

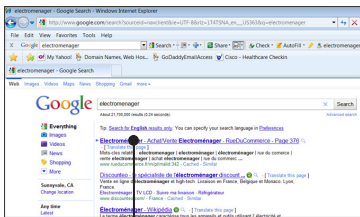


E-Tailer Tops Search Rankings with Multi-CDN Model

Rue du Commerce SA is a French online distributor of information technology (IT) equipment and consumer electronics

More than 500,000 people visit over 2 million product selections each day

www.rueducommerce.com



#1 in Google search ranking

The Challenge:

Search Engine Location, Location, Location

French e-commerce pioneer Rue du Commerce has built a dynamic group since its founding in 1999 and IPO in 2005, expanding operations with the buy-out of shopping sites Top Achats, Clust and Alapage.

"The end goal for us is to appear in the first rows of a search result," says Yannick Simon, Deputy Managing Director and New Technologies Director at Rue du Commerce. "Appearing on Google's second page only gets a small amount of click through."

Rue du Commerce also needed to guarantee the availability of the site, even during peak shopping hours. Using multiple CDNs could not only improve performance, but increase competition to bring operational costs down.

Using Cedexis:

Comparing CDNs, Objectively

Rue du Commerce initially used Cedexis Radar™ to objectively measure performance among regional CDNs. Once narrowed to the top three, they then used Cedexis Openmix™ to balance traffic across providers in real-time.

"The continual quest for speed is extremely important for us," says Simon. "It allows us to improve the user experience for our clients, but also for the search engine robots that are sensitive to the load times of crawled pages."

Technical Results:

#1 Performance Ranking

Rue du Commerce was listed as the best performing e-tailer among the ten sites tested by Witbe during the busy 2010 Christmas week (see table below), with an impressive performance ranking of 97.2 out of 100. It also ranked first as the "most efficient," with product displaying in 6.8 seconds, far ahead of the average 15 seconds.

"Reintroducing a hosting provider to serve part of our traffic can help us gain even more milliseconds in certain cases," explains Simon. "More than 50% of our products on sale are referenced [for search engine discovery], which is very much better than average."

“Cedexis gave us a new level of freedom to choose several competitive CDNs, improving our availability and performance.”

—Yannick Simon, Deputy Managing Director and New Technologies Director, Rue du Commerce

Business Results:

Better CDN Pricing, More On-Line Sales

Rue du Commerce improved search ranking prominence, which Simon says "directly translates into increased traffic volume, commitment, and ultimately, conversion rates." Better CDN pricing was secured thanks to Cedexis competitive performance data, which improved Rue du Commerce's negotiation power.

"Cedexis gave us a new level of freedom to choose several competitive CDN solutions, improving our availability and performance," concludes Simon.

Performance of 10 E-Commerce Sites at Christmas 2010

Rank and site	Performance Index (/100)	Scenario Procedure Time (in sec.)	Success rate	Number of steps
1. Rue du Commerce	97.2	6.8	99.87%	3
2. Boulanger	88.2	10.5	99.64%	2
3. JoueClub	81.7	14.3	99.76%	2
4. GrosBill	80.3	18.2	100.00%	3
5. Amazon	75.2	10.5	98.13%	2
6. Fnac	72.7	18.6	99.26%	3
7. Pixmania	70.8	16.4	98.85%	2
8. La Grande Récré	69.5	9.1	96.77%	2
9. Toys'R'Us	54.7	18.2	97.63%	3
10. Cdiscount (*)	49.6	31.3	98.47%	2
Average	74.0	15.4	98.8%	

Source: Witbe, in *Le Journal du Net*, January 6, 2011

Electronics e-tailer Rue du Commerce earned top Web site performance rankings despite the busy Christmas season, as measured by independent testing firm Witbe (see table at left). The company uses Cedexis to mix content delivery network (CDN) suppliers in real-time, ensuring optimal performance across its multiple on-line shopping sites.

A combination of Cedexis services also helped Rue du Commerce increase its search engine prominence (see screenshot, above left), driving more traffic and ultimately, better sales conversion rates.

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