

Digital Experience Tales from the Field

2023

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Digital Experience Tales from the Field

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

Question? Feedback? Carl@dynatrace.com

CONFIDENTIAL



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%

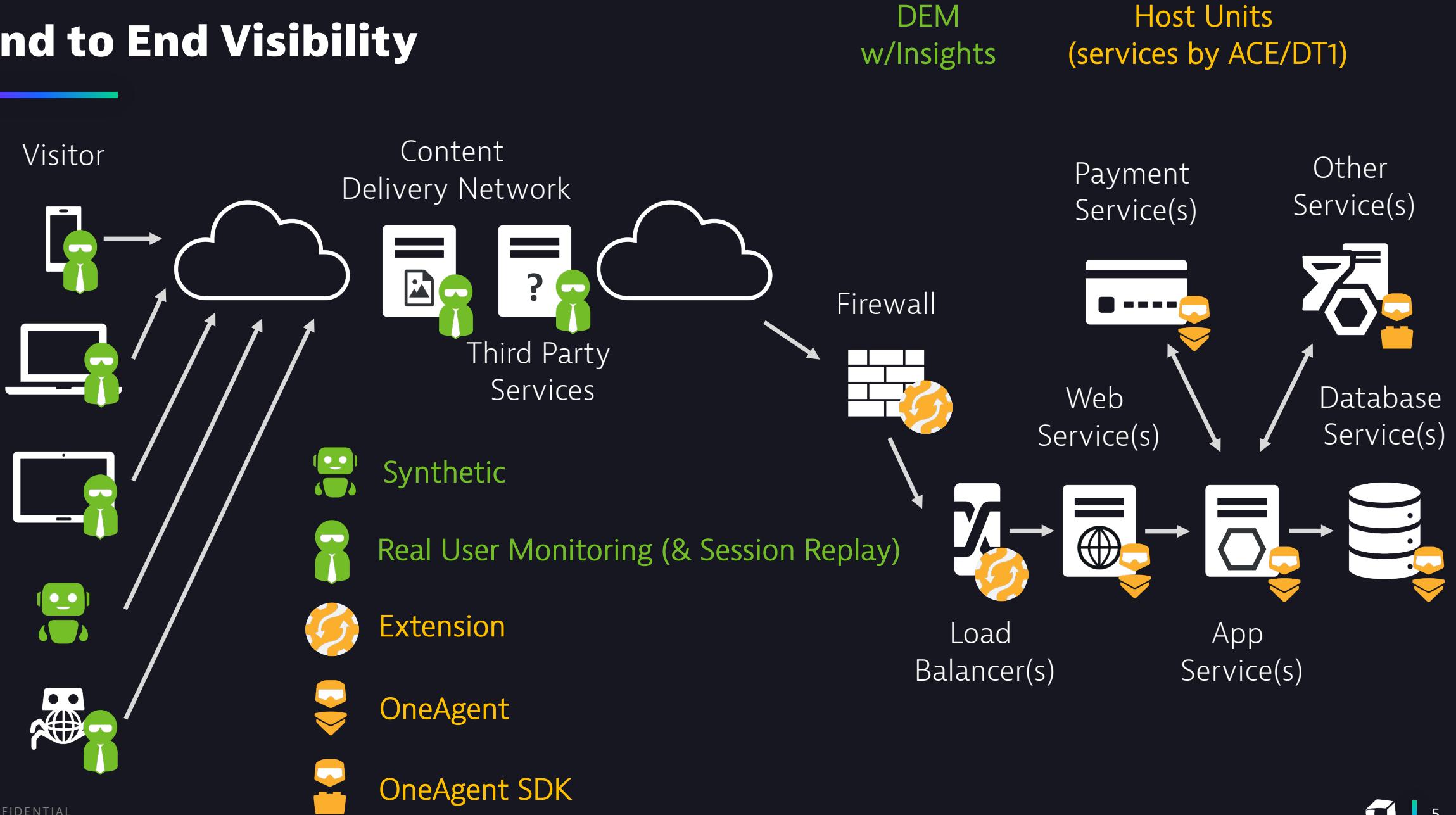
of consumers say customer experience is one of the biggest influences when **choosing one brand over another**

73%

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



End to End Visibility

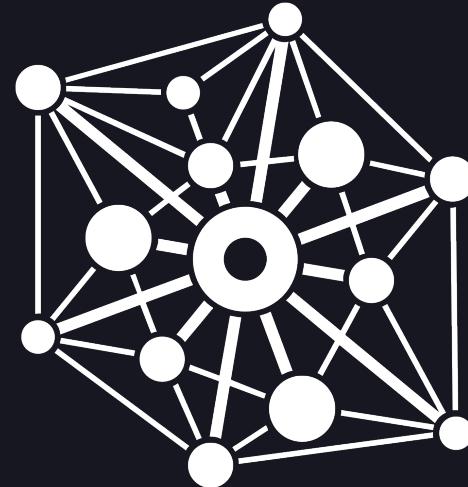


Digital Experience Management with Insights



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

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



DEM w/Insights

Optimize User Experience + Show and act on Business Impact

20% higher cart value - Mitchells & Butlers

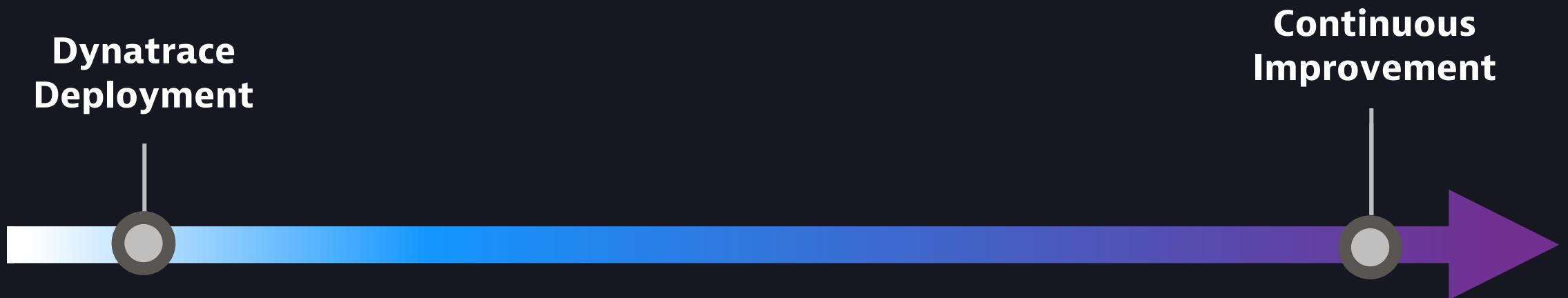
65% lower customer churn - Vitality

32% increase in conversions – BT

Using Monitoring Data to Optimize Business Outcome

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

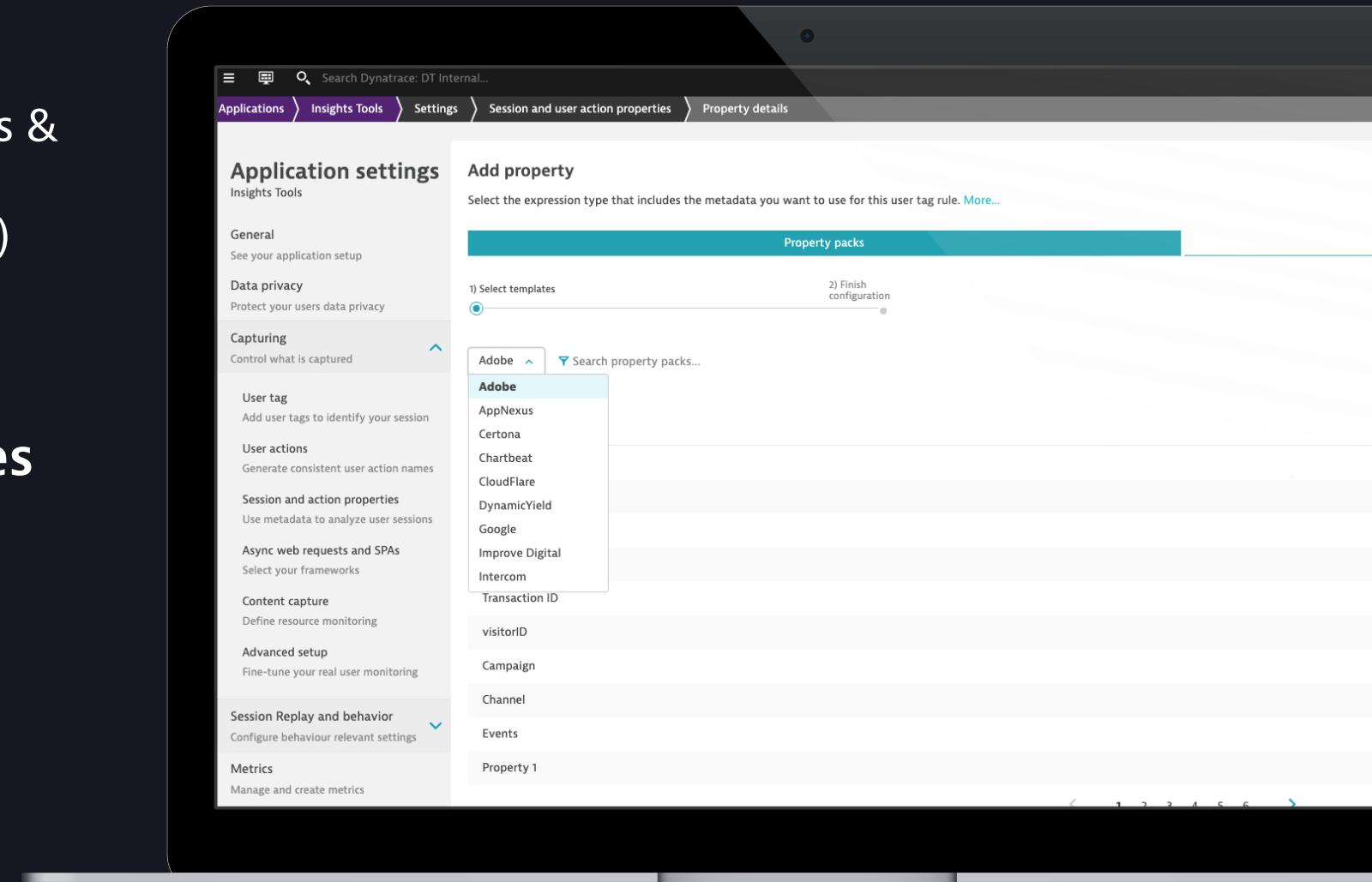
Protip: Set Referrer as Action & Session Scope

1. Out of the Box

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

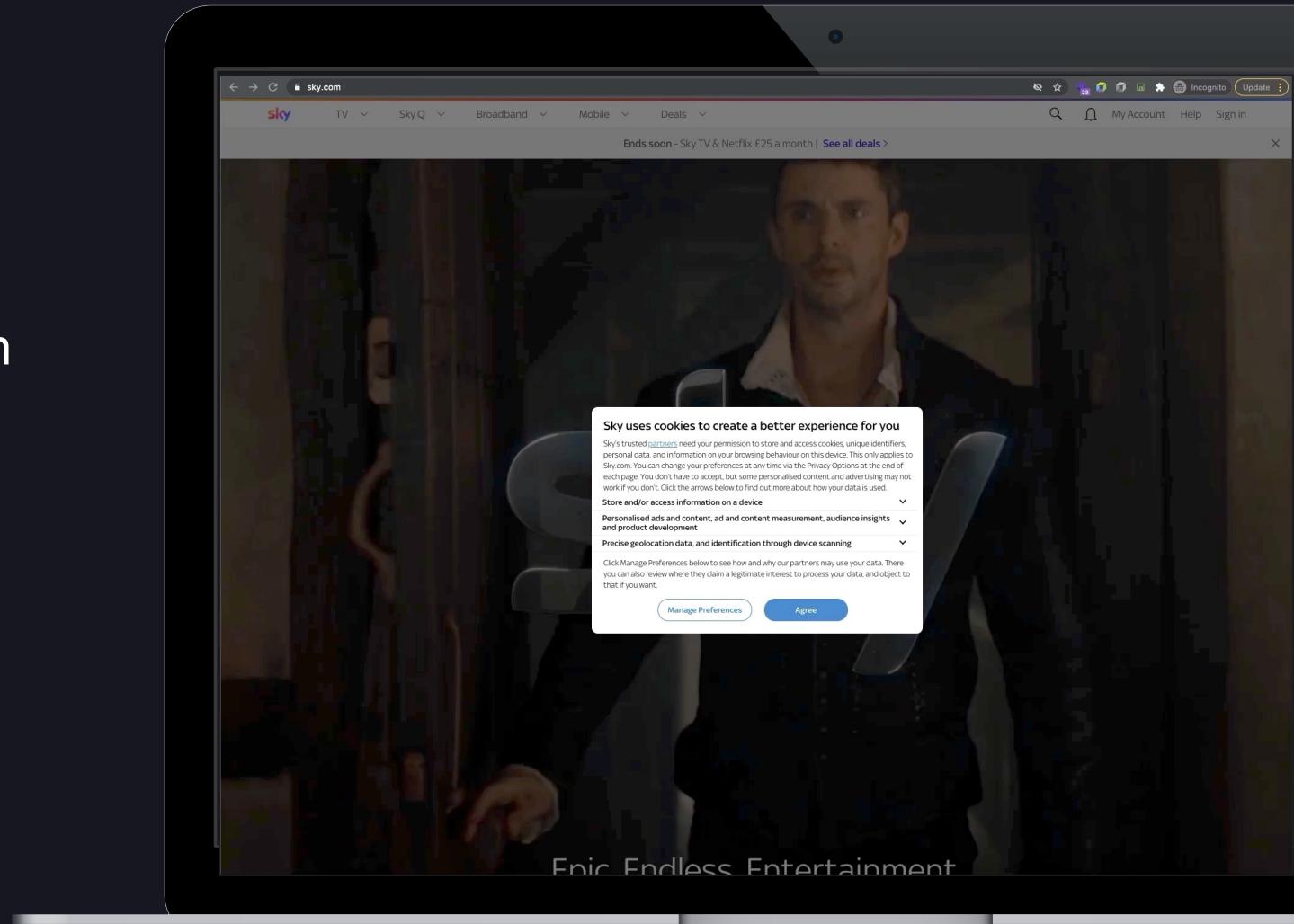
2. Custom Defined Properties (ask me about CLOVIS)

