

# Digital Experience Tales from the Field

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2023

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## Digital Experience Tales from the Field

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- 5 minutes: Introductions & Visibility Recap
- 40 minutes: Digital Maturity Journey
- 15 minutes: Quick Fire Anecdotes



Question? Feedback? [Carl@dynatrace.com](mailto:Carl@dynatrace.com)

# Customer Experience is a Critical Competitive Advantage

## IT isn't a cost, **IT IS THE BUSINESS**

38%

of consumers say that a consistently positive experience is sufficient motivation to **pay a premium for a product or service**

58%

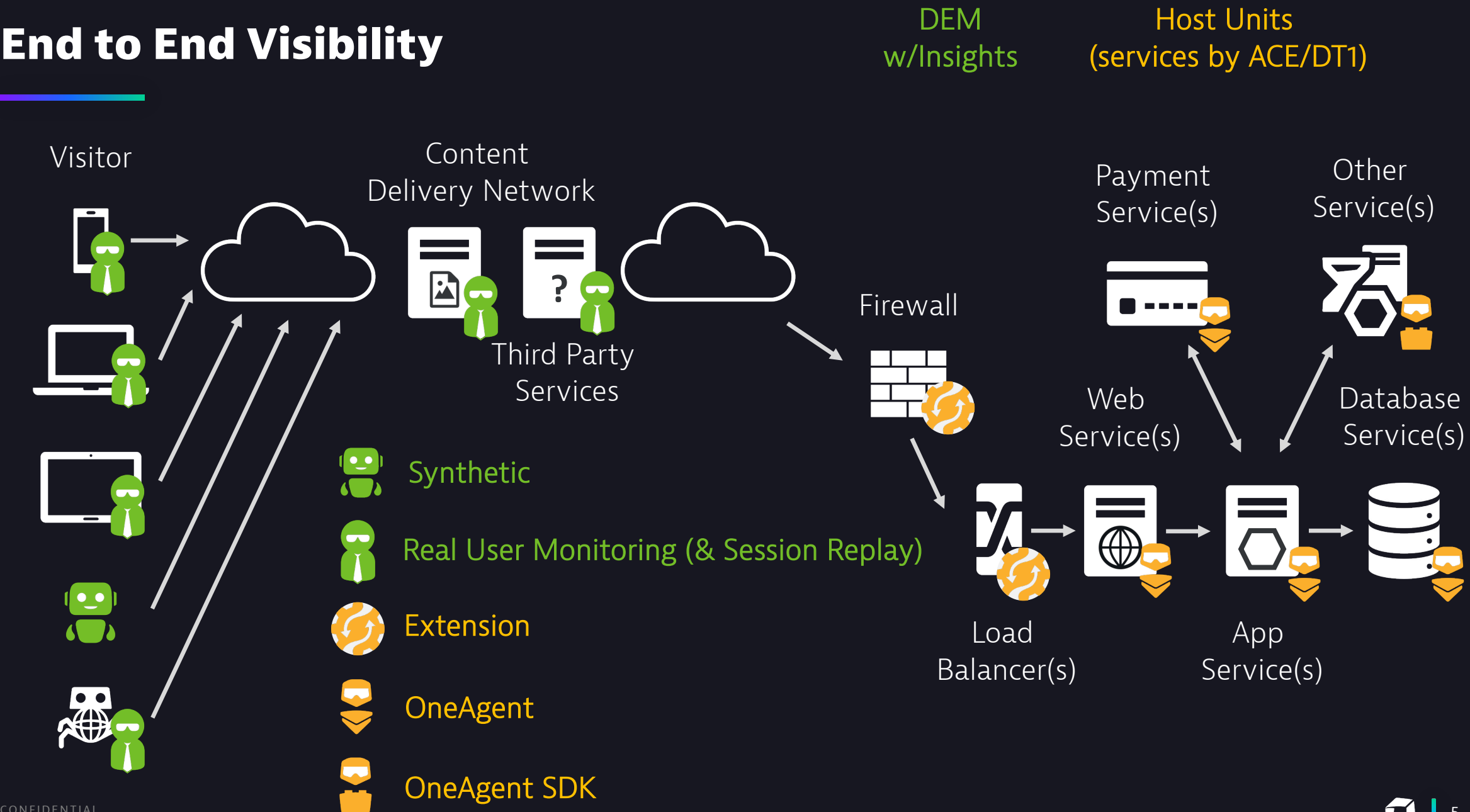
of consumers say customer experience is one of the biggest influences when **choosing one brand over another**

73%

of consumers said they were prepared **to sever ties with an organization** following a single poor customer experience



# End to End Visibility





# Digital Experience Management with Insights



## Hands on DEM Management and Best Practice

- Hands on DEM management allowing customer to focus on outcomes
- Curated DEM experience for each customer's unique vertical and use case
- Helping to spread the value of DT DEM wider and higher



## Big Data Analytics Powering Extended Use Cases

- Forever data retention
- Extending and expanding the core Dynatrace use cases
- Executive and business reporting
- Compelling analytics driven by complex data science



## Human Expertise Driving Digital Optimization

- Answering the big questions with DEM data
- Detailed recommendations for optimization
- Tying technical quality to business outcomes

# Unparalleled Value Across Stakeholders



DEM w/Insights

Deliver High Quality Software Faster

**4x** greater innovation throughput- AGII

**42k** more hours/year for innovation - TIAA

**0** major errors in post-production code – Rack Room Shoes

Simplify Cloud Complexity with end-to-end observability

**60%** greater operational efficiency - SAP

**99%** fewer support tickets - Kroger

**80%** faster issue resolution – Porsche Informatik

Optimize User Experience + Show and act on Business Impact

**20%** higher cart value - Mitchells & Butlers

**65%** lower customer churn - Vitality

**32%** increase in conversions – BT

# Using Monitoring Data to Optimize Business Outcome

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Digital Experience Management with Insights

# Using Monitoring Data to Optimize Business Outcome



# Maximise Visibility – Integrate, Integrate, Integrate



## Business KPIs

- Enrollments
- Conversions
- Revenue
- Payroll Distributions
- Cancellations



## Functional Errors

- Payment processing error
- Invalid date format
- Unknown error
- Failed to place order
- Sorry, try again later



## Context Alignment

- Page identifiers
- Audience segments
- Paid/organic
- Adobe props and eVars
- Data layer properties



## External Business Context

- Voice of Customer
- Chatbot session ID
- Recommendation engine
- CRM systems
- Call center KPIs

# Core Integrations & Web Properties

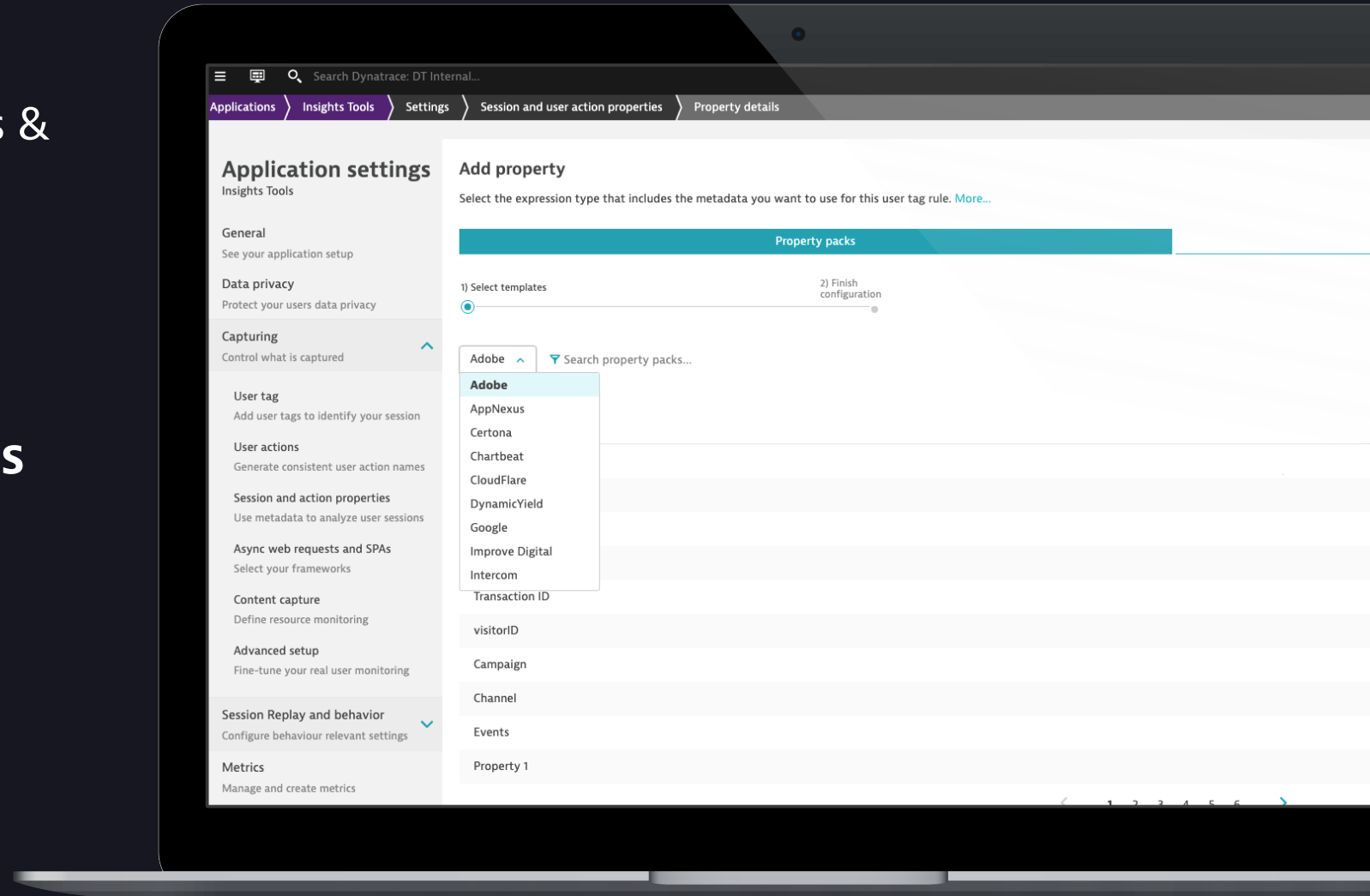
Protip: Set Referrer as  
Action & Session Scope

## 1. Out of the Box

- Web Properties (UTM Properties & Referrer)
- Marketing Tools (Google/Adobe)
- Voice of Customer Tools

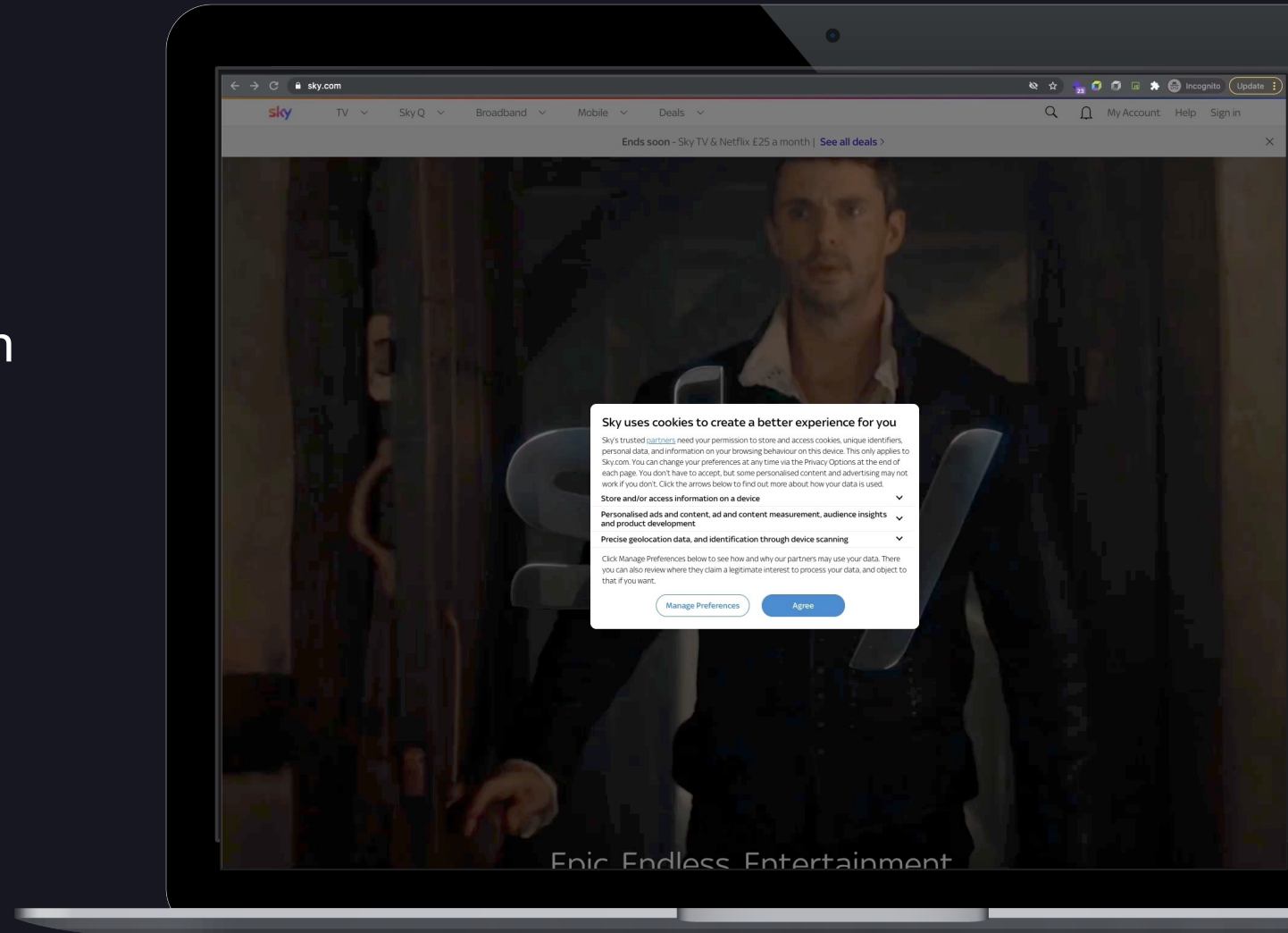
## 2. Custom Defined Properties (ask me about CLOVIS)

- CSS Selector
- JavaScript Variable
- Meta Tag
- Cookie Value
- Server Side Request Attribute



# Sense check often with tools like Wappalyzer

1. Install Wappalyzer Chrome Plugins
2. Load the intended website (ideally something important e.g. Login, Product Page, Contact Us)
3. Accept any Cookie Popups
4. Click the Wappalyzer Chrome Plugin Icon
5. Note potential tools to integrate
  - Analytics
  - Tag Manager
  - A/B Testing
  - Live Chat
  - Development
  - CDN





# Segment to suit your user base

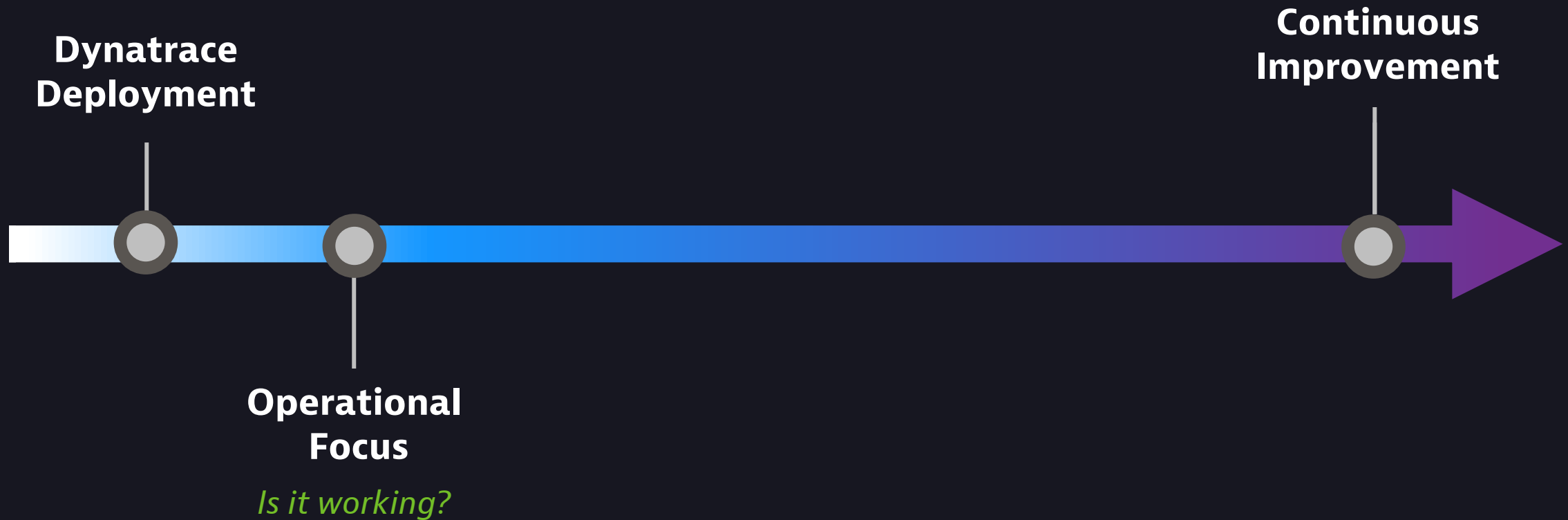
- Healthcare SaaS provider – complaints from particular specific Hospitals & General Practitioner locations
- Identify by Session Property & investigate before they complain

Office Numbers - Highest Slow Action Counts

Office Number	name	Average Action Duration	Total Action Count
10	loading of page /patient/eyeglassorder	30,453ms	31
1010	loading of page /patient/insurancertecheck	15,698ms	43
1010	loading of page /patient/materialordersmvc	11,729ms	33
1014	/api/office/1014/patientdemographics/getpatientsummarybyid?id= <masked>	20,547ms	58
1014	loading of page /patient/eyeglassorder	14,842ms	32
1014	loading of page /patient/materialordersmvc	12,334ms	33
1016	loading of page /patient/eyeglassorder	19,534ms	33
1016	loading of page /patient/demographics	12,079ms	53
1018	loading of page /patient/insurancertecheck	14,194ms	46
1018	loading of page /patient/materialordersmvc	13,060ms	38
102	loading of page /patient/eyeglassorder	27,239ms	36
102	/api/office/102/eyeglassorder/geteyeglassorderdetail?patientid= <masked>&ordernumber= <...	22,304ms	31
1020	loading of page /patient/insurancertecheck	13,780ms	48
1020	loading of page /patient/materialordersmvc	12,609ms	32
1022	loading of page /patient/eyeglassorder	20,960ms	38
1022	loading of page /patient/demographics	18,062ms	82
1022	loading of page /patient/insurancertecheck	14,572ms	41
1022	loading of page /patient/materialordersmvc	14,233ms	40
1024	loading of page /patient/materialordersmvc	13,284ms	52
1032	loading of page /patient/eyeglassorder	21,547ms	44
1032	loading of page /patient/materialordersmvc	19,556ms	31

