

mPulse

Digital Performance Tracking and Business Optimization



With the rise of global data and trends moving at the speed of light, performance is everything. Organizations are looking to maintain loyalty and keep users engaged online.

A cloud delivery platform helps you transport and optimize your digital experience to your distributed end users – making it fast, reliable, and secure. Real user monitoring (RUM) enables real-time performance monitoring and analysis of websites and online applications to help improve overall digital experience for your end users.

mPulse

mPulse is Akamai's real user monitoring (RUM) solution that enables companies to monitor, find, and fix website and application performance issues. It then correlates performance directly to business and user engagement metrics such as conversions, page views, and revenue.

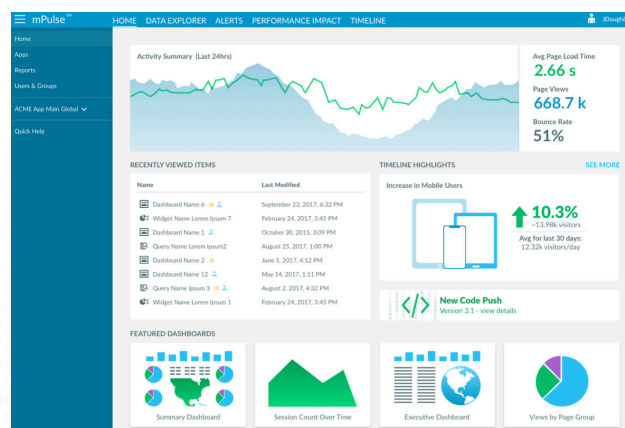
How mPulse Works

mPulse captures data from 100% of end users in real time, making it easy to identify issues before your users do. mPulse measures when a web page visually looks ready to use, when a user interacts with it, and when the page is actually capable of responding to a user interaction.

mPulse is also fully integrated with Akamai's flagship performance solution, Ion, enabling you to instantly collect RUM data with a simple activation.

BENEFITS TO YOUR BUSINESS

-  **In-depth** visibility into every web and mobile user experience
-  Access to a range of dashboards that capture and present data **in real time**
-  **Alerting on unusual behavior** impacting your end users
-  Measurement, analysis, and correlation of the **impact of performance** on business outcomes



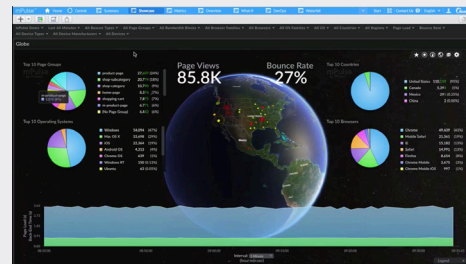
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Key Elements

Real-Time Insights

mPulse captures data from 100% of users in real time, and features the ability to differentiate between bots and humans, allowing you to monitor changes in end-user performance during your most critical events.

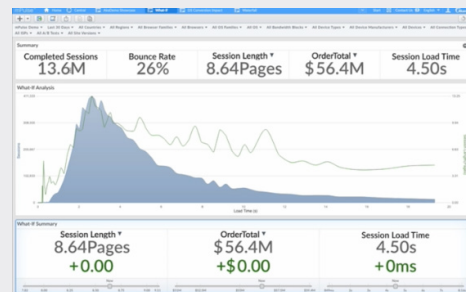


Actionable and Customizable

Retrieve actionable insights and custom metrics that track your key performance indicators (KPIs) to gain full visibility into performance optimization opportunities unique to your website.

What-If Analysis

Correlate and understand the relationship between website performance and key business metrics like revenue and conversions through the combination of real user data with advanced predictive analytics.



Third-Party Visibility

Resources and scripts from third-party vendors are used for ads, analytics, social media, and countless other purposes. mPulse lets you easily monitor and manage the performance impact of third-party resources.

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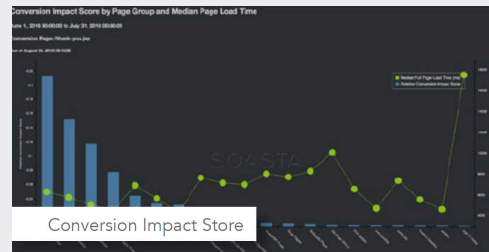
AKAMAI mPULSE: PRODUCT BRIEF

Get More Value Out of mPulse

mPulse 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?



Adobe
Analytics



Google
Analytics

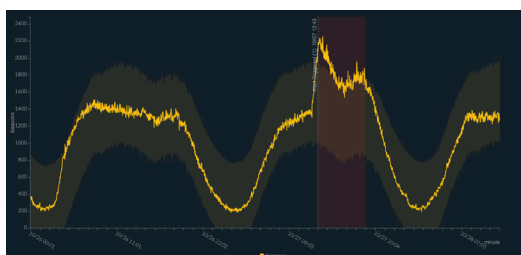
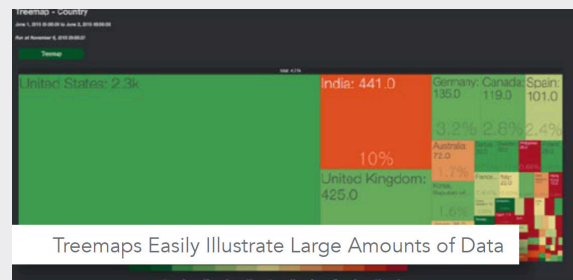


Control Marketing Campaigns in Real Time

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, and then take action to optimize.



Suffering from Alert Fatigue?

mPulse anomaly detection automatically identifies unusual behavior and triggers alerts in real time, allowing you to detect a potential problem early and act on it.

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AKAMAI mPULSE: PRODUCT BRIEF

mPulse Service

Akamai's mPulse Service package helps you to optimize the use of mPulse by enabling a unique digital marketing strategy that collects and analyzes every byte of performance data about web and mobile users in real time. This integrates detailed site performance and an assessment of trends to drive measurable business outcomes to empower our customers.

Key Features



Monthly Tuning Report identifies site performance and assesses trends, enabling full visibility into your application's performance. It also helps identify and isolate potential problem areas impacting business-relevant KPIs.



Business Assessment provides in-depth analysis performed by an industry expert for site-wide problems impacting business-relevant KPIs. The analysis will be documented, and specific recommendations will be presented.



Professional Services includes an aligned Akamai Solution Expert and quarterly hours that can be used for recommendations coming out of the monthly tuning report, business assessment, or Q&A.



Akamai secures and delivers digital experiences for the world's largest companies. Akamai's intelligent edge platform surrounds everything, from the enterprise to the cloud, so customers and their businesses can be fast, smart, and secure. Top brands globally rely on Akamai to help them realize competitive advantage through agile solutions that extend the power of their multi-cloud architectures. Akamai keeps decisions, apps, and experiences closer to users than anyone – and attacks and threats far away. Akamai's portfolio of edge security, web and mobile performance, enterprise access, and video delivery solutions is supported by unmatched customer service, analytics, and 24/7/365 monitoring. To learn why the world's top brands trust Akamai, visit akamai.com, blogs.akamai.com, or @Akamai on Twitter. You can find our global contact information at akamai.com/locations. Published 10/20.