- 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

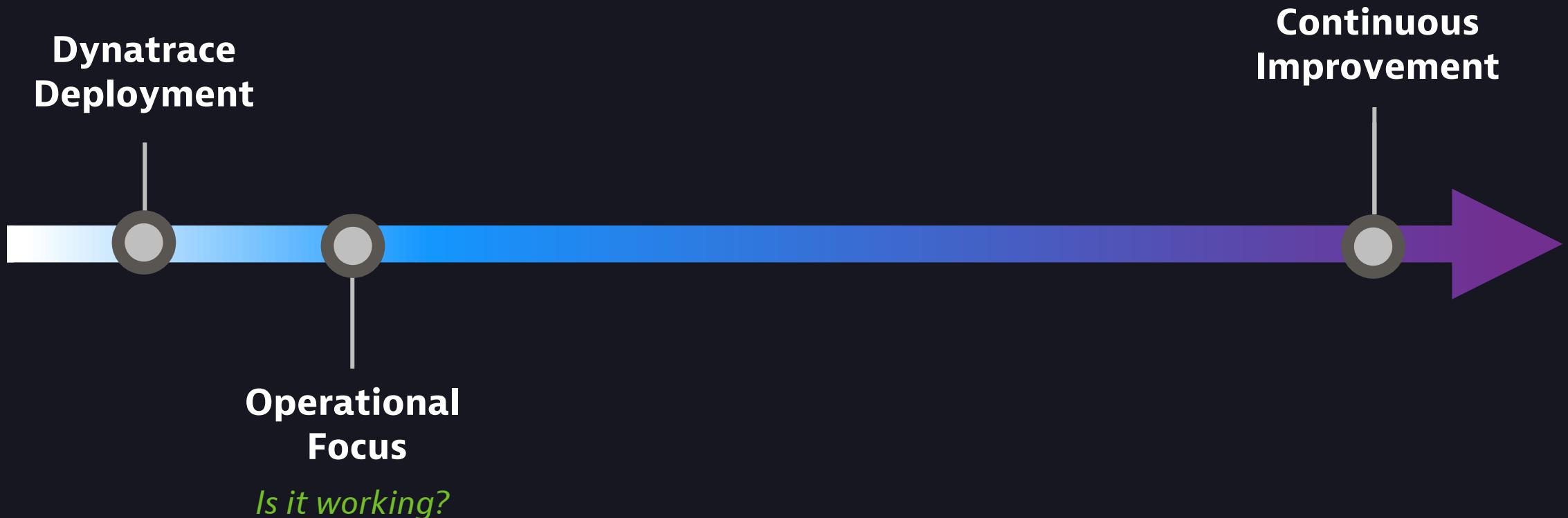


Segment to suit your user base

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

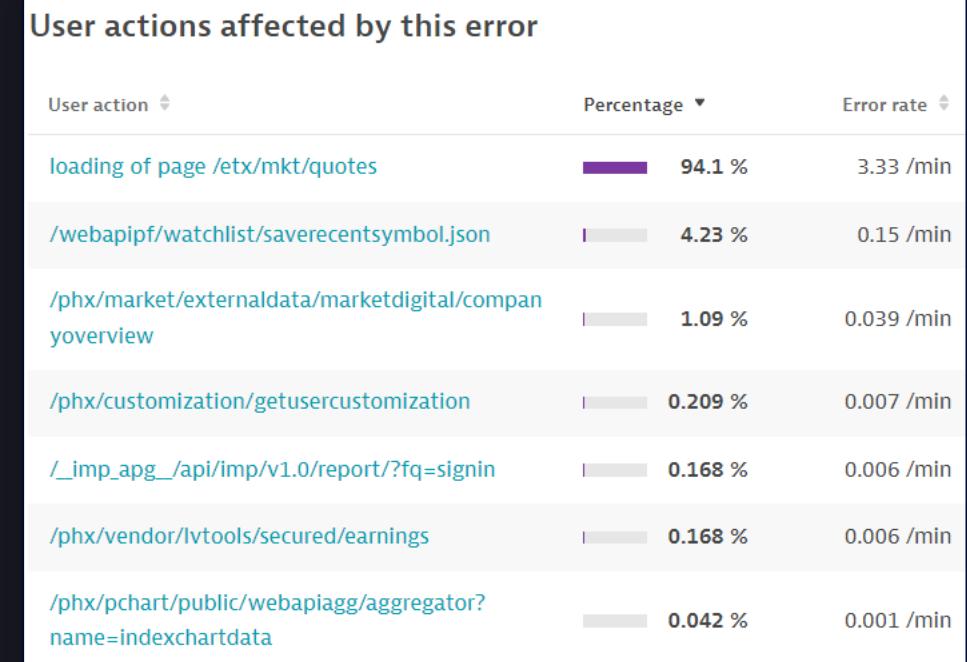
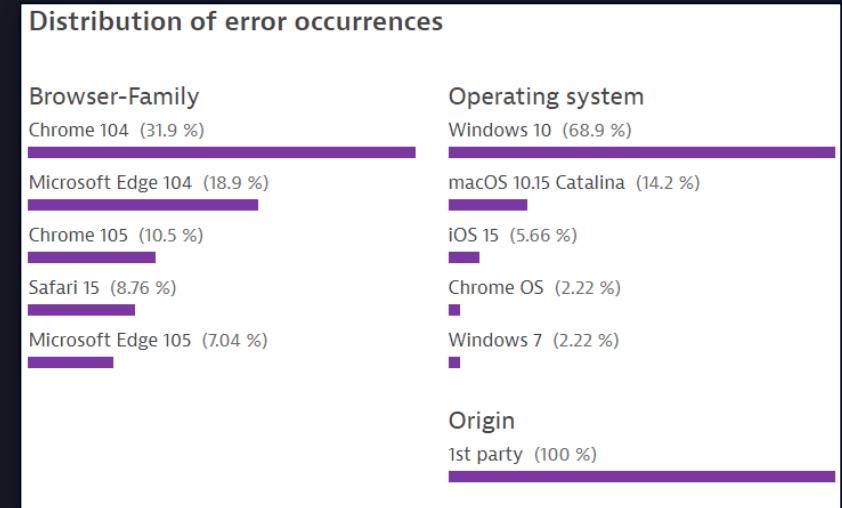
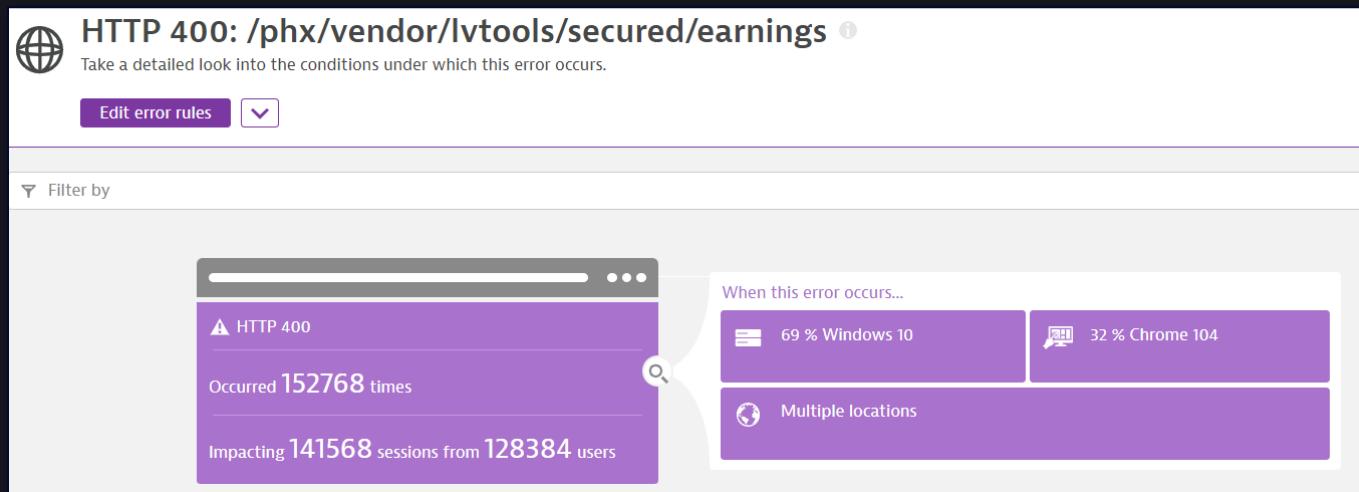
Office Number	name	Average Action Duration	Total Action Count
10	loading of page /patient/eyeglassorder	30,453ms	31
1010	loading of page /patient/insurancertecheck	15,698ms	43
1010	loading of page /patient/materialordersmvc	11,729ms	33
1014	/api/office/1014/patientdemographics/getpatientsummarybyid?id=<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

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



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

Bearish Bullish MotleyFool 17% 

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.

[Earnings](#) [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 include iPhone, Mac, iPad, iPods, 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

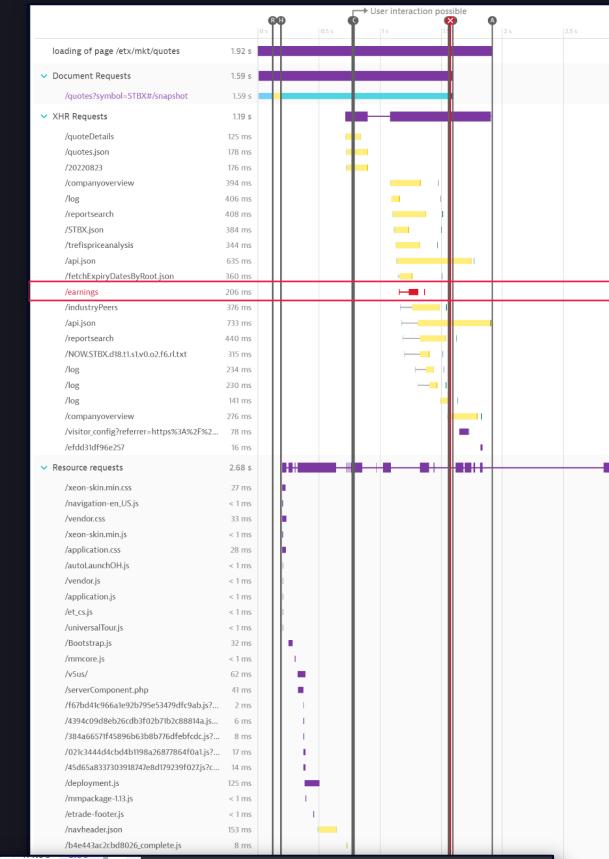
Similar Companies

See how AAPL compares to similar companies in [Technology](#)

/earnings (1st party)
https://phx/vendor/lvtools/secured/earnings

This request failed with **HTTP 400**.

Overall	Phases	Sizes
Load time 154 ms	Blocking 81 ms	Transfer size 433 B
Started at 1.16 s	Application Cache < 1 ms	
Completed at 1.31 s	DNS lookup < 1 ms	
	TCP connect < 1 ms	
	Secure connect < 1 ms	
	Request 72 ms	
	Response 1 ms	
	Callback < 1 ms	



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%

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, iPods, 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

Console Coverage Network request blocking

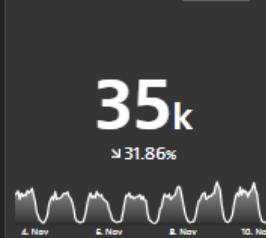
This dashboard shows details for the primary application errors on [REDACTED]

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



loading of page /error

Occurrences & Trend



Exit

15,863
#

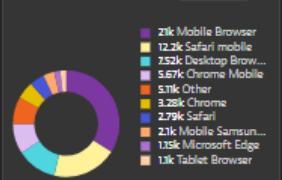
No exit

18,695
#

Previous action

Referrer	#
	2,785
	2,089
	1,650
	1,163
	867
	649

Browser distribution



Errors by city

City	#
London	4,695
null	1,933
Dublin	1,116
Birmingham	990
Manchester	709
Edinburgh	640

Example sessions

Dynatrace Session ID	Session ID
UVQMHMMFUEHHTCOEUAKOCRWMTNMRWP-0	null
VAMQMHOQJMJRCHRVAWSGOUTKVBK-0	null
UREWRUQEBAPECLPLKCCMGKFUDAFKHPDGQ-0	00b35147-bc20-40b8-9a52-b9f38af9bf04
CRRPMEVEPJSAEPKMPIGKLDQANUUMLOQ-0	404b5f32-4128-4a82-8f1c-02d1c034078f
VKMFDPDPHQDCILACBRWRWELEPURMFMHF-0	d7ef1473-ec81-49f0-a09f-146654b540ac
MWWNTUCHLAONEHWLOVMDIVDMCFENRAN-0	null

Resize to show more rows

loading of page /ineligible

Occurrences & Trend



Exit

4,807
#

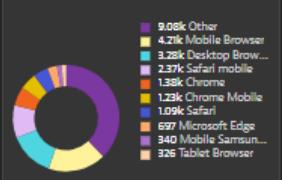
No exit

12,004
#

Previous action

Referrer	#
	1,531
	1,100
	619
	576
	358
	265

Browser distribution



Errors by city

City	#
London	1,754
null	980
Birmingham	421
Glasgow	335
Leeds	331
Manchester	290

Example sessions

Dynatrace Session ID	Session ID
CUDARWH5JKPKPKCPKPPCEAFIGQNTSFPM-0	51380c50-f688-4251-9bc0-aa08304467f
VKFHWBKPMPLTVJHRIQFAHPKPSRFRDQN-0	a70f5043-cdd4-41ca-8d92-831cb62ef442
LAKLHMODOMTIRBUWUTTURKMPFEDEUKA-0	085at07b-d2a6-4a90-b5f3-e971b8f2136
JVCLHAOIPDMKMEFWCCENCAHIOUODCPI-0	3c032126-4ba8-47b6-b203-20110c6cc7e
UFKCAAKSNIRKFWDHPDHMUCKRTBNGHTBL-0	e931d75c-38eb-408c-a6d7-b166b0923b25
GWDKUMNHFHUPOALACSVNHLUKKHMNIUKFK-0	4867bd6d-a106-4245-8468-cc4944a03f58

Resize to show more rows

loading of page /mobile/error

Occurrences & Trend



Exit

1,552
#

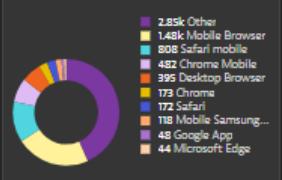
No exit

3,167
#

Previous action

Referrer	#
	270
	240
	108
	108
	96
	91

Browser distribution



Errors by city

City	#
null	549
London	407
Dublin	358
Birmingham	124
Glasgow	80
Manchester	75

Example sessions

Dynatrace Session ID	Session ID
GBOMIIAHKIPBAHPQMKKEDNNITPQCARF-0	09d7d8b5-ef89-4edf-8436-ff5aff99fbaf
IMBCTFURUBKJUDCVUPJHJEMPPFSMFMV-0	d37c9c43-bd26-450e-b860-075bf152d89a
MAUVRGHHFSSILMKIRMHFTFHPUQHSVTL-0	28036fdf-770d-4b9a-9b69-014a26531c63
ABCPGSHIEUCEAKLLPQTNGTHHMDQICRL-0	null
MCLSDBUWFPMAULEJCGKFUSWMIURHLJFR-0	35474c47-5a12-45cb-8e0a-3440c1ca0247
IAMMIKKDURMONPHIAODIFMMCVFROID-0	609f8b16-ec91-49e4-8dhe-1c107925e44

Resize to show more rows

loading of page /mobile/ineligible

Occurrences & Trend



Exit

2,535
#

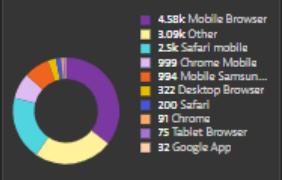
No exit

5,497
#

Previous action

Referrer	#
	566
	211
	183
	182
	162
	113

Browser distribution



Errors by city

City	#
null	662
London	648
Birmingham	210
Manchester	127
Leeds	141
Glasgow	135

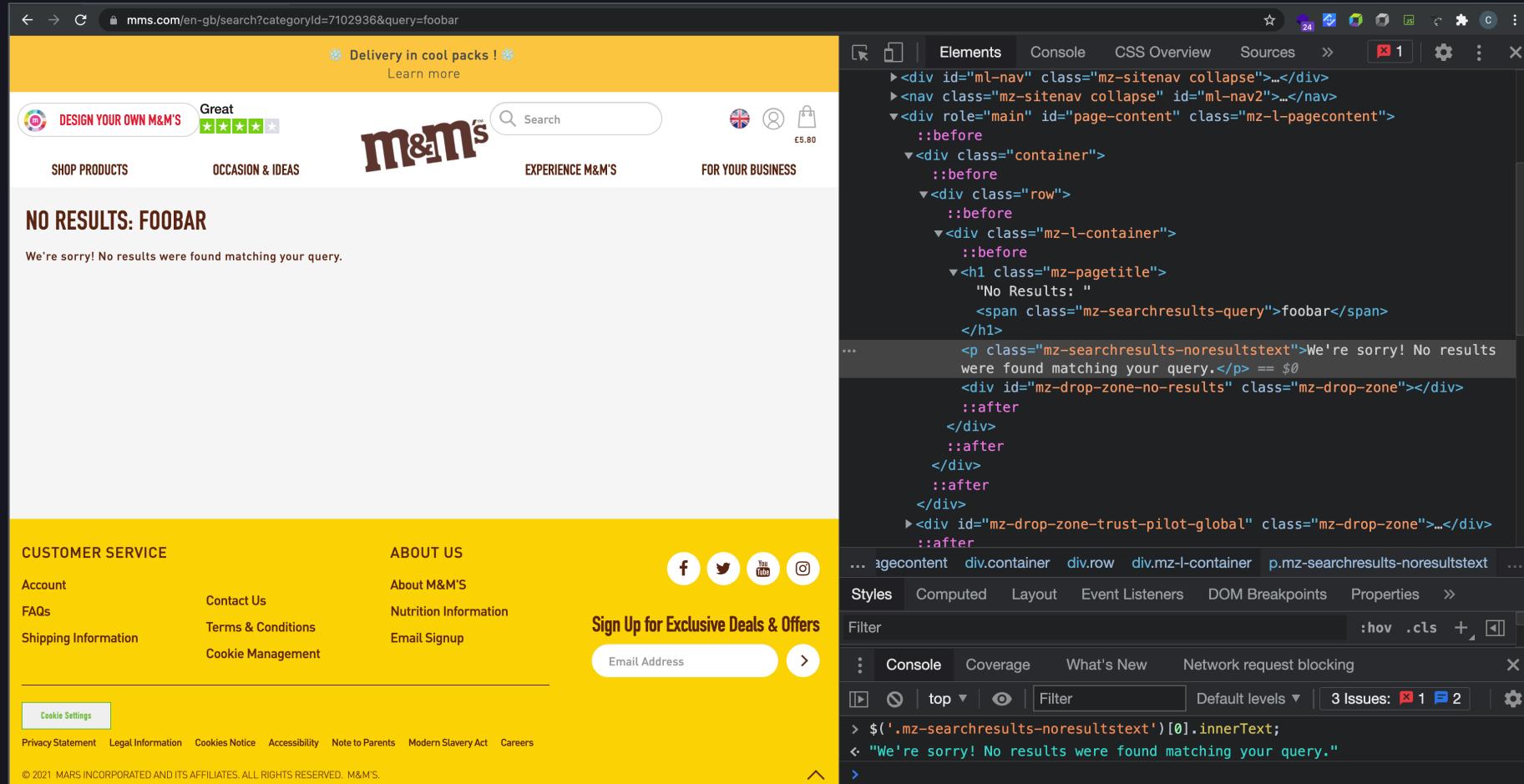
Example sessions

Dynatrace Session ID	Session ID
RHIAOPITKIPCKBCDCCKCFKUKCNRBAU-0	0a793bd6-37e7-489c-823e-98edf277ae12
RHIAOPITKIPCKBCDCCKCFKUKCNRBAU-0	0a793bd6-37e7-489c-823e-98edf277ae12
FADMJWSMTIPWOMHRCWSCKMLMJKUERPP-0	a130965f-d8c4-45da-a147-4c809dd47ce5
RIKRMCMOHKRBHFFBHHHITSEGANMRHOW-0	68380f1e-3b8b-4413-bedd-f105676da8b
AHVAPJMMUWKWCJFQJMNHFOTMABPFKT-0	ee81516-fc67-47bf-af38-601ddc13858a
RSAOFMWAHOFEAASSBVENHABHBLRJLFV-0	608792b0-6c1e-4ce9-b1ff-2ef651d6e8ed