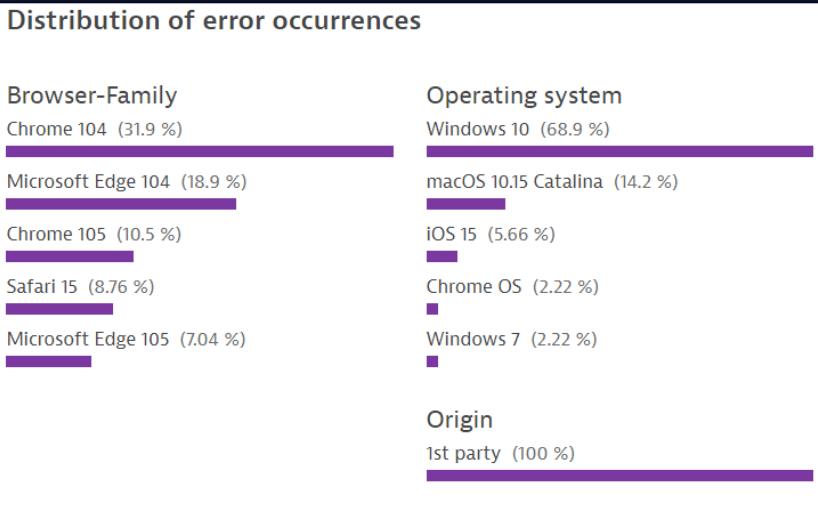
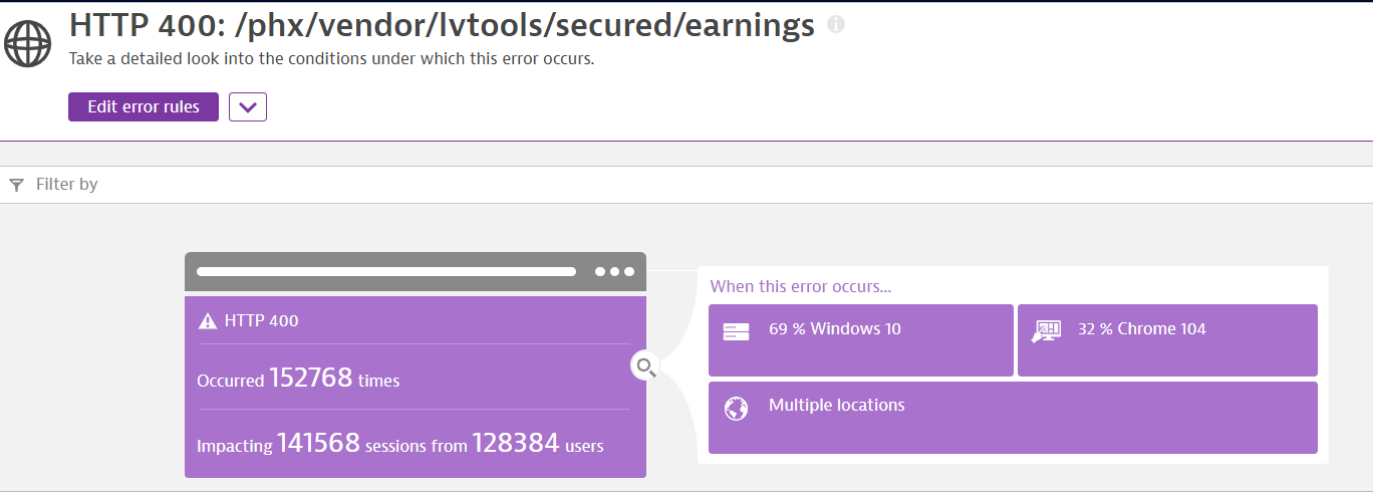
Resize to show more rows

# Start with what the visitor cares most about



# Don't ignore HTTP & JS Errors

- Most frequent Request error is “**HTTP 400: /phx/vendor/lvtools/secured/earnings**” occurring just under 153k times this period
  - This error primarily occurs on Chrome 104 utilizing Windows 10 OS, most often impacting the 'loading of page /etx/mkt/quotes' action



User action ⓘ	Percentage ▾	Error rate ⓘ
loading of page /etx/mkt/quotes	<div></div> 94.1 %	3.33 /min
/webapi/f/watchlist/saverecentsymbol.json	<div></div> 4.23 %	0.15 /min
/phx/market/externaldata/marketdigital/compan yoverview	<div></div> 1.09 %	0.039 /min
/phx/customization/getusercustomization	<div></div> 0.209 %	0.007 /min
/_imp_apg_/api/imp/v1.0/report/?fq=signin	<div></div> 0.168 %	0.006 /min
/phx/vendor/lvtools/secured/earnings	<div></div> 0.168 %	0.006 /min
/phx/pchart/public/webapiagg/aggregator? name=indexchartdata	<div></div> 0.042 %	0.001 /min

# Don't ignore HTTP & JS Errors

- When this request fails, the 'Earning Move Analysis' view does not load
  - Indicates this is user impacting and should be resolved

/earnings<sup>(1st party)</sup>  
[https://\[redacted\]/phx/vendor/lvtools/secured/earnings](https://[redacted]/phx/vendor/lvtools/secured/earnings)

This request failed with **HTTP 400**.

Overall

Load time154 ms

Started at1.16 s

Completed at1.31 s

Phases

■ Blocking

81 ms

■ Application Cache

< 1 ms

■ DNS lookup

< 1 ms

■ TCP connect

< 1 ms

■ Secure connect

< 1 ms

■ Request

72 ms

■ Response

1 ms

■ Callback

< 1 ms

Sizes

Transfer size433 B



Bearish

Bullish

Sector average 65.90%

MotleyFool 17%

Others 24%

4.15

4.20

170.00

0.26

2.15

2.17

172.50

0.74

0.77

0.78

175.00

1.85

0.18

0.19

177.50

3.75

0.05

0.06

180.00

6.10

0.01

0.02

182.50

8.55

0.00

0.01

185.00

11.05

15-Minute Delayed Option Quote: Aug 18, 2022

In-the-money options

Earnings Move Analysis

Earnings Move Analysis is unavailable for AAPL

Note: this analysis can only be provided for symbols with listed options. To view additional earnings data for this company, please visit the Earnings tab.

Refresh

Company Overview

Sector Technology

Industry Computers, Phones & Household Electronics

Apple Inc. (Apple) designs, manufactures and markets smartphones, personal computers, tablets, wearables and accessories and sells a range of related services. The Company's products

Similar Companies

See how AAPL compares to similar companies in Technology

Search

earn

Fetch/XHR JS CSS Img Media Font Doc WS Wasm

Has blocked cookies Blocked Requests 3rd-party requests

2000 ms 4000 ms 6000 ms 8000 ms 10000 ms

Name P... Ty... L... S... T... P... F... Waterfall

earnings xhr B... 0... 0... H...

1 / 103 requests 0 B / 3.4 MB transferred 0 B / 11.8 MB resource

Earnings Move Analysis

Next earnings date Oct 27, 2022 Estimated, after market

Implied move -

Implied dollar range -

Average implied move +/- 3.81%

Average absolute historical underlying move 3.47%

Option implied move Positive earnings move Negative earnings move

More earnings Methodology Disclosure

0.04

0.05

180.00

6.25

0.02

0.03

182.50

8.75

0.01

0.02

185.00

11.20

15-Minute Delayed Option Quote: Aug 18, 2022

In-the-money options

Company Overview

Sector Technology

Industry Computers, Phones & Household Electronics

Apple Inc. (Apple) designs, manufactures and markets smartphones, personal computers, tablets, wearables and accessories and sells a range of related services. The Company's products include iPhone, Mac, iPad, AirPods, Apple TV, Apple Watch, Beats products, HomePod, iPod touch and accessories. The Company operates various platforms, including the App Store, which allows customers to discover and

Search

earn

Fetch/XHR JS CSS Img Media Font Doc WS Wasm

Has blocked cookies Blocked Requests 3rd-party requests

20000 ms 40000 ms 60000 ms 80000 ms 100000 ms

Name P... Ty... L... S... T... P... F... Waterfall

earnings h... xhr B... 4... 2... H...

1 / 197 requests 4.2 kB / 3.5 MB transferred 17.6 kB / 12.0 MB re



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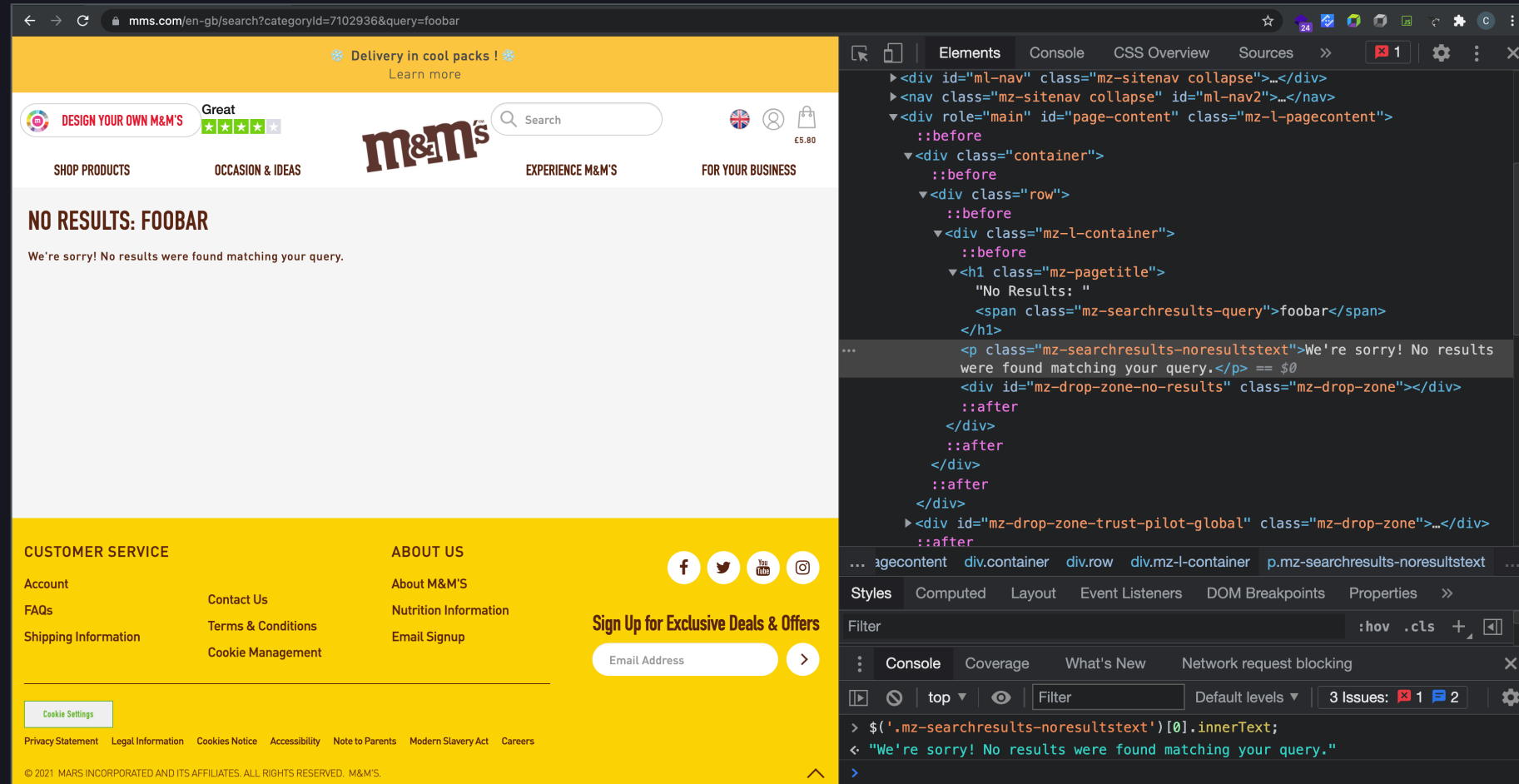
Downloaded from <https://www.cambridge.org/core>. University of Cambridge, on 01 Jun 2019 at 10:00:00, subject to the Cambridge Core terms of use, available at <https://www.cambridge.org/core/terms>. <https://doi.org/10.1017/S0022216X19000050>

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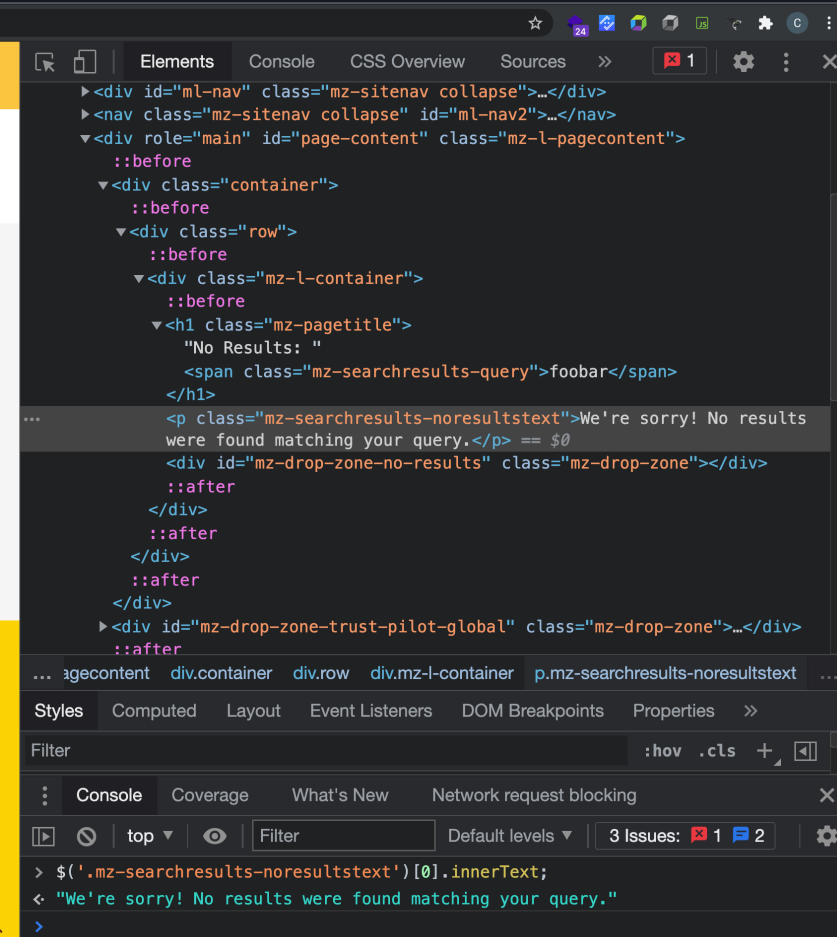
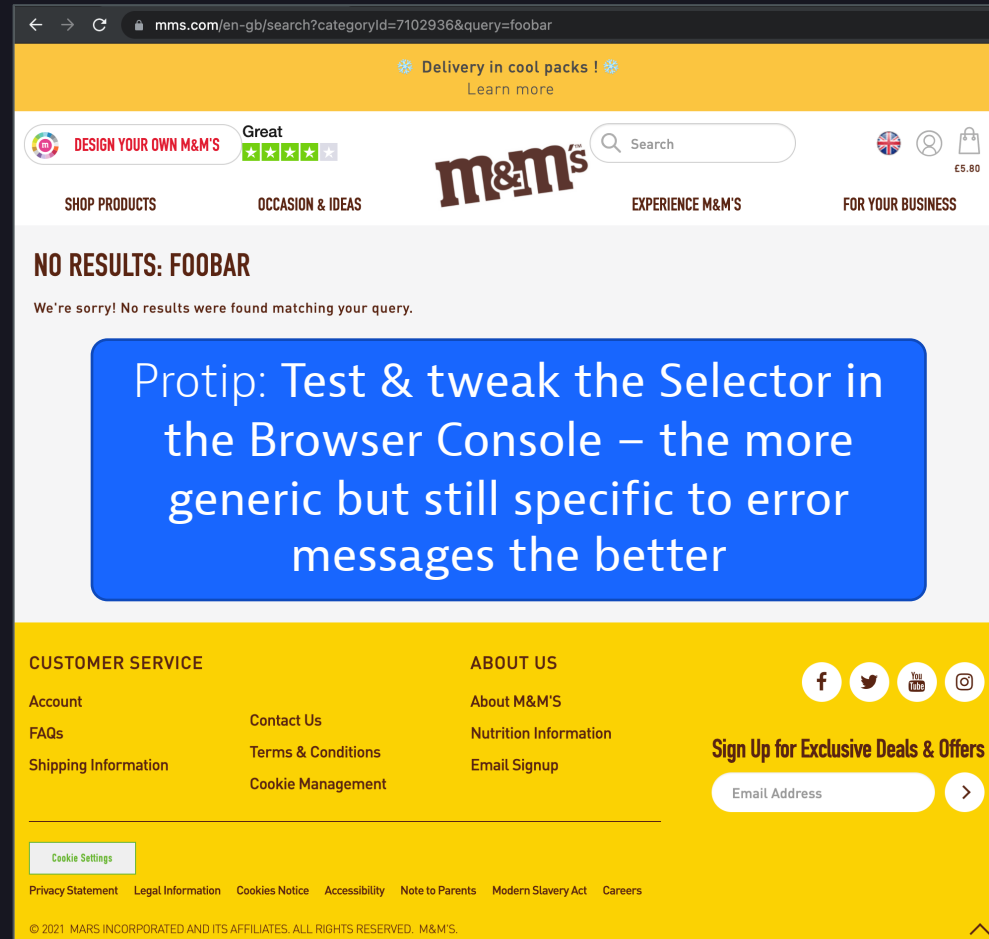
# Going Beyond HTTP & JS Errors

- Alert popups & messages are often unrelated to HTTP & JS Errors (automatically captured by Dynatrace) but still impact visitor engagement/goal completion
- Easy to configure & easy for stakeholders to understand



# Going Beyond HTTP & JS Errors

1. Recreate a site or input error
2. Right Click / Inspect the message
3. Right click the element in the Elements Tab & grab the CSS Selector
4. Set as a new Action Property





# Graceful Error Pages



We think that the best fit for you based on your answers is:

Sorry, your size couldn't be calculated

You can continue shopping or visit us  
in-store to be fitted by an expert

Continue shopping

Do you know about sister size?

## Top 3 bounces

See which user actions lead to a bounce.


