

ObservePoint



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How Lenovo Governs 300,000 Pages: Analytics QA, E-Commerce Validation, and Privacy Compliance at Scale

Overview

800 million+

Website hits per month

300,000+

Pages monitored across Lenovo's global web properties

200

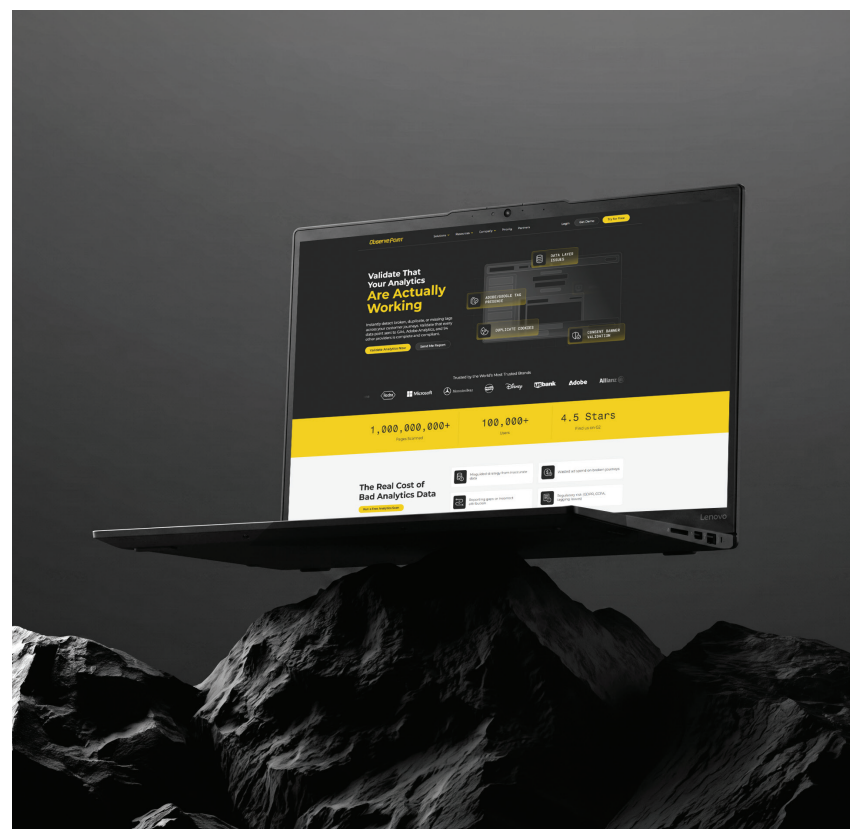
Number of teams that own different parts of the website

2

Years of partnership with ObservePoint

Lenovo operates at a scale that few organizations can match. With 77,000 employees, operations in 180 markets, and 800 million website hits per month, the company faces a level of digital complexity that makes governance not just a priority, but a survival requirement. As the world's number one PC seller serving both SMB and direct-to-consumer markets, Lenovo's website is mission-critical infrastructure, and keeping it compliant, accurate, and performing across 300,000 pages is just not possible with manual oversight.

To meet that challenge, Lenovo partnered with ObservePoint.



The Challenge



Governing a Website the Size of a Small Internet

Key challenges included:

- Manual QA limited to a small subset of critical pages across a 300,000-page website
- Biweekly IT deployments breaking analytics implementations without detection
- Difficulty tracing problematic tags and cookies back to their origin
- Inconsistent privacy compliance across a fragmented, multi-CMS infrastructure
- No scalable way to verify that critical marketing pixels were receiving data post-consent

Lenovo's digital infrastructure is vast by any measure. Every hit to the website is a snapshot of data that touches 60-plus systems, including social media, marketing, machine learning, and proprietary databases, while also needing to comply with three major privacy regulations: GDPR, CPRA, and LGPD. Biweekly IT deployments added another layer of complexity, as analytics code could be overlooked during updates, breaking downstream metrics across hundreds of thousands of pages.

When Manual QA was the only option available, it was only feasible on a handful of critical pages. With 300,000 pages in play, gaps were inevitable. Tags would be present on the page but broken in execution. Key ecommerce events like cart interactions, checkout flows, and internal search would malfunction without anyone knowing until the data told a different story. And when third-party scripts or pixels were deployed, identifying exactly where a problematic subscript (like a piggyback tag) originated was a slow, painstaking process.

