

Dynamic Content Delivery with Argo Smart Routing

The problem with caching and dynamic content

Caching content enables faster delivery to users, eliminating the need to fetch it from the origin server with each request.

Dynamic content, like personalized web pages or shopping carts, offers a richer user experience, however it cannot be readily cached on traditional content delivery networks (CDNs). This makes dynamic content delivery slower, leading to a poor user experience because of:

- **Increased latency**, delaying content delivery as it travels from origin servers to users over long distances.
- **Network congestion**, caused by bandwidth limitations, traffic spikes and routing inefficiencies.
- **Unreliable connectivity**, due to congestion, misconfigured networks, and packet loss etc.

How does Argo Smart Routing help?

Argo Smart Routing detects network issues like congestion on the Internet,

On average, Argo Smart Routing improves web asset performance by

30%

With Argo Smart Routing, you can benefit from:

- **Real-time network intelligence**, based on real-time data (timing data from HTTP Requests, latency, and round-trip time (RTT)) from more than 55 million HTTP requests per second, routing through Cloudflare's network on average, helping identify potential bottlenecks and adjusting routes accordingly.
- **Better performance and reduced latency**, as traffic is routed through the fastest available data center in Cloudflare's global network, minimizing any added latency.
- **Better user experience**, leading to higher conversion rates and happier customers.

With Argo Smart Routing, you can expect:



Improved Performance

Deliver web traffic over the fastest links available resulting in faster web applications and an enhanced user experience



Increased Reliability

Route traffic around network congestion with a real-time view of network conditions, leveraging the most reliable paths to deliver increased uptime



Reduced Costs

Minimize content requests to the origin server, reducing latency, server load, bandwidth usage, and egress fees



Do you need Argo Smart Routing?

Even though you might be using a CDN today, not all your content is cached. Dynamic web pages are not stored as static HTML files. Instead, server-side scripts generate an HTML file in response to events, such as user interactions or user logins, and send the HTML file to the web browser. Because dynamic content is generated server-side, it is typically served from origin servers, not a cache.

Argo Smart Routing will help you optimize the delivery of dynamic content to your end-users — no matter where they are.

What our customers are saying

“Argo Smart Routing cut response times by **35%** on average. The performance improvements were even greater for sites with global audiences.”

Michael Smith
Senior Architect



“We have seen Cloudflare assist us in decreasing response times by **~50%** on our flagship sites over a period of five years. That translates into a better user experience for our customers — when our sites are faster, customers engage.”

Ross Simpson
Senior Principal Security
Engineer



“Argo Smart Routing reduced page load times by **53%** in Brazil, solving high latency in that region. Cloudflare’s worldwide reach ensures that we can deliver top-notch performance to our global customer base.”

Christoph Haas
Director of Entain Sports
Technology



How to get started

Cloudflare can be enabled straight from the dashboard with a [few simple clicks](#).