

# **1 Performance raised from 1.5 banner per second to over 20 banners per second, 10 million banners a week without a problem**

1.1 Marshall Dudley <mdudley (at) EXECONN.COM> exclaimed:

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- Date: Fri, 6 Mar 1998 10:30:10 -0500

Lincoln Stein wrote:

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>
> Hi All,
>
> I'm looking for more mod_perl success stories like the one that Jeff
> posted the other day. They will be used for vignettes in an
> introductory chapter of the book that Doug and I are writing. If you
> have a story you'd like to share (particularly one in which mod_perl
> "defeats" one of its competitors) could you mail it to me or post it
> to the list? For the vignettes we need some sort of identifying
> information, either along the lines of "a major Southwestern
> University" or "Kulturbox company of Berlin, Germany".
>
> Jeff, do you mind us using your story and identifying Texas A&M
> directly?
>
> Lincoln
```

You may not want to touch this one, but adultad.com contracted me to fix their adult banner exchange to where it could throw more than 1.5 banners a second. I put it under mod\_perl, and it now tops out at slightly over 20 banners per second. It is now throwing approximately 10 Million banners a week solid without a problem. The banner exchange (both banner throwing/logging and click-thru redirection/logging) is running 100% under mod\_perl.

Marshall

# Table of Contents:

- 1 Performance raised from 1.5 banner per second to over 20 banners per second, 10 million banners a week without a problem . . . . . 1
- 1.1 Marshall Dudley <mdudley (at) EXECONN.COM> exclaimed: . . . . . 2