



How Hotjar Made the Rapid Switch to MaxCDN

Hotjar is an all-in-one analytics and user feedback tool. After acquiring 17,000 beta users in 7 months, it launched a paid plan in April 2015. Hotjar now has 4,000+ paying customers.



Delivers 40KB
JavaScript file



Over 6,000
requests per
second



7TB
transferred
per day



92.5%
cache hits



Summary

Hotjar, an analytics and user feedback tool, relies on a CDN to deliver JavaScript files around the world. These files, installed on its customers' websites, allow Hotjar to collect user data that helps its customers improve UX and conversions.

When Hotjar's previous CDN fell short of expectations, Hotjar's engineering and product team had to find - and switch - to a better CDN as soon as possible. The fast-growing startup, based on the island of Malta, required a provider that had higher uptime, lower response times, and better security features.



"We couldn't figure out an easy way to transition away from our old CDN provider"

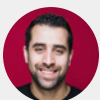
Erik Näslund, Head of Engineering

Challenge

Hotjar experienced performance problems with its previous CDN from the start. When JavaScript files were requested from the CDN at an aggressive rate of over 6,000 requests per second, Hotjar detected noticeable delays in file delivery.

"We didn't really appreciate it," said Hotjar's head of engineering Erik Näslund, "but the issue wasn't as urgent to address at the time." However, as demand for their service grew, this became more of an issue and Hotjar was left with no choice than to switch providers.

If you're a current CDN user, you probably know that switching CDN providers doesn't often come easy. Some providers customize your setup in a way that makes it difficult to leave. So, in addition to finding a CDN with better performance and features, Hotjar also needed a CDN that could help ensure a smooth, speedy transition.



"People switch analytic tools based on how long the script takes to load and how secure it is. It's a huge business concern of ours which is why we switched to MaxCDN."

Jonathan Vella, Head of Product

Solution

For Hotjar, choosing MaxCDN was easy. They had already created a [free test account](#) and saw performance benefits first-hand. Plus, we had the [security features](#) they needed, including two-factor authentication. The next step was to successfully switch to MaxCDN.

“We made the switch quite rapidly using MaxCDN’s on-site chat support,” said Hotjar’s head of engineering Erik Näslund. *“They were great at sorting out any issues we had during the transition.”*

At MaxCDN, we have an in-house sales and support team that is [available 24/7 through live chat](#), every day of the year. This made it possible for Hotjar to get the help they needed on Christmas Eve and Christmas day.

Timeline

12/24	8:48 AM	Hotjar discovers another issue with previous CDN
	10:46 AM	Hotjar begins search for new CDN
	2:22 PM	Hotjar discusses MaxCDN with our sales team
12/25	11:31 AM	Hotjar decides to go with MaxCDN
	12:00 PM	Hotjar is officially delivering scripts with MaxCDN

Conclusion

As a platform that requires customers to install third party scripts on their websites, Hotjar is not only accountable to its customers, but the customers of its customers across the Internet. After its CDN failed to deliver, Hotjar needed to assure key stakeholders that the same CDN-related issues would never happen again.

Today, we help Hotjar stay accountable to these key stakeholders. Now this impressive startup can get back to focusing on what really matters: making the absolute best analytics and user feedback tool available.

[Try MaxCDN](#)

Free 30-Day Test Account

[Try Hotjar](#)

Free 30-Day PRO Plan