

Q&A with Zack Dugow, CEO, Founder & Chairman of Insticator Inc. Providing Publishing Websites with Technology that will Increase Engagement and Ad Revenue while Enhancing Viewability and Purchas Intent for Brands



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“Our goal is to be embedded in every single website on the planet and to empower content creators through content enablement with a better visitor experience and brands with a better advertising experience, which in turn drives more revenue and engagement, everyone wins... having more meaningful content empowers and creates better experiences for everyone.” - Zack Dugow

CEOCFO: Mr. Dugow, would you tell us about Insticator?

Mr. Dugow: We have a technology that increases engagement and ad revenue for publishing sites while enhancing purchase intent and viewability for brands. Our goal is to be embedded in every single website on the planet and to empower content creators through content enablement with a better visitor experience and brands with a better advertising experience, which in turn drives more revenue and engagement, everyone wins.

CEOCFO: How will you do that?

Mr. Dugow: We do that through our product called the Insticator Widget. What we do is embed our technology that lives as a native unit inside of the site in different locations -- loaded with curated quiz content, polling content, and different suggested stories featured on the site itself. The content within our widget is similar to the content on the site. We mix both display and video advertising into the experience with the content. Each time visitors are engaged with the widget we pull new advertisements. The advertisements that we pull are highly viewable and engaging. We also pull different first and third-party data metrics like age, gender, income, what kind of cars people drive, shows they watch and more - all of which are insightful for publishers and actionable for advertisers in terms of better targeting and understanding their audiences more effectively. This data is then ported into the publisher's Data Management platform.

CEOCFO: How do you know when some data is played out?

Mr. Dugow: For a while on the Internet, a consumer would go shopping for something like a kid's book and then you would have retargeted ads following them around the Internet for a long time even though they were no longer interested in purchasing a kid's book. That's the point where advertising data gets played out- when the algorithm is not longer able to decipher a change in consumer interest or behavior. What we aim to do is refresh our 1st party data to reflect new information for advertisers--ensuring that whatever advertisement that is being served to visitors is relevant.

CEOCFO: How do you determine what is right for any given person on any given site?

Mr. Dugow: First we examine the sites content and the types of visitors that go to site and why they go there. Then we craft the content of our unit to match that or we suggest the publisher do that in a certain way. As a result, we are able to segment audiences. The first is through consumer responses to our polling and trivia questions. We can know which