

Web RUM

●● See 100% of what's happening in the browser

May 6, 2026

Front-end observability veterans Cliff Crocker and Andy Davies deep dive into how real user monitoring is an essential part of delivering a fast and reliable web experience

Housekeeping items

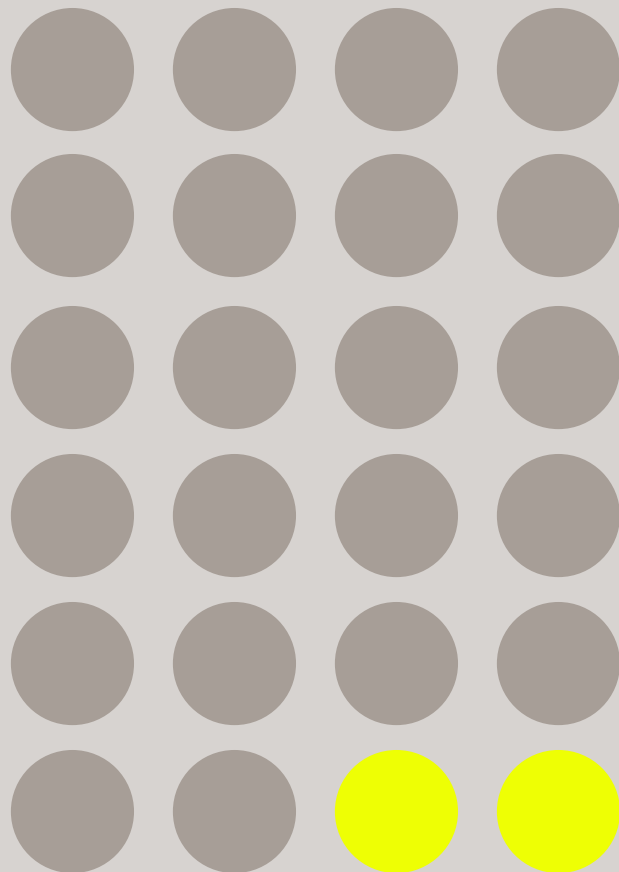
- The webinar is being recorded and will be available later for on-demand viewing.
- Please ask your questions in the Q&A or chat box provided. We will get to the questions at the end of this webinar.



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F A I R E

User-focused observability for mobile & web starts here

RUM + synthetic monitoring,
fully connected in Embrace



Today we're talking about...

- ★ Web RUM
- ★ Open Telemetry
- ★ Use Cases
- ★ What's around the corner?
- ★ Q&A


1

Web RUM

What is it and what can it do?

Understand your users experience





Synthetic vs Web RUM

We often refer to RUM as field data





But to me, it's more like a forest

Discover a rich variety as you explore

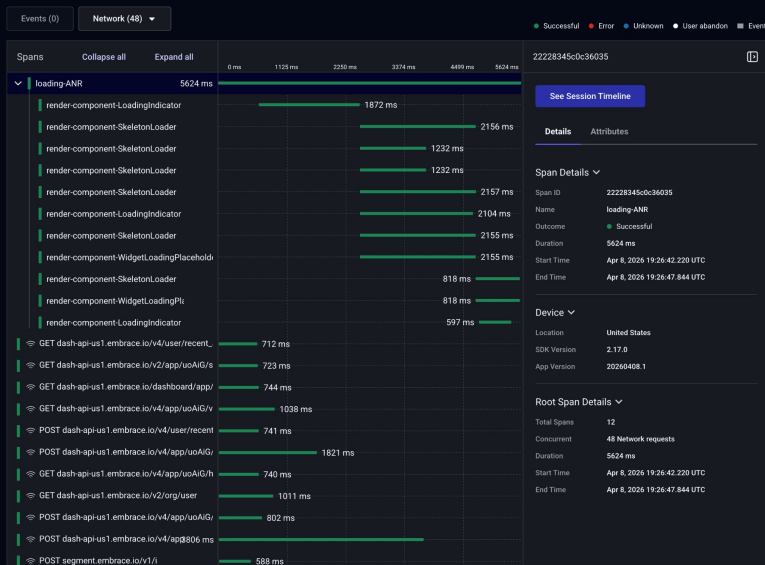
Down to individual examples



But how do we find what really matters?