Privacy compliance added further pressure. Lenovo's enterprise website spans multiple content management systems: some pages on Adobe Experience Manager, others on separate Content Management Systems, and yet others managed by third-party vendors. Ensuring consistent compliance across all of them, regardless of who owned the backend, was a coordination challenge that manual processes could not be expected to solve.

The Solution



Lenovo's partnership with ObservePoint began with a clear mandate: automate analytics QA at a scale that manual processes simply could not reach. It has since expanded into a multi-use governance program that touches analytics, ecommerce, compliance, performance, and marketing operations.

Five Use Cases, One Platform

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"If I tell executives that I automated a bunch of QA systems, they would say 'ok, that's good.' But if I say I deployed a system that is monitoring our compliance and making sure we're fully compliant, that becomes a boardroom conversation. That's why all of this matters."

— **Lokesh Alluri, Sr. Manager,
Digital and Customer
Analytics, Lenovo**

Analytics QA at Scale

Using ObservePoint, Lenovo now regularly scans its pages to verify that analytics code is deployed correctly and intact. The platform checks not just whether a tag is present, but whether the implementation is functioning as intended, catching broken code before it corrupts downstream metrics.

E-commerce Journey Validation

For Lenovo's ecommerce operations, certain events are non-negotiable: cart interactions, checkout flows, and internal search must fire correctly at all times. Lenovo uses ObservePoint's Journeys feature to simulate real user paths through these conversion-critical flows, confirming that signals are functioning as intended across every property.

Cookie and Subscript Investigation

When third-party scripts began overloading pages, Lenovo's team could see the subscripts but struggled to trace their origin. ObservePoint's Cookie Inventory Report resolved this, providing a clear view of every cookie on the site and exactly where it originated, dramatically reducing the time needed to identify and fix performance issues tied to rogue scripts.



Privacy Compliance Monitoring

ObservePoint's privacy compliance features have become the most valuable capability of the platform for Lenovo. When a change is made to their Consent Management Platform, it needs to be reflected consistently. For example, if they're moving a cookie from essential to non-essential, this change in classification must be reflected across every page.

Regardless of which Content Management System or vendor owns it, regulators expect Lenovo to be responsible for accurately maintaining their CMP and its functions. ObservePoint ensures that no data leaks through the cracks and that consent is honored uniformly across all of their web pages.

Critical Pixel Validation

For Lenovo's top five marketing pixels from partners like Google whose data feeds are essential to day-to-day operations, ObservePoint validates post-consent that each pixel is receiving the data it needs to keep Lenovo's e-commerce engine running.

ObservePoint gives Lenovo
the edge to **win in the corners.**



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"We are no longer putting out fires. In the case of a legal issue, we used to have to stop everything. We are not dealing with that anymore."

— **Lokesh Alluri, Sr. Manager,
Digital and Customer Analytics,
Lenovo**

Outcomes



Fewer Fires, More Focus

The impact of ObservePoint at Lenovo goes beyond efficiency gains. With 200 teams owning different parts of the website, the platform provides a shared source of truth; every team can be confident that their piece of the site is deployed correctly and compliantly, without relying on manual coordination.

Consistent monitoring at enterprise scale

Lenovo now runs weekly ObservePoint scans across its full digital footprint, replacing reactive spot-checks with proactive oversight. Issues surface immediately rather than after they've affected data or customer experience.

Compliance confidence across a fragmented infrastructure

Regardless of which CMS, vendor, or team owns a given page, ObservePoint ensures that privacy requirements are monitored consistently. In an environment where a single misconfigured page could expose the brand to regulatory risk, that consistency is invaluable to cultivating customer trust.

Freedom to innovate

Perhaps most significantly, Lenovo's analytics team has shifted its posture. Legal and compliance issues that once required stopping everything to investigate are no longer a constant threat. With governance automated and documented, the team can direct its energy toward revenue-generating issues.



Reflections



Winning in the Corners

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Lenovo sponsors F1, and the edge comes in the corners — that's where the race is won. Our goal is to have that same edge through trust, compliance, and governance, so we can provide our customers with a best-in-class experience.”

— **Lokesh Alluri, Sr. Manager,
Digital and Customer Analytics,
Lenovo**

With consistent monitoring across 300,000 pages, validated compliance across three global privacy frameworks, and automated QA providing consistent analytics transparency, Lenovo enters every IT deployment, campaign launch, and regulatory update with confidence.

Looking ahead, Lenovo is expanding its use of ObservePoint further still, deploying email landing page validation, extending Journey monitoring all the way through to purchase in production environments, and exploring accessibility testing as the next frontier of its governance program.

If you'd like to see how ObservePoint could help your company,

[Request a Demo](#)

