Datadog Named a Leader in the 2024 Gartner® Magic Quadrant™ For Digital Experience Monitoring

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Datadog was positioned the highest in its Ability to Execute

NEW YORK, Oct. 24, 2024 /PRNewswire/ -- Datadog, Inc. (NASDAQ: DDOG), the monitoring and security platform for cloud applications, today announced it has been named a Leader in the first ever *Gartner Magic Quadrant for Digital Experience Monitoring (DEM)*. Datadog's DEM solution includes Synthetic Monitoring and Testing, Real User Monitoring (RUM), Product Analytics, Session Replay and Error Tracking capabilities for browser and mobile applications.



A Gartner Magic Quadrant provides a graphical competitive positioning of four types of technology providers, in markets where growth is high and provider differentiation is distinct: Leaders execute well against their current vision and are well positioned for tomorrow; Visionaries understand where the market is going or have a vision for changing market rules, but do not yet execute well; Niche Players focus successfully on a small segment, or are unfocused and do not out-innovate or outperform others; Challengers execute well today or may dominate a large segment, but do not demonstrate an understanding of market direction.

"We are thrilled to announce that Datadog has been named a Leader in the first ever 2024 Gartner® Magic Quadrant™ for Digital Experience Monitoring," said Yanbing Li, Chief Product Officer at Datadog. "We believe our placement reflects Datadog's commitment to addressing our customers' most complex challenges and delivering unparalleled insights into the user experience and, from there, the performance and security of their entire tech stack—from digital interactions to backend infrastructure."

As Gartner has said in previous research, "Digital experience has a direct impact on revenue, retention and brand reputation. As organizations face economic slowdown, it has become very important for them to provide the best digital experience to customers, so they don't switch brands due to a bad experience." (Gartner, Market Guide for Digital Experience Monitoring, Mrudula Bangera, Gregg Siegfried, Padraig Byrne, November 20, 2023).

Datadog's Digital Experience Monitoring tools offer deep, actionable insights into the availability, performance and quality of the user experience to empower organizations like Redzone QAD, which uses Datadog Synthetic Monitoring, with actionable insights that help ensure seamless and reliable digital experiences.

"We can create tests without writing any code, easily debug issues with step-by-step screenshots for each test run and have all of our end-to-end testing in one place, which makes it easy to bring more people into the testing process," said Ronald Davis, SVP of Product Engineering at Redzone QAD.

The *2024 Gartner Magic Quadrant for Digital Experience Monitoring* is now available for download here: https://www.datadoghq.com/resources/gartner-magic-quadrant-digital-experience-monitoring-2024/. To learn more about Datadog's Digital Experience Monitoring tools, visit: https://www.datadoghq.com/solutions/digital-experience-monitoring/.

Gartner disclaimer

Gartner, Magic Quadrant for Digital Experience Monitoring, Padraig Byrne, Matt Crossley, DB Cummings, Martin Caren, Pankaj Prasad, October 2024

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About Datadog

Datadog is the observability and security platform for cloud applications. Our SaaS platform integrates and automates infrastructure monitoring, application performance monitoring, log management, user experience monitoring, cloud security and many other capabilities to provide unified, real-time observability and security for our customers' entire technology stack. Datadog is used by organizations of all sizes and across a wide range of industries to enable digital transformation and cloud migration, drive collaboration among development, operations, security and business teams, accelerate time to market for applications, reduce time to problem resolution, secure applications and infrastructure, understand user behavior and track key business metrics.

Forward-Looking Statements

This press release may include certain "forward-looking statements" within the meaning of Section 27A of the Securities Act of 1933, as amended, or the Securities Act, and Section 21E of the Securities Exchange Act of 1934, as amended including statements on the benefits of new products and features. These forward-looking statements reflect our current views about our plans, intentions, expectations, strategies and prospects, which are based on the information currently available to us and on assumptions we have made. Actual results may differ materially from those described in the forward-looking statements and are subject to a variety of assumptions, uncertainties, risks and factors that are beyond our control, including those risks detailed under the caption "Risk Factors" and elsewhere in our Securities and Exchange Commission filings and reports, including the Quarterly Report on Form 10-Q filed with the Securities and Exchange Commission on May 8, 2024, as well as future filings and reports by us. Except as required by law, we undertake no duty or obligation to update any forward-looking statements contained in this release as a result of new information, future events, changes in expectations or otherwise.

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