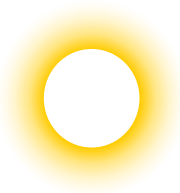


ObservePoint



SUNCORP



How Suncorp Uses ObservePoint to Automate Testing and Make Better Data-Driven Decisions

Challenges:

Suncorp needed to:

- Test mission-critical experiences on their site
- Build organizational trust in data
- Get rid of outdated analytics documentation

Key Product Used:

Suncorp uses Technology Governance, specifically the following features:

- Audits
- Journeys
- API

Results:

With ObservePoint, Suncorp was able to:

- Establish automated testing of their most important conversion paths
- Protect against human error by automating post-release testing
- Build data quality dashboards to confirm data quality to stakeholders

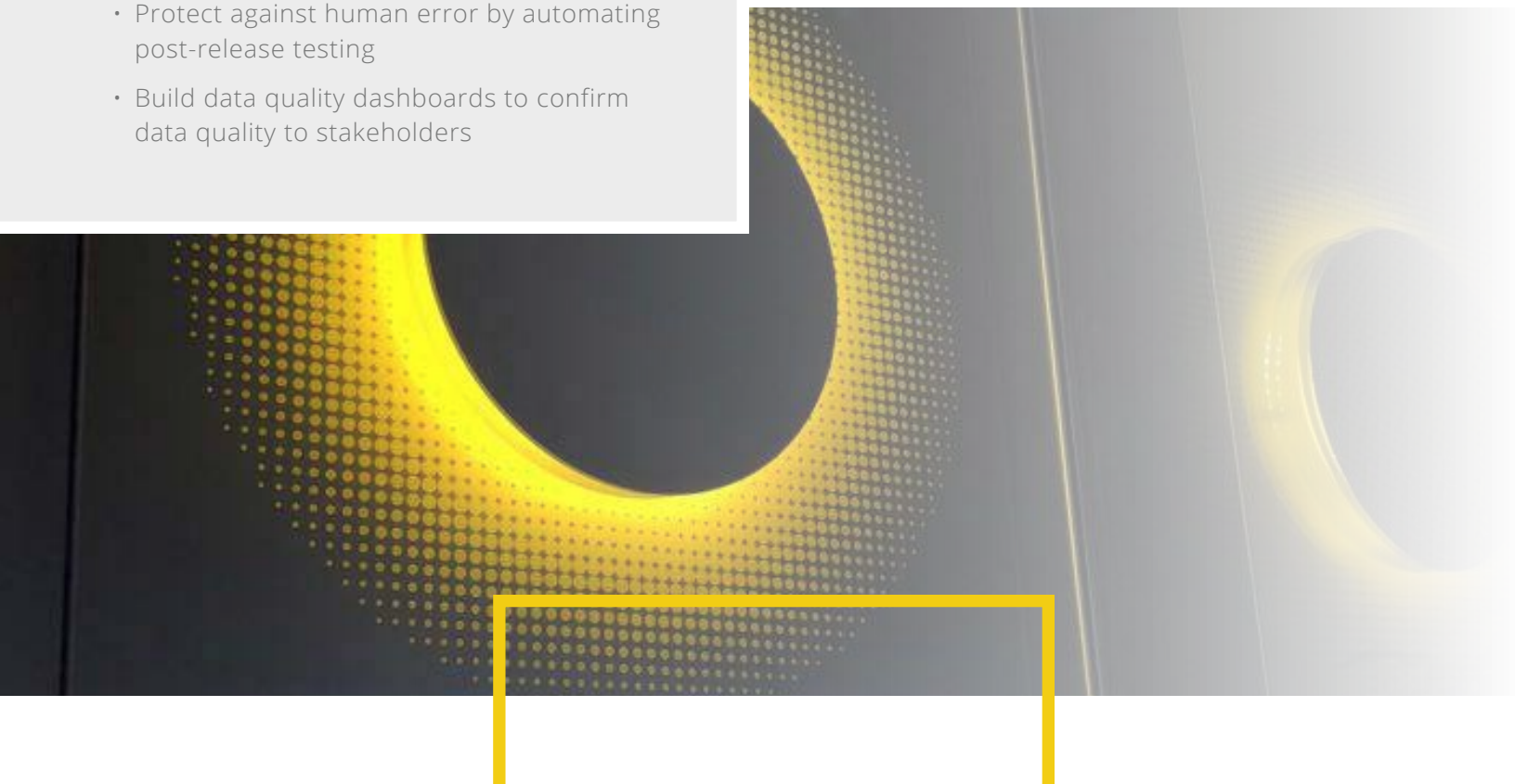
Suncorp is one of the top financial services firms in Australia and a leader in digital banking, offering services like personal and business banking, insurance, and pension programs.

