

# Mporium Group PLC

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## Mporium Group hails significant client win

Event-driven marketing specialist Mporium Group PLC (LON:MPM) has signed a major new client to its IMPACT platform.

The name of the customer wasn't revealed. However, chief executive Nelius De Groot described the new partner as one of the world's "largest and most prestigious media services networks".

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

The deal was clinched following a successful trial. The technology will now be rolled out across the business.

"We have already proven that Mporium's technology can help this network achieve their focus of delivering growth for their clients," said CEO De Groot.

"This agreement also represents another important milestone for Mporium, as it extends our contractual relationships to include another of the largest agency networks."

### Advertising revolution

IMPACT offers a revolution in digital advertising, providing advertisers with the opportunity to take advantage of 'micro-moments'.

These are events on TV or online that may create a selling opportunity for a retailer.

To identify these moments, IMPACT takes a range of data inputs, such as TV, news, weather, sports and social media feeds and analyses what's hot and trending.

It then uses this data to optimise an advertiser's campaign, enabling them to bid higher or lower for keywords on the search engines, depending on the buzz surrounding those keywords.

### 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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