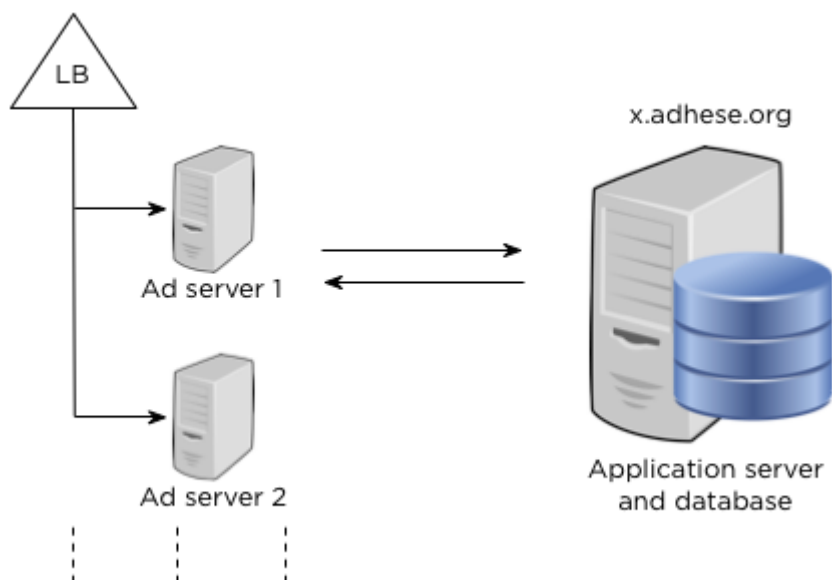# Architecture

Adhese consists of an application server and a database. The Adhese application server manages the publisher's ad servers and ensures smooth campaign delivery.

There is a constant flow of feedback between the application server and the ad servers. The application server tells the ad servers which campaigns have been booked and what their characteristics are, such as delivery method and schedule. In turn, the ad server reports back to the application server the number of ads it has delivered.

Adhese uses load balancing (LB) to improve performance and speed. Load balancing distributes incoming requests across a cluster of multiple ad servers.

The architecture and interconnections are visible in the diagram.

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