

Getting to Know the ObservePoint Audit Report

Stuck on the Overview Page? Use this guide to help you dig into the rest of an Audit report!



Audit Overview

You know 'em, you love 'em. These are highlights that we've selected from the rest of the report – but the insights don't stop here, so keep going!



Alerts

See what alerts were applied to your Audit and which ones were triggered



Pages

Shows an overview of the health of pages on your site - load time, status codes, redirects, pages scanned, broken pages, and Rule failures



Tag Inventory

Shows you all the tags on your site and where they appear (or don't). This is a great place to start when you "don't know what you don't know"



Tag Health

Gives you load time and status codes for tags on your site, tag size, and number of tag requests for each tag on your site



Variable Inventory

Gives you all details of variables within the payload of each tag on your page. If you're using the Custom Tag feature, those insights will be here as well.



Tags & Variable Rules

See what Rules were applied to your Audit, and which ones passed or failed



Duplicates & Multiples

Helps you figure out if tags are duplicated on pages, which could make data inaccurate or could affect page performance



Cookie Inventory

Tells you all the cookies found, what pages they are on, what pages they are not on, whether they are secure or not, and 1st or 3rd-party



Browser Console Logs

This report gives all console logs that were written to the console during the time ObservePoint was on the page and collecting data. This includes all errors, warnings, logs, info, and debugs. One of the most common use cases for this report is to gather Insights about overall site health and help with site loading problems potentially being caused by resource (pixels, SDKs, hosted JavaScript files, etc.) errors or improper implementation on those pages.



Privacy Specific Pages



Cookies - come here if you have consent categories set up to see all cookies & which pages they are on



Tags - more valuable if you have consent categories set up, but tells you all tags and which pages they are on



Request Domains & Geos - tells you which countries are getting data and what vendors in those areas are getting your data, aggregated for the entire Audit rather than page-by-page



Javascript File Changes - tells you if JavaScript files have been modified, by how much, and approximate time frames when available. This report is only useful when compared to other Audits, and won't provide much value on the initial run of any Audit.



Audit Exports

Want to compare your ObservePoint data with other data? Come here for a quick way to export info from the most popular reports!

GET SAMPLE AUDIT