

Tealium & ObservePoint

A DATA QUALITY FEEDBACK LOOP

Implementing ObservePoint with Tealium

When properly deployed, analytics and marketing tags provide the high-quality data companies need to understand user behavior on their websites. Together, Tealium and ObservePoint create a data quality feedback loop: Tealium deploys tags and ObservePoint tests them.

KEY BENEFITS

- Test for JavaScript errors that inhibit successful data collection
- Catalog your tags and web pages before TMS deployment
- Ensure installation of TMS container code on every page
- Validate new releases for optimal TMS performance
- Verify proper data collection and tag configuration
- Identify and remove unauthorized tags

Shared Client Success

Joint clients of Tealium and ObservePoint enjoy superior data quality and greater confidence in data-driven decisions. The partnership of these two tag-centric technologies brings together two essential components of a data governance strategy: tag management and tag auditing.

Tealium's premium tag management solution promotes the democratic deployment and use of data across the organization. IT and marketing work together towards the same goals because each has access to the data when and where they need it. ObservePoint amplifies the synergy between the technical and the data-hungry. Using ObservePoint, tag managers can perform regular tag audits to ensure all tags are functioning as intended. On top of that, ObservePoint users can set up alerts for any time an unexpected break occurs. Data never had it so good.

Read on to discover how to set up the Tealium and ObservePoint integrations.



Tealium ObservePoint Trigger

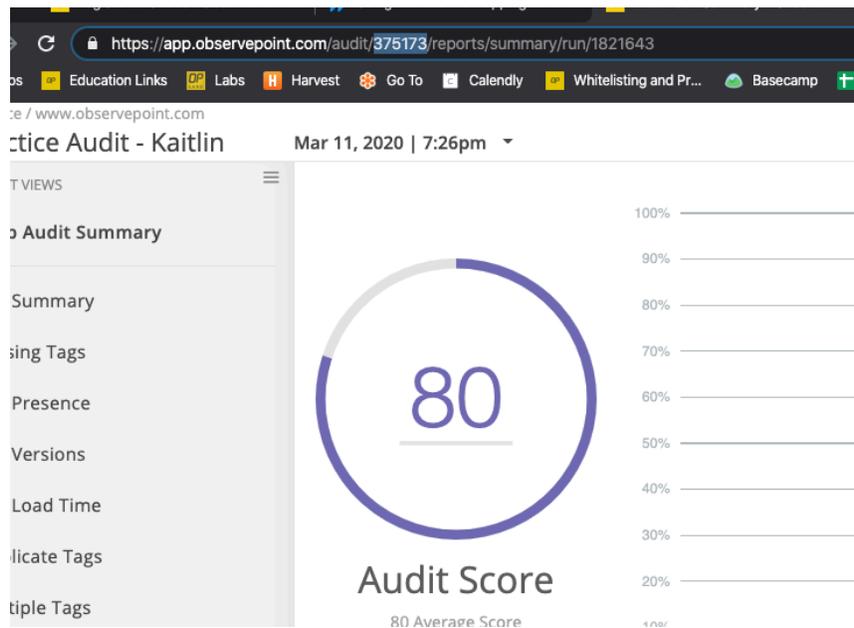
This integration allows a group of ObservePoint Audits and Web Journeys to be automatically run when you publish to any Tealium profile and is available to any organization that is a mutual customer of ObservePoint and Tealium.

The main use case for this is to quickly test changes at scale and verify that your analytics is still functioning after releases and updates. For example, if you wanted to test the data quality on 1000 pages, your ecommerce funnel, and your customer registration funnel automatically each time you publish a change to your Tealium QA profile, the Tealium ObservePoint Trigger makes it simple.

How to Set Up the Trigger

First, you'll want to set up your ObservePoint Audits and Web Journeys to validate in the correct places. If you don't already have Audits and Web Journeys validating your most important pages and customer journeys, set up new ones and make sure to add any Rules for your most critical pieces. That way you'll get an alert on those tags or variables. You'll also want to add yourself to the Notifications of these Audits and Web Journeys or set up an integration to get alerts.

Then you'll need to grab the IDs of those Audits and Web Journeys. The IDs can be found in the URL of the Audits and Journeys. See below for an example:



Once you have those IDs, you'll need to contact your Tealium CSM and ask for the 'Tealium ObservePoint Trigger' to be set up quoting the Tealium environment, the ObservePoint Audit and the Journey IDs separately. You'll then want to send them the IDs and let them know which Tealium profile you want them to apply to.

