Make sure your data collection is accurate.

Your company relies heavily on tags to power your analytics and MarTech solutions. So when errors crop up and tags break down, you're left with:

➤ Bad data

➤ Lost ROI on MarTech

➤ Negative user experiences

➤ Decisions based on inaccurate data

Test, monitor, and validate your marketing technologies.

ObservePoint's solution for Technology Governance automatically validates your digital data by scanning your organization's web properties and auditing tagging implementations for functionality and integration errors. Without deploying any code, ObservePoint audits your digital channels to:

➤ Inventory all approved and unapproved MarTech

➤ Test MarTech functionality and integration

➤ Simulate user paths to verify functionality

➤ Validate your data collection is complete and accurate
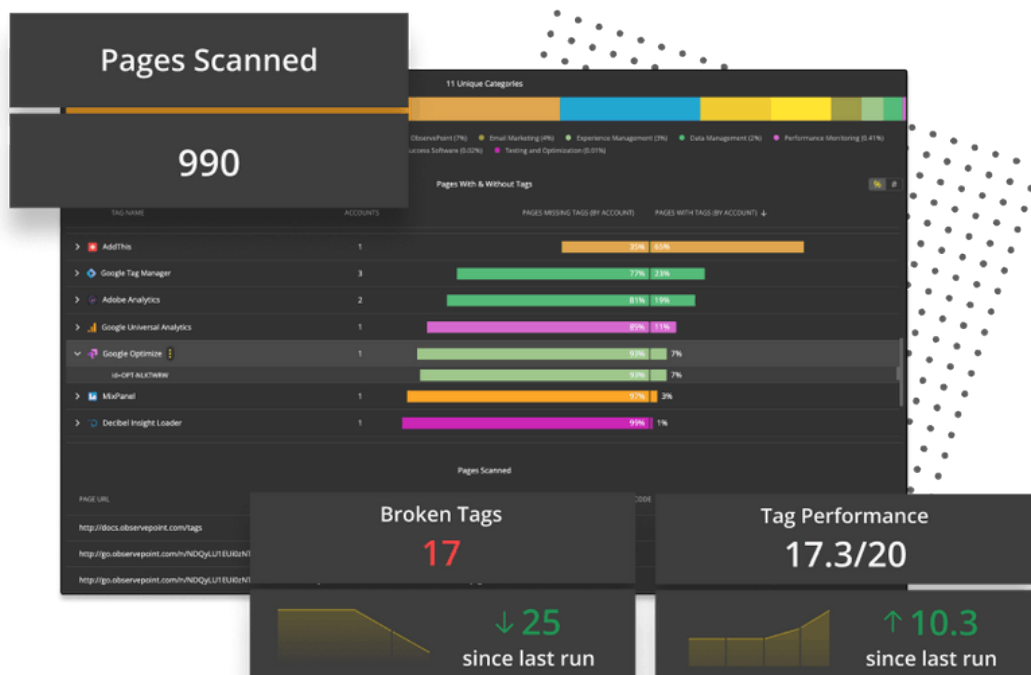
Key Features

Audits

Scan your site and app to uncover tagging errors and gaps in your data.

Journeys

Recreate user paths to verify functionality and analytics intergration.

Rules

Create custom requirements to test against live implementations.
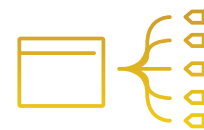
Apps

Test, monitor, and validate your mobile SDKs and analytics data.

Comparison Reports

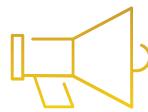Build and manage hundreds of tests based on your Audits.

Tag Initiators

Visualize initiator tags on your site to easily locate unauthorized tags.

Video Journeys

Test your advertising tags and video analytics to improve video ROI.

Notifications

Alert your team to malfunctions in your data collection immediately.

LiveConnect

Use live debugging to verify your implementation.

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.