

How AT Internet Gained Global Performance Visibility in 30 Minutes



AT INTERNET

INDUSTRY

Advertising

PRODUCTS

Synthetic Monitoring

SOLUTIONS

- + Synthetic monitoring
- + Custom alerts and dashboards
- + Load speed testing

SUCCESS BY METRICS

- + 50% faster tag loading time
- + 30 minutes average time to find and fix issues
- + Improved customer trust

KEY OUTCOMES



Proactive, not reactive, issue identification



Better visualization of application errors



Validation of service and vendor quality

AT Internet Improves Customer-Side Visibility Across Global Networks

AT Internet is an early pioneer in the digital analytics industry, helping companies measure audiences and optimize digital performance across marketing channels. Through Analytics Suite Delta, AT Internet provides solutions for GDPR-compliant data collection, exploration, activation, and sharing.

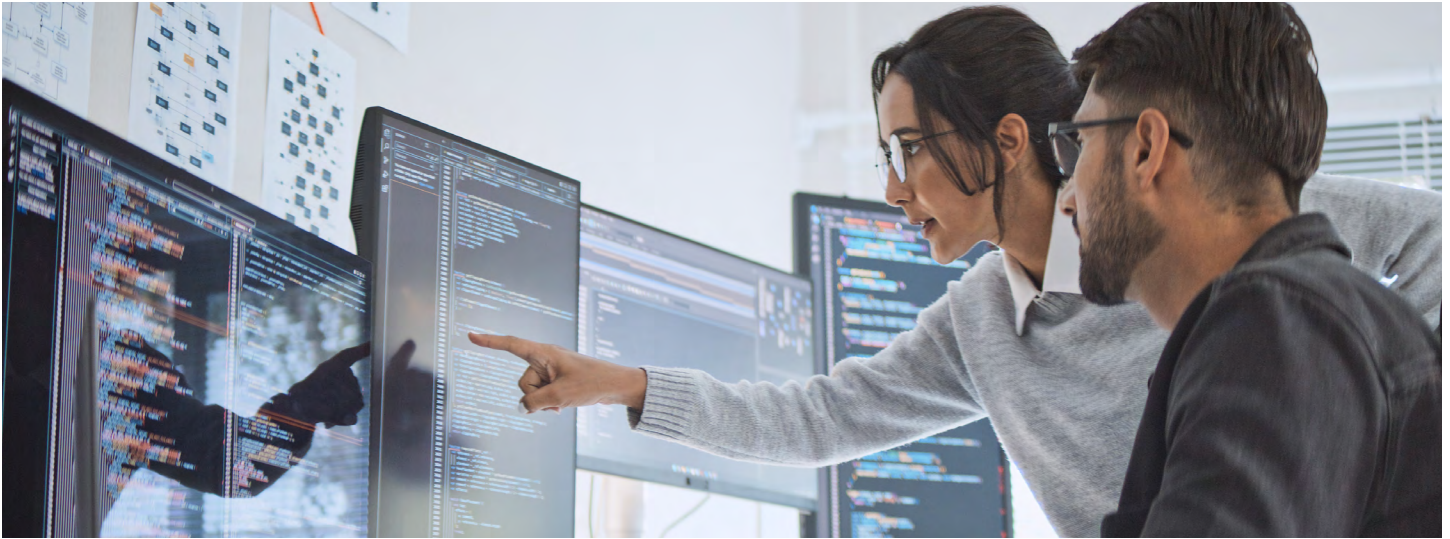
CHALLENGE: LIMITED VISIBILITY INTO END-USER PERFORMANCE

Because AT Internet provides real-time analytics to its customers, its SaaS application must remain fast and available. The company also relies on a JavaScript tag that customers place on their websites, which means tag performance directly affects the quality of the data AT Internet collects.



“We have customers around the world using a variety of internet service providers (ISPs). We needed a view of performance and availability from the customer side, but it was very challenging to achieve this.”

Thomas Fisher,
Business Unit Manager, AT Internet



Before implementing Catchpoint Internet Performance Monitoring (IPM), AT Internet was dealing with:

- Delayed notification of performance issues driven by customer reports
- Slow issue resolution that required ongoing back-and-forth with customers
- Reliance on customers to run traceroutes and Domain Name System (DNS) resolution tests
- Limited visibility into issues originating in China and South America

Why AT Internet Chose LogicMonitor's Catchpoint

AT Internet needed a solution that could:

1. Provide visibility into end-user experiences worldwide, including China
2. Let the team test performance independently from customer locations
3. Identify performance degradation before customers noticed it



Catchpoint's coverage allows us to monitor the customer experience from every network and location worldwide."

Thomas Fisher,
Business Unit Manager, AT Internet

After evaluating several options, AT Internet chose Catchpoint for its user-friendly interface, dashboards, and reports, as well as its global network of more than 850 monitoring nodes and a 150-node monitoring network in China.

"The management menus and interfaces in other tools were very complex. Moreover, Catchpoint has monitoring locations across the entire globe, while other vendors didn't have a presence in places like China," said Fisher.

THE IMMEDIATE IMPACT FOR AT INTERNET

After deploying Catchpoint IPM, AT Internet saw immediate, measurable improvements:

- Reduced JavaScript tag loading times by 50%
- Shortened average issue identification and resolution to 30 minutes
- Validated front-end programming changes before deployment

"Instead of only using their monitoring system, [the front-end team] understands the value of seeing the end-user perspective too," said Fisher. "They recently made a big change to the programming language for our front-end app and used Catchpoint to compare the performance from the previous version. This helped them confirm their hard work paid off."

REGAINING CONTROL OF NETWORK PERFORMANCE

Before Catchpoint, AT Internet struggled to identify performance issues before customers noticed them. With Catchpoint's tools and monitoring nodes in place, the team can now validate service quality, pinpoint network issues, vet new service providers, visualize application errors, and optimize web pages.

AT Internet uses Catchpoint nodes in three countries across three ISPs to run tests every five minutes, giving the team an objective source of truth for service quality. The team also uses the platform to monitor ISP performance globally, evaluate CDNs in new regions, compare screenshots with customer-reported errors, and test the performance of tools under consideration for the product or website.

"It's usually difficult to determine the performance improvement of such a change from the end-user perspective," said Fisher. "But with Catchpoint, we can easily do so and even quantify the impact. This is invaluable whether we are buying new solutions or analyzing the impact of existing solutions on an ongoing basis."

“ Catchpoint has been seamlessly integrated into our processes. Adding it to our toolbox gives us the end-to-end perspective we need to ensure the best quality service for our customers.”

Thomas Fisher,
Business Unit Manager, AT Internet

Why This Matters for Digital Analytics Teams

AT Internet's experience with Catchpoint shows how digital analytics platforms can move from simply delivering data to supporting the customer experience end-to-end. For web-based solutions that rely on JavaScript snippets, global visibility can improve tool performance, reduce the impact on end-user websites, and maintain performance across multiple ISPs.

“ It gives credibility to our customers that we use a best-of-breed solution to monitor our availability and quality.”

Thomas Fisher,
Business Unit Manager, AT Internet

ABOUT AT INTERNET

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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](#).



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