

# Saving Costs & Headaches By Ditching Hardware

## Overview

With 270 billion data insights into 386 million worldwide users, AudienceScience is the largest and most trusted audience aggregator in the world. They were early innovators in the space, launching in 2003 with a goal of providing digital marketing success through various platforms and products.

Their clients cut across a wide variety of industries with diverse needs: American Airlines, Financial Times, Gannett, New York Times Digital, Nikkei.com, T-Com, Orange, Terra, Telecom Italia and Wall Street Journal Digital among them. To date, AudienceScience has delivered more than 300,000 targeted campaigns.

With that success came increased needs. AudienceScience wanted to free up rack space by moving from a hardware-based system to a managed DNS cloud service, saving money on hardware, power, cooling and staffing along the way. In addition, they wanted to reduce DNS query latency.

## The Dyn Difference

DynECT Managed DNS was exactly what AudienceScience needed. With a global IP Anycast Network, 24/7 support, advanced features, scalability and a reputation for industry-leading uptime, the decision to move to Dyn was an easy one.

“We found that it was the most trusted solution available for managed DNS services. They made a dedicated effort to build a strong and open relationship with us and simply suited our needs better than the competition,” explained Brandon Mason, AudienceScience VP of Technology.

“Some of the major deciding factors included a high SLA with proven reliability, an increase in speed by removing our internal global load balancing hardware appliances and a cost effective and flexible partnership built for the long-term,” he explained.

### CLIENT DETAILS

- \* Founded in 2003
- \* 270 billion daily data insights
- \* Deployment of over 300,000 targeted campaigns

- \* Reduction of infrastructure costs
- \* Feedback-inspired changes
- \* Use of Dyn’s Traffic Management feature

### KEYS TO SUCCESS

One of the advanced features AudienceScience uses is **Traffic Management (GSLB)**, which allows them to distribute application load between global data centers or cloud providers based on a combination of user geography and available capacity at a certain site.

“We continue to experience unparalleled growth with DynECT Managed DNS, thanks in large part to the flexibility, affordability and intuitive nature of the interface compared to other services,” Mason said.

## Feedback Matters

A source of pride at Dyn is the mantra of “engineering excellence” which has helped power incredible growth throughout the company’s decade-plus history. A major part of that process is getting feedback from clients on how to improve the user experience.

AudienceScience recommended an enhancement to DynECT Managed DNS that they put on their long-term wish list. After an internal review, they were granted their wish quicker than they expected.

“AudienceScience pointed out a spot in our workflow logic that was cumbersome for them. We analyzed our process and realized they were right. We needed to make that change,” Dyn VP of Engineering Cory von Wallenstein said.

“We listened to their feedback and it resulted in a great platform getting even better. Ultimately, all of our clients and future clients will benefit,” Dyn VP of Sales & Marketing Kyle York said. “Pricing and this type of engineering flexibility and responsiveness are what fuels our growth.”

How can Dyn help make your IaaS life easier? Email us at [sales@dyn.com](mailto:sales@dyn.com) or call us at 1.888.840.3258.

## Uptime is the Bottom Line.

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