CacheFly

Ambient Digital Ensures the Fastest Ad Serving Network

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-Huy Truong, Chief Operating Officer, Ambient Digital

Ambient Digital
Ho Chi Minh City, Vietnam
www.ambientgroup.com

Industry
Largest and fastest growing ad network in South East Asia.

Challenges
- Frequent, high-volume ad serving overloaded Ambient Digital's centralized servers.
- Needed a high-performance CDN with globally distributed servers to scale to traffic on-demand, regardless of location or frequency.

Results
- Implementation was seamless.
- Infinite scalability and fast throughput accommodate high volumes and varying file sizes to serve ads fast.
- Ambient Digital is better poised to grow and retain customers by providing a better ad-serving experience.

Company Overview
Ambient Digital is the largest and fastest growing ad network in South East Asia, covering locations in Singapore, Vietnam, The Phillippines, Indonesia, and Thailand. Founded in 2010, the company's wide-range of media offerings include Adnetworks, Search Engine Marketing (SEM), lead generation, and other solutions.

Ambient Digital sells online media space on behalf of its network publishers to link advertisers to their target audience. The company's comprehensive cross-platform reach connects advertisers to more than 2k websites, reaches 70 million people, and generates 2 billion page views and 11 million unique local visitors per month. This reach covers 70% of the market's online consumers through fixed and mobile platforms, thereby maximizing advertising income and inventory allocation.

Business Challenges
As Ambient Digital's customer base grew, so did the volume and frequency of sending image files to serve billions of impressions per month. Every time a publisher's ad server calls an ad from Ambient Digital's server, it must be served fast and seamlessly. However, Ambient Digital's servers were not built to deliver billions of small ad image files in frequent high volumes, per day.

The constant heavy bandwidth required to serve high volumes all over the world exhausted the company's centralized servers, resulting in poor ad serving from different locations. To resolve the issue and continue to retain and grow its advertising client base, Ambient Digital sought a high-performance host to offload bandwidth and serve faster and more reliably.

Why CacheFly?

Ambient Digital's Chief Operating Officer, Huy Truong, knew that a fast-performing Content Delivery Network (CDN) would be the easiest and most cost-effective solution to rapidly cache ad files to geographically distributed data centers, thereby routing requests to users from the nearest server – no matter where they are located in the world.

"After extensively researching other CDN providers, CacheFly seemed to offer the best package to fit our needs in terms of throughput performance and availability. Also, the fact that CacheFly offers a 100% availability SLA was an indication of guaranteed quality and high-performance," said Truong.

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The Results

Like many companies undergoing an implementation that could critically affect data, Ambient Digital had some apprehension over the overall implementation process. However, implementing CacheFly turned out to be easy and fast. "All we had to do was upload our files to CacheFly's portal, change URLs on the links to apply redirects and we were setup instantly! It was a surprisingly simple and smooth process," said Truong.

"We are very satisfied with CacheFly's performance in serving our ads. It's no longer a concern for us...I would recommend CacheFly for anyone looking for a CDN."

Since using CacheFly, Ambient Digital has vastly improved ad serving – regardless of the volume and frequency needed, or the location of publishers' servers. With CacheFly, Ambient Digital is in a better position to take on additional clients, knowing that they are enabled to deliver a better experience by always serving ads fast – no matter the traffic or location. "We're very satisfied with CacheFly's performance in serving our ads. It's no longer a concern for us, and now we can concentrate on growing our business. We are very happy with our decision to use CacheFly as our CDN provider. I would recommend CacheFly for anyone looking for a CDN," said Truong.

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

CacheFly

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