Resize to show more rows

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



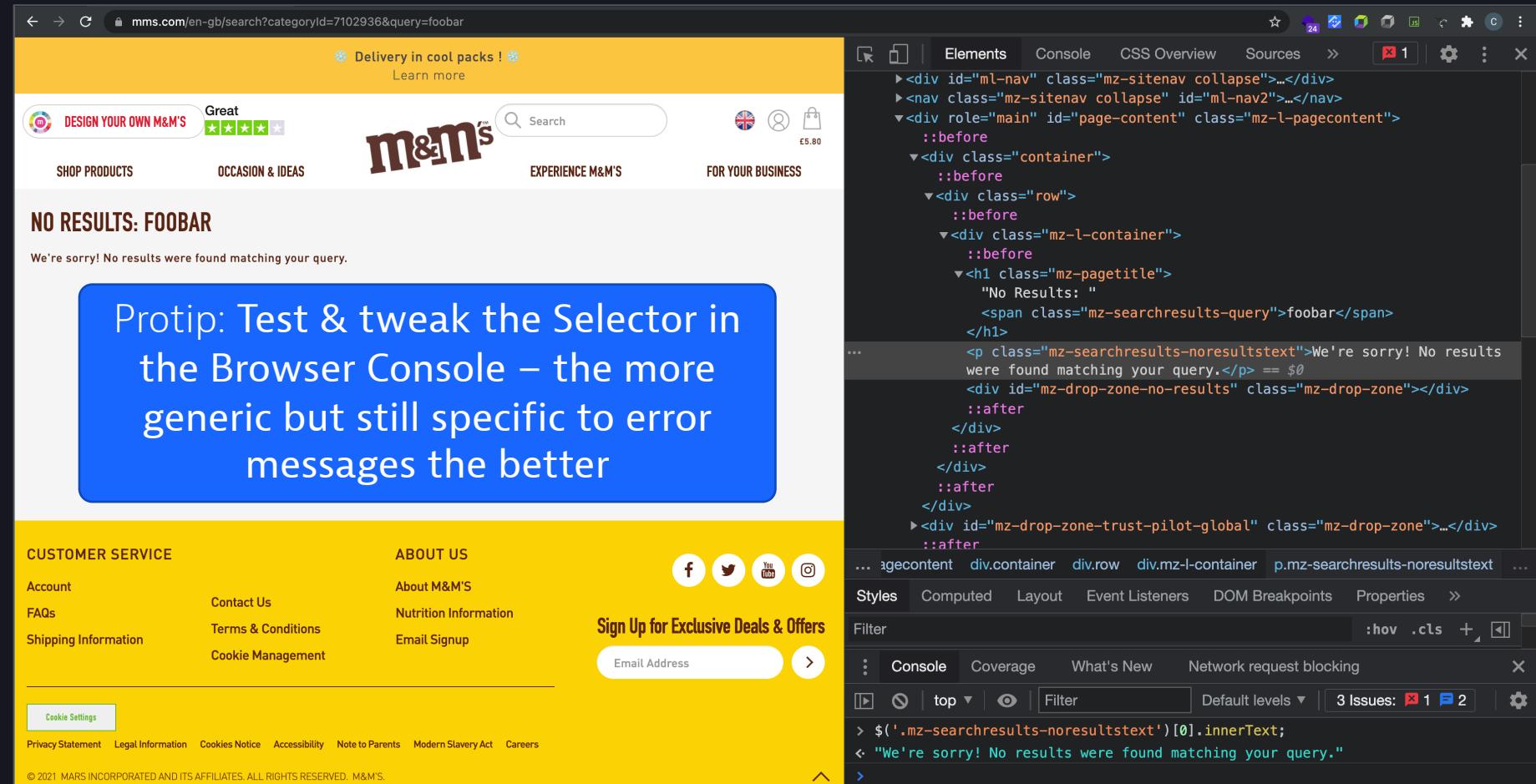
The screenshot shows a search results page for 'foobar' on the M&M's website. The search bar contains 'foobar'. The main content area displays 'NO RESULTS: FOOBAR' and the message 'We're sorry! No results were found matching your query.' Below this, there are sections for 'CUSTOMER SERVICE' (Account, FAQs, Shipping Information) and 'ABOUT US' (About M&M'S, Nutrition Information, Email Signup). A 'Sign Up for Exclusive Deals & Offers' form is present. The footer includes links for Privacy Statement, Legal Information, Cookies Notice, Accessibility, Note to Parents, Modern Slavery Act, and Careers. The copyright notice at the bottom is '© 2021 MARS INCORPORATED AND ITS AFFILIATES. ALL RIGHTS RESERVED. M&M'S.'

The DevTools Elements tab on the right shows the HTML structure of the page, highlighting the search results message. The CSS Overview tab shows the styles applied to the page, and the Network tab shows the request for the search results.

```
<div id="mz-nav" class="mz-sitenav collapse">...</div>
<nav class="mz-sitenav collapse" id="mz-nav2">...</nav>
<div role="main" id="page-content" class="mz-l-pagecontent">
  ::before
  <div class="container">
    ::before
    <div class="row">
      ::before
      <div class="mz-l-container">
        ::before
        <h1 class="mz-pagetitle">
          "No Results: "
          <span class="mz-searchresults-query">foobar</span>
        </h1>
      ...
      <p class="mz-searchresults-noreresultstext">We're sorry! No results were found matching your query.</p> == $0
      <div id="mz-drop-zone-no-results" class="mz-drop-zone"></div>
      ::after
      </div>
      ::after
    </div>
    ::after
  </div>
  ::after
</div>
<div id="mz-drop-zone-trust-pilot-global" class="mz-drop-zone">...</div>
::after
...
agecontent div.container div.row div.mz-l-container p.mz-searchresults-noreresultstext ...
```

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



The screenshot shows a search results page for 'foobar' on the M&M's website. The page displays a 'No Results' message: 'We're sorry! No results were found matching your query.' A blue callout box contains the text: 'Protip: Test & tweak the Selector in the Browser Console – the more generic but still specific to error messages the better'. The browser's developer tools are open, specifically the Elements tab, which shows the HTML structure of the page. The CSS selector for the 'No Results' message is highlighted in the Elements panel: `$('.mz-searchresults-noreresultstext')[0].innerText;` and the resulting message is shown in the console: `"We're sorry! No results were found matching your query."`

Graceful Error Pages

Top 3 bounces

See which user actions lead to a bounce.

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

[View full details](#)

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?

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

```
foundPortletPortlet_WAR_PageNotFoundPortlet_INSTANCE_SwNMvhKem3o7_7_>
</span>
<div class="portlet-borderless-container">
  <div class="portlet-body">
    <div class="journal-content-article">
      <br>
      <br>
    <div class="ofismal006 ofinayt194 op-analytics-content-data" 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>
        </div>
      </div>
    </div>
  </div>
</div>
...

```

```
> $('div[data-content-name*="Target not found"]')[0].innerText;
< '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.'
```

Log in

We currently offer online services in English only for corporate customers.

Read more about services in English >

Identification method Mobile key [i](#)

Key code list

Username

 Check the information you entered.

[Forgot your username?](#)

