

# Mporium Group PLC

00:00 22 Jun 2018

## Mporium set to benefit from Cambridge Analytica/Facebook fallout and GDPR

Digital advertising group Mporium PLC (LON:MPM) expects to benefit from the fall-out from the Cambridge Analytica/Facebook data use scandal.

Advertising and marketing platforms that rely on the targeting of individuals' personal data will be 'severely exposed' by the Cambridge Analytica investigation and GDPR legislation, Mporium believes.

### READ: Mporium eyes boosts from GDPR and Cambridge Analytica/Facebook scandals

GDPR will give Mporium's own platform, known as IMPACT, a 'critical business advantage' as it can boost the effectiveness of campaigns without the use of personal data.

IMPACT focuses on events and when to reach an audience rather than the individual, added the AIM-listed firm.

While currently focused on Google and Facebook, the technology is advertising venue agnostic and can be used anywhere if any advertiser wants to switch.

Mporium spent heavily on IMPACT in 2017 to upgrade the platform but helped by a one-off credit reduced losses to £3.87m on revenues of £1.98m (£1.82m).

Nelius DeGroot, chief executive, said: "The momentum generated by the business, as well as IMPACT's improved functionality, has provided a strong basis for growth in 2018."

### IMPACT deployed in Samsung S9 launch campaign

DeGroot's statements seem to be ringing true, with the company revealing on 20 June that its IMPACT technology had been used across the launch campaign for the Samsung S9 mobile phone.

The firm said its 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.

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.

At the time DeGroot 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."

At close on 21 June, Mporium's shares were trading at 7.25p, with a market cap of around £42.6m.

### 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)

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