

# How Xandr Keeps Billions of Daily Ad Impressions Moving



## INDUSTRY

Advertising Technology

## PRODUCTS

Synthetic Monitoring

Real User Monitoring (RUM)

Linux RPM (A1)

## SOLUTIONS

- + Global synthetic monitoring
- + End-user experience monitoring
- + Internet performance visibility
- + Root cause analysis

## SUCCESS BY METRICS

- + Faster mean time to resolution (MTTR)
- + More targeted engineering alerts
- + Improved service reliability

## KEY OUTCOMES



Faster identification and resolution of performance issues



Greater visibility across first-party, third-party, and network performance



Reduced risk of service-level agreement (SLA) violations



Better control over the end-user experience



More efficient root cause analysis

## Xandr Delivers More Than 10 Billion Daily Ad Impressions While Processing 150 TB of Data

Xandr powers the buying and selling of digital advertising for customers around the world. Every day, the company facilitates more than 10 billion ad impressions across five continents while processing more than 150 terabytes of data at rates of up to 5 million transactions per second.

At that scale, even small performance issues can disrupt ad delivery, affect customer experience, and make it harder to maintain the availability and reliability global advertisers expect.



## Challenge: Limited Visibility Across a Massive Advertising Environment

The sheer volume of data moving through Xandr's infrastructure created serious performance challenges. Before using LogicMonitor's Catchpoint, Xandr did not have a reliable way to:

- Monitor, identify, and isolate issues between the internet and its ad-serving applications
- Protect compliance with customer service-level agreements (SLAs), where breaches can carry financial penalties
- Evaluate the performance of third-party content delivery network (CDN) vendors

## Why Xandr Chose LogicMonitor's Catchpoint

Xandr needed a solution that could provide complete visibility into the end-user experience while helping teams understand where performance issues originated. The company wanted to:

1. Combine active observability and real user monitoring (RUM) data for a more complete view of user experience
2. Help ensure reliable ad delivery and consistent global performance
3. Measure internet performance across regions to understand its impact on ad delivery
4. Distinguish issues affecting first-party applications, third-party providers, and the network itself
5. Independently validate content delivery network (CDN) performance

After evaluating several solutions, Xandr selected Catchpoint because it could:

- Manage more than 700 scheduled tests used by over 500 employees
- Replicate real-world user experiences through a global network of monitoring nodes
- Provide real user monitoring (RUM) data to understand how applications perform for users around the world
- Deliver custom visualizations, targeted alerts, and flexible analytics that help teams focus on the data that matters most
- Bring key performance data together in Smartboards, giving engineers a single place to investigate issues and perform root cause analysis

## Regaining Control of Product Experience

After deploying Catchpoint, Xandr saw immediate, measurable improvements, including faster mean time to resolution (MTTR). This directly correlates to revenue growth within the company.

With greater visibility into application and network performance, Xandr has more control over the digital experiences it delivers. Custom visualizations and regularly scheduled testing give engineering teams the insight they need to understand how users experience the platform worldwide.

Instead of spending valuable time verifying alerts or determining whether an issue originated within its own environment, in a third-party provider's environment, or on the network, the right engineers receive targeted alerts in near real time. Combined with Catchpoint's waterfall and scatterplot visualizations, they can isolate root causes faster and focus on resolving issues.

## Why This Matters for Advertising

For organizations that deliver digital experiences at global scale, even small performance issues can have an outsized impact on customer experience, operational efficiency, and service commitments.

Xandr's experience demonstrates the value of understanding internet performance from the end user's perspective. With deeper visibility into application, network, and third-party provider performance, organizations can:

- Detect and isolate issues before they have a broader customer impact
- Validate the performance of internet infrastructure providers with independent data
- Improve operational efficiency by helping engineering teams identify root causes faster
- Scale digital services with greater confidence and visibility across the global internet

## ABOUT XANDR

Xandr, a part of Microsoft Advertising, powers a global marketplace for premium advertising. Their data-enabled technology platform, encompassing Xandr Invest, Xandr Monetize, and Xandr Curate, optimizes return on investment for both buyers and sellers, while maintaining a commitment to an open marketplace and empowering the open web globally.

## 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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Deliver Reliable Digital Experiences**

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