Continue

OR

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

Elements Console Sources Network »

```
        "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="ds-input-error" 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

►<div>...</div>

Check the information you entered.

</div>

</div>

... em.ds-col.ds-col--sm-8 div div div#auth-device-error-validation-mobilekey.ds-input-error ...

Styles Computed Layout Event Listeners DOM Breakpoints Properties Accessibility

Filter :hov .cls +, □ X

⋮ Console

|| top ▾ | Filter Default levels ▾ | 1 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
 - 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

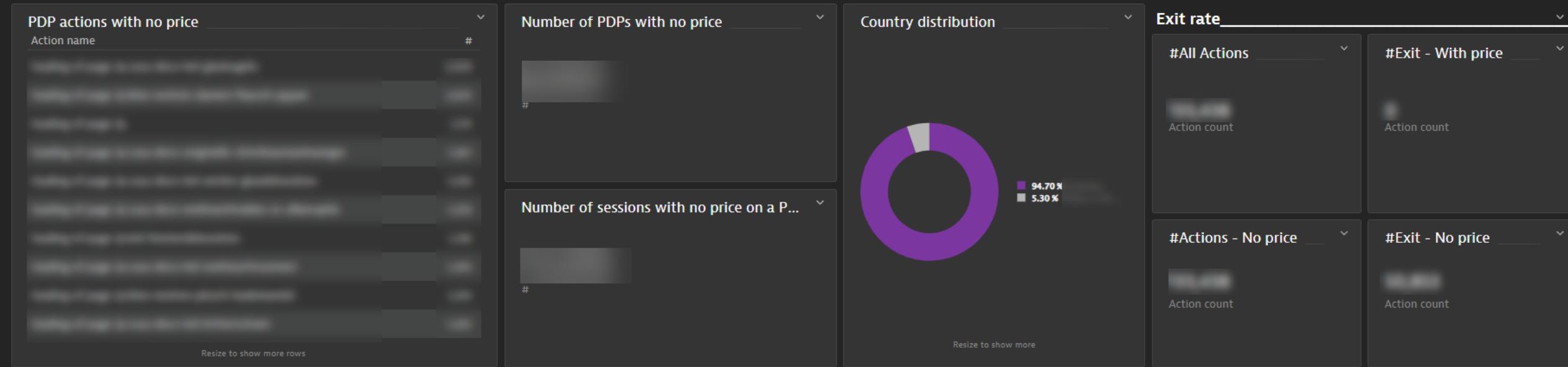


This dashboard shows details about the PDPs (Product Detail Pages) that contain no price information

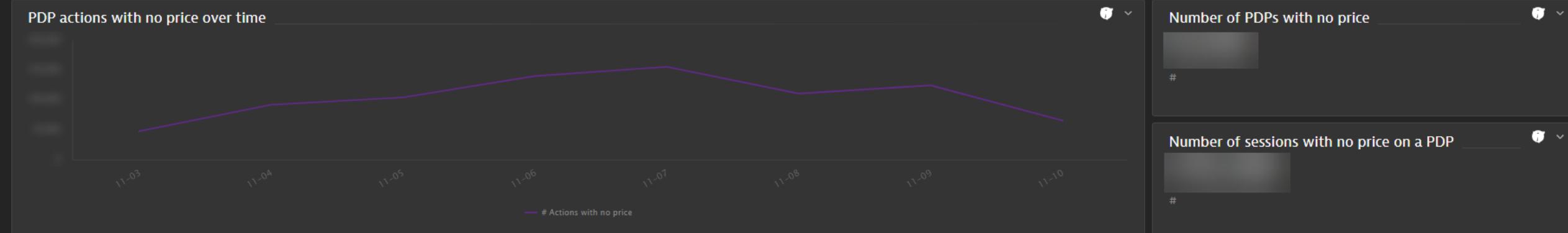
Reach out to Insights@dynatrace.com for a walk-through or enhancement.



Last 24 hours

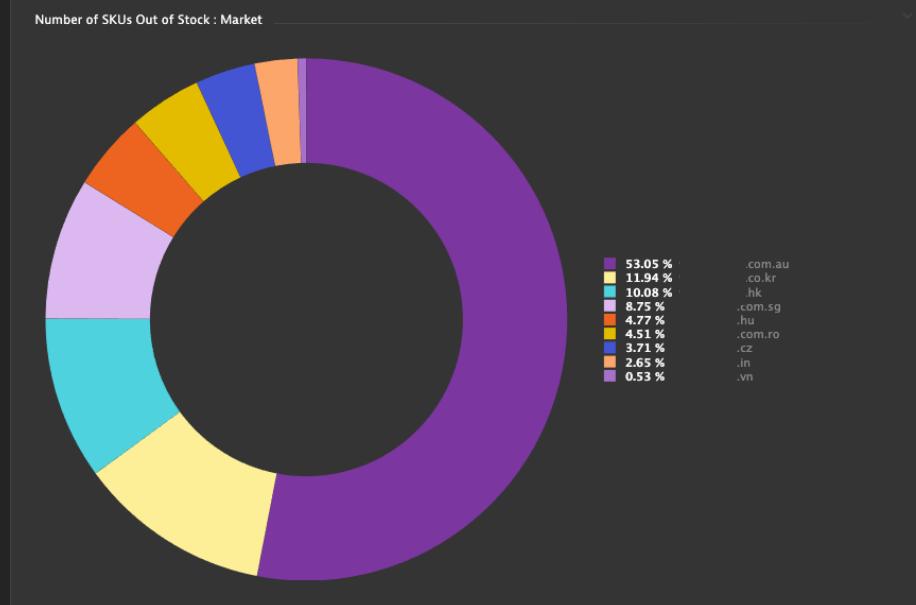


Last 7 days



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
	6
/offers/black-friday?utm_source=face...	6
/products/haircare/haircare/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)

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

Out of Stock Products (HK)

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)

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)

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



Users leave Client hosted domains to access Third Party insurance services



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

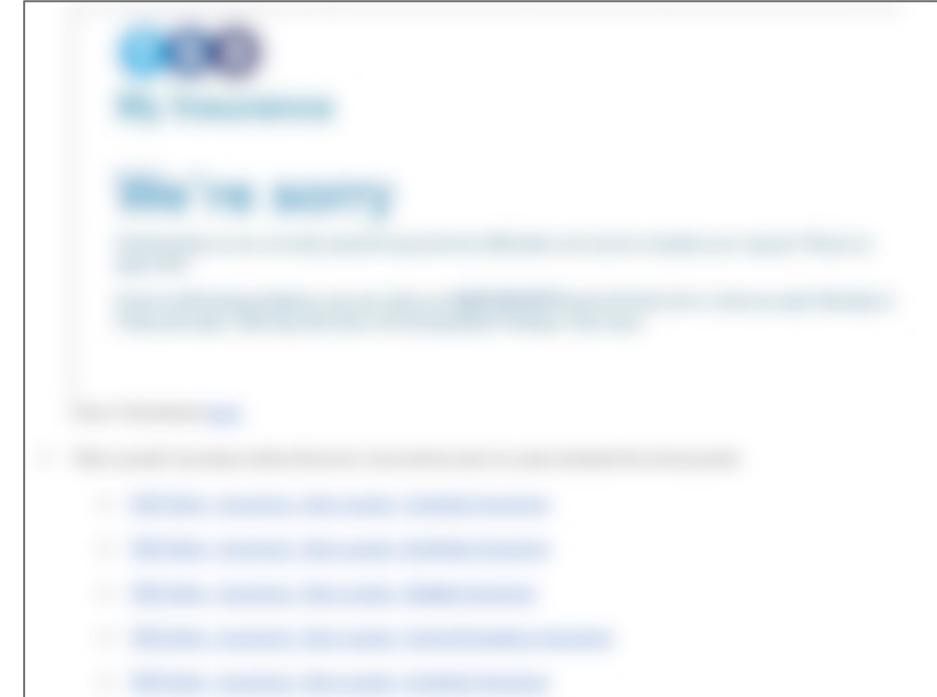
CONFIDENTIAL

Hi TSB and Aviva teams,

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



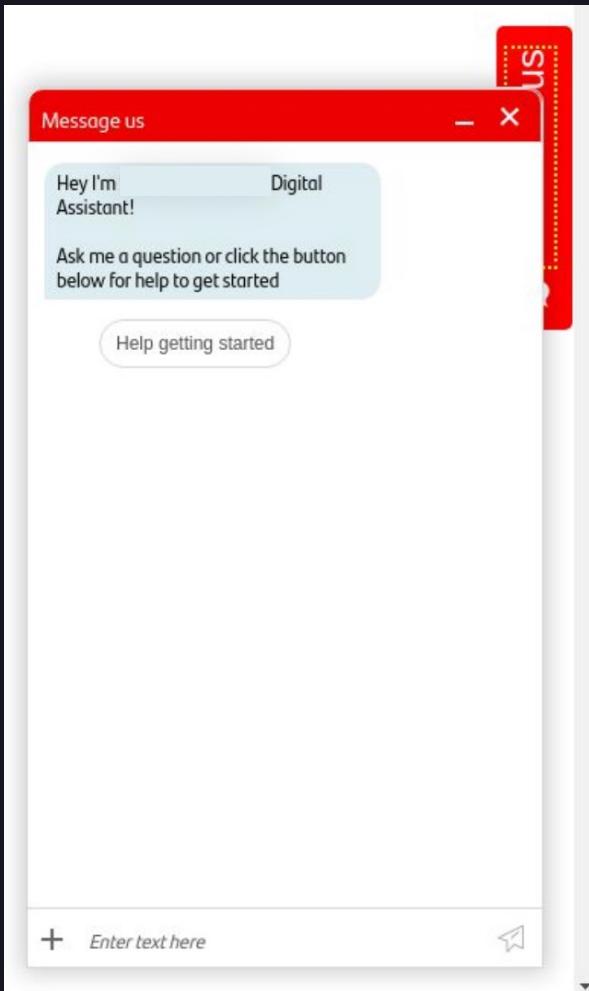
- The users saw a portcullis informing them of technical difficulties. This is the desired outcome that was missing in the past outages.



- 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"
- 3 click on "Personal"
- 4 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

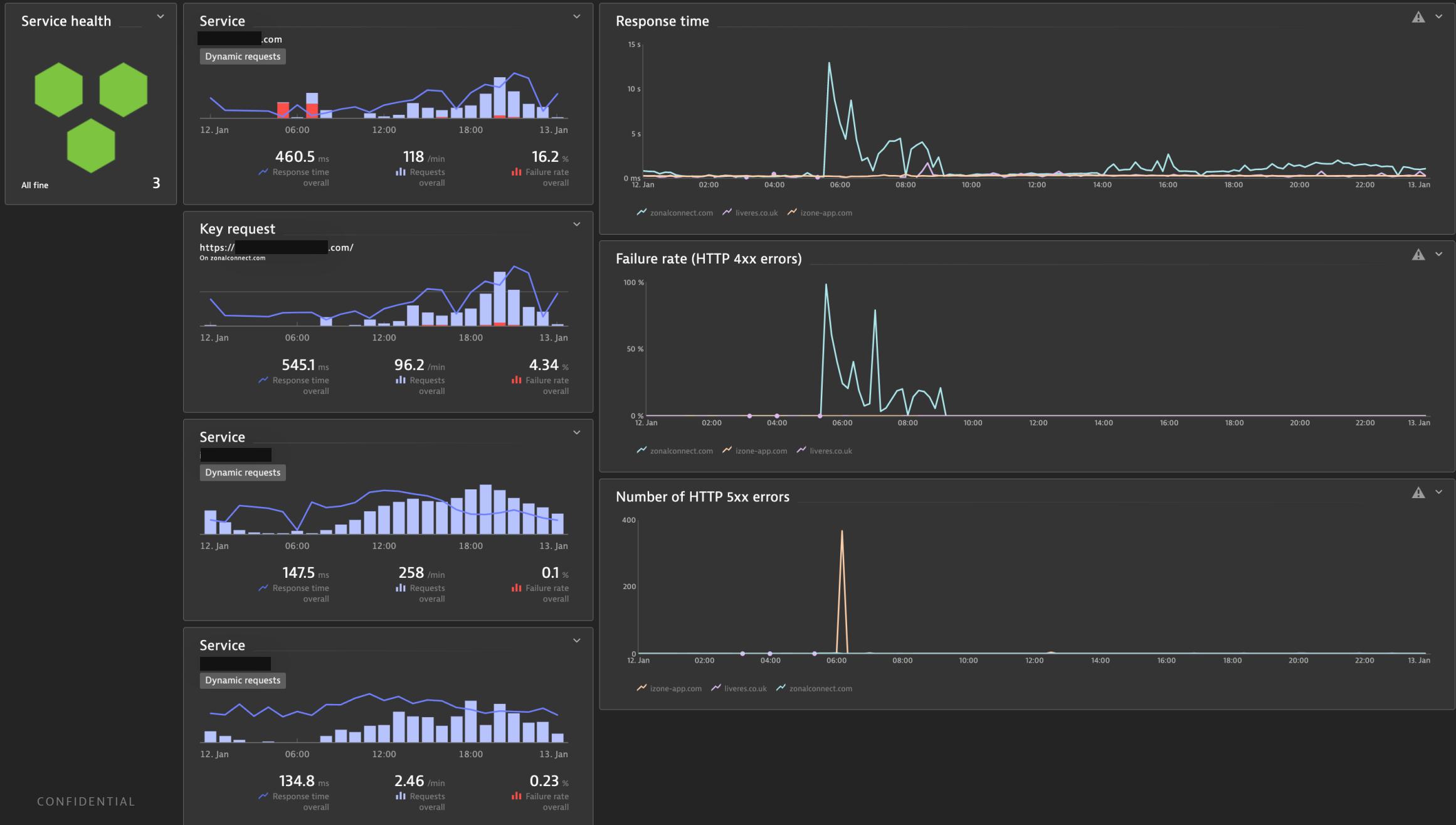
Edit the element locator values below to help Dynatrace Synthetic Recorder identify the CSS and DOM elements you want used during replay.

Target window

window[0]

Add locator

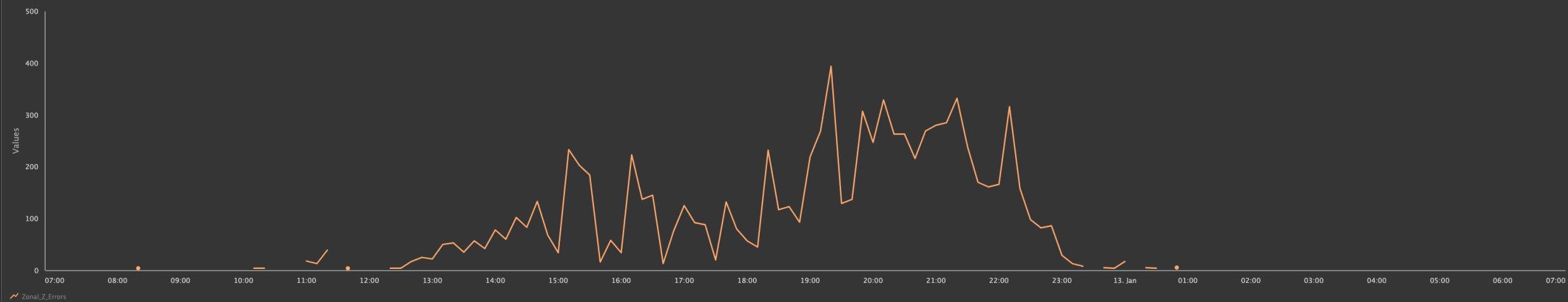
Type	Input
CSS	div:contains("Chat with us"):eq(1)



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 Zonal Error Count



All [] Error Count

HTTP_Status	Zonal_Z_Errors
Invalid response back from voucering (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 Voucering API service (Z712)	24
Carver 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": "00-000f39b24580a02775433790f711fb0-079a8c3aca6d65f7-01"<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

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 occurred with the Voucering API service

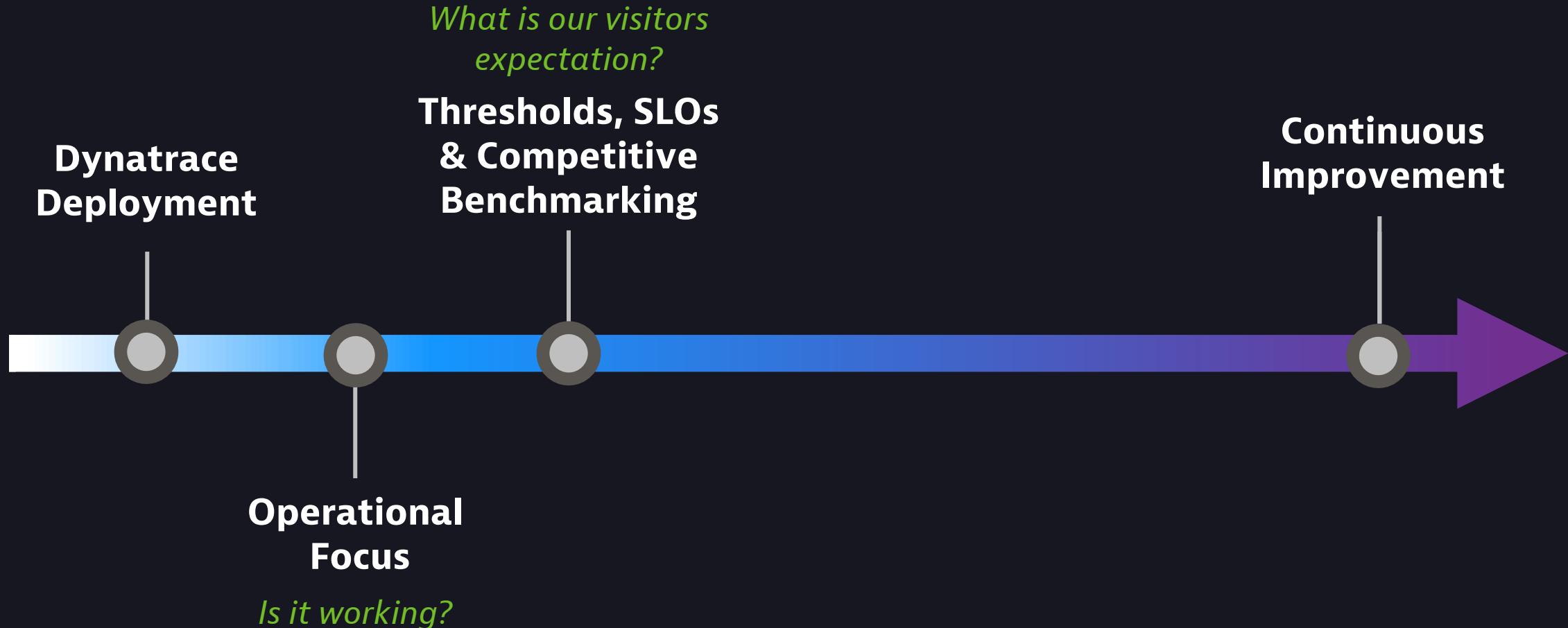
Z204Error Count'

Z210Error Count'

Z224Error Count'

Z712Error Count'

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



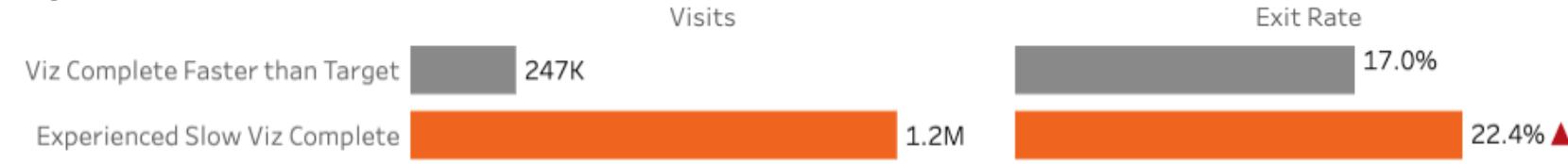
Performance Impact on Behaviour (DEM w/Insights)

DESKTOP



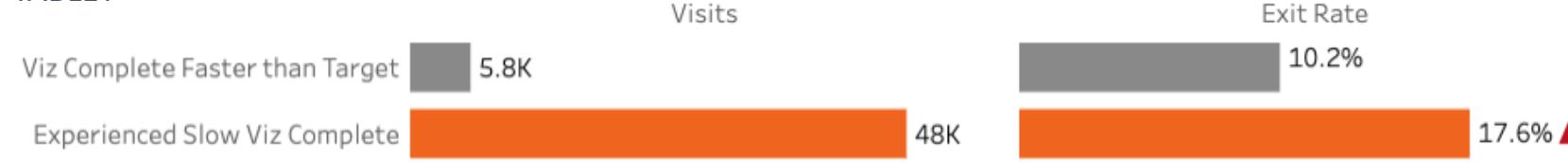
Performance is a key factor to visitor engagement across all device types

MOBILE



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)

TABLET

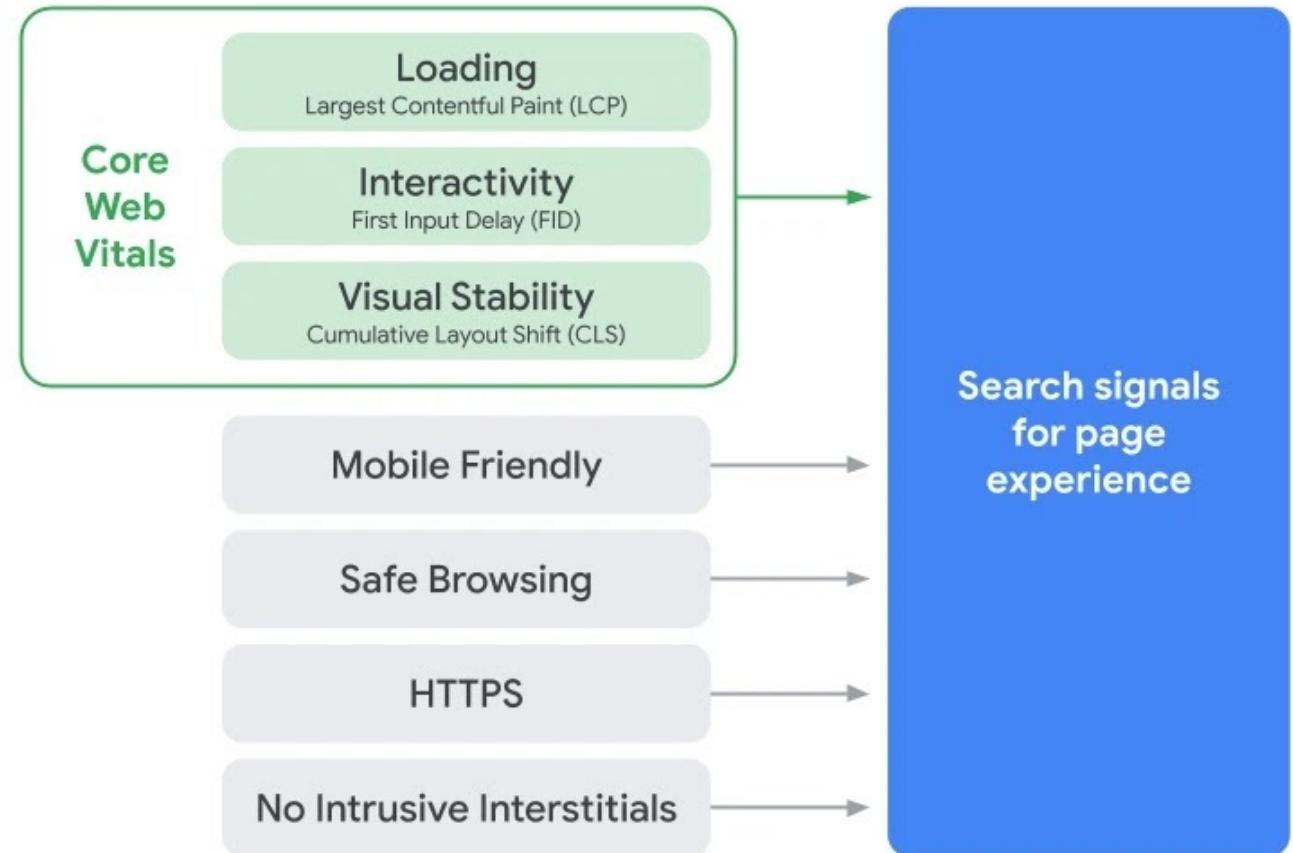


▲ Visitors experiencing poor Performance (High Viz Complete or JS Errors) have significantly higher exit rates. Difference is statistically significant (unlikely to be caused randomly and by chance). Confidence level is 95%. Only includes visits that did not bounce.

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

- 75th 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

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

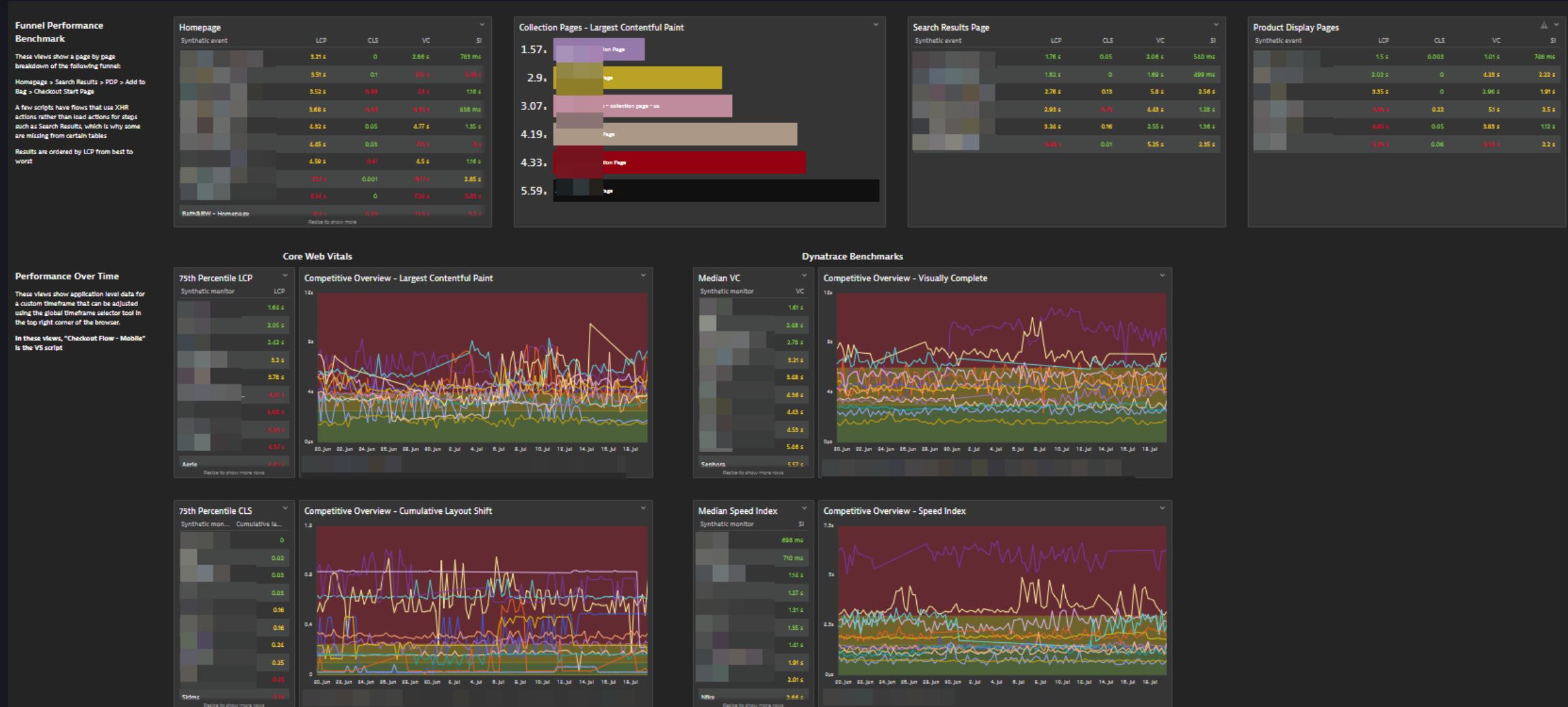
Paid Search

- 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

Core Web Vitals - Pre & Post Release Analysis



Reach out to [Insights.dynatrace.com](https://insights.dynatrace.com) for a walk-through or enhancement.

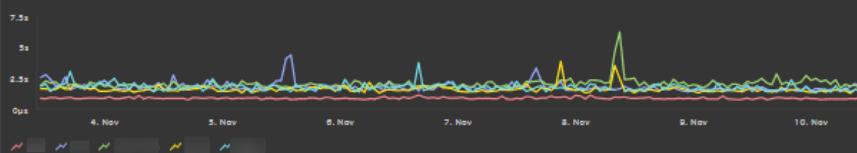
Visually Complete (VC): Visually complete is a point-in-time metric that measures when the visual area (above the fold) of a page has finished loading

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% ≥ & < 100% < 98%**Average VC Trend**

Homepage

Special Offers

Login

