

Ad Peeps Hosted – How We Utilize Memcached to Deliver Your Ads Quicker

Ad Peeps Hosted utilizes memcached (<http://memcached.org>), Free & open source, high-performance, distributed memory object caching system to cache ad delivery results in memory.

This helps alleviate database load under high peak times of traffic and optimizes the delivery speed of ad content to your visitors.

Here is how Caching with Ad Peeps Hosted works

1. Visitor request ad(s) from Ad Peeps Hosted
2. Ad Peeps Hosted first checks Memcached caching server to see if the ad query and results has previously been cached.

If found in cache...

- 3a. The results will be served from the cache without requesting the information from the database

Note: Weighting and randomization will still occur with cached results based on returned data

If NOT found in cache...

- 3b. Ad Peeps Hosted will query the latest information from the database, and then cache the results

Caching Rules

In a hosted environment, data can change quite frequently. We have designed the following constraints into our process to strike a good balance between performance and ensuring the most relevant data is served to your visitors.

1. Ad results are cached per IP Address, Target Zone, and Ad Size. This means visitors will never be served results that another visitor may have cached and ensures the first request always grabs the latest information from our database.
2. Cached results can only live for a MAXIMUM of 1 hour and cannot cross over into another hour.

For example, if an ad is requested at 4:30 PM, it will only be cached for 30 minutes. If it was requested at 4:50 PM it will only be cached for 10 minutes.

This will ensure that data delivered from the cache is relatively current and we're not delivering ads for example that may have been deleted earlier or expired.

3. A MAXIMUM of 100 ads will be cached per entry. This means if your ad has 1000 ads to select from, only 100 will be cached. However, since a new cache is created based on IP Address, Target Zone, and Ad Size all 1000 will have the opportunity to be displayed because which 100 it selects is randomized each time it queries the database.

For best results, we recommend the number of eligible ads to display for any single zone, ad size remain at or less than 100.