Does Rocket.net Scale?

Rocket.net

+

M3

ABOUT M3 MEDIA

M3 Media is a full digital team ready to build brands across all digital platforms.

By combining efforts in digital, social and traditional broadcast M3 Media is able to deliver efficient results, brand consistency, and repeatable transactions. Television, radio, digital to social content, they make compelling content for every screen.

Blair was convinced the tech stack is great and WordPress is flying on Rocket.net, but his biggest question was *"Does it scale?"*

IT SCALES, ALL THE WAY

M3 Media has high profile sites in their care and Hannity.com is no exception. Making sure these sites load fast and stay up during high volume periods like elections is critical.

Scale and security are our #1 question & one posed by M3 Media when they approached Rocket.net to help them move from FlyWheel to manage 25 sites with 40M+ visits per month.

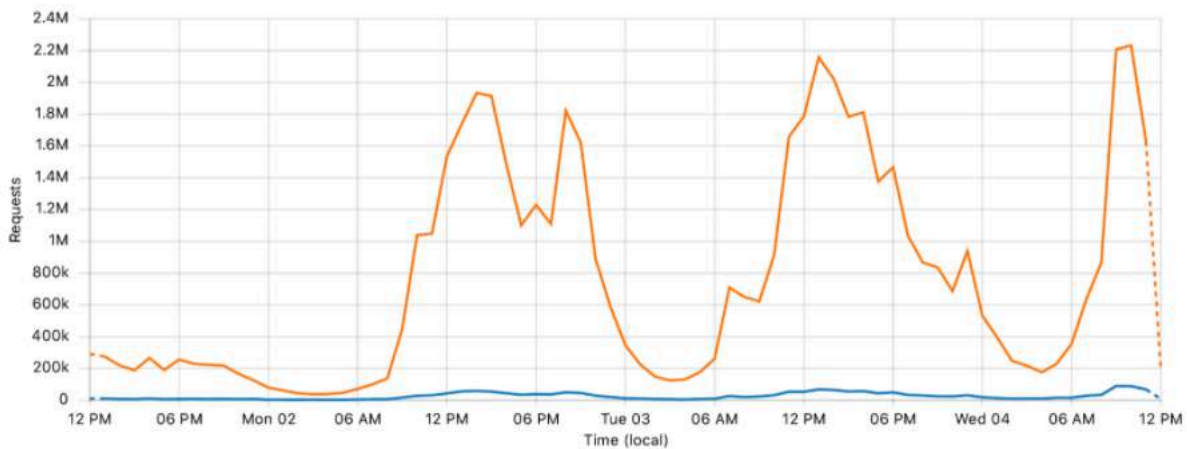| Total Website Visitors	Served by Cloudflare	Served by Origin	Cache Hit Ratio	Visits Per Hour
57.3M	**55.4M**	**1.86M**	**96.7%**	**1M+**

Election Day: November 3rd, 2020

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SCALE CONTENT, NOT PHP (OR PAY)!

Scaling PHP has one pitfall in that you are working with a single instance, which has limitations. Rocket.net was launched with the philosophy of scaling content versus PHP. How this is accomplished is through our Edge-Based hosting platform feeding your content directly to the CloudFlare Enterprise CDN.

With direct routing/peering, and a heavily optimized WordPress configuration we're able to deliver an entire WordPress site via full page caching in over 200 global points of presence.

WHAT ABOUT PHP WORKERS?

Even with high-volume traffic sites like hannity.com operating at 1,000,000 website visitors per 60 minutes, only 5% (50,000) reached the origin server. With the combination of our full page caching and plethora of WordPress optimizations, the origin server was barely utilized and the need to scale PHP with workers is virtually eliminated.

Even without a caching plugin installed, the Rocket.net platform will automatically cache everything WordPress outputs to the visitor (dynamic site friendly).

"With a 98% cache hit ratio on our CDN, 40M+ visits a month is no problem. Not only can we handle your traffic, but we can make sure each request is delivered as close as possible to your visitors."

BEN GABLER
CEO, Rocket.net

The major benefits for M3 were

UTILIZED ZERO-GRAVITY MIGRATION FOR 15 SITES

With a contract expiring M3 Media had to move quickly and downtime (failure) was not an option. The Rocket.net team quickly gathered the WordPress details, evaluated the sites, and moved 15 sites in 2 days.

Rocket.net's migrations include a full malware scan & clean up, optimizations, and seamless SSL transition (no downtime).

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ENABLED ENTERPRISE FIREWALL EVERYWHERE

High-profile sites like hannity.com can become targets of DDoS Attacks and hacking attempts, especially around important events like Election Day. M3 Media could utilize Rocket.net protection layer on every WordPress account instantly and fully managed.

In addition to heightened security, M3 Media no longer needed any security-based WordPress plugins, which helped improve performance and reduce complexity.

DODGED SHADY "VISITOR" BILLING

Unlimited Bandwidth is often promoted with the fine print telling you that other charges may apply (such as per visitor billing) and result in shocking overages from con artists that have poorly engineered systems and believe the core of their business model includes extracting as much money as possible from you.

