. iPROM AdServer was developed on the basis of a long-term learning in close collaboration with our business partners. It combines both, the digital media industry know-how as well as the feedback from the agencies we collaborate with on a daily basis. The integrated experience drives our solution and ensures it is in line with the highest expectations of the market. That is why the iPROM AdServer provides the results our clients always rely on.

Aleš Žerovnik, project manager

DNEVNIK

»With its user-friendly interface, iPROM AdServer provides an easy management of commercial content. Highly responsive and proactive team unburdens us and helps us create a modern, responsive and up-to date web-portal service.«

Tomaž Kos, project manager

Finance.si

»Customized server solution enables us an easy and centralised management of commercial content on all of our partner portals. By simplifying the workflow, the iPROM AdServer allows our team to easily display content, customised to each individual user and to provide a high-quality and quick support service.«

It provides



24/7 SUPPORT SERVICE



EASY MANAGEMENT

with the entire ad inventory



»ALL-IN-ONE« SOLUTION

for centralised campaign management



OUTSTANDING RESULTS

and the highest revenues possible



INTUITIVE INSIGHT

with reports, forecasts and analyses



LOW COSTS

of installation and maintenance



MEDIA CONSULTING FOR CLIENTS

based on 17 years of experience



FULL TECHNICAL SERVICE SUPPORT

to transfer your digital campaigns and launching the new system



IMMEDIATE, EASY START

without any additional modifications of your systems



COMPATIBILITY WITH GLOBAL DIGITAL MEDIA PLATFORMS

and smart devices in the Internet of Things



A FRIENDLY AND INTUITIVE GRAPHIC INTERFACE



100% CONTROL

of data and advertising inventory

iPROM AdPanel™ – the outstanding advantage of the iPROM AdServer

iPROM AdPanel™ is an advanced system for centralised administration, statistical reporting and monitoring of all advertising campaigns and digital media ads from a single point in real-time.

It has been developed in close collaboration with our clients to offer a full control and management of digital advertising inventory from a single point. The dashboard provides a simple and intuitive operation, real-time optimisation and a statistical overview of all campaigns, showing both active and inactive digital campaigns on a single screen.



Vedran Škrinjar, Director of Electronic Media Marketing

»Due to the specificity of our news portal, which is based on video content of our own production, we needed a server solution that would enable a comprehensive and easy management of our video inventory. In line with our feedback, iPROM customised the iPROM AdServer completely to our needs. This allowed us to easily merge our partner portals and solved the challenges we had been facing with all previous servers.«

For the uninterrupted display of commercial content in any form and on any platform

iPROM's advanced ad formats are tailored according to customers' needs. Their flexibility provides for the uninterrupted display of the most complex ad creatives, regardless of the specifics of each medium or device.

As they are distinguished by a wide range of functionality, technological perfection, controlled display conditions and fast and measurable results, they help you maximize the efficiency of your commercial content. As such, they drive efficiency and ensure the monitoring of each digital campaign.

iPROM Mobile

iPROM Mobile is a fully automated media solution in cloud that combines the most advanced methods of targeting, optimisation real-time reporting for your advertising campaign.

The solution enables the distribution of standard and advanced mobile format and ensures they reliably adapt to any smartphone and tablet screen size.



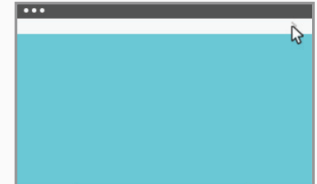
Regardless of the channel and display platform:

- The commercial content is shown to the right audience in the right form by being able to intelligently distribute displayed ad formats on all different media and devices.
- The commercial content appears on any digital platform to address the target audience: by using standard and advanced formats that fully adapt to screen size automatically and reliably.
- The commercial content is distributed reliably by precise targeting of right users. The server maintains a complete overview of the campaign and offers a real-time optimisation of the distributed content.
- The commercial content provides your target audience with relevant information in each of their decision-making stage by tracking their activities displaying content according to their interests.

Overview of advanced iPROM ad formats and technical solutions:

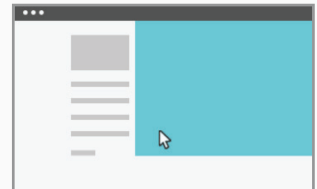
iPROM AdBreak™

A full-page ad that is shown when a user is transitioning between pages or content of a website. Interactive content is enabled.



iPROM PagePeel Ad™

A two-part ad: a non-invasive teaser that does not cover the content of a page expands into a full-size ad on mouse-over. If video is used in the ad, the sound activates when the ad is expanded.



iPROM Scroll Ad™

The ad is outside the user's field of view when entering the website. It becomes visible when the user scrolls down. Interactive content is enabled.



