

# Google Tag Manager & ObservePoint

A DATA QUALITY FEEDBACK LOOP

## Implementing ObservePoint with GTM

When properly deployed, analytics and marketing tags provide the high-quality data companies need to understand user behavior on their websites. Together, Google Tag Manager and ObservePoint create a data quality feedback loop: GTM deploys tags and ObservePoint tests them.

### KEY BENEFITS

- Catalog your tags and web pages before deploying Google Tag Manager
- Ensure installation of the Google Tag Manager container snippet on every page
- Validate new releases for optimal TMS performance
- Verify proper data collection and tag configuration
- Identify and remove unauthorized tags

## Shared User Success

Joint users of Google Tag Manager and ObservePoint enjoy superior data quality and greater confidence in data-driven decisions. These two tag-centric technologies bring together two essential components of a data governance strategy: tag management and tag auditing.

Using ObservePoint, tag management professionals can perform regular Audits to ensure all tags are functioning as intended (including the GTM container snippet). On top of that, ObservePoint users can set up alerts for any time an unexpected break occurs. Data never had it so good.

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