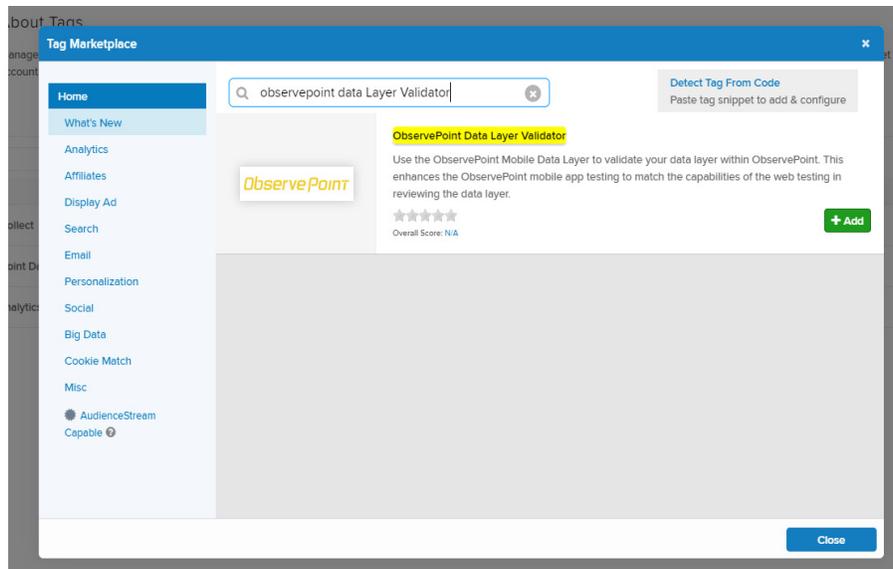
We recommend that you duplicate this for your QA and PROD Tealium environments, giving you a 'double gateway' protecting your data quality.

Checking Tealium Data Objects

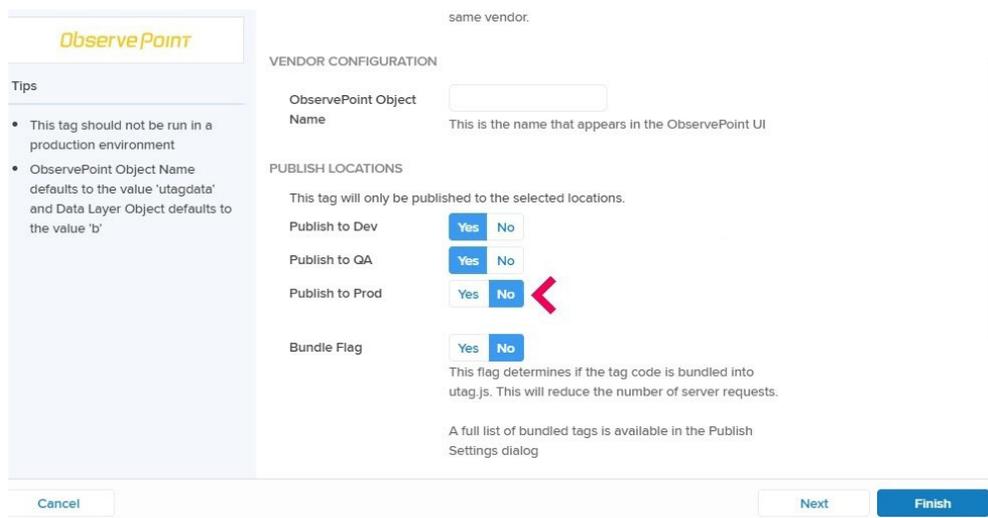
This integration with Tealium allows any mutual customers to check the data objects (or b objects) within your utag. link and utag.click functions. For example, if you wish to test that you are sending the 'size' option correctly on an e-commerce add to basket interaction, you can use this integration to easily validate its functionality.

How to Set Up

First, in the Tealium Tag Marketplace look for the **ObservePoint Data Layer Validator** and add this to your tags.



Ensure that you only allow publishes to non-PROD environments **OR** (if you want to test in your live Tealium profile) allow in Production, but add a rule filter to only run this tag for ObservePoint's [IP addresses](#).



