

ObservePoint



Better Analytics Data for Better Online Banking

How a major financial services firm used ObservePoint to ensure accurate data collection

WITH OBSERVEPOINT

Challenges:

- Wanted to migrate from an outdated CMS and TMS to better solutions
- Needed to verify digital analytics data accuracy for key business activities
- Needed to protect the value of their investments in marketing and analytics

Key Product Used:

ObservePoint's Technology Governance, specifically:

- Audits
- Journeys
- Rules

Results:

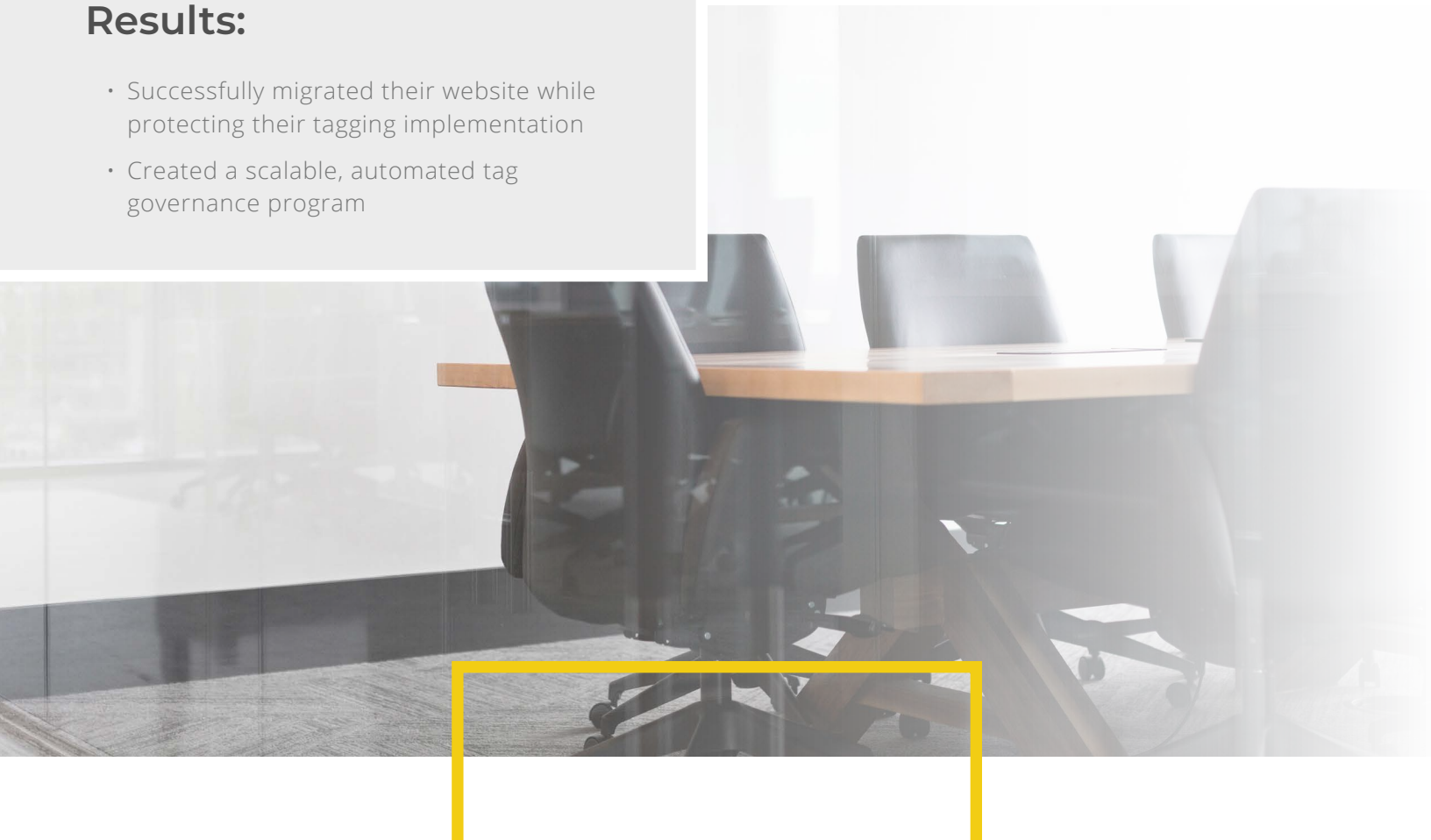
- Successfully migrated their website while protecting their tagging implementation
- Created a scalable, automated tag governance program

