



**National Sports Organization uses ObservePoint
to Establish Reliability in Reporting & Analytics,
Resulting in Major Cross-Functional Wins**

WITH ***ObservePoint***

Challenges:

- Client wanted more confidence in web analytics
- Legacy website had old technologies that had no clear owner, duplicate or missing tags
- No way to scan or discover what was really happening on their website

Key ObservePoint Features Used:

- Audits
- TagDebugger
- CMP Integrations
- Tag Inventory

Results:

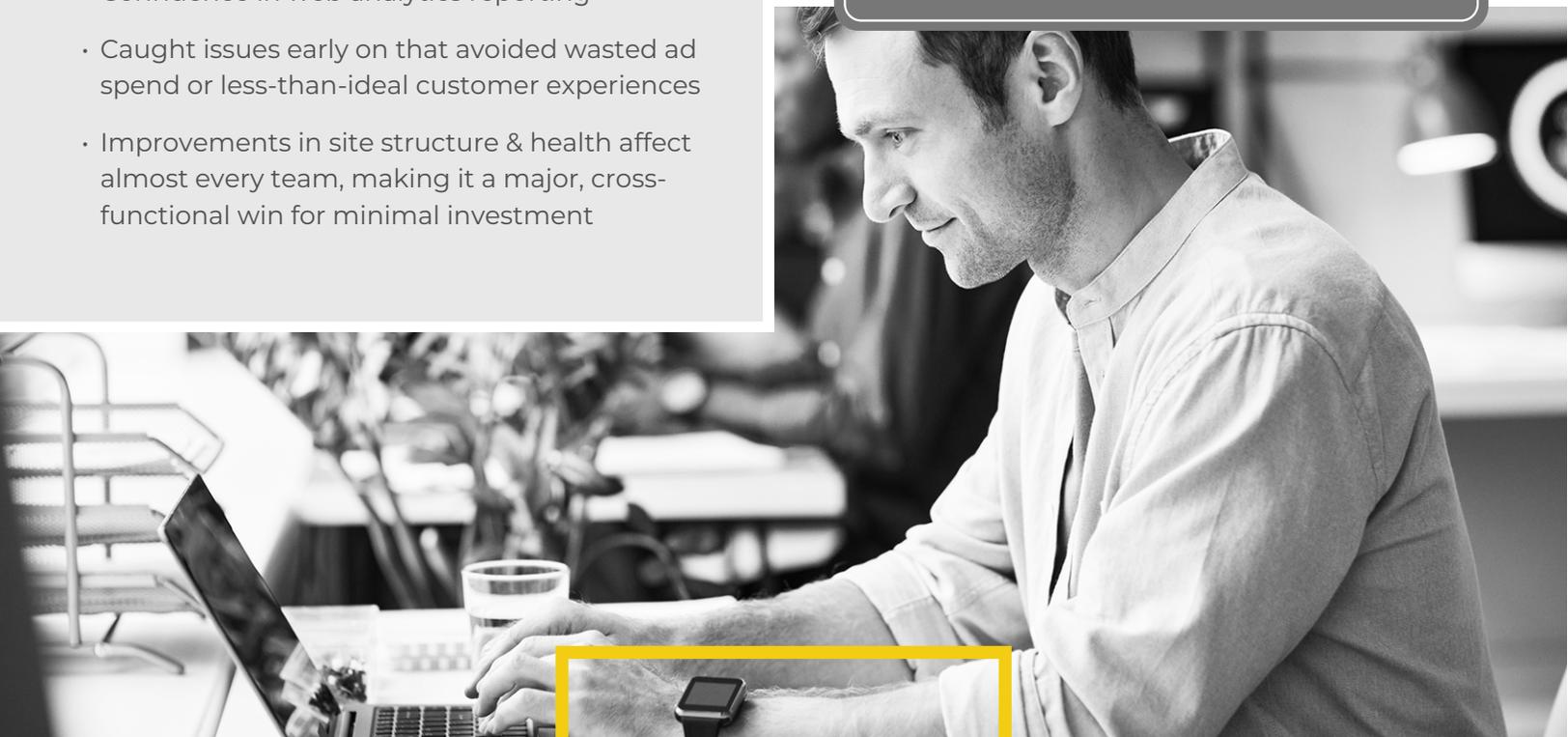
- Confidence in web analytics reporting
- Caught issues early on that avoided wasted ad spend or less-than-ideal customer experiences
- Improvements in site structure & health affect almost every team, making it a major, cross-functional win for minimal investment

How the Sports Organization Uses ObservePoint

1. **QA in lower environments:** Anytime the sports organization develops a new product, feature, or has a change that they need to QA at scale before it hits the production site, they run ObservePoint to check things over.
2. **Live Site Scanning:** The organization built a brand new website and wanted to keep it clean and functioning properly. They use ObservePoint to audit their pages daily to ensure they know about any changes.

