LogicMonitor

CASE STUDY

How LinkedIn Optimizes Global Digital Experiences with Catchpoint

LinkedIn

INDUSTRY

Social Networking

PRODUCTS

Synthetic Monitoring

SOLUTIONS

+ Global synthetic monitoring
+ End-user experience monitoring
+ DNS and CDN observability
+ Web application performance monitoring
+ Third-party provider performance visibility
+ Automated performance data integrations

SUCCESS BY METRICS

+ Access to 600 global monitoring agents
+ Faster identification of issues at the vendor level
+ Improved user experience across 200 countries and territories

KEY OUTCOMES

Implemented active observability testing of global infrastructure

Always-on DNS, CDN and page object-level monitoring from internal and end-user perspectives

Real-time sharing of monitoring data internally and with third-party vendors

Detection of localized performance issues in key geographies

LinkedIn: Delivering Reliable Experiences at Global Scale

LinkedIn is the world's largest professional network, connecting more than one billion members across more than 200 countries and territories. Delivering a fast, reliable digital experience for users worldwide requires a complex infrastructure that spans both internally managed services and third-party providers.

For LinkedIn's Site Reliability Engineers (SREs), maintaining visibility across this distributed environment is essential to ensuring performance, availability, and a consistent user experience regardless of location.

"I've used a lot of monitoring tools, and I have to say that Catchpoint stands out from the pack. There are so many nodes and so many features," said Samir Jafferali, an edge performance SRE at LinkedIn.

CHALLENGE: LIMITED VISIBILITY ACROSS A DISTRIBUTED GLOBAL INFRASTRUCTURE

LinkedIn relies on a broad ecosystem of internet infrastructure providers, including:

- Three Domain Name System (DNS) resolution services
- Five Content Delivery Networks (CDNs)
- An internal CDN

Managing performance across multiple providers and regions created visibility challenges. The team needed a better way to understand how infrastructure choices affected end-user experience, particularly in regions where internet performance and provider reliability can vary significantly.

Without comprehensive monitoring from the user's perspective, identifying the source of latency and performance issues –and determining the best provider for a specific geography – required significant manual effort and fragmented data collection.

SOLUTION: ACTIVE OBSERVABILITY ACROSS THE GLOBAL INTERNET

LinkedIn selected Catchpoint, a LogicMonitor company, to gain visibility into internet performance from the locations that matter most to its users.

The platform enabled the team to:

- Monitor DNS, CDN, and web application performance from a global network of monitoring agents
- Replicate real-world user experiences across key regions, including Asia and South America
- Capture page object-level data and HTTP headers for deeper performance analysis
- Share monitoring data directly with internal teams and third-party vendors through automated integrations
- Analyze infrastructure performance from both internal and end-user perspectives

"The ability for [Catchpoint] to capture headers for every single object on the page and then do analysis on the headers, and plot variations of headers over time . . . is very powerful," said Jafferali.

RESULTS: IMPROVED VISIBILITY, FASTER ISSUE RESOLUTION, AND BETTER USER EXPERIENCES

With Catchpoint in place, LinkedIn established active observability testing across its global infrastructure and gained the data needed to make more informed performance decisions.

Access to More Than 600 Global Monitoring Agents

By leveraging Catchpoint's worldwide monitoring network, LinkedIn gained visibility into ISP and infrastructure performance across the regions most important to its business. This enabled the team to evaluate how different providers performed from actual user locations.

Faster Identification of Vendor-Level Issues

Using real-time performance data and customizable thresholds, LinkedIn's SRE team can quickly identify performance degradations and determine whether issues originate from DNS providers, CDNs, or other third-party services.

The ability to isolate and communicate root causes helps accelerate remediation efforts and improve vendor accountability.

Improved User Experiences Across More Than 200 Countries and Territories

Catchpoint enables LinkedIn to continuously evaluate CDN performance and optimize traffic routing decisions based on user location and service quality.

This visibility helps ensure users are served by the provider best positioned to deliver a fast, reliable experience.

Improved Collaboration with Infrastructure Providers

Using Catchpoint's public URL capabilities, LinkedIn can share performance, availability, and latency data with vendors in real time, helping all stakeholders work from a common source of truth during incident investigations.

> "[With Catchpoint], We're always able to present the data that's important, in any fashion that we want"
>
> **Samir Jafferali,** *Edge Performance SRE, LinkedIn*

Key Outcomes

- **Implemented active observability testing across global internet infrastructure**
- **Established always-on DNS, CDN, and page object-level monitoring**
- **Enabled real-time sharing of monitoring data with internal teams and external providers**
- **Improved detection and investigation of localized performance issues**
- **Accelerated identification of vendor-level root causes**
- **Enhanced digital experiences for users around the world**

Why This Matters

For organizations serving global audiences, understanding internet performance from the user's perspective is critical.

LinkedIn's success demonstrates how active observability can help organizations:

- Reduce downtime and latency that impact user experience
- Improve service reliability across distributed environments
- Accelerate root cause identification and incident response
- Strengthen collaboration with third-party providers
- Make data-driven infrastructure optimization decisions

By extending visibility beyond traditional monitoring approaches, organizations can proactively identify issues before they affect users and maintain high-quality digital experiences at global scale.

ABOUT LINKEDIN

Founded in 2003, LinkedIn connects the world's professionals to make them more productive and successful. With more than 1 billion members worldwide, including executives from every Fortune 500 company, LinkedIn is the world's largest professional network. The company has a diversified business model with revenue coming from Talent Solutions, Marketing Solutions, Sales Solutions and Premium Subscriptions products. Headquartered in Silicon Valley, LinkedIn has offices across the globe.

ABOUT LOGICMONITOR

LogicMonitor® is the AI-first platform for Autonomous IT, enabling enterprises to operate complex digital systems with greater resilience, efficiency, and confidence. By unifying visibility from user to code across infrastructure, cloud, Internet, and digital experience, LogicMonitor delivers the intelligence required to anticipate issues, eliminate blind spots, and take action automatically. Powered by Edwin AI, LogicMonitor helps IT and business leaders reduce operational toil, protect revenue, and accelerate innovation in an increasingly complex digital world. For more information, visit www.logicmonitor.com and our blog, or follow us on LinkedIn, X, Facebook, and YouTube.