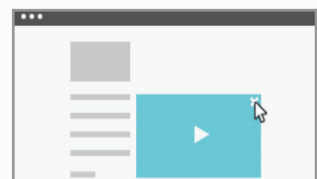
iPROM Spider Ad™

It contains any number of pre-defined elements that, at regular time intervals, all automatically change their respective ad format dimensions simultaneously.



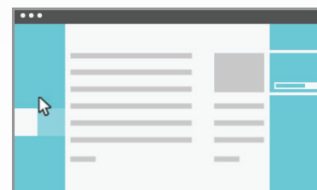
iPROM UniStream Video Ad™

A video ad with a maximum duration of 18 seconds is displayed before any online media content and automatically closes and disappears when finished.



iPROM Live Wallpaper

The ad covers the area of the online media that is not covered by actual content (the so-called "Wall"). The ad continuously accompanies the user as a background while they are viewing the content. Interactive content is enabled (HTML5, video, flash, image, game-ad).



iPROM SlideStory Ad™

The ad enables modular linking of multiple advanced creatives that tell a story when seen together.



Select the scope and range of your iPROM AdServer usage

With our help, you will gain valuable insight into what data will lead to more prudent and strategically relevant decision-making, helping you to build a long-term and lasting relationship with your clients.

Having the necessary tools for accurate segmentation of target audiences, effective planning and insightful analytics, will equip you with everything you need for successful campaigns in digital media.

Features / Packages	Basic	Medium	Professional
Simple management of code lists	✓	✓	✓
Transparent statistical reports	✓	✓	✓
Campaign management by clicks, impressions, frequency, priority, date restrictions, filter management	✓	✓	✓
Ad management according to the following filters: <ul style="list-style-type: none"> • website tree structure • browsers • operation systems • devices • days • hours • days in year • resolution • IP address • countries 	✓	✓	✓
Standard advertising formats of any size	✓	✓	✓
The option of adding an external service code	✓	✓	✓
Real-time statistics overview of all campaigns available in a single point (AdPanel™)	✓	✓	✓
Real-time management of all active campaigns in a single point (AdPanel™)	✓	✓	✓
Unlimited number of administrators	✓	✓	✓
Management of unlimited number of domains	✓	✓	✓
Advertising material search engine	✓	✓	✓
Support within the system	✓	✓	✓
Support during standard working hours (weekdays between 8 a.m. and 4 p.m.)	✓	✓	✓
Support during extended working hours (weekdays between 8 a.m. and 8 p.m.)		✓	✓
Support for sections (deeper tree structure)		✓	✓
Mobile ad formats <ul style="list-style-type: none"> • Standard mobile format with video support • Mobile full-screen • Mobile scroll format Assistance with integrating ads onto mobile portals Generation of mobile app codes		✓	✓

Functionality	Basic	Medium	Professional
Additional ad formats: <ul style="list-style-type: none"> • CTP video ad • Basic background • Standard expandable ad • iPROM Unistream videoad™ • iPROM Videoroll 		✓	✓
Advanced ad formats: <ul style="list-style-type: none"> • iPROM AdBreak™ • Shared background / video background • iPROM PagePeel Ad™ • iPROM banner (track) • Skin ad • iPROM Videoscroll™ 			✓
Ad management by additional filters: <ul style="list-style-type: none"> • Channels • Keywords • Website URL 			✓
Visual impressions at all dimensions			✓
Additional technological statistics			✓
24/7 support			✓
Monthly request limit	up to 5.000.000	up to 10.000.000	up to 50.000.000

We will install all that you need to start with your work within three days at most.

Additional packages
Video package <ul style="list-style-type: none"> Video ad formats <ul style="list-style-type: none"> • VAST ad (pre, mid, endroll) Video statistics <ul style="list-style-type: none"> • Data on video expansion, screening, video display (start, 25 %, 50 %, 75 %, 100 %) Conversion and optimisation tools for video advertising material Video server
Financial add-on <ul style="list-style-type: none"> Overview of financial realisation of individual campaigns
Programme package <ul style="list-style-type: none"> Link to Ad Exchange

Everything you need to begin work with iPROM AdServer will be installed within three business days.

Trust in our unique knowledge and individual treatment.

Let us surprise you, not only with the tremendous performance of our solutions, but with the refreshing depth of our commitment.

The logo consists of a blue rounded rectangle with the word "iprom" in white lowercase letters. This rectangle is centered within a larger, light blue circular shape that has a subtle radial gradient.

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