# Can you let us know what you like (or dislike) about InstaScaler.com as a product?

I’ve been fascinated by the field of Artificial Intelligence for a while now. For me it’s a truly prosperous field for which the doors of innovation are being opened. It has unlimited prospects that can revolutionize all fields of life including medicine, engineering, etc. However, using AI in a field like marketing never crossed my mind, since the human factor in it for me was indispensable, until I learnt about Instascaler.com. I was astounded by the fact that well-established and well-trained machine learning algorithms can actually learn about a client’s website, know it’s best target traffic sources and audience, generate 100% customizable and relevant ads, track the traffic generated and carry out optimization. All of that happens with a single push of a button by the client, who is no longer concerned with the details of how to make the most effective marketing/advertisement campaign and generate quality traffic. The system made it all true with minimum human interaction, which is indeed a breakthrough.

When I researched about competitor products or services, I acknowledged the fact that Instascaler.com is the first product to provide full automation to the online marketing process, unlike other products like Pardot, or Marketing 360, which require more client interaction to an extent. Moreover, the product has an edge of easily getting global, since the service is highly dynamic, and can be personalized on any website in the world to generate it’s ads to countries on the other side of the planet, since you’re basically providing traffic-as-a-service.

What I also liked about the product is giving the customers the freedom of choosing the category of their campaigns, whether Awareness or Conversion, based on the two ends of the marketing funnel. And it is integrated with over 100 diverse channels that would help achieve awareness targets such as: Facebook, Instagram, Yahoo and LinkedIn., and others that would help achieve conversion and retargeting goals such as : ِ AdRoll, Criteo.

Furthermore, the ads that are created don’t require the user to upload any images or special text. The engine scans all the images and related text on website and uses it to create banners automatically, which is an effective feature that minimizes client need for interaction with service even more.

In addition to that, the main important feature Instascaler.com has is that the service doesn’t just end with generating traffic after analyzing the website. The process of ongoing optimization of the traffic generated by the system by integrating with Google Analytics and using UTM tags to track the performance of the campaign in terms of (time on site/page views per visit/conversion rates) is the aspect that insures both durability and quality of the traffic on the short and long term.

All of these positive aspects mentioned above build on the idea that with the massive potential for growth and scalability of Instascaler.com, the dream of redefining how marketing is done and “making Cognitev the first business that comes to mind when anyone thinks of marketing their products online” as said by Moustafa Mahmoud is an inarguably reachable target and a dream that will soon become reality.

# What are some ideas you would like to contribute to it?

In recent years, the number of awareness campaigns that focuses on social or environmental good causes such as: poverty, global warming, world hunger, etc., has been rising significantly. Most of them aim to reach as many people as possible, especially the ones who will be willing to stand with their cause and donate money or volunteer to support it. However, they find it difficult to reach out for this diverse spectrum of people from all over the globe. Therefore, we can add a separate platform inside Instascaler.com, dedicated specifically for promoting certain awareness campaigns carried out by individuals or NGOs. They would input their campaign’s purpose, target audience and other relevant details. And the engine would create the best ads and choose the best traffic sources and audience to direct those campaigns to. By that Instascaler.com would play a crucial role in giving back to the community and helping this world become a better place.

Moreover, I believe that the ads created by Instascaler’s engine need not to be constrained to having only static text and images. According to statistics, [87% of online marketers](http://www.outbrain.com/blog/state-of-content-marketing-2012) use video content, 52% of marketing professionals worldwide name video as the type of content with best ROI, Video-ads have an average click-through rate (CTR) of 1.64%, the highest click-through rate of all digital ad formats. For that reason, we could integrate the engine with a platform like (Lumen5.com), which is an online video creator AI tool, and generate video ads along with banners and static ads that were originally being generated. Consequently, this would lead to even higher traffic generation with greater quality, since videos will mainly deliver the needed intent and grab attention better than static images and text.