

iOne Digital: The scale and speed behind iOne Digital's massive reach

WordPress.com VIP's managed platform and expert guidance power iOne Digital's massive network of sites through every viral hit.



.Alley



iOne Digital is the leading online platform centered in black culture, with 24 million monthly unique visitors to its network of sites, along with millions of social media followers and video viewers. Founded in 2008 as the digital arm of Urban One, Inc, iOne Digital quickly outgrew its original self-hosted WordPress platform and sought expert guidance and support to strengthen the services on which its growth relies.

Challenge

iOne's legacy codebase limited performance and scale. There were growing needs to manage the syndication of content smoothly across sites. Varying themes and tools made maintenance and support unnecessarily complex and burdensome. It was challenging to develop and deploy new sites rapidly. Further, traffic was unpredictable and difficult to manage, with huge spikes coming from content going viral at a moment's notice.

Solution

iOne turned to WordPress.com VIP to help them build a single, integrated platform for its content. They chose to implement a common theme for all sites, in order to streamline development and to make all features available across the network. Now, as new features or new integrations like Facebook Instant Articles and Google AMP become available, the entire network of sites can immediately take advantage of them. The process of developing the unified theme and migrating all of the network's content to the new system was quick and easy, considering the number of sites and the volume of content involved.

“We have huge spikes of traffic as a lot of our content goes viral with our users on social networks, and VIP’s infrastructure is able to sustain those with no changes on our end; it just works!”

— GRANT CERNY, CHIEF PRODUCT OFFICER

Results

- New workflow tools to match the needs of editorial teams
- Custom-built syndication tool in the WordPress admin
- Single repository of approved images to eliminate confusion about publishing rights
- Improved uptime through huge traffic spikes from viral content
- Increased agility, stability, and security with VIP’s support



WordPress VIP provides enterprise-grade digital marketing and publishing platforms with WordPress at their core. The VIP platform supports flagship digital marketing platforms for some of the best known brands, including Capgemini, Hachette Book Group, and Facebook. Our digital publishing clients span the media landscape, from focused outlets such as Quartz, Tech Crunch, and FiveThirtyEight to some of the biggest publishers and sites in the world, like News Corp, Rolling Stone, and Abril.

With its unparalleled power, flexibility, and interoperability, WordPress is the best digital experience solution at scale. Together with VIP's expert support, best-in-class infrastructure, and exceptional partner network, it's an unbeatable combination.