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Filtering by DPI has a number of advantages:

1. More convenient:
rules are applied at one place: DPI platform loads and applies rules from a list.
1. More efficient:
the size of a list is 4 billion URL (compressed in memory up to 10 times). For comparison: there are 600 million sites in the whole world. DPI filters up to 2 million URL per second on 1 CPU kernel. For comparison: Google public DNS executes about 800000 requests per second only. Its traffic capacity is up to 40 Gb per second on 1 CPU. Insertion delay is less than 30 us (compare with proxy and even expensive hardware vendors). 1 CPU is enough to filter the whole Russia traffic when using asymmetric routing scheme.
1. More functional:
out of the box support for http and https, other protocols can be added;
filtering does not depend on port's number (i.e. <http://www.example.com> и <http://www.example.com:8080>);
does not depend on site's IP address modification;
redirection to a specified page is available instead of blocking.
1. More reliable:
operates 24×7 and supports Bypass. And how often you see your squid down or some sites non responding on higher load?
The list's download and application process is automated. Consider "do it by yourself" solutions with unpredictable reliability.
1. And, the most important: more cheap!
Our solution is much cheaper than other modern DPI platforms (Procera/Allot start from \$100,000).
And our solution provides more functionality and is developed continuously - unlike old DPI platforms (Cisco SCE).
DPI runs on a general purpose computer. Filtering functionality is provided at the minimal price (ENTRY license).
Our support costs are almost zero as all processes are automated and there is no need to waste time and money on development and support of the own solution.
Proxy hardware of the same capacity would be much more expensive: the costs for DPI hardware is less than EUR 100 per Gb/s for 40G platform.

Furthermore, DPI platform has many other useful functions, unlike the dedicated solution for filtering.