

Building vs Buying Your Analytics Testing Solution

In the face of constant change, analytics testing is essential for maintaining accurate analytics data.

If you're thinking about building your own testing solution, you need to consider the following:



Resources. How many developers will you have to dedicate to this project? How much are you paying them?



Time. How long will this project take to develop? How much time will it take to maintain?



Opportunity. What projects will you forego to pursue this project? What is the expected return on those projects?

Estimated Cost to Build

Initial Development

To build a testing solution similar to ObservePoint, you would need an estimated **35 engineers** working **3 years** at a rate of **\$150,000/year** salary and benefits.

Cost to Build: **\$15.8M**

Maintenance

To maintain your testing solution over 10 years (assuming no additional feature development), you would need an estimated **7 engineers working at the same rate.**

Cost to Maintain: **\$10.5M**

Primary Requirements:

1. **Collection.** Crawl web pages and capture the analytics requests on each page.
2. **Storage.** Store the data from the scans, including all the analytics request data.
3. **Validation.** Validate that the collected data meets your requirements.
4. **Querying.** Pull the data out of storage (such as through an API) for further analysis.

Secondary Considerations:

1. **UX/UI.** How will you report on/visualize the results of your tests?
2. **Notifications.** How will you alert users of failed tests? What integrations will you have to build?
3. **Support.** How will you support this tool? How will you manage and train users?
4. **Maintenance.** How will you address bug fixes and updates? What will happen with employee turnover?

\$26M+ Total Cost
\$2M+ Avg. Yearly Cost*

*Even a solution that only covered **10% of ObservePoint's functionality** would still cost your team **upwards of \$200K per year.**

We know how difficult and expensive it can be to build an automated testing solution, so **we did it for you.**

ObservePoint

Schedule Your Demo

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