

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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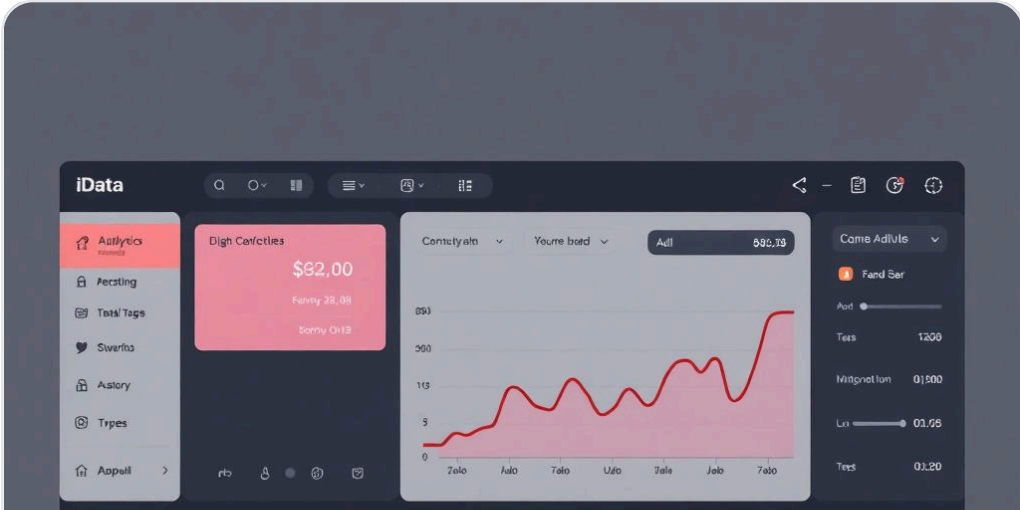


Engineering Dec 25, 2024

API Rate Limiting Best Practices

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

Sarah Johnson

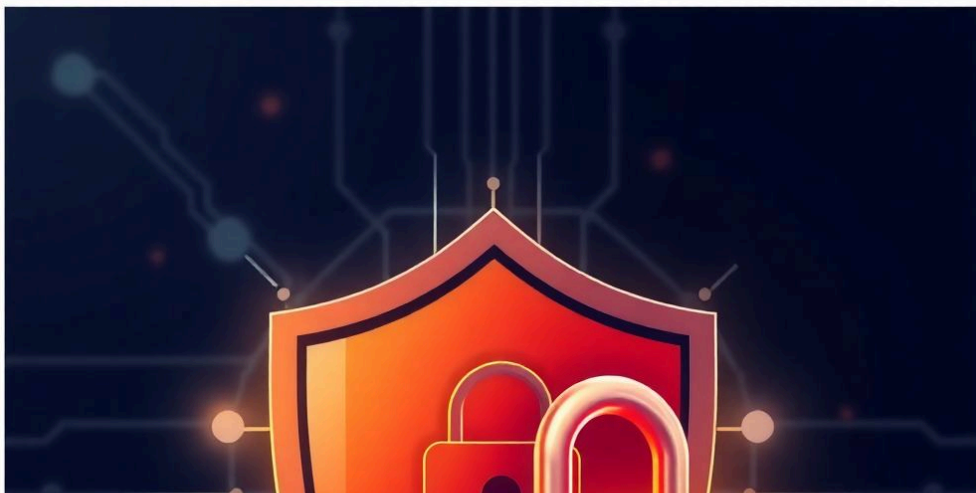


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Lead Quality Scoring Algorithm

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

Emma Rodriguez



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Zero-Trust Security Architecture

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

Michael Park

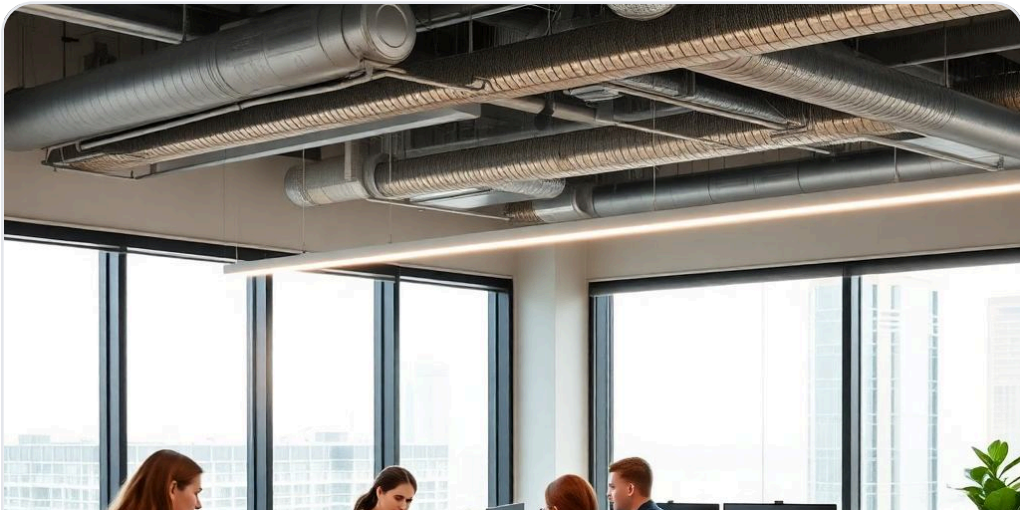


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The Future of B2B Lead Generation

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