# REAL USER MONITORING – FINDINGS

## KEY FINDINGS FOR REAL USER MONITORING

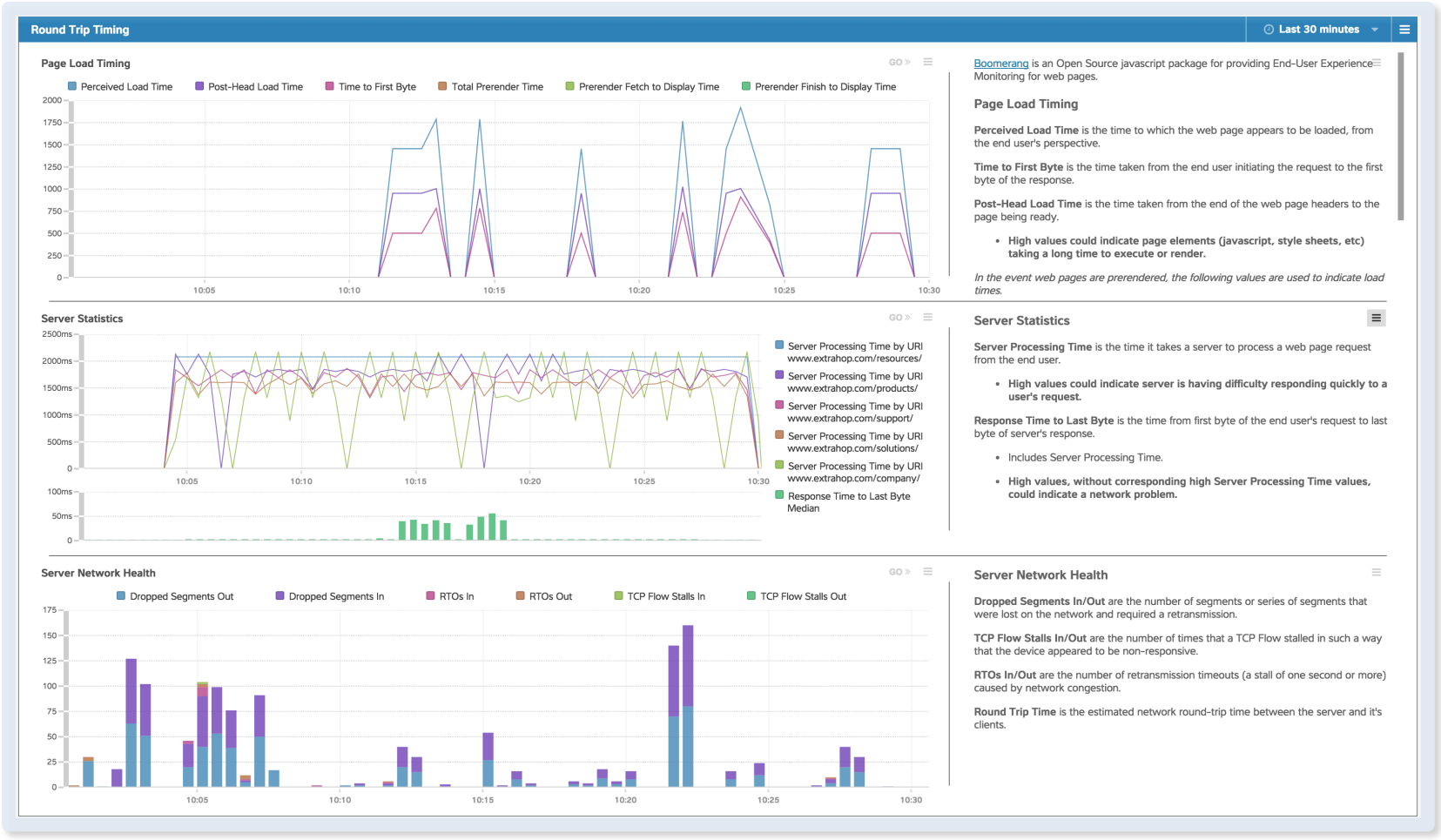
| | |
|---|---|
| **1** seconds | • Perceived page load time by end-users. This is good performance but should be monitored to ensure revenue, conversions, and user satisfaction. |
| **2.4** seconds | • Server processing is the largest contributor to performance. Pages are usable sooner, but this should be watched. |
| **330,000** | • Dropped data segments forced application retransmissions impacting end-user performance and should be addressed immediately. |
| **Microsoft Windows** | • Is the most common end-user platform. Understanding platforms, browsers, and usage focuses application, network, and infrastructure tuning efforts. |

## INDUSTRY FACTS

- **Up to a 7% increase in conversion rate** can be achieved for every 1 second of performance improvement – KissMetrics
- **Up to 1% of incremental revenue** can be earned for every 100ms of performance improvement – Walmart Page Speed Study
- **A one second delay** can decrease customer satisfaction by 16% – Aberdeen Group

