

ObservePoint

Complete Digital Data Governance.

For organisations to be truly data-driven, they must answer two vital questions:

1) What is this data telling me about our customers?

2) Can I trust my data?

ObservePoint brings insights, automation, and compliance to the chaos of customer experience data with their Digital Data Governance solutions.



Gain confidence in your data and decisions.

Technology Governance

Validate the deployment and accuracy of analytics data and marketing technologies.

Privacy Compliance

Ensure compliance to digital standards and government regulations for customer data.

Campaign Performance

Standardise and automate campaign tracking and marketing measurement across the customer journey.

What Our Customers Are Saying



“Things aren’t always caught in manual QA. ObservePoint helps find high-priority problems within your data, automatically.”

Daryl Acumen, **Adobe**



“With ObservePoint, I’m able to tell stakeholders that we’re not going to break anything and that their reports are going to be safe.”

Maggie Vega, **Finning Cat**



“QA went from four full-time employees per month to less than one full-time employee per month. I love ObservePoint.”

Nobuki Yura, **Recruit**

The ObservePoint Data Governance Suite

Technology Governance

Technology Governance ensures your data collection tools and processes are executing as planned, so your organisation can make better decisions based on better data.



Privacy Compliance

Privacy Compliance performs automated audits to identify all the tech collecting data on your site and ensures compliance to digital standards and government regulations for customer data.

Campaign Performance

Through algorithmic and rule-based attribution models, Campaign Performance allows you to show your contribution to sales, prove the value of your efforts, and justify your investments across all channels and content.



Gain confidence in your data and decisions

Schedule a meeting to see how ObservePoint can arm your team with trusted data and actionable insights that drive your company forward:

<https://www.observepoint.com/request-pages/website-audit>

