



CJS CD Keys

Constantly under attack, CJS CD Keys was quickly losing business. Faced with being forced offline, they came to Cloudflare for help.



It's no secret that the easiest way ruin someone's online business is to attack their website and knock it offline. Typically, a DDoS attack is launched, flooding a website with illegitimate traffic so that customer traffic cannot access the site.

CJS CD Keys is a leader in game key distribution, selling millions of digital downloads for the latest PC games each year. Their entire business relies on digital downloads from customers who access their website from around the world. When their website is offline, they lose money and their business suffers.

Finding a solution when you're under attack

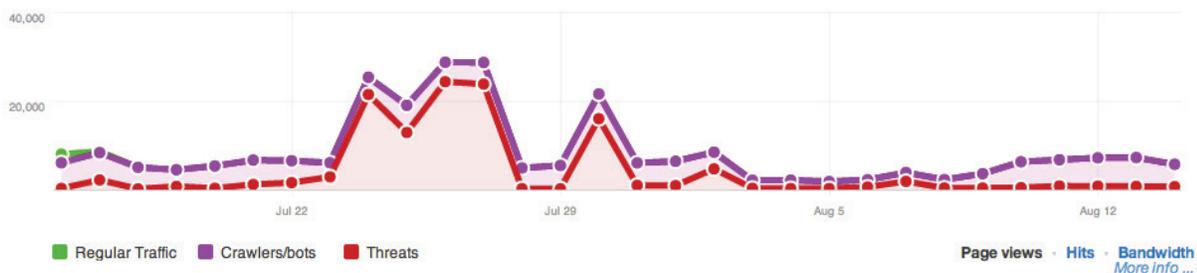
"We are constantly under attack," says Corey Smith, Managing Director of CJS CD Keys. "Our site is a huge target and we suffer from multiple, large DDoS attacks throughout the year. We were seeing attacks approaching 700,000 packets per second." At first, each attack CJS CD Keys was seeing would knock them completely offline, bringing their website down and making their customers very upset.



At a loss on what to do, Corey began researching options and found Cloudflare. “I gave it a try and was amazed to find that even the Free Plan blocked a lot of the DDoS attacks. For us though, we needed a much more robust DDoS protection plan, so we opted for the Business Plan which offers advanced DDoS attack mitigation.”

318% increase in sales with decrease in DDoS attacks

“Within an hour of turning on the Cloudflare Business Plan, our site was running smoothly—despite being under heavy DDoS attack,” said Corey. “We watched as the attackers kept trying to bring the site down, but then quickly give up when they realized their efforts were useless thanks to Cloudflare’s protection. Within the first few days we saw a 10x improvement in page load time, our website performance with and without Cloudflare was just incomparable.”



Attack traffic hitting cjs-cdkeys.com

The improvements didn't stop there. Because CJS CD Keys wasn't suffering downtime, their business flourished. In just one year they saw a 318% increase in sales. In March 2012, before they began using Cloudflare, CJS CD Keys sold 2,838 game downloads. In March 2013, after they began using Cloudflare, they sold 11,879 game downloads.

“Cloudflare’s service didn’t just stop the attack, it dramatically improved the speed of our website. The company has grown aside from Cloudflare, but I’m confident Cloudflare has played a huge part in our growth. Without Cloudflare, the DDoS attacks would bring our website offline and kill our sales completely. We couldn’t exist without Cloudflare.”

CJS CD Keys continues to grow. They sell hundreds of games per day and are now a multimillion dollar company. “We couldn’t have grown and been this successful without Cloudflare,” said Corey. “Cloudflare’s protection allows me to sleep at night without worry.”



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