

Rebranding Reflects Corporate Vision for Making Digital Properties Faster, More Appealing and Profitable

PALO ALTO, Calif.--(BUSINESS WIRE)-- [Instart Logic](#), the company helping thousands of leading brands around the world deliver a faster, safer and more profitable digital experience, today announced that it has officially changed its name to Instart. More identifiable and easier to remember, the company's new name "Instart" is short for Instant Start, and the rebranding initiative is reflective of the company's ongoing commitment to making digital properties as fast, visually appealing and profitable as possible. Instart's new URL will be <https://www.instart.com>.

Thousands of global brands, retailers and media and publishing firms from around the world – including Edmunds, Hearst, Neiman Marcus and Office Depot – use the Instart Digital Experience Cloud (DX Cloud) to increase performance, reliability, security and customer satisfaction without requiring any changes to their digital applications or infrastructure. Instart provides secure, high-performance and consistent digital experiences to end users while at the same time helping global brands improve conversion by up to 30 percent, online retailers drive increased sales of up to 10 percent and offering media and publishing firms the ability to boost their advertising revenues by as much as 20 percent.

"Our new name is all about the company's charter, focus and forward-looking vision," commented Instart Chief Marketing Officer Daniel Druker. "Our passion is helping our clients deliver amazing digital experience to their customers, which result in improved operations, higher revenue and greater profit for them. The Instart DX Cloud is the fastest, easiest and highest ROI way for digital centric companies to improve the performance, reliability and security of their digital applications. Our new name makes sense because we truly deliver the 'Instant Start' on the Internet that consumers crave and that digital businesses need to maintain their competitive edge."

About the Instart DX Cloud

Instart's global, cloud-based platform connects customers' cloud, web and mobile applications with consumers' devices and automatically and dramatically improves performance, consumer experience and security, leading to higher engagement, conversion, revenue and lifetime value.

About Instart

Instart helps thousands of leading brands around the world deliver a faster, safer and more profitable customer experience through its revolutionary digital experience cloud. Instart combines machine learning, application and device awareness, and open APIs with a broad suite of integrated and automated cloud services, including web and mobile application performance optimization, image optimization, digital advertising optimization, tag analytics and control, web application security, DDOS protection, bot management and security, and content delivery. Using Instart, enterprises can provide ultra-fast, visually immersive, amazingly engaging and highly secure experiences on any device to maximize revenue, deliver superior customer experience, and gain competitive advantage. Learn more at <https://www.instart.com>.

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