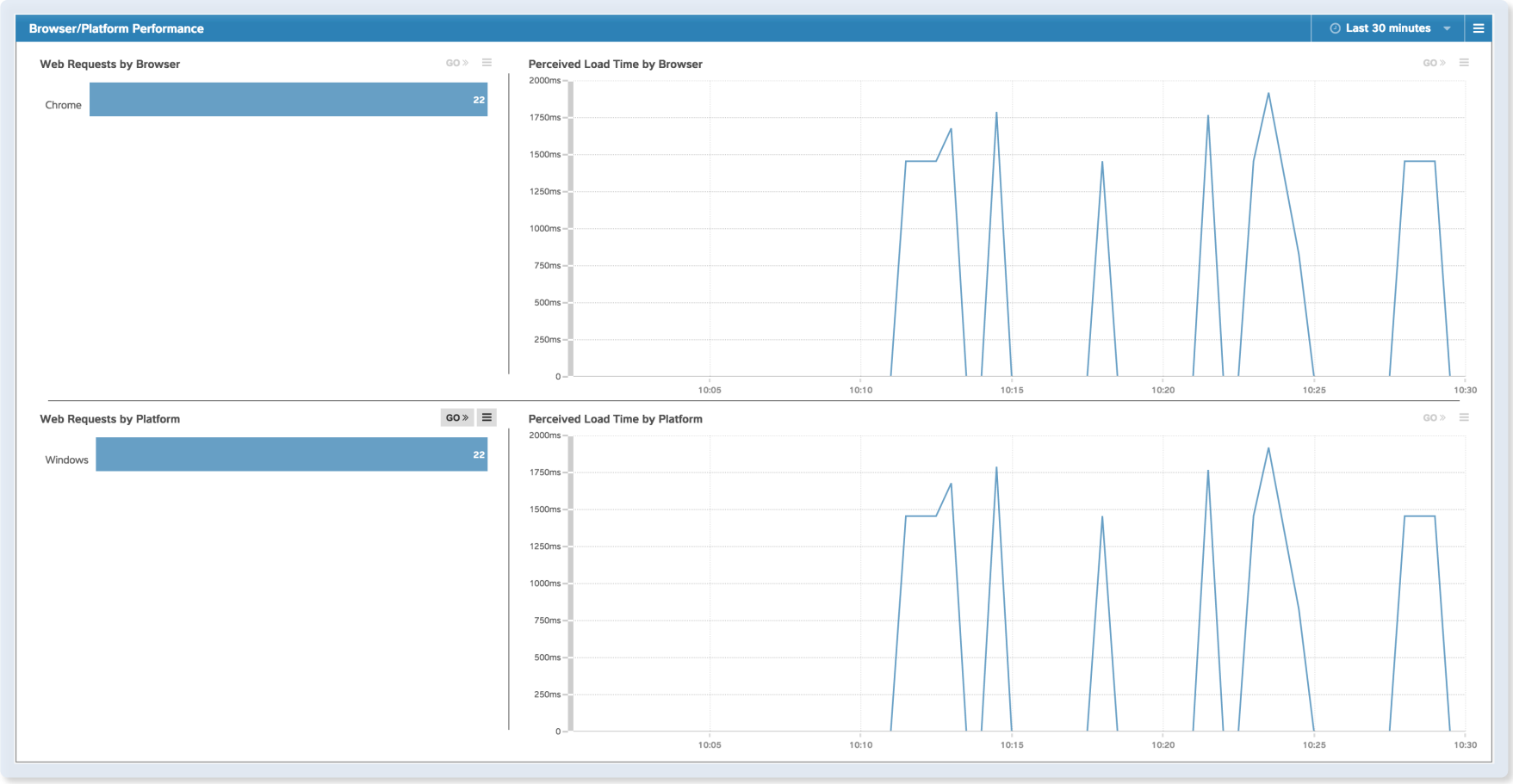
# REAL USER MONITORING DASHBOARDS

The Real-User Monitoring dashboard shows page-load timing, one of the most vital user experience metrics, and then provides further insight by correlating that data with server network health and server processing time. These metrics help you proactively address performance issues before you start getting calls from frustrated users.



# REAL USER MONITORING DASHBOARDS

*The dashboard region shown below reveals which browsers and platforms people are using to visit your site, and which ones are getting the fastest experience.*



# REAL USER MONITORING DASHBOARDS

*In this dashboard region, you can see several metrics that indicate how fast a user is able to consume and interact with content on your application. Speedy load, response, and processing times increase engagement and conversion rates.*

**W3C Navigation Timing** — Last 30 minutes

For a more detailed break down, see the W3C Navigation Timing Processing Model

### Pre-Request Attributes

*Actions taken by the end user's browser before making an HTTP request.*

**Origin Redirect** -- if the last request resulted in an HTTP Redirect, time it takes the end user's browser to perform said redirect.

- Includes Browser Unload Document time.

**Browser Unload Document** is the time it takes to unload the previously requested page from the user's browser.

**Fetch from App Cache** -- if there is a copy of the requested page in the end user's local browser cache, time it takes to fetch it.

**Domain Lookup** is the time it takes for the end user's browser to make a DNS request for the domain of the requested page.

**TCP Connect** is the time it takes the end user's browser to establish a connection to the server of the requested page.

### Request/Response Timing

**HTTP Request to First Byte of Response** is the time it takes from the moment the end user's browser makes a request until the first byte of the response from the server arrives.

**HTTP Response Time** is the time it takes for the server response, from start to finish.

### Client Processing Time

**DOM Interactive** is the time it takes the end user's browser to make the requested page minimally interactive.

**DOM Content Loaded** is the time it takes the end user's browser to completely load the requested page.

**DOM Complete** is the time it takes the end user's browser to complete the requested page load.

- Includes DOM Interactive and DOM Content Loaded.

# REAL USER MONITORING DASHBOARDS

*This dashboard region shows your most requested web pages, page bandwidth, http overhead, and status codes. This is your window into which web pages are getting visited, and how they're performing, so you can optimize them to deliver the best experience to your customers.*