

Why I Use ObservePoint to Govern our Website

ObservePoint Saves Time

I can use alerts & automation to drastically reduce QA time



Receive email alerts for anything from a broken page to an unexpected change to my JavaScript



Automatically check that our TMS, CMP, and analytics are operating as expected



Quickly detect if a Data Privacy issue arises and be directed to exactly where it's occurring

ObservePoint Saves Money

I can see around a 432% ROI thanks to reduced time to remediation and wasted ad spend



Check that all Marketing links have proper tracking and operate as expected if a user interacts with them



Ensure the data we make business decisions on is correct & dependable by having tracking implementations audited frequently



Automatically mimic customer behavior on our highest-revenue pages to ensure they are working properly

ObservePoint Navigates Complexity

I can integrate ObservePoint with our existing tools and processes to customize and automate for our unique business needs



Add value to Marketing, Analytics, and Compliance teams who have a stake in the website



Easily know exactly what information, and on which pages, we are collecting visitor information



Automate communications between departments, IT ticket creation, and issue detection