Observe Point

ENTERPRISE CLASS

SaaS Platform

That Continually Measures, Monitors & Improves Digital Marketing Data

A DATA QUALITY ASSURANCE PLATFORM

THAT AUDITS YOUR MARKETING TAGS ACROSS ALL DIGITAL CHANNELS FOR ACCURACY

What if you could find website reporting errors before they happen or data leaks before they impact revenue?

What if you could validate the data collection from your analytics, advertising tags, tag management systems, and other data collectors... *automatically*?

Our proprietary DataAssurance™ technology works with virtually every marketing technology to ensure accurate data collection across all channels, letting you see the "big picture" on your "big data".
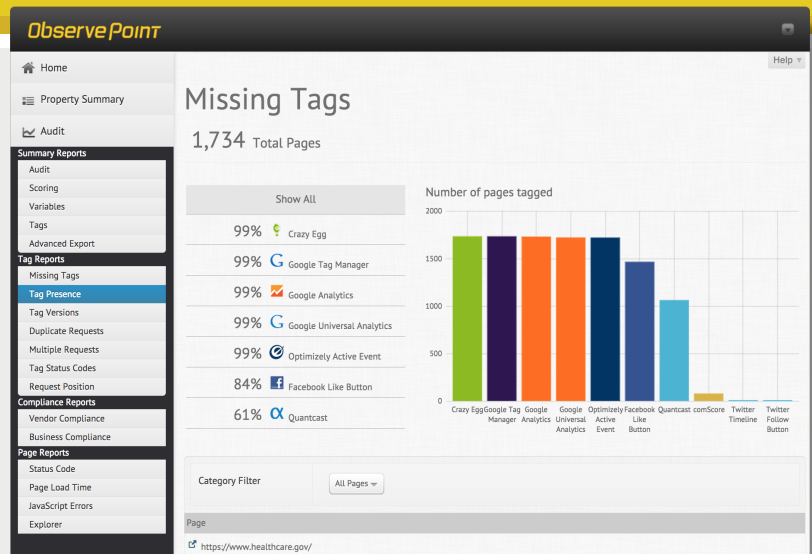
Missing Tag Report

BUSINESS COMPLIANCE VALIDATION

Evaluate your existing website against your solution design document, filtering specific values or a set of conditions for an accurate configuration.

AUDITSCORE ™

Benchmark your company website against your unique business requirements, providing an accurate picture of your data collection.

EVENT VALIDATION

Easily replicate critical actions without the need to modify page code. Each of these unique digital interactions drives your business—protect them.

OBSERVEPOINT ALERTS

Replicate any web or digital interaction, based on a configurable frequency, to actively monitor pages and complex multi-step paths.

SCENARIO TESTING

Replicate any web or digital action to recreate the web's most complex critical paths to ensure proper data collection.

VENDOR DISCOVERY

Locate and summarize all vendor code across your website to ensure the rights tags are in the right places.

AUTOMATED AUDITS

Using our DataAssurance™ technology, we audit all the code on each page, looking for errors and gaps in reporting. Now you can coordinate index-wide audits that tell you everything you need to know.

VIDEO AUDITS

Optimizing video isn't possible without a complete data set. Configure video audits within minutes and create alerts that notify site owners of data collection gaps.

MOBILE TESTING

Mobile traffic has finally surpassed that of desktop—are you ready? Simulate mobile traffic and critical customer paths to ensure proper data collection.

STATUS CODE REPORT

Broken links not only frustrate users and damage your company's reputation; they interrupt critical paths and sometimes, valuable conversion the Status Code Report provides a list of all broken links and redirects on your entire site.

TAG DETECTION

Do you have old tags slowing page load times or new tags not yet in place? We work with all major tag managers, making it easy for us to work together to ensure tag deployment is done accurately.

VARIABLES DATABASE

Do you have hundreds of custom variables across thousands or even millions of pages in your index? Build a variables database to track the collection of this critical data across each page.

DATA LOSS PREVENTION

Our DataAssurance™ technology to monitor key scenarios, paths, tags, and variables, and will alert you if we detect a problem.

REGRESSION TESTING

Using the Data Quality Assurance Platform, it is now possible to check the quality of your overall implementation, tag placement, and site performance.

PAGE LOAD TIME

Customers expect quick load times and seamless experiences from query to checkout. Receive a report of slow loading pages to improve user experience and data collection.

JS ERROR CHECK

Can you imagine combing through millions of lines of code to find any JavaScript errors or anomalies? We can't either, so we decided to automatically find JS errors for you.

MANAGED SERVICES

Need a data expert? Call us. We have a group of some of the brightest minds solving data problems for some of the largest companies in the world.

US bank   **FedEx** ®   **Marriott** ®   **STAPLES** ®
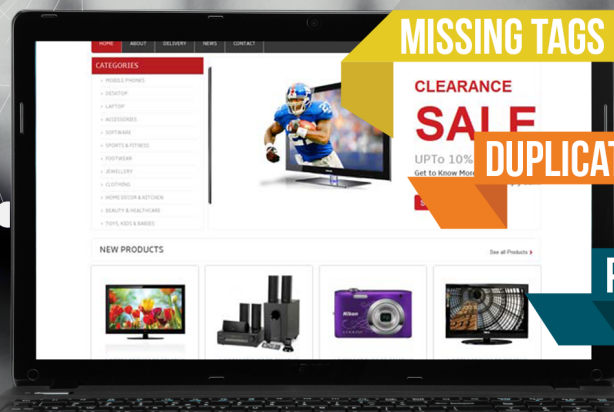
MISSING TAGS 12,578

DUPLICATE TAGS 10,414

PAGE LOAD 7.6 seconds