

ObservePoint



Ford ME Automates QA Efforts to Improve Data Accuracy & User Experiences

Tag Management	Adobe Launch
Digital Analytics	Adobe Analytics

Challenges:

Needed to:

- Fix a broken "Request a Quote" form
- Migrate from Adobe DTM to Adobe Launch
- Reconstruct and realign Ford analytics implementation

Key ObservePoint Features Used:

- [Audits](#)
- [Journeys](#)
- [Alerts](#)

Results:

- Increased accuracy of key variables to 99%
- Lowered page load times on 90% of pages
- Increased efficiency and alignment of analytics implementation

Ford and Lincoln deliver an unparalleled driving experience to millions throughout the world. In the Middle East, it is no different. The brands continuously exceed customer expectations and their strong workforce have a common mission: to deliver a driving experience like no other.

Over the last few years, digital experiences have played an increasingly important role in the car buying ecosystem. With customers becoming more comfortable purchasing cars online, Ford ME has sustained and driven its business forward by understanding the importance of a strong online experience, aligning with the customer's journey across key digital touchpoints facilitating research and purchase.

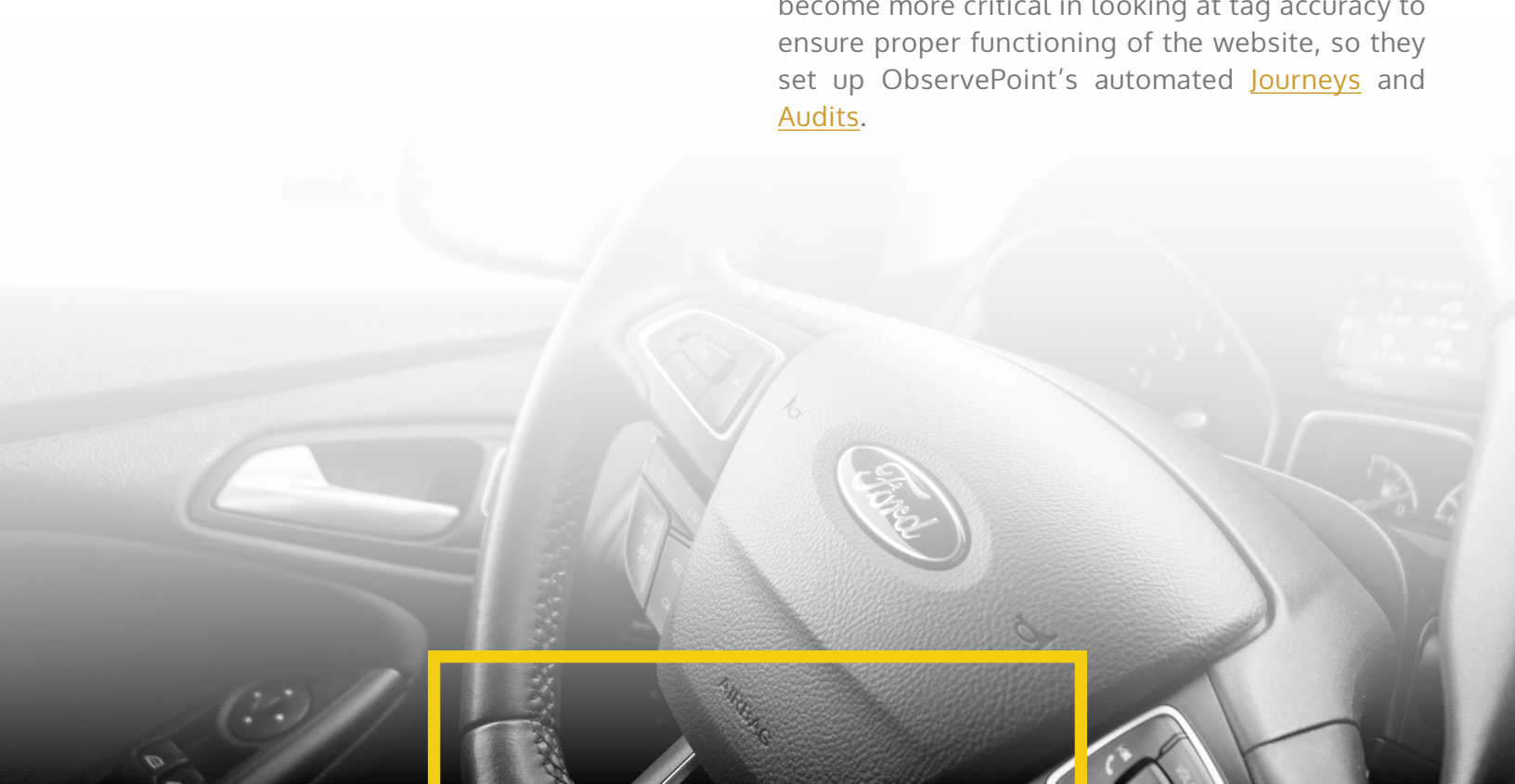
And moving ahead, Ford ME will continue doing the same: relying heavily on its website and Adobe Analytics implementation to ensure a great online customer experience that complements the in-store one.

