



How Gittigidiyor boosted its content delivery and site performance with Medianova

Founded in 2001, Gittigidiyor is one of the leading e-commerce platforms today. Gittigidiyor was one of the first e-commerce businesses to be launched and it immediately adopted a strict zero-risk policy to protect online consumers. This policy and bias towards the customer played a major role in establishing people's perception of e-commerce as a trustworthy retail channel, especially during a time when traditional brick-and-mortar outlets reigned supreme.



Challenge



Since its acquisition by global e-commerce giant eBay in 2011, Gittigidiyor has been enjoying new highs in both its revenues and online traffic. As Gittigidiyor works with distribution partners, it needs to handle not only its increased regular user traffic but also the data traffic of its partners.

Gittigidiyor has a large partner ecosystem of affiliates who were sharing small thumbnails of the products which were hosted by Gittigidiyor. Once the traffic grew, it became a challenge to host these small images with the best performance.



Moreover, holidays and special events are some of the year's best times for online shopping. While these are very good opportunities to increase revenue, peak seasons pose a significant challenge in terms of traffic and performance management.

As one of the most popular e-commerce platforms, Gittigidiyor needs to handle high traffic peaks to ensure that its customers have a smooth shopping experience. Most importantly, millions of its daily visitors need to examine detailed images of its enormous product catalog in order to complete their purchases. If Gittigidiyor's product images are loading slowly or even failing to appear, this will have a huge impact on sales and potentially cripple the whole operation.



Solution

In order to provide a flawless shopping experience, Gittigidiyor chose Medianova CDN, which offers state-of-the-art image compression and delivery methods for its customers. Medianova offers 100% container based Agile CDN platform that optimize traffic and provides the latest SSL based CDN software available. As a platform that relies heavily on images, Gittigidiyor was able to enjoy high volume traffic during peak shopping seasons, thanks to Medianova.



On top of that, Gittigidiyor's origin server was shielded from request overload thanks to Medianova's Origin Shield feature. The latter provided a caching layer on PoPs and significantly reduced the requests to Gittigidiyor's origin by caching the content at the mid-cache layer.



Results



On Black Friday, Gittigidiyor received a traffic which was **three times** its average traffic on regular days. This increase in website traffic was handled smoothly.

Furthermore, the number of transactions increased tremendously to almost **2x**, ending up with almost

600M
INSTANT TRANSACTIONS

80%

**FASTER STATIC
CONTENT DELIVERY**

AND

20%

**QUICKER
SHOPPING
CART TRANSACTIONS.**

91.2%
CACHE HIT RATIO



As Medianova's caches fulfilled the majority of content requests successfully, Gittigidiyor's infrastructure and network costs stayed under budget. This way, Gittigidiyor was able to focus on its core business and use its resources accordingly.



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Ođuzhan Poyrazođlu

CTO at Gittigidiyor

As Gittigidiyor technology team, our job is to make sure that our e-commerce platform runs fast 24 hours a day, 7 days a week.

With the help of Medianova's image optimization and content delivery platform, we are able to handle traffic spikes especially on occasions like Black Friday. Medianova optimizes and caches more than 90% of our traffic within milliseconds and let us run our mission-critical operations within budget.

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