

## How Teams Benefit from ObservePoint



Every year, the number of marketing technologies increases, more data privacy laws come online, and your company's digital sophistication grows. That means that your analytics, privacy programs, and the implementation of other software on your websites become that much more complex.

Websites are also not static. At all. They are living things, shifting with every new ad campaign, SKU, or re-brand.

Manually keeping track of your tags, cookies, and JavaScript is too resource-intensive, time-consuming, and prone to human error in the face of your site's complexity and dynamic nature.

This is why ObservePoint exists. **To automatically scan your websites, at scale,** so you can identify tracking and implementation errors that threaten your data quality, your decision-making, and your privacy compliance. Because what good is being data-driven if your data isn't good? What good is putting up a cookie banner if it isn't honoring preferences?

Here's how ObservePoint can help each team in your organization.

## **Analytics and Implementation Teams**

- Keep your implementation running despite frequent website updates
- Discover duplicate and missing tags that skew data collection
- Ensure the functionality of your tag management system
- Receive notifications if anything is out of place
- Spend less time debugging implementations and more time analyzing data
- Maintain documentation of the technologies deployed on your site

## **Marketing Teams**

- Verify functionality of marketing and analytics
- Monitor critical user paths like logins and checkout pages
- Ensure campaign tracking is working properly
- Test landing pages and key customer experiences
- Make better marketing decisions based on accurate data
- Protect the ROI of your marketing stack and ad spend

## **Web Development and Quality Assurance Teams**

- Test for functionality in pre- and post-production environments
- Regulate all technologies on the site
- Verify that your data layer is collecting consistent data
- Identify JavaScript errors, slow load times, poor status codes, broken page links, and more, automatically
- Receive notifications when a technology performs against expectations
- Optimize the user experience towards Web Vitals metrics

## **Data Protection and Privacy Compliance Teams**

- Keep track of every tag and cookie on your site
- Discover the origins and history of tags and cookies
- Define standards for authorized tags, cookies, geolocations, and request domains by different consent preferences
- Test the effectiveness of your CMPs in responding to those standards
- Easily identify new, unevaluated cookies or tags in your reports
- Verify that your privacy policies and consent banners are on every page