ObservePoint

Build vs Buy

Does AI Change the Math for Website Scanners?



In our testing, AI fabricated tags and cookies more than half the time.

Can I Just Ask AI to Scan My Site?

Of course, you can ask an AI agent to audit your website, and it *will* give you an answer. The problem is, the answer is often wrong, can change the next time you ask, and costs more to get than it should.

	LLM AI Audit	Observepoint	Why it Matters
Capability	Doesn't natively know how to identify tags and cookies. Fabricates them more than 50% of the time and categorizes them correctly less than 50% of the time.	Matches every request and cookie against the Cookie and Tag Database, built over 10+ years and reviewed by humans.	An audit is worthless if half of it is made up.
Consistency	Probabilistic. The same page can produce different results from one run to the next.	Deterministic. The same page gives the same result every time.	Lawyers and regulators can't rely on a shapeshifting answer.
Speed	Slow. A few pages fill the model's context window, and it can't compare against earlier scans.	Million-page audits are possible in 24 hours. Results are saved to a database, so you can query and compare them later.	Large sites need a full audit, not a sample.
Cost per Page	500K tokens	From $0.03 at bulk pricing	AI costs at least 20x more per page scan.*

* Based on scanning a typical web page with about 500K tokens at current prices for leading AI models ($1.25 to $5 per million input tokens), compared with ObservePoint's most economical price (of $0.03 per page). Output tokens and repeat runs would raise the AI cost further.

Can’t I Have AI Build Me a Scanner?

You can, and it will look good. AI can write a crawler that loads pages, lists the requests and cookies, and wraps it in a clean report. For a single page loaded from your office, it may even be right. But the report can’t confirm itself. Is that cookie labeled correctly? Did the scan test from Frankfurt? Did anyone click Reject All and check what fired? AI just makes the wrong answers look more convincing.

Getting those answers right takes four things a prompt can’t generate: data, coverage, evidence, and upkeep.

DATA 01

10+ Years

of human-reviewed definitions

The Cookie and Tag Database

A script can capture a cookie name. ObservePoint matches every request and cookie against the database and traces each cookie back to the tag that set it.

COVERAGE 02

Every Region

and every consent state, on a schedule

Testing From Where Your Visitors Are

A visitor in London sees an opt-in banner, and one in Los Angeles sees an opt-out link. ObservePoint scans from locations you choose, in any consent state, including Accept All, Reject All, and GPC, on a schedule.

EVIDENCE 03

Up to 7 Years

of scan history

A Record Your Lawyers Can Use

When a demand letter arrives, counsel needs to know what fired, on which page, on which date, and in which consent state. The record comes from outside the team that ships your site, so it’s independent.

UPKEEP 04

Every Release

browser, site, and vendor changes, kept up with

A Team That Keeps It Current

We have the same AI tools you do, and we still have a team of engineers. Every browser release, site change, and vendor update changes what loads, so ObservePoint’s engineers rerun, retest, and maintain the platform so yours don’t have to.

AI does have a place in this. Connect your AI assistant to ObservePoint through our MCP Server, and it can answer questions about your tags and cookies in plain English and build Audits and Journeys to keep watching them, in minutes instead of hours. The answers come from real scans of your site, not a model’s best guess.

You could build a scanner. Or you could start scanning next week.

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Cost figures are estimates, and results will vary.

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