Type	User action	Bounce rate	Bounced sessions	Duration
	product pages	53.6 %	180	7.01 s
	loading of page /	41.5 %	108	5.62 s
	loading of page /bra-size-calculator	92.9 %	52	5.57 s

View full details

op.fi/home-pagegdfiugds

Oops! The page you requested couldn't be displayed

The address may be wrong, the page may have been removed from the service or you don't have permission to view it.



Go to top of page

Elements Console Sources Network


```
FoundPortletportlet_WAR_PageNotFoundPortlet_INSTANCE_SwNMvhKem3o7_>
<span id="p_PageNotFoundPortletportlet_WAR_PageNotFoundPortlet_INSTANCE_SwNMvhKem3o7"></span>
<div class="portlet-borderless-container">
  <div class="portlet-body">
    <div class="journal-content-article">
      <br>
      <br>
      ...
    <div class="ofismal006 ofinayt194 op-analytics-content-da
ta" data-structure-code="ofismal006" data-template-code=
"ofinayt194" data-content-id="14489029" data-content-
name="Target not found"> == $0
    <div class="opux-g-container">
      <div class="opux-g-row">
        <div class="opux-g-col-s-4">
          <h2 class="notification-title">Oops! The page you
requested couldn't be displayed</h2>
          <br>
          > <div class="op-editor-content">...</div>
          > <div class="links-with-icons">...</div>
          <div class="links-without-icons"> </div>
```

```
> $('div[data-content-name*="Target not found"]')[0].innerText;
< 'Oops! The page you requested couldn't be displayed\n\n\nThe address may be wro
ng, the page may have been removed from the service or you don't have permissio
n to view it.'
```

# Log in

We currently offer online services in English only for corporate customers.  
[Read more about services in English](#) >


Identification method

☒ Mobile key 

☐ Key code list

Username

Enter your OP username

 Check the information you entered.

[Forgot your username?](#)

Continue

OR

[Log in with another bank's ID](#) >

Elements

ConsoleSourcesNetwork>>

1

⚙️⋮✕

"true" aria-required="true" id="auth-device-userid-mobilekey" maxlength="8" required name="userId" minlength="6" placeholder="Enter your OP username" autocomplete="off" class="ds-text-input ds-input-behavior ds-input-behavior--invalid ds-input-behavior--large" type="text" value>

<span id="ds-ti-ml-18" style="display: none;">Enter at most 8 characters</span>

<div class style="height: auto; overflow: hidden; transition: height 0.25s ease 0.1s;">

<div style="overflow: hidden;">

<div aria-atomic="true" aria-hidden="false" aria-live="assertive" id="auth-device-error-validation-mobilekey" class="ds-input-error">flex == \$0

<svg aria-hidden="false" aria-label="Error" role="img" viewBox="0 0 32 32" xmlns="http://www.w3.org/2000/svg" class="ds-icon ds-icon--small ds-icon--error" height="32" width="32">...</svg>

<span>Check the information you entered.</span>

</div>

</div>

</div>

...m.ds-col.ds-col--sm-8divdivdiv#auth-device-error-validation-mobilekey.ds-input-error...

StylesComputedLayoutEvent ListenersDOM BreakpointsPropertiesAccessibility

Filter: :hov .cls +🖨️🔍

⋮Console✕

⏮️🚫top👁️FilterDefault levels1 hidden⚙️

1 Issue: 1

> \$('div[class\*="-error"]')[0].innerText;

< 'Check the information you entered.'

# Generic Error Message Capture

CART

Sorry, an unexpected error occurred. Please refresh the page and try again, or contact Support.

Error Message	# per Day
The Shipping Info address information must be filled in before shipping rates can be determined.	149
Adding coupon failed for the following reason:	123
There was an error processing your payment. Please check your information and try again. If the issu	85
We are sorry, we cannot retrieve your order right now, please try again later or call 1-888-696-6788	79
Adding coupon failed for the following reason: There was a problem with your access token when acces	74
Sorry, we are unable to process your order. Please check your information and try again. If the issu	70
Request failed, no response given.	55
Either CompanyOrOrganization or FirstName/LastNameOrSurname must be present	37
The system does not permit the attempted operation. User not authorized	22
Adding coupon failed for the following reason: Cannot read properties of undefined (reading 'indexOf	17
Adding coupon failed for the following reason: undefined is not an object (evaluating 'model.message	14
Une erreur est survenue lors du traitement de votre paiement. Veuillez vérifier les informations fou	14
Cannot create Order from an empty Cart	14




## Pride Petition Email Campaign links to missing pages

- Impacting ~31 visitors per week
- Typically leave immediately, contact support or unsubscribe from mailing list
  - Campaign: US\_210607\_WK23\_Q2\_PridePetition
  - Medium: email
  - Source: SMC
  - Example URL: [website.com/en-us/contact-us?sap-outbound-id=E5848D922E8F57B103D7A4567F9023DA08A45C8A&utm\\_source=SMC&utm\\_medium=email&utm\\_campaign=US\\_210607\\_WK23\\_Q2\\_PridePetition&utm\\_term=9894&utm\\_content=US\\_210607\\_WK23\\_Q2\\_PridePetition\\_8514\\_EN](https://website.com/en-us/contact-us?sap-outbound-id=E5848D922E8F57B103D7A4567F9023DA08A45C8A&utm_source=SMC&utm_medium=email&utm_campaign=US_210607_WK23_Q2_PridePetition&utm_term=9894&utm_content=US_210607_WK23_Q2_PridePetition_8514_EN)
  - View example session in Dynatrace [here](#)

Time +	Type	Events and Actions
21:40:07	Load	loading of page not found
21:40:07	Page change	/en-us/contact-us
21:40:16	Xhr	click on onetrust-close-btn-handler onetrust-close-btn-ui banner-close-button ot-close-icon in not found
21:40:51	Xhr	click on inside in login
21:43:21	Load	loading of page unsubscribe
21:43:21	Page change	/en-us/unsubscribe



This dashboard shows details about the PDPs (Product Detail Pages) that contain no price information

Reach out to  Insights@dynatrace.com for a walk-through or enhancement



Last 24 hours

PDP actions with no price

Action name	#
...	...
...	...
...	...
...	...
...	...
...	...
...	...
...	...
...	...
...	...

Resize to show more rows

Number of PDPs with no price

#

Number of sessions with no price on a P...

#

Country distribution

94.70 %  
5.30 %

Resize to show more

Exit rate

#All Actions

Action count

#Exit - With price

Action count

#Actions - No price

Action count

#Exit - No price

Action count

Last 7 days

PDP actions with no price over time

# Actions with no price

Number of PDPs with no price

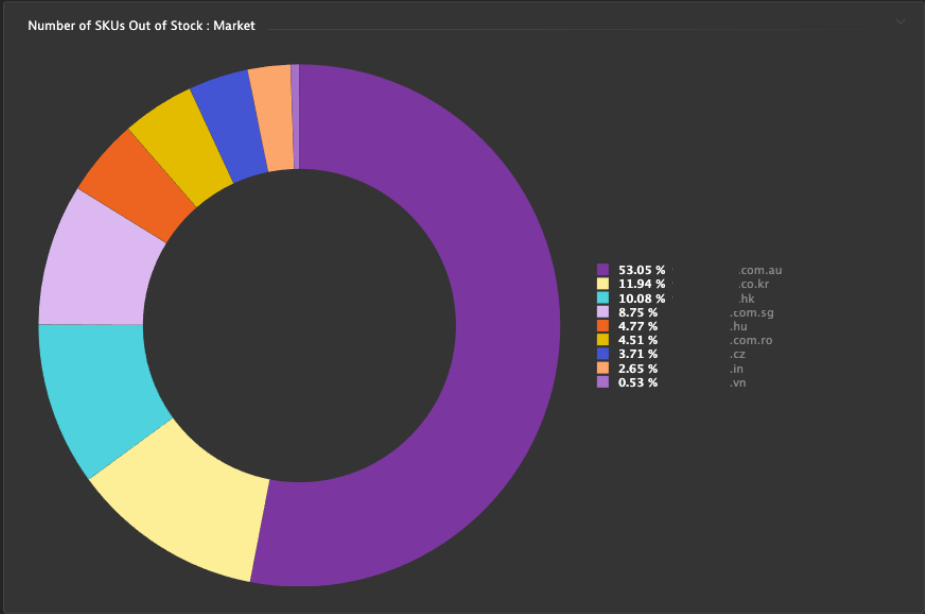
#

Number of sessions with no price on a PDP

#

Global Out of Stock Peak

# Out of Stock SKUs per Market



Out of Stock SKUs based on UTM Referrer

Out of Stock based on UTM campaign

Campaign Referrer	# out of Stock Products
?utm_source=naver&utm_medium=cpc...	10
hair-dryer-q4-giftin...	9
/black-friday?utm_source=naver&utm...	9
-styler-complete-q4-gift...	8
/ajanlatok?utm_campaign=hu_hu_fc_cordl...	7
/combi-glass-filter-965432-01?utm_so...	6
/offers/black-friday?utm_source=face...	6
/products/haicare/haicare/airwrap/ov...	6
/black-friday?utm_source=facebook&ut...	5
/black-friday?utm_source=google&utm...	5
?utm_source=ShopBack+AU&utm_m...	5
hair-dryer-black-n...	5

Resize to show more

Particularly Key for Marketing Landing Pages

Out of Stock Products (KR)

Stock Status	Product ID	Product SKU	Product Na...	Sale Price
Out of Stock	557	372859-01	다이스 슈퍼...	469,000
Out of Stock	554	373047-01	다이스 에어...	599,000
Out of Stock	555	390021-01	다이스 에어...	619,000
Out of Stock	520	381419-01	다이스 옴니 ...	649,000
Out of Stock	520	381419-01	다이스 옴니 ...	549,000
Out of Stock	300	333121-01	다이스 에어...	599,000
Out of Stock	442	371717-01	다이스 에어...	599,000

Out of Stock Products (HK)

Stock Status	Product ID	Product SKU	Product Na...	Sale Price
Out of Stock	711	388491-01		3,580
Out of Stock	711	388491-01		3,580
Out of Stock	519	369030-01		6,980
Out of Stock	519	369030-01		6,980
Out of Stock	697	371015-01		3,980
Out of Stock	697	371015-01		3,980
Out of Stock	580	385243-01		3,680
Out of Stock	438	967834-02		900

Out of Stock Products (SG)

Stock Status	Product ID	Product SKU	Product Na...	Sale Price
Out of Stock	871	388439-01		699
Out of Stock	832	971618-01		79
Out of Stock	835	371107-01		999
Out of Stock	737	323382-01		699
Out of Stock	646	968103-05		79
Out of Stock	793	385640-01		699

Out of Stock Products (AU)

Stock Status	Product ID	Product SKU	Product Na...	Sale Price
Out of Stock	1178	388452-01		799
Out of Stock	181	308397-01		599
Out of Stock	1179	390011-01		799
Out of Stock	1080	965432-01		99
Out of Stock	999	371094-01		1,045
Out of Stock	999	371094-01		1,099
Out of Stock	1027	369405-01		1,119



# Synthetic for Third Party Provider SLOs

- Browser click-paths provide 24/7 operational availability for key online services
- Three types of journeys monitored:
  - Requesting new insurance quotes
  - User login and registration journeys
  - Retrieving existing quotes
- Hands-off approach for operations; direct collaboration between Insights and Third Party

## TSB Hosted Domains



Users leave Client hosted domains to access Third Party insurance services

## Third Party Hosted Domains



# Reporting back

- Outages & performance degradations alerted on and investigated
- Intelligent Synthetics recognize Portcullis wrapping during planned maintenance
- When needed, further meetings are set up to investigate, prioritize, and understand the impact of the issue

- Outage in synthetic monitors relating to insurance journeys between 20:10 and 22:30 on 24/11/2022, caused by 503 – Service Unavailable error.



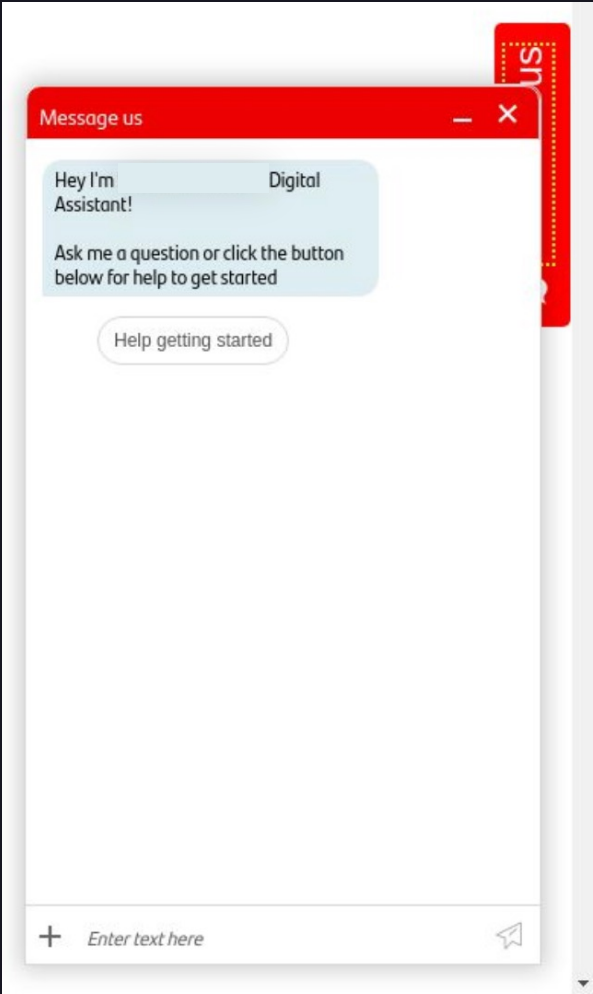
- The users saw a portcullis informing them of technical difficulties. This is the desired outcome that was missing in the past outages.



- In the [Retrieve your quote](#) journey, the error presented differently. The monitor entered the page, and their quote reference number, and the error was triggered




# Real World Live Chat Availability




## Synthetic events

- 1 Loading of " "   
Navigate
- 2 click on "accept cookies"   
Click
- 3 click on "Personal"   
Click
- 4 click on "chat with us"   
Click

click on "chat with us" 

Amount of time to wait before the next event is triggered

Wait for background network activity... 

## Validate content

By default, browser clickpaths only validate that a target page loads successfully. To ensure that specific text or images are loaded and correctly displayed on a page, create a content validation rule to target specific text, CSS, or DOM elements.

Add content validation rule

## Edit element locators

Edit the element locator values below to help Dynatrace Synthetic Recorder identify the CSS and DOM elements you want used during replay.

Target window

window[0]

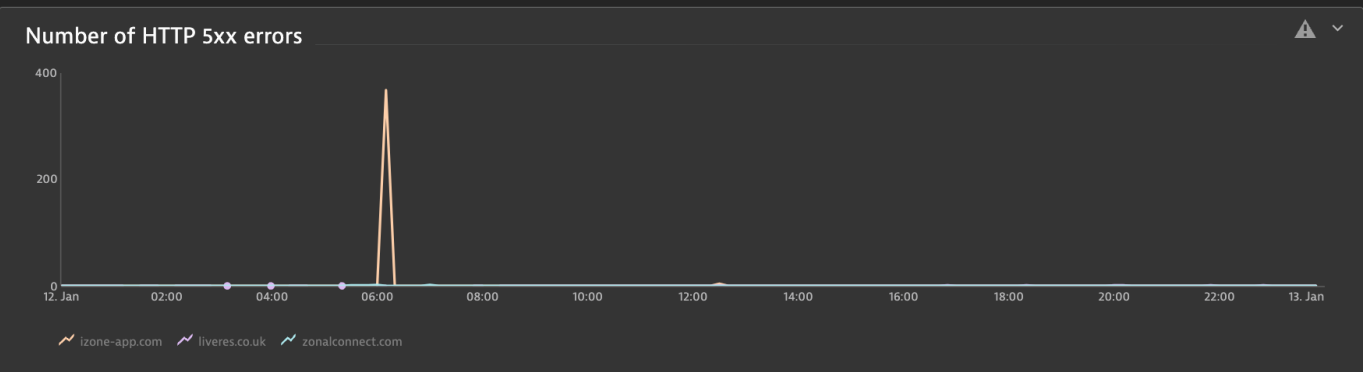
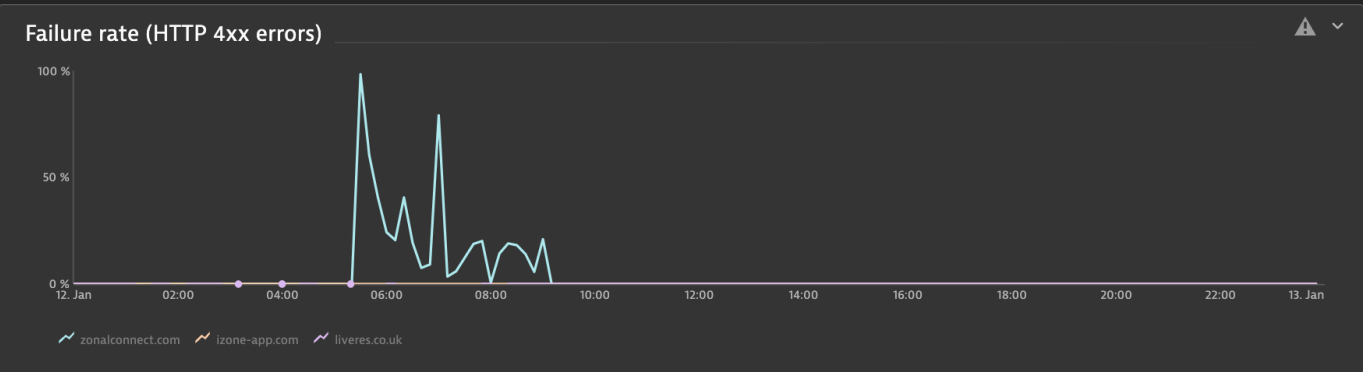
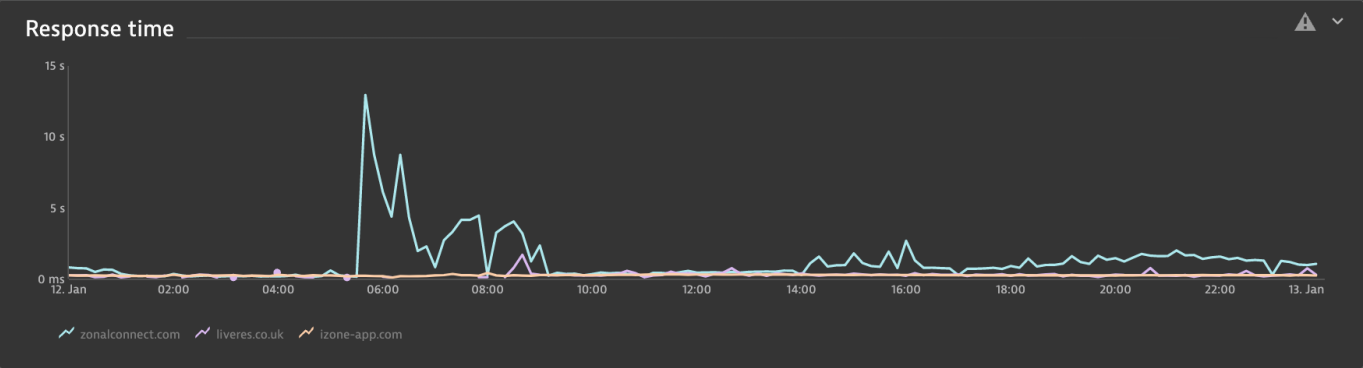
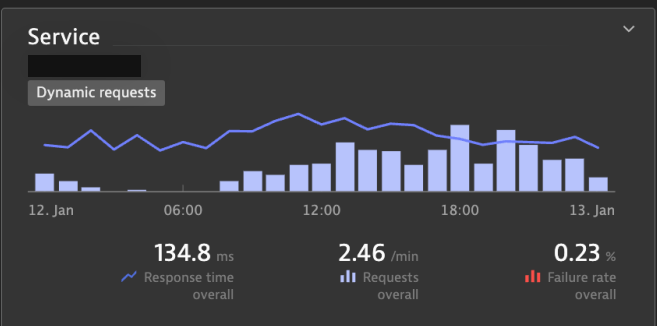
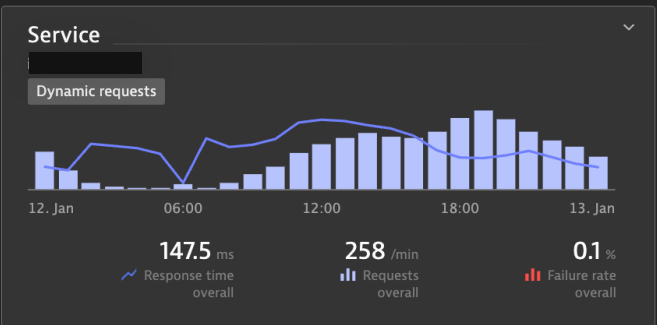
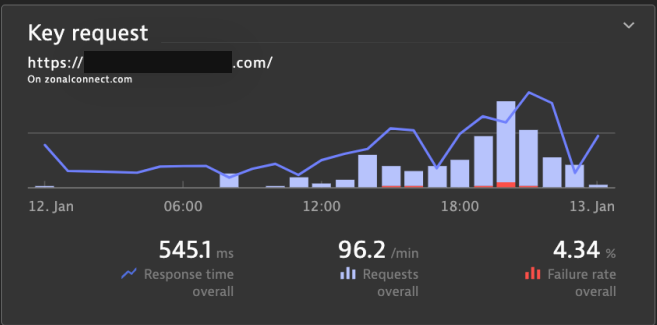
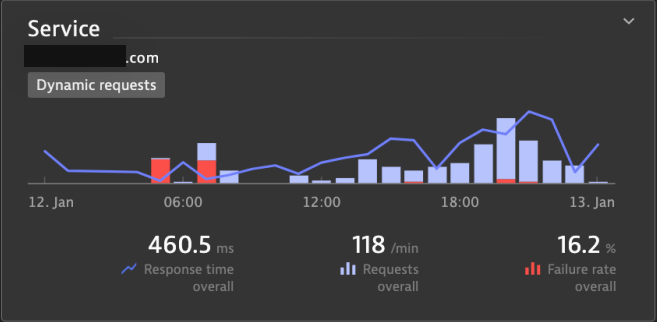
Add locator

