HOW **ESKIMI** EXPANDED
WITH **BUNNYCDN**

Case Study with
ESKIMI

About **Eskimi**

Eskimi is a supply-side service AdTech provider that serves advertisements to audiences all over the world.

They distribute hundreds of thousands of media requests options in seconds, and determine which ads to show to end users when they visit a website.

Eskimi serves static and dynamic content, including image and video content. In just 100 milliseconds, Eskimi's platform receives a request, matches it with the most relevant ads, and responds.

Although their data centers are located in Europe, they serve ads all over the world. To Eskimi, a fast CDN is a vital part of their business.

The **Challenges**

In the fast-paced AdTech world, every millisecond counts. To get ads in view of potential customers, Eskimi needs to process and serve requests as fast as possible.

Eskimi receives multiple requests every time a customer lands on a site using their platform, which created an unexpected expense. Other CDNs charged by the number of requests served, which inflated their monthly bill.

In addition to the unreasonably high price, Eskimi **couldn't afford delays** from a slow network.

Even a few seconds of downtime meant customers' ads **wouldn't be seen**. Eskimi needed to keep their platform spinning out ads 24/7, at top speeds.

Eskimi's last CDN provider had servers in just **two regions** to distribute traffic **around the world.** It wasn't enough to support their client base.

The **Solution**

Eskimi read about bunny.net in an article in Hacker News. They liked what they heard, and decided to give us a try.

First, we had to settle the pricing. The per-request fee structure other CDNs had offered Eskimi wasn't feasible for their business, so we devised a pricing model that met their needs.

Thanks to BunnyCDN's wider network, Eskimi gained access to more PoPs around the world. Through their internal reports, Eskimi promptly noticed **latency and network errors drop off.**

Lastly, we supported Eskimi through every network hop. Our Super Bunny support answered Eskimi's support tickets in no time flat: usually **the same day** they were submitted.

We blew Eskimi away with our delivery speeds, intuitive user interface, and Super Bunny support.

The **Results**

Switching to bunny.net was a game-changer for Eskimi. Their old provider nearly locked them down with an expensive pricing plan, but our custom pricing plan **slashed monthly overhead.**

Not only did we cut costs, but BunnyCDN kept Eskimi's platform spinning out ads without delay. From the moment they moved their platform, they saw **errors and latency fall**, further **increasing revenue**. Eskimi didn't just cut costs - they grew.

The Eskimi team watched in real-time as Bunny CDN served requests all over the globe, thanks to our dashboard's traffic map.

We gave them the reliable service and high speeds they needed at a price they could afford.

Easy Implementation

Once Eskimi set up BunnyCDN, they rarely even needed to log in. Even when they did need help, we quickly answered all of their questions.

Faster Responses

Bunny CDN had the right network infrastructure to support Eskimi's global delivery needs.

Fair Pricing

Our pay-as-you-go pricing model only charged them for requests served, not requests received, reducing their costs.
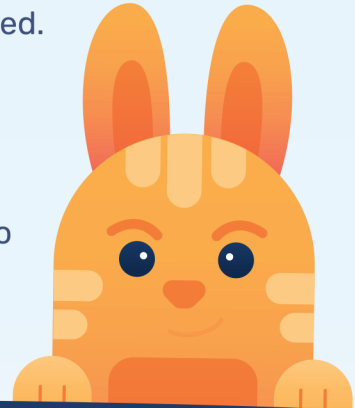
The **Conclusion**

Since Eskimi hopped to bunny.net two years ago, they've unlocked a world of potential customers. Eskimi now serves clients on six continents with rapid service.

Eskimi never needed much help using our platform, but they said they were always pleased with our Super Bunny support whenever questions arised.

Eskimi is so pleased with our service that they're looking into our storage solutions.

When we asked if Eskimi had anything to say to people considering bunny.net, they answered right away: "Use it."

Aivaras Voveris
Staff Engineer, Eskimi

"Try them and use it. It's very very simple, you need a CDN you use a CDN. The pricing and the quality are top notch – I would definitely recommend it as well."