

FREQUENTLY ASKED QUESTIONS

My team doesn't have much confidence in our web data, what should I do?

Start with some baseline audits to get an idea of what your data quality challenges are. Once you've done that, you can make a plan to measure, improve, and protect your data using our data quality management platform and processes.

We're about to change web analytics vendors. Should we wait to audit until the new deployment is done?

Don't wait. Auditing now can help you be sure that you have completely removed any old tags from your web site and correctly deployed your new solution.

Do you handle on-click or custom action events?

Yes. Our patented technology actively interacts with your website's user interface and most of the time this is self-configured our platform.

We're having data collection challenges with different browsers and devices, can you help?

Yes. ObservePoint supports a variety of different browser agents and devices.

How often do you recommend auditing?

This depends on your business needs, but generally our customers find the most value aligning with their release cycles, reacting to business conditions that dictate audits, and performing proactive audits in anticipation of large project releases.

How long does it take to implement ObservePoint?

A few days. There is no code to deploy, so all setup is done through our user interface.

Can ObservePoint audit behind logins?

Yes. ObservePoint can simulate visitor actions, such as a user login. We recommend automating this and this is a very common practice among our customers.

Does page performance impact data collection?

It can. For example, if the tag is in the bottom portion of the page that is loading slowly, the pageview might not be recorded in the web analytics solution. Consequently, this page might falsely show very low pageviews.

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How difficult is an implementation with ObservePoint?

It's not difficult - there's no code to deploy! ObservePoint requires a configuration of the audits, simulations & reports rather than an deployment to your site(s).

Isn't a one-time audit enough?

No. Web sites are complex and always evolving. One audit is great for telling you what is a problem today, but data quality management is a process, most effectively performed on an ongoing basis.

If I have a tag management system, do I still need to audit?

Yes! Tag management systems are great and help teams become more efficient and sophisticated. They are also introduce additional tagging to the site and can cause blind spots.

Can I see variable data?

Yes. Since ObservePoint is executing JavaScript, all JavaScript parameters and values are stored in the tag database after an audit, and available as test criteria in simulations

Why have I not heard of ObservePoint before?

Hard to say. How long has it been since you took the red pill?

Do you do mobile?

Yes! We support all mobile browsers.

We use Selenium, would we use that in conjunction with ObservePoint?

Yes. ObservePoint contributes to an overall data quality practice. Manual page level debugging, automated site audits, tag regression testing, Selenium scripts and so forth can all contribute to improved data quality. It's

important to understand that none of these are one-time events, there has to be ongoing commitment to achieve high quality data.

Which vendors do you support?

ObservePoint is integrated with every major digital marketing technology.

What is the difference between an audit and a simulation?

Audits are prescriptive, Simulations are protective. Audits can tell you about tagging issues that need to be fixed, and simulations can alert you when new tagging problems appear.

How do I get started?

It's easy. Send us an email or give us a call.

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(855) 878-8466