Type	Input
CSS	div:contains("Chat with us"):eq(1)

Service health



All fine3



An overview of Exception Messages returned from

Contact insights@dynatrace.com for any feedback or questions.

- ⌵ Dashboards with all errors detail
- ⌵ Errors Z200-Z950 - Errors Z951-Z982

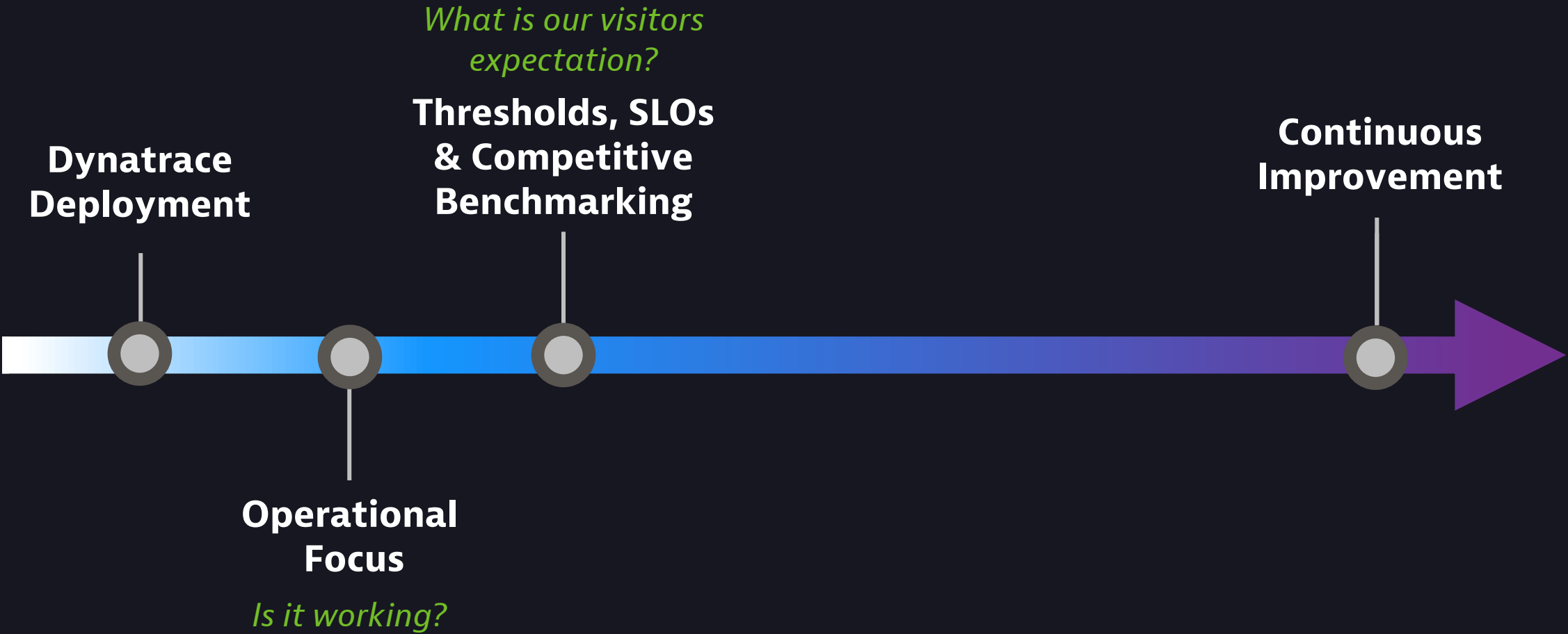


All Error Count

HTTP_Status	Zonal_Z_Errors
Invalid response back from vouchersing (Z705)	8.78k
Please log in to continue	131
The selected timeslot is no longer available. Please choose another time. (Z204)	34
An unknown error has occurred with the Vouchering API service (Z712)	24
Carvery For One is currently unavailable, please make another selection. (Z216)	2
Chippy Platter is currently unavailable, please make another selection. (Z216)	2
Garlic Prawns is currently unavailable, please make another selection. (Z216)	2
Parsley Breaded Mushrooms (V) is currently unavailable, please make another selection. (Z216)	2
504 Gateway Timeout: "{<EOL> "status": 504,<EOL> "traceld": "00-000f39b24580a02775433790f7111fb0-079a8c3aca6d65f7-01"<EOL>}"	1
504 Gateway Timeout: "{<EOL> "status": 504,<EOL> "traceld": "00-19c729e16bfb0ca00984d07dea680fb6-bb751808fa0d6d10-01"<EOL>}"	1
504 Gateway Timeout: "{<EOL> "status": 504,<EOL> "traceld": "00-310265d0a0338dcff5f73e019b656352-527bd3e57e7ca360-01"<EOL>}"	1
Resize to show more rows	

204 - The specified timeslot is not seen as valid	210 - Unable to get any timeslots for the specified site. Most likely-	224 - Unfortunately more than one of these discounts cannot be	712 - An unknown error has occured with the Vouchering API service
Z204Error Count'	Z210Error Count'	Z224Error Count'	Z712Error Count'

# Now we know it's working – what will our visitors tolerate?



# Performance Impact on Behaviour (DEM w/Insights)

## DESKTOP



## MOBILE



## TABLET



Performance is a key factor to visitor engagement across all device types

Visitors who have to wait over 3 seconds for their page to be visually complete are 5-7% more likely to exit (~**3600 visitors per day**)

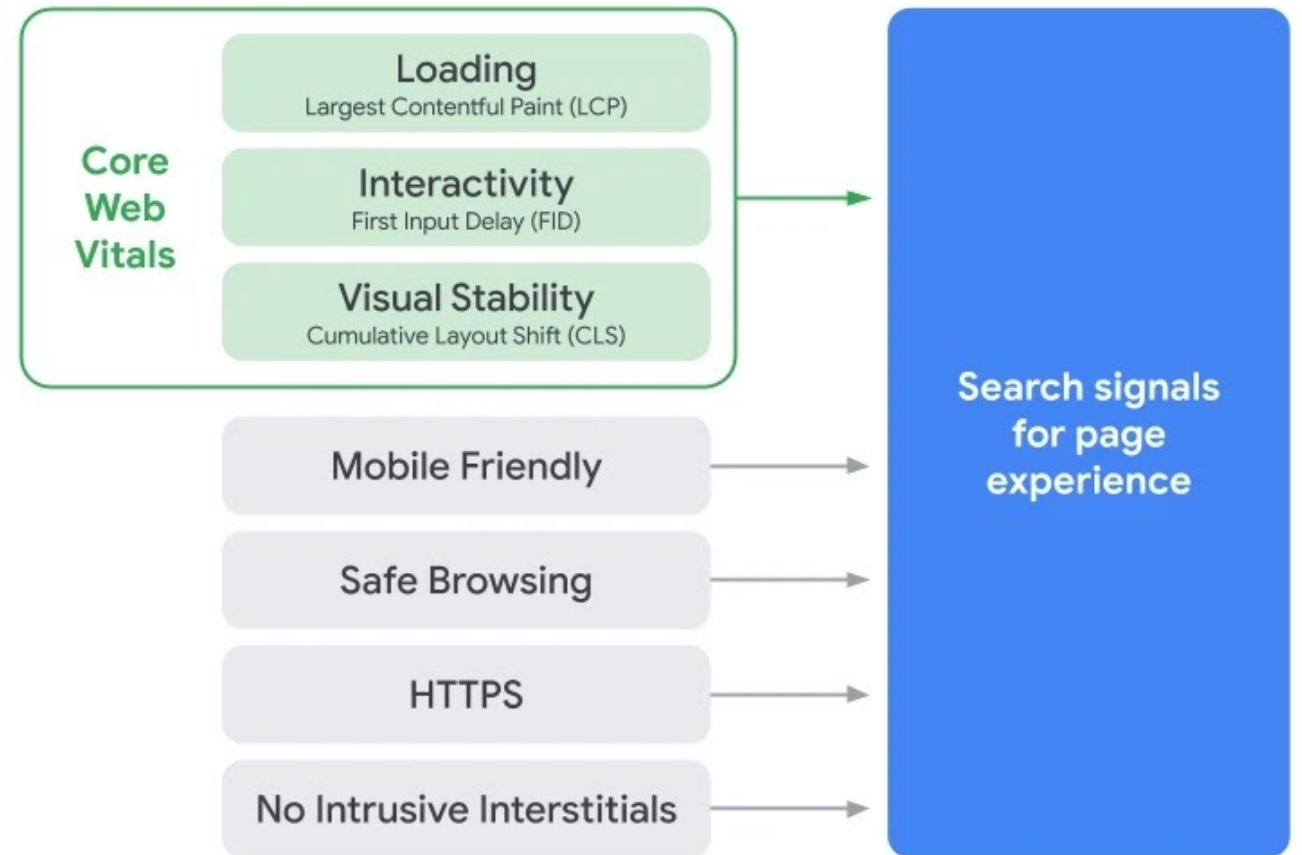
▲ Visitors experiencing poor Performance (High Viz Complete or JS Errors) have significantly higher exit rates. Difference is statistically significant (unlikely to be caused randomly and by chance). Confidence level is 95%. Only includes visits that did not bounce.

Viz Complete Faster than Target: Viz Complete is faster than 2s  
Experienced Slow Viz Complete: Viz Complete is slower than 3s



# Core Web Vitals - Overview

- **Announcement:** In [May 2020](#) Google announced page experience signals would be included in Google Search Ranking
- **Rollout:** Page Experience signals in ranking rolled out from mid-June 2021
- New Page Experience signals combine [Core Web Vitals](#) with existing search signals including mobile-friendliness, safe-browsing, HTTPS – Security and intrusive interstitial guidelines



Source [Google Search Central](#)

# Core Web Vitals - Key Metrics

- 75<sup>th</sup> Percentile of Page Loads segmented across Mobile & Desktop
- Page is considered passing if all three metrics meet recommended targets
  - LCP: Meaningful rendering speed
  - FID: page freezing when clicking
  - CLS: unexpected visual instability (content shifting)

(Loading)

# LCP

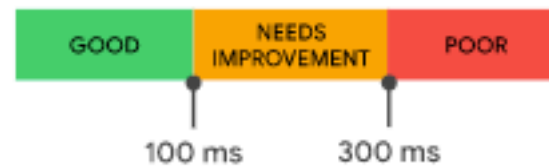
Largest Contentful Paint



(Interactivity)

# FID

First Input Delay



(Visual Stability)

# CLS

Cumulative Layout Shift



Source [Google Search Central](#)



Dear All

Please see the estimated costs in traffic and £'s if [redacted] do not implement change to meet the Core Web Vitals criteria.

Core Vitals: latest update from Google is the start will now be Mid-June with a staggered roll out lasting until August 2021.

**Organic Search** impact if we do not implement the Core Web Vitals Changes:

- Top 1000 keywords in the UK
- Currently 95% visibility and average CTR 10.7%, 30.35Million Impressions, Traffic 3.3Million – 33.7Million Impressions potentially available
- If we do nothing and assume we fall just 1 place in ranking position it will result in a drop to 4.9% CTR and impressions would be 27Million, Traffic would drop to 1.3Million clicks, with 33.7Million potential impressions

**Paid Search**

- Budget \$1Million spend
- Current Quality Score 7, if we drop one position for Quality Score, [redacted] will need to spend an extra £166,666 per £1M to buy the same number of clicks as we previously had
- If we drop 2 places on the Quality Score an additional cost £1.4M for every million we spend
- If we improve the quality score by one place to 8 we would drop our cost to £875,000 so would be a reduction of 12% for every million spent

Happy to talk this through at our next meeting.

Kind Regards

[redacted]  
Search and SEO Manager

**Extra £1.3M Marketing  
spend per year  
to maintain current click  
through volumes**

# Core Web Vitals - Pre & Post Release Analysis

## Funnel Performance Benchmark

These views show a page by page breakdown of the following funnels:

Homepage > Search Results > PDP > Add to Bag > Checkout Start Page

A few scripts have flows that use XHR actions rather than load actions for steps such as Search Results, which is why some are missing from certain tables.

Results are ordered by LCP from best to worst.

Homepage				
Synthetic event	LCP	CLS	VC	SI
	3.21 s	0	3.86 s	783 ms
	3.91 s	0.1	5.01 s	5.40 s
	5.52 s	0.04	7.6 s	116 s
	5.88 s	0.18	9.31 s	858 ms
	4.32 s	0.05	4.77 s	1.35 s
	4.45 s	0.09	7.11 s	6 s
	4.59 s	0.01	4.5 s	116 s
	2.22 s	0.001	9.17 s	2.85 s
	0.14 s	0	7.32 s	5.83 s
Bath&Body - Homepage	10.7 s	0.39	11.9 s	6.7 s

Collection Pages - Largest Contentful Paint				
1.57.	ion Page			
2.9.	Page			
3.07.	collection page - us			
4.19.	Page			
4.33.	ion Page			
5.59.	Page			

Search Results Page				
Synthetic event	LCP	CLS	VC	SI
	1.76 s	0.05	2.06 s	510 ms
	1.82 s	0	1.89 s	699 ms
	2.76 s	0.15	5.8 s	2.56 s
	2.93 s	0.79	4.43 s	1.28 s
	3.34 s	0.16	2.55 s	1.96 s
	3.68 s	0.01	5.25 s	2.35 s

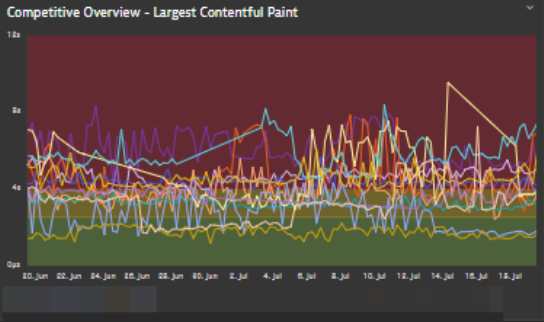
Product Display Pages				
Synthetic event	LCP	CLS	VC	SI
	1.5 s	0.003	1.01 s	766 ms
	2.03 s	0	4.38 s	2.22 s
	3.35 s	0	2.96 s	1.91 s
	4.79 s	0.22	5.1 s	3.5 s
	4.85 s	0.05	3.88 s	113 s
	5.19 s	0.06	0.73 s	2.2 s

## Performance Over Time

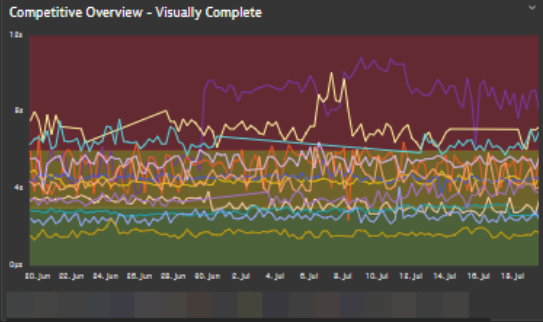
These views show application level data for a custom timeframe that can be adjusted using the global timeframe selector tool in the top right corner of the browser.

In these views, "Checkout Flow - Mobile" is the VS script.

