Gorilla Nation Relies on MySQL to Power its Advertising Network Business Intelligence Platform

eCommerce

OS: CentOS

Database: MySQL

Language: PHP, Python

"Gorilla Nation relies on MySQL to power its advertising network business intelligence platform. As a fast growing company we need strong technology so we can operate quickly and efficiently. MySQL is truly in a league of its own."

Alex Godelman
VP, Technology, Gorilla Nation

Gorilla Nation Overview

Gorilla Nation is the world's largest online advertising sales representation company. They exclusively handle the media sales for over 500 high-traffic, quality websites such as Marvel Entertainment, StarWars.com and Major League Gaming. At the same time, they make it simple for Fortune 500 brand advertisers like Coca Cola, MasterCard and Kellogg's to build brand awareness online with their target audience and obtain the best possible ROI. Gorilla Nation is ranked as a comScore Top 50 Media Property and reaches over 66 million unique visitors per month.

The Business Challenge

Gorilla Nation is one of the fastest growing private companies in America and was recently included in the Inc. 500 and Deloitte Technology Fast 500. As a small, fast growing company, Gorilla Nation's most important objectives were:

- **Performance** – Gorilla Nation needed to build high performance technology infrastructure that would scale efficiently as more publishers and advertisers are added to their network
- **Return on Investment (ROI)** – One of the goals of Gorilla Nation was to stay cash flow positive so they needed to eliminate the huge upfront licensing required by proprietary products.
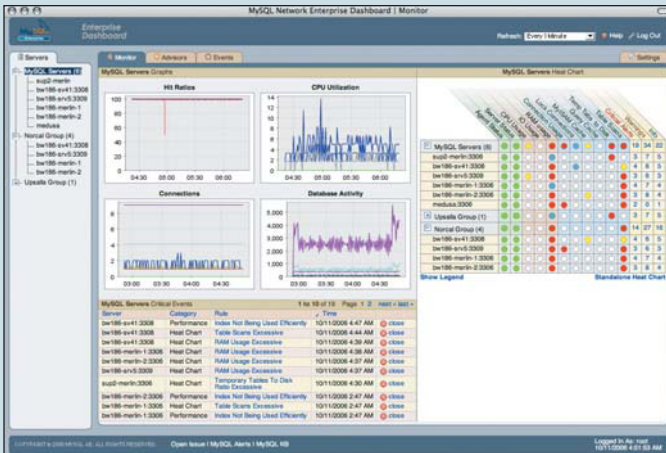
The MySQL Solution

Gorilla Nation represents many highly trafficked mid-sized web properties and provides advertising clients the ability to deliver high impact, integrated, rich media programs to their target audience across these properties. Their web property network receives hundreds of millions of page views per month and is growing exponentially. To help their publishers and advertisers increase revenues, Gorilla Nation has built a business intelligence platform on MySQL that manages 1+ TB of data and provides vital real-time traffic and advertising campaign performance information. This information is used to advise Fortune 500 advertisers how to reach a specific age and income demographic and best spend their advertising budget. Gorilla Nation also relies on MySQL to capture all transactions and clickstream data required for invoicing and billing.

MySQL Enterprise

Full Support & Less Risk for Your Production Database Applications

A MySQL Enterprise subscription includes the most comprehensive set of MySQL database software, services and support so your business achieves the highest levels of reliability, security and uptime.

Proactive database monitoring & advisory tools are available exclusively to MySQL Enterprise subscribers.

MySQL Enterprise includes:

- **MySQL Enterprise Server** – the most reliable, secure and up-to-date version of the world's most popular open source database

- **MySQL 24x7 Production Support** – with guaranteed response times to assist you in the development, deployment and management of your MySQL applications

- **MySQL Enterprise Monitor** – GUI-based tools that continuously monitor your database and proactively advise you on how to implement MySQL best practices, including performance tips and security alerts.

About MySQL

MySQL is the most popular open source database software in the world. Many of the world's largest and fastest-growing organizations use MySQL to save time and money powering their high-volume Web sites, critical business systems, and packaged software. At **www.mysql.com**, Sun provides corporate users with commercial subscriptions and services, and actively supports the large MySQL open source developer community.

www.mysql.com/enterprise