Store Locator

Product Detail Page



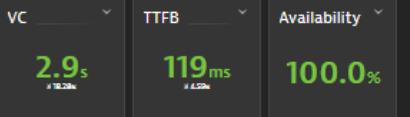
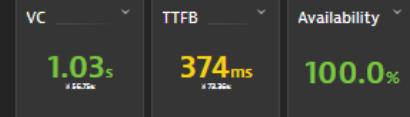
Homepage

Special Offers

Login

Store Locator

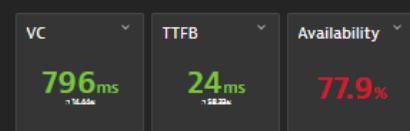
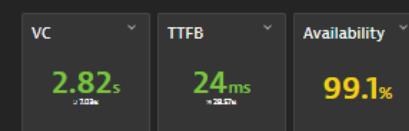
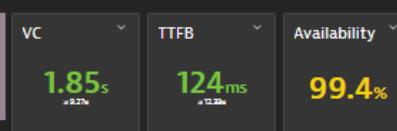
Product Detail Page



Homepage

Special Offers

Login



**Put this on a screen
= instant silo breaker**

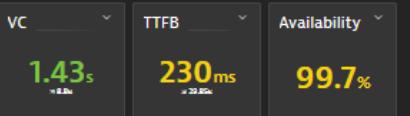
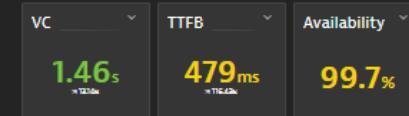
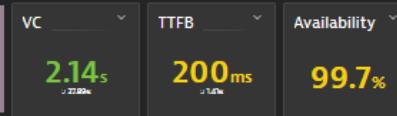
Homepage

Special Offers

Login

Store Locator

Product Detail Page



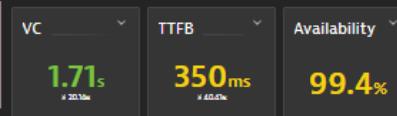
Homepage

Special Offers

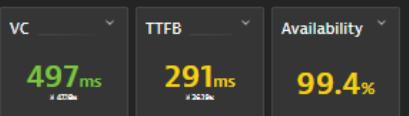
Login

Store Locator

Product Detail Page



NA



NA

Using Monitoring Data to Optimize Business Outcome

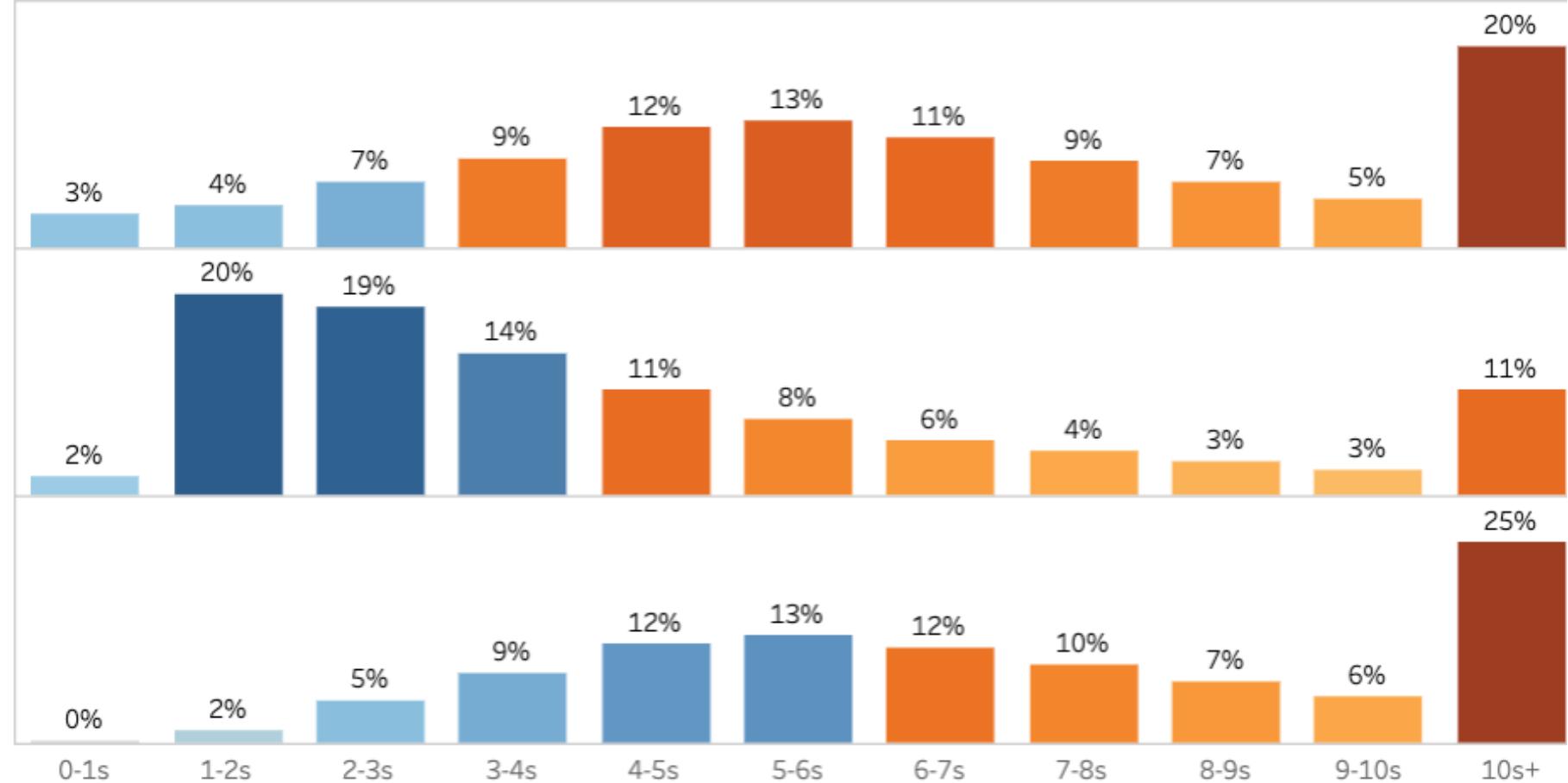


Experience Distribution

Median Viz Complete
6.1s

Median Load Event End
3.6s

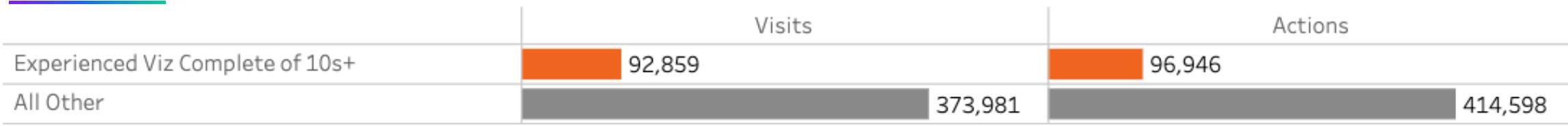
Median User Action Duration
6.7s



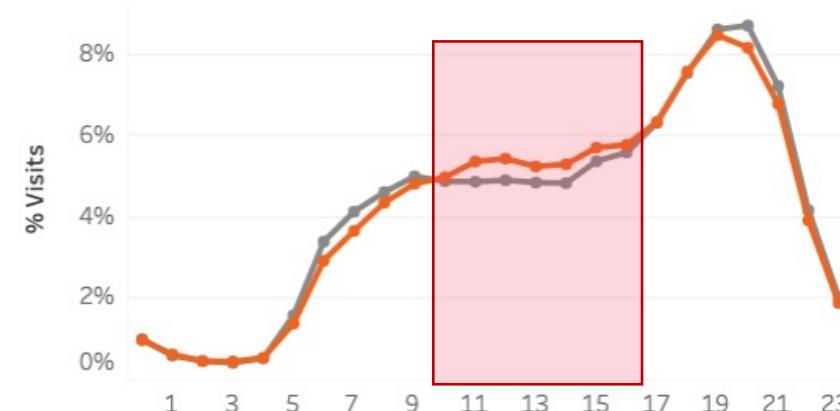
Faster than Benchmarks Slower than Benchmarks

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

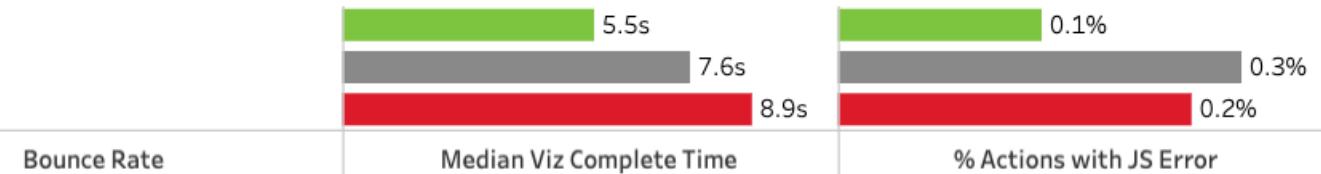
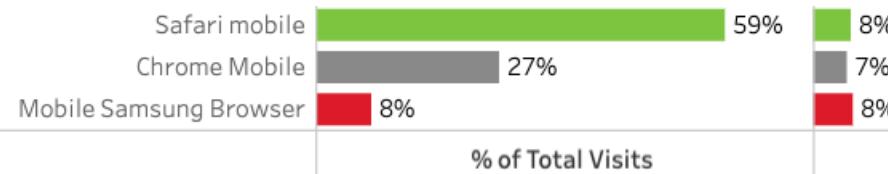
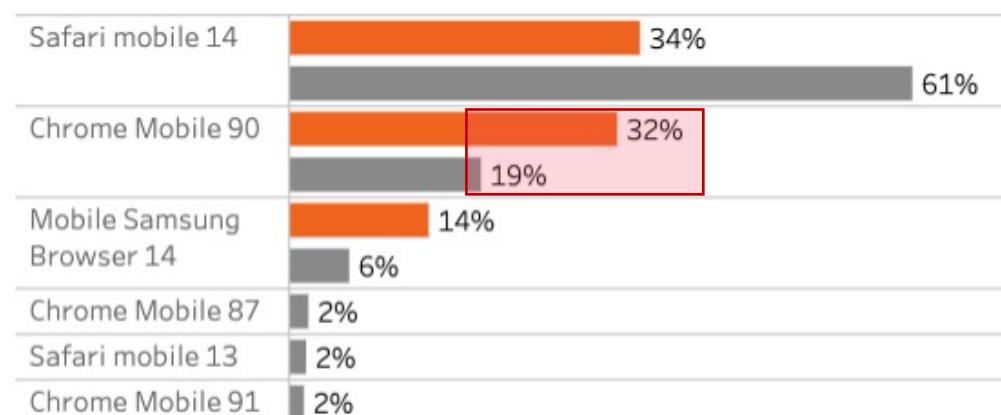
Outlier Analysis



% VISITS BY TIME OF DAY

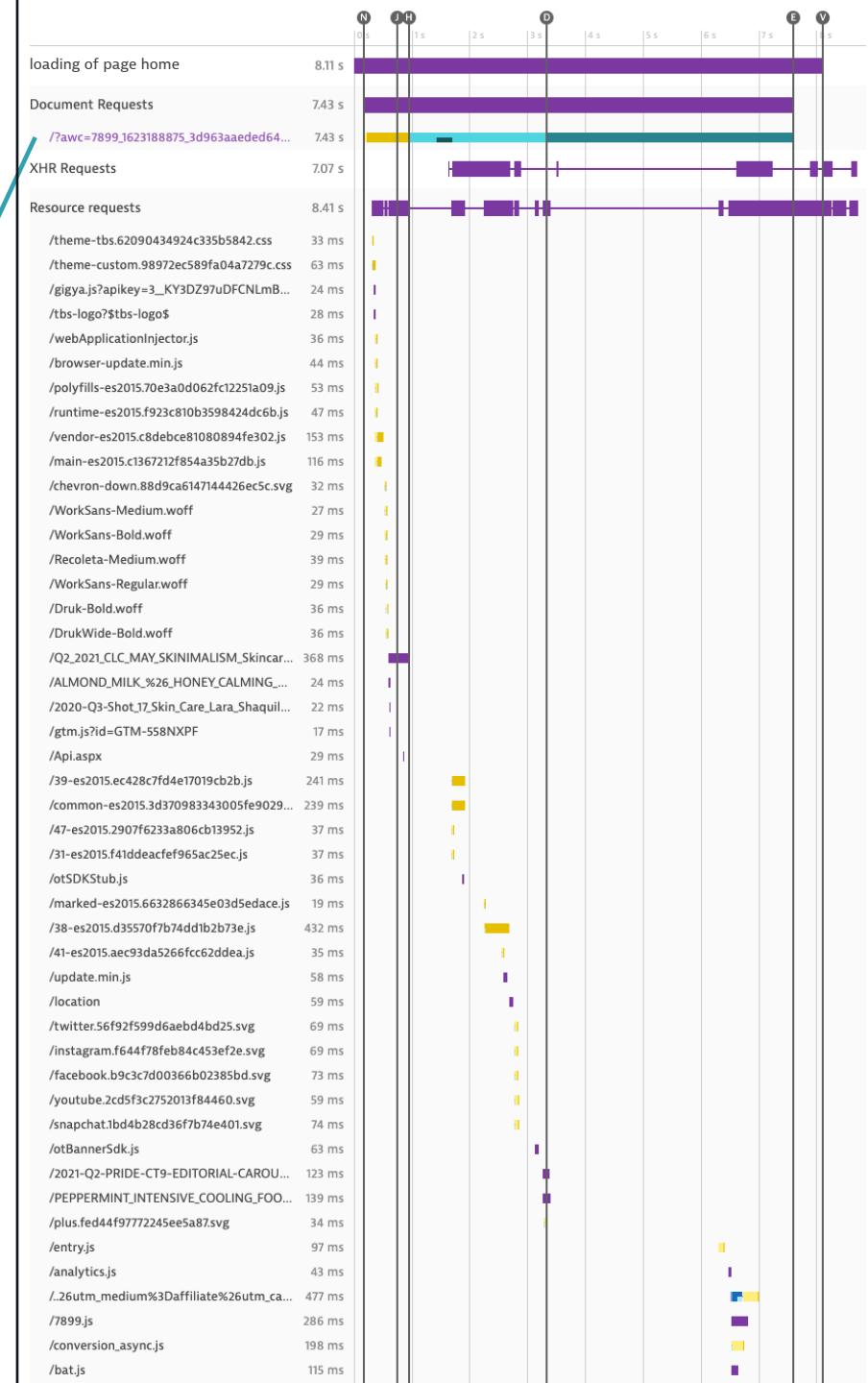
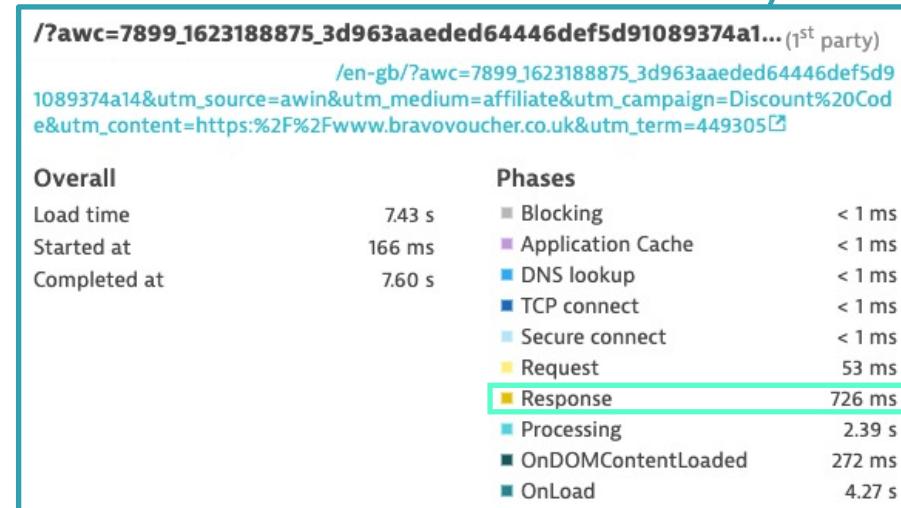


BROWSER VERSION



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.

Personal Homepage

Issues Logging In

Personal Homepage to Having Issues Logging In

126,560 (100%)

+27.0% vs 3 days before

Personal Homepage

688 (0.5%)

+43.3% vs 3 days before

Login Issues

Personal Homepage

Current Accounts

Homepage to Current Accounts

126,560 (100%)

+27.0% vs 3 days before

Personal Homepage

3,696 (2.9%)

+14.4% vs 3 days before

Current Accounts

Personal Homepage

Help and Support

Personal Homepage to Credit Cards

126,560 (100%)

+27.0% vs 3 days before

Personal Homepage

816 (0.6%)

+21.4% vs 3 days before

Credit Cards

Personal Homepage

Help and Support

Homepage to Help and Support

126,560 (100%)

+27.0% vs 3 days before

Personal Homepage

1,520 (1.2%)

+30.1% vs 3 days before

Help and Support

Personal Homepage

Save & Invest

Homepage to Save & Invest

126,560 (100%)

+27.0% vs 3 days before

Personal Homepage

2,368 (1.9%)

+51.0% vs 3 days before

Save & Invest

Personal Homepage

Insurance

Personal Homepage to Insurance

126,560 (100%)

+27.0% vs 3 days before

Personal Homepage

688 (0.5%)

+13.2% vs 3 days before

Insurance

Login Page

Register

Personal Homepage to Register

126,560 (100%)

+27.0% vs 3 days before

Personal Homepage

2,336 (1.8%)

+32.7% vs 3 days before

Register

Personal Homepage

Help and Support

Personal Homepage to Personal Loans

126,560 (100%)

+27.0% vs 3 days before

Personal Homepage

768 (0.6%)

-4% vs 3 days before

Personal Loans

Personal Homepage

Money Confidence

Personal Homepage to Money Confidence

126,560 (100%)

+27.0% vs 3 days before

Personal Homepage

80 (0.1%)

+150% vs 3 days before

Money Confidence

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



Na 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,-

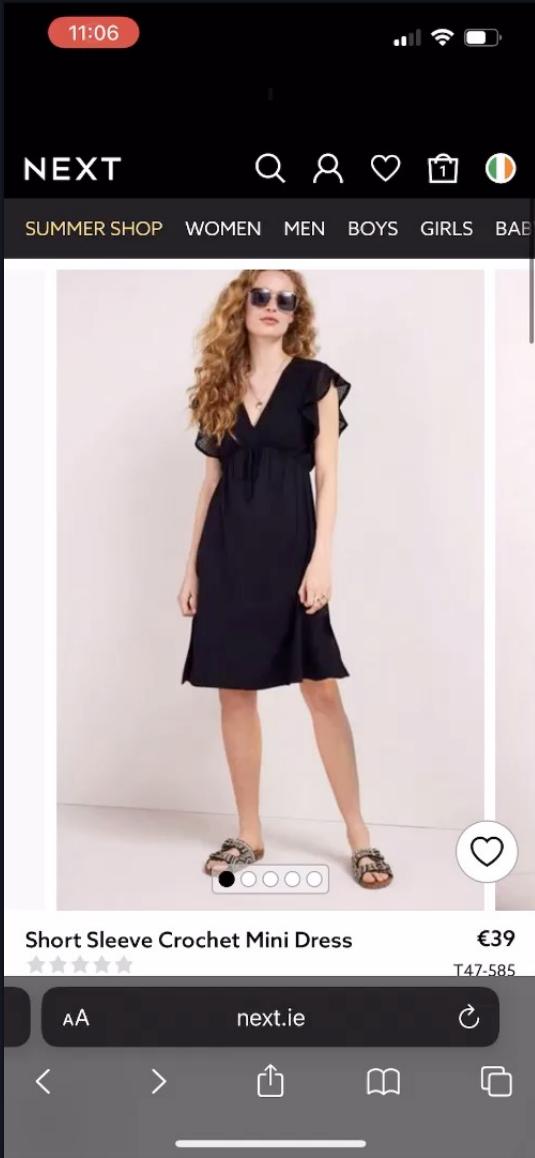
Odnawia się co 30 dni

Masz kod promocyjny?

Wprowadź kod promocyjny

ZastosowaćSuma częściowa: **49,-**Zniżka: **0,-****Całkowity** **49,-****Sprawdzić**

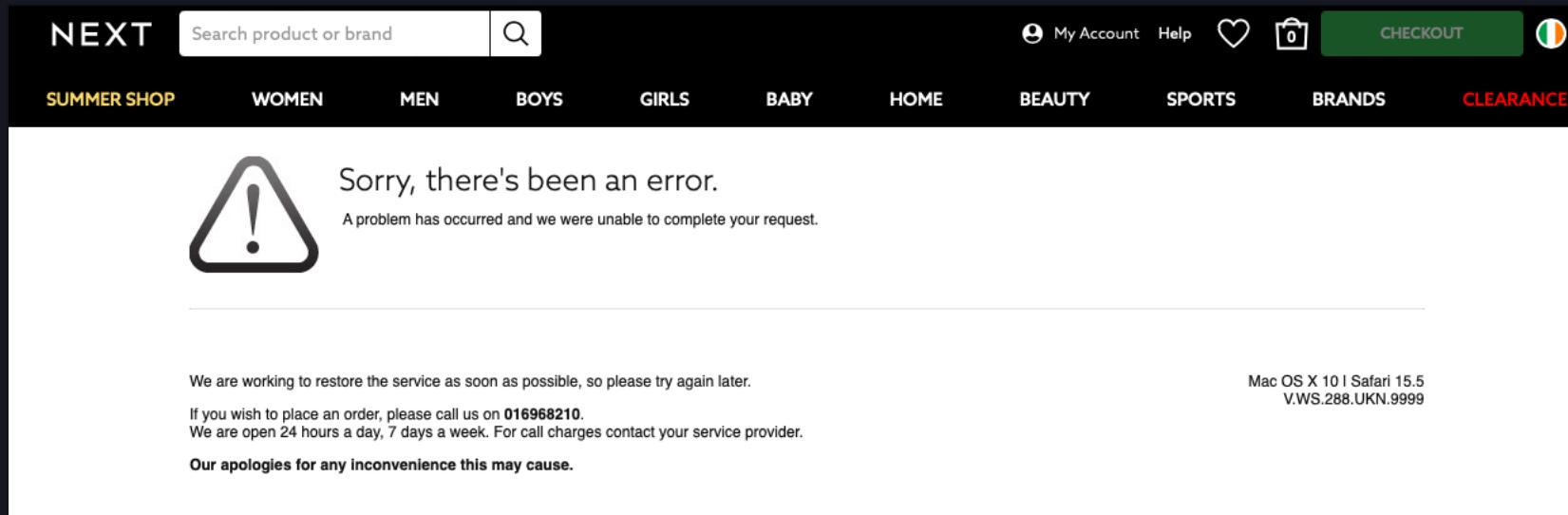
Business Data & Routing Errors



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)



Sorry, there's been an error.

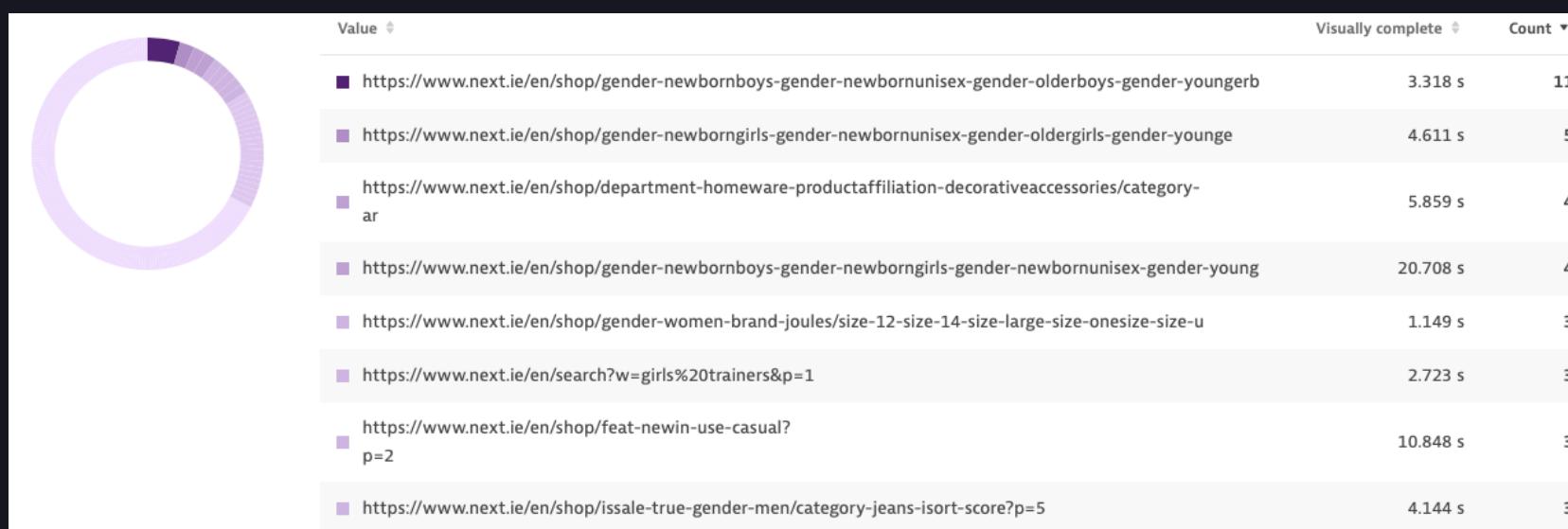
A problem has occurred and we were unable to complete your request.

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



Connect Voice of Customer to IT

Data layer integration

Please rate your experience with our website.

Performance



Usability

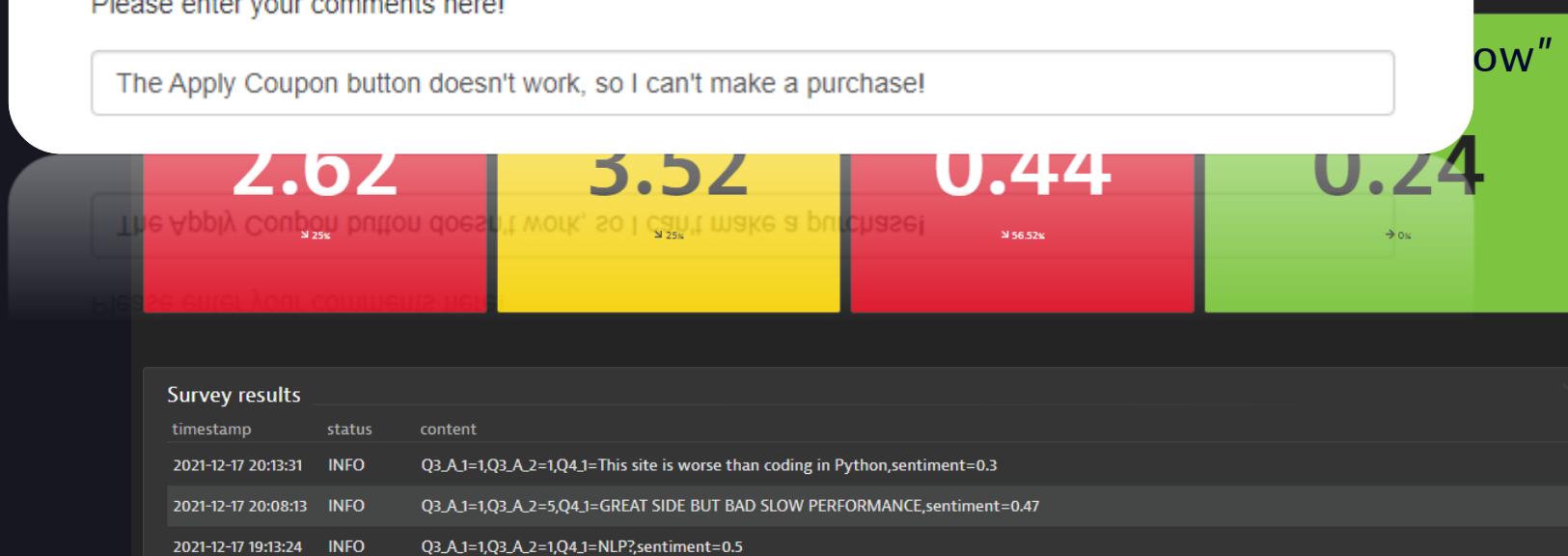


Please enter your comments here!

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

API integration

Manually investigate in Dynatrace





Google Play

Games

Apps

Movies & TV

Books

Children

3.1★
3.99K reviews1M+
DownloadsE
Everyone

Install

Add to wishlist



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

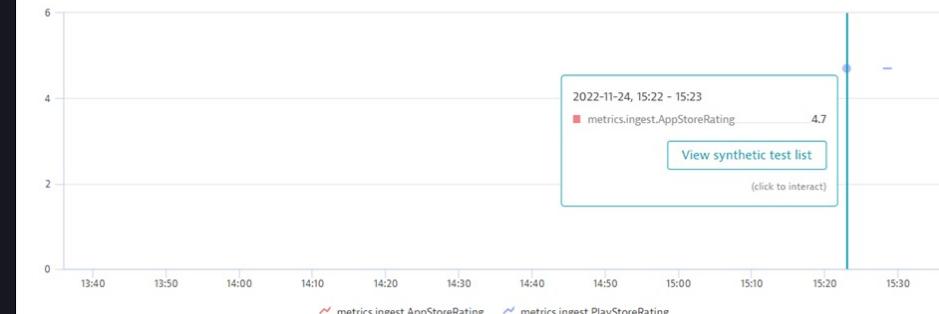
★★★★★ 28 May 2019

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

Result

Timeframe: 2022-11-24 13:36 - 15:36



