

# How Priceline Reduced Issue Resolution from Days to Minutes with Catchpoint



## INDUSTRY

Travel and Hospitality  
E-Commerce

## PRODUCTS

Synthetic Monitoring

## SOLUTIONS

- + Synthetic Monitoring
- + SLA Observability
- + API and DNS Monitoring
- + Proactive Alerting and Webhooks

## SUCCESS BY METRICS

- + Issue resolution reduced from days to minutes
- + Improved SLA compliance
- + Reduced testing noise

## KEY OUTCOMES



Proactive issue detection before customer impact



Reliable API and DNS performance at global scale



Faster root-cause analysis across complex environments



Long-term visibility for KPI tracking and performance optimization

## Priceline: Delivering Reliable Digital Experiences for Global Travelers

Priceline is a leader in the online travel industry and a flagship brand within Booking Holdings, one of the world’s largest travel technology companies. Alongside brands such as Agoda, Booking.com, Kayak, and OpenTable, Priceline helps millions of travelers each year access millions of hotels, flights, rental cars, cruises, and vacation packages across more than 116 countries. At this scale, even minor performance issues can impact customer experiences, bookings, and revenue, making continuous visibility into digital performance essential.

With millions of travelers relying on its platform to research, compare, and book travel, maintaining consistent website performance is critical to both customer satisfaction and business success.

### CHALLENGE: MONITORING A COMPLEX DIGITAL ECOSYSTEM

Supporting Priceline’s extensive booking, pricing, and reservation capabilities requires a sophisticated technology infrastructure. Any degradation in performance across applications, APIs, DNS services, or third-party dependencies can negatively impact the customer experience and potentially disrupt bookings.

The Priceline team needed more than visibility into infrastructure performance. They wanted a solution that could help them proactively identify issues, understand root causes, benchmark performance, and make data-driven decisions that support both operational excellence and business growth.

“Ensuring constant customer and partner satisfaction is vital for Priceline,” said Tom Gerhard, Technical Fellow at Priceline.

## Why Priceline Chose Catchpoint and LogicMonitor

Priceline sought a solution that could:

- Deliver always-on observability across multi step transactions, domain name system (DNS) services, and application programming interfaces (APIs)
- Identify and isolate the root causes of performance degradation
- Benchmark performance against industry peers
- Integrate observability data with existing business systems and workflows

After evaluating available solutions, Priceline selected LogicMonitor’s Catchpoint because of its ability to provide:

- Global observability through a widespread testing network
- Request override capabilities that support multiple testing scenarios
- Service Level Agreement (SLA) observability that alerts teams before service thresholds are breached
- Seamless integrations with Splunk, Slack, Okta, and other critical business platforms



Catchpoint’s analytics have helped us uncover many new opportunities for system and business improvement.”

**Tom Gerhard**, *Technical Fellow, Priceline*

## SOLUTION: ALWAYS-ON INTERNET PERFORMANCE MONITORING

Following deployment, Priceline established continuous monitoring across critical user journeys, DNS services, APIs, and supporting infrastructure.

Catchpoint’s synthetic monitoring capabilities enabled the team to proactively validate performance and identify issues before they affected customers. Global testing locations provided visibility into user experiences worldwide, while enterprise nodes inside Priceline’s environment enabled first-mile testing and baseline performance validation.

The platform also allowed Priceline to compare content delivery network (CDN) performance using DNS override capabilities, helping teams evaluate different delivery scenarios and optimize user experiences.

## RESULTS: FASTER RESOLUTION AND GREATER OPERATIONAL CONFIDENCE

Catchpoint delivered immediate operational benefits for Priceline.

Previously, identifying and resolving performance issues could take hours or even days. With proactive monitoring and actionable analytics, Priceline can now identify and address potential issues within minutes.

### Key Benefits

- **Global Visibility into Customer Experiences** > A world-wide network of testing nodes enables Priceline to monitor digital experiences from locations around the globe, helping teams understand how customers experience the platform regardless of geography.
- **Faster Root Cause Analysis** > Detailed analytics provide visibility across complex, multi-tier architectures, accelerating troubleshooting and reducing mean time to resolution.
- **Reliable First-Mile Testing** > Enterprise nodes deployed within Priceline data centers establish performance baselines and help replicate customer experiences while minimizing testing noise.
- **Flexible CDN and DNS Validation** > DNS override capabilities allow teams to test and compare multiple CDN scenarios, supporting performance optimization and informed decision-making.
- **Proactive SLA Compliance** > SLA Observability provides early warning alerts before SLA thresholds are breached, helping teams maintain service commitments and reduce operational risk.
- **Long-Term Performance Intelligence** > Years of retained historical data support trend analysis, KPI development, capacity planning, and ongoing performance optimization.

## Building a Data-Driven Performance Strategy

For many digital businesses, operational teams can become focused on responding to immediate incidents. Priceline wanted a broader perspective that would support long-term performance improvement and business planning.

By combining continuous testing, advanced analytics, and historical performance data, Priceline can establish meaningful benchmarks, track progress over time, and make more informed operational decisions.

The result is greater confidence in the reliability of its digital services and a stronger foundation for delivering exceptional customer experiences in the future.



Catchpoint, originally purchased as our main alerting platform, has become our trusted go-to strategic partner for continuous web performance monitoring, analysis, and optimization. Not only can we more quickly identify and resolve problems, but Catchpoint's analytics have helped us uncover many new opportunities for system and business improvement."

**Tom Gerhard**, *Technical Fellow, Priceline*

## Why This Matters for E-Commerce Organizations

Priceline's experience demonstrates how modern observability solutions can help e-commerce organizations improve reliability, protect revenue, and deliver better customer experiences.

With comprehensive internet performance monitoring, organizations can:

- Improve application and website availability across global markets
- Validate content delivery performance across internet service providers (ISPs)
- Monitor third-party service providers and SLA commitments
- Accelerate issue detection and resolution
- Build performance strategies based on long-term data and measurable KPIs

### ABOUT PRICELINE

Launched in 1998, Priceline pioneered the online travel category by pairing negotiation and technology to make smarter savings possible for everyone. Powered by advanced AI and decades of dealmaking expertise, Priceline delivers value and flexibility on one easy-to-use platform. With access to millions of hotels, flights, car rentals, cruises, and vacation packages across 116 countries, Priceline uses a proprietary Priceline Deals Engine to surface top offers from trusted travel brands, while Express Deals® deliver savings of up to 60 percent on hotels – all backed by the company's Best Price Guarantee.

### 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](http://www.logicmonitor.com) and [our blog](#), or follow us on [LinkedIn](#), [X](#), [Facebook](#), and [YouTube](#).



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