

Why You Need ObservePoint

The Problem

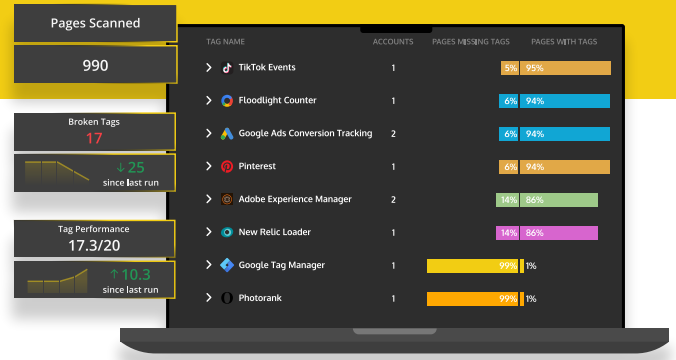
Website technology requires rigorous testing to verify functionality, ensure data quality, and confirm privacy compliance. Unfortunately, most teams still test manually.

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 unauthorized 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?

Technology



Retail



Finance



Healthcare



Media



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
- ✓ Optimize 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 unauthorized tech
- ✓ Ensure cookie banners are set
- ✓ Check data transfer geolocations

Customer Results

Verify Data Collection



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



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

Ensure Data Protection

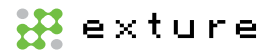


Eliminated unauthorized legacy analytics averaging 26.56% implementation on 6 sites.



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

Increase Efficiency



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



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**



“ 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**

