

# Akamai mPulse, 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 Akamai mPulse.

## Front-End Performance Means Business

While back-end APM solutions have improved over the past decade — and more code than ever is originating from the browser -- site performance is now a front-end problem. Up to 90% of performance issues can be attributed to front-end processing. Thus, mPulse identifies the immediate impact of user-perceived performance on transaction volume, revenue, conversions and other key business metrics.



mPulse Sample Dashboard



mPulse's Patented "What-if" Analysis

## Key Elements

**All the data, all the time, kept forever.** mPulse collects data from every user event and keeps it forever. Find answers across any historical campaign, site modification, product release, etc. — quickly and accurately.

**Patented "What-if" feature.** Combine 100% of your real user data with advanced predictive analytics to understand the patterns of your business, as well as the unique relationship between performance and successful revenue and conversion outcomes. Also, for online media, "What-If" illustrates the relationship of performance and user engagement.

**Full SPA support:** mPulse supports all 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).

## 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.

Right: mPulse Dashboard

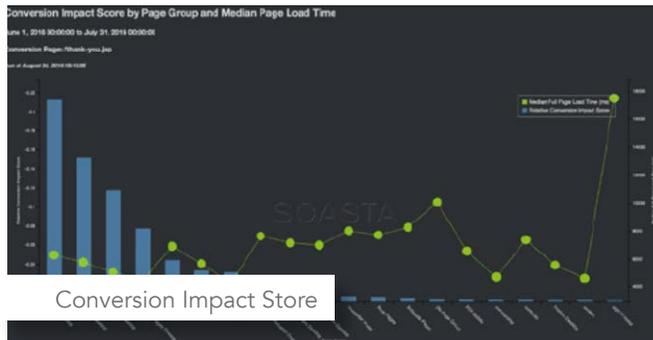


## Get more value out of mPulse with Data Science

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 on conversions or session length?



### Control Marketing Campaigns in Real-Time.

Using Google Analytics, Adobe Analytics, or IBM Coremetrics? Combine performance and marketing analytics to visualize and adjust campaigns in-flight.



### Master Your Third Party Resources

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



### Suffering from Alert Fatigue?

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

