



DATALICIOUS ARMS MARKETING DEPARTMENT WITH BETTER DATA

datalicious

“Marketing budgets and media dollars are spent based on the results of this tracking.”

The Project

Datalicious is all about data-driven marketing and turning information into actionable insights. The firm offers a wide range of services, including; data warehousing, web analytics, media attribution, data mining, modeling, reporting, and developing smart data-driven campaigns and websites.

The Need for ObservePoint

In working with larger enterprise customers, officials at Datalicious found that critical tagging was being ignored as companies added new web content or tweaked existing pages on their sites. Since tags are necessary for reporting analytics data, ObservePoint created Technology Governance, a tool to audit website tagging, to ensure the information relayed in analytics reports is accurate.

“There are a lot of different areas that are reliant on that data,” said Elly Gillis, general manager for Datalicious. “Not only that—marketing budgets and media dollars are spent based on the results of this tracking.”

Using ObservePoint to audit the websites of Datalicious customers allows “our clients to do their marketing jobs better, and make better-informed decisions,” Gillis said.

ObservePoint

"Marketers and organizations are trying to make important business decisions off the reporting that they've got, so if they didn't have that up to date and they didn't have a system to maintain and keep that up to date, then they could run into problems," she explained. "Do we see problems with analytics? Yes we do, all the time. And the reporting is only as good as the tagging that is on the site."

Datalicious uses ObservePoint to scan client websites to determine where there are problems with tags.

"Because we are often dealing with the marketing side of things in large organizations, we don't always hear about a new page going up," Gillis said. "If they add a new section to the site that we don't know about, and there isn't a tag on there, of course the reporting is going to be inaccurate. The larger the company, the larger the site and the more difficult the problem is."

When data provided by analytics platforms becomes dubious, too often web analysts, chief marketing officers and other executives bury their heads in the sand.

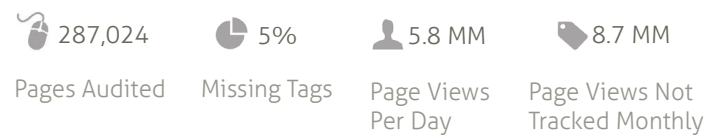
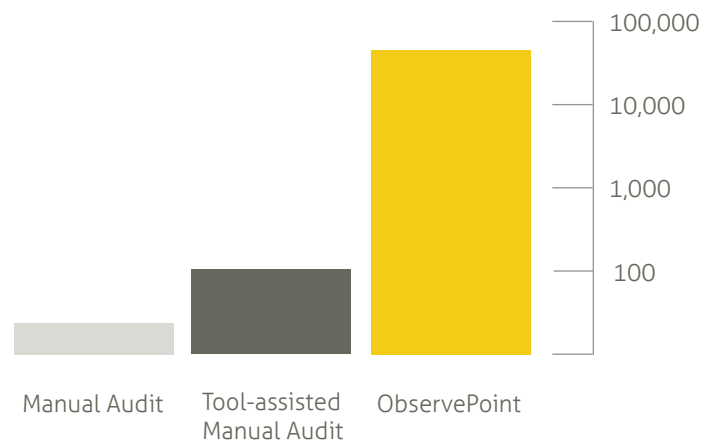
"You often have developers trying to deploy these tags without any real understanding of the business logic that is in them. Quite often, tags are broken or aren't firing correctly, and there would be emails back and forth trying to fix the problem," Gillis said.

Finding a Solution

By using the automated tool from ObservePoint, Datalicious officials are able to audit websites much more quickly than when they had to examine each page by hand.

"We used to do it manually, which was a really time consuming and difficult process for us," Gillis said.

Tags Audited in One Hour



Datalicious customers had difficulty understanding why the firm needed to spend so much time manually examining website tags.

"It's difficult for us to know when companies are adding in new pages and new areas to their site, which they continually are," Gillis said.

"ObservePoint gives us the ability to really have an accurate view of the site quite quickly and quite cost effectively, then on an ongoing basis we can do the monthly scan and maintain it going forward once we get it up to date."

She added, "ObservePoint enabled us to do what we wanted to do quickly, and has given us a real clear and efficient summary of the status of any site . . . It's a great tool because it enables us to do our jobs more efficiently, and it keeps our costs down."

Results

Because tags fuel digital marketing, Datalicious developed its SuperTag program to provide a way for customers to quickly and more easily fix tagging problems when they occur.

"ObservePoint is really useful for establishing what the status of the site is, where the problems are and where the issues are that we can then go and fix," Gillis said. "Using SuperTag we can maintain the site, so the tagging is always 100 percent up to date, which in turn allows reporting to be 100 percent up to date."

Datalicious is very pleased with the way ObservePoint allows the firm to conduct automated audits of complex websites without needing to sift through each page by hand.

"What ObservePoint allows us to do are regular scans of the site in a cost effective manner. If something is missing, we can add it. If tags are not firing correctly, we can fix them. I think a lot of companies don't have systems in place to manage that. ObservePoint prevents problems from getting overlooked when companies are building a new page or addition to a site," Gillis said.

She explained, "The reality is, tagging takes a lot of effort and a lot of time, and there was no easy way to know where to start with a new client. From our point of view, ObservePoint makes our lives a lot easier and our clients' lives a lot easier."

For more information, visit www.observepoint.com.