As banking and other financial services continue to move online, they are faced with the challenge of verifying accurate data collection for better data-driven decisions.

One major financial services firm approached ObservePoint with this exact challenge.

As a digital-first financial services firm, the company is greatly concerned with measuring the online experiences of its customers via a robust marketing and analytics stack. Stakeholders from across the business look to the firm's marketing and analytics technology for insights about how key customer conversion paths and web experiences perform.

Underpinning their robust analytics stack is an extensive tag management implementation, championed by the digital experience team. This team has used ObservePoint every step of the way to create a tag management strategy that serves the entire business, beginning with a complex migration from an outdated tag management system.



Migrating an In-House CMS and TMS to Better Solutions with ObservePoint

One of the initial goals of the team was to migrate the firm’s website from a custom-built content and tag management system to a new CMS and TMS. At the time, tagging requests were taking months to complete because the team was limited in size and only a few team members knew how the in-house CMS/TMS worked.

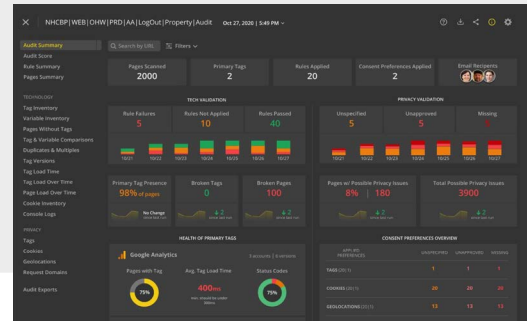
To improve efficiency, the team began evaluating alternative tag management solutions to go with their new Drupal website. While preparing to migrate, the team learned about ObservePoint. Said the manager of the team, “ObservePoint came to my attention and I thought, ‘This would be really helpful as we try to improve our tag management program.’”

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ObservePoint’s Technology Governance product became a core part of the migration, specifically the Audits feature that allowed the team to scan large portions of their site to identify which tracking tags were installed.

FEATURE HIGHLIGHT: AUDITS

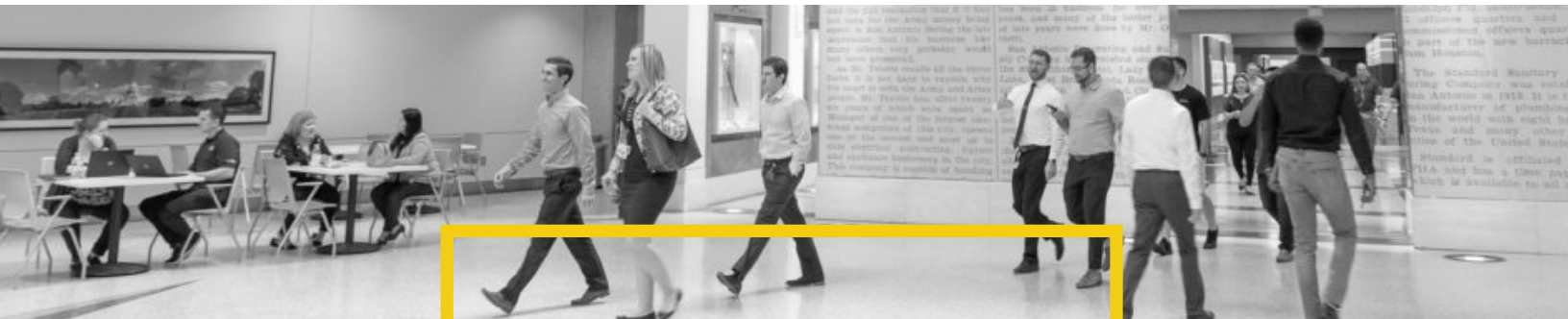
The digital experience team uses Audits to scan their site and discover what technologies are gathering data. Each Audit scans a given number of pages, cataloging the discovered technologies and aggregating those into an easy-to-consume report.