OpenTelemetry Web SDK



OTel – Open-source standard for collecting telemetry data across distributed systems

End to end traces, finally – Connect what users experience directly to backend root causes in a single trace

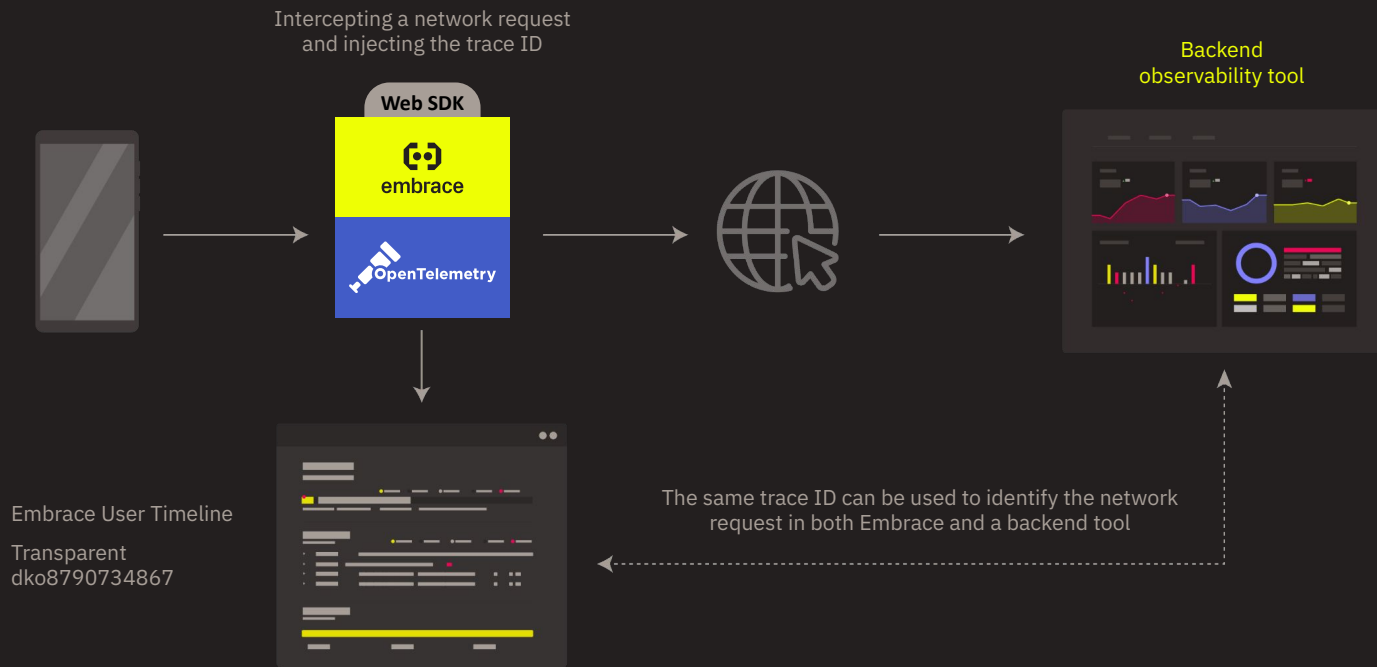
Vendor-neutral by design – Instrument once, send anywhere - no re-instrumentation when stacks change

RUM + distributed tracing, unified – Replace fragmented tools with one coherent signal



Connect the status of backend services directly with user experiences

Trace network events from the client side to the server endpoint and back to pinpoint the root cause of request failures or latency.



