

# MarketWise Avoids a Weekend Domain Crisis with **Traffic Health**

## 3.8M+

Subscribers

## 100+

Affiliate Partners

## 5.3M+

Gross Clicks YTD

### A Program This Successful Couldn't Afford a 3-Day Outage

Managing 100+ affiliates across eight brands left MarketWise vulnerable to untraceable domain blacklisting. Everflow Traffic Health averted their sudden three-domain crash on a Friday afternoon, resolving it in minutes.

### How Did They Do It?

- **Eliminated shared link vulnerabilities** by deploying dedicated partner domains
- **Replaced manual spreadsheet tracking** with automated logs to map partner health
- **Rolled out real-time alerts** to automatically detect and resolve critical domain crashes

[Read Full Case Study](#)

