# Mobile Web Monitoring Service

Measure mobile performance to maximise user experience

Increase conversions, reduce abandonment and protect your brand by ensuring fast, available and consistent performance, seamlessly across all devices.

Uniquely realistic performance data for iPad, iPhone and Android

Mobile browsing is more popular than desktop, with more than half of UK online traffic now driven by mobile. Mobile consumers have high performance expectations, 90% perform tasks across multiple devices and 72% demand the same quality of experience as desktop. They are also less patient and less tolerant. Delivering fast, available web performance across devices has never been more critical.

User experience can vary widely between Android and iOS devices for the same website, so it's important to monitor both platforms. Tribe's mobile web monitoring service emulates iPhone, iPad and Android users making complete journeys across your site, giving uniquely realistic visibility of your mobile experience.
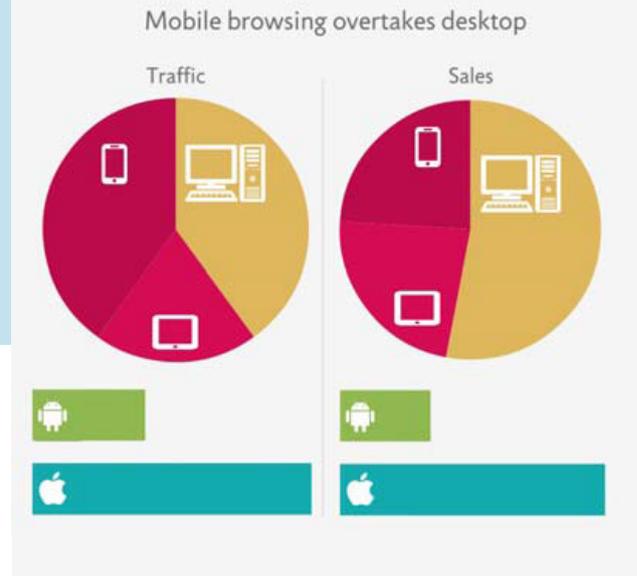
Not your ordinary mobile monitoring...

Get to know us and you'll see we are a little diff erent from other monitoring providers. Firstly we deliver the ultimate measure for realistic user experience by doing exactly what your customers do, via dynamic user journey technology. Rather than following a list of pre-defi ned URLs, our scripting looks at actual page content and makes decisions at every step, as real users would. This gives you the most realistic, accurate and comprehensive data.

Secondly we don't simply provide self-service monitoring, we deliver a high-touch service and expertise as standard. We work with you to deliver a monitoring programme that ensures your website continually runs at peak performance. There's no need to spend time writing scripts, we script and maintain journeys for you. Our dedicated team of test experts conti nually perform live management of your monitoring journeys to verify issues as they arise and help diagnose root causes.

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For over 10 years the UK's largest online names such as Debenhams, Boden, Joules and Dixons have chosen Tribe to maximise user experience and protect their brand. Like them, you're the experts when it comes to developing your website and your business, so why not let us focus on monitoring, so you can take care of the big picture?

Maximise journey speed and minimise latency

Monitor the impact of page size on journey speed, quickly track down slow loading page elements with waterfall graphs, monitor latency with graphs for time to first byte and lookup times and measure the impact of CDN resources, with reports on CDN hits and misses.

Ensure your site's user experience is error free

Relax in the knowledge that your site is delivering outstanding user experience. A live wallboard ensures your help desk know about issues before your customers do.

Configurable alerting notifies the right contact at the right time, including 3rd parties. Drill down capabilities empower the tech team with the knowledge to diagnose and resolve root causes.

There's no need for business managers to spend time in meetings or reporting, instead they can focus driving the website and the business forward.

Simplify mobile performance management

Tribe offer a number of unique capabilities we're confident that you won't find elsewhere including:

- See what your customer saw when an error occured with a unique journey replayer feature.

- Gain visibility of 3rd party performance with errors by host and direct access & alerting for 3rd parties.

- Understand the effect of new features and site releases on mobile performance with site release management tools.

- Identify missing and un-buyable products with inventory monitoring features.

- Continue to monitor performance during AB variant testing, with managed scripting as standard.

Here are some of the features included in our mobile monitoring service.

Ultimate realism	High-touch service	Universal metrics	Expert Scripting	Component drill-down	Journey Replayer	User Friendly GUI View live	Flexible Alerting
The most realistic, comprehensive and reliable data; dynamic user journeys do exactly what the customer does	Live management of monitoring journeys as standard; to verify issues and help troubleshoot	Data in a common language understood by all teams, saves time in meetings & drives business benefits	No need to spend time writing scripts, a team of experts write and maintain scripts for you.	Quickly diagnose root causes by drilling down to component level data	Access screenshots replicating what customers saw when an error occured and view the source code	wallboards, real time performance graphs and reports, via a user friendly GUI. No setup required	Configure alerting to ensure the right person receives alerts when an issue arises, including 3rd party contacts

TRIBE

Together for better digital journeys