XREBEL LOCAL CASE STUDY

Acquisio

ZEROTURNAROUND

COMPANY
TECH OVERVIEW

Industries: Marketing and Advertising

Number of developers per team: 5

Technologies in use: J2EE, Wildfly, Oracle DB, EJB3, Angular

Type of applications being developed: We create a campaign manager to optimize clients' campaigns. We have a reporting center where we aggregate from all publishers like Facebook and Adwords and build reports for clients.

About Acquisio

Acquisio provides software that facilitates customer acquisition using ad platforms such as Google AdWords, Facebook Ads, and Bing Ads. Marketers of any size can benefit from Acquisio's advanced data science tools to automate and optimize most of the processes involved in acquiring new customers online.

As one of the first SaaS companies to apply advanced machine learning technology to advertising, Acquisio's high-frequency optimization algorithms perform nearly 2.5 million campaign adjustments per day for 400 clients running over 300,000 campaigns. Acquisio is recognized as being one of the fastest-growing companies in North America, winning the Deloitte Tech Fast 500 and Fast 50 awards for four consecutive years.

How long have you been using XRebel Local?

We started using JRebel first, 3 years ago, to eliminate our 15-20 minute redeploys. Later we discovered XRebel Local through JRebel. We've been using XRebel Local for 1.5 years now, close to 2.

Why do you use XRebel Local?

We cannot cover every use case in detail in test environments. When clients have performance issues with specific configurations, we'll look into that specific case right on their side with XRebel Local. We can log into production from internal users that have access to multiple clients and we can experience what they are suffering from first hand.

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PIERRE DUPONT
Senior Director, Technology at *Acquisio*

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What benefits of XRebel Local
have you experienced?

XRebel Local helped us to find a bug where, for each account that we load as an internal user, we launch 2 queries to the database - an internal user has access to all accounts in the platform. With XRebel Local, we detected the slow queries. When you have 500 clients; that's a lot of back and forth queries between the back-end and the application. The fact that we're able to see the queries executed is very useful.

What are the time savings
associated with using XRebel Local?

There were a couple cases where we had production issues which we were not able to reproduce. Being impossible to reproduce, these issues were ongoing. But as soon as we put XRebel Local in place, we were able to find the solution within the hour.

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Why do you like using XRebel Local
compared to other tools?

XRebel Local enables us to find performance issues right in the client environment. We were not able to reproduce issues locally.

What other tools
are you using?

We have Oracle tooling, but just for the database, not for the request/response analytics. We don't use any other profilers.

"XRebel Local is helpful,
innovative, simple to use."

Contact Us

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