

ObservePoint



Exture Reduces Recruit Lifestyle's QA Time by More Than 75%

WITH OBSERVEPOINT

CHALLENGES

- Exponential increases in the amount of data being collected
- Finite resources and time to manage QA implementations
- Data quality issues due to inadequate testing

KEY PRODUCTS USED

ObservePoint's Technology Governance, including primary features:

- Audits
- Rules

RESULTS

- Reduced the time spent in QA processes by more than 75%
- Implemented an automated and ongoing QA auditing process
- Initiated site health monitoring to improve user experience

The Beginning of a Beautiful Partnership

Founded in 2012, Exture has become a highly respected consulting services firm in Tokyo, Japan. With the goal to simplify the world with data, Exture assists many prominent Japanese users of Adobe Analytics and Google Analytics to do more effective analysis with their web analytics and other big data platforms.

Regarding the current state of data analytics and tag governance in Japan, Exture's Managing Director of Research and Development, Shige Abe, comments that:

"It seems most companies either simply assume their data is being collected properly, or if they notice some issue with their data collection, they do nothing or are unable to do anything about it."

Abe believes that because of these situations and the growing need to base decisions on better data, that data and tag governance will become more of a focus in Japan.

In 2017, ObservePoint began working closely with Exture to implement tag governance. Abe is one of the primary drivers of the respect Exture has garnered, affectionately referred to as the "Mr. Miyagi of Data Governance."

Together Abe and ObservePoint have been working with one of Exture's clients, Recruit Lifestyle, to establish superior practices of data governance within their organization. Recruit Lifestyle provides media services to a variety of customers, such as Hot Pepper Gourmet, Hot Pepper Beauty, and Jalan, and Abe is confident that:

"Through the use of ObservePoint, Recruit Lifestyle has set out to further increase the reliability of their data."

The State of Recruit Lifestyle's Analytics Testing

Even before working with Exture and ObservePoint, Recruit Lifestyle had an understanding of the importance of proper data governance. However, with Recruit Lifestyle's Analytics team managing websites and implementing Adobe Analytics for over 25 media and services brands—and with more digital properties and companies being added all the time—their team was struggling to keep up with the extensive data QA processes and tasks.

For Recruit Lifestyle, the task at hand was significant—spanning 25 of their client's digital properties are over 250 report suites with more than 100 variables, over 4 billion visits per month, and visits increasing 20 percent per year.

Recruit Lifestyle manages 25 different brands with:

- More than 250 Report Suites
- Over 4 billion visits / month
- Visits are increasing 20% every year

Recruit Lifestyle's most difficult challenges associated with this exponentially increasing data collection is QAing the implementations that are collecting all this data. And

because they did not have an automated process, their QA tests were conducted page by page, and inconsistently, they were only testing major user paths on the sites, and they could only allocate about 20 hours per new release to QA the implementations. Hideki Nakano, Web Analyst at Recruit Lifestyle, states:

“It is very difficult for us to check all the variables and all the pages manually.”

But if they don't perform regular QA on their analytics implementations, organizations risk collecting, analyzing, and utilizing incorrect data to guide their decisions. Recruit Lifestyle needed a way to automate the QA process and get their time back to analyze the data they were collecting.

The Difference With ObservePoint

“We have found ObservePoint to be the best way to solve these problems.”

Said Nakano just a few months after implementing ObservePoint's tag governance solution. Nakano explains

that Recruit Lifestyle had two main reasons they decided to use ObservePoint.

The first was the powerful functionality, including the ability to automatically identify tagging errors, such as missing or duplicate tags and also to set custom, user-defined rules.

ObservePoint made creating Rules based on the variable-finding Audits so easy that Recruit Lifestyle now has over 800 custom Rules that guide automated Audits for 120,000 pages every month.

