

Mporium Group PLC

02:43 18 Jul 2018

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

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

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

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.

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.