ObservePoint

Global IT Solutions Company Uses Test Automation to Optimize Their Website

for Data Quality, SEO, and Page Performance

Company Profile

- 70,000+ employees
- 80+ countries worldwide
- $50B in revenue in 2018
- 8M+ visits/month on their website

Tag management	Tealium
Digital analytics	Adobe Analytics
A/B testing and personalization	Adobe Target

Challenges:

Needed to:

- Monitor their tagging to validate their Adobe Analytics implementation
- Test their website at scale against an SEO standard of quality
- Create alerts for failing page performance

Key ObservePoint Features Used:

- Audits
- Rules
- Aggregated Console Log
- Remote File Mapping
- On-Page JavaScript Execution
- Google Lighthouse Integration

Results:

- Improved the data quality of roughly 3.5 million analytics records
- Achieved greater SEO quality and page performance across 6 million pages served each month

ObservePoint

In order to sell a robust product line at scale, one IT solutions firm relies heavily on its website and the underlying Adobe Analytics implementation to create scalable, measurable experiences for their wide portfolio of customers.

In an initial effort to improve the quality of their analytics implementation and the resulting data, the firm chose to adopt ObservePoint and has been able to:

1. Improve data quality for roughly 3.5 million analytics records
2. Scale optimization efforts for SEO and page performance across 6 million pages served each month

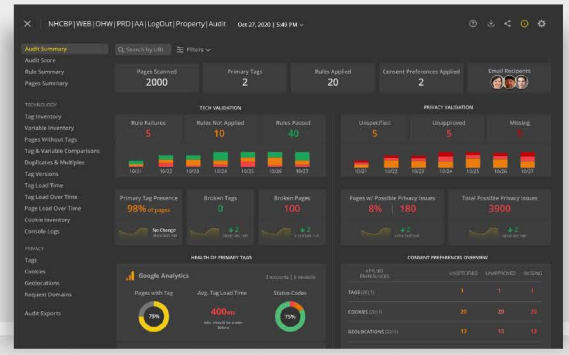
Monitoring Analytics Implementations to Ensure Data Quality

Analytics data quality often goes awry, and the culprit is almost always a breakdown in the fundamental unit of data collection: the analytics tag.

In order to verify their Adobe Analytics tags were collecting correct data on each page of their site, the IT solutions company used ObservePoint's Audits and Rules features.

FEATURE HIGHLIGHT: AUDITS

Audits enable companies to scan their site and discover what technologies are gathering data. Each Audit scans a given number of pages, cataloging the discovered technologies and aggregating them into an easy-to-consume report.



FEATURE HIGHLIGHT: RULES

Companies like Verizon, Mercedes-Benz UK, Comcast, and Overstock.com use Rules to validate their analytics tags and variables are consistently and correctly collecting data on their sites.

The company used Audits to scan batches of pages to verify in aggregate whether their analytics tags were installed on each page. By pairing their Audits with Rules, the company was able to test the individual data points collected during those Audits and verify their web analytics solution was always up, running, and collecting accurate data.

The fruits of their efforts became apparent in July 2019 when their Adobe Analytics tags dropped off the site. When this error happened, the analytics team quickly received an alert from ObservePoint when a scheduled Audit ran and a Rule detected an error. The team was able to quickly resolve the issue before any serious data loss.

One marketing technologist on the team who uses ObservePoint said, "As a result of using ObservePoint, our company has been able to improve data quality for roughly 3.5 million marketing analytics records."

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Added Value: Identifying tag-related JavaScript errors affecting data quality

One of the biggest issues affecting data quality for this company were unpredictable JavaScript errors.

Analytics stakeholders often have to diagnose these errors manually page-by-page using the browser's developer tools. Instead, this company used ObservePoint's Console Log feature, which aggregates console logs for each page scanned in a Audit.

Added Value: Pinpointing tags firing outside the TMS

Another important concern the firm had were analytics tags firing outside of Tealium, the company's primary tag management solution. ObservePoint's Remote File Map feature presented an easy way to discover which tags were firing outside the TMS.

The Remote File Map feature enables ObservePoint users to block or replace specified tag requests during an Audit. In the case of this firm, they were able to block their Tealium tag, and then review their ObservePoint report to identify which tags were firing despite not having Tealium on the site.

Ensuring Web Pages Meet a Standard of Excellence for SEO

The IT solutions company also faced serious challenges when it came to governing SEO quality across their site. As one marketing technologist at the company explained, "The site's content comes from dispersed publishing operations over multiple geographical regions, which makes it very difficult to monitor for SEO quality."

The marketing technology team determined that they could use ObservePoint's automation capabilities to accomplish scalable governance of SEO. The same technologist said, "A manual solution wasn't really an option for us. We needed an automated process."

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Testing for SEO at scale

Some of the requirements the company had for their automated solution included the abilities to:

- Scan all the content on their site
- Test the results of those scans with custom, predefined rules to verify SEO was up to standard
- Set up alerting whenever content didn't meet the standard of quality

ObservePoint fit the bill for this need. The company was able to use ObservePoint's ability to scrape data from the DOM of individual pages to gather the SEO data they needed to test. Using Rules, the company was then able to test that data against predefined requirements.

Using this system, the company was able to identify errors like:

- Missing or extra H1 tags
- Missing meta tags
- Invalid redirects
- Other SEO errors at the page-level

They were even able to set up scans to verify that the privacy banner from their consent manager was available on their site.

Now that the company has created and scheduled SEO tests to run on a periodic basis, they receive alerts whenever a page fails to meet the SEO standard of quality. They are now able to address issues as they occur.