2

Practical Usage

What's does this mean in practice

Ship the best experience on the web



- Web Vitals
 - What current performance is...
 - Where does it need improving...
 - Who does it need improving for...
- Use Overview to identify areas of the site that need improving
- Drill in to relevant tab
 - Use Instances / Timeline to explore
 - Use Synthetic to verify
- Type of data exposed - what to use it for

Find and fix, fast



- Set Alerts on RUM data
- When alert fires use Vitals to investigate
- Trim the time window include point when the alert was fired
- Investigate
 - Use Instances > timeline > span to explore
 - Use Synthetic to verify
- JS Exceptions (source maps) - LoAF too
- Network errors
- MCP Server
- Alerting for downtime e.g. page views < threshold for a time window

Ship faster and scale with confidence



- Release Health
- App version number and canarying

Connect performance to business outcomes



- User Flows - what can we show
- Shopify case study
- How we do it in SpeedCurve

3

Roadmap

What's around the corner?

Future capabilities for Web RUM

Actively working on delivering this quarter

Behavioural Signals

Direct behavioral evidence of user frustration and engagement

Out of the Box SPA Support

SPAs get the same observability fidelity as traditional multi-page applications without manual instrumentation

Session Intelligence

Session-level behavioral metrics giving web teams the language to connect engineering decisions to business outcomes

Performance Signal Enrichment

Enriched diagnostics to close the gap between degraded vital scores and specific content or conditions causing it

MCP Server Enhancements

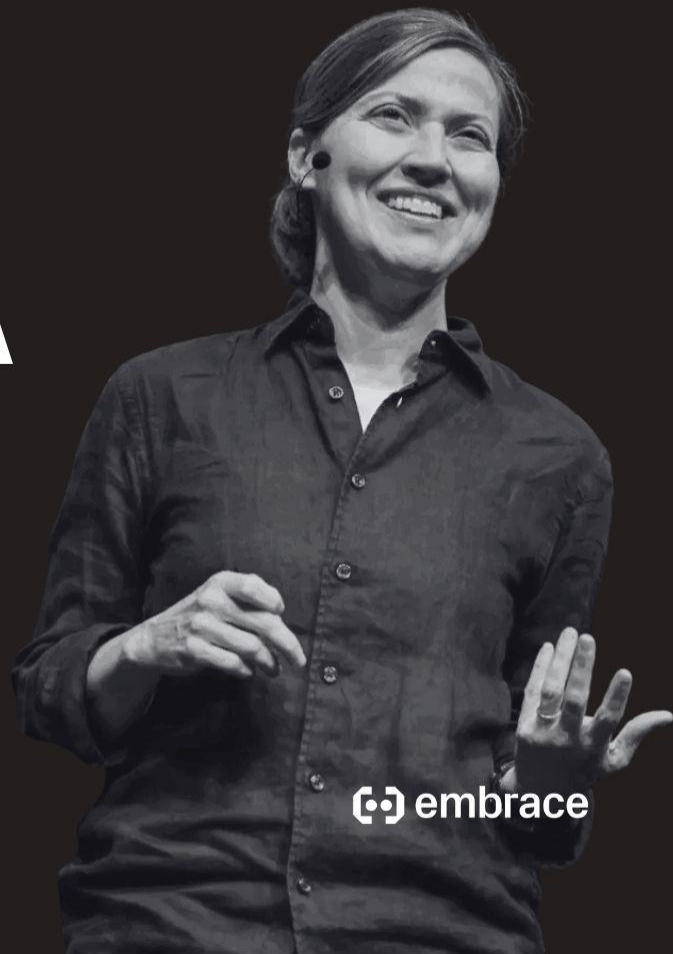
Make more of the insights generating and the data we're collecting available to AI via MCP

LIVE SESSION | MAY 07

Live on LinkedIn: Web performance AMA with Tammy Everts



Scan to post your
questions to the AMA



 embrace

Questions?

