Case Study with DELL



@ObservePoint

ObservePoint.com

November 2026

November 2026

Dell: Verifying the Work of 40 People Within Minutes

Overview

175,000
Pages scanned per month across Dell's digital properties

100
Customer journeys tracked per month

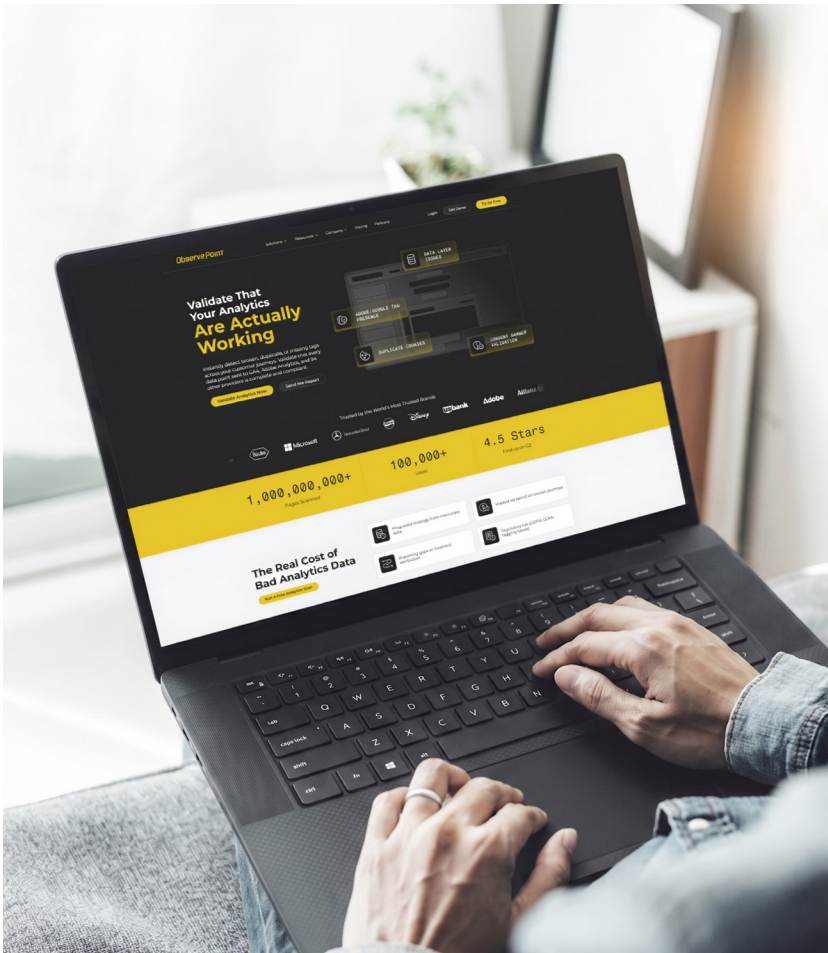
10
Active users across privacy, legal, and marketing teams

10
Years of partnership with ObservePoint

Dell is a global enterprise technology company with complex analytics and privacy requirements on their websites. They use ObservePoint for the following:

- Daily use of ObservePoint reports for analytics and CMP validation
- Primary focus on OneTrust and cookie compliance across geographies
- Tracking multiple customer journeys

Dell operates at a scale where analytics accuracy and privacy compliance must be validated consistently across regions. As digital complexity increased, particularly around cookies and consent, the team needed a way to confirm data quality and compliance that large, distributed testing teams were doing manually. ObservePoint became the foundation for that effort.



The Challenge

Verifying Analytics and Privacy at Scale

Dell's initial challenge was verifying that analytics data was accurate and correctly formatted before being sent to Adobe Analytics. Conflicting reports and errant data points made it difficult to determine where issues were introduced and how to fix them efficiently. The team also wanted to be more proactive in monitoring data quality.



Dell also needed to check the functionality of important customer conversion paths across multiple websites.

As privacy requirements expanded, testing OneTrust banners, tracking cookie-initiating technologies, and monitoring cookie behaviors across regions required significant coordination. Teams had to validate behavior across different locations, browsers, and network configurations, which was time-consuming and difficult to standardize.

The Solution

Programmatic Validation With ObservePoint

Dell adopted ObservePoint initially for analytics validation, confirming that Adobe Analytics was capturing the correct values and sending the right data to beacons. Over time, the platform became a broader validation and investigation tool.

> “Think about what you see in browser dev tools – now multiply that by a thousand pages. ObservePoint gives you that view, categorized and grouped in a way you can actually work with.”
>
> **— Tyrone Battle, Solutions Architect**

ObservePoint now allows the team to:

- Replicate tests programmatically rather than manually
- Validate analytics, CMP behavior, and cookies at scale
- Simulate user behavior from specific countries
- Regularly travel across shopping carts and other conversion paths to test for any obstacles
- Review historical data after issues are discovered

> “It’s awesome. Now when I have a need, the response is, ‘you can get it this way.’ The answer is already in the tool. It’s freedom of data. I love the customized reporting; it’s where I spend most of my time these days.”

Implementation & Adoption

Getting Started

The Solutions Architect at Dell had used ObservePoint for many years at previous companies and was impressed by the pace at which the platform had improved.

Adoption began with a small analytics team responsible for reporting and data verification. As issues surfaced, particularly around inconsistent data formatting, the team needed a faster way to trace where problems originated and to monitor data quality on an ongoing basis.

Usage Today

ObservePoint is now used daily, with a strong focus on OneTrust and cookie compliance following a recent rollout.

Current use cases include:

- Adobe Analytics validation
- CMP and cookie validation
- Cookie classification and initiator analysis
- Rules, alerts, and webhook-driven automation
- Geo-specific scans using proxies to replicate local user behavior

Country-level scans are used to capture differences in tag and consent behavior that depend on user location to test for compliance with regional privacy laws.

While Dell does not track formal KPIs for ObservePoint, the operational impact is substantial.

Outcomes

Speed, Scale, and Resource Efficiency

Tag Monitoring and Pre-Release Validation at Scale

Automated audits allow Dell to:

- Validate new tags before launch
- Assess performance and Core Web Vitals
- Test at scale across multiple domains without relying on file swapping

The ability to test development configurations against production pages further simplifies validation, allowing new tags and changes to be assessed at scale before release.

> “I was verifying in minutes what a team of 40 people around the world was testing manually.”

Faster Global Validation

- Regional testing can be performed from a single location
- Ability to verify the work of distributed teams without local browser setups

Improved Investigation and Reporting

- Historical data can be reviewed days or weeks later
- Screen captures and audit outputs can be shared with product and legal teams
- Issues can be traced quickly to specific pages, domains, or tags

In one case, a tag needed to be removed urgently but could not be located. Using ObservePoint, the team identified every page where the tag was firing and resolved the issue directly in production.

Reflections

Expanding Analytics Ownership



For Dell, ObservePoint doesn’t just validate analytics — **it expands what analytics teams are capable of owning.**

“If you think your role is just analytics, once you see cookies, network calls, geo-location, and tag configuration together, your role naturally expands. Even if you want to use ObservePoint just for analytics validation, it’s a no-brainer. Like seriously, get it.”

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

Request a Demo