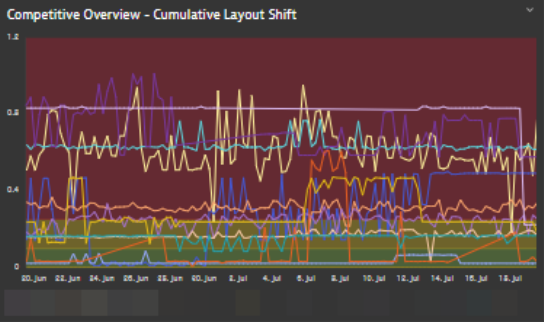
75th Percentile LCP	
Synthetic monitor	LCP
	1.64 s
	2.05 s
	2.42 s
	3.2 s
	3.78 s
	4.01 s
	4.05 s
	4.33 s
	4.57 s
Aarfe	4.47 s



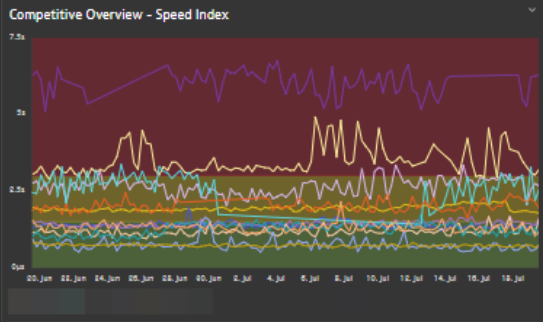
Median VC	
Synthetic monitor	VC
	1.81 s
	2.48 s
	2.78 s
	3.21 s
	3.48 s
	4.36 s
	4.45 s
	4.53 s
	5.46 s
Senhous	5.67 s



75th Percentile CLS	
Synthetic mon...	Cumulative la...
	0
	0.03
	0.03
	0.03
	0.16
	0.21
	0.25
	0.35
Slrinc	0.74



Median Speed Index	
Synthetic monitor	SI
	698 ms
	710 ms
	1.16 s
	1.27 s
	1.31 s
	1.35 s
	1.61 s
	1.91 s
	2.01 s
Nlira	2.44 s



Reach out to [insights@dynatrace.com](mailto:insights@dynatrace.com) for a walk-through or enhancement.

**Visually Complete (VC):** Visually complete is a point-in-time metric that measures when the visual area (above the fold) of a page has finished loading

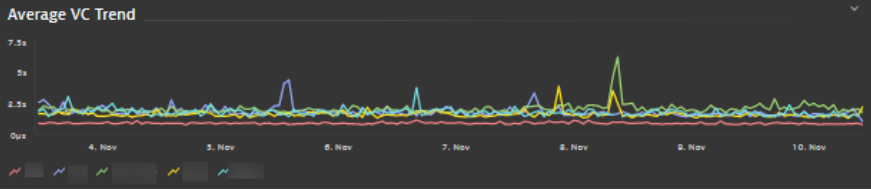
Thresholds: ■ ≤ 3s ■ 3s - 6s ■ > 6s

**Time to First Byte (TTFB):** Time to first byte is the time from when the request is sent from the client to when the first byte of the response is received from the server - This includes transport/network time

Thresholds: ■ ≤ 200ms ■ 200ms - 500ms ■ > 500ms

**Availability:** Availability is the success rate at a given instant or time period that indicates if your application is fully functional and available to users.

Thresholds: ■ 100% ■ 98% ≥ &lt; 100% ■ < 98%



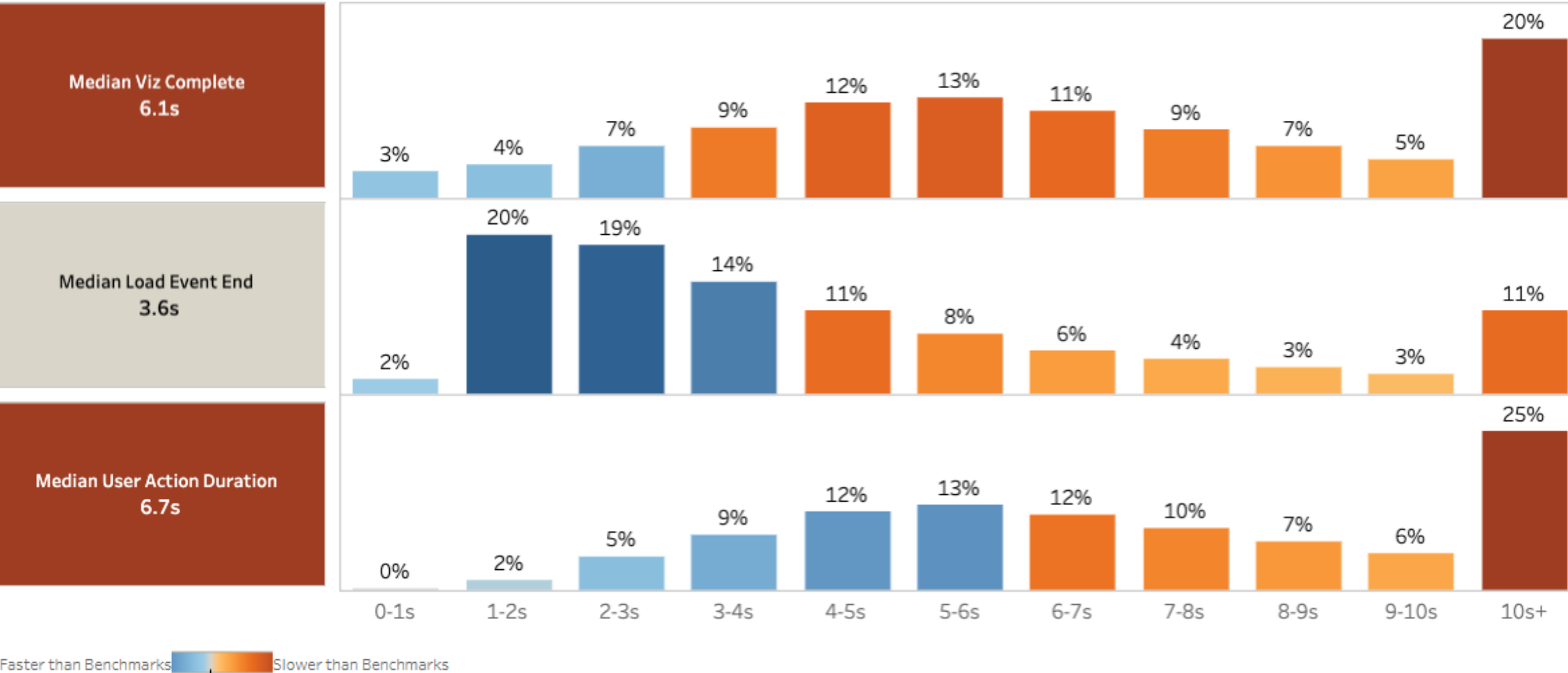
	Homepage	Special Offers	Login	Store Locator	Product Detail Page
	<div>VC676ms</div> <div>TTFB43.6ms</div> <div>Availability100.0%</div>	<div>VC920ms</div> <div>TTFB52.8ms</div> <div>Availability100.0%</div>	<div>VC1.26s</div> <div>TTFB24ms</div> <div>Availability100.0%</div>	<div>VC681ms</div> <div>TTFB18.8ms</div> <div>Availability100.0%</div>	<div>VC1.15s</div> <div>TTFB28.9ms</div> <div>Availability100.0%</div>
	<div>VC1.44s</div> <div>TTFB51.9ms</div> <div>Availability100.0%</div>	<div>VC911ms</div> <div>TTFB22ms</div> <div>Availability100.0%</div>	<div>VC1.03s</div> <div>TTFB374ms</div> <div>Availability100.0%</div>	<div>VC302ms</div> <div>TTFB20.2ms</div> <div>Availability100.0%</div>	<div>VC2.9s</div> <div>TTFB119ms</div> <div>Availability100.0%</div>
	<div>VC1.85s</div> <div>TTFB124ms</div> <div>Availability99.4%</div>	<div>VC2.82s</div> <div>TTFB24ms</div> <div>Availability99.1%</div>	<div>VC796ms</div> <div>TTFB24ms</div> <div>Availability77.9%</div>		
	<div>VC2.14s</div> <div>TTFB200ms</div> <div>Availability99.7%</div>	<div>VC1.46s</div> <div>TTFB479ms</div> <div>Availability99.7%</div>	<div>VC884ms</div> <div>TTFB313ms</div> <div>Availability99.7%</div>	<div>VC165ms</div> <div>TTFB89.9ms</div> <div>Availability99.7%</div>	<div>VC1.43s</div> <div>TTFB230ms</div> <div>Availability99.7%</div>
	<div>VC1.71s</div> <div>TTFB350ms</div> <div>Availability99.4%</div>	<div>VC</div> <div>TTFB</div> <div>Availability99.1%</div>	<div>NA</div>	<div>VC497ms</div> <div>TTFB291ms</div> <div>Availability99.4%</div>	<div>NA</div>

Put this on a screen  
= instant silo breaker

# Using Monitoring Data to Optimize Business Outcome



# Experience Distribution

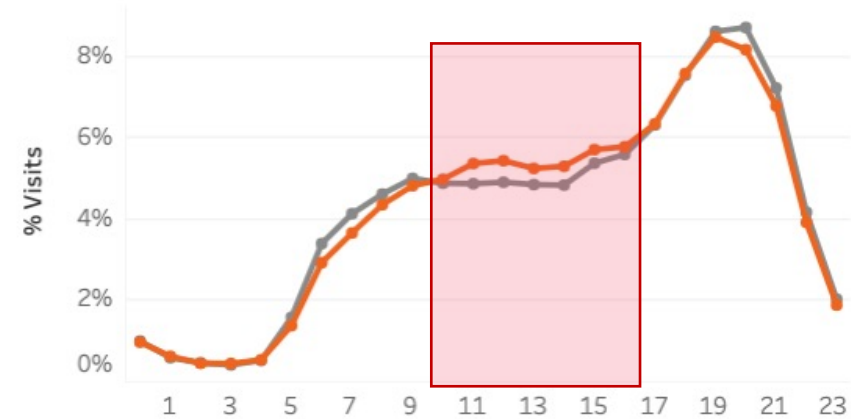


# Outlier Analysis

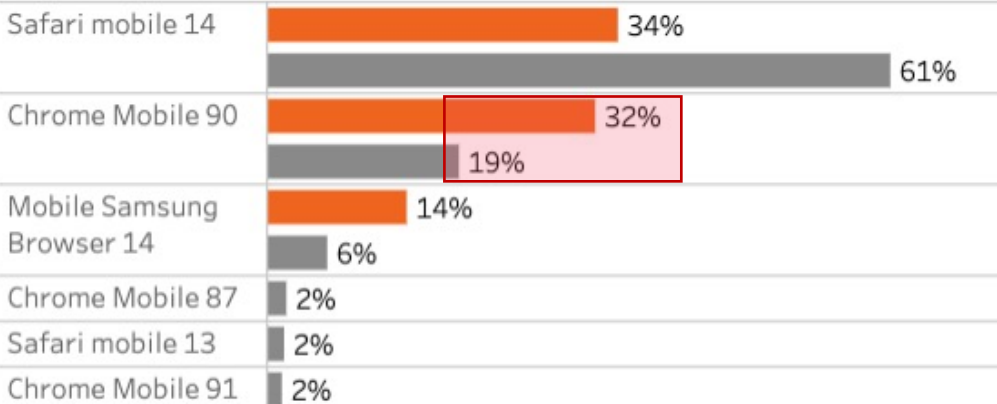
Similar pattern to sitewide, visitors on non-Apple devices & during peak hours have poorer experience

	Visits	Actions
Experienced Viz Complete of 10s+	92,859	96,946
All Other	373,981	414,598

% VISITS BY TIME OF DAY



BROWSER VERSION

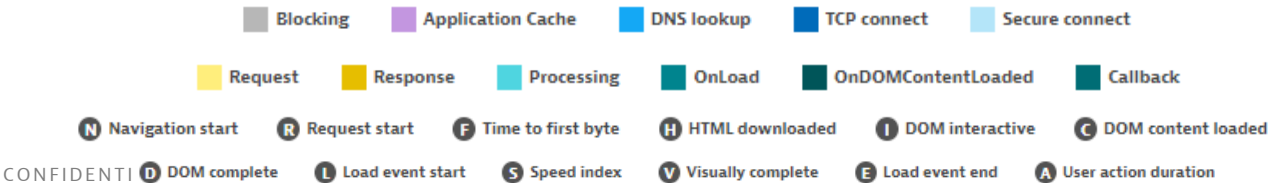
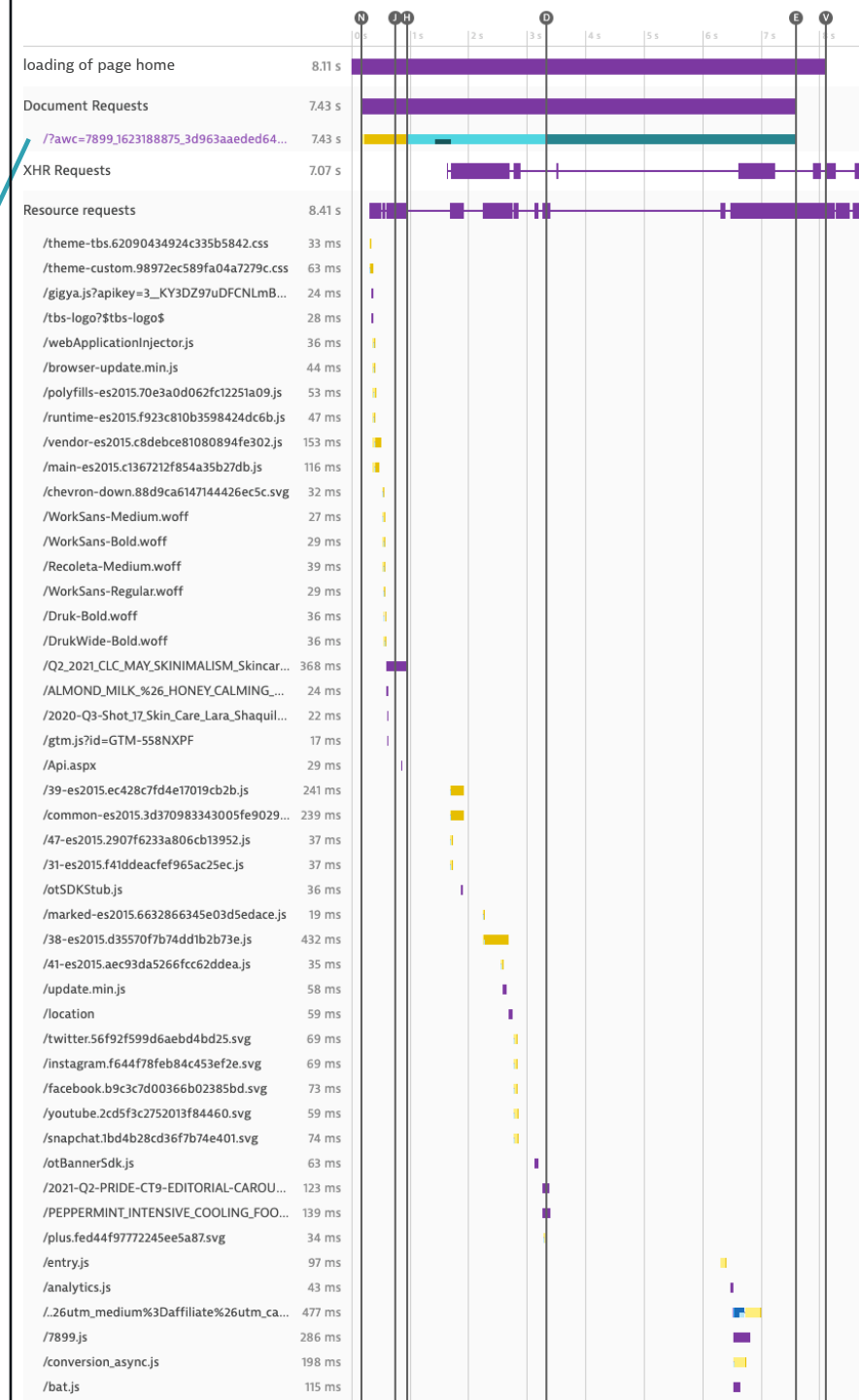
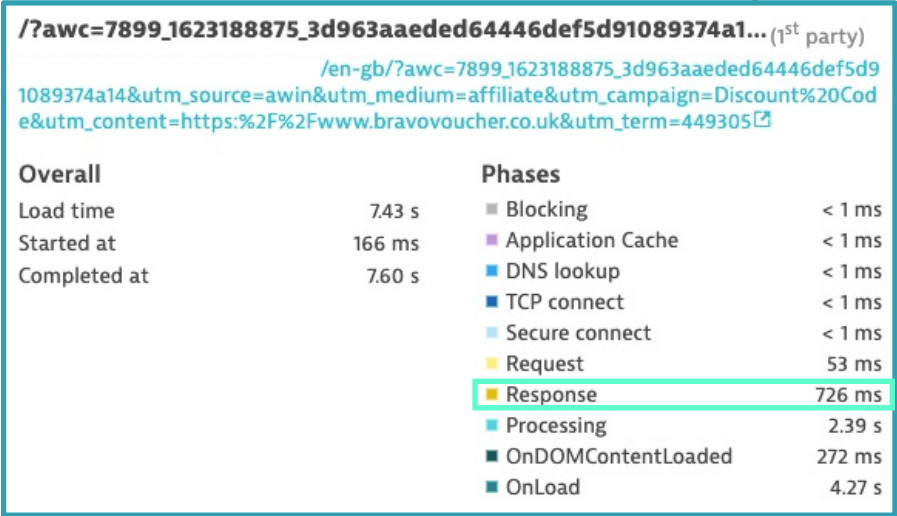


	% of Total Visits	Bounce Rate	Median Viz Complete Time	% Actions with JS Error
Safari mobile	59%	8%	5.5s	0.1%
Chrome Mobile	27%	7%	7.6s	0.3%
Mobile Samsung Browser	8%	8%	8.9s	0.2%



# Typical Mobile Page Load

- Chrome Mobile 91 connected to WiFi (~8.45Mbit/s)
- Almost a second to retrieve the core document, nothing can be downloaded until this is complete, the visitor sees a completely white screen
- High response download time indicates high latency/slow connection or a large request size



# Core HTML Size Bottleneck

- 210kB Core HTML File, the faster it is downloaded the faster content can be displayed
  - BBC UK Home 44kB
  - Bath & Bodyworks UK Home 66kB
  - Lush UK Home 75kB
- Verbose comments could be removed from Core HTML to reduce size
- We also recommend confirming CSS Framework is being leveraged optimally

