

# SOASTA Bolsters Retail Market Leadership with New Milestones: 39 of Top 100 Internet Retailers Use SOASTA to Maximize Digital Performance / SOASTA Manages Over 3 Billion Customer Interactions a Week

*CMO Ann Sung Ruckstuhl to Present Opening Remark at eTail East, Delivering a Strategic Approach to Help Retailers Deliver Great Customer Experiences & Sales Conversion*

**ETAIL EAST, BOSTON, BOOTH #115 – Aug. 10, 2015** — **SOASTA**, the leader in performance analytics, today revealed it has achieved major new milestones demonstrating the company's clear leadership in the retail space, reporting that 39 of the Top 100 Internet Retailers run their web-based customer interactions on SOASTA. The company also announced that it now tops more than 3 billion "beacons" weekly – meaning that it manages more than 3 billion customer interactions each week for industry-leading brands such as Adobe, Best Buy, Nike, Nordstrom, Microsoft, Target, Ticketmaster and Walmart, who all rely on SOASTA to maximize web and mobile performance.

"The achievement of these significant milestones in the retail space reflects our deep commitment to the reliable performance of our customers' online businesses," said Tom Lounibos, SOASTA CEO. "Successfully meeting the needs of our customers is what motivates SOASTA to build world-class performance solutions and the primary reason for our growing leadership in application performance management in the retail market. With our performance analytics, SOASTA is ensuring its retailers will be ready to maximize sales in the critical back to school and Christmas holidays shopping seasons."

"Customer service in the online space is just as important to Nordstrom as the customer experience in the full line store," said Khyati Vyas, Senior Technical Product Manager of Nordstrom in a SOASTA video case study that can be accessed at: <https://soasta.wistia.com/medias/0djcgkucqj>.

"Through our research we actually found that SOASTA mPulse by far provided us with hindsight data in a visual manner but also down to the details that we needed. Using SOASTA mPulse has been critical for us to monitor real-time performance of the site."

"One of the things that we did in Nordstrom technology was to take a look at real user monitoring data or RUM data that mPulse provided for us in anniversary 2014," continued Vyas. "This was exciting. It was powerful data. It gave us insights into our customer behaviors in previous anniversary sales and also the holidays. This enabled us to take a look at patterns within the data and build data sets and models to help us with predictive analytics in order to help us be more prepared for this upcoming anniversary sale."

On any given week, SOASTA monitors, measures, tests and optimizes more than 3 billion user experiences for its customers – a growth of 350 percent over the first half of 2014. Buoyed by recent customer wins with major brands in ecommerce and online retail, SOASTA is on a trajectory of aggressive growth. The company is uniquely positioned to help digital businesses understand their customers and the user experience. SOASTA's powerful Real User Monitoring (RUM) tool mPulse provides real world intelligence on every user experience. SOASTA's predictive analytics tools CloudTest and TouchTest enable businesses to simulate every possible scenario at any scale.

SOASTA unveiled the new milestones as it announced its major presence at the upcoming eTail East tradeshow, slated for Aug. 10-13 in Boston. Located in booth 115, SOASTA will conduct demos of its newly launched Digital Operations Center™ (DOC™), the heartbeat of the digital business, as well as its mPulse, CloudTest and TouchTest tools, all with a focus on optimizing e-commerce and m-commerce sites to deliver the best possible user experience, sales conversion and monetization. SOASTA Chief Marketing Officer Ann Sung Ruckstuhl will present SOASTA's strategic recommendations to retailers needing to deliver great customer experiences and sales conversion for the fast-approaching holiday shopping season on August 12<sup>th</sup> at 8am EDT.

Ann Sung Ruckstuhl has spent over two decades leading some of the most disruptive innovations in e-commerce, data analytics, mobile software, software-as-a-service, cloud computing, cybersecurity, networking and embedded system technologies. She is a frequent speaker on omnichannel customer experience management and believes today's mobile and hyper-connected consumers deserve websites and mobile applications that are fast, reliable and easy to use.

For more information on eTail East, visit <http://www.soasta.com/events/etail-east>.

## About SOASTA

SOASTA is the leader in performance analytics. The SOASTA platform enables digital business owners to gain unprecedented and continuous performance insights into their real user experience on mobile and web devices in real time and at scale. With more than 3 billion user experiences monitored, measured, tested and optimized every week, SOASTA is the digital performance expert trusted by industry-leading brands, including 39 of the Top 100 Internet Retailers, such as Target, Nordstrom, Staples, Sears, Walmart, Etsy, Nike, Best Buy, Adobe, Intuit, Microsoft, DirectTV, Netflix and BBC. SOASTA is privately held and headquartered in Mountain View, Calif. For more information about SOASTA, visit <http://www.soasta.com>.

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