

Why You Need *ObservePoint*

Automatically Detect Broken Tags, Unapproved Cookies, & Accessibility Issues



The Problems:

Modern websites run on complex stacks of analytics, martech, and privacy tools. All of which demand consistent, rigorous testing to maintain accuracy, compliance, and performance.

And, if you manage multiple domains across regions or teams, manual spot checks in browser dev tools just won't scale.

"It would take a team of 100 to do what ObservePoint does."

– Fortune 100 Enterprise

The Solution:

ObservePoint replaces manual or error-prone processes with alert-based Audits that validate your pages, tags, cookies, data layer, technologies, web vitals, accessibility, and more. Get all these insights in one automatic scan, completed at least **25x faster than any human could**. Schedule them at your preferred cadence to monitor websites continuously.

ObservePoint is the most comprehensive website scanner that:

- ✓ Safeguards the accuracy of your analytics data so you can make good decisions
- ✓ Saves you QA time and resources
- ✓ Prevents wasted digital ad spend
- ✓ Monitors page performance, helps optimise for SEO, and alerts you to any obstacles in customer journeys
- ✓ Makes your existing martech work better
- ✓ Helps siloed internal teams cooperate under a single source of truth
- ✓ Protects your brand reputation and your customers' trust
- ✓ Tests for compliance with privacy and accessibility regulations
- ✓ Adds efficiencies and guardrails that boost revenue

Customer Experiences:

Improved analytics testing efficiency by

83%

Increased analytics accuracy by

30%

Scaled testing frequency by more than

500%

Labor return on broken link validation:

3X

Top 1,000 European Websites scan uncovered:

Websites with ad trackers loading before opt-in:

30%

Websites with critical accessibility issues:

32%

Who Uses ObservePoint?

Media	
Healthcare	
Finance	
Retail	
Travel	

Your Teams Will Be Able To:

Validate analytics and martech automatically.

Verify that tags, data layers, and marketing technologies are present, configured correctly, and collecting accurate data so you can trust your reporting and optimisation decisions.

Strengthen privacy validation.

Inventory all trackers on your site, identify unauthorised data collection, and verify that your CMP and consent experiences are functioning as expected for each region and consent category.

Improve accessibility at scale.

Automated checks surface accessibility issues across pages and key journeys, so your teams can align with standards, reduce risk, and provide a better experience for every visitor.

Optimise page experience and performance.

By monitoring technologies, requests, and page behavior, pinpoint issues that cause slow load times, broken journeys, or degraded experiences so you can fix problems before customers feel them.

Customer Results

Verify Data Collection



Increased implementation accuracy from **75% to 99.9%**.



Eliminated unauthorised legacy analytics averaging 26.6% implementation on 6 sites.

Maintain Data Protection



Replaced team of **40** across the world to verify consent banners & cookie lists.



Monitors their **cookie banner is deployed on 100%** of pages.

Increase Efficiency



Reduced analytics and martech QA time by **more than 75%**.



Saved **12 hours per week** on campaign link testing and repair.

What Our Customers Are Saying:



"Things aren't always caught in manual QA. ObservePoint helps find high-priority problems within your data, automatically."

Daryl Acumen,
Adobe



"Between our AI tool and ObservePoint, we did months and months of work in two weeks. It's absolutely unbelievable how the platform has evolved over the past few years."

Chris Cutts,
The Standard



"If it's a legal, privacy, or compliance issue, we have to stop everything and go fix that one first. ObservePoint helped me get out of firefighting mode."

Lokesh Alluri,
Lenovo



"Every site has things happening under the hood like 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