“As part of the effort to move our website properties from the old CMS over to the new one, we started using ObservePoint to help us get a sense of what our tagging looked like,” said the team.

Audits enabled the team to replace an inefficient process of manually auditing the firm’s website page-by-page with an automated, reusable scanning process. Equipped with an automated report showing which tags were on which pages, the team was able to successfully migrate the company’s core analytics and marketing tags in a fraction of the time and with greater accuracy.

With a successful CMS and TMS migration under their belt, the team started identifying other ways they could use ObservePoint to formalize their tag management program.



Empowering Stakeholders and Experiences with Accurate Data

The digital experience team recognized that digital analytics would replace many traditional market research methods. “We could see the writing on the wall that digital analytics were becoming mainstream and would become the main source of data for marketing decisions,” the team said.

As a result, the team began to look for ways to formalize a tag management program so analytics and marketing stakeholders could get access to accurate data about user behavior on the firm’s website.

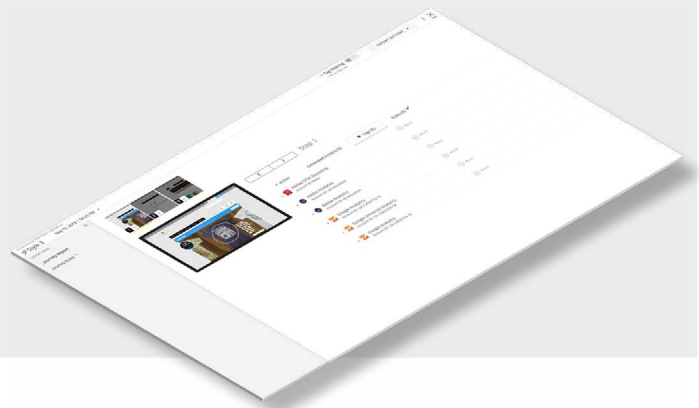
As part of this program, the team knew the importance of verifying data accuracy. “The online experience relies on the data collected via tagging because that data influences the decisions of stakeholders. We wanted to make sure that data was accurate.”

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Using the Audits and Journeys features of ObservePoint, the team has been able to set up scans of their most important pages and conversion paths to test that analytics tracking tags work properly for each of these critical assets.

FEATURE HIGHLIGHT: JOURNEYS

The Journeys feature is what makes it possible for companies to test their most important web experiences. Journeys replicate your site’s user journeys, such as shopping carts or user logins, from start to finish, and tell you if anything prevents the path from completing or if the analytics are not tracking the activity.



“We have thousands of tags across our website,” the team said. “With ObservePoint’s Journeys and Audits, we can make sure the tags are where they need to be. That way, we can successfully gather data that teams can rely on.”

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The team has since implemented more than 200 Audits and Journeys to monitor the tags on their website. "We're monitoring a lot of stuff," the team said.

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With so many Audits and Journeys running, the team now receives automated alerts anytime something goes against expectations, allowing them to focus their attention on other activities.

Fostering scalability of your tag management program

When this financial services firm first started using ObservePoint, their digital experience team was relatively small. By using ObservePoint to QA tags, they were able to increase the analytics testing capabilities of that small team. As their analytics and tag management implementation grew, so did the volume of tests they deployed across their site.

"Now that we have a team that can address all our tagging errors, we have had an exponential amount of growth in both Audits and Journeys."

Measuring the Value of Tag Management and Tag Governance

Stakeholders across the firm rely on the technologies the digital experience team deploys via their tag management program. These technologies support day-to-day operations as well as long-term objectives for improving user experience.

