



## CASE STUDY



**Industry**  
Product Discovery

**Site**  
[thegadgetflow.com](http://thegadgetflow.com)

**Challenge**  
Performance and reliability issues, frequent migrations

**Results**  
Zero downtime, speed improvement, increased traffic

**“Overall WP Engine is the best technical decision we’ve ever made.”**

- **Evan Varsamis,**  
CEO & Founder, Gadget Flow

# Cutting Page Load Times In Half While Doubling Traffic

GADGET FLOW INC. ENJOYS SWIFTNESS, SCALE, SUPPORT WITH WP ENGINE MANAGED WORDPRESS

## The Company

Gadget Flow Inc. ([thegadgetflow.com](http://thegadgetflow.com)) is the most powerful product discovery platform on the web, helping visitors discover awesome products with 10 new additions every day. It also provides users the option of saving your favorite products in a private or public wish list, creating a custom feed from their favorite categories, and accessing exclusive discounts. It was founded in 2012 with one goal in mind: to simplify online product exploration.



## The Challenge

As Gadget Flow’s website started to receive more traffic, users encountered slow performance and poor reliability, which when you’re dealing in product information, is a deal breaker.

At the same time, Gadget Flow needed better support to overcome any growing pains or hiccups and to ensure that the software the company used on its site was compatible with its platform.

According to Evan Varsamis, the company’s founder and CEO, it seemed that Gadget Flow was migrating its site between providers every six to eight months trying to find the ideal hosting solution.

After three years and numerous headaches and sleepless nights, Gadget Flow did some research to find the best managed WordPress money could buy.



## The Solution

Gadget Flow has been on WordPress from day one. Even before launching Gadget Flow, its founders were running a media agency and were aware of the power of WordPress.

“WordPress was the best solution to start a website,” said Varsamis, adding that WordPress arms the team with the power to customize its sites. Currently, Gadget Flow’s WordPress install is 98 percent customized with a 100 percent customized template, and the company mostly uses custom plugins that it develops in house to maintain control over the performance and features.

Gadget Flow first encountered WP Engine at the Web Summit in Dublin. After a few months, and more hosting challenges, Gadget Flow engineers and management decided to give WP Engine a try.

“From the first moment I was amazed by their awesome sales team. They were polite, straight to the point, and easy to work with,” he said. “The migration process seemed too easy to be true, [WP Engine has] their own plugins that sync your website within hours, you simply sit back and relax.”



## The Results

Now on WP Engine, Gadget Flow enjoys access to a 24/7 dedicated support team for whatever questions or issues arise.

“The longest I’ve waited to speak with someone is about one minute, which is kind of unbelievable,” he said. “They are also quick to act on your issues with average solve time for medium to high topics of just a few hours.”

Gadget Flow has also seen its site speed improve dramatically.

“Our website loads for the first time in 0.8 seconds (from the US),” he said. “Obviously, we have a great setup in terms of theme and plugins, and we optimized images, but the best we’ve seen outside of WP Engine was something like 1.6 seconds.”

At the same time, Gadget Flow is poised for growth, and WP Engine grows with them. The platform allows the business to scale. According to Varsamis, Gadget Flow’s traffic almost doubled in just a few months—the site has welcomed more than 200 million visitors since it launched—and working with WP Engine was able to migrate to a dedicated environment within just 24 hours with zero downtime.

“Overall WP Engine is the best technical decision we’ve ever made,” he said. “It gives us peace of mind, at a reasonable price, with blazing fast hosting solutions. I’d strongly recommend giving it a try if you are serious about business, performance, and security.”

## About WP Engine

WP Engine powers amazing digital experiences for websites and applications built on WordPress. The company’s premium managed hosting platform provides the performance, reliability and security required by the biggest brands in the world, while remaining affordable and intuitive for smaller businesses and individuals. Companies of all sizes rely on WP Engine’s award-winning customer service team to quickly solve technical problems, and create a world-class customer experience. Founded in 2010, WP Engine is headquartered in Austin, Texas and has offices in San Francisco, California, San Antonio, Texas, and London, England.