

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.

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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.

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"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.

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1 Year Share Price Graph



Share Information

Code: MPM
Listing: LSE
Sector: Software & services
Website: 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.

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