Why You Need ObservePoint

Pages Scanned
990

Broken Tags
17
↓ 25 since last run

Tag Performance
17.3/20
↑ 10.3 since last run

| 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%
Google Tag Manager	1	99%	1%
Photorank	1	99%	1%

The Problem

Website technology requires rigorous testing to verify functionality, ensure data quality, and confirm privacy compliance. Unfortunately, most teams still test manually.

Manual testing is highly inefficient, taking around **1.5 minutes per page each time you update your site.** With thousands of pages, updated weekly or even daily, those minutes add up. Manually testing 1,000 pages would take your team almost **25 hours!**

Because manual testing is resource-heavy, your team might cut corners or skip it altogether, putting you at risk of making bad decisions from bad data or getting fined for privacy violations.

The Solution

ObservePoint replaces the manual, error-prone process with automated, rule-based Audits that work at least **5x faster** than any human.
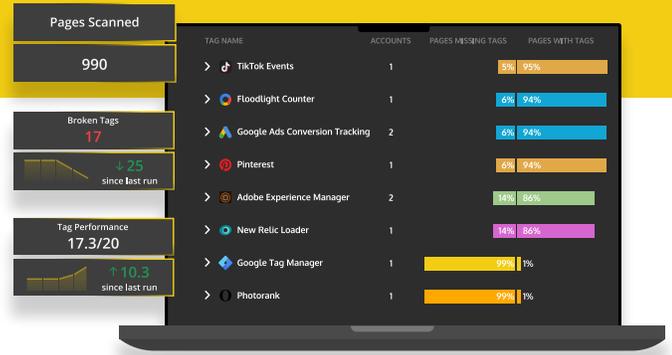
Your Team Will Be Able To:

Make better decisions with better data.
ObservePoint's automated scanning tech verifies data was collected correctly so you can **trust your marketing and analytics data.**

Increase testing and efficiency.
Instead of scanning 1,000 pages over 25 hours, take **20-25 minutes** to set up an automated, reusable ObservePoint Audit that notifies you whenever an error occurs.

Ensure data protection.
ObservePoint Audits can scan for unauthorised data collection and help verify that privacy software like CMPs are functioning as expected to honor user consent.

Improve analytics testing **efficiency** by

83%

Increase digital analytics **accuracy** by

30%

Increase analytics team **productivity** by

75%

Scale testing **frequency** by more than

500%

Who Uses ObservePoint?

Media	Disney	COMCAST	Schibsted	vodafone
Healthcare	gsk GlaxoSmithKline	Roche	Boehringer Ingelheim	Alcon
Finance	LLOYDS BANK	BARCLAYS	HSBC	TESCO Bank
Retail	Mercedes-Benz	asics	MARKS & SPENCER	IKEA
Travel	EUROSTAR	Virgin australia	NCL NORWEGIAN CRUISE LINE	Jet2.com

How Your Teams Can Use ObservePoint

Analytics

- ☑ Validate implementations & functionality
- ☑ Test tracking automatically & regularly
- ☑ Discover duplicate & missing tags
- ☑ Ensure TMS functionality
- ☑ Get alerts when things break
- ☑ Maintain tech documentation

Marketing

- ☑ Verify MarTech works correctly
- ☑ Ensure accurate data
- ☑ Monitor user paths (login, check-out)
- ☑ Test campaign URLs & landing pages
- ☑ Keep technologies online
- ☑ Optimise the user experience

QA & Engineering

- ☑ Test functionality pre- & post-production
- ☑ Regulate all tech on your site
- ☑ Verify the data layer for consistent data
- ☑ Identify JS errors, poor status codes, etc.
- ☑ Get alerts when technology breaks

Privacy

- ☑ Inventory cookies & tags
- ☑ Verify CMP functionality
- ☑ Test consent preferences
- ☑ Get alerted to unauthorised tech
- ☑ Ensure cookie banners are set
- ☑ Check data transfer geolocations

Customer Results

Verify Data Collection

TEXAS INSTRUMENTS

Increased implementation **accuracy from 75% to 99.9%.**

Ford

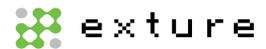Increased conversion point **data accuracy from 80% to 99%.**

Ensure Data Protection

vodafone

Eliminated unauthorised legacy analytics averaging 26.56% implementation on 6 sites.

newfold digital

Monitors their **cookie banner is deployed on 100%** of pages.

Increase Efficiency

exture

Reduced analytics and MarTech QA time **by more than 75%.**

RS RS Components Ltd

Cut 7+ hours (every 3 weeks) of testing to find errors before releases.

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**

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**

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**

RECRUIT

ObservePoint