

# Technology Governance

## DEFINITION

Monitoring and auditing technologies deployed on your website to ensure proper implementation, accurate data collection, and web tech ROI.

## RELATED TOPICS

- Data/Web/Tag Governance
- Tag/Website Management
- Web Development
- Technology/ Implementation
- Marketing Tech/ Operations

## ELEVATOR PITCH

Your company relies heavily on website technologies to power your website and MarTech solutions. So when errors crop up and tech breaks down, you're left with bad data, lower ROI on MarTech, and poor user experiences.

ObservePoint monitors and audits the technologies on your site for implementation and functionality errors at scale to ensure you're getting the most out of your web tech investments.

## QUESTIONS WE ANSWER

- How many unique technologies are on my website? Do I know what they're for and who owns them?
- Are all "primary" (most important) tags on every page?
- What percent and which pages do or don't have each tag?
- Are there any technologies detected on my website that should not be there?
- Are any tags firing more than once, potentially inflating measurement or volume costs?
- Are there any broken tags on my website?
- Is my tag management system (TMS) running on every page?
- Which pages have [this] specific tag?
- How did [this] technology load on my website? (Directly from that page? Via a TMS? Through another tag?)
- How can I ensure a successful update of my TMS from pre-production to production?
- Which tags are loading outside of my TMS?
- How does the tech stack on my web properties compare across domains, site sections, microsities, etc.?
- Are my key user paths loading tags when/where expected?

## LOGOS WON



ObservePoint customers see 87.5% increase in efficiency and more than 75% savings on time spent doing website technology QA.

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## TARGET PERSONAS

Anyone interested in the deployment and performance of website technologies.

## DEPARTMENTS

- Marketing
  - Technology
  - Operations
  - Web Development
  - Data & Analytics
- Operations
- Engineering/IT

## EXAMPLE TITLES

- Digital Marketer/Analyst
- Web Analyst
- Marketing Performance/Ops
- Marketing Data/Analytics/Insight
- Implementation Architect/Engineer
- Tag/Technology Architect/Engineer
- Web Developer

## PAIN POINTS

### Complexity

Managing/maintaining dozens of technologies that are owned by multiple teams and updated frequently

### Resources

Normally a very manual, time-consuming process that few understand, so few personnel or tools are allocated to it

### Bad user experiences

Poorly implemented technology causes interruptions or slow-loading pages/paths

### Wasted budget

Not getting a proper return on tech stack investments and using inaccurate data when deploying marketing spend

### Inaccurate data

Poor data leads to misinformed business decisions

## KEY BENEFITS

Accurate technology implementations = **accurate website data and improved performance**

**Time and resource savings** with automated Audits before, during, and after releases

**Better user experiences**

**Optimized ROI** from technology stack

## COMPETITORS

 Tag Inspector

 DataTrue

 CrownPeak

 Datail

 Blue Triangle

 Seenaptic

 VERIFIED  
Data Analytics

 Columbo