



Scale Dynamix

Case Study

PHP Performance Optimization



ViralAux HOME HOW IT WORKS FEATURES ABOUT US CONTACT LOGIN SIGN UP f t in

2000+
Happy Influencers

\$ 3M
Payment done till date

11252
More than 11000 ready to use content.

700M
Highest Reach

What **Influencer's** Say About Us

“ Viral Aux has helped me earn that extra income from my FB page just by sharing their awesome content which is high in reach ”

Rachell

Send us a message iVochat

Client: ViralAux

Founded in 2016 ViralAux is a leading Network for influencers which empowers its affiliates to get most of their social media properties. ViralAux also works with publishers and content creators looking to expand their content reach. In last 12 months ViralAux has distributed 11,000+ articles to 700M visitors worldwide.

Solution

PHP Performance Optimization for viralaux.com and user portal

What We Did

- Migration from LAMP Stack
- Code Review and Optimization
- High Availability Setup
- Lua and Redis API gateway Setup

To effectively track content performance and affiliate payouts ViralAux has created a set of analytics and campaign management tools. These tools use a combination of Javascript on the client side and PHP applications on the server to handle incoming data. Initially server applications were deployed on AWS using pre-created server images.

As campaign traffic grew, ViralAux started seeing delays on content sites and gaps in analytics data due to outages. These issues prevented ViralAux from onboarding more content creators and effectively saying no to new business opportunities.

When Nestify Infinity team was brought onboard to resolve these challenges, we started by going over each application component. In this setup, understanding why was important before we optimized the code. After initial analysis of ViralAux's business workflow and the analytics platform, Our engineers narrowed down the challenges to 2 segments:

1. Reducing API response latency to minimize client website performance
 2. Improving reliability and data integrity for web analytics
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First challenge had a larger impact on ViralAux's business, as the content creators didn't prefer adding analytics code that impacted their website performance. To speed up the API responses, our team built a web gateway using Nginx and Lua. This gateway accepted analytics data and responded instantly to the client. Using this gateway dropped analytics latency from 10+ seconds to 10ms during traffic spikes.

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**We helped ViralAux maintain
peak API performance
during their growth phase.**

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Scale Dynamix team has helped ViralAux achieve 100% uptime for their analytics applications. ViralAux has reached 30x more audience while maintaining snappy API responses.

About Scale Dynamix

Founded in 2014, ScaleDynamix specializes in scaling WordPress and PHP applications. Our team of experts work with you and your development team to craft the perfect cloud solution that your business needs.

Learn more at www.scaledynamix.com or contact@scaledynamix.com
