

The Challenge

AdBrite® is an industry-leading ad exchange company that must efficiently deliver impressions to 113 million unique users every month at a rate of more than 5000 ads per second in the United States, as well as other users in Europe and Asia.

AdBrite's vision is to offer an open and transparent ad marketplace that provides both advertisers and publishers with more control than any other ad exchange. Unlike many of its competitors, AdBrite provides full transparency to its customers – allowing them to view and manage all media properties that display their ads.

The company wanted a high-performing CDN partner that understood and supported AdBrite's vision and provided the same transparency in its services.

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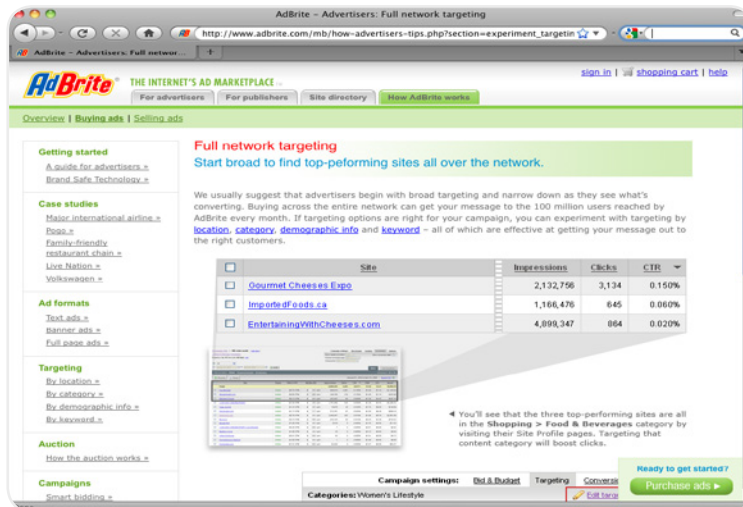
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AdBrite evaluated ten CDN Providers during the evaluation process. The key elimination criterion was 100% uptime with no worse than 200 msec. response time. In the 2 weeks of testing, only Cotendo and two other companies met these stringent requirements.

Once uptime was confirmed, it was time to explore further features and technology. According to Gonen Wilf, AdBrite's Vice President of Operations, he liked Cotendo from the start.

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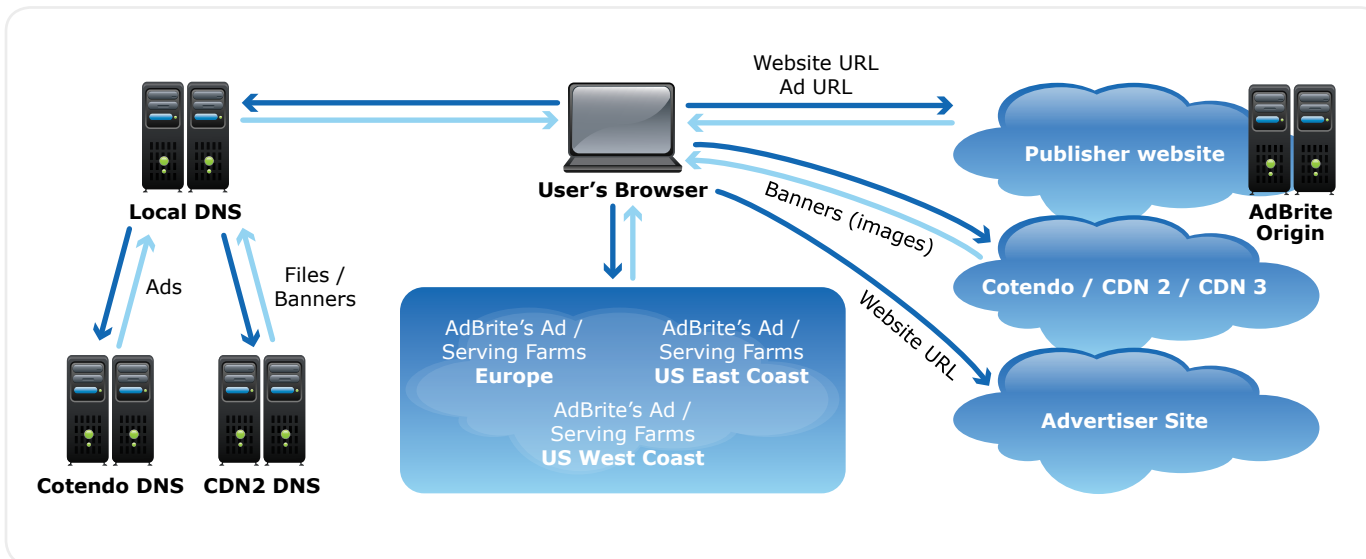
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"I like interacting with a company that knows what it's doing," Wilf said. "When we had a question, we could talk to someone who knew the answers without going through layers of filtering personnel."





