Redis Enterprise Enables RevMob to Focus on their Business Needs

Introduction

Revmob, the leading mobile ad network specializing in user acquisition and brand promotion, helps connect applications with advertisers that are optimized for their audience. The right ads can improve the user experience, and Revmob works to bring together amazing apps and some of the world's top brands using high-performance formats. When scaling became an issue, Revmob's previous databases made it difficult to administer and operate. Redis Enterprise's ease-of-use and ability to offer fewer specialized personnel reduces administrative pain points for Revmob and allows them to focus on other aspects of their business.

> " **I love Redis Enterprise because it's stress-free. It takes over the responsibility of managing our databases. All the management and infrastructure is now delegated to Redis Enterprise and allows us to focus on other aspects of our business.**"

Challenges

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

- Encountered the following challenges before choosing Redis Enterprise:
  - Data-loss and downtime with other databases
  - Difficulty operating, scaling, and administering other databases

Use Case

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

- Uses Redis Enterprise for the following:
  - Real-time analytics
  - High-speed transactions
  - The user session store
  - Scalability tier/content caching
- Use of Redis Enterprise does include data that is not stored in any other database.
- Increased their usage of Redis Enterprise for the following reasons:
  - They are moving data from other databases
  - They have additional data models/uses for Redis Enterprise
- Using Redis Enterprise in the following types of solutions:
  - Digital Advertising

Results

The surveyed company achieved the following results with Redis Enterprise:

- Values the following Redis Enterprise capabilities:
  - High availability (persistence, auto-failover, cross-zone/multi-region/multi-datacenter in-memory replication)
  - Monitoring & automation and alerting & dashboards
  - 24×7 support for mission-critical Redis layers
- Rates the following benefits of Redis Enterprise for having Redis as their deployment provider compared to their previous state:
  - Reduced downtime: Most beneficial
  - Ability to offer fewer specialized personnel: Beneficial
  - Higher, more stable performance: Highly beneficial
- Would like to move additional data from the following databases into Redis Enterprise:
  - MongoDB

Company Profile

Company:
Revmob1

Company Size:
Small Business

Industry:
Computer Software

About Redis Enterprise

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](link)