AT•A•GLANCE

> **CLIENT**
  RTB House

> **LOCATION**
  Warsaw, Poland

> **BUSINESS FOCUS**
  Targeted online advertising

> **ISSUE**
  Due to rapid growth in its customer base across the major European markets, RTB House needed a way to quickly leverage additional IT infrastructure. Additionally, the targeted display advertising provider wanted to have direct control over its supporting technology, in order to better serve its customers and meet their rising demands

> **SOLUTION**
  phoenixNAP colocation and Hardware as a Service

> **RESULT**
  Today, RTB House has been able to easily and quickly scale its technology infrastructure, enabling it to significantly increase the number of advertising campaigns it can run for customers. Their IT infrastructure is fully independent as well, not affected in any way by the actions of other clients/partners.

CASE STUDY
RTB HOUSE

RTB House is a global company that provides state-of-the-art marketing technologies for top brands and agencies worldwide. Its proprietary ad buying engine is the first in the world to be powered entirely by Deep Learning algorithms, enabling advertisers to generate outstanding results and reach their goals at every stage of the funnel.

Founded in 2012, the RTB House team comprises 750+ specialists in over 30 locations around the globe. It serves more than 2,000 campaigns for clients across the EMEA, APAC, and Americas regions.

> " Our technological infrastructure was built by phoenixNAP strictly in line with our needs and according to our exact guidelines (servers, switches, cabling). In addition to that, we currently have full control over hardware (switch configuration, IPMI, etc.), which makes further improvements easier to implement.
>
> *Bartek Romański,*
> *Chief Technology Officer, RTB House*

CHALLENGE

After successfully deploying Deep Learning into 100 percent of its algorithms in 2018, RTB House has continued its research in the field of AI. The AI Marketing Lab and Creative Lab were set up as new divisions of the company focused on inventing and advancing MarTech products. As a result of their work, in 2020 the company introduced AI Full-Funnel Marketing Solutions and awareness Streaming Video Ads, lifting brand communication to the next level.

As a company that was renting dozens of dedicated servers from a European hosting company, RTB House knew it needed a solution that could provide it with more control over its infrastructure.

Moreover, the proprietary real-time bidding (RTB) platform and alogrithms it had developed and implemented for buying online ads required an expansion of its supporting technology.

The initial base of servers was proving to be insufficient for the rapid rate of growth the company was experiencing, and the absence of direct control over its IT hardware was becoming detrimental to RTB House's continued success.

SOLUTION

The highly predictable and efficient hosting environment within the phoenixNAP® Amsterdam data center location is enabling RTB House to meet its growing customer demands.

Built according to RTB House's needs and guidelines, the colocation and Hardware as a Service solutions being leveraged also provide the company with full control over its supporting infrastructure. Upgrading hardware can be done at anytime, as demand warrants.

Additionally, the stable and reliable IT enviornment at phoenixNAP is helping fuel thedynamic growth and expansion of RTB House's business across Europe and other geographic markets
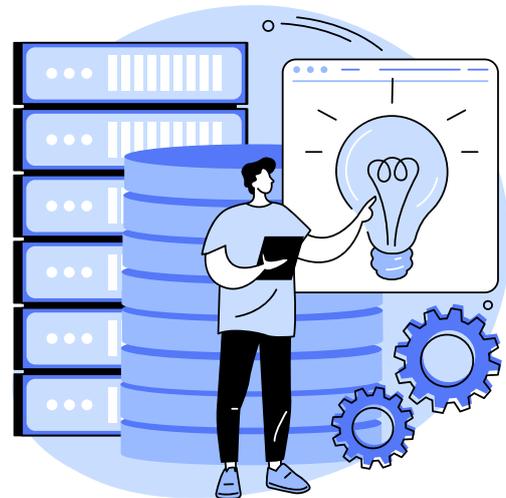
> PhoenixNAP is a company known for solutions dedicated to technologically advanced enterprises, which is how we think of ourselves. PhoenixNAP's deep understanding of our needs as well as flexibility helped us build a reliable technology infrastructure necessary for our further development.

Bartek Romański,
Chief Technology Officer, RTB House

BENEFITS

Following its selection of phoenixNAP, RTB House is free to concentrate on growing the business, knowing the IT support is in place.

In fact, during the time RTB House has been using phoenixNAP, the number of advertising campaigns it runs has significantly increased, and its supporting IT infrastructure has seamlessly doubled to accomodate this growth. RTB House has also geographically grown its portfolio of offerings to serve most of the major European markets.

With a continued surge in customer demands, RTB House is poised for future growth as it relies on the technology infrastructure of phoenixNAP

vmware®
Principal Partner
Cloud Provider

veeAM
Cloud & Service Provider
Platinum

ABOUT phoenixNAP

phoenixNAP is a full service IaaS provider delivering programmable, opex-friendly infrastructure solutions from 15+ strategic edge locations worldwide. Focused on innovation, cyber security, and compliance-readiness, phoenixNAP delivers scalable and resilient colocation, HaaS, private cloud, dedicated servers, bare metal cloud, backup, and disaster recovery services.

Contact phoenixNAP at: **sales@phoenixnap.com** or **855.330.1508** | **www.phoenixnap.com**