

# Mass Media & Entertainment Conglomerate Enforces Data QA from End to End

WITH OBSERVEPOINT

## Challenges:

Needed to:

- Create a site-wide inventory of the tags on their site
- Identify errors in Adobe Analytics in a staging environment
- QA the analytics on their mobile apps

## Key ObservePoint Features Used:

- Audits
- Journeys
- Video Journeys
- App Emulation

## Results:

- Ran automated, site-wide audits to catalog all technologies on their websites
- Tested their web analytics at scale in a staging environment
- Set up pre-release QA processes of mobile app analytics tech

For nearly a century, this mass media & entertainment conglomerate has been a clear multinational leader in the media and entertainment industry.

In today's global drive toward all things digital, the conglomerate puts heavy emphasis on their analytics data to optimize their user experience and digital performance.

Due to the increasing velocity of digital data collection and analysis, the Manager of Data and Analytics Strategy saw an urgent need to streamline and enforce his team's previously highly manual data quality assurance processes from end to end.

This acceleration would allow for the organization to better trust their data and to spend less time QAing and more time analyzing it for effective business decisions.



## Transition to Automation

The analytics team manages three separate brands—not only the web properties, but also the Android and iOS apps—and is continuously improving their data governance processes to produce quality data.

Before ObservePoint, the analytics team was manually QAing their analytics implementations—a highly time-consuming process that is prone to human error.

As the Manager of Data & Analytics Strategy puts it,

“We know where things are supposed to be, we set those things up, and then other people break it and we don't know when or where that happens. To manually manage that as a process is impossible. If it's not impossible, it's inefficient.”

However, validating your data is critical to ensure accuracy and data-driven results. To this end, the mass media and entertainment conglomerate adopted ObservePoint's Complete Data Governance solution to accelerate and automate the data validation and QA process.

## The End to End

---

### QAing from the Start

According to the same manager, the first priority in digital analytics is to, "Take a great big assessment of what is happening on your properties. Get to know your tags, plain and simple. The more you know what's on your site, the more you know what data is going to be collected. Understand the end-to-end."

Understanding the end to end means: "Know where that data is going, how it's being used, so when things go wrong—because it always goes wrong—you'll know where things are breaking, and you can figure out what is wrong."

The organization started by performing a "great big assessment," or comprehensive Audit, using ObservePoint's web auditing solution, Technology Governance. Technology Governance automatically runs audits of their sites or specified pages without deploying any additional code.

Technology Governance reports provide a detailed look into their sites, including locating all vendor implementations, custom tags and even piggyback tags—also alerting them to any functionality errors, such as missing or duplicate tags, failed user journeys, JavaScript errors and more.

These reports empower the analytics team to know what and where everything is on their sites, and to fix issues as soon as they occur.

"Getting data analytics correct—there are so many ways that things could go wrong, that ObservePoint gives us a way to make sure things get done and stay in place."

### From TMS to DTM

The analytics team at the conglomerate used Technology Governance Audits when transitioning from Enighten's tag management solution (TMS) to Adobe's DTM. The team wanted to perform a large scale Audit to ensure Enighten's TMS had been eradicated and Adobe DTM was fully and accurately deployed across their sites.

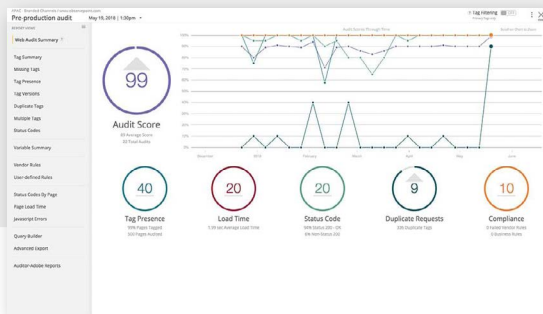
"When we converted over from Enighten to DTM we used ObservePoint extensively to test and validate the data," the manager says. His team relied on Technology Governance to validate the deployment of DTM and ensure it was collecting complete and accurate data.

### FEATURE HIGHLIGHT: RULES

Companies like Verizon, Mercedes-Benz UK, Comcast, and Overstock.com use Rules to validate their analytics tags and variables are consistently and correctly collecting data on their sites.

## FEATURE HIGHLIGHT: AUDITS

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



## From Staging to Production

The team then began using the Technology Governance staging capabilities to test within the DTM staging environment and directly compare it to the production environment.

The Manager of Data & Analytics Strategy claims,

“That is a huge advantage of ObservePoint, really. ObservePoint met that challenge and solved it so we could run things in beta on our production site, but in a development environment. And ObservePoint is able to capture all our changes.”

The analytics team inputs custom code into Technology Governance, which mimics the local storage in ObservePoint in order to run Audits in their DTM staging environment.

“It’s super useful, especially if you want to do bulk auditing for your website,” says the same manager. “And if you’re making a big, global change to your entire site, you’re probably going to want to look at all of these things in bulk, right? We are able to look at it in bulk with ObservePoint.”

Before releasing updates or global changes, the analytics team is able to test in staging to make sure everything is in place, and then move to production more efficiently and effectively.

