

November was a big month for Uptime.com! We launched our new company brand and website with much more to come. Keep an eye out for our new branding everywhere you engage with us, from our support documentation and blog to our social media.

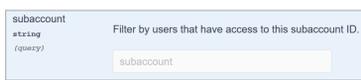
The holiday season is all about giving thanks, and we're especially grateful to customers like you. Your requests, feedback, and passion help us build a better Uptime.com and we have new infrastructure improvements and requested features coming your way.



What's Up at Uptime.com

Filter Users by Subaccount Within the Uptime.com UI

Subaccount owners will notice a change in the [Users page](#) that allows filtering to view or export users by subaccount.



Visit **Settings>Users** and use the dropdown to filter between subaccounts.

One important note: Administrator and owner users have access to all subaccounts and will be included in all views.

Industry News

A Proactive Approach to Holiday Sales Monitoring



Some of the biggest chunks of eCommerce annual business comes from holiday sales. Shoppers spent \$10 billion plus during Black Friday 2020 in the US, and this year is primed for big business. If you're prepared and able to handle the rush, the right holiday can mean a big deal for your online operations.

Our proactive approach to holiday monitoring is all about using the off-peak time you have to gather the most valuable and actionable data you can when the waves hit.

[Learn More](#)

The Nightmare Before Business



Uptime.com offers you a solution for incident management that keeps the angry mobs with pitchforks at bay: the [Uptime.com Status Page](#).

In this article, we look at setup and components to show off your ability to transparently inform users of what's happening on your site right now. One component down doesn't mean the whole site is inaccessible. That transparency can build trust, and help take the load off support. Read more about how Status Pages can save you.

[Learn About Status Pages](#)

Why Uptime Monitoring Alone May Not Be Enough



It takes **50 milliseconds** for visitors to decide whether to bounce from your website, that's .05 seconds, or about half the time it takes you to blink. In website monitoring we talk a lot about uptime, and while making sure your site returns 200 OK is important, if your load time isn't instant you'll lose traffic regardless.

There's an old saying – it takes years to build a reputation and seconds to destroy it – in this case, milliseconds. The biggest titans of industry have this figured out, but what if you're not a multi-billion dollar company? There are a few steps you can take to monitor and test your load speed to ensure you're not losing visitors.

[Page Speed Monitoring](#)

What Our Customers Say



Getting to Know our Customers



For countless technology companies, COVID-19 was a watershed moment. Accelerated demand -- for digital transformation was the case for Transcepta, a leading procure-to-pay platform used by thousands of businesses like Sprint, Raytheon, and 7-Eleven. Transcepta experienced unprecedented growth thanks to new enterprise demand for the automation of their processes, workflows, and large-scale operations.

While the opportunity to capitalize and quickly add major new clients was incredible for Transcepta's business -- this momentum created a need for a good external monitoring tool to use in tandem to what the company was already using in-house.

[Get to Know Transcepta](#)

Thank You for Making Us Your Choice in Website Monitoring

For the 11th consecutive quarter, Uptime.com has been named one of the top-rated IT solutions by real users on G2. This includes being named the No. 1 solution on G2's Momentum Grid, which highlights the fastest growing alerting solutions today.



Your reviews (regardless of rating) help us become better for you. That's why we're offering **\$25 Amazon gift cards** to users who review their experience with Uptime.com on our G2 profile. Want us to feature your Success Story? Contact us at marketing@uptime.com.

We'd Love to Hear From You

Whether you have questions on anything covered in this newsletter or feedback on your experience with Uptime.com, please contact us at support@uptime.com.

Happy Monitoring,

Team Uptime.com



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