

# Mporium Group PLC

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## Mporium's IMPACT technology used in Samsung S9 launch

Mporium Group PLC (LON:MPM) said its proprietary IMPACT technology has been used across the launch campaign for the Samsung S9 mobile phone.

The AIM-listed marketing firm said its IMPACT technology was used as part of the launch campaign to identify and monetise micro-moments of opportunity, deliver a high return on investment and an improved performance for the campaign.

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Mporium added that IMPACT was now being used across a wide range of Samsung product campaigns.

In December 2017, Mporium signed an agreement with Performics, the performance marketing arm of Publicis Media, to commercially roll out its IMPACT technology within the campaigns of Samsung.

Nelius De Groot, Mporium chief executive, said: "The fact that we have achieved such great results for Performics gives us confidence that we will be able to build upon this and other agency relationships going forward, spreading awareness of IMPACT's remarkable performance uplift capability and gaining continued commercial traction."

### 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.*

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