

# 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**

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