Though Suncorp offers services at brick-and-mortar stores, many of their products and services are available via user-friendly, self-service experiences on their website.

In order to measure the success of and improve these online experiences, Suncorp has deployed a robust analytics implementation to track the behavior of web visitors.

David Goodes, the manager of marketing automation capability and data at Suncorp, adopted ObservePoint to help his team manage the complexity of that implementation and be able to:

- Test mission-critical experiences on the site
- Build trust in data accuracy
- Get rid of outdated analytics documentation
- Prevent against human error and preserve data



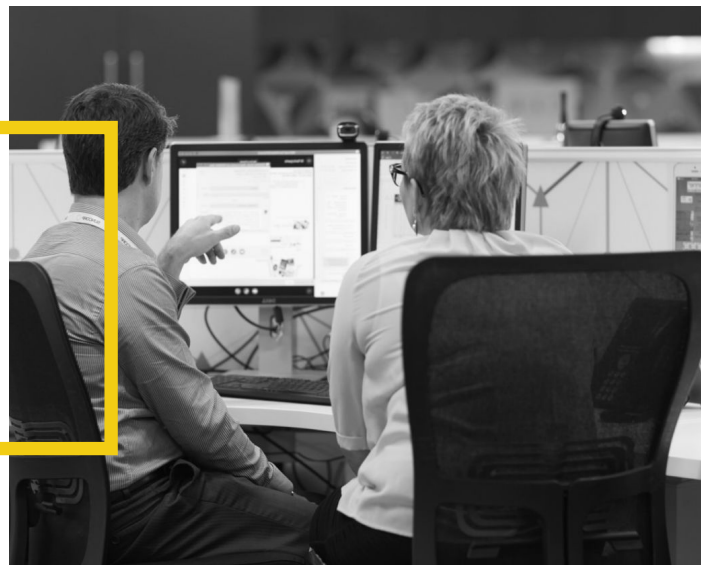
Testing Mission-Critical Experiences on the Site

Suncorp has several important self-service experiences on their site, allowing web visitors to:

- Open personal bank accounts
- Get quotes for home, auto, health, or other insurance
- Manage pension plans

For Suncorp, being able to accurately measure these experiences is critical for improving the navigation and conversion paths of the website. To do so, Goodes and his team implemented analytics tags to fire at each step of the journey, informing Suncorp analysts just how far users move down the funnel.

Measuring these paths proved successful, however, frequent website updates changed the website structure and threatened the integrity of their analytics data collection. Goodes' team was able to resolve many of these errors via manual testing, but this option was inefficient and prone to human error.

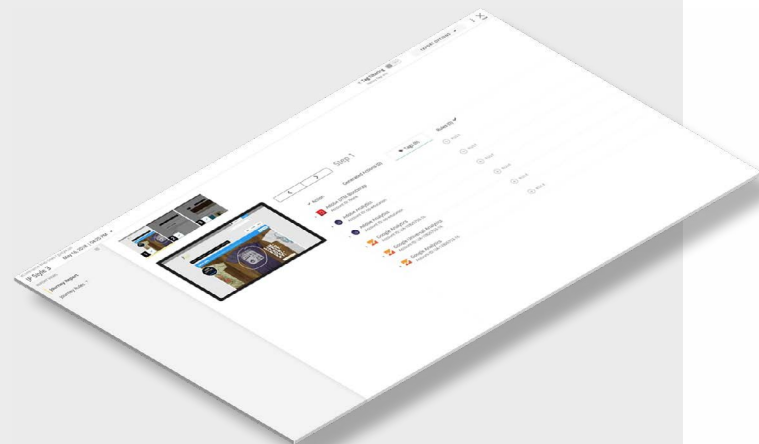


By adopting ObservePoint, Goodes and his team were able to automate much of these tests with the Web Journeys feature. He said, "We started out by configuring ObservePoint to navigate the customer journeys that are important to us. Now ObservePoint regularly navigates through these journeys and checks for the tags we care about."

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FEATURE HIGHLIGHT: JOURNEYS

The Journeys feature is what makes it possible for Suncorp to test their most important web experiences. Journeys replicate your site's user journeys, such as shopping cart paths 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.



By using Journeys, Suncorp has been able to implement a fail-safe for various aspects of data collection.

Goodes said, "We don't just test for analytics tags, but any data that matters to us. For example, we verify that product types and revenue are being sent through. We check for specific Adobe Analytics variables. If there's a release that changes a page name on a home page or landing page, we learn about it straight away."

ObservePoint's Journeys have made test automation possible for Goodes' team and given him peace of mind about the integrity of his implementation.

