

How Teams Benefit from ObservePoint

As your company's analytics capabilities mature, so does the complexity of the implementation collecting the data. Keeping track of all the analytics and marketing tags on your website or app is immensely challenging—particularly because companies tend to approach this process manually.

Thankfully, automation is possible with ObservePoint. ObservePoint's Technology Governance solution scans your websites and mobile apps to identify tracking errors affecting data quality and data privacy. With ObservePoint, teams across your organization can deploy and govern analytics and marketing tech with efficiency, confidence, and accuracy.

Here's how ObservePoint can help each team in your organization.

Marketing Teams

Marketing teams are often tasked with deploying analytics and marketing tags to measure site traffic, attribution, and other marketing metrics. ObservePoint's tag detection technology enables marketing teams to:

- Verify all your marketing and analytics technologies are working correctly
- Make effective marketing decisions based on accurate data
- Monitor the continuity and measurability of critical user paths like customer logins and check-out paths
- Validate that your campaign URLs and landing pages are accessible and tracking properly before sending a campaign
- Keep technologies online to protect the ROI of your marketing stack

Analytics and Implementation Teams

As analytics teams become more central to organizations looking to become stronger in their data-driven initiatives, they will want to be able to track everything under the sun. ObservePoint can help them:

- Keep their implementation running despite frequent website updates
- Discover duplicate and missing tags that skew data collection
- Ensure the functionality of your tag management system
- Receive notifications if anything is out of place
- Spend less time debugging implementations and more time analyzing data
- Maintain documentation of the technologies deployed on their site

Development and Quality Assurance Teams

Development and other highly technical teams often have to deploy code for their own purposes or on behalf of another team. ObservePoint helps these teams automate testing and quality assurance, enabling them to:

- Test for functionality in pre- and post-production environments
- Regulate all technologies on the site
- Verify that their data layer is collecting consistent data
- Identify JavaScript errors, slow load times, poor status codes, broken page links, and more, automatically
- Receive notifications when a technology performs against expectations
- Optimize the user experience

Data Privacy Teams

Teams charged with data privacy concerns must expand their monitoring to the whole digital property as opposed to only specific conversion paths. ObservePoint's Privacy Compliance solutions helps these teams to:

- Keep track of every tag and cookie on their site, including hard coded or piggybacking tags that their Tag Management Systems will miss
- Discover the origins of tags and the relationship between the technologies present on every page
- Define standards for authorized tags, cookies, geolocations, and request domains by different consent preferences
- Create approved and unapproved lists and easily identify new unevaluated cookies or tags in your reports
- Simulate user experiences with those consent preferences to test compliance
- Verify that their privacy policy is available from every page
- Identify and record the geolocation of all outbound network requests