With each plan Rocket.net provides a healthy amount of bandwidth and while we count website visitors and page views, these items are not billable.
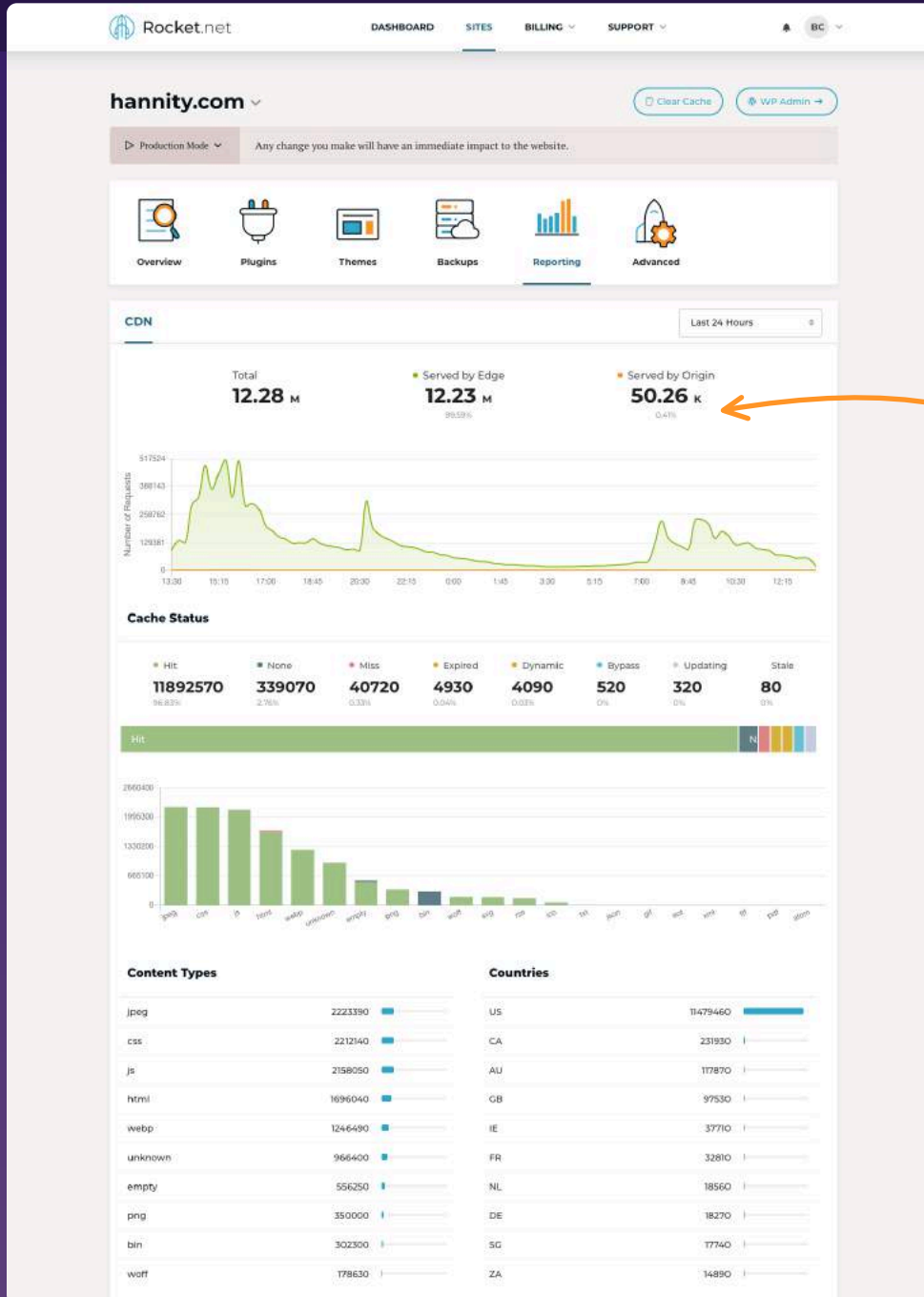
SCALED CONTENT COST EFFECTIVELY

Hannity.com scaled to over 1 Million users per 60 minutes and did so without additional billings for website visitors, PHP Workers, or the need to add more resources to keep things running smoothly.

Rocket.net's CDN integration provided sites like hannity.com the ability to scale content through Full-Page Caching, Priority CDN Routing, Image Optimizations, and Edge-based origin servers located in the same internet exchanges as CloudFlare.

IMPROVED ROCKET.NET REPORTING

Original designed of Mission Control (Rocket.net's WordPress Control Panel) were not originally designed for ultra-high volume sites like hannity.com, but the Rocket.net product development team knew right away that it was a problem we needed to address. In less than two sprints, they reengineered the reports to accommodate sites that might get billions of unique visitors per month.

Zoom in to see how many hits the origin gets :)
#flatoutbragging

"A lot of other hosting providers seem to get you with that website visitor metric, they offer unlimited bandwidth but bill for the visits - kind of counterintuitive.

It is like, unlimited mileage with half a tank of gas."

BLAIR CULLEN
CTO, M3MEDIA

YOUR WORDPRESS IS OUR MISSION

Consolidate Hosting in 22+ Locations with Rocket.net

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or

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