```
1 var y = parseFloat(document.getElementsByClassName("we-rating-count star-rating_count").item(0).innerHTML);
2 reportIt = function(y) {
3   //Change
4   url = 'https://wgi69145.live.dynatrace.com/api/v2/metrics/ingest';
5   pdata = "metrics.ingest.AppStoreRating";
6   //Change
7   pdata += ".dt.entity.synthetic_test=SYNTHETIC_TEST-6502CC1C04396894 ";
8   pdata += y * 1 + "\n";
9   fetch(url, {
10     method: "POST",
11     headers: {
12       //Change
13       "Authorization": "Api-Token dt0c01",
14       "Content-Type": "text/plain"
15     },
16     body: pdata
17   }).then(
18     reply => reply.json().then(obj => {
19       console.log('Fetch response: ' + JSON.stringify(obj));
20     }).catch(
21       e => {
22         console.log("Failure " + e);
23       });
24   );
25 }
26
27 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)'

1st party JS file

Exit action

Booking journey

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 conditi... 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)"
- "Unknown Client Error" was the most common error during the time period, contributing to 35.5% of all error descriptions captured

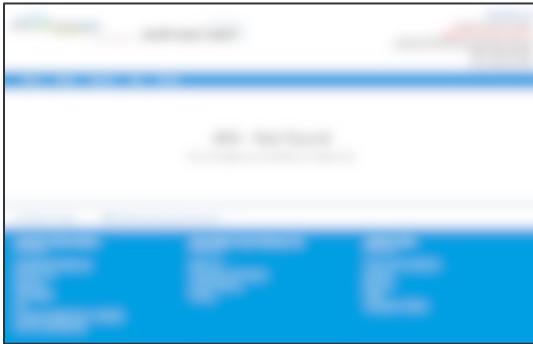
Error Description	# Errors	# Exits	Potential Revenue Loss (€)**
Something went wrong (payment)	901	207	52,715
Unknown client error	1,022	344	20,672
Nous sommes désolés en raison d'un problème technique nous n'avons pas pu vous attribuer le siège	75	24	16,729
Unable to continue to Checkout flow: The Order 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

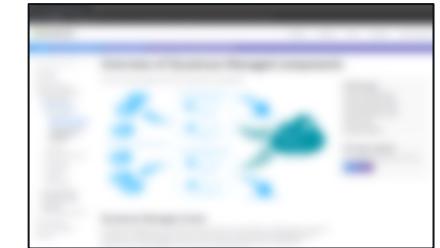
Customer encounters an issue within Digital Service



Near Real Time Push
Notification/Text



Fix/Online Help



Higher Value, Lower Cost

Lower Value, Higher Cost

- 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

Search

Order at Table Search Overview

Most Searched Items

Search count by Brand

Missing Items by Brand and Search Term

Brand	Searched Term	# Searches
Drinks	Drinks	23
Coke	Coke	14
Salad	Salad	14
Roast	Roast	13
Water	Water	12
Pepsi	Pepsi	11
Shandy	Shandy	8
Roast dinner	Roast dinner	8
Tennents	Tennents	7
Steak	Steak	7
Drinks	Drinks	7
Lemonade and lime	Lemonade and lime	6
Lentil and spinach pie	Lentil and spinach pie	6

How does Search Impact Conversion?

