

ObservePoint

Ensuring Data Integrity

for Adobe Experience Platform (AEP) & Customer Journey Analytics (CJA)

As Adobe migrates its ecosystem to a unified edge service, traditional validation methods are no longer enough. ObservePoint provides the deep visibility you need to ensure your server-side tagging is accurate, compliant, and ready for advanced analytics.



The Challenge of Server-Side Tagging

With AEP, multiple Adobe technologies (Analytics, Target, Audience Manager) now fire under a single network request. Consolidating these technologies under one network request makes it difficult for web teams to:

- ✓ Confirm which specific technologies are active on a page.
- ✓ Validate if data is being mapped correctly to the XDM (Experience Data Model).
- ✓ Ensure a seamless migration from legacy systems without losing data quality.

How ObservePoint Validates AEP & CJA

ObservePoint is more than a debugger, scanning your entire site to inspect and validate the events and data around your entire Adobe ecosystem. ObservePoint monitors functionality and reports on all the components of AEP. Customer Journey Analytics is only as good as the AEP data feeding it. ObservePoint ensures both AEP and CJA implementations are rock-solid by:

- ✓ **Precise Identification:** Know exactly which technologies (e.g., Real-Time CDP, Adobe Target) are firing within a given AEP request.
- ✓ **Migration Assurance:** Compare legacy Adobe Analytics tags against new AEP implementations side-by-side to ensure parity.
- ✓ **Automated Governance:** Continuous monitoring to catch broken tags before they impact your insights or personalization engines.
- ✓ **Validating Consistency:** Ensuring that every touchpoint from web to mobile is accurately captured and mapped to the Adobe Experience Platform.
- ✓ **Auditing Key User Journeys:** Automatically testing multi-step customer paths to verify that data remains consistent across the entire lifecycle.
- ✓ **High-Quality Insights:** Protecting the integrity of the data driving your CJA reporting by making sure the data that's being fed to CJA is correct, that you have the correct tag coverage, and there aren't duplicates, so you can make business decisions with confidence.

Your AEP Validation Checklist

Are you monitoring these critical points?

- Coverage:** Is every page firing an AEP tag?
- Performance:** Are tags firing before Largest Contentful Paint (LCP)?
- Accuracy:** Are campaign tracking codes and interaction events capturing correct variables?
- Compliance:** Is data being sent to the correct production vs. test Datastreams?
- Identity:** Are ECIDs (Experience Cloud IDs) consistent across the journey?

Key Benefits of ObservePoint at a Glance

Unified Reporting:

A single source of truth for all AEP-driven technologies active on your site.

Seamless Migration:

Reduce the risk and manual effort of moving to Adobe's Edge Network.

Data Quality Automation:

Replace manual QA with automated audits that run at scale.