

How Flashtalking Delivers Reliable Digital Advertising at Global Scale



INDUSTRY

SaaS, Advertising

PRODUCTS

Synthetic Monitoring

SOLUTIONS

- + Synthetic Monitoring
- + Location-based testing
- + Custom alerting

SUCCESS BY METRICS

- + Reduced MTTD
- + Faster MTTR
- + Rapid, proactive latency alerts

KEY OUTCOMES



Better SLA compliance



Improved CDN management



Easier reporting

Maintaining Visibility Across Billions of Global Ad Impressions

Flashtalking, now part of Innovid, provides digital advertising products, services, and support to advertisers, media buyers, and creative agencies. Through this work, Flashtalking serves billions of ad impressions worldwide for media groups like WPP, Publicis, Omnicom, and Havas.

As a result, Flashtalking needs granular insight into performance across global networks to uphold specific service-level agreements (SLAs).

Keeping Global Ad Delivery Running Reliably

Because Flashtalking's business depends on delivering a high volume of digital ad impressions, the company uses an extensive global delivery network.

The network consists of multiple solutions, backups, and monitoring platforms, including ad-serving engines and databases. Each of Flashtalking's solutions includes redundancies in an active-active environment, allowing for rapid troubleshooting if a primary component fails.

But Flashtalking's own infrastructure is only one part of the equation. The company also needs to give its clients a full view of ad performance and effectiveness across agency and publisher outlets in every relevant delivery location.



We decided to move to Catchpoint because it was the best solution for the volume of transactions, as well as the ISPs, the locations, and the types of delivery that [we] deal with."

Joseph Keling, *Director of IT, Flashtalking*

FINDING VISIBILITY BEYOND INTERNAL INFRASTRUCTURE

Flashtalking needed a solution that would streamline ad deployment, end-user visibility, and reporting.

"If you only use internal monitoring, you'll never see what your customers see," said Joseph Keling, director of IT at Flashtalking. "You always need an external monitoring solution, specifically, to ensure that you can see exactly what the endpoint delivery and performance is from outside your type of operations or your limited bubble."

Flashtalking chose Catchpoint Internet Performance Monitoring (IPM) because it could monitor internal infrastructure, multiple networks, and third-party infrastructure used in global ad delivery. Its network of more than 800 nodes worldwide allowed Flashtalking to set up tests across 20 internet service providers (ISPs) in 30 global locations. It also supported randomized round-robin testing to provide a more representative view of internet performance than testing a static set of ISPs.

GIVING FLASHTALKING GREATER VISIBILITY AND CONTROL

After deploying Catchpoint IPM, Flashtalking saw noticeable improvements, including:

- Simplified product testing through Catchpoint's custom Selenium scripting, allowing the team to create a single test for each product and monitor performance across the site, server, and database.

- Reduced mean time to discovery (MTTD) and mean time to repair (MTTR) through Catchpoint's analytics and graphing capabilities.
- Improved proactive performance alerting through deeper analytics and visibility.

"Catchpoint had the largest geographic footprint as well as availability of ISPs to satisfy a wide variety of needs," said Joseph Keling, Director of IT at Flashtalking.

PROTECTING CUSTOMER COMMITMENTS THROUGH PROACTIVE MONITORING

Before Catchpoint, monitoring the volume of data involved in every ad serve made SLA compliance a complex, reactive process.

Flashtalking no longer has to wait for a vendor to catch an issue with a content delivery network (CDN) and send a notification, resulting in a reactive fix. Instead, the team gets proactive alerts from Catchpoint IPM tests conducted from the user perspective. When one CDN reaches a latency threshold, the Flashtalking team can shift delivery to another CDN.

HELPING DIGITAL EXPERIENCES PERFORM AT SCALE

Flashtalking's experience highlights the critical role of observability in SaaS. By leveraging a global node network and proactive testing capabilities, SaaS companies like Flashtalking can:



Reduce disruptions to vendor services



Improve digital delivery performance



Scale operations without increasing internal workload

ABOUT FLASHTALKING

Flashtalking, now part of Innovid, is an independent advertising technology platform that helps advertisers, agencies, and media partners deliver, personalize, measure, and optimize digital advertising across desktop, mobile, connected TV (CTV), and other digital channels. Its platform supports omnichannel campaign execution, creative personalization, ad serving, measurement, and verification, helping brands deliver more relevant advertising experiences at global scale.

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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