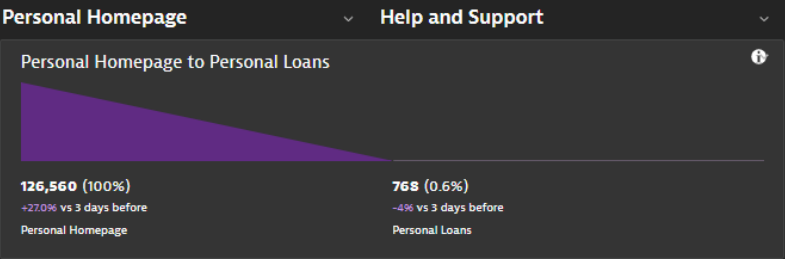
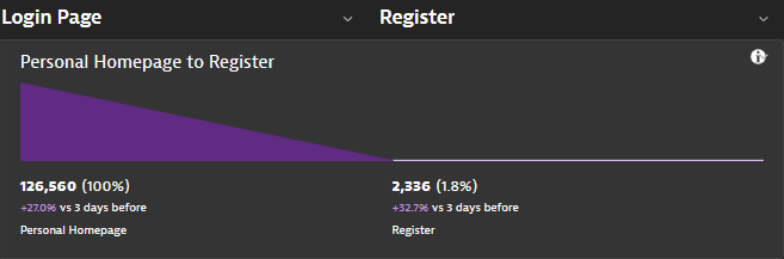
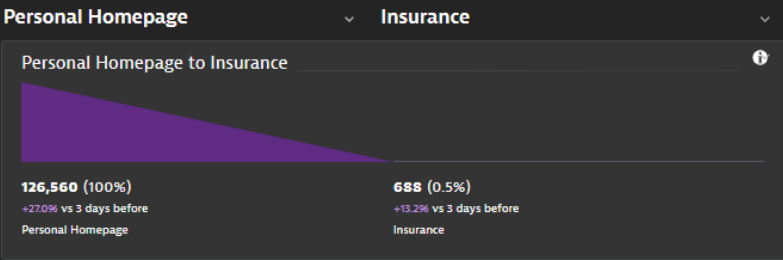
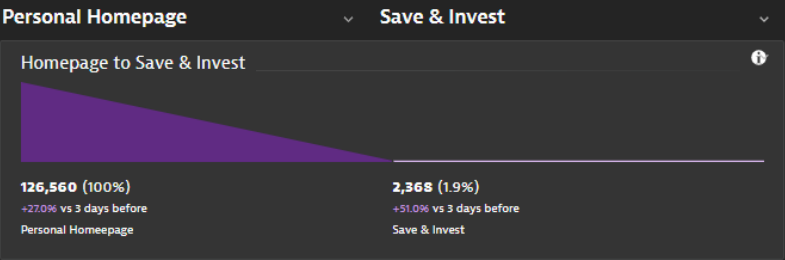
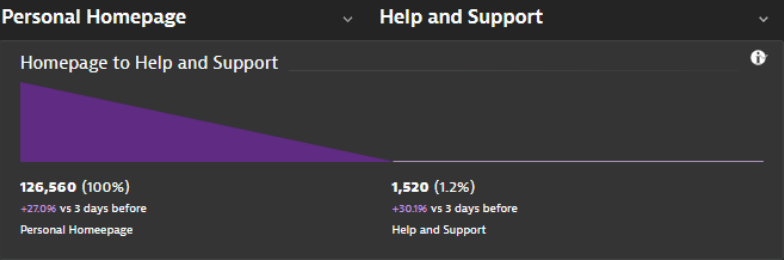
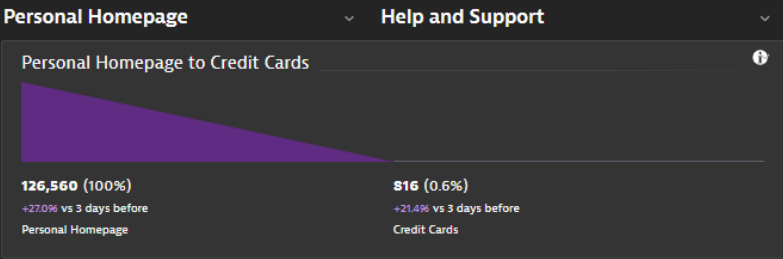
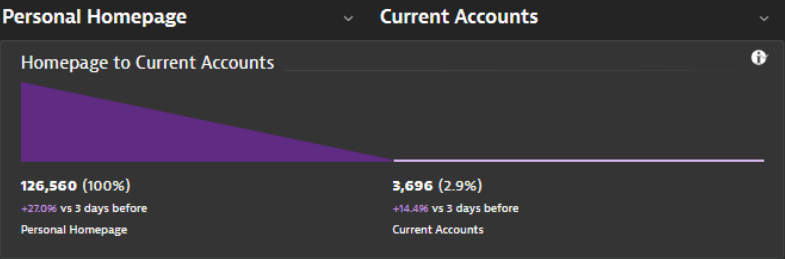
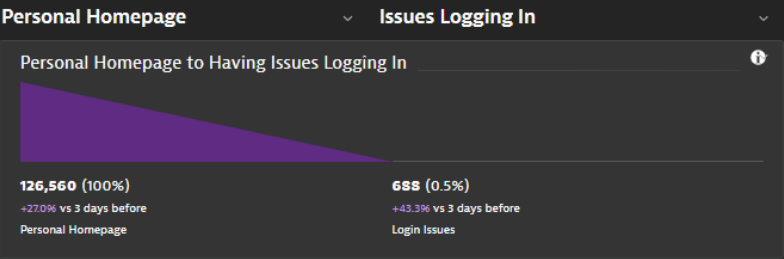


# Using Monitoring Data to Optimize Business Outcome



User trajectories from Homepage

Please reach out to @dynatrace.com for a walk through or enhancement.



# How's your Password Complexity?

Representative ID	Awards Level	# Failed Logins
83108484	SREBRNY	58
82229730	BRAZOWY	29
80090278		17
12565866	DIAMENTOWY	16
57473862	PLATYNOWY	15
84280445		15
84644225		14
30337663	SREBRNY	13
56695881	SREBRNY	13
81888963	SREBRNY	13

## # of Failed Logins over a 3 day period

('User password or login are incorrect. Please correct' experienced by ~3000 reps per day)

Opportunity for proactive support to help these Reps better manage their access e.g. leverage password managers?



05:56/14:21 ⓘ

Navigate

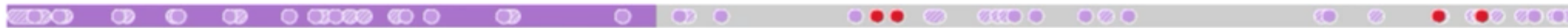


Skip Inactivity



Speed

2x



Load action User action or event Errors and annoyances

Keyboard shortcuts



Lebara Mobile NL



Your Shopping Cart

LEBARA



Moje konto



## Wózek sklepowy



VISA



Secure payment



Nr 71319820

Zapłać teraz



**5 GB + 5 godz**

Oferta tylko na kartę SIM - w tym 3 GB w UE

Zawiera 5 GB danych + 5 godzin flexi.

Odnawia się co 30 dni

\* 49,00 co 30 dni przez pierwsze 720 dni, następnie 49,00 co 30 dni. Anuluj w dowolnym momencie.

**49,-\***

Odnawia się co 30 dni

Masz kod promocyjny?

Wprowadź kod promocyjny

Zastosować

Suma częściowa:

**49,-**

Zniżka:

**0,-**

**Całkowity**

**49,-**

**Sprawdzić**

# Business Data & Routing Errors

Visitors are routed to the homepage after adding out of stock items to basket & attempting to checkout



Time	Type	Events and Actions	Duration	Errors and annoyances	Apdex rating
11:03:54	Load	loading of page /en/	4.91 s	1	Satisfying
11:03:54	Page change	/en/	-	-	
11:04:25	Load	loading of page /en/g9750s3/t47585	6.65 s	1	Tolerable
11:04:25	Page change	/en/g9750s3/t47585	-	-	
11:04:37	Load	loading of page /en/	2.07 s	-	Satisfying
11:04:37	Page change	/en/	-	-	
11:04:42	Load	loading of page /en/g9750s3/t47585	4.34 s	1	Tolerable
11:04:42	Page change	/en/g9750s3/t47585	-	-	
11:04:56	Load	loading of page /en/g9750s3/t47585	3.36 s	1	Satisfying
11:04:56	Page change	/en/g9750s3/t47585	-	-	
11:05:14	Load	loading of page /en/g9750s3/t47585	3.74 s	1	Tolerable
11:05:14	Page change	/en/g9750s3/t47585	-	-	
11:05:41	Load	loading of page /en/shoppingbag	3.68 s	2	Satisfying
11:05:41	Page change	/en/shoppingbag	-	-	
11:05:46	Load	loading of page /en/g9750s3/t47585	2.69 s	1	Satisfying
11:05:48	Page change	/en/g9750s3/t47585	-	-	
11:06:31	Load	loading of page /en/	1.98 s	1	Satisfying

# Traffic to/from Support & Error Pages (+ Live Chat / Contact Us)

NEXT

My Account

Help

CHECKOUT

SUMMER SHOP

WOMEN

MEN

BOYS

GIRLS

BABY

HOME

BEAUTY

SPORTS

BRANDS

CLEARANCE

Sorry, there's been an error.

A problem has occurred and we were unable to complete your request.

We are working to restore the service as soon as possible, so please try again later.

If you wish to place an order, please call us on **016968210**.

We are open 24 hours a day, 7 days a week. For call charges contact your service provider.

Our apologies for any inconvenience this may cause.

Mac OS X 10 | Safari 15.5

V.WS.288.UKN.9999

Value	Visually complete	Count
<a href="https://www.next.ie/en/shop/gender-newbornboys-gender-newbornunisex-gender-olderboys-gender-youngerb">https://www.next.ie/en/shop/gender-newbornboys-gender-newbornunisex-gender-olderboys-gender-youngerb</a>	3.318 s	11
<a href="https://www.next.ie/en/shop/gender-newborngirls-gender-newbornunisex-gender-oldergirls-gender-younge">https://www.next.ie/en/shop/gender-newborngirls-gender-newbornunisex-gender-oldergirls-gender-younge</a>	4.611 s	5
<a href="https://www.next.ie/en/shop/department-homeware-productaffiliation-decorativeaccessories/category-ar">https://www.next.ie/en/shop/department-homeware-productaffiliation-decorativeaccessories/category-ar</a>	5.859 s	4
<a href="https://www.next.ie/en/shop/gender-newbornboys-gender-newborngirls-gender-newbornunisex-gender-young">https://www.next.ie/en/shop/gender-newbornboys-gender-newborngirls-gender-newbornunisex-gender-young</a>	20.708 s	4
<a href="https://www.next.ie/en/shop/gender-women-brand-joules/size-12-size-14-size-large-size-onesize-size-u">https://www.next.ie/en/shop/gender-women-brand-joules/size-12-size-14-size-large-size-onesize-size-u</a>	1.149 s	3
<a href="https://www.next.ie/en/search?w=girls%20trainers&amp;p=1">https://www.next.ie/en/search?w=girls%20trainers&amp;p=1</a>	2.723 s	3
<a href="https://www.next.ie/en/shop/feat-newin-use-casual?p=2">https://www.next.ie/en/shop/feat-newin-use-casual?p=2</a>	10.848 s	3
<a href="https://www.next.ie/en/shop/issale-true-gender-men/category-jeans-isort-score?p=5">https://www.next.ie/en/shop/issale-true-gender-men/category-jeans-isort-score?p=5</a>	4.144 s	3



# Connect Voice of Customer to IT

Data layer  
integration

API  
integration

Please rate your experience with our website.

Performance

Usability

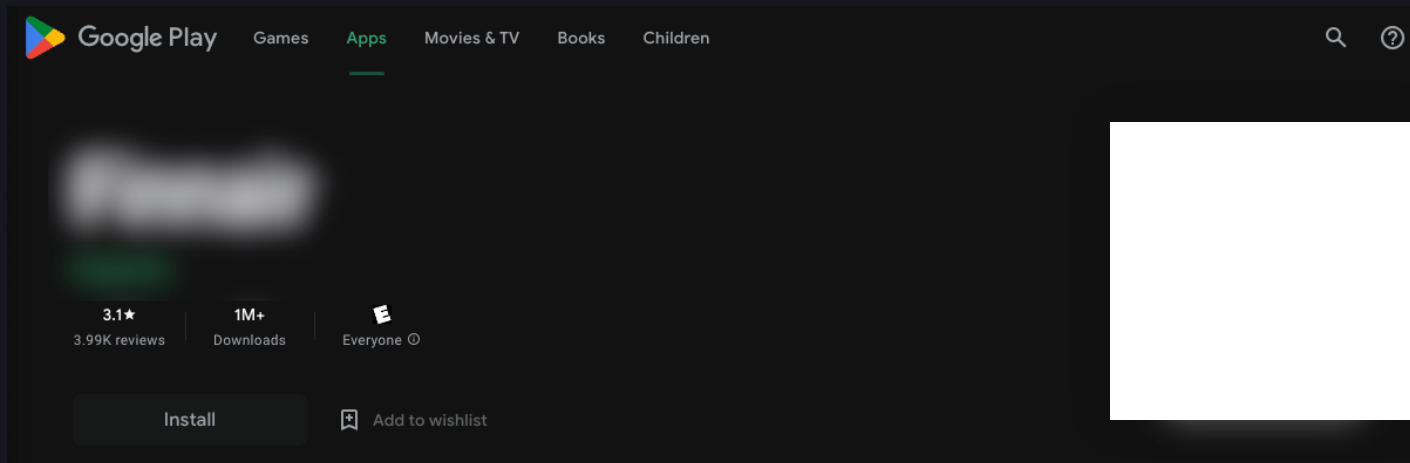
Please enter your comments here!


The Apply Coupon button doesn't work, so I can't make a purchase!

Manually  
investigate in  
Dynatrace



Survey results		
timestamp	status	content
2021-12-17 20:13:31	INFO	Q3_A_1=1,Q3_A_2=1,Q4_1=This site is worse than coding in Python,sentiment=0.3
2021-12-17 20:08:13	INFO	Q3_A_1=1,Q3_A_2=5,Q4_1=GREAT SIDE BUT BAD SLOW PERFORMANCE,sentiment=0.47
2021-12-17 19:13:24	INFO	Q3_A_1=1,Q3_A_2=1,Q4_1=NLP?,sentiment=0.5




 **Kai Groves** ⋮

★★★★★ 24 August 2022

The new app looks pretty but the functionality is non-existent. The app doesn't even let you log into your account and keeps redirecting back to the login page with no error message or any indication of what's wrong (and the credentials work perfectly fine elsewhere). Really disappointing.

33 people found this review helpful

 **A Google user** ⋮

★★★★★ 28 May 2019

It is a good app to book tickets as a youth but there is always something wrong with the internet connection. Sometimes after I fill all the items and click "Book Now" button, a page saying "connect to explore, check your internet connection and try again" appears. I have checked the connection and I am sure that there is nothing wrong with my connection. I even tried to used VPN but still the problem is not solved. Please help me (maybe not only me) with this problem and many thanks in advance.

17 people found this review helpful



```

1
2 var y = parseFloat(document.getElementsByClassName("we-rating-count star-rating__co
3
4 reportIt = function(y) {
5     //Change
6     url = 'https://wgi69145.live.dynatrace.com/api/v2/metrics/ingest';
7     pdata = "metrics.ingest.AppStoreRating";
8     //Change
9     pdata += ",dt.entity.synthetic_test=SYNTHETIC_TEST-6502CC1C04396894 ";
10    pdata += y * 1 + "\n";
11    fetch(url, {
12        method: "POST",
13        headers: {
14            //Change
15            "Authorization": "Api-Token dt0c01.",
16            "Content-Type": "text/plain"
17        },
18        body: pdata
19    }).then(
20        reply => reply.json()).then(obj => {
21            console.log('Fetch response: ' + JSON.stringify(obj));
22        }).catch(
23            e => {
24                console.log("Failure " + e);
25            }
26        );
27
28 reportIt(y);
  
```



# Using Monitoring Data to Optimize Business Outcome



# Rage Clicks + Goal Achievement

- Revenue abandoned: €3,090.94
- Booking information:
  - NCE - FDF
  - 2 pax
  - Premium Economy
- Session **not** revisited after to complete the booking

Error displayed 'Something went wrong (payment)'

Booking journey

1<sup>st</sup> party JS file

Exit action

21:55:56	Xhr	click on cartes de créditpas de frais on /checkout/payment	288 ms
21:56:02	Xhr	change on mastercard / carte bancairepas de frais on /checkout/payment	2.61 s
21:56:26	Page change	/checkout/ancillaries	-
21:56:45	Xhr	click on continuer on /checkout/ancillaries	306 ms
21:56:58	Xhr	click on continuer on /checkout/payment	2.35 s
21:56:58	Page change	/checkout/payment	-
21:57:14	Xhr	change on mastercard / carte bancairepas de frais on /checkout/payment	3.07 s
21:57:23	Xhr	click on j'ai lu et j'accepte les informations légales, les conditions générales de transport, les condi... on /checkout/payment	289 ms
21:57:24	Xhr	click on poursuivre le paiement on /checkout/payment	3.02 s
21:58:37	Load	loading of page /checkout/resume-payment [air france]	6.74 s
21:58:37	Page change	/checkout/resume-payment/cd2033a9-bf91-4aba-94f4-c57dcf12dc39	-
21:58:42	Page change	/checkout/resume-payment	-
22:04:23	Page change	/checkout/payment	-
22:28:25	Load	loading of page /checkout/error [air france]	11.1 s
22:28:25	Page change	/checkout/payment	-
22:28:34	Error	JavaScript Error	-
22:28:34	Page change	/checkout/error	-
22:28:41	Page change	/search/offers	-

# What should be optimized first?

- **~€52,721** of potential revenue loss was associated with the error message "Something went wrong (payment)"
- "Unknowns Client Error" was a the most common error during the time period, contributing to **35.5%** of all error descriptions captured

Error Description	# Errors	# Exits	Potential Revenue Loss (€)**
Something went wrong (payment)	901	207	52,715
Unknown client error	1,022	344	20,672
Nous sommes désolés en raison d'un problème technique nous n'avons pas pu vous attribuer le siège	75	24	16,729
Unable to continue to Checkout flow: The Order was already finished	109	9	14,381
Something went wrong (ancillaries)	72	15	3,513
Something went wrong (passenger-details)	271	27	3,268
Required	157	11	2,933
Something went wrong (rebooking/contact-details)	58	16	1,599



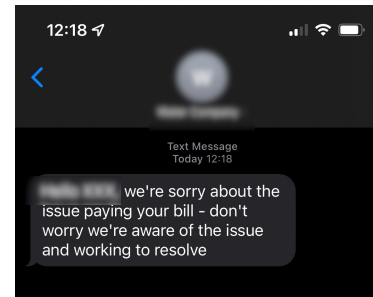
# Proactive Servicing

Excellent Customer Experience & Outcome despite Service Disruption

Customer encounters an issue within Digital Service



Near Real Time Push Notification/Text



Fix/Online Help



- Dynatrace Digital Experience Monitoring tracks visitors experience in real time across core application journeys – identifying visitors who encounter issues (technical and non-technical)
- High value visitors or those with high risk of churn are proactively engaged to meet their goal



Wait for opening hours...  
Sit on hold...



