

How Tapad Sees SaaS Performance Beyond the Load Balancer With LogicMonitor IPM



INDUSTRY

AdTech

SaaS

PRODUCTS

Synthetic Monitoring

SOLUTIONS

- + Synthetic end-user testing
- + GCP integration
- + PCP checks

SUCCESS BY METRICS

- + Improved PCP check capabilities
- + Better SLA compliance
- + Cost savings vs. in-house development

KEY OUTCOMES



Easier product validation



Better customer onboarding



Enhanced performance insights



Rapid outlier identification



Stronger customer performance reporting tools

Tapad Needed to See What Its Customers Were Experiencing

Tapad, Inc. is a cross-device advertising and content delivery company that helps brands, agencies, and marketers deliver personalized messages to consumers. Its Tapad Graph™ is an identity-driven solution that connects brands and consumers online.

That made performance more than an internal engineering concern. Tapad needed to know how its marketing tags behaved for users across browsers, locations, and devices.

"We needed an easy, reliable, and robust way to show response times across the globe," said Stig Henriksen, software engineer at Tapad.

ENDPOINT MONITORING LEFT A GAP AT THE BROWSER

Tapad's customers use first- and third-party data and, at times, add a marketing tag to their websites.

"More brands need to bring identity resolution in-house for privacy safeguards, so we're enabling that through a tag they add to their digital properties," said Paweł Cejrowski, senior software engineer at Tapad. "As part of our mission, we need to ensure the tag performs well."

Tapad's engineering team already monitored endpoint performance globally, but that view did not show how its tags behaved in different end-user browsers. The team needed more direct visibility into what customers and users were actually experiencing.

Specifically, Tapad needed to:

- Test webpage performance from different locations
- Report on performance for specific client accounts
- Identify tag-loading and usage issues before end users noticed them

BUILDING THE SAME CAPABILITY IN-HOUSE COULD TAKE MONTHS OR YEARS

Tapad first considered Google Cloud Platform (GCP) PCP checks. That approach would prevent the team from running the JavaScript code used by its tags for uptime checks.

The company evaluated other options that combined active observability with browser-based testing. It also considered building its own solution.

"[An in-house] solution is tremendously complex. It would have taken months, if not years, to fulfill our needs," said Cejrowski. "[LogicMonitor Internet Performance Monitoring (IPM)] supports integration of the JavaScript that powers our tags and makes it easy to create tests programmatically."

Tapad chose LogicMonitor Internet Performance Monitoring (IPM).

TAPAD EXPANDED FROM TEST AUTOMATION INTO DAY-TO-DAY PERFORMANCE MONITORING

Tapad began by using LogicMonitor IPM's REST APIs to automate testing. The team then expanded its use across development and ongoing performance monitoring.

"The [LogicMonitor IPM] solutions engineer was extremely helpful and saved us significant time on API discovery," said Cejrowski.

TESTING BEFORE RELEASE, MONITORING AFTERWARD

Tapad uses LogicMonitor IPM while developing new services. By running tests in its production environment, engineers can evaluate and optimize performance before release.

After release, the team monitors performance and real-time user journeys to assess whether it meets customer expectations and complies with service-level agreements (SLAs).

"Our customers rightfully expect us to meet certain technical requirements when it comes to response latency and the like," said Henriksen. "Using [LogicMonitor IPM], we can demonstrate to our customers and ourselves that we meet those expectations."

FROM LOAD-BALANCER VISIBILITY TO INDIVIDUAL EVENTS AND REQUESTS

Before adopting the solution, Tapad's visibility stopped at the load balancer level. That made it harder to understand performance outliers closer to the end user.

With LogicMonitor IPM, the team can run webpage tests and generate reports across regions, examine HTTP request stages, and investigate individual events and requests rather than relying solely on median or average performance.

"[LogicMonitor IPM] eliminates guesswork about how we're performing both internally and externally," said Henriksen. "As a result, we can react quickly to performance degradations and our customers can be confident about performance."

"With [LogicMonitor IPM], we aren't just relying on a median or average. We can investigate single events and requests and even understand the reason for slow performance," said Cejrowski.



Active data from [LogicMonitor IPM] alleviates our customers of the need to provide data. We can ensure our solution works as the customer expects while also integrating them more quickly."

Stig Henriksen, *Software Engineer, Tapad*

Tapad Is Extending the Same Visibility Into More Customer Workflows

Tapad plans to continue automating core processes, including:



Automatically running key tests when onboarding new customers



Enhancing Google Cloud latency monitoring capabilities



Developing monthly performance reports for customers

"The combination of [LogicMonitor IPM] and Google Cloud will provide us with more data points for fine-grained performance measurements," said Henriksen. "We can combine that with our internal time series monitoring for an even better view into performance and outliers to accelerate debugging."

ABOUT TAPAD

Tapad provides a global cross-device digital identity graph that helps brands, agencies, and platforms better understand and connect with consumers across devices. The Tapad Graph enables marketers to support use cases including programmatic targeting, media measurement, attribution, personalization, and data enrichment.

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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