

# Visually complete

## Dynatrace redefines digital experience monitoring with Visually complete and Speed index

Traditional website performance optimization metrics are based on measured time, number of requests and kilobytes. While important, these numbers do not show when your users see the content they are looking for. This is especially true for single page web applications. What customers care about is when the website is visually loaded and ready to be used.

Fact Sheet

## Business and IT need reliable benchmarks on what makes a good customer experience.

Until now, it's been impossible to see and capture the visual experience for a real user, and measure it consistently with controlled monitoring.

Visually complete is a new metric that shows you the exact time your users spent waiting for above-the-fold content to be entirely rendered—for all locations, devices, operating systems and browsers. Dynatrace Synthetic and Real User Monitoring captures this critical milestone for analysis, reporting and alerting—for every user all the time. Extend beyond W3C navigation timing metrics to get a more relevant measure of user experience.

The “feel” of a website depends heavily on its speed and responsiveness. Modern, high-performing sites prioritize useable content and interactivity for users based on what they first see. The Visually complete milestone, and a web page's Speed index, guide front-end development to make sites fast and friendly.

Powered by AI, Dynatrace shows you how the visual rendering speed of your website influences your business outcomes like revenue, bounce rates and conversions. Align IT, marketing and business leadership around a more relevant and intuitive understanding of performance. Improve performance based on a more complete understanding of customer experience impact.

Key value drivers of visual performance metrics when used across Dynatrace real user and synthetic monitoring:



### Monitor

- Performance based on visual experience
- Avoid the UX blind spot



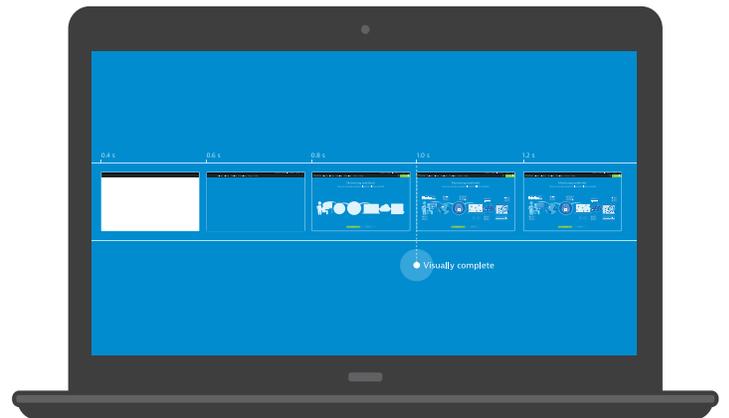
### Improve

- Accelerate performance improvement
- Baseline with controlled monitoring



### Align

- Connect performance to user behavior
- Align UX with business outcomes



# Customer experience, optimized

Web performance can be cryptic to explain, especially to business audiences. Dynatrace makes it easy to explain answers to questions about customer experience like:

- Are any of my third party tags impacting the experience of the site above-the-fold?
- Am I spending too much money optimizing content that doesn't impact visual experience?
- Did the changes my agency made to our site templates slow anything down? Did it influence abandonment?



We're really excited about this analysis capability. There are so many moving parts to the customer experience and the visual data for real users was the missing piece of the puzzle. Now we're in the customer's seat and can automatically see how the experience is impacting our business. It's super powerful and fully automated, and helps to align IT, marketing, business leadership and our customers for the first time."

— Thomas Rotté  
Chief Performance Officer, KBC



## Evolving Perceived Render

Dynatrace pioneered the measurement of web screen readiness in 2007 with Perceived Render. Today, Visually Complete and Speed index align with modern web browser technologies to provide the most comprehensive and accurate benchmark of perceived performance.

Only Dynatrace provides Visually complete for real user monitoring as well as synthetic measurement. Dynatrace is the only vendor to deliver Visually complete in RUM.

Learn more online at  
[www.dynatrace.com/capabilities/digital-experience-monitoring/visually-complete](http://www.dynatrace.com/capabilities/digital-experience-monitoring/visually-complete)

## Dynatrace Digital Performance Platform — it's digital business...transformed.

Successfully improve your user experiences, launch new initiatives with confidence, reduce operational complexity and go to market faster than your competition. With the world's most complete, powerful and flexible digital performance platform for today's digital enterprises, Dynatrace has you covered.

[Learn more at dynatrace.com](http://www.dynatrace.com)

Dynatrace has redefined how you monitor today's digital ecosystems. AI-powered, full stack and completely automated, it's the only solution that provides answers, not just data, based on deep insight into every user, every transaction, across every application. More than 8,000 customers use Dynatrace to optimize customer experiences, innovate faster and modernize IT operations with absolute confidence.

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