

# Pub Exchange Improved Response Time and Decreased Downtime By Up to 70% With Redis Enterprise

## Introduction

PubExchange is a platform that helps publishers find sites to partner with so that they can promote one another through widgets, social, and in-article links. Sites using PubExchange include NYLON, NBC News, goop, Fashionista, AOL, POPSUGAR, Who What Wear, Maxim and more. Their service requires real-time response times to constantly tweak traffic between partners. For this, PubExchange requires a high performing solution with low latency. PubExchange uses Redis Enterprise for interactive reporting and analytics tools because of its real-time analytics capabilities and content caching. Thanks to Redis Enterprise, they've seen their downtime reduced by up to 70% and a leap in their app's performance.

“Redis reduced our application latency to under 1 ms, with the least operational overhead on our team.”

## Challenges

The business challenges that led the profiled company to evaluate and ultimately select Redis:

- Values Redis' ability to provide:
  - High availability- persistence, auto-failover, cross-zone/multi-region/multi-datacenter in-memory replication
  - Stable, high performance

## Use Case

The key features and functionalities of Redis that the surveyed company uses:

- Uses Redis for the following:
  - Real time analytics
    - Scalability tier/content caching
- Is using Redis in the following solutions:
  - Interactive reporting
  - Analytics

## Results

The surveyed company achieved the following results with Redis:

- Has seen the following improvements from choosing Redis as their Redis deployment provider, compared to their previous state:
  - Cost savings: up to 30%
  - Faster time to market: up to 30%
  - Reduced downtime: 50-70%
  - Fewer specialized resources: up to 30%
  - Higher and more stable performance: >90%
- Their use of Redis does not include data that is not stored in any other database.
- Is increasing usage of Redis for the following reasons:
  - Their data size is increasing and processing needs are increasing
  - Their application usage and user count is growing
- Would like to move additional data from the following databases into Redis:
  - MongoDB

### Company Profile

Company:  
**PubExchange**

Company Size:  
**Small Business**

Industry:  
**Media & Entertainment**

### About Redis

Redis is the world's fastest in-memory database platform, provides Redis Enterprise as a cloud service and as downloadable software to over 7,000 enterprise customers. The high performance, true high availability and seamless scaling of Redis Enterprise, are top-ranked by industry analysts, and power use cases such as high speed transactions, queuing, user session stores, and caching, in e-commerce, social, personalization, IoT, metering, fraud detection and other real-time applications.

**Learn More:**

 [Redis](#)