The second reason was the ability to export data from ObservePoint's Audits and Journeys. Nakano explains, “Our company likes raw data, so now we import ObservePoint's raw data into BigQuery and can easily visualize results.” An ObservePoint consultant reiterates that:

“Being able to pull their data out and easily visualize large amounts of it has helped them put all of their data in a format they can share with other teams in their organization, as well as their executives.”

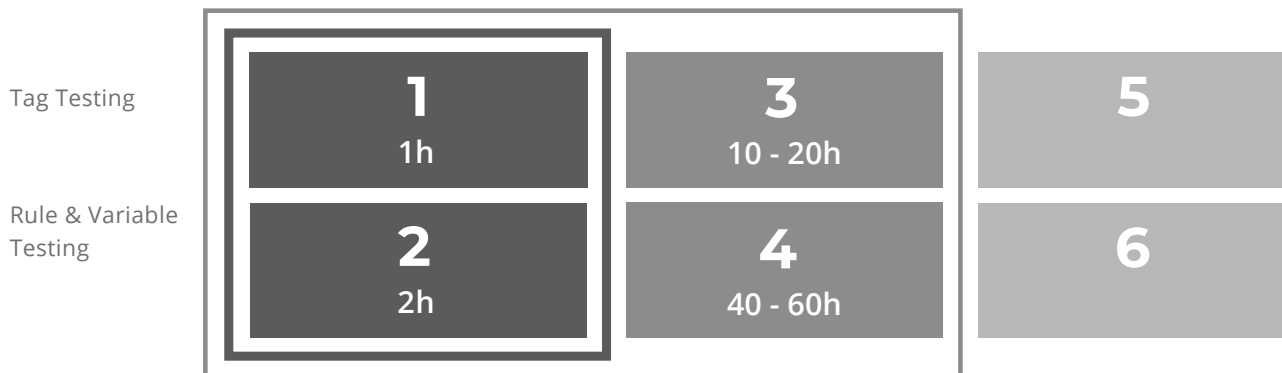
Recruit Lifestyle's Workload For Validation Tasks

Tasks Currently Covered

- Search and conversion path testing
- Site enhancements

Tasks That Should Be Covered

- Non-search and conversion process
- Conditional Search
- Other Functionality
- Page transitions to other sites etc.



Workload required: 0.5 Man/Month x 4 Business Areas x 12 Months

Nobuki Yura, Web Analyst at Recruit Lifestyle, sums up the benefits they have seen from using ObservePoint:

“QA went from four full-time employees per month to less than one full-time employee per month.”

Before ObservePoint, we were only able to QA main paths and pages. Now we can audit all site pages. In the past, we had no site health monitoring, but through ObservePoint’s detection of slow page loading, JS errors, pages with broken links, etc., we have been able to improve the quality of Recruit Lifestyle’s websites. I love ObservePoint.”

THE DIFFERENCE WITH OBSERVEPOINT

Before	After
<ul style="list-style-type: none"> - 4 Full-time employees QAing per month - QA only main path and pages - No website health monitoring 	<ul style="list-style-type: none"> - Less than 1 Full-time Employee QAing per month - Audit all pages automatically - Monitoring slow-loading pages, JS, errors with broken links, etc.

“I love ObservePoint.”

Looking to the Future in Japan

In just the few short months since Exture and Recruit Lifestyle started using ObservePoint, Recruit Lifestyle analytics team has begun using ObservePoint’s technology across 8 of their 25 websites and are working to get the tag governance solution started on all properties.

The most impactful benefits Recruit Lifestyle has been able to see so far are in efficiency—going from what used to take four full-time people on a monthly basis to manually check and monitor their websites to one person per month to manage everything.

ObservePoint makes governing tags across development cycles much easier, but it’s when technology is paired with people and processes that there is real success.

Companies such as Exture and Recruit Lifestyle are forerunners in Japan when it comes to not taking their analytics or time for granted. Through their efforts to implement ObservePoint’s tag governance process, Recruit Lifestyle’s Analytics team was able to build their case for data quality wins within their organization, which enables them to continue making their processes more and more efficient and their data more reliable.