"If there's ever an issue, we get an alert. We can rest easy knowing that we've got monitoring in place and everything's fine."

Building Trust in Data

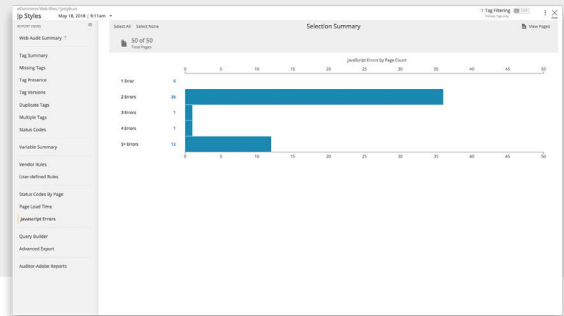
After setting up monitoring on their most important web experiences, Goodes and his team moved on to solve a broader business challenge: getting stakeholders to trust the data.

Before adopting ObservePoint, Goodes' analytics team often received doubting comments from other teams. Goodes said, "When you have a team of 100 marketers all looking at reports and maybe not seeing what they expect, they ask questions like, 'You know, I'm just not sure if that tag's working. Do you mind rechecking it one more time?' That's really distracting to us as an analytics team."

While many companies talk of democratizing access to data, Goodes' team took democratization one step further by using ObservePoint's API to create real-time data quality reports for other teams to look at.

FEATURE HIGHLIGHT: API

Suncorp was able to democratize data using ObservePoint's API. The API allows you to integrate powerful tag auditing technology with your company's other applications, such as business intelligence, project management, or continuous integration platforms.



"ObservePoint has a fantastic API that allows you to pull out all of this data and reshape it in a way that shapes your organization," Goodes said. "Instead of training 100 marketers to log into ObservePoint to know that their tags are working, we set up a report that gives our marketing team or anyone in our organization a real-time view of the data quality."

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Use Case: Is Adobe Target Even Working?

In one particular example, there was some doubt from other teams about whether or not Adobe Target's personalization program was working. Goodes told the story as follows:

"People were saying, 'We aren't sure whether it's really firing all the time on the site, so we're not sure if it's worth setting up a personalization program.'

"Well, within five minutes we set up a quick ObservePoint Journey. After two weeks, I think that I got only one email alert saying that there had been a failure. That quieted a lot of noise back and forth whether our tools were working as intended."

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Throw Away Your Solution Design

Many companies attempt to manage the complexity of their analytics implementation by making comprehensive documentation of what they have on their site. Unfortunately, these documents (alternatively known as tagging plans, solutions designs, variable maps, etc.) get outdated relatively quickly.

Goodes and his colleagues at Suncorp recognized that these documents weren't meeting their needs. "We would create these encyclopedias known as solution designs, and they would just end up at the bottom of the drawer or buried in someone's hard-drive somewhere. They go out of date almost instantly."

Goodes and his team needed something more dynamic to keep up with their changing implementation. Using ObservePoint's Audits feature, Suncorp's team was able to shift their paradigms to worry less about what should be implemented to focusing on what actually was implemented.

FEATURE HIGHLIGHT: AUDITS

Suncorp uses Audits to regularly scan their site and discover what technologies are gathering data. Each Audit scans a given number of pages, cataloguing the discovered technologies and aggregating those into an easy-to-read report.

"The reports we get from our regular Audits give us a constant, up-to-date document that's based on the real world and not what we designed in the past."



Protect Against Human Error and Preserve Data

A few years ago, Goodes and his team needed to upgrade some of the analytics libraries deployed through their tag management platform, creating a fundamental change in their tracking. The team started by using manual debuggers to double down and make sure everything was just right before pushing their changes live. Goodes explained what happened:

"Within five minutes of going live, we received an alert from ObservePoint that said, 'Hey, you missed eVar 75,' which is one of the variables we use to track anonymous session replay."

"Within five minutes of going live, we received an alert from ObservePoint."

Data not captured in eVar 75 is unrecoverable. Had the team not had ObservePoint monitoring for such errors, they could have gone weeks without noticing the problem, losing data all the while. ObservePoint again served as a fail-safe, allowing Suncorp to collect the data they need to inform better user experiences.

Automated Analytics Testing and More with ObservePoint

David Goodes summed up his experience with ObservePoint in the following statement:

"ObservePoint is really exciting as an automated testing tool. But it can be so much more if you treat it as a 'source of truth' for your data governance and let it be the solution design based on what it sees on your site, not what you document to be on your site. If you pair it with APIs, you can tailor it to suit your business by pulling out the information anytime you want to by simply hitting the refresh button, and reshaping it in the form you would like. Ultimately, you can achieve really solid data quality assurance in your organization."



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