

Self-Hosted vs. SaaS Ad server Solutions

Ad servers can be a tricky business. They are essential if you're trying to do any advertising on the internet. However, when it comes to actual Ad server software, you have many options. They boil down to two different solutions. There are self-hosted Ad servers, and then there are SaaS Ad servers. They each have their benefits, and you have to consider which one is right for you. Which one you choose depends on your level of technical expertise and your budget. We'll compare the two solutions using [Revive Adserver](#) and then Google DFP. Revive is a self-hosted solution, while Google is hosted in the cloud.

The big benefit to using Revive Ad server is that you'll be in control of your data. A lot of people have concerns about their valuable campaign information being used by the Ad server company to compete against them. It is also a good solution if you are worrying about cost. They also want to be in control of every facet of their stack, and this is where the Self Hosted solution comes in. It puts you in control of everything. This is a big benefit. Being in control means you'll make every decision when it comes to your set up.

Unfortunately, with this control comes great responsibility. Unless you're a Jedi at server management, then it's recommended to go with cloud solutions. There are so many things that can go wrong that it takes dedicated professionals to manage everything. When you run your Ad server such as Revive, You have to worry about web servers crashing, database crashing and Hackers. This is the big one because you can lose everything in one sudden moment if you're not careful. Not only that, but you're in charge of making sure everything stays up to date, and this can be a lot to manage for a lot of people.

There is also the problem of scaling. If you are operating a successful advertising business then eventually you'll get more data, and that data will eventually become too much for one server to handle. This is a big problem as for how you choose to scale can have a negative impact on performance. There is also the scaling regarding geography. When you are starting out in advertising, you can get away with having servers in one region. However, as time goes on, you'll want to have servers in multiple regions so that there isn't a big performance impact on visitors. All of these complications lead to a lot of headaches if you aren't an expert.

That is why a solution like Google DFP works. It might cost more in the short term, but what you pay in money you save in headaches and time. With a hosted SaaS solution, you don't have to worry about scaling, security or performance. It's as simple as placing your ads and tracking and going. That is why the hosted solution is recommended for people who aren't absolute experts in managing servers and scaling. If you have time in the future that you can handle the infrastructure, then you can use a self-hosted solution. If you aren't such a person, then it does not make sense for you to go down the Self Hosted path.