

I Love Manchester.

Customer Success Story



COMPANY: I LOVE MANCHESTER | SECTOR: DIGITAL MEDIA : | SOLUTION: DEDICATED SERVER



I Love Manchester (I Love MCR) is one of Manchester's most well-respected digital publications which showcases life in Greater Manchester, helping people discover (and rediscover) the city's supersonic stories and secrets.

By sharing good news, community stories and acting as a cultural city guide, I Love Manchester has become one of the city's most iconic brands.

Launched in response to the riots in 2011, I Love MCR, now a globally recognised brand continues to fearlessly and optimistically champion a better and sustainable future for the city of Manchester, boost the local economy and enhance the city's public image.

I Love Manchester aims to inform, inspire and influence a huge community of people while creating a unique picture of the city.

The long and the short of it is, I Love Manchester is a positive publication and platform to advertise Manchester as a destination to visit, live, work and do business in an aim to boost the local economy.

Whilst bringing stories to life, I Love Manchester advertises businesses and raises awareness of charities which benefit communities within Greater Manchester - using social, digital marketing and outdoor media.

Datacentreplus is thrilled to provide the hosting platform for I Love Manchester, particularly as we share their vision of championing a better and sustainable future for the city of Manchester.

Technical Approach:

The main concern for I Love Manchester was the platform's ability to **cope with traffic surges**. They have one of the **most-visited** Manchester news sites and sometimes a particular news item may get thousands of visits.

The **online infrastructure** of I Love MCR is essential to the daily work they undertake, **including content distribution, promoting community activity and actively engaging with their large audience base**. Their website is also their main means of communication to their target audience, so **reliability and uptime** is of paramount importance to them.

It was therefore critical that I Love Manchester chose to work with a hosting partner that took the time to understand their requirements and the nature of their business.

Chris Ashcroft, Head of Technic Services at Datacentreplus explains:



*“We ensured that they were on a dedicated server platform that could **easily scale and cope with the surges**. In addition, we also placed them on a **low-contention network** so their audience don't have to hang around, waiting for links to load”.*

Proud Supporters:

Rachel Waters, Communications Manager at Datacentreplus says:

*“I Love Manchester is a great platform that highlights the great place Manchester is and what the city represents. To be working alongside such an iconic brand that shares our vision is **absolutely fantastic**”.*



To find out more about I Love Manchester you can learn more [here](#) or visit their website at <https://ilovemanchester.com/>

@ILOVEMCR

#ILOVEMCR



We love to share great success stories of our customers.

If you want to share your story, get in touch with us today.

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