## QAing Tag Functionality

Another part of the end to end QA process that the company uses ObservePoint for is to monitor the functionality of their implementations—so when Adobe Analytics tags were not firing on 15 percent of the pages on one of their domains, Technology Governance immediately sent them an alert.

The Technology Governance report provided URLs with the broken tags and the analytics team found an Angular problem in the metadata on the pages that was passing incorrect data to Adobe Analytics, causing the tags to fail.

“This is a useful thing when you’re trying to debug your pages and you’re seeing some data that doesn’t look right,” says the Data Analytics & Strategy Manager. They were able to immediately correct the metadata to ensure Adobe Analytics continued collecting accurate data.

## Historical Data Preventing Data Loss

Once the company's analytics team had set up Technology Governance and documented their implementations, they began benchmarking, using regression testing to look at historical data.

In doing so, they found one of their technology partners had started firing Comscore calls on their site that were rolling their audience data into the partner's dictionary.

The manager addressed this saying, "If you keep a historic report, you can identify when that thing happened and then go back to your technology partner and say, 'On June 15th you introduced a tag onto our site that we don't want there. Could you get rid of it?' And they'll change it," which the analytics team was able to recognize and resolve using the Technology Governance reports.

## Testing Videos with Journeys

The company an invested interest in collecting activity on the many videos throughout their sites and they use Video Heartbeat from Adobe Analytics to track that activity.

The analytics team had occasionally noticed functionality issues with the Heartbeat tags and needed a way to monitor them, to report the sequence of firing, and to see the metadata they were collecting to ensure accurate data collection.

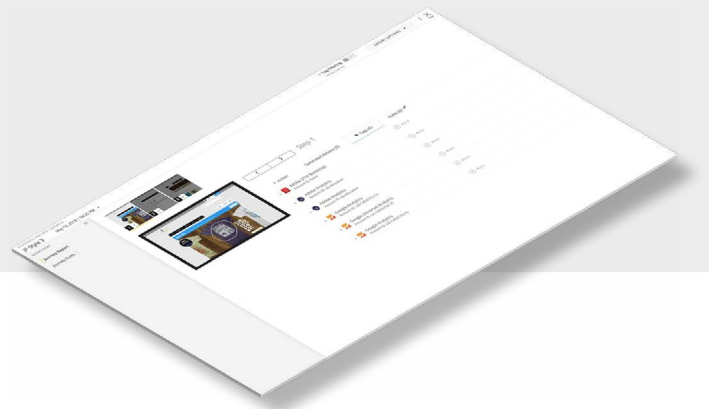
"If you can get it into some sort of nice organizational feature—which ObservePoint can do for you—you'll be able to identify how things are happening, when they should be firing, and become more acquainted with what products and technologies are coming out in the market."

The team adopted ObservePoint's video analytics Journeys, and set up Journeys to simulate interactions with their videos to monitor that the Heartbeat tags are configured correctly and collecting complete metadata.

Using Video Journeys to monitor their video analytics and to test them during staging before they go live, the analytics team was alerted immediately to any issues before they actually started, such as when their before they release live and start getting data that says an ad completed before it actually started or if someone was staying on the video much longer than they are, that they're pausing it and they're not actually pausing it.

### FEATURE HIGHLIGHT: JOURNEYS

The Journeys feature is what makes it possible for companies to test their most important web experiences. Journeys replicate your site's user journeys, such as video views, 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.



## From Mobile to Apps

“App QA—it’s frickin hard to QA apps. That’s the bottom line,” says the Manager. The difficulty with QAing apps is that they have such rapid iteration and release cycles that oftentimes developers do not QA in between and any errors created by the updates are pushed out in the new versions until the issue is caught and corrected.

“If that product shifts with bad analytics, that version of the app in perpetuity will have bad analytics. That version is now broken forever. So what I recommend when you’re dealing with these sorts of things is to make sure you QA everything that’s going in there. There are now tools in ObservePoint that will make this easier.”

The same manager is referring to App Emulation, which validates app analytics and monitors critical user journeys through an app.

When the company released their 65th Anniversary iOS App, they introduced several new features and even had to create a new solution design reference (SDR) to document their variables. The analytics team uses App Emulation, to QA their Android and iOS apps and monitor user paths to ensure their collecting accurate data and being alerted to functionality errors.



## Conclusion

“The value proposition of ObservePoint from a client’s side is the ease of use to get data quality assurance.”

Using ObservePoint’s automated auditing solution, the mass media & entertainment conglomerate is able to more effectively and efficiently enforce their data QA and governance processes from end to end.

In addition to the ease of QA, the Manager of Data Strategy & Analytics claims another benefit to using ObservePoint is the peace of mind it offers:

“Once we’ve done something right in ObservePoint, we don’t have to think about it anymore. You set it and forget it until something breaks and it alerts you immediately—that’s peace of mind,”

“Better data builds trust,” he concludes. “The better your data is, the more your manager is going to appreciate you, the more people are going to trust you, and the better you’re going to be for your organization in building KPIs, KPRs, and essentially future-proofing your organization. As you know the end-to-end of everything that is happening, you’ll be able to identify and pinpoint potentially where things are breaking. And by doing so, you’re going to spend less time being reactive, and more time being proactive.”

