

# Blog

Insights, updates, and technical deep-dives on building the future of lead exchange infrastructure.

Featured • December 28, 2024

## Building Real-time Lead Distribution at Scale

How we engineered our infrastructure to handle millions of lead exchanges per day with sub-100ms latency, ensuring your leads reach the right buyers instantly.



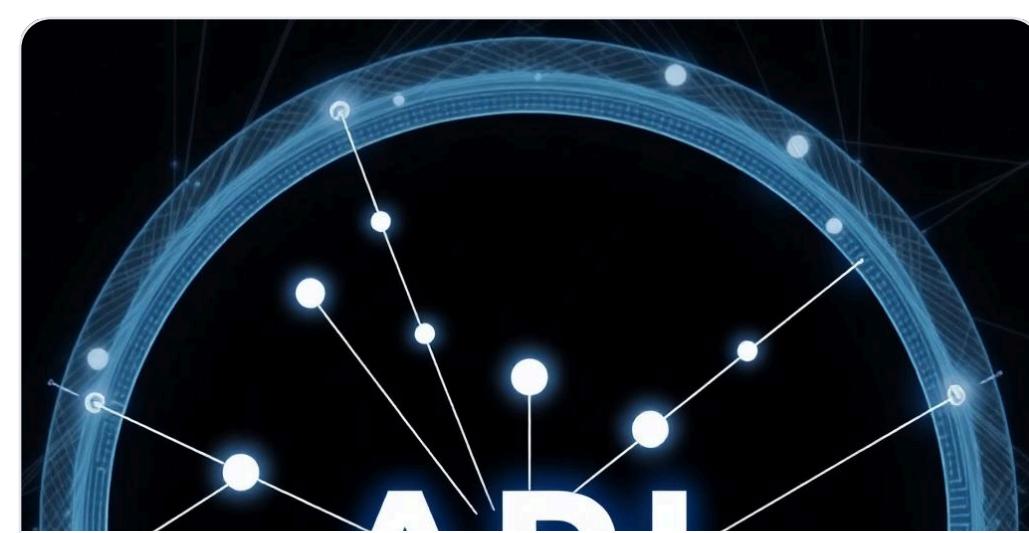
Alex Chen  
Engineering Lead

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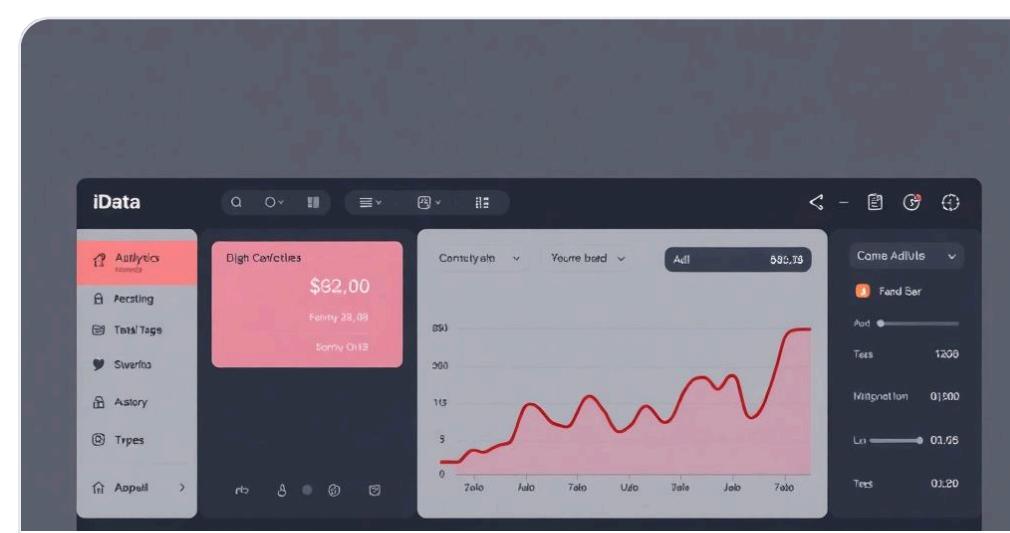
Engineering Dec 25, 2024

### API Rate Limiting Best Practices

Learn how to implement effective rate limiting strategies to protect your lead exchange infrastructure.



Sarah Johnson



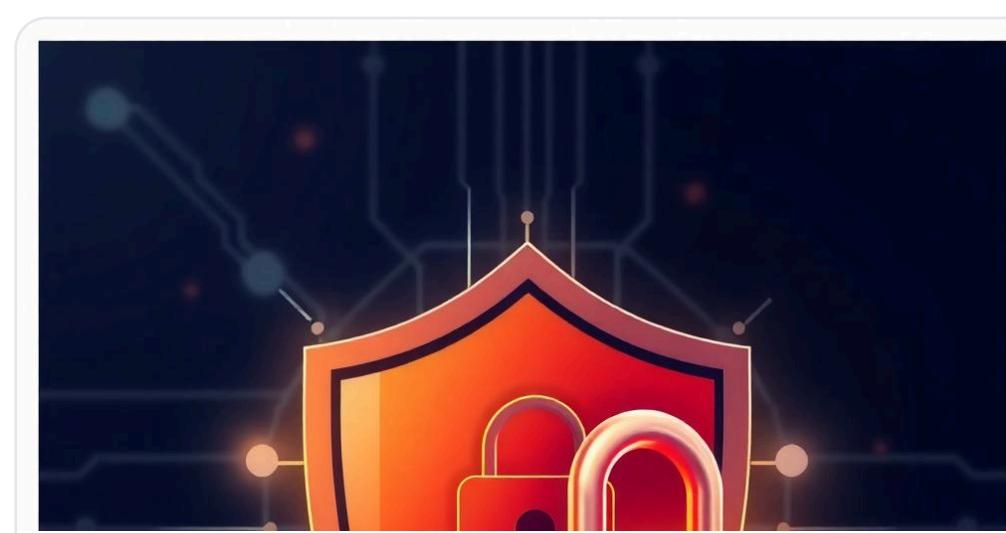
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### Lead Quality Scoring Algorithm

