

Black Friday has passed and the holiday season is coming. As we near the home stretch, are you prepared for the shopping onslaught? With these tips, you'll be equipped to maintain uptime for the holiday season and start the New Year with fresh ideas for performance monitoring. Read on to see what's new from Uptime.com.

Black Friday Downtime | An Uptime.com Analysis



Who were the big winners this year?

Who suffered the most downtime?

We rank the major e-tailers by performance and talk about some of the outages we observed this year on Black Friday.

[Check out the Uptime.com Black Friday Performance Report](#)

4 RUM Check Use Cases You Can Deploy Today

What is RUM?

Real User Monitoring, or RUM, utilizes real user data to provide performance metrics based on actual sessions. Simply paste an HTML snippet on your website and begin monitoring.

This article breaks down some use cases so you can monitor with a more specific purpose. From testing for mobile performance to supplementing a transaction check, you'll gather specific data you can put into action immediately.



[See These RUM Check Use Cases](#)

October's Social Media Outage Report

Check out our breakdown of how social media services fared for the month of October. Plan for outages that might affect advertising campaigns and social outreach efforts so you're never caught unprepared.

[October's Outage Report](#)

Testing Signup Forms

Signup and login forms are the lifeblood of an organization, either as an invaluable tool for lead generation or access to account-specific privileges.

[Transaction monitoring](#) from Uptime.com provides continuous oversight of these critical processes. Combined with RUM and some clever A/B testing, you will be the first to know when something isn't working.



Set and Validate Variables with an API Check

Did you know that an API check can set a variable from the response that can be used in a subsequent step? Our updated use case shows this in action. Enclose the variable in \$ to use it in any subsequent step.

Check Steps

| | | | |
|----|--|------|---|
| 1. | GET httpbin.org/json | 0ms | × |
| 2. | HTTP status code should be 200 | 0ms | × |
| 3. | Set variable title from selector slideshow.slides[0].title | 0ms | × |
| 4. | POST to http://httpbin.org/post | 13ms | × |
| 5. | Response should contain data | 0ms | × |
| 6. | Selector data's value from response matches \$title\$ | 0ms | × |
| 7. | Add new step... | | |

Run Test

See this in action with our updated [API Use Case](#)

Uptime.com Rated #1

For the second year in a row, Uptime.com is rated #1 [best overall web monitoring service for 2020](#)



What Customers Say About Uptime.com

"The interface is clean and straightforward, the API makes it easy to add and remove checks programmatically and the pricing is competitive."
- Mike via TrustPilot



Thank You for Helping Us Become a High Performer for Fall

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Lastly, give us a shoutout at support@uptime.com if you have any questions.

Happy holidays,

The Uptime.com Team