Monitoring Page Performance Across the Site

The IT solutions company places a large emphasis on speed and experience, and one of the greatest threats to these two focuses is slow load times. This company uses time to interactive (TTI) as their primary metric for gauging how quickly a page loads and requires a maximum threshold of 4 seconds for TTI load time.

Originally, the analytics team used the Google Lighthouse browser extension to measure page performance. While Lighthouse offers valuable data, it has some limitations, including:

- **Inconsistency.** When different teams across the globe used Lighthouse on the same pages, they would get inconsistent performance metrics.
- **Lack of scalability.** Lighthouse works on a page-by-page basis, making it difficult to gather insights about performance at scale.
- **No form of automated monitoring.** If a page were to violate the company's standard of performance, there was no automated alerting mechanism to notify team members.

Working together with stakeholders at the company, ObservePoint was able to develop a Google Lighthouse integration that met the company's needs. This solution combined ObservePoint's scalable auditing capabilities with Google Lighthouse's performance measurement. Using this integration, the company has been able to:

- Create consistent performance metrics by testing from the same location each time
- Flag pages that exceed the company's 4-second threshold for TTI
- Isolate the net impact of different tags on their site's load times

As one marketing technology manager explained, "ObservePoint made it possible to standardize our performance testing across the site and flag pages that had low performance."

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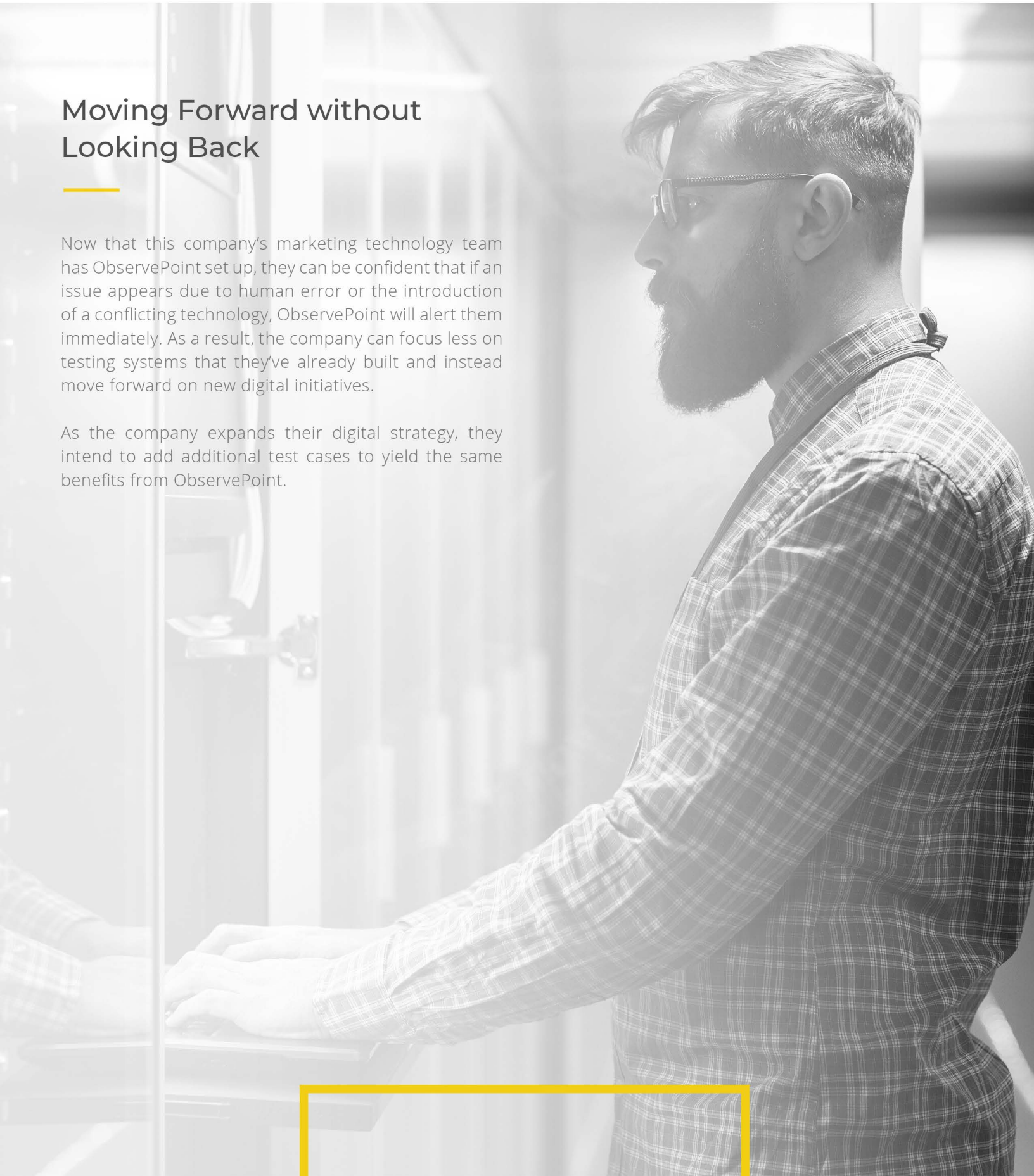

Moving Forward without Looking Back

Now that this company's marketing technology team has ObservePoint set up, they can be confident that if an issue appears due to human error or the introduction of a conflicting technology, ObservePoint will alert them immediately. As a result, the company can focus less on testing systems that they've already built and instead move forward on new digital initiatives.

As the company expands their digital strategy, they intend to add additional test cases to yield the same benefits from ObservePoint.