

Bridging Vision and Implementation

Harnessing the Power of ObservePoint's API

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In this session, learn how Room & Board leveraged ObservePoint to optimize their business processes around data quality management and advertising efficiency. Room & Board used ObservePoint to identify and fix Marketing issues more quickly, reducing "time to remediation" by 27%. This efficiency was monetized, saving the company 7% of its digital ad budget and translating to \$1.64M saved. By implementing ObservePoint in this way, the company projected an incremental lift to revenue of \$13.9M in 2023.

Key Learnings in this Breakout:

- ✓ Automate Workflows with ObservePoint: Room & Board uses ObservePoint to automate tasks like ticket creation, assignment, and prioritization
- ✓ Time to Remediation: Use timestamps in your work management tools to track reduced time to remediation for your tasks. This metric can be extremely helpful in team performance discussions, OKR settings, and more
- ✓ Reduce Wasted Ad Spend: Correlate time to remediation with ad spend to estimate savings on paid marketing efforts
- ✓ Incremental Revenue Lift: Learn to track ROI for ObservePoint
- ✓ Data Visualization Tools: See what kinds of data should be visualized in your BI tool for mass consumption across your company