

Ancestry expands its community of family history seekers in switching from Disqus to Insticator Commenting



About Ancestry



Ancestry.com LLC is a privately held online company based in Lehi, Utah, United States. The largest for-profit genealogy company in the world, it operates a network of genealogical, historical records, and related genetic genealogy websites.

About Insticator



Insticator is the global leader in increasing engagement for publishers through interactive content and community building.

Our suite of engagement products empowers publishers and consumers alike to amplify their voices and express their opinions in safe, interactive environments. From our human-moderated Commenting Unit that facilitates healthy, respectful discourse, to our Content Engagement Unit that enables audiences to share their opinions and interact with content that speaks directly to them, Insticator reaches over 350 million consumers monthly across our vast network of premium publishing partners including Ancestry, WebMD, Fox Sports, RealClear Media Group and more.

Headquartered in New York and Miami, Insticator's global footprint spans the US, Canada, India, the Philippines, Ukraine and the UK.

Contact us: info@insticator.com

The Story

Ancestry came to Insticator looking to expand community engagement, boost revenue, and improve the user experience across their network of sites including [genealogy.com](https://www.genealogy.com) and [rootsweb.com](https://www.rootsweb.com).

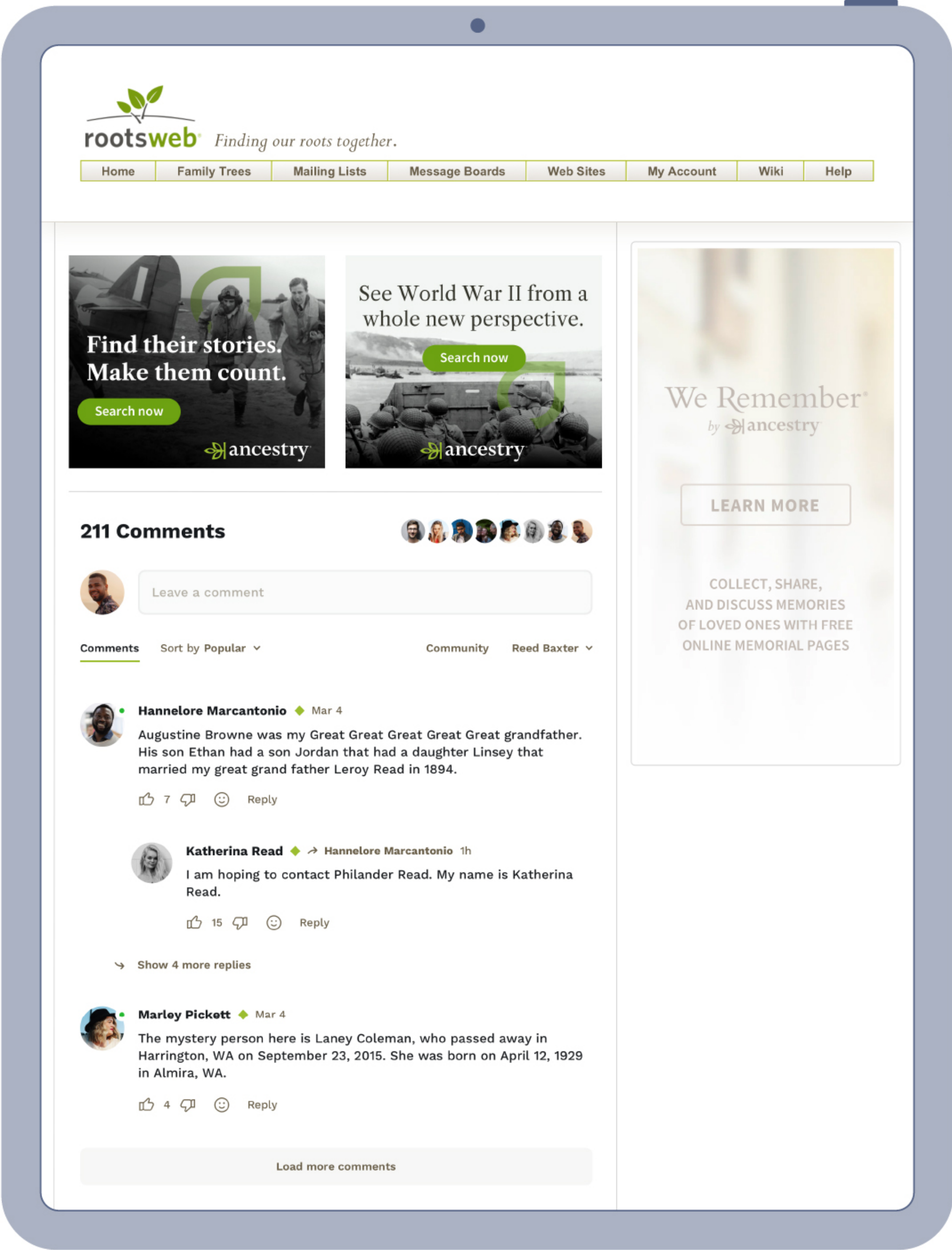
They were especially focused on providing a safe space for their users to connect on sensitive family-related subjects, and to account for multi-language considerations.

The Goals

- Heighten commenting safety due to potential personal sensitivities
- Increase time on site and pages per session
- Improve user experience
- Solve for cross-language challenges
- Increase revenue from their commenting unit

The Execution

- Seamlessly transitioned user profiles and commenting histories from Disqus
- Increased ad delivery without adversely impacting user experience
- Prioritized human moderation to monitor for nuances across languages that AI moderation can not capture effectively or accurately.
- Increased time spent on site and page views per session



Results

22%

Increase in user engagement
across the network

80%

Increase in ad revenue after
the first two months



“Our network has unique needs and sensitivities. Insticator’s human moderation keeps user comments appropriate and brand safe, while also watching out for awkward language considerations that automated moderation often misses. Insticator also quickly imported our comment history and is always doing whatever it takes to help us improve the user experience.”



Tami Deleeuw
Sr. Manager, Ad Operations
ancestry