

INNOVATE OR DIE:

The State of The Proxy Industry in 2023

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R.I.P. TO A REAL ONE







Expenses

DATA CENTER

THE DEATH OF



Use of data center IPs to scrape search engines at Rayobyte

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The Death of Data Center





The stagnance of Rayobyte during a social media ban



The Death of Data Center

eCommerce search result when queried with data center IP

07

eCommerce search result when queried with residential IP









Costs of Scraping





Price

Rotating vs Static

	Price	Ban rate	Maintenance
Rotating Proxies	Higher	Lower	Higher
Static Proxies	Lower	Higher	Lower

Proxy Pilot



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Types of Available Proxies





Proxy Pricing



One of our largest customers scrapes eCommerce **4 billion times per month, at around 2 petabytes of data.**

They do this all over **37,000 IPS**, at a cost of **\$1/IP/mo**.

Total proxy cost: \$37,000/mo If they were to use residential proxies, at a rate of \$0.50/GB

> Total proxy cost: \$1,000,000/mo

WHICH IS 30x HIGHER!



Price Breakdown



Price Breakdown



Price Breakdown Worksheet - Part 1

Innovate or Die: A Price Breakdown Worksheet Presented by Rayobyte

This simple worksheet will help you calculate the true "cost per scrape" of various differe designed to work for one project- if you are scraping multiple types of vuestites with mult need to complete this more than once. "Cost per scrape" can help you make significant st manage a challenging time better by finding the critical path to profitability.

Part I: Calculating Cost-Per-Scrape

1. how much is your computing resource cost in a given month?
Ans. Le - MSR, Alore, or related cost (2n) Bo you use CORL or browner-based kools for scraping? Use Two No
3. What are your development resources costs in a given month?
Ans
4. How many scrapes do you do in a given month?
Ans
Part II. Let's Calculate Your Total Cost
The cost per scrape is the total cost of your scraping efforts divided by the total number of scrapes yo conducting in a month.
5. What are your total costs in a given month?
(answer to question 1) +(answer to question 2) +(answer to question 3) =

6. Calculate your cost-per scrape using the answers to previous questions

____(answer to question 5)_____ / ___(answer to question 4)_ = _____

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Worksheet Walkthrough

Worksheet Walkthrough



1. What is your monthly computing resource cost?



e.g. AWS, Azure, or related cost

(1a.) Do you use cURL-like requests or browser-based tools for scraping?

CURL Browser

Worksheet Walkthrough

2. What are your total proxy costs?



(2a.) How many gigabytes of data do you scrape in a given month?



3. What are your monthly development resource costs? \$8,000

4. How many scrapes do you do per month? 100,000,000



Worksheet Walkthrough

Part II: Calculating Cost-Per-Scrape

5. Calculate your total costs in a given month:



6. Calculate your cost-per-scrape using the answers to previous questions:





Real Life

Real Life Impact- Scenario 1

Part III: Modeling Proxy Cost Increase

7. Copy relevant info from the other side of the worksheet:





Real Life Impact- Scenario 1

Part III: Modeling Proxy Cost Increase

7. Copy relevant info from the other side of the worksheet:



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Real Life Impact- Scenario 2

Part IV: Modeling Computing Cost Increase

11. Copy your current computing cost per month from the other side of the worksheet:



Answer to question 1

12. Estimate the new computing cost cost:

\$2,000 * 100 = **\$200,000** Answer to guestion 11 Estimated new cost

13. Calculate cost increase:

\$200,000 Answer to question 12 -\$2,000 Answer to question 11

Cost increase per month

_\$198,000





Plan for Rising Costs







THANK YOU