



## Adometry Delivers its SaaS Platform Lightning Fast



### Adometry

Austin, TX

[www.adometry.com](http://www.adometry.com)

### Industry

Adometry provides advanced advertising metrics for cross-channel marketing for marketers and the world's top advertising agencies.

### Challenges

- Adometry needed an economical CDN solution to help keep them solvent.
- Adometry required a solution that was user-friendly and easy to implement, without requiring extra resources.
- Fast throughput and scalable delivery was necessary to accommodate traffic spikes.

### Results

- Easy implementation allowed Adometry to focus on their products, rather than the delivery.
- Adometry receives highly scalable delivery at a great price point.
- Super-fast downloads helps keep Adometry and their clients satisfied.

*"Our clients and partners frequently perform load tests and uptime monitoring on our service, and we've never failed to meet their requirements. CacheFly is a significant part of that."*

-John Dietz, VP of Products, Adometry

### Company Overview

Adometry is a leading advertising metrics company, providing a marketing analytics and optimization SaaS-based platform to some of the world's largest advertisers and agencies, to optimize and guide their future marketing efforts.

Adometry combines and interprets data through its platform, processing tens of billions of marketing applications from online and offline media channels from some of the largest advertisers. Adometry provides deeper insight into the overall performance and incremental ROI of online cross-channel marketing efforts.

In 2014, Adometry was acquired by Google to be part of Google Analytics Premium.

### Business Challenges

Adometry began as the quintessential Internet startup. Supported by a revolutionary concept, they were self-funded and looking for a solution that would allow them to scale quickly and reliably, without breaking the bank. However, the idea of building their own infrastructure proved to be far too costly. With a relatively small team of employees, Adometry needed a solution that was affordable, yet, easy to implement and sustain, without sacrificing performance.

Adometry needed a way to deliver their platform fast, for marketers and advertisers all over the world. After researching CDNs, Adometry chose CacheFly for its fast throughput delivery performance and high network availability.

## The Results

CacheFly was able to provide a highly scalable content delivery solution for Adometry at a price point that allowed them to continue to grow. "We needed to scale very quickly with a limited budget and CacheFly was able to exceed our expectations within our assigned budget," says Dietz.

Additionally, the setup was incredibly simple, allowing Adometry to focus on other parts of their business. "When we first started, we were a small startup with no dedicated operations personnel. Fortunately, getting up and running was amazingly fast and easy." As for the performance, Dietz comments, "We monitor CacheFly's performance continuously, and it's a part of our infrastructure that we simply don't need to worry about at all."

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## Evaluating CDNs? Look for Throughput.

Most CDNs will try to convince you that Time To First Byte (TTFB) is the only measure of a CDN's performance. However, TTFB only measures how fast the web server is able to respond to a request, not Time To Last Byte (TTLB), or the total time from request to download. Your users' first request should be as fast as possible. You need a CDN that performs from the first byte to the last byte, and nobody does that better than CacheFly.



## About CacheFly, The Throughput Experts

Launched in 2002, CacheFly developed the world's first TCP-anycast based Content Delivery Network (CDN), the only network built for throughput. From the first byte to the last byte, CacheFly delivers your files the fastest.

Learn why thousands of companies from over 80 countries trust CacheFly. Visit [cachefly.com](http://cachefly.com).

**Are your files delivered fast enough?**  
Be the fastest with the throughput experts.

