

Location **New York, NY**



Industry **Online Travel**



Timeline **Since 2011**



Team **4 Fullstack Developers**

ShermansTravel

The Best Travel Deals and Expert Advice Served to a Very Large and Loyal Audience

ShermansTravel tasked Runtime Revolution with the migration of their website to Ruby on Rails and then to scale that platform to an audience of millions of readers and subscribers.

About

ShermansTravel Media is a leading publisher of top travel deals and vacation destination advice.



Millions of monthly pageviews



Hundreds of thousands of deal clicks per month

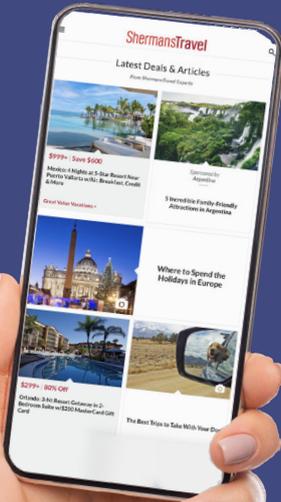


75 milliseconds - the average time to load the intermediary page



Runtime has always been more than a development team. It is a strategic business partner that provides technology direction, recommendations, and solutions - managing our product roadmap and influencing our business decisions.

Mark Bloom
President, ShermansTravel Media



Technologies



Challenges

- Migrate ShermansTravel's website from WordPress/PHP to Ruby on Rails.
- ShermansTravel sends daily newsletters and eblasts to millions of subscribers, including their weekly Top Deals flagship email –that generates a lot of traffic. ST required a website infrastructure that can handle thousands of simultaneous users across multiple homegrown and third-party applications.
- When a user clicks an ad/promotion on Sherman's website or email, the user goes to an intermediary page that captures that user's information and the traffic source, and then redirects them to the partner website for the offer. The interstitial must be super fast to provide a seamless experience and limit bounces. We had to continuously improve the performance of this post-click page so that it can capture the required information and redirect in an instant, while handling thousands of simultaneous requests.

Solution

- Runtime developed the proprietary platform that manages all the travel deals and all the reporting/analytics for the company.
- When a user clicks an ad that ShermansTravel manages, the browser goes to an intermediary page and then to the final deal. This intermediary page is where Shermans registers the click along with all possible information and analytics about the user. This page has to be highly optimized to respond in milliseconds due to traffic volume and user experience. One of our main goals was to have this page load and redirect in less than 2 seconds.
- Runtime also helped develop ShermansTravel's ad retargeting capabilities and recommendation engine ("if you liked this, you're going to like that").



The level of trust and agility we have with Shermans is extremely high. We had to be very nimble to adapt to everyday business changes and demands.

Hugo Bento
Runtime Revolution Team
Leader/Software Architect

About Runtime

Runtime is a product development company based in NYC. We craft end-to-end solutions, from custom tailored user experiences to beautifully engineered applications - every time.

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