

Landing Page Validation

DEFINITION

Testing marketing landing pages to ensure pages are delivering great experiences, that tracking is in place and collecting the correct data, and that ad spend isn't being wasted.

RELATED TOPICS

- Demand/Lead Generation
- Landing Page Testing
- Paid Media/Advertising
- Digital Demand/Campaigns
- Cross-Channel Marketing

ELEVATOR PITCH

Landing pages are critical to your digital demand strategy. They are a central point of customer engagement and data collection that informs your targeting and spend strategy. ObservePoint automatically validates your website landing pages at scale and across all of your paid and owned marketing channels to ensure reliable data, eliminate wasted ad spend, and deliver delightful user experiences.

QUESTIONS WE ANSWER

- Are any of my marketing landing pages broken?
- Do my landing pages load too slowly?
- Do my campaign links go through redirects? If so, do the redirects strip tracking parameters or alter tracking codes?
- Are the correct analytics/MarTech tags present?
- Are campaign tracking codes being passed to the correct variables in my analytics/MarTech platforms?

THINGS WE DON'T DO

- Proactive alerting for broken links (Coming soon!)
- Platform integration service (ad platforms, email tools, social media)
 - URL syncing
 - Impact insights
 - Automated issue resolution
- Content alignment scoring

LOGOS WON



On average, 5-10% of paid ad spend is wasted on broken or non-existent landing pages.

- **ObservePoint**

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TARGET PERSONAS

Anyone interested in the design, deployment, and performance of landing pages.

DEPARTMENTS

- Marketing
 - Digital/Paid Advertising
 - Campaigns/Programs
 - Operations
 - Demand/Growth
 - Email
- Data & Analytics (often in Marketing as well)

EXAMPLE TITLES

Head/Director/Manager

- Growth Marketing
- Demand/Digital Demand
- Marketing Operations
- Campaign Performance
- Data & Analytics

PAIN POINTS

Wasted Ad Spend

With 5-10% being wasted on broken or non-existent landing page

Poor Implementation

Of analytics, tags, cookies across multipl teams, platforms, etc.

Inconsistent Performance Metrics

Across channels, teams, etc. and all on different pages

Broken User Experiences

Leading to slow-loading, broken, or non-existent pages

Inaccurate Data

Driving financial decisions

KEY BENEFITS

Consistent Tracking

Of disparate campaigns and landing pages

Better User Experiences

With a smooth path to engagement or purchase flows

Maximized Ad Spend

By avoiding or fixing broken paths

Accurate, Clear Data

To optimize landing pages and campaign performance

COMPETITORS

This is a unique space for ObservePoint because not many companies perform this function. Most who help build and track campaigns don't focus on testing and validating them.



Accutics

Campaign and landing page validation



Google Ads

Test tracking feature



litmus

Email tracking