WP engine®

MADISON HOUSE
M
PRESENTS

Industry
Entertainment

Site
electricforestfestival.com

Challenge
Hiccup in site performance

Solution
Upgrade plan to handle extra traffic, reduce load off database, turn on CDN

Results
Zero downtime during peak traffic time

"The usability and familiarity of WordPress is really what sells us on it. It's a high-level site for development and gets our team where we need to be; but at the same time, we can feel confident when handing the site off to the end user and know that they'll likely be familiar with it..."

– Andrew Stone,
Marketing & Technology, Madison House Presents

Scaling Musical Festivals For The Crowd

FOR MADISON HOUSE PRESENTS, IT'S ALL ABOUT THE BALANCE BETWEEN A FAMILIAR BACKEND AND CONTEMPORARY WEBSITE

The Company

Madison House Presents (madisonhousepresents.com) produces world-class live music events ranging from intimate tours, one-off performances, music festivals, and global special events. There is nothing they enjoy more than seeing their live productions inspire and entertain a crowd. Some of the events they own and promote include Electric Forest, Chance The Rapper's Magnificent Coloring Day, Forest Hills Stadium, and more.

The Challenge

Music event websites serve all sorts of purposes. From accessing the lineup the moment it's released, to helping you determine the day-by-day lineup, to ticket sales, without an up and running site, musical events wouldn't be able to thrive or be globally accessible.

Madison House Presents helps their owned events, like Electric Forest, create extraordinary digital experiences for its fans — ones that render anticipation and excitement for the annual event.

According to Andrew Stone who works with Marketing & Technology for Madison House Presents, the Electric Forest website endures two traffic spikes per year — one around tickets going on sale and the lineup getting announced and another during the actual event which occurs over two consecutive weekends.

"Tens of thousands of people attend the event over each weekend, so we must keep the site sustained over those 10 days," said Stone.

The Solution

For the eight years Madison House Presents has hosted Electric Forest's site with WP Engine, there has only been one hiccup in site performance, which occured in 2015.

"About two years ago we noticed our site wasn't optimal during some big traffic spikes. We realized that it was time to upgrade the account to a more robust plan that could handle the additional attention. We also pulled our email template's files to a separate database and made use of WP Engine's CDN capabilities. Since then, the site has not experienced any issues even during the biggest of rushes," said Stone.

The Results

Other than the agency's sites running without any hassle, Stone noted the beneficial results of working with WordPress and WP Engine.

"We love the simplicity of the WP Engine dashboard. Less is more, and in this case, you guys keep the interface nice and simple without a ton of manual effort and a minimal design. It gives us a clear path of what we need without having to jump through hoops," said Stone.

In terms of choosing WordPress to develop client sites, Stone explained that they prefer WordPress because it's the only place where they can find a balance between a familiar backend and contemporary website that doesn't make users jump through loopholes.

"The usability and familiarity of WordPress is really what sells us on it. It's a high-level site for development and gets our team where we need to be; but at the same time, we can feel confident when handing the site off to the end user and know that they'll likely be familiar with the platform as opposed to a proprietary solution. With WordPress, we are given more flexibility — we can develop a site on the cutting edge of modern website standards, but still give users and content managers a platform they are accustomed to dealing with," he concluded.

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.