Avg Checkout Total where Visitor Used Search	20.2
Avg Checkout Total without Search	13.7
Average Checkout Total (£)	

How does empty search results impact conversion?

Avg Checkout Total with empty search results	19
Avg Checkout Total with Successful Search	20.6
Average Checkout Total (£)	

Brand Breakdown

Most Searched Items

Searched Item	# Searches	Avg # Results
Guinness	204	2.17
Water	192	4.93
rum	161	6.17
Chips	138	11.7
Brisket	136	6.84
nachos	99	3.13
Coffe	96	2.5
Drink	91	6
Cider	89	2
Sparkling	87	7.26
Drinks	85	3
Lemonade	80	7.5
Fish	77	7.05
Peroni	75	3.31
House	72	4.27
Jager	81	2.57
Sambuca	71	0
Veuve	70	1.19
Raspberry	69	15
Camden hells	68	0.43
Moretti	66	0
Mojito	64	2.58
Pepsi	63	4.25

Most Searched Items

Searched Item	# Searches	# Results
Coke	397	2.39
Roast	358	11.9
Chips	265	6.02
Fruit shoot	221	2.7
Soda	213	6.8
Crisps	183	3.3
Burger	162	11.8
Pornstar	93	1.47
Wine	88	0
Jager	87	2.17
Peroni	84	4.88
Cheesy	82	6.36
Cookie	82	4.17
Coffee	81	1
jager	81	2.57
Halloumi	79	0
Veuve	70	1.19
Raspberry	69	15
Camden hells	68	0.43
Moretti	66	0
Mojito	64	2.58
Pepsi	63	4.25

Most Searched Items

Searched Item	# Searches	Avg # Results
Pepsi	805	7.65
Drinks	549	1.65
Chips	354	13.1
Coke	206	2.23
Chicken	195	18
Garlic bread	181	4.87
Carling	158	1.28
Shandy	143	0
Coors	140	1.39
Cider	139	8
Crisps	133	3
Lemonade	125	7.03
Tennents	114	0.84
Pepsi	125	4.13
Stella	124	1.08
peppercorn	124	0
Lemonade	123	5.72
Shandy	127	1.74
Pepsi	125	4.13
Southern	108	2.6
BBQ hunter...	108	0
Haddock	105	4.52
Tea	105	9.53
Fruit	103	9.25
Coffee	102	6.84
Lime	97	7.98
mac n cheese	32	0
Scampi	92	2.89
Katsu	31	15.2

Most Searched Items

Searched Item	# Searches	Avg # Results
Chips	133	8.07
Drinks	125	0
fruitshoot	98	0
drinks	78	0
Water	62	15
Gin	57	5.6
Strongbow	54	1.5
Vegan	52	5.71
Cider	49	5
Twister	48	1
Pepsi	45	0
Sauce	41	15
Mozzarella	40	5
Orange	38	6.6
Pizza	38	3
Sours	38	0.75
Cola	34	7.71
Extras	33	0
Gravy	33	7
lemonade	33	2
mac n cheese	32	0
Katsu	31	15.2

Most Searched Items

Searched Item	# Searches	Avg # Results
Internal User...	Search Term	# Search Res...
159758294...	Moretti	0
159758317...	Diet Coke	0
Internal User...	Search Term	# Search Res...
159753242...	Water	0
159753358...	Vodka	0
Internal User...	Search Term	# Search Res...
159759125...	Drinks	0
159759354...	chicken & r...	0
Internal User...	Search Term	# Search Res...
159758302...	Steak and ...	0
159758412...	Nan bread	0
Internal User...	Search Term	# Search Res...
159758298...	Macaroni ...	0
159758402...	Rum	0

Visitors with No Search Results

Internal User Id	Browser Family	Search Term	# Search Results
1597583024420526DNTQEG8PVBN9lBIU6LRUADJA67U	Android webview	Steak and chicken combo	0
1597584120182MC5A9A1MK9v8CRN8SLM3RHSTR70ULQKU	Safari mobile	NaN bread	0

Need more info?

Click below to drill into specific sessions of visitors who performed one or more searches

Visitors with No Search Results

Internal User Id	Search Term	# Search Results
159758294...	Moretti	0
159758317...	Diet Coke	0
Internal User...	Search Term	# Search Res...
159753242...	Water	0
159753358...	Vodka	0
Internal User...	Search Term	# Search Res...
159759125...	Drinks	0
159759354...	chicken & r...	0
Internal User...	Search Term	# Search Res...
159758302...	Steak and ...	0
159758412...	Nan bread	0
Internal User...	Search Term	# Search Res...
159758298...	Macaroni ...	0
159758402...	Rum	0

Resize to show more rows

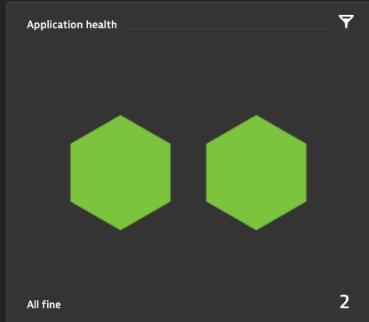
CONFIDENTIAL

61

Live view of [REDACTED] Health Globally - reach out to insightsupport@dynatrace.com for more information or enhancement

Real Users - Site Wide

US & CA



EU - Big 5

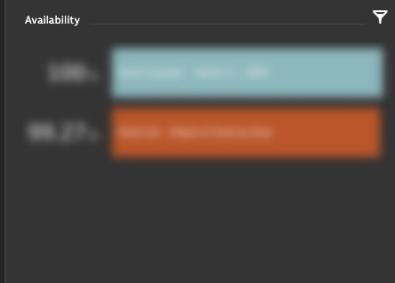


EU - Other



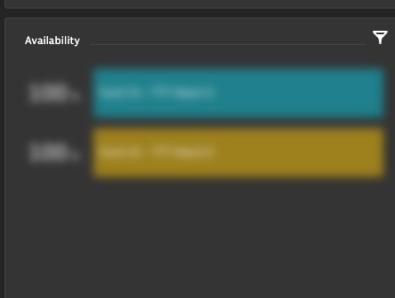
Synthetic - [REDACTED] - End to End

US, CA & MX



Synthetic - [REDACTED] - Big 5

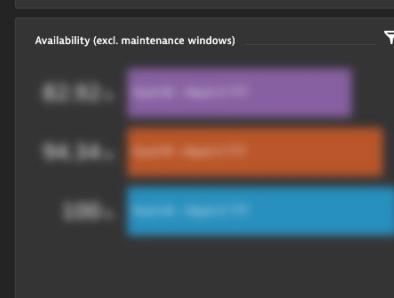
US, CA & MX



EU - Big 5



EU - Big 5

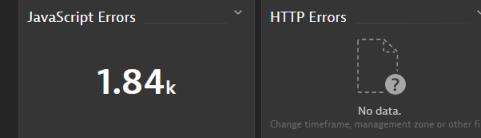
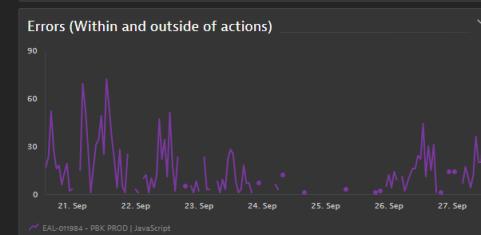
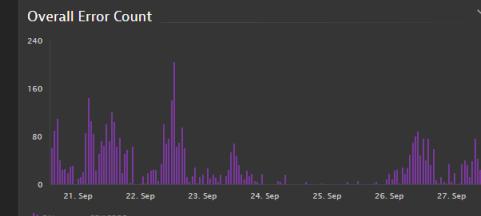
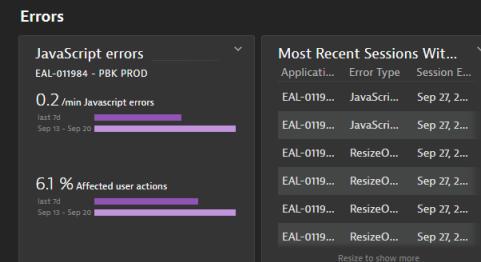
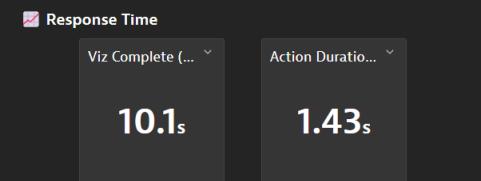
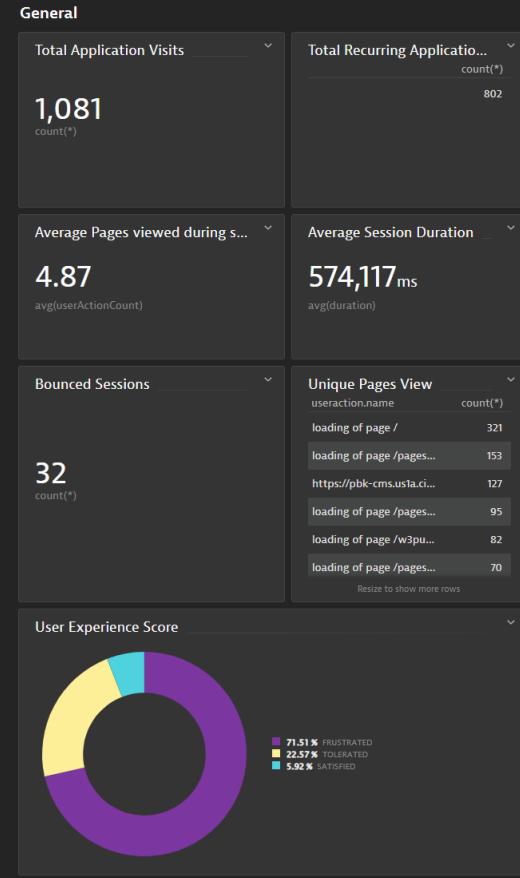


EU - Other

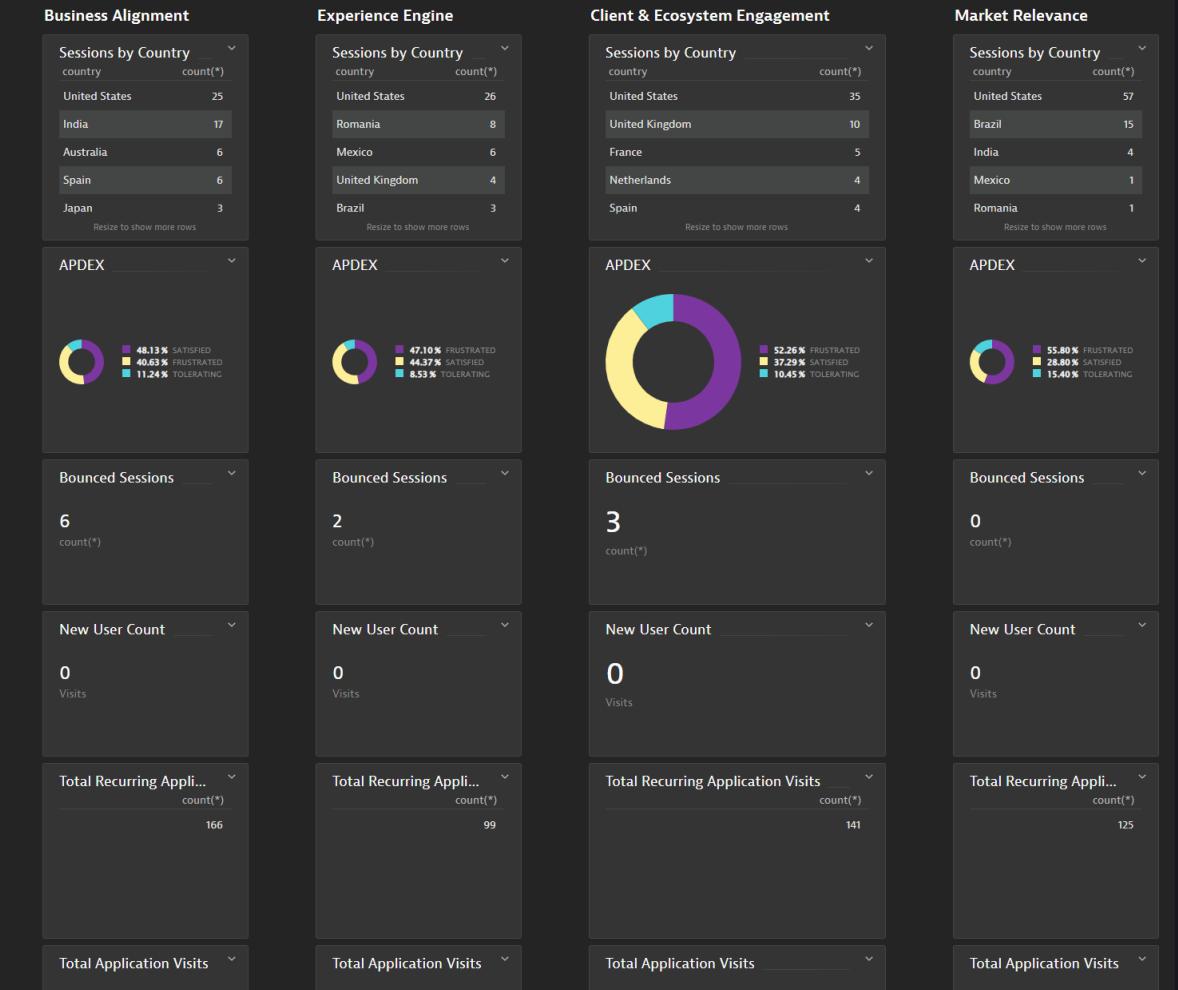


Share a top level, read only Dashboard for Executives & Other Teams

Which Office & Topics?

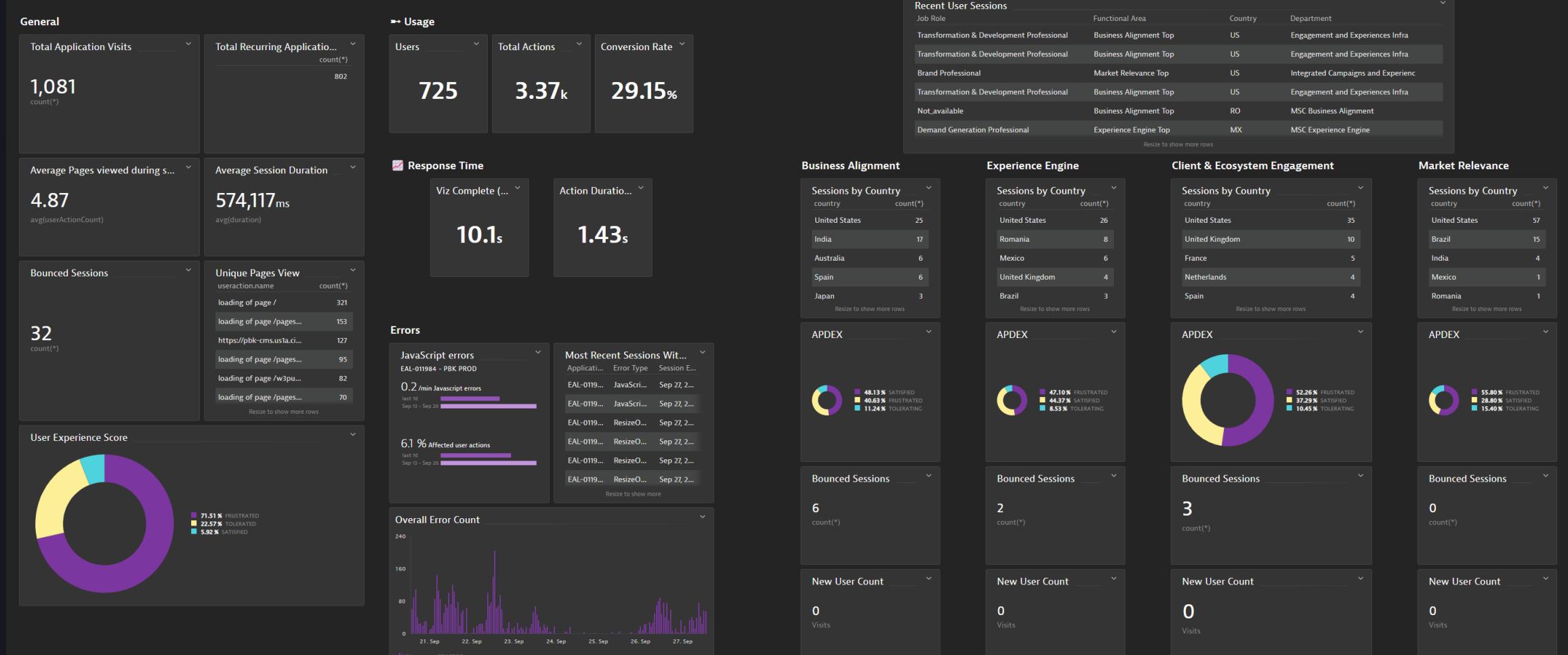


Recent User Sessions			
Job Role	Functional Area	Country	Department
Transformation & Development Professional	Business Alignment Top	US	Engagement and Experiences Infra
Transformation & Development Professional	Business Alignment Top	US	Engagement and Experiences Infra
Brand Professional	Market Relevance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



