



## CASE STUDY

# VINEPAIR

## For Featuring All-Things Drinking-Knowledge, Small Site Changes Ensure Big Performance Gains

APPLICATION PERFORMANCE HELPS VINEPAIR PINPOINT SMALL SITE ISSUES RESULTING IN BETTER PERFORMANCE RESULTS.

**Industry**  
Media/Publishing

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

**Challenge**  
Needed a better way to access site performance

**Solution**  
Application Performance helped identify small site issues and prompts the switch to PHP 7.

**Results**  
20% improvement in response time

**“We were never starting from a bad place, performance-wise, but APM allowed us to get to an even better place. The changes we made, although very simple, were not things that we ever would have come across without APM easily surfacing them to us.”**

- Josh Malin,  
Cofounder at VinePair

### The Company

*VinePair is the fastest growing new media brand reaching millennial drinkers. We're mobile first, and by using our signature voice and accessible approach, we explore the world of wine, beer, and spirits without pretension. Here at VinePair, we celebrate the experiences you have and the connections you make with a glass in hand. Across all of our channels, VinePair reaches 19.3 million monthly wine, spirits and beer enthusiasts.*



### The Challenge

For a publishing site focused on the best of the booze industry, content delivered through their website is arguably the most important thing about their business. Therefore, site performance and response time need to be maintained and optimized regularly.

Although VinePair wasn't experiencing any noticeable performance hiccups, they were in need of a tool that served to locate unnoticed site issues that might have been overlooked.

“Although there were no problems to fix, improving performance is always helpful. Whether that's search signals, bounce rate, or improving our ecommerce site, performance needs to be watched and maintained. Because we are a small company with limited technical and engineering staff, it was hard to allocate the time to monitoring performance,” said Josh Malin, Cofounder at VinePair.



### The Solution

By using the Application Performance (APM) product, VinePair was able to internally diagnose issues with plugins they were using, “The biggest thing it identified was that the SEO plugin had left a lot of junk in some database tables and APM advised us to drop certain things from the table. When we did, we saw an immediate performance improvement. Since then, we have been using APM to watch everything and that led us to upgrade to PHP 7,” Josh said.

Because Application Performance was easy and efficient, VinePair was able to seamlessly integrate the tool to expedite their workflow. “Our website is the most important part of our business. Very quickly after we setup APM and released our first patch over Labor Day Weekend, we saw our first big performance improvement. The ease of use of the tool is a huge aspect for us,” Josh explained.



## The Results

Application Performance was able to identify small site tweaks and prompt a migration to PHP 7.0. VinePair experienced two noticeable performance improvements. “The first drop occurred after we initially used Application Performance to identify some minor clean up changes on our site. The second drop occurred when APM pushed us to migrate to PHP 7,” Josh claims.

“The performance improvements on the first round resulted in about a 20% improvement in response time. To us, speed is incredibly important and in just a short time APM positively impacted performance in a way that was fairly easy for us to accomplish.”

Application Performance also played a role in freeing up time so that VinePair could focus more on content and running their business and less on tedious technical issues, “I’m the sole technical person in the office, we don’t have an engineering team,” continued Josh. “I also have a lot of other business and editorial related roles. So spending a week digging through data is not a productive use of my time. With APM, the issues are easy to spot and the entire process is expedited and our performance has tremendously benefitted.”

## About WP Engine

WP Engine is a leading SaaS content management platform for websites and applications built on WordPress. Founded in 2010, the company is headquartered in Austin, Texas and has offices in San Francisco, California, San Antonio, Texas, Limerick, Ireland, and London, England.