



## These Days Selected Keynote “Test Perspective” To Test Peak Load Performance Of Client Web Sites

### Impact Highlights:

- Demonstrates that client Web sites perform as expected under peak loads prior to rolling out online campaigns
- Allows These Days to deliver projects to clients with confidence
- Helps These Days develop good relationships with clients

### Company

These Days is an interactive agency that delivers full-service in the domains of digital, direct and data marketing. With offices in Amsterdam (the Netherlands) and Antwerp (Belgium), These Days serves a variety of well-known international brands both locally and internationally, including Citibank, Wyeth, Pioneer, Microsoft, Nokia, Ford, Land Rover and Chiquita. The agency has won numerous awards for its international campaigns and was elected Interactive Agency of the Year during the 2007 Mixx awards. These Days is part of Wunderman, the world's largest marketing services agency, which gives it access to a vast knowledge base of marketing information.

### Challenge: Ensure Flawless Performance For Campaign Web Sites

Over the past six years, These Days has grown from providing interactive campaigns, product launch Web sites, advertising and other branding activities for local accounts in Brussels to handling increasing numbers of major clients

throughout Europe. While clients run some of these campaigns on their own Web sites, These Days also offers the option of hosting campaigns.

For these campaigns, These Days needed to ensure that its Web hosting architecture would provide excellent performance, particularly during traffic spikes when numerous concurrent users load pages, submit forms, make database requests, and so on.

After researching Keynote Test Perspective--a hosted, self-service Web site load-testing tool--These Days was impressed with both the functionality of the service and its easy-to-use interface. While the company was performing its due diligence, along came the perfect project on which to test it out. Said Bruno De Regge, Senior Project Manager, “We needed to do load testing on a local Web site and were unable to simulate a real-live situation on our own. Keynote gave us a tool that allowed us to perform this load testing ourselves. And because it was the easiest to use of the different options, we saw that

## About Keynote

Keynote Systems (NASDAQ "KEYN") is the global test and measurement company for mobile communications and online business performance.

As an independent and trusted third-party, Keynote provides IT and marketing executives with an unbiased view into their Internet services from around the world. For over a decade, we have been providing measurement data and testing capabilities that allow companies to understand and improve their customer's online and mobile experience.

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we would be able to perform the testing ourselves in a very short timeframe."

### Solution: Mobile Test Perspective®

The trial project was for a local campaign for Microsoft. The campaign was meant to create an emotional connection with the customer by showing them how they could use Microsoft Vista products to make their lives easier, simpler, and more organized in several areas of their lives: Holidays, special moments and memories, home and school, office, and hobbies. In the process, customers would see how Microsoft Vista could transform everyday events into "wow" moments.

To achieve this, the Web site provided examples of how users could do new things with everyday products that they didn't know how to do now—such as showing pictures online and printing them, making their own custom wrapping paper for Christmas, planning barbecues in Excel, planning a move to a new home using Excel and so on. Users could download a short video that served as a tutorial for each project, as well as helpful documents and templates.

These Days hosted the site for this campaign on its own servers. Microsoft drove traffic to this promotional site by wrapping a banner around the MSN homepage. Since the banner was designed to grab attention, These Days expected it would generate peak traffic to the campaign's Web server. "We used Keynote Test Perspective to make sure our site

could handle the spike in load without any bottlenecks," said De Regge.

These Days used Keynote Test Perspective to record test scripts that automated various tasks that required server access. It then ran 100 concurrent instances of the scripts accessing the live server—which was the expected peak load. These Days ran these tests twice to ensure that the overall results were representative. After the agency analyzed the results, it pushed the campaign live.

### Results

As a result of these tests, Keynote provided These Days with assurance that the site would perform as it was supposed to, said De Regge, "We saw a slight increase in stress on the platform but overall it performed well. This told us that our platform was stable and allowed us to deliver the project with confidence. This good performance was especially important because this was our first project with Microsoft. As a result of delivering the campaign with expected performance, our business with Microsoft continues to grow."

"In the future, These Days is looking to expand our use of Keynote because we believe in delivering to our clients a Return on Interaction through both our creative and our technology; Keynote's Test Perspective ensures that our Web sites don't miss a click or go down when servicing high levels of visitor traffic," said Johan de Keulenaer, Director ICT/CRM for These Days.