Regarding the importance of tag management, the team said, "Tag management has come to the forefront as the primary source of data collection. Our biggest source of value is verifying that program continually supports our development and marketing partners."

In order to maintain open channels of communication with the business stakeholders who leverage tagging the most, the team organized a Tag Governance Committee that meets quarterly to discuss the KPIs of their tag management program, in which ObservePoint plays an important role.

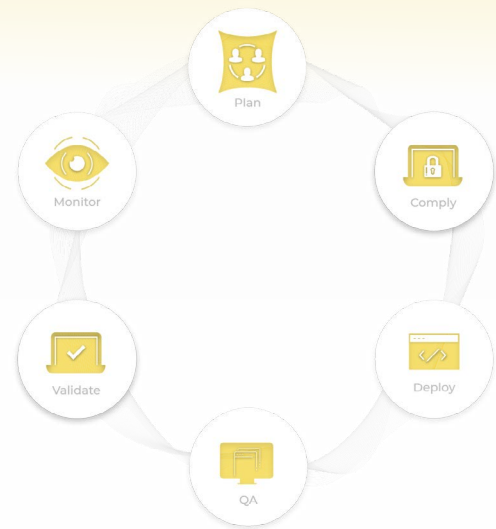
ObservePoint's tag governance capabilities help the team protect the value of the firm's investments in marketing and analytics technology. Using Audits and Journeys to scan the firm's site, the team is able to regularly validate that their most important technologies are online and collecting accurate data. As a result, they are able to confirm to stakeholders that their technologies are always up and running, collecting accurate data.

"The goal is to better govern the platforms key stakeholders are really interested in, and ObservePoint helps us avoid failures," the team said.

What is tag governance?

Tag governance is a sub-discipline within the broader discipline of data governance, focused specifically on monitoring and validating the data collected by digital marketing and analytics tags and sent via network request.

Tag governance solutions scan the network requests sent from websites and apps in their various stages of development in order to identify potential tagging errors.



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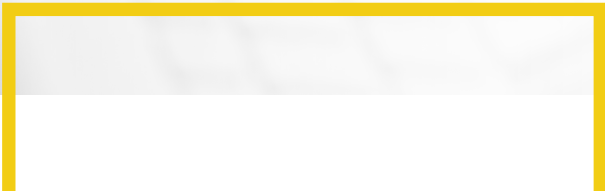


Auditing Client Review Pages

The team gave a specific example of how ObservePoint helps protect the measurability and functionality of a recent development project on the firm's client review pages: "In one of our meetings, we looked at those client review pages and asked, 'What's the value of that asset? How much do we pay for it?' If those pages go down and we're not collecting ratings and reviews, that's negative value for us. ObservePoint helps us avoid that."

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Specifically, ObservePoint's automated scans periodically validate that these client review pages remain available to users while also correctly tracking user behavior. With ObservePoint, the team gains peace of mind and improved data accuracy because, if anything went wrong on those pages, they would shortly receive a notification of the failure.



Looking to the Future: Extend Reach and Increase Automation

As the firm's tag governance efforts have developed into a formal program, the team has identified ways they could further extend the reach of the program in the future. Over time, they plan to:

- Set up ObservePoint alerts for a broader group of stakeholders to send them immediate notifications when tracking errors occur
- Integrate ObservePoint with their Jira ticketing system to automatically submit tickets when verified errors occur
- Train other teams how they can use ObservePoint to automate governance tasks and ensure data quality

What is the ultimate goal for digital experience at the firm? They hope to continue using ObservePoint to keep the teams responsible for tag management and analytics on track towards better user experiences.

The manager of the digital experience team explained why:

"We don't want our customers experiencing clunky online experiences. Otherwise what have we been doing all these years? With ObservePoint in our toolbelt, we have assurances that the data we're collecting will give us an accurate view of how customers experience our site. That way we can confidently make changes."

