



Performance Considerations

Ad Peeps PHP/MYSQL software is designed to run leanly in a shared hosted environment. However, this document details some considerations that you should be aware of when selecting the PHP / MYSQL version.

While Ad Peeps is optimized to run with a small foot-print, it's critically important to understand the nature of a complete ad management system such as Ad Peeps.

For starters, the software is recording a significant amount of information; IP Addresses, impressions, clicks, browser details, geographic information (if installed) – even hourly breakdowns.

For a very busy and popular website, this could equate to Gigabytes worth of statistical data very quickly. In addition, ad servers typically are busy 24/7 with no breaks since people are accessing your ads presumably as long as your website is up and functioning in every time zone.

As such we strongly recommend that your ad management system is installed on a server that has plenty of memory, CPU to handle the load – especially during peak hours.

Below are some items to think about:

Concurrency

MYSQL -- by default has a maximum number of concurrent connections. This is defined as the amount of connections to the mysql server the mysql database can handle simultaneously. Shared web host often limit this value to prevent resources from being taken away from other customers.

In addition, be mindful if you also use other MYSQL software on the same server with Ad Peeps as these could also take up your available connections.

If this limit is reached, you would see “Too many connections” errors.

Memory

Your Ad Peeps software is extremely database dependent. Databases require memory to operate efficiently, to run queries, record data, ect.

Memory should be monitored to ensure mysql, php, and your web server has enough to properly process your ad request.

This task should be monitored proactively to assess the health of your web servers.

For example on one of our hosted systems,

```
USER    PID START   TIME %MEM  VSZ  RSS %CPU STAT COMMAND
mysql  17725 Nov07 13:06:20 7.8 543588 140504 3.9 SI  mysqld
```

This indicates that mysql is using 7% of the available system memory and 3% of the CPU.

If mysql uses too much memory, your site and ads would start to hang and your web server would appear to be “crawling”.

In addition to MYSQL requiring memory, PHP uses memory too, along with every other process on your web server.

If your php engine has ran out of memory, you may see messages like:

Fatal error: Out of memory (allocated 32016932) (tried to allocate 25152 bytes)

You could try optimizing PHP, removing unused modules or add a line such as this to the file its complaining about:

```
ini_set('memory_limit', '500M');
```

Deleting Data

Ad Peeps uses the MyISAM storage engine. Unlike the InnoDB storage engine, it does not use row-level locking. As a consequence when deleting large volumes of data, mysql may experience slowness and locking since it locks the entire table while the delete operation is occurring.

Why the Hosted version may be best for you

For most small-medium size websites you probably won't have any issues with using Ad Peeps for your load. However if you start to host for example 10,000 people a day or even a hour on your high traffic forum, popular game site or similar – sharing the web server with an ad rotator that's constantly working can present challenges down the line.

All of the services turned on to support your website and – if not on a dedicated server to support other clients share the same limited server resources.

With the hosted solution you have the following advantages:

- The web server, memory, CPU, network is constantly monitored 24/7
- Failover systems are in place to ensure no interrupted ad delivery
- Your ads along with your data is transmitted regularly to a different service provided in the event of disaster recovery
- We keep your software up-to-date and apply server, security patches ect.
- The low monthly fees makes it ideal for high traffic sites and a good business investment

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