Embrace Expands Real-User Monitoring (RUM) to the Web, Cementing Its Role in User-Focused Observability

Abstract

Embrace, a user-focused observability vendor known for its mobile-first RUM approach, announced a major expansion of its platform to include real-user monitoring for web applications. Built on OpenTelemetry (OTel), this new capability complements Embrace's established Mobile RUM offering by providing unified, cross-platform visibility grounded in the experience of real end users. The launch reinforces Embrace's commitment to redefining observability with a user-centric approach, aligning performance insights with business impact. The new solution integrates deeply with OTel standards, offering full session context, technical metrics, and anomaly detection to help engineering teams prioritize fixes and optimize digital experiences across all screens.

Context/Background

Traditional observability solutions have long centered around infrastructure and application telemetry—logs, metrics, and traces collected from backend systems. While effective for root-cause analysis and service reliability, these tools often fail to illuminate the actual experience of end users. This limitation becomes acute as enterprises invest in digital transformation, in which performance and usability are directly tied to customer satisfaction, conversion rates, and revenue.

Legacy RUM platforms attempted to fill this gap, but typically provided aggregate metrics with limited visibility into session-level context. They also lacked the flexibility to align technical signals with business relevance, often leaving frontend teams buried in noise rather than clarity. The rise of OpenTelemetry has begun to change this landscape, enabling standards-based collection and correlation of telemetry data across systems. However, few vendors have taken a user-centric approach to building observability from the ground up.

Embrace's mobile-native foundation positioned it to rethink observability through the lens of actual user behavior. Its Mobile RUM solution already delivered full user session timelines, performance regressions, error tracking, and contextual metadata. With its new Web RUM product, Embrace extends this same level of granularity and intelligence to the browser environment, enabling cross-platform performance visibility. Integrated custom metrics and user journey analysis deliver actionable insights, not just telemetry volume. This approach allows digital teams to understand what's broken, why it matters, and how to fix it—all within the context of user impact.

Key Ramifications

These developments have far-reaching implications for the observability landscape, reshaping expectations around user experience telemetry, OpenTelemetry adoption, and the convergence of engineering and business priorities.

Elevates User Experience as a First-Class Observability Metric

Embrace's approach focuses not just on performance metrics, but also on how those metrics affect real users. By capturing full session play-by-play, tying them to business-critical events, and enabling fine-grained analysis across mobile and web, Embrace elevates user impact from an afterthought to a core signal. This better aligns engineering priorities with business goals.

Strengthens OpenTelemetry's Role in End-to-End Observability

The platform's deep integration with OpenTelemetry standards—including semantic conventions, custom data portability, and interoperability with Otel-compatible libraries and tools—positions it as a leading example of OTel-native RUM. As the observability market consolidates around OTel, Embrace demonstrates how user experience telemetry can be standardized and portable.

Bridges Gaps Between Frontend, Backend, and Business Teams

Embrace's RUM solutions surface actionable insights that can be easily shared across frontend engineers, SREs, and digital product owners. With session-level visibility and custom alerting, all stakeholders gain clarity on which performance issues matter most, enabling collaborative resolution efforts based on actual impact rather than guesswork.

Establishes a Competitive Benchmark for Modern RUM

Unlike legacy tools that struggle with fragmented telemetry and weak business alignment, Embrace offers a tightly integrated, impact-focused experience. Full-stack, cross-device support and strong support for user-focused observability make Embrace a compelling benchmark for the next generation of RUM tools. Competitors will need to follow suit to remain relevant.

The result is a paradigm shift in how observability platforms approach real-user monitoring: not merely as another data source, but also as the connective tissue between user satisfaction, engineering productivity, and business performance.

EMA Perspective

EMA research consistently highlights the growing importance of user experience telemetry in observability. In our recent study sponsored by Embrace, we found that over 70% of enterprises view user experience as the most valuable source of observability insight—particularly when it can be tied directly to business outcomes, such as engagement, conversion, and churn.

Embrace is uniquely positioned in this space. While most observability vendors started from logs, metrics, and backend traces, Embrace built its platform around user interactions from day one. Its expansion into web RUM, powered by the OpenTelemetry standard, reinforces that foundation and broadens its appeal to engineering organizations seeking unified visibility across frontend and backend systems.

The timing of this release also aligns with a market inflection point. As OpenTelemetry becomes the de facto instrumentation standard by 2026, according to EMA projections, vendors that embed OTel compliance and semantic alignment into their architecture will be best positioned to support interoperability and avoid vendor lock-in. Embrace's active contribution to multiple OTel SIGs strengthens its strategic credibility.

Furthermore, Embrace addresses a long-standing challenge in observability: relevance. Traditional observability often drowns teams in low-value telemetry. Embrace, by contrast, connects technical performance indicators to user journeys and business outcomes to elevate what matters most. This allows IT leaders to reduce toil while increasing digital reliability.

For solution providers, the message is clear: user-centric observability is not a feature, but a strategic imperative. For IT managers, Embrace offers a proven path to aligning technical reliability with user experience and business goals. The expansion into web RUM completes a cross-platform vision that many vendors talk about, but few have achieved.