



## Case Study



# Letting content shine through rapid growth.

WP Engine helps content distributor Shinez manage increased demand in traffic so it can focus on growing its business.

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### Industry

Online media

### Site

<https://shinez.io/>

### Challenge

Needed ability to scale quickly with rapidly growing new business.

### Solution

WP Engine Digital Experience Platform.

### Results

Increased traffic with zero downtime, business has been able to continue expanding.

*Shinez is a storytelling platform that distributes engaging content across the web and social media to millions of readers who reach a combined 1 billion page views per month. The company provides content creators with robust monetisation and content distribution technology that helps them understand who is engaging with their content and how they can find similar readers across the web. The company's mission is to simplify the way content is distributed and monetised, allowing publishers to focus on what they do best: create content.*



## The challenge.

When it comes to content creation and promotion, Shinez is doing it right. Founded less than two years ago, the content distribution platform is already used by hundreds of writers, publishers and influencers around the world to promote and monetise content. And that's just the half it—Shinez is also an online publishing hub itself. The company owns a growing list of websites their in-house staff develops and creates content for.

“Basically we’re a platform for publishers, but we’re also publishers ourselves,” said Shinez Co-founder Ziv Jonas. “We understand what goes into content creation but we also have expertise when it comes to expanding the reach of that content.”

That expertise helped get the company off to a fast start, but as their reach grew and more people began using the platform, Jonas and the team at Shinez quickly realised they were going to need some backup to keep up with the sheer amount of traffic they were generating.

“When we started out, we had one site,” Jonas said. “But after the first few months, we were already getting half a million visits per month, then 1 million visits per month, then we began adding sites—it was just growing rapidly. We knew we needed to work with a partner who could help us with uptime as we continued to grow our business.”

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Ziv Jonas,  
Shinez  
Co-founder



## The solution.

Shinez had been a WordPress shop since day one, so they knew they wanted to find a provider with WordPress expertise specifically.

“We found WP Engine on the recommendation of a friend,” Jonas said. “We were looking for a company that could help us with all of the spikes in traffic we were getting across our different WordPress sites. Ideally what we wanted was someone who would take care of it for us so we wouldn’t have to think about it, and that’s what WP Engine provided.”

WP Engine took over all of the day-to-day maintenance for Shinez so Jonas and his staff could focus on building the business with the peace of mind that their backend would be running smoothly.

“Being able to focus on building the business was crucial at that point in time, because it’s when we really started to grow much faster,” Jonas said. “We went from a handful of sites to 10 and then on to 20. Our staff was growing, we were adding more influencers to our affiliate program and just knowing that WP Engine was keeping an eye on our traffic and making sure we were running smoothly, it gave us incredible peace of mind.”



## The results.

Today Shinez boasts more than 22 live websites with 10 more in development. Their sites combined receive more than 1 billion page views per month and in the less than two years they’ve been in business, they have paid out some \$3.6 million to the influencers in their affiliate program.

“Our growth has been exponential, and in many ways, we’ve grown with WordPress and WP Engine,” Jonas said. “We have a good model in place and knowing that we won’t have to worry about traffic spikes or sites crashing when a certain influencer gains a lot of traction, it just takes an entire piece of worry out of the equation for us.”

Jonas said he hoped Shinez continues to grow, particularly in its affiliate program and its global reach.

“And we look forward to continuing to grow with WP Engine along the way,” Jonas said. “They have our back and when you have that, it’s priceless.”

## About WP Engine.

WP Engine is the world’s leading WordPress digital experience platform that gives companies of all sizes the agility, performance, intelligence, and integrations they need to drive their business forward faster. Founded in 2010, WP Engine is headquartered in Austin, Texas, and has offices in San Francisco, California; San Antonio, Texas; London, England; Limerick, Ireland, and Brisbane, Australia.