A fast-growth leader in digital performance marketing turns to Equinix to accelerate its extensive global expansion

"Our relationship with Equinix is based on a sound partnership that facilitates our international development, especially in terms of our infrastructures. Our partnership will be strengthened even further in the Chinese market."

Matthieu Blumberg, Engineering Director for Infrastructure, Criteo

Executive Summary

Criteo's rapid success and ever-increasing user demand - today it is the largest performance marketing firm in the world - meant that it needed to effectively duplicate its existing operations across the globe, particularly in Asia. By deploying with Equinix, Criteo was able to seamlessly expand beyond their Paris headquarters into Shanghai, New York, Amsterdam and Silicon Valley metros, offering every Criteo customer the same quality experience regardless of locale. Plus, Criteo now has a solid foundation to expand into future markets, quickly and easily, as well as manage any spikes in traffic growth within existing markets.

Business Challenge

Criteo's business is based on a cost-per-click advertising model and assessment of post-click sales. As such, it is one of the largest Hadoop companies in the world, with more than 740 million advertisements created in 2015 alone. Unfortunately, that also means Criteo's operations are highly susceptible to latency and performance infrastructure issues, especially as they expand. Initially these factors were not a significant hindrance to their Paris operations. But substantially increased network traffic (ultimately more than 2.5 million HTTP requests per second and 55+Gbps of bandwidth), plus global expansion plans meant it needed to create a marketing technology ecosystem that would both eliminate these issues and be replicable wherever user demand dictated.

Approach/Solution

In 2014, Criteo launched a search to find a data center ecosystem partner. The search was based on the ability to deliver world-class solutions around four vital criteria: infrastructure, scalability, connectivity and financial feasibility. The new partner had to be able to quickly expand the company's Hadoop infrastructure as new markets emerged, and offer cost savings versus traditional approaches.

Customer Profile

History
Founded in 2005 by an innovative team at a start-up incubator in Paris, Criteo has grown to be a worldwide leader in digital performance advertising – as well as one of the largest Hadoop companies – with more than 2,000 employees across the globe.

Customers
12,000 advertisers and 17,000 publishers in 85+ countries

Headquarters
Paris, France
www.criteo.com
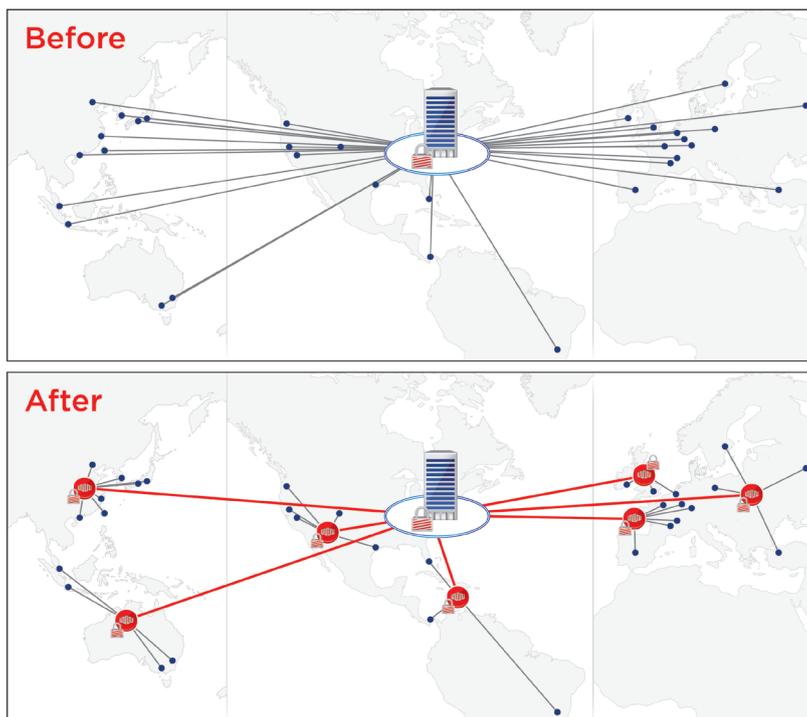
EQUINIX
WHERE OPPORTUNITY CONNECTS

Equinix.com

Equinix was chosen based on its ability to meet and exceed the requirements. Criteo co-located in a Paris International Business Exchange™ (IBX®) data center to prototype the new initiative. Employing Criteo's XConnect/Interconnection strategy, the Equinix ecosystem easily processed the extreme traffic demands. It also allowed for significant Hadoop growth as Criteo grows. Plus, Equinix billing is based on actual electricity consumption, not flat fees, representing a major financial saving over competing solutions.

Benefits and Business Results

Today, Criteo has more than 450 square meters (approximately 4,844 square feet) of colocation space consuming one megawatt of power from renewable resources. It is able to guarantee European ad auction customers a remarkably fast response time of 100ms. In addition, it has deployed into three regions, four countries, five metros and seven total IBX data centers, with substantial room to grow. Expansion is easy, since all data centers have a standard configuration — no customization based on locale is required.

Creating an Interconnected Enterprise to Connect to Multiple Locations

Before

After