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**Questionmine™**  
Interactive Video Engagement and Analytics

## Engagement, Feedback and Analytics Platform for Interactive Content



**Gary Spirer - CEO**

Questionmine™ is a platform that makes video, slides, and other content interactive through questions and content branching to deliver a personalized and relevant viewer experience while providing the creator real-time intelligence on what your prospects and customers want and desire. We built Questionmine to enable you to quickly and easily segment and respond to your prospects with content and offers that are relevant to them. You can use coupons, discounts, free content, etc. to reward your customers for their feedback and answers.

**Interview conducted by: Lynn Fosse, Senior Editor, CEOCFO Magazine**

**CEOCFO: Mr. Spirer what is Questionmine?**

**Mr. Spirer:** Questionmine is focused on making content more interactive and transforming marketing into a more natural 2-way conversation. What we say is “ditch the monologue and join the dialogue.” With a TV commercial, you watch it and there is no interaction; you can’t comment, and they don’t shape the message to your needs. It is basically a monologue, telling you “do this” and if they miss the mark, they have no way of either knowing this information or course correcting. This was OK before social media, but most people are turned off by that. What we do is take your presentations, whether for advertising, marketing, sales, support, or training/e-learning and make them interactive by enabling you

to overlay questions, forms, and calls-to-action such as surveys, quizzes, polls or assessments. All of a sudden that experience that you are watching as a viewer is no longer passive, but you now can interact in real time and the marketer or trainer can pull out the real time metrics. Therefore, effectively we are an engagement, feedback and analytics platform for videos, presentations and any type of communication.

**CEOCFO: Are most people or most companies looking for a better way? Are people seeking the interactivity or do they not even realize that it is missing?**

**Mr. Spirer:** Social media is really an ongoing conversation; blogs, Facebook, twitter and so forth. I think what is happening is that because of the rise of social and mobile, people are interacting all day. Companies know that their audience is more and more difficult to reach and they are losing control of the narrative so they are looking for some way to join the conversation. However, they don’t currently have the right tools to create real interactivity and because of that, marketing ROI is very low. Consumers are looking for very specific things and for a company to really succeed they have to find their ideal customer and what interests them. If they don’t, they are irrelevant. It’s a seventy seven billion dollar industry and growing like crazy. Both sides want an exchange where they can benefit and both get and give feedback which is why interactivity is on the rise. That includes video, slide shows and all types of presentations. To me, it is not that companies aren’t looking, it’s that they weren’t sure what they were looking for until they see it and then they say, “Why didn’t someone do this before.”

**CEOCFO: What is involved on the technology end to put your offerings together? Could you give us an example of a typical project for you?**

**Mr. Spirer:** We’ve done a lot of work on the technology to make the user experience as simple and intuitive as possible so that our users can focus on their projects and not worry about the tech. To create a project, the user can just take existing video or slides, upload them into Questionmine, and then drop in qualification questions as an overlay, timed with the presentation. For instance, lets say that you’re Pepsi and you want to understand consumer preferences: which bottle people like better - sixteen ounces or twenty, six pack or eight pack, etc. Pepsi could then take existing media, or create something new just for this campaign, and dialog with their customers by showing what they’re talking about and asking “do you like this taste, do you like this type of bottle, do you like this size”, or whatever information they are searching for. And the consumer’s experience is just as important, and sometimes we want to incentivize them to participate, so in exchange for the info, Pepsi could give them a coupon for a free drink. Now, there’s both a dialog and an exchange going on and we’re getting real interaction between the brand and the consumer. The consumer gets to feel heard and receives a promotional gift, and the brand gets their message out and gets feedback, all in real time. Additionally, the brand can now gather a lot of information about the level of engagement of the participants, which segments they watched, how

long, what their answers were, and then adjust the messaging accordingly, the analytics are half of the value. This could all be done on mobile, to interact with in-store displays, through social channels like Facebook or Twitter, or through webpages and email. The Questionmine platform empowers users to pull in existing assets and repurpose them or create new ones and make them totally interactive to drive much richer communications and you can do it in minutes.

**CEOCFO: *Your site indicates that the interface is “addictively simple.” How are you able to keep it so simple? Why is it addictive?***

**Mr. Spirer:** The way we break this up is that there are three levels of engagement or interactivity. Level one: you can take a standard video or presentation and put the call to action button or form that pops up at a specific time and says “buy this” or “If you want more information give me your name and email...” Level two: you add Q & A. You would start with a video or presentation and overlay questions, polls, quizzes, etc... for training or research. Also, you’re pulling in real-time analytics so you can react quickly. Level three: you can add content branching to deliver very targeted messages through slides, pictures, and videos. You start with standard content but now when you ask questions, you are responding to the answer with personalized content, so that the viewer watches exactly what she is interested in and the user gets immediate feedback on the content and the viewer. This is the closest thing to replicating a live interaction and can dramatically shorten sales cycles, research projects, and message creation because the reaction feels more real and the data capture is magnified. This type of interactivity creates a real interest level and we’re seeing people stay on a site for sixteen minutes, which is unheard of. It’s a combination entertainment, educational and commercial value that drives engagement and results.

**“Ditch the Monologue and join the Dialogue. No one wants to be talked at anymore and with Questionmine you can deliver interactive presentations, both video and non-video, and really know, engage converse and measure your dialogues with your customers.”**

**– Gary Spirer**

**CEOCFO: *Is your service for webinars a leading area for your clients. Webinars can be boring!***

**Mr. Spirer:** Yes. One of the best ways to get people to buy a book, course, or training is through webinar. Most of our clients start out live and then use the recording to power the automated webinar. You can just upload it into Questionmine and drop in the questions where you want. There are eleven types including multiple choice, free response, and ratings. As you said, many webinars are boring, but we can help to create more relevant and engaging experience by interrupting the webinar to ask questions that help drive engagement and take them directly to the relevant content and we can even set up a real-time text dialog during the webinar for a real human interaction.

