



KEY BENEFITS



**Drive Performance and Measure Resulting Conversion Increases**

Instart Logic guarantees a performance improvement of 20% over origin while Blue Triangle validates your investment with actual dollars using revenue attribution tools.



**Protect Your Brand and Customers**

From DDoS attacks and malicious bots to hackers attempting to steal passwords and credit card information, Instart Logic has you covered.



**Automatically Optimize All Content Types**

Deliver the best experience for all web elements: images, JavaScript, HTML, etc. Our machine learning-based platform automatically and intelligently optimizes both code and content for maximum delivery efficiency.



**Simplified Performance Management and Monitoring**

Easily manage your site's performance with the Blue Triangle customer portal and find additional opportunities to improve conversions. Includes third party tag governance, session-level analyses, business and performance alerts.

## Optimize for Performance and Revenue with Instart Logic and Blue Triangle Technologies

Instart Logic and Blue Triangle Technologies have partnered to help enterprises optimize and monetize their applications. By combining best-in-class delivery with real time and predictive revenue analytics, the joint offering maximizes the performance of websites and directly ties that increase to increases in revenue. The offering also uncovers untapped sources of revenue by analyzing what aspects of the website yield the highest ROI.

Customers can accelerate their applications for maximum impact to business metrics using real user insights without any guesswork. The result is guaranteed faster performance that is demonstrably tied to business metrics. Enterprises will now be able to direct resources and make business decisions to capture additional revenue with increased confidence.

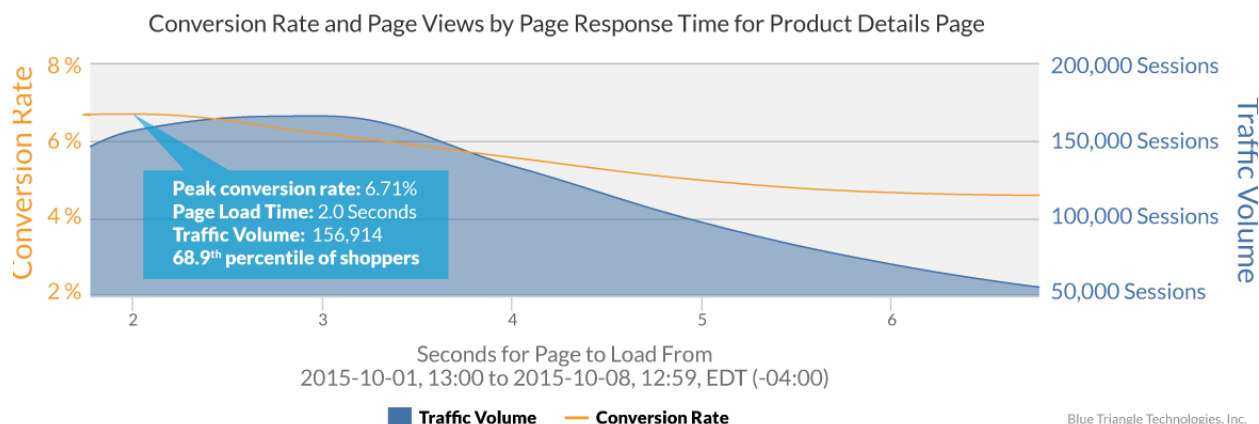


Fig. 1: Pinpoint conversion rate impact of page performance and identify performance to revenue target. Example: Transaction completion drops significantly once load times reach 3.6 seconds.