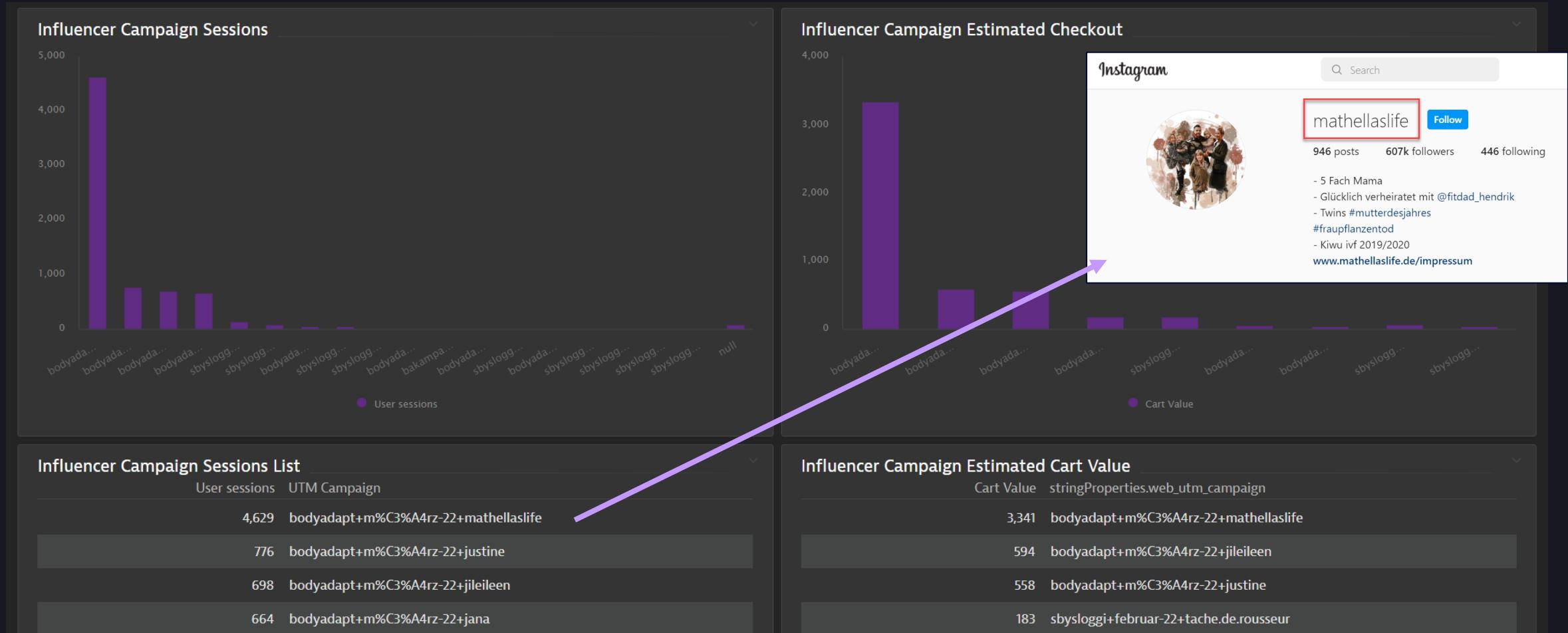
MSP / SaaS providers:
Prove the migrated/your platform is better

How many people are using legacy Enablement Platform?



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		

Social Media Influencers



Include Contact Details & Cross Link for Drill Down

Black Friday Overview

Contact ops@XXX.com with questions

Landing Page Performance

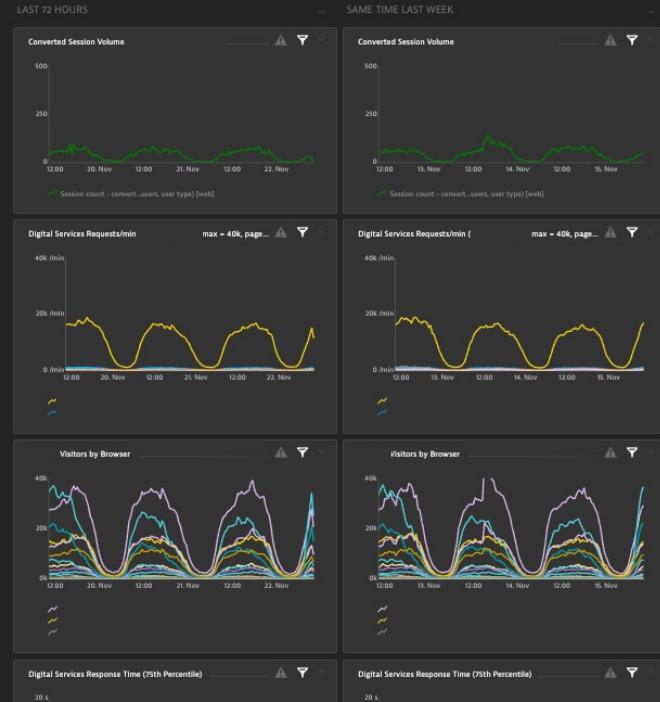
Top Referrers - Desktop		75th Percentile Visually Complete		75th Percentile Visually Complete		75th Percentile Interactive		75th Percentile Interactive 2 days		Avg JS & HTTP Error Count		Avg JS & HTTP Error Count 2 days		Hit Count		Hit Count 2 days before	
Entry Page		7,247ms	6,991ms	12,799ms	12,696ms	0.7	0.74	239,896	305,512					0.46	149,148	159,268	
loading of page /		6,965ms	6,983ms	9,616ms	9,576ms	0.74	0.87	39,624	43,516					0.42	144,048	154,292	
loading of page /		7,188ms	6,777ms	10,218ms	9,726ms	1.67	1.71	13,828	18,556					0.29	45,092	37,800	
loading of page /deals		6,132ms	6,511ms	9,675ms	9,960ms	0.68	0.96	12,980	9,552					0.44	42,980	45,784	
loading of page /		4,377ms	4,627ms	6,074ms	6,349ms	0.46	0.48	12,900	19,372					0.84	28,988	15,220	
loading of page /deals/black...		5,366ms	5,269ms	8,715ms	8,687ms	1.08	0.89	12,196	12,928					1.17	28,700	27,000	
loading of page /		7,018ms	6,169ms	15,415ms	13,888ms	0.8	1.04	12,144	10,732					0.35	26,900	18,784	
loading of page /		6,805ms	6,596ms	10,758ms	10,158ms	0.75	1.07	11,264	13,528					0.62	25,636	21,372	
Total Rows: 10		0.000ms	0.000ms	11,000ms	11,000ms	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	

Top Referrers - Mobile		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	
Entry Page		5,205ms	5,330ms	9,514ms	9,835ms	0.5	0.46	149,148	159,268					0.42	144,048	154,292	
loading of page /		5,773ms	5,902ms	8,692ms	8,832ms	0.4	0.44	45,092	37,800					0.29	42,980	45,784	
loading of page /deals/black-friday		5,120ms	5,464ms	11,567ms	11,341ms	0.29	0.44	42,980	45,784					0.44	42,980	45,784	
loading of page /		8,717ms	8,637ms	11,762ms	11,518ms	0.38	0.44	42,980	45,784					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					1.17	28,700	27,000	
loading of page /		3,522ms	3,575ms	10,806ms	10,354ms	1.22	1.17	28,700	27,000					0.35	26,900	18,784	
loading of page /deals		6,004ms	6,202ms	10,426ms	11,361ms	0.31	0.35	26,900	18,784					0.62	25,636	21,372	
loading of page /		6,818ms	6,571ms	13,293ms	13,187ms	0.65	0.62	25,636	21,372					0.62	25,636	21,372	
Total Rows: 10		0.000ms	0.000ms	11,000ms	11,000ms	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	

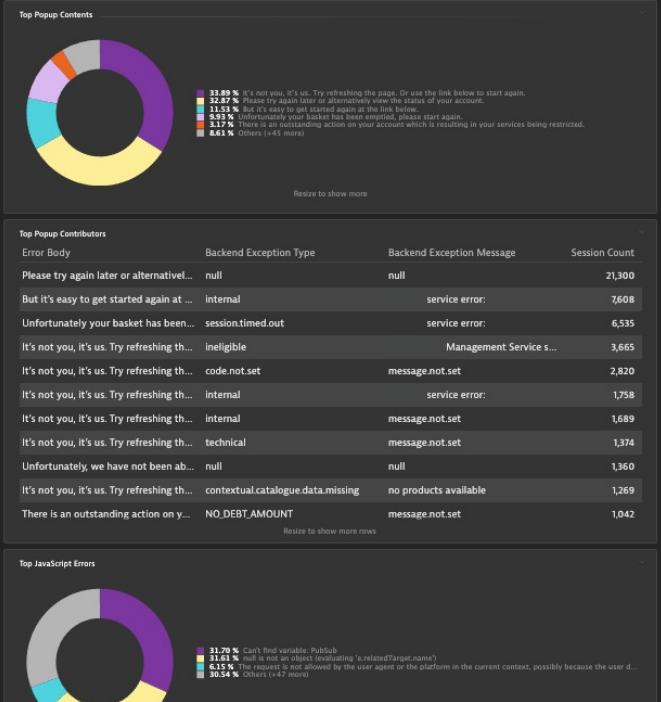
Exit by Product

Home Conversion		Product Selection		Checkout Summary		Payment		Checkout Confirmation		Plans		Basket Summary		Payment		Checkout Confirmation	
472,316 (100%)	15,168 (3.2%)	896 (0.2%)	188 (0.0%)	108 (0.0%)						107,760 (100%)	25,980 (24.1%)	18,040 (16.7%)	2,732 (2.5%)	924 (0.9%)			
-0.6% vs 7 days before	-3.9% vs 7 days before	+6.47% vs 7 days before	+6.6% vs 7 days before	+16.6% vs 7 days before						-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			
Home	Product Selection	Checkout Summary	Payment	Checkout Confirmation						Plans	Basket Summary	Payment	Checkout Confirmation				
Conversion		Sessions with Home & Checkout Confirmation		Sessions with Product Selection & Checkout Confirmation		Sessions with Checkout Summary & Payment		Sessions with Payment & Checkout Confirmation		Sessions with Plans & Basket Summary		Sessions with Basket Summary & Payment		Sessions with Payment & Checkout Confirmation		Sessions with Checkout Confirmation	
107,760 (100%)	25,980 (24.1%)	18,040 (16.7%)	2,732 (2.5%)	924 (0.9%)						45,360 (100%)	11,468 (25.3%)	348 (0.8%)	164 (0.4%)	88 (0.2%)			
-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						-34.6% vs 7 days before	+11.8% vs 7 days before	+3.0% vs 7 days before	+6.8% vs 7 days before	+12.2% vs 7 days before			
Product Selection	Checkout Summary	Payment	Checkout Confirmation							Product Selection	Checkout Summary	Payment	Checkout Confirmation				
Conversion		Sessions with Home & Checkout Confirmation		Sessions with Product Selection & Checkout Confirmation		Sessions with Checkout Summary & Payment		Sessions with Payment & Checkout Confirmation		Sessions with Plans & Basket Summary		Sessions with Basket Summary & Payment		Sessions with Payment & Checkout Confirmation		Sessions with Checkout Confirmation	
68,952 (100%)	4,700 (6.8%)	0 (0%)	0 (0%)	0 (0%)						14,868 (100%)	932 (6.3%)	16 (0.1%)	8 (0.1%)	4 (0.0%)			
+6.0% vs 7 days before	-5.6% vs 7 days before	-vs 7 days before	-vs 7 days before	-vs 7 days before						-6.7% vs 7 days before	-15.9% vs 7 days before	+0% vs 7 days before	+0% vs 7 days before	+0% vs 7 days before			
Payment	Checkout Confirmation									Payment	Checkout Confirmation						
Conversion		Sessions with Home & Checkout Confirmation		Sessions with Product Selection & Checkout Confirmation		Sessions with Checkout Summary & Payment		Sessions with Payment & Checkout Confirmation		Sessions with Plans & Basket Summary		Sessions with Basket Summary & Payment		Sessions with Payment & Checkout Confirmation		Sessions with Checkout Confirmation	
87										87							

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



Cluster visualization (sample 20.000 rows)



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



Operational
Quality &
Reporting



Performance
Optimization



Executive overview
& trends



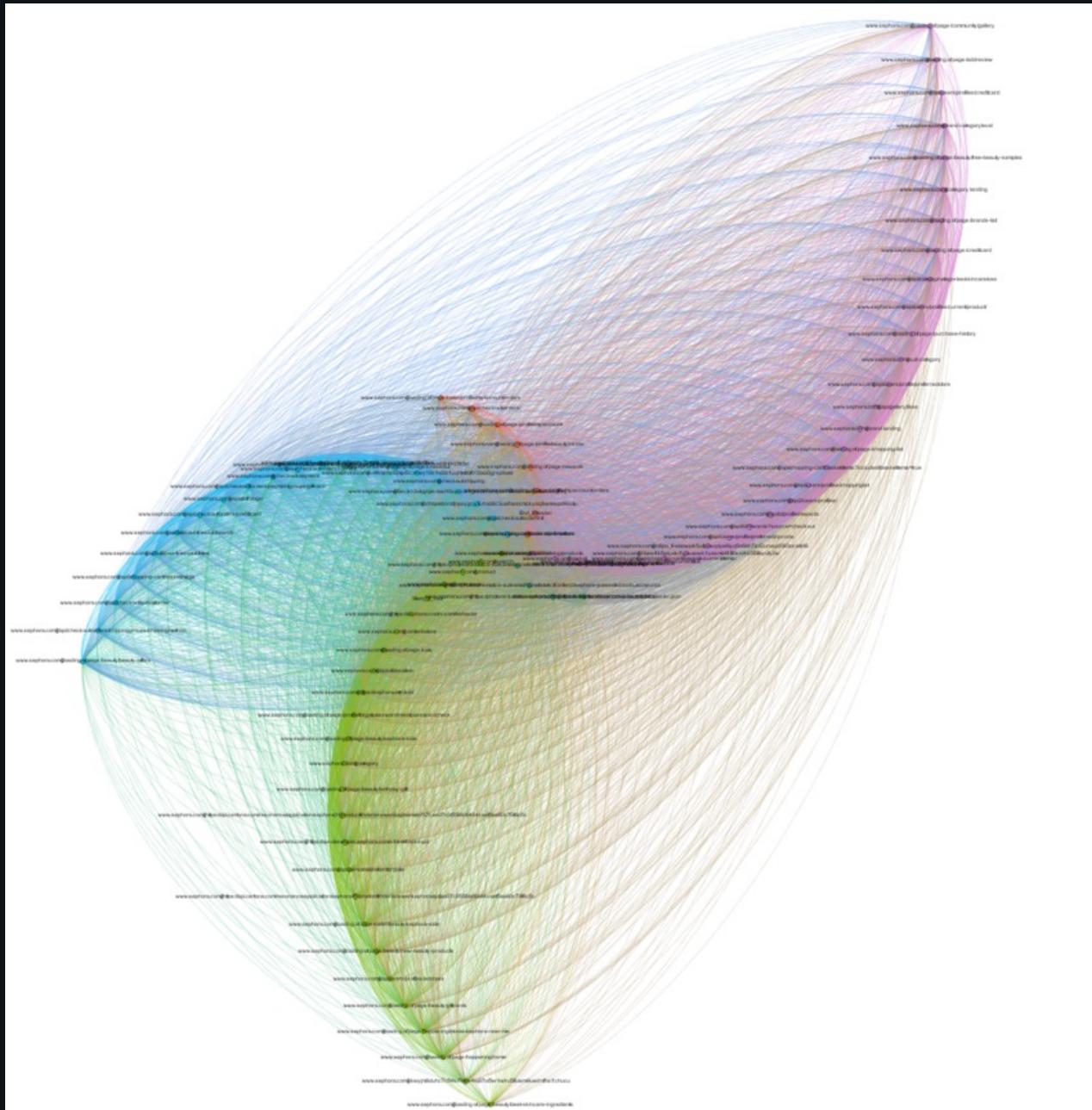
Conversion &
Customer
Engagement



Release
Management



Marketing &
Customer
Segmentation



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

What would you like to explore? Carl@dynatrace.com



Anomaly Detection

Detect and react to changes in user experience or behavior



Page Optimisation

Deep analysis on where visitors experience performance bottlenecks during page load



Conversion Bottlenecks

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



Defect Impact

Standardized business impact incident follow up reports



Top Exit Pages

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



Bot Visitors

Analyze robot crawler traffic patterns & block malicious bots



Real User Experience Analysis



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



A/B Testing

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



Visitor Profile

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



VIP Servicing



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



Abandoned Carts



Examine contributing factors to abandonment during business critical flows



App. Capacity

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



Pipeline Health

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



Release Validation

Leverage Synthetic for baseline performance comparisons between pre-production environments



Industry Best Practices

Application audits comparing against page construction best practices



Group Enablement

Role based training for business and technical teams



Competitor Analysis

Leveraging Synthetic to compare performance against the industry



Service Reporting

Standardized application and service level reporting across the enterprise





CLOUD DONE RIGHT