

*ObservePoint*



How Latchmill's Managed Service  
Helps Global Brands Trust Their Data

WITH **Latchmill**

## Challenges:

- A global pharmaceutical company with multiple direct-to-consumer (DTC) and healthcare professionals (HCP) brand websites faced common but critical issues: broken user journeys, missing or misconfigured tags, legacy tracking clutter, and reactive data governance. These issues reduced confidence in reporting and delayed insight delivery.

## Key ObservePoint Features Used:

- Audits
- Journeys

## How they Used ObservePoint:

- Latchmill embedded ObservePoint as part of a Managed Service across key brand websites. They ran regular audits and journey checks, delivered weekly status updates, and offered expert advisory to triage issues and improve long-term data quality – all without burdening internal teams.

## Results:

- Improved visibility into tagging and journey issues
- Proactive detection of problems before they impacted reporting
- Stronger stakeholder alignment and operational efficiency
- Greater confidence in Adobe Analytics data and resulting insights

*“Latchmill’s Managed Service with ObservePoint has significantly impacted how we deliver insights with confidence and the trust created from more efficient data operations. Proactive monitoring helps our brand teams and site owners catch issues earlier, allowing reporting partners to spend less time troubleshooting and more time leveraging reliable analytics. This has meaningfully improved trust in our reporting and the effectiveness in generating business-driving insights.”*

*Omnichannel Director, Global Pharmaceutical Client*



## Summary

In today's complex digital environments, data integrity is critical. Brands rely on robust analytics and marketing tags to drive business insights and campaign performance – yet governance often falls by the wayside, risking broken journeys, inaccurate reporting, and lost opportunities.

**Latchmill** is a data and analytics consultancy that helps enterprise organisations unlock the full value of their data. The team works with global businesses – including pharma and B2B industries – to build in-house analytics capabilities, deliver strategic insight, and embed data into everyday decision-making.

To address common challenges around digital data collection, Latchmill developed a scalable Managed Service – powered by ObservePoint – that provides scheduled monitoring of business-critical tags and user journeys. The service was first implemented in partnership with a global pharmaceutical company, supporting the protection of digital data integrity across multiple brand websites.

The result? Issues are identified early, reporting becomes more reliable, and internal teams can focus on value-driving activity instead of reactive fixes. As the insight delivery partner for this client, Latchmill has also benefited from greater confidence in Adobe Analytics data, enabling the team to surface more meaningful, trusted insight that drives action.

## The Challenge

For large organisations – particularly those in regulated sectors such as pharmaceuticals – the digital ecosystem is increasingly complex. Multiple brand websites, disconnected stakeholders, and a heavy reliance on tags for analytics and media tracking create significant risks:

- User journeys may break due to form changes, development releases, or third-party updates
- Tags can be removed, misplaced, or misconfigured, leading to data gaps
- Legacy and redundant tags may persist, impacting performance and clarity
- Governance is often reactive, with issues only identified after they affect reporting or user experience

This was the case for a global pharmaceutical organisation with multiple brands operating across DTC and HCP websites. Despite significant investment in analytics platforms, they lacked consistent visibility into whether business-critical tags were firing or whether high-value user journeys were functioning as expected. Like many large organisations, they also faced challenges identifying website issues – such as outages or broken features – quickly and consistently across their digital estate.

Without regular validation, even the most well-structured data strategies begin to degrade. Latchmill's Managed Service was developed to address exactly this.



## The Latchmill Managed Service

To help enterprise organisations maintain confidence in their digital data, Latchmill designed and delivers a bespoke Managed Service – powered by ObservePoint’s website auditing and journey validation technology.

The service enables proactive governance of digital data collection without placing additional operational burden on internal teams.

## What’s Included

Latchmill’s Managed Service brings structure, consistency, and visibility to digital data governance. Delivered through ObservePoint’s robust auditing platform, the service includes:

- ✓ Scheduled audits to validate the presence and accuracy of analytics and marketing tags
- ✓ Ongoing monitoring of business-critical user journeys
- ✓ Alerts triggered by audit and journey runs when issues are detected (e.g. broken tags or failed journeys)
- ✓ Weekly summaries to keep stakeholders informed and aligned
- ✓ Expert support and advisory to triage issues and enhance long-term data quality

## Results & Impact

Since launch, the Managed Service has delivered tangible benefits in operational visibility and data confidence:

- ✓ **Increased Visibility:** Tagging issues, broken journeys, and site-level problems are surfaced through regular monitoring – helping teams spot potential issues before they escalate.
- ✓ **Stronger Stakeholder Alignment:** Weekly summaries provide brand teams with a clear view of audit and journey performance, ensuring transparency and continuity across teams.
- ✓ **Greater Confidence in Insight:** As the insight delivery partner for the client, Latchmill now has increased confidence in the underlying data – enabling more accurate, actionable insight from Adobe Analytics.

**After all, you can’t report on what isn’t collected.**

Tags silently failing. Journeys broken post-release. Media pixels not firing. These issues don’t just hurt data, they undermine decision-making, campaign performance, and stakeholder trust.

**Latchmill’s Managed Service brings early detection and consistent oversight to protect what matters most.**

## About Latchmill

Latchmill is a practitioner-led consultancy that helps organisations unlock the power of their data to drive smarter decisions, better customer experiences, and sustainable growth. The team works across pharma, B2B, and other key industries, delivering tailored support in strategy, insight delivery, implementation, and value realisation – with a focus on building high-impact, self-sufficient internal teams.

## About ObservePoint

ObservePoint's enterprise-level web governance platform brings insights, automation, and compliance to the complexity of digital experiences. Get data-backed insights to scale your agency services and solutions. See what's performing below acceptable standards, trace it back to the source, and get your clients on a path to improvement. Audit privacy compliance efforts, validate landing pages, confirm data tracking, monitor entire marketing tech stacks, and much more.

