

The Value of ObservePoint



The Situation



The goal of your company's online presence is to generate new revenue.

In order to generate that revenue, you create amazing digital experiences for web and mobile.

These experiences rely on technology like web analytics to gather insights for KPI-driven decision-making.

Technology doesn't govern itself, so you hire qualified professionals to oversee the integrity of your systems.

The Problem

- » Inaccurate Data
- » Lost ROI on Technology
- » Broken Experiences
- » Data Privacy Concerns

With frequent updates to your digital properties being made by multiple teams, the above problems are bound to arise.

The Tradeoffs of Manual Governance

Teams often carry out ad-hoc governance processes, but these siloed, manual processes are:



Slow

Manual governance is tedious, time-consuming, and takes away from other initiatives.



Expensive

Using your personnel to manually govern technology is costly.



Low Quality

Taking shortcuts through governance results in low-quality experiences and data.

The Solution

Automated Governance with ObservePoint



Tag Management & Web Analytics

Validate your analytics implementation is tracking correctly

[Learn More](#)



Page Quality & Performance

Verify each page on your site meets your performance standard

[Learn More](#)



Search Engine Optimization

Ensure the pages on your site are optimized for search engines

[Learn More](#)



Data Privacy & Security

Monitor for rogue & piggybacking tags & cookies

[Learn More](#)

Achieve greater efficiency and quality through automated governance

ObservePoint crawls the pages on your site, capturing:

- » Network requests from tags
- » Page elements
- » JavaScript variables

ObservePoint then applies user-defined tests called Rules against the collected data and notifies your team when a test fails, allowing you to address issues immediately.

Getting started with automated governance

1. Define the pages you want to scan.
2. Create and apply Rules to that scan.
3. Schedule the scan to run periodically.
4. Receive notifications when a page violates a rule.

[Learn More](#)

Use ObservePoint to:



Make Better Decisions

Apply more effective data-driven insights without questioning the integrity of your analytics data.



Improve User Experiences

Keep your web and mobile implementations lean and efficient so users will invest their loyalty in your brand.



Take Back Your Time

Spend less time debugging bad implementations and more time analyzing and acting on your data.



Trust Your Tagging

Test and monitor tag implementations automatically—if an error occurs, you'll be notified immediately.

Success Stories



Reduced manual testing resources **75%**

Recruit had four full-time employees dedicated to manually testing an extensive analytics implementation. With ObservePoint, they reduced that manual effort to less than one person.

[Read Case Study](#)



Received an alert of an error within **5 min**

Suncorp had to make a fundamental update to their analytics, so they set up ObservePoint monitoring to detect any errors. Within 5 minutes of going live, ObservePoint alerted them of a critical error.

[Read Case Study](#)



Improved data accuracy from **75% to 99%**

Texas Instruments needed to validate their analytics tech before and after each release, as well as test data collection over time. They used ObservePoint to automate the process.

[Read Case Study](#)