

Alibaba Cloud Marketing Campaign Sites Solution

Rollout an engaging customer experience for large-scale, global marketing campaigns

Introduction

Alibaba Cloud Marketing Campaign Sites solution ensures organizations can deliver uninterrupted marketing campaigns. Additionally, the elastic solution empowers businesses to manage fluctuating traffic demands seamlessly.

This solution makes possible the smooth integration of an organization's on-premise servers with the hybrid cloud for scaling resources and maintaining an optimal user experience.

Background

Delivering an engaging customer experience for large-scale, global marketing campaigns is no easy task. This requires organizations to possess a supporting mechanism that facilitates large-scale marketing promotions, backed with a highly scalable, elastic and secure infrastructure to manage rapid traffic inflows.

For organizations, the biggest challenge is usually to ensure smooth handling of expected website traffic, latency, and to provide a pleasing customer experience.

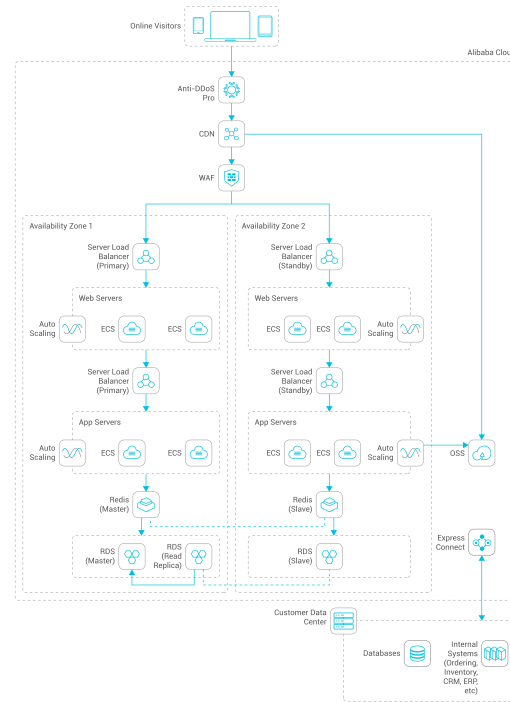
Highlights

-  Elastic computing
-  Comprehensive security product portfolio
-  Hybrid cloud
-  Global coverage

Benefits

- ✓ Ensure smooth handling of unpredictable website traffic
- ✓ Configure both front-end web servers and backend application servers of a campaign site
- ✓ Accelerate media-rich files for marketing campaigns globally and ensure an enhanced customer experience
- ✓ Protect websites from attacks and ensure high availability

Recommended Solution Architecture



To effectively handle unpredictable website traffic, Alibaba Cloud's elastic computing capabilities enable users to scale their resources to meet traffic demands.

Auto Scaling helps to configure both front-end web servers and backend application servers of a campaign site. Leveraging ApsaraDB for Redis between applications and database minimizes data response time and reduces database workload. ApsaraDB for RDS addresses typical database performance bottlenecks during large-scale campaigns. It also supports the read-replica feature to avoid overloading the primary node by distributing read requests to read-only nodes.

With Alibaba Cloud's CDN distributed over 500 locations globally, the system can accelerate media-rich files for marketing campaigns globally and ensure an enhanced customer experience.

Websites are naturally more vulnerable to cyber security attacks during campaign periods. Alibaba Cloud offers comprehensive security products, including Anti-DDoS and Web Application Firewall (WAF), to protect websites from attacks and ensure high availability.

Organizations may also have internal systems such as CRM, ERP, or other databases running on-premise and in existing data centers. For customized requirements, Alibaba Cloud supports a secure hybrid cloud setup to integrate existing infrastructure with its advanced cloud products.