Case Study: AdBrite®: Consistent High-speed Ad Delivery and Transparency in a Global Online Ad Exchange

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Reasons to Choose Cotendo

Cotendo not only met the uptime and response time criteria, but it also outshone the competition in its global performance capabilities made possible by its Advanced DNS. These results, coupled with Cotendo’s outstanding service and support, made Cotendo a straight-forward choice for AdBrite.

"We recognized that Cotendo was a CDN provider that could meet our expectations for consistent performance, responsive service, and the right technology," Wilf said.

AdBrite chose Cotendo for the following reasons:

- [Uptime and Global Performance »](#)
- [Sophisticated Delivery Control and Advanced Functionality »](#)
- [Integrated Suite of CDN and Site Acceleration Services »](#)
- [Superior Service and Support »](#)

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Uptime and Global Performance

Not only was Cotendo one of the few CDNs able to demonstrate 100% availability and fast performance, but it also delivered the content much faster than the competition in third-party tests that measured not only major US markets, but also overseas locations.

"Not all CDNs are able to perform well when measured from different points of the world," Wilf said. "Cotendo delivered consistent performance in every geography."

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Sophisticated Delivery Control and Advanced Functionality

The technology behind Cotendo’s Advanced DNS (ADNS) provided an enormous competitive advantage. It is a high performance, globally distributed DNS service for any website or web application that improves the performance of DNS services as well as a user’s web experience.

"They rewrote the DNS stacks," Wilf said. "We knew that if we chose Cotendo to manage DNS, performance would not degrade over time as new features were added."

Another major differentiator for ADNS is that it does not require numerous servers deployed around the world to deliver superior global performance.

"Cotendo’s competitors need massive setup and thousands of points of presence (PoPs) to ensure that performance won’t degrade. As they grow, they will have to establish even more POPs, and I know that those costs will eventually end up in my invoice," said Wilf.

On the other hand, the technology behind Cotendo’s ADNS requires only a small footprint, and a minimal number of strategically placed servers. Cotendo will be able to scale with considerably less infrastructure expense than the competition by using its Unified Proxy Delivery.

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Integrated Suite of CDN and Site Acceleration Services

Cotendo's technology focus was a key component in AdBrite's decision to use Cotendo's Content Delivery Service.

"We liked that Cotendo has developed a new platform that's the basis of its DNS and CDN services, both for new features and service integration. It was important to get a CDN provider that offered an integrated DNS service because of the reduced required administration," Wilf said.

Like ADNS, Cotendo Content Delivery simplifies delivery of ads with easy integration. AdBrite did not have to change its web architecture to take advantage of the CDN Service.

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Superior Service and Support

Wilf noted that no question was left unanswered for more than a day – even after AdBrite signed the contract.

"We get fast response," Wilf said. "Cotendo's service has remained consistent. We got the same great service for the last change we made as we had gotten during the trial."



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AdBrite chose Cotendo as a key delivery vehicle for ad impressions. By using Cotendo, AdBrite can quickly and reliably deliver more than 5000 ads per second to more than 113 million users worldwide, and scale quickly to support its future growth.

"To continue our solid growth path in the intensely competitive online advertising arena, we have a content delivery network that can keep pace with our business as we expand beyond our current volume of 21 billion delivered page views every month," Wilf said.

In addition, AdBrite can provide the level of transparency in pricing and ad delivery management to its customers realizing the company's vision of being an open and fully transparent advertising exchange.

AdBrite is also planning to use Cotendo's CDN Balancer in the near future. Wilf notes that as the company grows, "Cotendo's CDN Balancing capabilities will allow us to match traffic to our budgetary considerations." Put in another way, CDN Balancer, as well as Cotendo's real-time reporting will help AdBrite understand where revenues are being generated and how to budget resources to optimize content delivery payoff.

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About AdBrite

Serving over 1 billion impressions a day on over 100,000 sites, AdBrite® is “The Internet’s Ad Marketplace®.” AdBrite has created a fully transparent and effective advertising exchange focused on maximizing ROI for advertisers and publisher yield through best-in-class targeting and optimization technology. AdBrite’s auction-driven pricing, Real Time Bidding and API functionality combined with a self-service account management interface give its customers unparalleled access to campaign information and total control. AdBrite was founded in 2002 and is headquartered in San Francisco, California.

For more information, visit www.adbrite.com.



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About Cotendo

Cotendo is a CDN and Site Acceleration services provider and an innovator of software-based website acceleration technologies. Cotendo focuses on application-level flexibility and integrated services for sophisticated management of performance and cost.

Cotendo's founders took a fresh look at the morphing demands of global content delivery and markets. After analyzing content delivery and Web acceleration providers of the last decade, they concluded that agile, intelligent software—not massive infrastructure—would meet today's global content provider and enterprise challenges and keep pace with tomorrow's demands.

Today, using a fraction of the infrastructure and resources consumed by traditional providers, Cotendo's pioneering suite of CDN and Site Acceleration services accelerates billions of transactions for millions of Internet users worldwide.

Cotendo is headquartered in Silicon Valley with R&D in Israel.

For more information about Cotendo and its CDN and website acceleration technologies, visit www.cotendo.com.

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