Call Centre Engagement

# Quick Fire Anecdotes

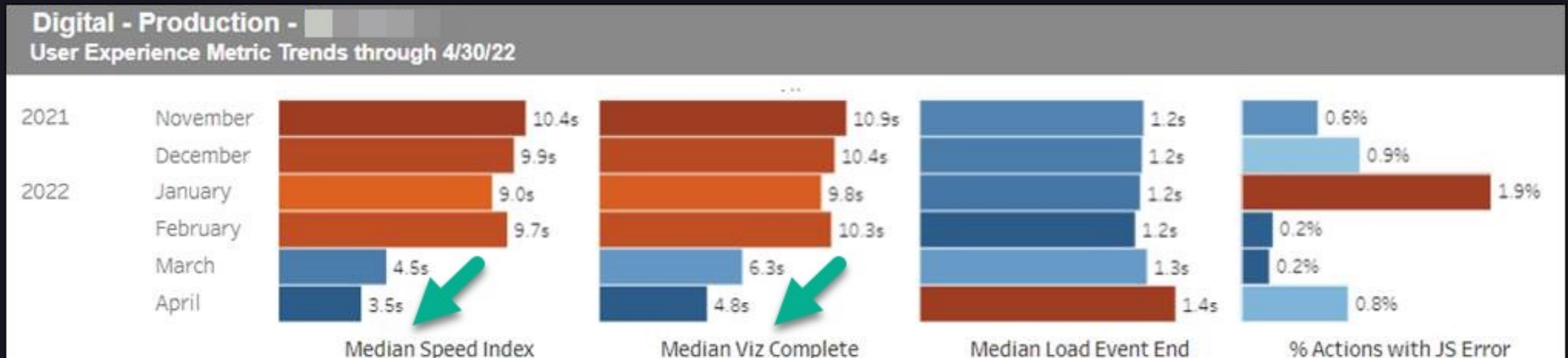
---

Digital Experience Management with Insights



# Internet of Things (IoT) – In-Store Devices

- Large Retail Customers monitoring in-store Zebra handheld devices used for in-store inventory management
- Known performance challenges, enhancing out of the box instrumentation with custom reported SDK values include store & individual SKU context clearly highlighted the issue (infrastructure routing change improving median performance by 55% over a 2-month period)





# Point of Sale (PoS)

Employee Performance

Order Time by Employee

Employee Name	Median Order Time	Number of Orders
kaitlyn harsh	13	646
marites esguerra	14	263
chloe gilmour	22.5	17

Slowest Performers

Employee Name	Median Order Time
chloe gilmour	22.5
marites esguerra	14
kaitlyn harsh	13

Fastest Performers

Employee Name	Median Order Time
kaitlyn harsh	13
marites esguerra	14
chloe gilmour	22.5

Manager Actions

Number of Opens/Closes

Open/Close Action	Action Count
open close clicked	2

Manager Messages

Message	Message Count
Please enter Manager Number to authorize this operation.	61
Promo Amt Limit exceeded Please enter Manager Number to auth...	10
This sale has reached 2 reductions after total, the limit is 2. Enter ...	7
This sale has reached 3 reductions after total, the limit is 2. Enter ...	3
Promo Qty Limit exceeded Please enter Manager Number to autho...	2
This sale has reached \$ 25.15 reduction, the limit is \$ 20.00. Enter m...	1
This sale has reached \$ 37.80 reduction, the limit is \$ 20.00. Enter m...	1

Number of Manager Overrides

85

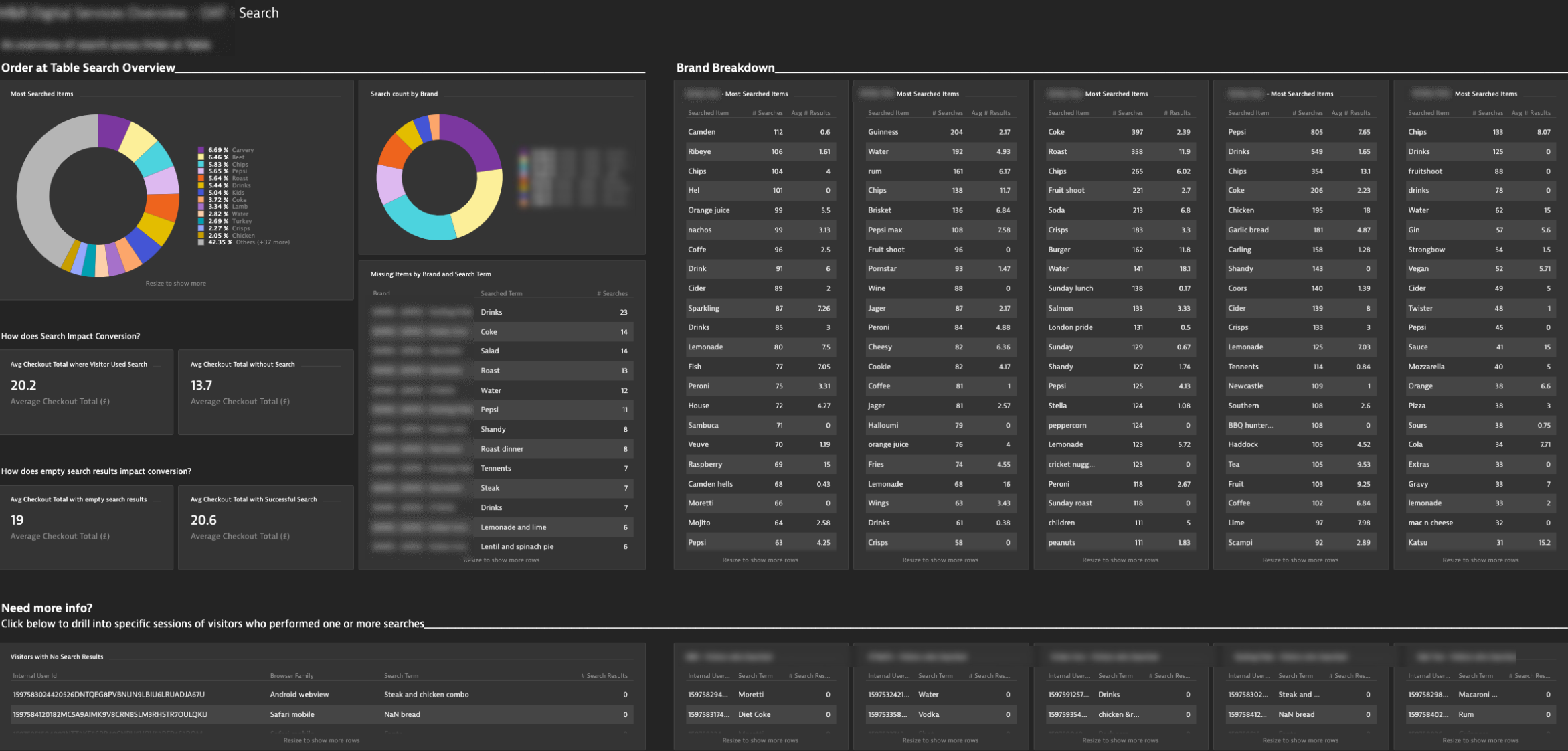
Override Count

# of management  
overrides with  
reason/messages



# How is XYZ Feature Used?

Specific Capability/Feature Teams benefit from their data in context



Live view of **Health Globally** - reach out to [insightsupport@dynatrace.com](mailto:insightsupport@dynatrace.com) for more information or enhancement

## Real Users - Site Wide

US & CA

Application health



All fine

2

EU - Big 5

Application health



All fine

5

EU - Other

Application health



All fine

16

## Synthetic - End to End

US, CA & MX

Synthetic monitor health



All fine

2

Availability



EU - Big 5

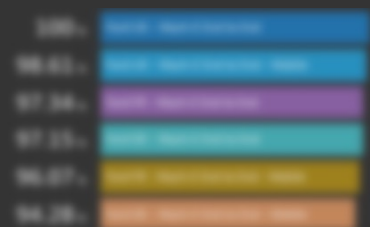
Synthetic monitor health



All fine

6

Availability



EU - Other

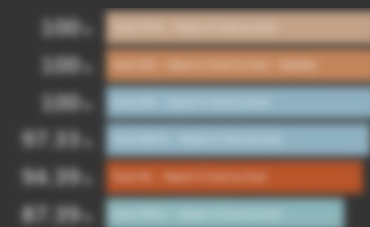
Synthetic monitor health



All fine

6

Availability (excl. maintenance windows)



## Synthetic - Top the Tech

US, CA & MX

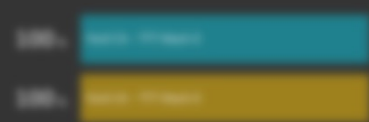
Synthetic monitor health



All fine

2

Availability



EU - Big 5

Synthetic monitor health



All fine

3

Availability (excl. maintenance windows)



EU - Other

Synthetic monitor health



All fine

4

Availability (excl. maintenance windows)



Share a top level, read only Dashboard for Executives & Other Teams

Which Office & Topics?

General

Total Application Visits

1,081

count(\*)

Total Recurring Application Visits

802

count(\*)

Average Pages viewed during session

4.87

avg(userActionCount)

Average Session Duration

574,117ms

avg(duration)

Bounced Sessions

32

count(\*)

Unique Pages Viewed

useraction.name

count(\*)

loading of page /

321

loading of page /pages...

153

https://pbk-cms.us1a.c...

127

loading of page /pages...

95

loading of page /w3pu...

82

loading of page /pages...

70

User Experience Score

71.31 %

22.57 %

5.92 %

FRUSTRATED

TOLERATING

SATISFIED

Usage

Users

725

Total Actions

3.37k

Conversion Rate

29.15%

Response Time

Viz Complete (...)

10.1s

Action Duration...

1.43s

Errors

JavaScript errors

EAL-011984 - PBK PROD

0.2 /min JavaScript errors

last 7d

Sep 13 - Sep 20

Most Recent Sessions With Errors

Application

Error Type

Session E...

EAL-0119... JavaScript...

Sep 27, 2...

EAL-0119... JavaScript...

Sep 27, 2...

EAL-0119... ResizeO...

Sep 27, 2...

EAL-0119... ResizeO...

Sep 27, 2...

EAL-0119... ResizeO...

Sep 27, 2...

EAL-0119... ResizeO...

Sep 27, 2...

Overall Error Count

EAL-011984 - PBK PROD

Errors (Within and outside of actions)

EAL-011984 - PBK PROD | JavaScript

JavaScript Errors

1.84k

HTTP Errors

No data.

Change timeframe, management zone or other filter

Recent User Sessions			
Job Role	Functional Area	Country	Department
Transformation & Development Professional	Business Alignment Top	US	Engagement and Experiences Infra
Transformation & Development Professional	Business Alignment Top	US	Engagement and Experiences Infra
Brand Professional	Market Relevance Top	US	Integrated Campaigns and Experience
Transformation & Development Professional	Business Alignment Top	US	Engagement and Experiences Infra
NotAvailable	Business Alignment Top	RO	MSC Business Alignment
Demand Generation Professional	Experience Engine Top	MX	MSC Experience Engine

Business Alignment

Sessions by Country

country

count(\*)

United States

25

India

17

Australia

6

Spain

6

Japan

3

Experience Engine

Sessions by Country

country

count(\*)

United States

26

Romania

8

Mexico

6

United Kingdom

4

Brazil

3

Client & Ecosystem Engagement

Sessions by Country

country

count(\*)

United States

35

United Kingdom

10

France

5

Netherlands

4

Spain

4

Market Relevance

Sessions by Country

country

count(\*)

United States

57

Brazil

15

India

4

Mexico

1

Romania

1

APDEX

48.13 %

40.63 %

11.24 %

SATISFIED

FRUSTRATED

TOLERATING

APDEX

47.10 %

44.37 %

8.53 %

FRUSTRATED

SATISFIED

TOLERATING

APDEX

52.26 %

37.29 %

10.45 %

FRUSTRATED

SATISFIED

TOLERATING

APDEX

55.80 %

28.80 %

15.40 %

FRUSTRATED

SATISFIED

TOLERATING

Bounced Sessions

6

count(\*)

Bounced Sessions

2

count(\*)

Bounced Sessions

3

count(\*)

Bounced Sessions

0

count(\*)

New User Count

0

Visits

New User Count

0

Visits

New User Count

0

Visits

New User Count

0

Visits

Total Recurring Application Visits

166

count(\*)

Total Recurring Application Visits

99

count(\*)

Total Recurring Application Visits

141

count(\*)

Total Recurring Application Visits

125

count(\*)

Total Application Visits

311

count(\*)

Total Application Visits

133

count(\*)

Total Application Visits

187

count(\*)

Total Application Visits

177

count(\*)

How many people are using legacy Enablement Platform?

MSP / SaaS providers: Prove the migrated/your platform is better

General

Total Application Visits

1,081

count(\*)

Total Recurring Application...

802

count(\*)

Average Pages viewed during s...

4.87

avg(userActionCount)

Average Session Duration

574,117ms

avg(duration)

Bounced Sessions

32

count(\*)

Unique Pages View

loading of page / 321

loading of page /pages... 153

https://pbk-cms.usla.ci... 127

loading of page /pages... 95

loading of page /w3pu... 82

loading of page /pages... 70

count(\*)

User Experience Score

71.31 %

22.57 %

5.92 %

FRUSTRATED

TOLERATED

SATISFIED

Usage

Users

725

Total Actions

3.37k

Conversion Rate

29.15%

Response Time

Viz Complete (...)

10.1s

Action Duratio...

1.43s

Errors

JavaScript errors

EAL-011984 - PBK PROD

0.2 /min Javascript errors

last 7d

Sep 13 - Sep 20

Most Recent Sessions Wit...

Applicati... Error Type Session E...

EAL-0119... JavaScri... Sep 27, 2...

EAL-0119... JavaScri... Sep 27, 2...

EAL-0119... ResizeO... Sep 27, 2...

EAL-0119... ResizeO... Sep 27, 2...

EAL-0119... ResizeO... Sep 27, 2...

EAL-0119... ResizeO... Sep 27, 2...

Resize to show more

Overall Error Count

240

160

80

0

21 Sep 22 Sep 23 Sep 24 Sep 25 Sep 26 Sep 27 Sep

Recent User Sessions

Job Role	Functional Area	Country	Department
Transformation & Development Professional	Business Alignment Top	US	Engagement and Experiences Infra
Transformation & Development Professional	Business Alignment Top	US	Engagement and Experiences Infra
Brand Professional	Market Relevance Top	US	Integrated Campaigns and Experienc
Transformation & Development Professional	Business Alignment Top	US	Engagement and Experiences Infra
NotAvailable	Business Alignment Top	RO	MSC Business Alignment
Demand Generation Professional	Experience Engine Top	MX	MSC Experience Engine

Business Alignment

Sessions by Country

country count(\*)

United States 25

India 17

Australia 6

Spain 6

Japan 3

Resize to show more rows

APDEX

48.13 %

40.63 %

11.24 %

SATISFIED

FRUSTRATED

TOLERATING

Bounced Sessions

6

count(\*)

New User Count

0

Visits

Experience Engine

Sessions by Country

country count(\*)

United States 26

Romania 8

Mexico 6

United Kingdom 4

Brazil 3

Resize to show more rows

APDEX

47.10 %

44.37 %

8.53 %

FRUSTRATED

SATISFIED

TOLERATING

Bounced Sessions

2

count(\*)

New User Count

0

Visits

Client & Ecosystem Engagement

Sessions by Country

country count(\*)

United States 35

United Kingdom 10

France 5

Netherlands 4

Spain 4

Resize to show more rows

APDEX

52.26 %

37.29 %

10.45 %

FRUSTRATED

SATISFIED

TOLERATING

Bounced Sessions

3

count(\*)

New User Count

0

Visits

Market Relevance

Sessions by Country

country count(\*)

United States 57

Brazil 15

India 4

Mexico 1

Romania 1

Resize to show more rows

APDEX

55.80 %

28.80 %

15.40 %

FRUSTRATED

SATISFIED

TOLERATING

Bounced Sessions

0

count(\*)

New User Count

0

Visits

Key

Data type

Source type

Capture expression

Display name

Ignore DnT

Property

country

String

Meta tag

country

Country



department

String

Meta tag

department

Department



functionalarea

String

Meta tag

functionalarea

Functional Area



jobrole

String

Meta tag

jobrole

Job Role



web\_referrer

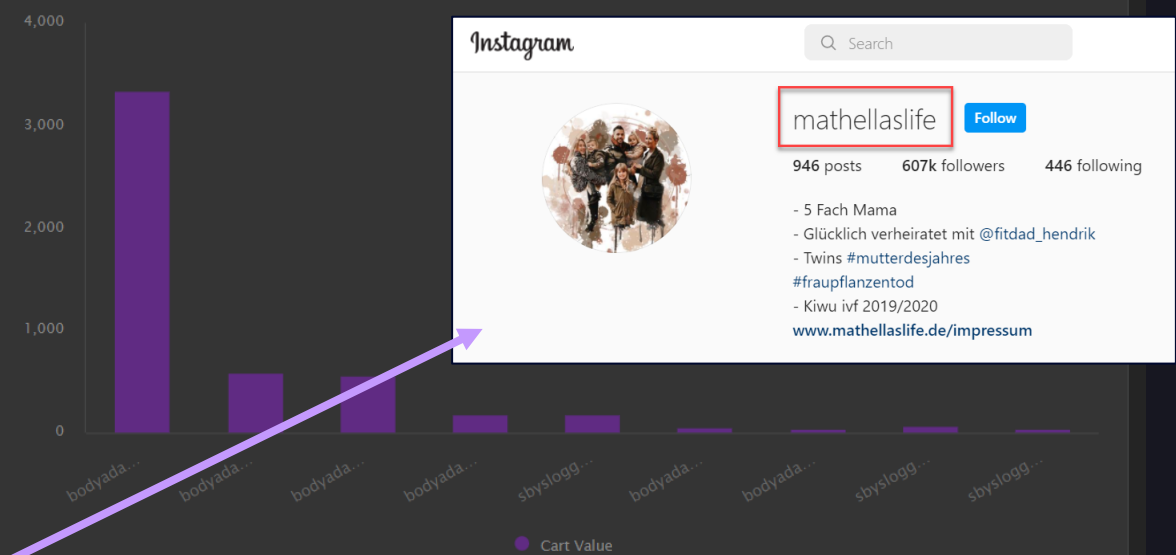
String

JavaScript variable

document.referrer

Referrer





	User sessions	UTM Campaign
	4,629	bodyadapt+m%C3%A4rz-22+mathellastlife
	776	bodyadapt+m%C3%A4rz-22+justine
	698	bodyadapt+m%C3%A4rz-22+jileileen
	664	bodyadapt+m%C3%A4rz-22+jana

