LogicMonitor

CASE STUDY

How Cloudinary Uses Synthetic Monitoring to Quantify Performance Improvements Across Global Digital Experiences

Cloudinary

INDUSTRY

Software-as-a-Service (SaaS)

PRODUCTS

Synthetic Monitoring

SOLUTIONS

+ Synthetic Monitoring
+ Global user experience tests
+ Performance reporting and visualization

SUCCESS BY METRICS

+ Better quantification of website performance improvements
+ Improved visibility into global user experiences
+ Faster identification of optimization opportunities

KEY OUTCOMES

Stronger communication of customer value through performance data

Improved end-user experiences

Faster website load times

Cloudinary Needed a Better Way to Measure and Demonstrate Value

Cloudinary helps more than 10,000 organizations manage, optimize, and deliver digital media experiences at scale. The company manages more than 60 billion assets for global brands, enabling teams to efficiently store, transform, and deliver images and videos across websites, applications, and digital channels.

As digital experiences become increasingly media-rich, performance has become a critical business concern. Images and videos often represent the majority of a webpage's weight, directly affecting load times, user experiences, and customer engagement.

Cloudinary knew its platform helped customers improve website performance, but it lacked a reliable way to quantify those improvements and clearly communicate the value delivered to customers.

THE CHALLENGE: DEMONSTRATING MEASURABLE PERFORMANCE IMPACT

When organizations move their media assets to Cloudinary, they often experience faster page load times and improved digital experiences. However, proving those improvements with objective data across global markets was challenging.

"Media is such an important component of websites and mobile applications today," said Gary Ballabio, Vice President of Technology Partnerships for Cloudinary. "A lot of companies don't realize that 70% of the weight on a page is from images and videos on the page. So if you can optimize that content . . . you can really drive and enhance experience in terms of page response times and page load times, for really any user all over the world."

Without clear performance data, Cloudinary faced several challenges:

- Quantifying the impact of media optimization efforts
- Demonstrating business value to prospective and existing customers
- Identifying geographic regions where users experienced performance issues
- Prioritizing opportunities to further improve customer experiences

Cloudinary needed a solution that could provide consistent performance measurements, actionable visualizations, and global visibility into end-user experiences.

"We weren't really utilizing any tools, or didn't have any real mechanisms, to measure and quantify the performance improvement that we were providing to [customer] websites," said Ballabio.

Why Cloudinary Chose Catchpoint from LogicMonitor

Cloudinary evaluated several monitoring providers before selecting Catchpoint.

The team needed a solution that could:

- Collect objective performance data across customer websites
- Visualize user experiences across multiple geographic regions
- Produce stakeholder-ready reports that clearly demonstrate business value
- Identify opportunities to improve application and website performance

Catchpoint's synthetic monitoring capabilities stood out because they enabled Cloudinary to conduct simultaneous tests from monitoring agents around the world, providing a consistent view of how end users experienced websites before and after Cloudinary optimization.

> We can run simultaneous tests with Catchpoint from different agents all over the world, which gives us a real comparison of what website performance looks like with and without Cloudinary."
>
> **Gary Ballabio,** *Vice President of Technology Partnerships, Cloudinary*

Gaining Visibility Into Global User Experiences

After implementing Catchpoint, Cloudinary gained immediate access to performance insights that had previously been difficult to obtain.

The platform enabled Cloudinary to:

- **Visualize website performance across global locations**
- **Compare performance outcomes before and after optimization efforts**
- **Identify regions experiencing slower load times**
- **Communicate results through intuitive reports and visualizations**

The ability to transform performance data into visual reports proved particularly valuable when communicating with customers.

"The ability to combine the data with visual resorts really helps end users understand. For example, they can visually identify one part of China where they need the most help. Or maybe it's Eastern Europe where they're seeing really slow load times. And that helps them understand where a company like Cloudinary could really help them," said Ballabio.

These visualizations simplified customer onboarding conversations and helped stakeholders quickly understand the relationship between media optimization and user experience outcomes.

TURNING DATA INTO ACTIONABLE BUSINESS INSIGHTS

Beyond reporting, Cloudinary uses Catchpoint data to uncover opportunities for continuous improvement.

With deeper visibility into website performance, teams can identify trends, diagnose issues, and better understand where additional optimization efforts could improve customer outcomes.

"There are a lot of sophisticated ways that we can look at the data and be able to diagnose what the differences are, what sorts of improvements we as a service can provide, or even just to help identify where we need to add additional value," said Ballabio.

Today, Cloudinary can more effectively:

- Quantify performance improvements delivered to customers
- Accelerate customer onboarding through data-driven visualizations
- Identify opportunities to enhance products and services
- Improve end-user experiences across global markets
- Demonstrate the value of media optimization with objective data

RESULTS

By leveraging Catchpoint synthetic monitoring, Cloudinary gained the visibility needed to validate and communicate performance improvements at scale.

Key Outcomes

- **Improved end-user experiences through data-driven optimization**
- **Faster website load times across customer digital properties**
- **Better communication of Cloudinary performance improvements**
- **Easier onboarding through visual reporting and performance insights**
- **Faster identification of opportunities to improve products and services**
- **Stronger quantification of customer value and business impact**

Why This Matters for SaaS Organizations

For SaaS providers, delivering value is only part of the equation. Demonstrating that value with objective data is equally important.

Cloudinary's experience highlights how synthetic monitoring helps organizations move beyond assumptions and anecdotal feedback to gain measurable insights into digital performance. By combining performance testing with intuitive reporting and visualization, organizations can better understand user experiences, communicate outcomes to stakeholders, and continuously improve the services they provide.

ABOUT CLOUDINARY

Cloudinary was founded in 2012 by three longtime developers who knew there had to be a better, more efficient way to upload, manage, and deliver high-performing images and videos online. Encountering the same set of tedious visual management challenges, they created the solution they needed—and one that changed how visual content could be managed and delivered in today's omnichannel world.

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.