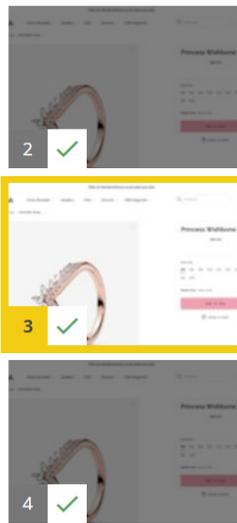
After this is set you'll want to go into ObservePoint and run any relevant ObservePoint Audits or Web Journeys. (In the case of the cart interaction above, it would be a journey.)

Finding the Results

After running your Audits or Web Journeys you can find the results in your ObservePoint reports. It will show up as ObservePoint Data but the information will be your utag.link data (you can identify it by the Account ID if you already are using custom ObservePoint Tags).

Step 3 of 12: size

✔ Successful: No Failures



TAGS (3)	RULES (1)	ACTION INFO
Filter by Tag or Variable		
>  DATA LAYER Account ID: utag.data	0 ms	Status: 200
▼  OBSERVEPOINT DATA Account ID: utag.link	1382 ms	Status: 200 Add Rule +
Variables:	Values:	
browser	Mozilla/5.0 (Macintosh; Intel Mac OS X 10_13_6) AppleWebKit/605.1.15 (KHTML, like Gecko) Version/13.0 Safari/605.1.15 ObservePoint	
cp__cq_dnt	0	
	{\"necessaryCookies\": [\"AMCV*\", \"Demdexl\", \"s_ccl\", \"s_sq\", \"s_vi\", \"s_fid\", \"Res onanceSegment*\", \"RES_TRACKINGID*\", \"RES_SESSION ID*\", \"ic-	

At this point you will likely want to set up Rules to validate the data and make sure you get alerts if anything changes. You can create rules on this data like any rules set around Tag Variables.

Contact your ObservePoint Data Consultant if you need assistance.

Using Remote File Mapping to Test Tealium

Remote File Mapping allows you to answer the question: 'How would my data quality be affected if I published my tag management changes to my production environment?' This can be useful when you are making changes to your Tealium (or other tag manager) tagging implementation and are apprehensive about publishing to Production, because Remote File Mapping allows you to do large scale testing with ease!

How to Use Remote File Mapping

In any Web Audit or Web Journey you have the option to use Remote File Mapping. To enable Remote File Mapping you'll need to edit an existing Web Audit or Web Journey, or create a new one for testing purposes. You'll find the Remote File Mapping settings in the Advanced Setup tab.

The screenshot shows the 'ADVANCED SETUP' tab in the Tealium interface. At the top, there are five tabs: 'BASIC SETUP', 'ADVANCED SETUP' (highlighted), 'RULES', 'USER SESSION', and 'ACTIONS'. Below the tabs, there is a section for 'Enter URL' with a plus sign icon. Below that, there is a toggle switch for 'Remote File Mapping' which is turned on. Below the toggle, there is a section for 'Remote file mapping' with a text input field containing the URL 'https://tags.tiqcdn.com/utag/observepoint/main/prod/utag.j'. To the right of the input field, there are two radio buttons: 'URL' (selected) and 'Regex'. Below the input field, there is a smaller input field with the text 'Enter the URL of remote file' and the URL 'https://tags.tiqcdn.com/utag/observepoint/main/qa/utag.js'. Below this smaller input field, there is a link 'or, UPLOAD REMOTE FILE' and a note '2MB maximum'.

From here you'll toggle on Remote File Mapping. Then, you'll need to identify your production and QA Tealium containers. You can identify the container by pasting the URL exactly or using regex to identify it. You can replace the production Tealium container by using the URL or uploading a TXT file.

How to Check the Results

You'll need to run your Web Audit or Web Journey again to see the results. Once it has run you'll see all the reports showing as if you had published your QA container in production. Your actual site will not change and your customers won't see any changes. Essentially the Web Audit or Web Journey is simulating the page load with the QA file and showing you what would happen if the file was published to production as is.

Make sure to check the Tag Presence report as well as the Variable Report to make sure your tags are firing correctly. To investigate the relationships of those tags you'll want to investigate individual pages and go to the Tag Initiator report in the top right corner of any page details.

NOTE: This can be used in combination with the other Tealium integrations as well. You can use the Tealium Trigger in QA profile to automatically run this analysis on your live site.