Cart Value	stringProperties.web_utm_campaign
3,341	bodyadapt+m%C3%A4rz-22+mathellaslfe
594	bodyadapt+m%C3%A4rz-22+jileileen
558	bodyadapt+m%C3%A4rz-22+justine
183	sbysloggi+februar-22+tache.de.rousseur

# Include Contact Details & Cross Link for Drill Down

Black Friday Overview  
Contact ops@XXX.com with questions

## Landing Page Performance

Top Referrers - Desktop									
Entry Page	75th Percentile Visually Com...	75th Percentile Visually Com...	75th Percentile Interactive	75th Percentile Interactive 2 ...	Avg JS & HTTP Error Count	Avg JS & HTTP Error Count 2...	Hit Count	Hit Count 2 days before	
loading of page /	7,247ms	6,991ms	12,799ms	12,696ms	0.7	0.74	239,896	305,512	
loading of page /	6,965ms	6,983ms	9,616ms	9,576ms	0.74	0.87	39,624	43,516	
loading of page /	7,158ms	6,777ms	10,218ms	9,726ms	1.67	1.71	13,828	18,556	
loading of page /deals	6,132ms	6,511ms	9,675ms	9,960ms	0.68	0.96	12,980	9,552	
loading of page /	4,377ms	4,627ms	6,074ms	6,349ms	0.46	0.48	12,900	19,372	
loading of page /deals/black...	5,366ms	5,269ms	8,715ms	8,687ms	1.08	0.89	12,196	12,928	
loading of page /	7,018ms	6,169ms	15,415ms	13,888ms	0.8	1.04	12,144	10,732	
loading of page /	6,805ms	6,596ms	10,158ms	10,158ms	0.75	1.07	11,264	13,528	
Resizer of image: Reduce to show more rows									

Top Referrers - Mobile									
Entry Page	75th Percentile Visually Complete	75th Percentile Visually Complete...	75th Percentile Interactive	75th Percentile Interactive 2 days ...	Avg JS & HTTP Error Count	Avg JS & HTTP Error Count 2 days...	Hit Count	Hit Count 2 days before	
loading of page /	5,205ms	5,330ms	9,514ms	9,835ms	0.5		0.46	149,148	159,268
loading of page /	5,773ms	5,902ms	8,692ms	8,832ms	0.4		0.42	144,048	154,292
loading of page /deals/black-friday	5,120ms	5,464ms	11,567ms	11,341ms	0.29		0.29	45,092	37,800
loading of page	8,717ms	8,637ms	11,518ms	11,518ms	0.38		0.44	42,980	45,784
loading of page /	7,546ms	7,693ms	8,178ms	8,265ms	0.82		0.84	28,988	15,220
loading of page	3,522ms	3,575ms	10,806ms	10,354ms	1.22		1.17	28,700	27,000
loading of page /deals	6,004ms	6,202ms	10,426ms	11,361ms	0.31		0.35	26,900	18,784
loading of page	6,818ms	6,571ms	13,187ms	13,187ms	0.65		0.62	25,636	21,372
Resizer of image: Reduce to show more rows									

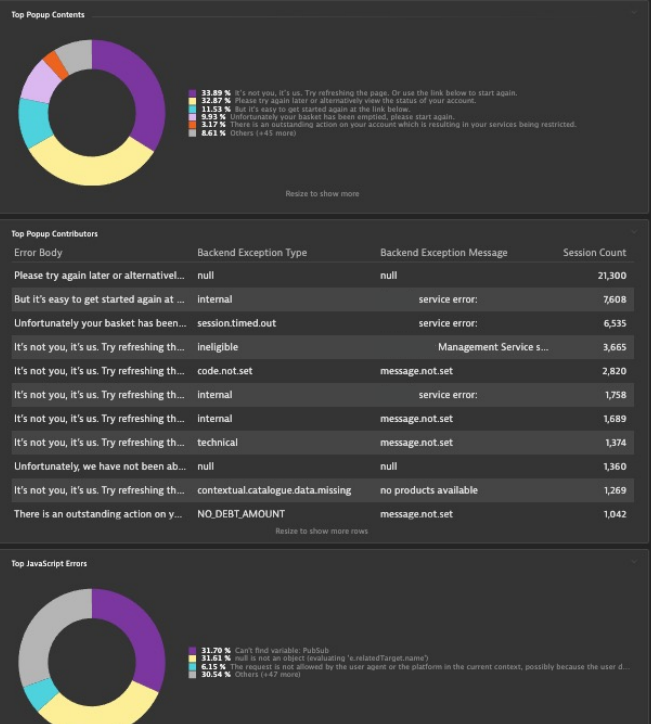
## Exit by Product

Home Conversion					
472,316 (100%)	15,168 (3.2%)	896 (0.2%)	188 (0.0%)	108 (0.0%)	
-0.6% vs 7 days before	-3.9% vs 7 days before	+64.7% vs 7 days before	-6% vs 7 days before	-15.6% vs 7 days before	
Home	Product Selection	Checkout Summary	Payment	Checkout Confirmation	
Conversion					
107,760 (100%)	25,980 (24.1%)	18,040 (16.7%)	2,732 (2.5%)	924 (0.9%)	
-6.9% vs 7 days before	-10.4% vs 7 days before	+8.3% vs 7 days before	+15.4% vs 7 days before	+5.5% vs 7 days before	
Plans	Basket Summary	Payment	Checkout Confirmation		
Conversion					
45,360 (100%)	11,468 (25.3%)	348 (0.8%)	164 (0.4%)	88 (0.2%)	
+34.6% vs 7 days before	+11.8% vs 7 days before	+13.0% vs 7 days before	-6.8% vs 7 days before	-12% vs 7 days before	
Product Selection	Checkout Summary	Payment	Checkout Confirmation		
Conversion					
68,952 (100%)	4,700 (6.8%)	0 (0%)	0 (0%)	0 (0%)	
+6.0% vs 7 days before	-3.6% vs 7 days before	- vs 7 days before	- vs 7 days before	- vs 7 days before	
Payment	Checkout Confirmation				
Conversion					
14,868 (100%)	932 (6.3%)	16 (0.1%)	8 (0.1%)	4 (0.0%)	
-6.1% vs 7 days before	-15.9% vs 7 days before	+ vs 7 days before	+ vs 7 days before	+ vs 7 days before	
Product Selection	Checkout Summary	Payment	Checkout Confirmation		
Conversion					

## Engagement & Server Side Health - 72 hour week on week comparison



## Error Popup & JavaScript Analysis



## Quick Links

- [Black Friday Overview \[Current\]](#)
- [Traffic Source Overview](#)
- [Campaign](#)

## Other

- [Production Overview](#)
- [Referral Data](#)
- [KPI View](#)





# Synthetic for Oversized Assets

- Major sporting goods store wanted the ability to track if images over 100KB render on their page
- Solution
  - Used a unique scripting solution in synthetic with custom JS to report if any image on a designated page reported a file size over 100KB
  - A custom event for alerting is then used to send out an alert if an image file surpasses this size
- 100KB is a standard industry recommendation, and large image files are a primary factor in CWV slowness and render slowness—especially for your slower 25% of traffic

Synthetic events

- 1 Loading of "Navigate"
- 2 Check Image Size over 10...  
JavaScript

Check Image Size over 100 kb

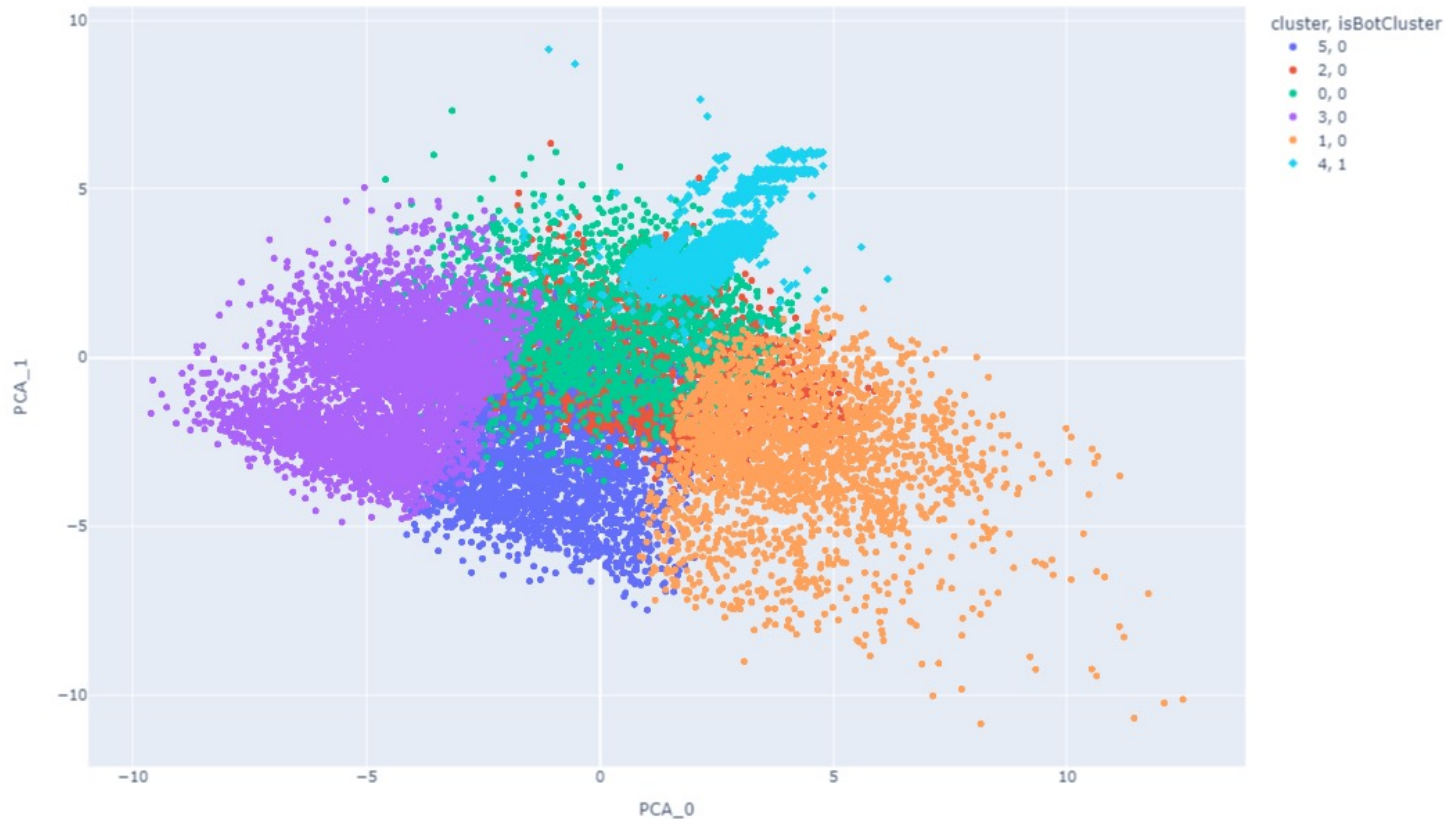
Close detail

```
1 reportIt = function(x) {
2   url = '██████████.live.dynatrace.com/api/v2/metrics/ingest';
3   pdata = "██████████.imgSizeExceeded100kb";
4   pdata += ",dt.entity.synthetic_test=SYNTHETIC_TEST-██████████ ";
5   pdata += x * 1 + "\n";
6   fetch(url, {
7     method: "POST",
8     headers: {
9       "Authorization": "Api-Token ██████████\nVJ
10      ██████████
11      "Content-Type": "text/plain"
12    },
13    body: pdata
14  }).then(
15    reply => reply.json().then(obj => {
16      api.info('Fetch response: ' + JSON.stringify(obj));
17      api.finish();
18    }).catch(
19      e => {
20        api.info("Oops! " + e);
21        api.finish();
22      });
23  });
24  api.startAsyncSyntheticEvent();
25  try {
26    res = performance.getEntriesByType("resource");
27    images = [];
28    res.forEach(x => {
29      if (x.initiatorType == "img") {
30        images.push(x);
31      }
32    });
33    sizeCheck = 1;
34    images.forEach(x => {
35      if (x.encodedBodySize > 100000) {
36        sizeCheck = 0;
37        api.info(x.name + " is " + x.encodedBodySize + " bytes encoded");
38      }
39    });
40    api.info("Image size check: " + (sizeCheck == 1 ? "No images over 100kb" : "One or more images over 100kb (download size)"));
41    reportIt(sizeCheck);
42  } catch (err) {
43    api.info('Problem parsing resources: ' + err);
44    api.finish();
45  }
```





Cluster visualization (sample 20.000 rows)



fiBot	REAL_USER	ROBOT	SYNTHETIC	UNDETECTED_BOT	POTENTIAL_BOT
cluster					
0	1111752	4130	15275	45586	0
1	1231118	3479	38	12	0
2	802579	6107	161	175609	0
3	2136048	498	13564	8	0
4	0	69546	1953	980031	50213
5	1666456	2324	709	5571	0

*By analysing the behaviour of labelled robots, we can now flag robots which did not identify themselves!*

# Align Business & IT through role based views from single source



Executive overview  
& trends



Operational  
Quality &  
Reporting



Performance  
Optimization



Conversion &  
Customer  
Engagement



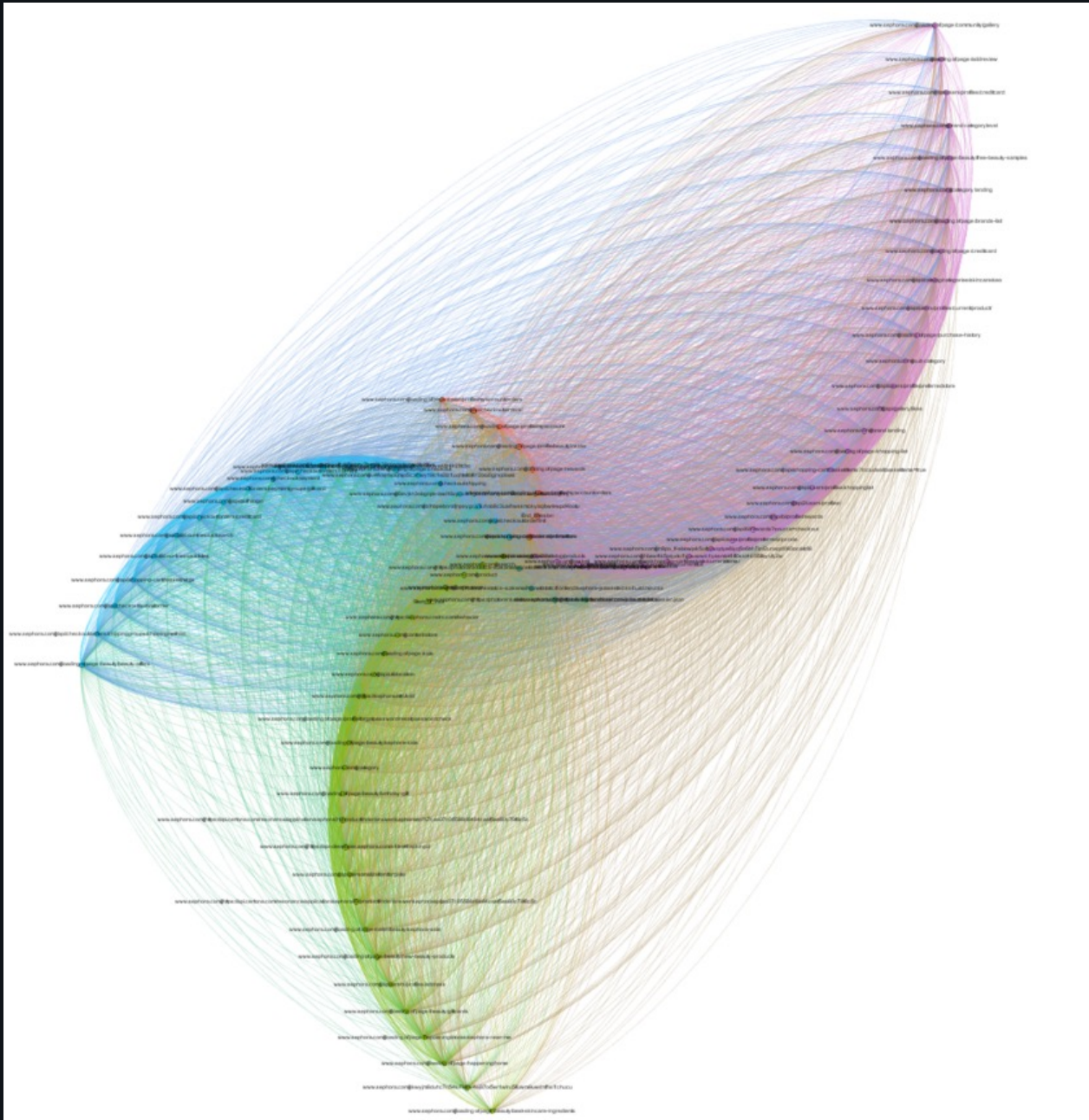
Release  
Management



Marketing &  
Customer  
Segmentation

Digital Optimization Journey





*By analysing millions of customers' journeys,  
we can now identify central elements any  
application*

# What would you like to explore? [Carl@dynatrace.com](mailto:Carl@dynatrace.com)



Anomaly Detection

Detect and react to changes in user experience or behavior



Real User  
Experience Analysis

Understand how users traverse and experience the application in the real world



Pipeline Health

Use DEM to show environment & release health live and triage discovered issues quickly



Page  
Optimisation

Deep analysis on where visitors experience performance bottlenecks during page load



A/B  
Testing

Live views & follow up analysis of real user experience and behavior across feature versions



Release  
Validation

Leverage Synthetic for baseline performance comparisons between pre-production environments



Conversion  
Bottlenecks

Understand which areas visitors commonly drop out at during business critical flows



Visitor Profile

Analyze visitor demographics to ensure consistent, positive experience is being delivered and prioritize feature development



Industry Best  
Practices

Application audits comparing against page construction best practices



Defect Impact

Standardized business impact incident follow up reports



VIP Servicing

Analyze VIP visitor behavior and proactively react to issues with their service



Group  
Enablement

Role based training for business and technical teams



Top Exit Pages

Dive deeper on common real user exit patterns and examine contributing factors



Abandoned Carts

Examine contributing factors to abandonment during business critical flows



Competitor  
Analysis

Leveraging Synthetic to compare performance against the industry



Bot Visitors

Analyze robot crawler traffic patterns & block malicious bots



App. Capacity

Integrate & analyze load test to determine bottleneck services and predict required infrastructure



Service  
Reporting

Standardized application and service level reporting across the enterprise



