



AudienceScience Success Story

Organization

AudienceScience

Business Need

Colocation and IP connectivity solutions

Industry

Online advertising technology solutions

Internap Solution

Colocation services combined with Performance IP™ leveraging Managed Internet Route Optimizer™ (MIRO) technology

Results

- Moved traffic easily between points of presences without the worries of billing implications.
- Maximized the network performance needed for their real-time bidding technology platform.
- Removed complications associated with keeping up with multiple systems and networks.

Customer Overview

AudienceScience is one of the world's leading audience aggregators, enabling universal access to audiences and driving digital marketing success. The company's comprehensive global media solution, premier audience targeting and data management platform and media transaction platform delivers efficient and effective online advertising. This enables real-time bidding and transparent premium media buying and selling capabilities. With 270 billion data insights daily into more than 386 million people worldwide, AudienceScience makes it simple to find, reach and achieve one-to-one marketing quickly. Since 2003, AudienceScience has delivered more than 250,000 targeted campaigns for clients such as American Airlines, Financial Times, Gannett, New York Times Digital, Nikkei.com, T-Com, Orange, Terra, Telecom Italia and Wall Street Journal Digital.

Business Challenge

As one of the world's largest and most trusted audience aggregators, AudienceScience works with high-caliber, high-volume web sites from top-tier publishers and advertisers that produce large volumes of data. Ensuring that operations always run smoothly is the company's key to maintaining their clients' trust.

Solution Requirements

Because uptime and reliability are essential to AudienceScience's business, they sought a highly reliable, high performing IP and colocation solution. AudienceScience did not want to spend a lot of time and effort managing a colocation facility or operating IP services enabling them to focus on their core business. In addition, because they are a global organization, it was important to find an IT Infrastructure services provider that could service their wide variety of locations, especially internationally. After evaluating several potential solutions, they selected Internap's IP and colocation services.

“We need to make sure our core business runs smoothly. Internap's solutions allow us to focus on our strategic activities.”

Steve McQuade
AudienceScience
Vice President of Engineering & Operations

Contact us to learn how Internap can solve your IT challenges by enabling you to focus on your core business, improve service levels and lower the cost of IT operations.

877.843.7627 | contactsales@internap.com | www.internap.com

Solution Benefits

Since partnering with Internap, AudienceScience has experienced many benefits, including:

Economies of Scale	As their customer base grows, AudienceScience is able to quickly and easily scale by adding Internap solutions at a more cost-effective rate than if it utilized several different providers.
Diversity	AudienceScience currently works with Internap in multiple locations across three countries, with the most recent addition in Frankfurt, Germany. This enables AudienceScience to streamline all of their colocation and IP connectivity needs.
Speed	Because AudienceScience’s real-time bidding technology relies on lightning-fast network speed, Internap’s multi-homed network maximizes network performance, availability and reliability to ensure that AudienceScience’s data travels the fastest route possible.
Security	AudienceScience’s equipment is protected 24/7 at Internap’s secure colocation facilities, which feature digital video cameras, on-site security staff, electronic key cards and biometric scanners.
Scale	Internap’s colocation facilities allow AudienceScience to ramp up power requirements and performance as needed, without increasing the company’s data center footprint.

Bottom Line

Since partnering with Internap, AudienceScience has increased their network performance with fewer billing and network management hassles. They have also enjoyed the flexibility of moving traffic between locations without having to worry about billing implications. AudienceScience is now able to access 386 million people worldwide, even faster, with a more reliable end-user experience.

Thanks to Internap’s diverse colocation facilities and IP solutions, AudienceScience can more effectively serve its international customer base while keeping network costs under control.

Why Internap?

Transform your IT Infrastructure into a competitive advantage with IT IQ from Internap, intelligent IT Infrastructure solutions that deliver unparalleled performance, availability and support. Since 1996, thousands of enterprises have entrusted Internap to deliver their online applications across our platform of connectivity, colocation, managed hosting and cloud services.

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