

# Mporium Group PLC

08:23 28 Nov 2017

## Mporium signs first deal with a behavioural planning agency

Mporium Group PLC (LON:MPM), the event-driven marketing technology specialist, is to provide its IMPACT technology product to Total Media, the behavioural planning agency.

The agreement follows a successful initial trial of IMPACT by Total Media, and will see the technology rolled out across further campaigns, with a broadened remit making use of additional triggers and advertising venues, on behalf of Lenovo, the multi-national technology company.

READ Mporium dressed for success after clinching deal with online fashion firm

Mporium said in a **statement** that the agreement was the first it had signed with a behavioural planning agency.

"Total Media are delighted to have signed an agreement with Mporium. Their technology has provided additional and innovative capabilities to our offering and fits perfectly with our focus on behavioural planning," said Celine Saturnino, Total Media's chief commercial officer.

Mporium's chief executive, Nelius De Groot, clearly regarded the contract win as a feather in the company's cap, saying Total Media is highly regarded for its leadership in behavioural planning.

READ Mporium hoping to make a big impression with IMPACT

"Not only does this announcement mark a very significant milestone for our company, it is yet another demonstration that our strategy to access the market through media agencies is continuing to deliver," De Groot said.

"Several of the most innovative and world-renowned agencies have now recognised the effectiveness of leveraging our technology, and as the media landscape continues to shift it only becomes more important to be able to offer clients more advanced, higher performance solutions as part of a holistic programme. As such we look forward to continuing working hand-in-hand with our agency partners to achieve the best results for our customers and theirs," he added.

Proactive Investors facilitate the largest global investor network across 4 continents in 4 languages. With a team of analysts, journalists & professional investors Proactive produce independent coverage on 1000's of companies across every sector for private investors, private client brokers, fund managers and international investor communities.

Contact us +44 (0)207 989 0813 [action@proactiveinvestors.com](mailto:action@proactiveinvestors.com)

### No investment advice

The Company is a publisher. You understand and agree that no content published on the Site constitutes a recommendation that any particular security, portfolio of securities, transaction, or investment strategy is suitable or advisable for any specific person. You understand that the Content on the Site is provided for information purposes only, and none of the information contained on the Site constitutes an offer, solicitation or recommendation to buy or sell a security. You understand that the Company receives either monetary or securities compensation for our services. We stand to benefit from any volume which any Content on the Site may generate.

### 1 Year Share Price Graph



### Share Information

**Code:** MPM  
**Listing:** LSE  
**Sector:** Software & services  
**Website:** [www.mporium.com](http://www.mporium.com)

### Company Synopsis:

*Mporium is a technology company at the forefront of digital marketing. Mporium's proprietary technology enables agencies and advertisers to identify, optimise and capitalise on micro-moments - those moments when there are significant changes in the levels of consumer intent.*

[action@proactiveinvestors.com](mailto:action@proactiveinvestors.com)

You further understand that none of the information providers or their affiliates will advise you personally concerning the nature, potential, advisability, value, suitability or profitability of any particular security, portfolio of securities, transaction, investment, investment strategy, or other matter.

You understand that the Site may contain opinions from time to time with regard to securities mentioned in other products, including Company-related products, and that those opinions may be different from those obtained by using another product related to the Company. You understand and agree that contributors may write about securities in which they or their firms have a position, and that they may trade such securities for their own account. In cases where the position is held at the time of publication and such position is known to the Company, appropriate disclosure is made. However, you understand and agree that at the time of any transaction that you make, one or more contributors may have a position in the securities written about. You understand that price and other data is supplied by sources believed to be reliable, that the calculations herein are made using such data, and that neither such data nor such calculations are guaranteed by these sources, the Company, the information providers or any other person or entity, and may not be complete or accurate.

From time to time, reference may be made in our marketing materials to prior articles and opinions we have published. These references may be selective, may reference only a portion of an article or recommendation, and are likely not to be current. As markets change continuously, previously published information and data may not be current and should not be relied upon.

The Site does not, and is not intended to, provide investment, tax, accounting, legal or insurance advice, and is not and should not be construed as providing any of the foregoing. You should consult an attorney or other relevant professional regarding your specific legal, tax, investment or other needs as tailored to your specific situation.