The Value of
ObservePoint

Problem:

Enterprise companies need reliable data to make decisions, but tracking methods on websites are easily broken.

Solution:

Analytics teams should automate audits of every aspect of the website to ensure data accuracy.

Problem:

Technology & UX can break unexpectedly, wasting tons of ad spend and ruining important customer experiences.

Solution:

Automate the testing of key customer journeys and allow teams to be alerted when things go wrong.

Problem:

Ensuring all components of your privacy program are functioning properly is extremely difficult, especially as laws rapidly change and increase.

Solution:

Use ObservePoint to ensure your tags, cookies, and tech stack are functioning as expected to mitigate the risk of violations.