

Protecting Trust Across a Global Advertising Platform



INDUSTRY

SAAS

PRODUCTS

Synthetic Monitoring

SOLUTIONS

- + Synthetic Monitoring
- + Custom Testing
- + Customizable Alerts

SUCCESS BY METRICS

- + Detect issues in under one minute
- + Support more than 10 billion daily recommendations
- + Faster incident response
- + Improved API visibility

KEY OUTCOMES



Greater visibility across API connections and application layers



Faster identification of performance issues



More reliable digital experiences for publishers and advertisers

An Advertising Leader Improving Visibility into Complex API Performance

Teads Holding Co. powers discovery feeds for leading publishers worldwide. Advertisers use the company's Amplify platform to reach targeted audiences, delivering more than 10 billion recommendations every day, while publishers including CNN and Sky News use Teads' Engage solution to increase audience engagement with content. Teads is Nasdaq-listed, generates annual revenue of approximately \$1.3 billion, partners directly with more than 10,000 publishers and 20,000 advertisers globally, and has a global team of around 1,700 people in 30-plus countries.

At that scale, delivering reliable digital experiences depends on more than infrastructure availability. Teads needed confidence that its APIs and application services were performing consistently for users worldwide so it could quickly identify issues, protect customer trust, and maintain uninterrupted service.

Keeping Global Digital Experiences Running Reliably

Amplify and Engage operate as plug-ins that load independently from publisher websites. While that architecture helps preserve native website performance, it also adds complexity to monitoring application performance.

Performance can vary depending on several factors, including:

- The type of content being delivered, including text, image carousels, and video
- End-user location
- Traffic volume and visitor activity

While Teads was already using Pingdom by SolarWinds to monitor in-house infrastructure, the engineering team lacked detailed insight into how its plug-ins and APIs performed from the end-user perspective. Without that visibility, identifying the source of performance issues and understanding their impact on publishers and advertisers required additional investigation.

Giving Engineers Confidence in Every Deployment

Teads needed a solution that could:

1. Integrate with existing monitoring and communication solutions, including Pingdom and Slack
2. Accelerate root cause identification
3. Monitor complex, business-critical API calls

After evaluating several options, Teads selected Catchpoint Internet Performance Monitoring (IPM) for its end-user visibility across its application environment.

With Catchpoint IPM, the engineering team can:

- Identify issues faster. Custom tests help determine whether a problem originates with the domain name system (DNS), a content delivery network (CDN), a proxy, an internal router, or another application component.
- Extend visibility beyond infrastructure. By integrating with Pingdom, Catchpoint complements infrastructure monitoring with application-layer visibility, giving engineers a more complete understanding of service performance.
- Continuously monitor critical APIs. Catchpoint helps engineers proactively monitor API performance, enabling them to detect issues before they affect customers.

Helping Engineers Resolve Issues Faster

After deploying Catchpoint IPM, Teads reduced the time required to detect performance degradation and identify the source of an issue.

“The on-call team includes people from different teams, not all of whom are familiar with our infrastructure,” said Nir Kriss, Head of Production Engineering. “[Catchpoint] makes it easy even for them to zero in on issues within a minute.”

The additional visibility also improved incident response. With better context into where issues originated, engineers could make faster decisions without unnecessarily escalating incidents.

“With a better understanding of the reason for a problem, the on-call person doesn’t need to wake someone up in the middle of the night unnecessarily to try to troubleshoot,” said Kriss.



With Catchpoint, we can confirm our services are up and running, and APIs are connected.”

Guy Kobrinsky, VP Cloud Platform, Teads Holding Co.

Turning Better Visibility into Better Decisions

Before implementing Catchpoint, Teads lacked clear visibility across its application layers and API requests. Today, engineers can quickly determine where an issue is occurring, assess its impact, and take action before it affects publishers, advertisers, or end users.

"We want to be proactive and fast about resolving issues, and monitoring with Catchpoint is one of the key ways we can do that," said Kobrinsky.

That confidence extends beyond day-to-day operations.

"Catchpoint's support team is incredibly responsive," said Kobrinsky. "In the five-plus years we've been a Catchpoint customer, the support team has never failed us—and that's important in a partnership like this."

Why Visibility Matters at Global Scale

Organizations delivering digital experiences at global scale need more than system uptime. They need confidence that they can quickly identify, understand, and resolve issues before customers notice them.

For Teads, that means maintaining the performance and reliability publishers and advertisers depend on every day.

"We can confidently say our service will never be totally down, but specific components might experience a performance degradation," said Kobrinsky. "We can use Catchpoint to verify that even if something isn't working as expected, our platform still performs as needed."

ABOUT TEADS HOLDING CO.

Teads Holding Co. ("Teads") (Nasdaq: TEAD) is a leading omnichannel advertising platform focused on driving outcomes for brand and performance advertisers across screens. With a focus on meaningful business outcomes for full-funnel objectives, Teads drives value by leveraging predictive AI technology to connect quality media, beautiful brand creative, and context-driven addressability and measurement. Teads is directly partnered with more than 10,000 publishers and 20,000 advertisers globally. The company is headquartered in New York, New York, with a global team of around 1,700 people in 30+ countries..

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](#).



See how LogicMonitor could help you.

REQUEST A DEMO