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Ensuring quality web experiences℠

# CLICKABILITY AND GOMEZ PARTNERSHIP ENABLES MEDIA AND ENTERPRISE CUSTOMERS TO MANAGE AND GROW GLOBAL ONLINE AD REVENUES AND BRANDS

**⊙Clickability**

### Partner profile
*Clickability is a leading provider of on demand Web Content Management (WCM), offering a WCM platform for the entire content lifecycle.*

### Business challenge
*To enhance customers' website performance for increased ad revenues, higher conversion of site traffic to leads, and improved global brand management.*

### Gomez solutions
- *ExperienceFirst platform*
- *Active Network XF*

### Business benefits
- *Consistently high website performance helping to drive online ad revenue growth and enhanced global brand management for customers*

- *Better control of customers' website performance through proactive identification and quick resolution of performance issues*

- *Improved time-to-resolution by support services using Active Network XF to quickly identify website performance problems*

- *Enhanced ability to deliver website redesigns — without compromising performance — using Active Network XF as a benchmarking tool*

Clickability is a leading provider of on demand Web Content Management (WCM), offering a WCM platform for the entire content lifecycle which empowers non-technical users to become competent web publishers and marketers in about 24 hours. Media and enterprise organizations use the Clickability platform to create engaging and interactive web experiences helping them to reduce costs, grow revenues, build brands, and foster stronger relationships with end-users. As Clickability grew, it realized it needed to replace old processes with more sophisticated web performance management services in order to consistently deliver high-performing web-sites to its customers. This mission led the company to Gomez, Inc., a leading provider of web application experience management services,

## The Pursuit of Performance

Clickability customers include media companies, many of which own multiple print, TV, and online properties, and large enterprise companies, most of which operate numerous websites and regularly publish new content in multiple languages.

"The more web pages an end-user consumes, the more ad dollars our customers can bring in," said Robert Carroll, vice president of marketing at Clickability. "A high-performing website enables these companies to expose content consumers to as many page views — and associated advertisements — as possible."

He continued: "End-users are expecting richer, more engaging web experiences, so our customers count on superior performance to ensure optimal conversion of web visitors into sales leads."

## A New Approach to Web Performance Monitoring

Since its inception, Clickability used its own internal monitoring tools to track web performance and detect problems. "This process, however, delivered incomplete information and ad-hoc analysis. With Gomez, we have performance benchmarks and trends, and a complete end-to-end tool that allows us to ensure uptime and maintain high performance," said Jeff Freund, Clickability's chief technology officer.

> " Using Gomez, Clickability enables our customers to make more money from their web sites — whether it's from advertising or conversion of site traffic into sales leads," said Carroll. "Gomez not only empowers us to achieve optimal website performance, but it provides quantifiable, trusted performance data that our customers can use to attract more advertisers."
>
> Robert Carroll
> Vice President, Marketing

"Active Network XF provides the ability to run a full page check, and when pages are loading more slowly than we'd expect, it empowers us to drill down and determine — object by object and connection by connection — the specific factors that are impacting performance," stated Freund. "By doing this drill-down analysis, we've been able to quickly identify problems with DNS or third-party services before they negatively affect the end-user experience."

— Jeff Freund
CTO, Clickability

"One of our performance monitoring goals was to achieve greater consistency across the web by being able to separate out internal infrastructure issues from backbone or geography-specific problems," said Freund. "In addition, since web content is increasingly coming from multiple providers, we needed the ability to look at all the external calls — advertising, tracking, external widgets, and more — that go into building a web page in order to determine the specific source of a performance bottleneck."

In 2007, Clickability started looking at the various web performance monitoring solutions available on the market. One of Clickability's largest customers was using Active Network XF, a website monitoring service that is part of the Gomez ExperienceFirst platform of web application experience management services. Active Network XF offers the ability to capture and report real-time website performance monitoring data — complete with trending — from multiple Internet backbone locations to ensure a fast and consistent web experience for end-users across the world.

"Our customer had conducted an extensive analysis of available solutions and decided to use Active Network XF to monitor, measure, and manage the performance of its web applications from the outside-in," commented Freund. "Based on this customer's recommendation, we decided to take the next step toward incorporating the Gomez solution into our own practices."

## Rapid Benefits Realization

In early 2008, Clickability signed up for a one week trial evaluation of Active Network XF. The company started monitoring the performance of a few URLs, and within three days, it noted some irregularity coming from some of its caching servers. Within four days, Clickability had tweaked its cache server configuration to improve overall throughput for customers' end-users.

"The story of our trial evaluation speaks volumes about why we selected Gomez," added Freund. "The speed with which we were able to obtain actionable performance information is what essentially sealed the deal for us."

## Clear Operational Advantages

Based on the trial evaluation results, Clickability began using Active Network XF to help improve the web experience for its media and enterprise customers' end-users. Within its first week as a Gomez customer, Clickability successfully diagnosed a serious DNS problem one customer was having and uncovered a third-party element that was slowing down page loads for another

Because Clickability has customers around the world, the company is conducting web performance testing from ten Internet backbone locations — eight within the U.S., one in Europe, and one in Asia. The company runs some tests — at five minute intervals — which trigger alerts when performance is not meeting established thresholds. The company also conducts full page checks on a collection of URLs every hour.

"Active Network XF provides the ability to run a full page check, and when pages are loading more slowly than we'd expect, it empowers us to drill down and determine — object by object and connection by connection — the specific factors that are impacting performance," added Freund. "By doing this drill-down analysis, we've been able to quickly identify problems with DNS or third-party services before they negatively affect the end-user experience."

## Faster Problem Resolution

The Clickability support team uses Active Network XF to help identify issues and speed problem resolution. When a customer calls in to report a performance-related problem, the support team uses Gomez to pinpoint the source of the bottleneck. Before Clickability started using Active Network XF, the support organization often passed these types of problems along to the operations team, which would have to search through extensive log files to figure out what was going on. "Using Gomez as part of our support process enables us to provide a higher level of service for diagnosing and resolving performance issues," stated Freund.

## A Benchmarking Bonus

When customers are undertaking a redesign project, Clickability uses Active Network XF as a valuable web performance benchmarking tool. Using Gomez, Clickability is able to run website performance tests during design and development. If performance of the redesigned site does not meet expectations, Clickability can use Active Network XF to drill down and pinpoint the root cause of a performance bottleneck or failure. "A redesign is usually aimed at boosting the customer's ad revenue and/or strengthening its corporate brand," adds Freund. "Using Gomez as a benchmarking tool, we are able to ensure that a redesign does not compromise website performance, and subsequently, the customer's ability to achieve its redesign goals."

## The Bottom Line

Today Clickability is using Gomez to help it meet its SLAs and improve the end-user web experience for its customers around the world. The company is also a referral partner that introduces Gomez's ExperienceFirst platform to customers who may require more advanced web application experience management services.

"Using Gomez, Clickability enables our customers to make more money from their web sites — whether it's from advertising or conversion of site traffic into sales leads," concluded Carroll. "Gomez not only empowers us to achieve optimal website performance, but it provides quantifiable, trusted performance data that our customers can use to attract more advertisers. When it comes to real business value, Gomez delivers."