

LevelB/ue



PRODUCT BRIEF

# Web Performance Analysis Built for Business Impact



Your website's user experience directly affects your business outcomes. The challenge with site performance is quantifying "how much" it impacts your digital experience. How do you precisely balance page speed against site changes for the highest business outcome and best customer satisfaction? Get a complete view of your web and mobile users with real-time performance data from all user events and take action with mPulse from LevelBlue Content Delivery Network.

### Front-End Performance Means Business

As back-end APM solutions have improved over the past decade, so that more code than ever is originating from the browser, website performance is now a front-end problem.

Up to 90% of performance issues can be attributed to front-end processing. mPulse identifies the immediate impact of user-perceived performance on transaction volume, revenue, conversions and other key business metrics.

### Key Elements

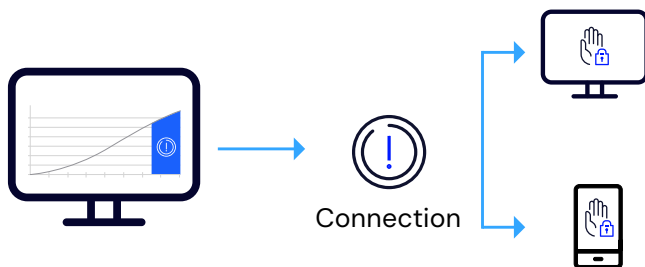
- **Real-Time and Historical Data:** Collects and analyzes usage and event data to identify real-time and historical patterns across any campaign, site modification, product release, etc. quickly and accurately.
- **Unique "What-If" Feature:** Apply predictive analytics to your user data to understand better the patterns of your business, as well as the unique relationship between performance and successful revenue and conversion outcomes.
- **Full SPA Support:** Support for all Single-Page application (SPA) frameworks, even custom.
- **Correlation and Analysis:** Business and performance metrics come together. Object-level details displayed in waterfall dashboards show individual user experiences and identification of bottlenecks or single points of failure (SPOFs).



mPulse Sample Dashboard

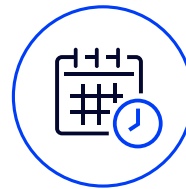
**Take Action:**

Whatever your business goal — be it conversion, revenue, page views, session length, or all of the above mPulse allows for the deepest analysis, the most control and full integration with back-end APM solutions. You can easily customize timers and dashboards to personalize metrics and dashboards. Waterfall charts capture object-level data and allow you to drill into front-end performance problems like third-party services, images, and more.



**Get More Value out of mPulse with Data Science**

Out of billions or trillions of data points, comes simplicity and guidance. mPulse, powered by data science, gives you the contextual intelligence and easy-to-understand visualizations you need to guide effective decision making across any level or segment of your digital business. Here are some examples:



**Which Pages Matter Most?**

Conversion and Activity Impact Scores answer the question: how much impact does the performance of this page have



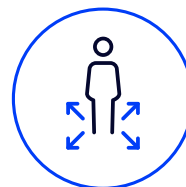
**Master Your Third-Party Resources**

Measure and manage all your third-party resources. Understand the performance impact of all third parties and then take action to optimize.



**Control Marketing Campaigns in Real-Time**

Using third party analytics combine performance and marketing analytics to visualize and adjust campaigns in-flight.



**Suffering from Alert Fatigue?**

Data Science uses your entire data history to model your traffic, and sends you alerts with the greatest precision in the industry.

# About LevelBlue

We simplify cybersecurity through award-winning managed security services, experienced strategic consulting, threat intelligence and renowned research. Our team is a seamless extension of yours, providing transparency and visibility into security posture and continuously working to strengthen it.

We harness security data from numerous sources and enrich it with artificial intelligence to deliver real-time threat intelligence. This enables more accurate and precise decision making. With a large, always-on global presence, LevelBlue sets the standard for cybersecurity today and tomorrow. We easily and effectively manage risk, so you can focus on your business.

**Cybersecurity. Simplified.**

To learn more about LevelBlue contact your account team or visit [LevelBlue.com](https://LevelBlue.com)