



## Snapshot

Technology:  
Apache Cassandra

Sector:  
Email Marketing

Use case:  
Personalization &  
Recommendation

## Case Study



## Campaign Monitor

*Campaign Monitor makes it easy to create, send and measure the impact of email marketing campaigns.*

## Overview

Campaign Monitor makes it easy to create, send and measure the impact of email marketing campaigns. They have been phenomenally successful at this mission and currently service over 2 Million users at 150,000 business around the world.

For a business like Campaign Monitor, great success means addressing the challenges of massive volumes and velocity of data. Campaign Monitor built tremendous expertise in addressing these challenges with the traditional relational database technology on which their business was built. However, they recognized that, even with their level of expertise, the technology was reaching the limits of its scalability and costing ever increasing amounts to manage and license.

“*Instaclustr provided just the help we needed at a critical point in our adoption of Cassandra. We view Instaclustr as an important partner for our successful use of Cassandra and look forward to working with them in the future as we ramp up our adoption of this exciting technology.*”

**Cameron Newman**  
*Director of Engineering - Platform, Campaign Monitor*

## Challenge

Campaign Monitor knew that shifting to a new database technology was a major undertaking and so the engineering team commenced an extensive evaluation and a number of different trials of several different NoSQL technologies. Following this evaluation, they chose Apache Cassandra as their strategic operational database platform. Cassandra was the leading choice due to its exceptional reliability, unlimited scalability, manageability at scale and open source community.

Campaign Monitor trained some of its developers and admins on Apache Cassandra and then embarked on an initial pilot project. The pilot project achieved many of its aims, however, Campaign Monitor felt they needed an independent expert to conduct a review and provide some assurance that the engineering team had undertaken an effective pilot and that their data model was correct and that their clusters were setup and configured correctly.

## Solution

Instaclustr's expert consulting team was called in to conduct the review. Our team was able to make improvement recommendations across all aspects of Campaign Monitor's Cassandra usage and provide plans to allow implementation of the recommendations with minimal production impact.

The recommendations substantially improved the performance of Campaign Monitor's Cassandra applications and helped to provide assurance that the application would scale without major issues in the future. Additionally, Instaclustr's engagement helped improve the Cassandra knowledge of Campaign Monitor staff to help ensure the success of future Cassandra development activities. Instaclustr is now providing ongoing enterprise support services for the company's Apache Cassandra production deployments.

## About Instaclustr

Instaclustr is a company with extensive experience in designing, deploying and managing critical infrastructure for open source solutions that require immense scale.

We deliver mission critical, high performance and always on data solutions for our customers. We provide managed and hosted services for open source data management solutions such as Apache Cassandra and Apache Spark. We also deliver a wide range of related consulting and support services for these technologies.

Instaclustr's consulting expertise leverages the experience we have gained from almost 10 million node-hours of managing Apache Cassandra and related technologies. Our staff includes experienced consultants with deep expertise in the technologies we support as well as extensive consulting experience.