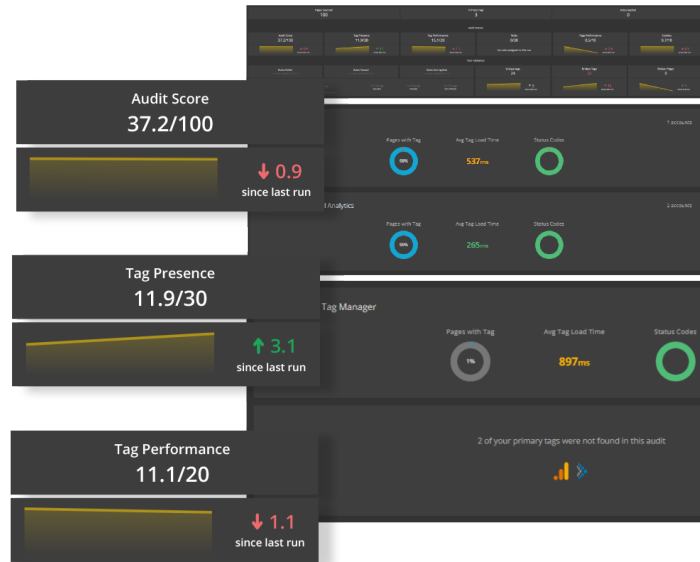# ObservePoint

Complete Digital Governance.

Companies like yours rely on website technologies to collect customer data, inform business decisions, improve experiences, and uncover revenue opportunities.

But how often have you questioned the accuracy, security, or reliability of the technology guiding your decisions?

ObservePoint automatically audits and monitors your data collection technologies and user paths to ensure accurate and secure customer data.

Audit Score
37.2/100
↓ 0.9 since last run

Tag Presence
11.9/30
↑ 3.1 since last run

Tag Performance
11.1/20
↓ 1.1 since last run

Gain confidence in your data and decisions.

Ensure Data Quality
with Technology Governance

Automatically test and validate your website technologies to ensure accurate data collection and insights.

Protect Your Data
with Privacy Compliance

Audit your cookies and tags to know what data is being collected, who is collecting it, and where they are sending it.

Optimize Customer Experiences
with Touchpoint Management

Standardize campaign tracking and automate page testing for accurate customer journey insights and smooth experiences.

What Our Customers Are Saying

"Things aren't always caught in manual QA. ObservePoint helps find-high priority problems within your data, automatically."

Daryl Acumen, **Adobe**

"With ObservePoint, I'm able to tell stakeholders that errors won't pop up and that the integrity of their reports will be sound."

Maggie Vega, **Finning Cat**

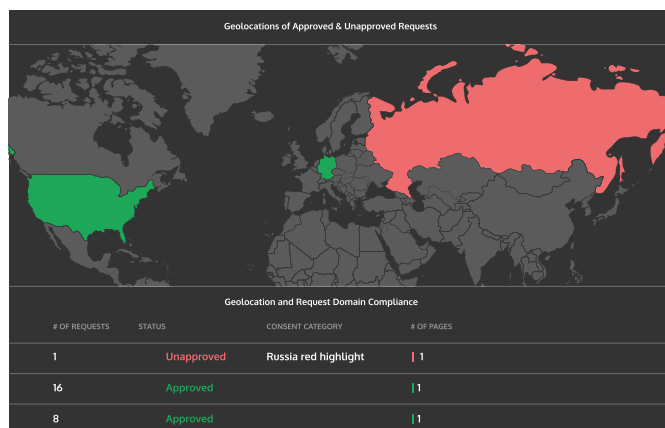"QA went from four full-time employees per month to less than one full-time employee per month. I love ObservePoint."

Nobuki Yura, **Recruit**

1 in 3 of Fortune 100 companies audit their websites with ObservePoint.

Solutions for Digital Governance

Technology Governance

· Govern your site for accurate & secure data
· Validate MarTech for better data & ROI
· Check for all MarTech implementations
· Simulate user paths to test functionality

TAG NAME	ACCOUNTS	PAGES MISSING TAGS	PAGES WITH TAGS
> TikTok Events	1	5%	95%
> Floodlight Counter	1	6%	94%
> Google Ads Conversion Tracking	2	6%	94%
> Pinterest	1	6%	94%
> Adobe Experience Manager	2	14%	86%
> New Relic Loader	1	14%	86%

Geolocations of Approved & Unapproved Requests

Geolocation and Request Domain Compliance

# OF REQUESTS	STATUS	CONSENT CATEGORY	# OF PAGES
1	Unapproved	Russia red highlight	1
16	Approved		1
8	Approved		1

Privacy Compliance

· Audit and inventory all tags and cookies
· Identify data collection who, what, and where
· Define approved/unapproved cookies
· Simulate consent profiles to test your CMP

Touchpoint Management

· Define a universal taxonomy of record
· Standardize tracking for all interactions
· Enrich marketing analytics and attribution
· Automate with integrations and templates

Touchpoints SAVE AS   11 / 92 ATTRIBUTES >   **1,349** Touchpoints   1,346 Total

Last URL Validation	Channel Type	Publisher	Ad Type	Base URL	
03/25/2022 20:07:18	Owned Social	Youtube			●
03/25/2022 20:07:18	Owned Social	Youtube			●
03/25/2022 20:07:18	Owned Social	LinkedIn		www.observepoint.com	●
03/25/2022 20:07:19	Paid Social	Google	Expanded text ad		●
03/25/2022 20:07:19	Owned Social	Facebook		http://www.observepoint.com	●

See how it works.

Watch this video to see how ObservePoint can show you what's really happening with the technology on your site and fill out the form to request your Custom Audit.

observepoint.com | 1.855.878.8466 | info@observepoint.com