

*ObservePoint*



YOUR FAVOURITE STORY

# Your Favourite Story Completes a Successful Analytics Migration for a Luxury Vehicle Manufacturer

WITH OBSERVEPOINT

## Challenges:

### Your Favourite Story needed to:

- Reconcile data collection across more than one CMS
- Account for analytics collection via multiple Adobe report suites
- Consolidate documentation from multiple solution design documents

## Key Product Used:

### ObservePoint's Technology Governance, including primary features:

- Audits
- Rules
- Advanced Export

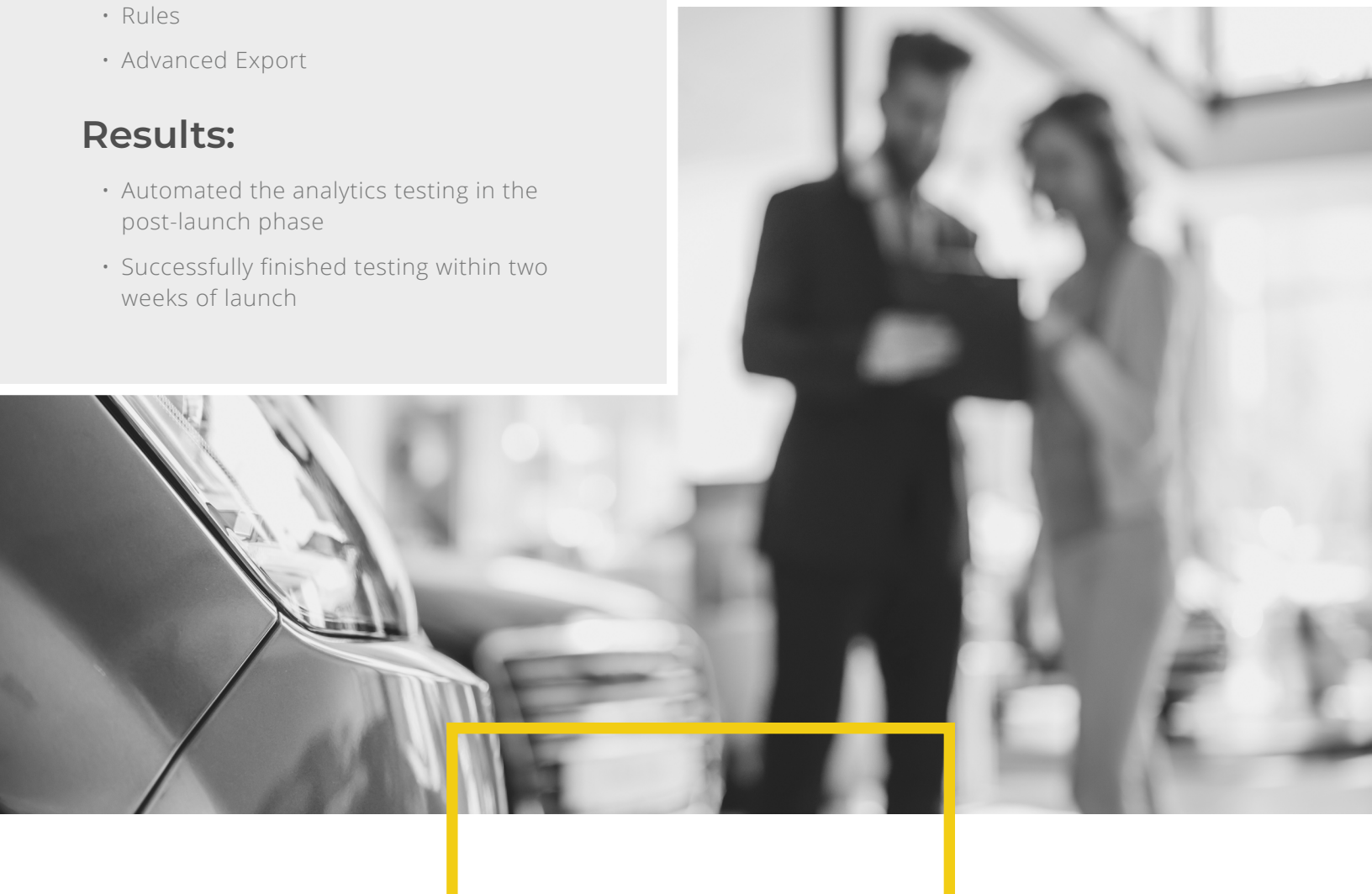
## Results:

- Automated the analytics testing in the post-launch phase
- Successfully finished testing within two weeks of launch

Your Favourite Story, a digital agency working on behalf of a luxury European car manufacturer, recently worked on the global pilot (for the UK market) to migrate the manufacturer's customer websites to a new enterprise CMS. The new website involved deploying not only a completely reimagined user experience, but also a new web analytics implementation (Adobe Analytics).

In order to maintain continuity of web tracking during the beta rollout of a new content management system (CMS), Your Favourite Story (YFS) leveraged ObservePoint's flagship product Technology Governance to manage the complexity of their analytics implementation.

With ObservePoint, YFS was able to automate the testing of tags to significantly reduce analytics testing overhead, allowing for a seamless migration.



## A Complex Migration to a Consolidated Web Presence

To prepare for this global project, the automobile manufacturer selected the UK market as the pilot for the migration and solicited the help of YFS to execute the migration.

YFS recognised several technical and tracking challenges they would face. Specifically, they had to be able to:

- Reconcile data collection across more than one CMS
- Account for analytics collection via multiple Adobe report suites
- Consolidate documentation from multiple solution design documents

The migration took place over two months, during which the new "Beta" site traffic was gradually increased in a phased approach. During the two-month migration, the current and new website's tracking and reporting was maintained in parallel, ensuring support for both macro comparative analysis and tactical business-as-usual reporting (such as reporting on campaigns).



## Top Challenge: Maintain Data Quality During the Transition

Web analytics are an essential component of KPI reporting for the automobile manufacturer, so it was crucial to ensure continuity and consistency of analytics data during and after the migration. It was down to YFS to come up with a plan.

There were some known risks to data quality. For example, a few currently reported metrics would be tracked via new variables with different settings and some KPIs were likely to decline due to the consolidation of all tracking into a single report suite.

What was unknown was the degree of variance the data was likely to display, and the overall impact on reporting. With over 150 reports to check across 2 sites, keeping on top of data quality was no small task.

## A Smart, Automated Approach to Analytics Testing

Leveraging learnings from a similar past project, YFS knew that testing the analytics implementation would require a lot of time if done manually: at least one day per round of tests. Because this project was larger than most in terms of scope and cost, a resource-efficient approach was needed to meet the post-launch testing deadline that was only 2 weeks away.

YFS created a detailed project plan to cover the pre- and post-launch phases. Partnering with ObservePoint, YFS used Technology Governance for the post-launch testing, knowing this would significantly reduce testing time as well as the potential for human error.

## The Testing Process

---

The YFS team used Technology Governance to verify that all analytics tags were firing correctly according to the new implementation plan.

Every page of the new website was scanned weekly, and the most important pages—those which contribute directly to the KPI reports—were scanned daily to check for tagging anomalies. The output of the scans was fed back to a central team at the automobile manufacturer in the event of tracking errors, such as missing tags or incorrect key-value pairs being captured. These notifications allowed them to resolve errors and establish confidence in their tracking tech.

The team also set up a simulation for the “Request a Test Drive” conversion path, which is one of the most important areas of the website for lead generation. This simulation walked through each step of this critical conversion path, verifying functionality and analytics tracking at each step.

## The Results

---

Partnering with ObservePoint for the immediate post-launch phase meant that the automobile manufacturer was able to resolve any data issues early in the process, and freed up the YFS analytics team to focus on reporting and analysis rather than on manual testing. The end result was a successful analytics migration in a fraction of the time.



YOUR FAVOURITE STORY