Implementing Digital Governance

To help deliver these experiences, Ford and Lincoln ME implemented ObservePoint's automated digital governance technology to test and validate their analytics data and critical user [journeys](#).

It all started when Nuzhat Merchant, Marketing Manager at Ford Motor Company, and Ajeesh Pillai, Analytics Manager at GTB (Ford Motor Company's agency), discovered that a critical 'Request a Test Drive' form was not firing analytics tags accurately. They also found that 80% of page loads were taking over 10 seconds. These errors, though common, can lead to bad user experience and increase in drop-off rate, which result in loss of key data for analysts to make decisions.

The team at GTB was quick to realize the need to become more critical in looking at tag accuracy to ensure proper functioning of the website, so they set up ObservePoint's automated [Journeys](#) and [Audits](#).



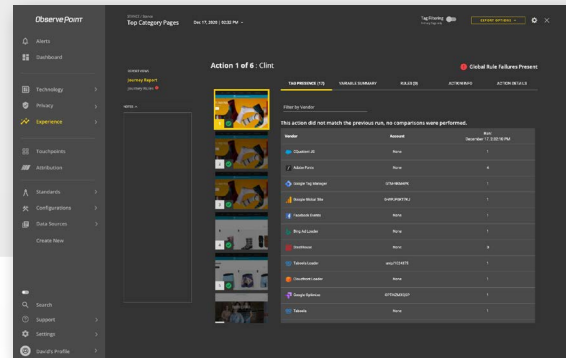
Monitoring Critical User Paths

Ford ME set up web [Journeys](#) to replicate a typical user path for completing a test drive form, quote request form, brochure download, etc. The [Journeys](#) run automatically and regularly send reports to the team whether or not all the required tags (over 10 analytics and media tags) are functioning correctly. And if a path is interrupted and the Journey breaks, Ford ME is instantly alerted. The team has used [Journeys](#) extensively to make sure all tag issues and journey interruptions are picked up at the earliest possibility.

“ObservePoint helped improve data accuracy across all variables by 15-20%.”

FEATURE HIGHLIGHT: WEB [JOURNEYS](#)

Web [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. You can also configure items such as browser and location to detect all issues a user may experience, so you can solve problems as soon as they happen.



The Page Load Time Initiative

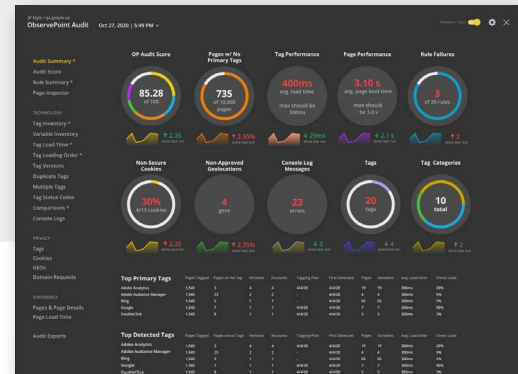
With ObservePoint, Ford and Lincoln ME implemented [Audits](#) to help identify errors in the analytics implementation resulting in high clickstream data accuracy. Monitoring the Audit results regularly enabled the team to identify a high page load time issue – 80% to 90% of web pages were taking above 10 seconds to load.

Using the data from the [Audits](#), Ford ME began initiatives to resize the images on the pages, restructure SEO, etc. Since both Ford and Lincoln ME websites are regularly updated with content and technology, high page load and tag load details are shared with the website/IT team on a quarterly basis.

The analytics team reported that, with ObservePoint, they managed to bring down 90% of the profile of their web pages to less than 10 seconds.

FEATURE HIGHLIGHT: [Audits](#)

[Audits](#) enable companies to scan their site and discover what technologies are gathering data. Each Web Audit scans a given number of pages, cataloguing the discovered technologies and aggregating them into an easy-to-consume report.



“ObservePoint managed to bring down 90% of the profile of our web pages to less than 10 seconds of load time.”



What's to Come

Ford ME is now working with ObservePoint to pull their results into a common reporting platform so that they can unify their data points and have them all in one place. Digital transformation will continue to drive customer experiences for Ford ME in the future and ObservePoint is ready to help them with it.

About ObservePoint

For organizations to be truly data-driven, they must answer two vital questions: 1) What is this data telling me about our customers? and 2) Can I trust my data?

ObservePoint empowers insights-driven companies to trust their data and create better experiences for their customers using automated data governance. Our automated [Technology Governance](#), [Privacy Compliance](#), and [Campaign Performance](#) solutions enable companies to scan their digital properties for data collection errors—ensuring they are collecting accurate, secure data to guide their decisions.

ObservePoint's Data Governance solutions bring insights, automation, and compliance to the chaos of customer experience data.

