ObservePoint

HOW ObservePoint Helps Teams Work Together

Stop second-guessing each other and start truly collaborating.

One of the most valuable outcomes of implementing ObservePoint website scanning is **stronger collaboration across teams.** We consistently see organizations move from silos to shared ownership of digital performance, data quality, and compliance. Marketing, analytics, and privacy teams stop passing the buck and start working together, using the same information to achieve shared goals.
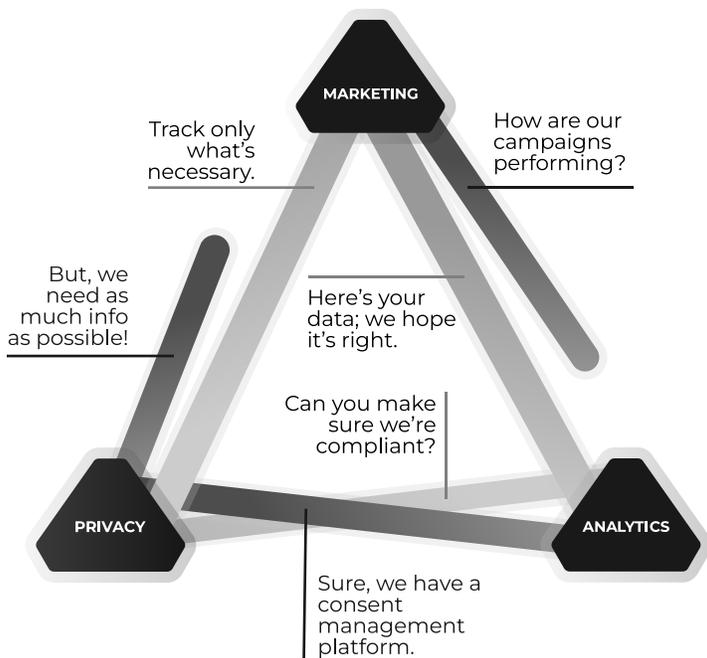
Here's how ObservePoint helps your teams go from

"I dunno" to

"I gotchu!"

MARKETING

Track only what's necessary.

How are our campaigns performing?

But, we need as much info as possible!

Here's your data; we hope it's right.

Can you make sure we're compliant?

PRIVACY

ANALYTICS

Sure, we have a consent management platform.

The Situation: Same Website, Different Priorities

Marketing:

- Focused on campaign performance and ad spend
- Wants to collect and activate as much data as possible
- Often frustrated by tracking issues and legal constraints

Analytics:

- Responsible for data accuracy, attribution, and site performance
- Is annoyed by constant requests for data and lack of certainty on it

Data Privacy/Legal:

- Focused on privacy, consent, and accessibility compliance
- Wants to minimize data collection and stay compliant with laws
- Lacks visibility into day-to-day site behavior and leans a lot on other operational teams

Each team is doing its job, but without a shared view of what's actually happening on the site, problems get ignored and compliance and accuracy is just a fingers-crossed kind of hope.

The Solution

The ObservePoint Solution

ObservePoint provides a shared, objective view of your digital ecosystem by scanning your websites using synthetic traffic. It automatically identifies issues across analytics, martech, privacy, and site performance at an unmatched depth and breadth.

With a single source of truth, teams can:

- See what trackers are deployed, where, and why
- Get alerted when pages or links break or tech behaves outside expectations
- Understand ownership and remediation paths

Instead of reconciling tools and debating data, teams can provide each other with the facts they all need.

Let's minimize what we track and create a culture of privacy.

Is my data accurate and attributable?

MARKETING

Yup, here's exactly what we're tracking and why.

Yes, and here's a report on missing variables/values.

THE OP SOLUTION

PRIVACY

ANALYTICS

Are we complying with GDPR and CCPA?

Yes, here's every cookie on our website and the results of testing different consent categories.

The Proof from Customers

When Room & Board's analytics team shared ObservePoint campaign data (such as broken tags and pages) with marketing through a dashboard, the results included:

27% reduction in time to remediation

33% savings in full-time equivalent labor

163X return on monetary investment

...and a more proactive, engaged marketing team working closely with analytics.

Room&Board

"I've been here over 30 years, and some teams I only met because of **ObservePoint**. It's helped us identify where issues belong and who can fix them. It's the tool that **brings all your teams together**."

– Digital Analyst, Top 10 Global Investment Management Company

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"I'm like the watchdog for the legal team. Every site has things happening under the hood – data being shared across pages and systems. You can ignore it, or you can **find it quickly** and **fix it. ObservePoint** gives us that **clarity.**"

– Senior Marketing Manager, Southwest Airlines

Southwest®

"**ObservePoint** is one interesting tool that helps us bring Privacy, Legal, IT, Web Governance, and Analytics together. They have to **work together** to ensure all the required compliance and privacy is enforced on the web."

- Sr. Manager, Digital & Customer Analytics, Lenovo

Lenovo

"One of the wins that I've had with **ObservePoint** is that it's allowed me to have a closer relationship with executives within my organization that I typically wouldn't have. Fortune 500 or Fortune 100 organizations, they're big. And, for me to be able to say, yeah, I've had a conversation about privacy and governance with our chief marketing officer, our chief financial officer, our chief information officer, our CISO. Those are not typical conversations that a director of digital marketing would have. But the information that we have at our disposal with **ObservePoint makes it easy to have great conversations with leadership.**"

– Director, Enterprise Website Management, The Standard

TheStandard

"**ObservePoint has helped me in my career in that it's broadened my network within the organization.** I can now branch out to an entirely different team that I didn't honestly know existed and show them the results from **ObservePoint**. How can I help supplement what you're already doing, and how can I automate these things?"

- Sr. Manager, Adobe Implementation, Thermo Fisher Scientific

ThermoFisher
S C I E N T I F I C

Bring More Teams onto the Same (Web) Page

If another team in your organization could benefit from shared visibility and clearer ownership, please reach out to your ObservePoint account rep.

Or, scan the QR code to see how ObservePoint connects teams and simplifies cross-depart-mental workflows.

ObservePoint

Scan for Demo