**CEOCFO: *What is the competitive landscape? Are there many companies who have developed a similar offering?***

**Mr. Spirer:** The landscape out there is extremely fragmented with no true dominant players yet. There are many good companies out there that provide hosting and some that provide level one interactions that offer interactive buttons that say, “Buy now”. Where we start separating is when we put the Q & A and analytics, then we add the branching, and finally we extend this to both video and non-video in one place. Therefore, if you come in to Questionmine you can take your slides, photos, images and videos and use the same technology, whether it is video or not, to create this interactivity. That’s really a game changer.

**CEOCFO: *How do companies find out about Questionmine?***

**Mr. Spirer:** Just like we are doing now. We’re seeing a tremendous amount of traffic to our site because people are fascinated with what we have, especially the video branching. We’ve had clients for three years and we just now starting our first real marketing efforts. Most of this has been through stories like this one, in Forbes, and other publications as well as through word of mouth. We’ve also been recognized and won awards from CRM companies like Eloqua and Infusionsoft and all of that helps to spur interest. We even won best new customer service application at WebRTC last year. All of this helps to build buzz and has helped us grow organically. Now that we have some history behind us and some great feedback from our customer base to help us optimize this powerful platform for analytics, engagement and feedback and have tested it thoroughly; we are starting our marketing push to really scale it.

**CEOCFO: *What changed from the original concept as people started utilizing your tools? Were there many tweaks? What did you learn as you started to rollout the offering that has made it better today?***

**Mr. Spirer:** A ton of stuff! I originally started as a poet and novelist before I got involved in business. I went into an investment banking firm, real estate companies and so forth. However, I have always had a passion for ideas and teaching. Therefore, when I first got involved I originally thought I was just going to create a little online quiz tool to try to keep people from bouncing from my website. However, I thought that video might be more engaging and so I thought, “what if you could interact with a set of recorded webinars or some video and it kept evolving.” It’s very difficult and I’m not

highly technical, so I had to do this conceptually and put a team together to execute the vision, but I kept the focus on Q&A and interaction, that's the key to the business.

One of the core things in life is Q & A, babies start it as soon as they can speak and the key portal to the Internet, Google, is about asking questions and searching for an answer. So I thought that if you could you add questions and answer to different forms of content to make them more exciting and interactive, you could also make them more effective.

Can we really transform marketing, advertising, sales, training and education? I also have a content company and I'm launching my new book next week, it's called "Crowdfunding, the Next Big Thing; Money Raising Secrets of the Digital Age." I'm using Questionmine's technology to be able to show people how to raise money. That's one of my basic skill sets and what I've built my career on. Today, to raise capital you need a pitch video and a slide deck and now with Questionmine, you can make them both interactive and get feedback from investors and prospects.

This is essentially a whole educational, money raising system, for entrepreneurs, real estate developers, or any other group. When I started to do that people started to say that they had all of these other applications for this besides financial services or real estate. That is kind of how it evolved. We made a lot of pivots to try to figure out what was the positioning and what I came to was this – One platform where you could do your presentations and communications (video and non-video) for advertising, marketing, sales, support, and training with five to seven basic steps. We give you a digital canvas and brushes and you create everything right there. I just thought that was really cool.

It has been a lot of testing and iteration and getting feedback and seeing the challenges of any business and it has been a real challenge to find that positioning. Now that we have it there is a lot of excitement about it and it's really taking off.

**CEOCFO: *Your website seems very easy to work with and covers a great deal of territory! Why should people pay attention to Questionmine?***

**Mr. Spirer:** If you really look at where the world is going, the whole market is going to personalized precision marketing. I use the analogy of Starbucks - when Starbucks first started there was sixty-five cent coffee and all of a sudden they introduced four-dollar coffee with an entire gourmet experience. I think that now, in the world, everyone is looking for their personalized coffee. Everyone is designing their own life and how they want to interact with things and what they like and what they don't. People tune out very quickly if they're bored and they get distracted unless you find a way to make things exciting.

Videos and presentations need to have entertainment value, engagement value, and relevance and if not, then you're gone. Interactivity enables you to add engagement, qualify quickly, and learn what your audience is looking for.

Marketing is an ongoing conversation with the customer, and Questionmine empowers you to change the conversation from talking at someone to opening a dialog. No one wants to hear a constant barrage of "you have to do this and I am the greatest and blah, blah, blah." Your audience wants to tell you, "This is what I am interested in; otherwise, I don't need to listen to you, because I have twenty other people who are going to offer me something. Therefore, unless you care about me, engage me, and show me that this is relevant and valuable, why should I be involved with you?" Questionmine enables you to create this dialogue where two sides collaborate to work and share to get what they both want out of that experience. I think that is the value.

**BIO:** Gary S. Spirer - Mr. Spirer was elected as a director of the Company on May 13, 1993. Prior to that date, he served as a member of the Company's Advisory Board. Mr. Spirer is President of Capital Hill Group, Inc. since 1981 which provides consulting services to the Company. Mr. Spirer holds a B.A. from New York University where he graduated Magna Cum Laude and Phi Beta Kappa, and he holds an M.B.A. from Columbia University.

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