

Fueling Ad Network Growth Through Speed & Uptime

Overview

As a growing fixture in the ad network space, Smowtion is able to link advertisers with the right audience in the fastest and most efficient way possible. In order to maximize profit for the advertisers and the experience for the user, their team realized that their web speed and resolution needed better stability and speed.

Even though they're a do-it-yourself technology company, Smowtion decided to investigate using a third party service that specialized in that field.

After some online searching, Smowtion discovered Dyn as a top provider of managed DNS and moved forward with outsourcing their services to the **DynECT Managed DNS** portal.

The Dyn Difference

In their research, Smowtion found some similarities between the major providers in terms of basic services offered. However, they couldn't compete with Dyn's promptness in response time. Speed of response applied to the type of DNS services they needed and also to the level of customer care and support they were looking to receive.

"When researching potential DNS providers, you expect to find competitive pricing and service offerings. However, the staff at Dyn were always fast and professional when it came to customer care which set them apart from the beginning," said Daniel Lerner, Snowtion's then Chief Technology Officer.

In addition to customer support, it was also crucial that any third party provider share Smowtion's passion

CLIENT DETAILS

- * Founded in 2008 & located in Palo Alto, CA
- * Connects advertisers to the right audiences
- * Works with more than 150,000 publishers worldwide

Uptime is the Bottom Line.

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KEYS TO SUCCESS

- * Promptness of response time
- * High level of customer care
- * Access to data centers around the world

for superior technology. With Dyn's commitment to engineering excellence and industry involvement, the team at Smowtion determined that Dyn meshed with their core values and was the most qualified to handle their rapidly growing traffic needs.

Results

As their worldwide audience grew, so did Smowtion's need to get their advertisers as close to the end-user audience as possible. Speed and low latency were essential to increasing profitability. With 15 global data centers (and growing) and Points Of Presence from London to New York to Singapore to Los Angeles and more, Dyn provided the best network and most valuable user experience.

Now that they are using DynECT Managed DNS, Smowtion is well on the way to reaching every computer and person on the planet with the fastest speeds possible. As Snowtion and the demands of their clients and users continue to grow, Dyn will scale with their needs at a moment's notice, providing industry-leading enterprise DNS uptime 24/7.

"It has been an awesome experience working with the team at Snowtion," said Kyle York, Dyn Chief Revenue Officer. "We are looking forward to helping Snowtion continue their growth as they innovate and help change the ad network space."

How can Dyn help make your IaaS life easier? Email us at sales@dyn.com or call us at 1.888.840.3258.