

# The One Change That Improved People Inc.'s Response Time by 95%

## People Inc.

### INDUSTRY

Media

### PRODUCTS

Linux RPM (A1)

Synthetic Monitoring

Real User Monitoring (RUM)

### SOLUTIONS

+ Real User Monitoring (RUM)

+ Ongoing testing

+ Integration with internal dashboards

### SUCCESS BY METRICS

+ 95% reduction in MTTR

+ Improved site speeds

+ Improved website visitor engagement

### KEY OUTCOMES



Easier internal data sharing



Accurate RUM metrics collection



Better decision-making through data

## People Inc. Delivers Digital Experiences to Millions

People Inc., formerly Dotdash Meredith, America's largest digital and print publisher, reaches nearly 200 million people each month across a portfolio of trusted brands. Its properties span health, home, food, finance, beauty, style, travel, and lifestyle, including brands such as Verywell, Investopedia, The Spruce, Byrdie, and Simply Recipes. The company helps audiences find answers, make decisions, and discover inspiration across a wide range of digital and print experiences.

With so much of that experience delivered online, People Inc. depends on fast, reliable sites to keep readers engaged from the first click. When a page slows down, even briefly, the impact can extend beyond site performance to the reader's experience with the content. That made it important for the team to understand performance in real time, identify issues quickly, and address problems before they affected visitors.

### PEOPLE INC. NEEDED A BETTER WAY TO KEEP READERS ENGAGED

People Inc. publishes intent-driven content that often appears in search results or AI chat. That means every second matters. If a page loads slowly, readers may leave before they ever reach the content they came for.

The team needed clearer real-time visibility into performance, a faster way to catch issues, and better insight into what was happening across its sites. In a publishing environment where attention is short and expectations are high, that visibility matters.

## PEOPLE INC. CHOSE ACTIVE OBSERVABILITY AND RUM

People Inc. needed a solution that combined active observability with Real User Monitoring (RUM). The team wanted to discover and solve performance issues faster, reduce mean time to resolution, and turn performance data into something they could use to improve the user experience.

As Matthew Landolf, Director of Operations at People Inc., said, "We realized that RUM was going to be one of the most important things to provide us with the visibility we needed to make the performance enhancements that we wanted to." He added, "After talking to Catchpoint and going through their RUM solution, we saw that the user interface was pretty much exactly what we had hoped to build ourselves."

Ben Cochran, VP of Front-End Technology, said the team was excited to see how the RUM beta program had grown, and noted that the combination gave People Inc. complete observability without the headache of building a custom tool.

## PEOPLE INC. SAW IMMEDIATE IMPROVEMENTS

Once LogicMonitor's Catchpoint was in place, People Inc. saw immediate benefits:

- 95% reduction in MTTR, which meant fewer issues reached the end user.
- Easier data management, thanks to synthetic and active observability plus waterfalls.
- Better reporting metrics through integrations with People Inc.'s internal dashboards.
- Stronger user retention and engagement.

## PEOPLE INC. REGAINED CONTROL OF SITE SPEED AND BOUNCE RATE

Before LogicMonitor's Catchpoint, a minor slowdown could snowball into a larger user experience problem across People Inc.'s sites. The team often had to spend hours parsing logs to understand what had happened and where the issue started.

With Catchpoint in place, discovery is faster and more direct. The team can find the data it needs in a few clicks, move it into internal systems, and provide the context different teams need to act on it.

“Our mean time to resolution has dropped considerably since we’ve deployed all of the Catchpoint products ... real user monitoring has given us the ability to find root causes almost immediately.”

**Matthew Landolf**, *Director of Operations, People Inc.*

## People Inc. Proved Why Third-Party Observability Matters

People Inc.'s experience shows why publishers benefit from trusted third-party observability rather than building every capability in-house. When the goal is to serve more people with high-quality content, the team needs a way to protect performance, improve engagement, and stay focused on the reader.

As Landolf said, "Catchpoint had a positive cascading effect on user engagement and user experience that we're incredibly proud of." He added, "It's true that collecting the data is the easy part. Refining and consuming it, that's the part that requires a lot of thought—and that's worth every penny."

## ABOUT PEOPLE INC.

People Inc. is America's largest digital and print publisher, reaching nearly 200 million people each month across a portfolio of trusted brands. Its properties span health, home, food, finance, beauty, style, travel, and lifestyle, helping audiences find answers, make decisions, and discover inspiration.

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



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