



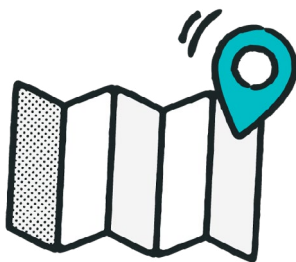
Uptrends' Real User Monitoring

Webpage experience data straight from your actual users

Uptrends Real User Monitoring (RUM) captures and aggregates page performance and user environment details in near real time as your users navigate your site, giving you rich user experience data.

Get near real-time actionable experience data from your users

You can control lots of your website's aspects. In fact, you've optimized everything to make sure your users have a quality user experience. But are they? What you can't control is the environment your site visitors use to access your content. Uptrends Real User Monitoring (RUM) gives you the environment details and experience metrics you need to make wise optimization decisions.



Location: Where are my actual users?

Chances are, you know the locations of most of your site's users. However, due to localized Internet infrastructures, some of your users may not receive the same quality experience as other users using similar devices. RUM allows you to see performance metrics based on the country and, in some cases, states or provinces.

Devices: What do my actual visitors use to connect?

Are your users early adopters, or do they hang on to their aging devices? RUM captures device type so you can compare performance between different manufacturers and device versions and optimize your websites and web applications for all your users. Every user deserves a quality experience.



Browsers: Get page performance across browsers

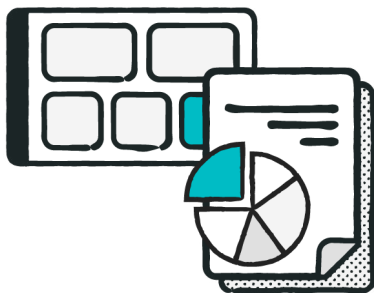
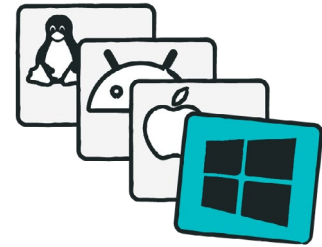
There are so many different browsers and browser versions. If you're just optimizing for Chrome, you may need to rethink your plan. RUM gives you the browser (e.g., Chrome, IE, Edge, Firefox, Safari) and the browser's version. You can see exactly how browser choices affect your page's performance.



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Operating systems: Which OS do my visitors use?

It's great to know the device type, but better still is knowing the operating system and version the device is using. Automatic updates keep many users current, but not all users allow the feature leaving many users running older versions. How many? RUM can tell you.



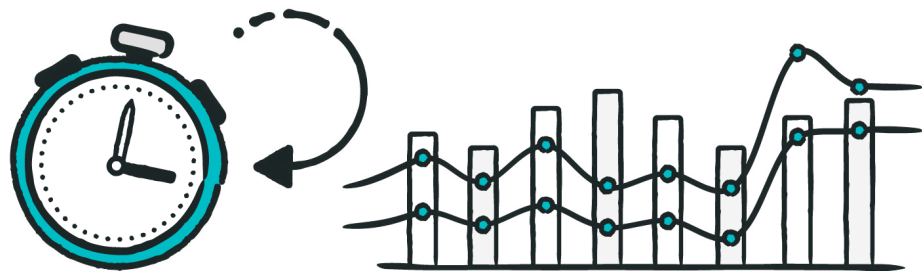
RUM Reports and dashboards

Uptrends has interactive dashboards that allow you to get as granular as you need. You can drill down to see performance metrics for specific device types, locations, browsers, or operating systems. Give your most important metrics their own tile to make them stand out.

Track the metrics that matter

Uptrends tracks the load time, network, frontend, and backend metrics you need to get the full picture of your users' digital experiences. You get metrics such as:

- Download time
- Time to first byte
- Page ready time
- Connection duration
- Send duration
- DOM duration
- Render duration



Simple setup with near real-time reporting: How RUM works

To start using RUM, you create a new RUM Website. Uptrends generates a script file for the new RUM website. Add the code snippet to your page header. You can add the script file to any pages you want (provided they share a domain). Relaunch your site, and you're done.

Now, each time a user opens a page with the RUM code, several things happen:

1. Data collection: The script begins collecting user data and performance data.
2. Data submission: The script packages the information and sends it to Uptrends in the cloud.
3. Processing: Uptrends immediately aggregates the data with the rest of your RUM data.
4. Reporting: As soon as Uptrends finishes processing (just a few moments), the data appears in your reports.