“ObservePoint ensures availability, scalability, and security of our technology infrastructure.”

Director of Ad Products and Technology



Technology Stack

Tag Management	Adobe Launch
Digital Analytics	Adobe Analytics, GA4, Parse.ly, Quantcast
Measurement	MOAT, Comscore
Audience	LiveRamp, Adobe Audience Manager
Consent Management	OneTrust
Ad Block Recovery	Admiral
Ad Server	Google Ad Manager

It's not uncommon for large companies to have dozens of people making updates, adding & managing technologies, or interacting in other ways with their website structure at any given time. This type of wide-spread access is important for all teams to be able to function at their best, but it also means that things inevitably break or slip through the cracks as they move quickly.

With multiple internal and external teams interacting with the company's products and platforms, it's no surprise that the national sports organization had a massive tech stack on their hands that needed oversight.

When their Director of Ad Products & Technology performed discovery on the project to migrate their website to a new platform, a lot of "unknowns" were discovered on the backend. Additionally, the health and cleanliness of the site had become far too complex to manage manually. No one had a good record of the purpose and origins of hundreds of technologies, tags, and pixels on the site spanning over 600 pages. In addition, a manual audit would be prohibitively resource-heavy.

Having used ObservePoint in a previous role, the Director took advantage of the ObservePoint Free Trial to help wrap his arms around this problem and provide proof of concept to various stakeholders. Right out of the gate, he was able to use ObservePoint to confirm his suspicions.

Site metrics on the website had been lower than expected. The Free Trial ObservePoint Audits showed the organization's stakeholders that some technologies were not firing as expected, which was one example contributing to the performance of the site. This early, impactful insight resulted in establishing a partnership between ObservePoint and the sports organization.

"I really wanted ObservePoint, and when I presented my feedback to leadership, they immediately understood the need."

Website Health and Cleanliness

Migrating a website is always a big undertaking, and one where a tool like ObservePoint is ideal to help both pre- and post-migration by:

1. Establishing a baseline of what technologies are on the old site, so a team can evaluate if they should be migrated
2. Enabling automatic quality assurance of every technology in staging environments before pushing a site live

The Director utilized ObservePoint for exactly these purposes, ensuring a technology baseline and a clean slate once they migrated. He then used ObservePoint to help him establish practices that would keep their new site as clean and healthy as possible by:

- Providing a complete view of all tags and technology that are present on the site
- Defining clear owners & purposes of the technologies
- Creating alerts that would bring attention to any unexpected technologies or changes
- Daily automated audits to ensure every thing is functioning as expected on every page template

A recent example of a change they had to make to their site was when they had a promotional week when the manner in which points were scored in their sport was different from the regular way. This event required their rankings page to be re-tooled, and the Director needed to make sure all the different scoring formats were working properly. They had ObservePoint scan and make sure when the scoring format flipped to the other style that the rankings page was functioning correctly. They caught an error in an ad banner that was calling a different value than they expected. The Ad Products & Technology team was able to fix it before the competition had started, which prevented them from serving the wrong ad size or the wrong advertiser or even a blank space. It could've cost them ad spend, revenue, and a seamless user experience.

Confidence in Reporting

The launch of the new website was completed, and ObservePoint was set up to automatically run daily audits and flag irregularities.

The Director looks at an automated report every morning in just a few minutes. As a result, the sports organization can count on:

1. Site and technology stability
2. Confidence whenever a new technology, feature, or capability is rolled out due to the ability to QA everything before sending to production



"After successful onboarding of ObservePoint, there is more confidence across the board in our technology being utilized to its full potential."

Cross-Functional Wins

One of the best wins for the sports organization is that ObservePoint has helped many teams outside of the Ad Tech department. The team works closely with Revenue Ops, Product, Development, QA, and Analytics, so the Director made sure to structure their ObservePoint instance to benefit all of them through daily Audits. The Director uses ObservePoint for all of their technologies and worked closely with the ObservePoint team to add a slew of new tags into the library to check everything including:

- Ad block recovery
- Analytics
- Ad serving
- Logins
- And more

Another recent example is when a request was made to remove a user feedback tool from the User Acceptance Testing environment. The developer made the change to remove the code from the UAT environment but inadvertently removed it from the production environment as well. The Director utilized the ObservePoint email alerts for notification of the issue, confirmed the issue on the production site, and then notified the product owner and developer. The code was replaced on the production site within 24 hours, minimizing significant downtime and impact to users.

Future Plans for Expansion

The Ad Tech team has big plans for ObservePoint at the sports organization:

- First, the Ad Tech team plans to build out more Audits and Journeys, detailing more specific use cases for each cross-functional teammate.
- They also want to build out a consent strategy to leverage more of ObservePoint's privacy compliance capabilities.

