

Launch by Adobe & ObservePoint

A DATA QUALITY FEEDBACK LOOP

Implementing ObservePoint with Adobe Launch

When properly deployed, analytics and marketing tags provide the high-quality data companies need to understand user behavior on their websites. Together, Adobe Launch and ObservePoint create a data quality feedback loop: Launch deploys tags and ObservePoint tests them.

KEY BENEFITS

- Test for JavaScript errors that inhibit successful data collection
- Ensure installation of the Adobe Launch container code on every page
- Catalog your tags and web pages before deploying Adobe Launch
- Validate new releases for optimal TMS performance
- Verify proper data collection and tag configuration
- Identify and remove unauthorized tags

Shared Client Success

Joint clients of Adobe and ObservePoint enjoy superior data quality and greater confidence in data-driven decisions. The partnership of these two tag-centric technologies brings together two essential components of a data governance strategy: tag management and tag auditing.

Using ObservePoint, tag managers can perform regular Audits to ensure all tags are functioning as intended. On top of that, ObservePoint users can set up alerts for any time an unexpected break occurs. Data never had it so good.

Carnival



NBCUniversal



ObservePoint

Partnership Overview

ObservePoint frequently assists Adobe clients in the early phases of TMS deployment. Using ObservePoint, Adobe consultants scan their new clients' websites to create a catalog of web pages and technologies. The resulting reports from these scans streamline the process of migrating tags into the tag management system, as well as ensure the proper installation of the Adobe Launch container code on each page of the client's site.

But the relationship between ObservePoint and Adobe doesn't end after a successful TMS migration. Websites undergo frequent updates, and ObservePoint Audits can help ensure tags continue to fire as expected following each release. In addition, Audits can also identify rogue tags deployed outside of Adobe Launch, protecting your site from unauthorized data collection.



How To Get Started

If you're not an ObservePoint client, you can request a sample Audit by visiting ObservePoint's website. In your discovery call with an ObservePoint representative, indicate that you're interested in seeing how Adobe Launch and ObservePoint can work together to produce better data quality and easier deployment.

If you're on the verge of implementing Launch by Adobe on your site, consider the benefit of using ObservePoint to catalog your pages and tags. Doing so will save you a mound of time now and a lot of headaches later.

About ObservePoint

ObservePoint is software to help companies ensure digital analytics data is accurate and actionable, scanning websites and apps to make sure analytics tags are present and collecting data as expected. In the act of scanning a website, ObservePoint can test nearly any hitch, joint or hinge holding the website together. From page status to load times to analytics variables, ObservePoint can validate the performance of your site against predefined rules, alerting you of any errors or inconsistencies.



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