



Insticator births **“The COOL Company,”** **promises to revolutionize the** **advertising experience**

NEW YORK, NY, July 24, 2024

Insticator, the premier SSP and leading creator of engagement and monetization tools for online publishers, today announced the formation of a new holding company for the brands within the company’s portfolio. Distinct brands will be unified under a single entity by **The COOL Company**, a parent company dedicated to creating a better experience for everyone in the advertising sector.

The COOL Company shares common leadership, advanced technology, innovative AI, and complementary domain expertise to transform modern digital advertising for everyone involved.

The COOL Company is an end-to-end advertising technology platform built to deliver performance, transparency, and scale for brands, agencies, and publishers. With a suite of integrated products, COOL empowers advertisers to connect with audiences through high-impact, data-driven campaigns while helping publishers maximize yield. Through these solutions, we connect premium supply and differentiated demand in ways no other platform can; delivering breakthrough results for advertisers and publishers alike. Our product ecosystem includes:



COOL Media - DCO & Creative Automation (formerly ADventori)

Get Personal. A data-driven, creative ad server focused on personalizing, automating, measuring, and optimizing digital ads. Our platform enhances ad efficiency across multiple formats (banners, mobile, video, social, CTV, native ads, DOOH) by integrating real-time data from advertisers and publisher sites. Our adaptable ads deliver relevant messages to users, and improved campaign performance for advertisers and publishers. Backed by an expert team, we provide quality, tailored service for every client.



COOL Media - Franchise & Multi-Location (formerly Balihoo)

Franchise Marketing, Done Differently. Bridges the gap and delivers collaboration & performance to franchise & network businesses, striking a perfect balance to mitigate a franchisee's local execution risk while protecting the integrity and consistency of a global franchise brand.



COOL Media - Media & Attribution

Real Results. Allows advertisers to never have to wonder what works by delivering real results & insights for clients through expert media strategy and execution. We provide our agency partners detailed and customized cookieless measurement studies that help identify what worked and what needs improvement, along with comprehensive ad execution across a broad array of channels including Connected TV, Display, Social, Search, and more.



COOL Media - Publisher Experiences (formerly Insticator)

The Experience Matters. Experience that matters to build publishers' experiences that matter to their users & partners. More engaged users equals more time on site, more valuable ad property, and a happier audience.



COOL Media - Supply Side Platform (formerly OKO)

Smarter Advertising Technology with Instant Revenue Impact. Represents the place where inventory meets opportunity, coupling the ability to create more revenue through smarter advertising technology with the ability to tap into broad ad inventory courtesy of the relationship with the rest of The COOL Company portfolio.

Today, with the formation of **The COOL Company**, these brands form the foundation for a new powerhouse player in the advertising landscape.



Zack Dugow
Founder & CEO

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“The COOL Company is the realization of a nearly decade-long mission to create a comprehensive set of solutions for everyone in the advertising space.

We can create a better experience for everyone in the advertising space, from advertisers to publishers, franchise brands to agencies, consumers to media professionals. Our sole mission is to connect audiences with meaningful messages through more personalized, powerful, and positive experiences.”

Internally, the ‘COOL’ in “**The COOL Company**” is treated as an acronym that represents the attitude of every team member in the organization and energy we bring to the table:



We creatively integrate new elements in innovative combinations, fueled by our optimism to drive success. Our open-mindedness allows us to embrace new ideas and approaches, empowering us to lead our industry through bold initiatives. Helmed by Dugow, The COOL Company inherits the proven leadership team from Insticator and its other subsidiaries. The newly formed business can be reached via www.cool.co.

Lastly, Dugow teased a future announcement that will further its mission to revolutionize advertising for all parties. “Candidly: I think this is just the beginning. This unification puts us on a path to completely transform the advertising experience for every participant.

“I’m so excited about what we have in the pipeline,” Dugow concluded.