Use Cases

Use Cases

Use cases describe strategies for using ObservePoint to answer specific questions and accomplish important business objectives.

The use cases displayed to the right highlight key questions that ObservePoint can provide answers to today.

Other Tech Categories

- Testing & Personalization
- Email marketing
- Content Management
- Voice of Customer
- Validation of Additional Technology Categories

Analytics Validation

- ☐ Are the appropriate analytics tags present and properly firing on every page?

- ☐ Is data being passed to the appropriate destination(s)? (Ex: report suites, properties, etc.)

- ☐ What variables are being populated by my analytics platform?

- ☐ Is my data layer mapping correctly to my analytics?

- ☐ Is event tracking happening when and where it should be? (Ex: checkouts, booking flows, lead capture, etc.)

- ☐ Are specific values within a variable consistent through out a user journey? (Ex: visitor ID, referrer ID, profile ID, etc.)

Privacy Validation

- ☐ Is my Privacy Policy link present on all pages?

- ☐ Is a "Do Not Sell/Share" link present on all pages?

- ☐ Is a Cookie Consent banner tag present on all pages?

- ☐ Does my CMP effectively block/allow specific cookies and tags for all possible user-specified consent preferences?

- ☐ Where are new and/or unap-proved cookies and technolo-gies showing up on my website?

- ☐ Are there any network requests coming from countries/regions or specific domains that I should not be sending data to?

Landing Page Validation

- ☐ Are any of my marketing campaign landing pages broken?

- ☐ Do my landing pages load quickly?

- ☐ Do my campaign links go through redirects? If so, do the redirects strip tracking parameters or alter tracking code formatting?

- ☐ Are the correct analytics and/or MarTech tags present on marketing campaign landing pages?

- ☐ Are campaign tracking codes being passed to the correct variables in my analytics and/or MarTech platforms?

- ☐ Do my landing pages have good Web Vitals?

What Does ObservePoint Monitor?

Observe Point

Pages

- [ ] Do I have any links to 404 Errors or otherwise broken pages on my website?
- [ ] Does my website link out to any broken, missing, or inaccessible external content?
- [ ] What pages on my website are performing slower than acceptable thresholds?
- [ ] What pages on my website contain specific elements?
- [ ] Do I have any broken <img> tags on my website?
- [ ] Are all purchase flows functioning as expected?
- [ ] Are my pages compliant with WCAG accessibility standards for EAA, ADA, and Section 508?

Tags

- [ ] How many unique technologies are running on my website? Do I know what each technology is and who is responsible for it?
- [ ] Are all "primary" tags present on every page?
- [ ] What percent of my pages do/don't have a specific tag present on them?
- [ ] Are there technologies present on my website that should not be there?
- [ ] Do I have any tags firing more than once on any given page, potentially inflating measurement?
- [ ] Are there any broken tags on my website?
- [ ] Is my data layer present on every page? Is the correct data loading in that data layer?

Cookies

- [ ] How many unique cookies are being set on my website? Do I know why each cookie is on my site?
- [ ] Are there any cookies being set on my website that are Non-Secure?
- [ ] Are there any cookies being set on my website that have an empty SameSite value?
- [ ] Are there any cookies being set on my website that are excessively large in size?
- [ ] What percentage of the cookies being set on my website are third-party (vs first-party) cookies?

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