Deep dive into our machine learning approach for automatically scoring lead quality in real-time.



Emma Rodriguez



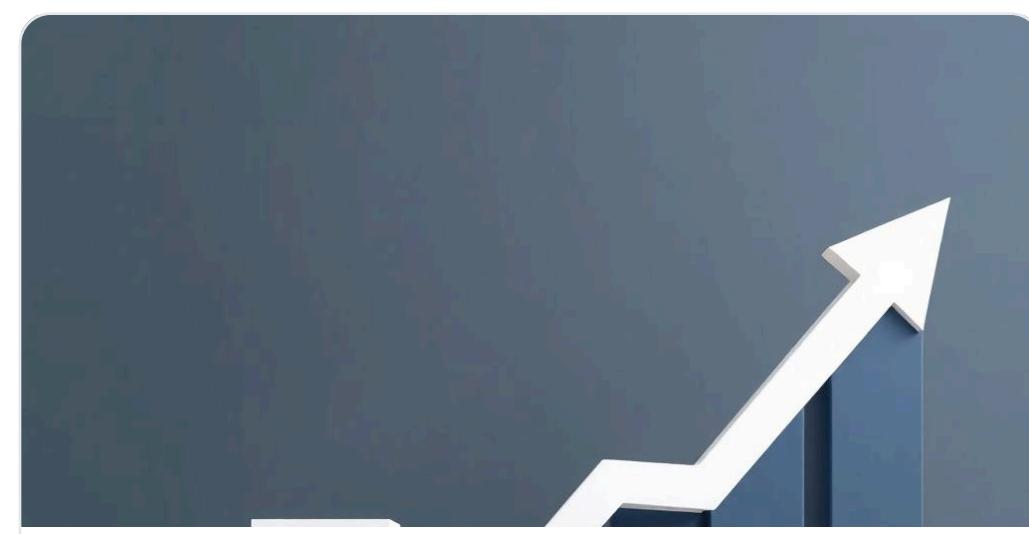
Security Dec 20, 2024

### Zero-Trust Security Architecture

How we built enterprise-grade security into every layer of our lead exchange platform.



Michael Park



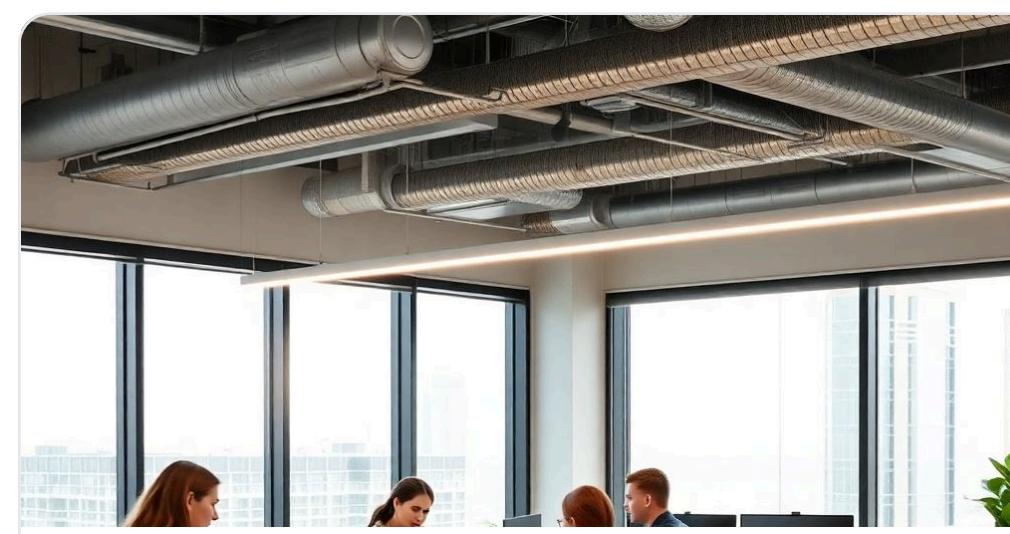
Industry Dec 18, 2024

### The Future of B2B Lead Generation

Market trends and predictions for how lead generation will evolve in the next five years.



Lisa Wang



Company Dec 15, 2024

### Building a Remote-First Engineering Team

Lessons learned from scaling our distributed engineering team across multiple time zones.



David Kim



Engineering Dec 12, 2024

### GraphQL vs REST for Lead APIs

Performance comparison and use case analysis for different API architectures in lead exchange.



James Wilson

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