



PHARMA MARKETING AGENCY INCREASES EFFICIENCY 87.5%

"ObservePoint is an amazing, much-needed compliment to my analytics toolbox. Something I've been wanting for a long time."

Innovating Pharma

For more than 16 years, this pharmaceutical marketing agency has been leading the way in the digital world.

Born as a digital agency, the company offers a full stack of integrated services, from strategic planning to web development and from user experience to data analytics.

They believe in beginning where your customers are so you can more effectively reach, assist and build lasting relationships with them.

The Director of Analytics at this agency works with all accounts to implement and monitor online activity analytics and to discover insights that drive strategy.

An Impossible Task

Consistently earning awards and recognition for their work has helped create great demand for the superior services this agency provides, and accordingly, the company proudly serves many respected logos to date.

However, manually running QA processes during development, staging and production, in addition to hosting, managing and tracking the hundreds of client websites they maintain, was a daunting task.

Beyond the sheer magnitude of such an undertaking, the potential failure to identify any gaps in tag implementations would cost the agency's clients crucial data, time and money.



87.5% Increase in Efficiency

The agency uses Technology Governance to improve QA efficiency during development, staging and production.

Agency analysts work directly with client site developers to make sure all analytics are functional before going into production. Then they perform a follow-up Audit and schedule subsequent weekly Audits to ensure everything stays in place.

The Director of Analytics explains, "It took two people in analytics a total of 16 hours to QA a site. But now that time is down to just the 5-10 minutes for an automated ObservePoint Audit."

The Director also highlights that even with the complex services Technology Governance offers, it is still user friendly and helps increase efficiency and communication between his team and development.

If anything breaks, Technology Governance alerts the agency immediately, giving the Director's team peace of mind.

"What used to take hours to complete now takes minutes using ObservePoint's Audit."

The Solution

The agency adopted ObservePoint's Data Governance solution to assist in their intensive QA process.

ObservePoint's Technology Governance—automated web tag auditing technology—verifies tagging implementations, checking for missing web tags, slow loading pages, JavaScript errors, broken links, data leaks and more.

Technology Governance also audits critical website pathways through Journeys that simulate user activities.

This patented technology works in tandem with over 200 vendor tags and analytics solutions, providing an agnostic and accurate picture of the Big Data being captured on any site.

"Having ObservePoint running against the most important parts of the sites we manage, and notifying us of any issues is a huge help. Manual audits are now one less thing my team needs to worry about, freeing us up to focus on bigger and better things for our company and our clients."

Helping Agency Clients

After integrating Technology Governance into their QA process, the agency began utilizing the auditing solution to ensure clients' websites were collecting accurate data.

The agency currently hosts, manages, and tracks over 500 websites, making manual QA audits an impossibility. With Technology Governance, they can automatically audit clients' sites for analytics errors.

If a page with implementation errors is pushed into production, Technology Governance will identify the URL of the page so the agency can work quickly to correct the issue.

Identifying Orphaned Pages

Orphaned pages are pages missing analytics tags to act as "guardian" of the data. These occur frequently with the agency's clients—they create new pages without notifying the analytics team. Then the reports for the new pages have no analytics data to report.

A client was noticing inconsistencies in reports and asked the agency to find the cause. They performed an Audit which located and provided URLs for many orphaned pages. "Without a tool like Technology Governance, it would be improbable that we find such gaps in our client's implementation, and especially in such a short amount of time."

Resolving JavaScript Errors

JavaScript errors appear in the functionality coding of a page and are caused by inaccuracies in the code, or "script", of a page such as incorrect syntax, misspelled variable names, various data formats, etc.

These errors can greatly disrupt the user experience and analytics tracking as they halt the execution of the page's script.

One client requested the agency install the client's unique tag on their site. The tag was written with JavaScript and pointed back to the client's servers/systems. If the client makes changes to their servers/systems (which they do frequently) it throws JS errors. The client assumes it's an analytics issue, but it is the client's updates interrupting implementations. Technology Governance alerts the agency to the errors and URLs so they can be resolved promptly.

Cut Costs by Eliminating Duplicate Tags

"One of the other benefits we quickly saw from using ObservePoint was the cost-saving and customer service impacts from being able to quickly identify and eliminate duplicate tags," says the Director.

Duplicate tags occur when a single tag is installed twice on the same page. Having a duplicate causes the tag to fire twice, which doubles the data collected and falsely inflates reports. If a premium tag is duplicated, the cost for server calls is doubled.

The agency is liable to pass this cost on to their clients and the resources it takes to correct the issue can cut into the agency's bottom line.

The agency uses Technology Governance to detect duplicate tags on their clients' websites, ensuring that the data they are collecting is free from inflation.

Another client was curious about an unexpected increase in their analytics data. The agency used Technology Governance to discover that the client's website had an analytics tag that was installed twice on many pages. The agency eliminated the duplicate tags, solving a potentially crippling problem for their client, and faster than any other method they had previously used.

In each of these cases, the agency was able to use Technology Governance to find issues within minutes, allowing them to inform the clients and have the issues resolved quickly, bringing the site back to 100% implementation efficiency.

To assist in preventing issues in data collection for their clients, the agency runs a weekly Audit of their clients' websites, ensuring that if something does go amiss, it can be fixed in adequate time.

Quality Control

Upon introducing Technology Governance to their QA process, the pharmaceutical marketing agency performed an Audit of their own website for which they received a score of 22 out of 100.

The Technology Governance Audit score facilitates quick analysis of your audited data and is a weighted composite of five criteria: tag presence, vendor rules, duplicate/multiple tags, page load times, and status codes.

The solution is based on a scale of 1 - 100, and most ObservePoint customers have a goal to be above 90.

After seeing their score and reviewing the detailed report to see exactly what and where the errors were, the agency was able to efficiently rectify them.

With just a single round of adjustments, they brought their Audit score up to an impressive 93, and now have 100% verified implementation.

This was an experience that the pharmaceutical marketing agency expertly turned into a service for their clients—using ObservePoint's Technology Governance to discover and help solve any issues their clients have with tagging implementations.

The Technology Governance solution provides peace of mind that the agency and their clients are collecting accurate data for their most important strategic decisions.

Integrating Technology Governance allowed the agency to verify the analytics implementations for functionality from development to production and to consistently monitor them thereafter.

For more information, visit: www.observepoint.com.