

NP Digital + ObservePoint

How One Marketing Agency uses ObservePoint to Manage Enterprise Websites from Start to Finish

Karen Bellin VP, Data, Analytics and Insights at NP Digital

Dylan Sellers VP, Customer Success at ObservePoint

This session revolves around using ObservePoint to help solve complex issues around data governance in organizations and the importance of a company-wide approach to ensure compliance & collaboration. Karen Bellin, VP of Data, Analytics, and Insights at NP Digital, discusses the challenges she's faced in implementing data governance and the solutions her agency offers and how they leverage ObservePoint's capabilities for better data insights. She also discusses the impact of legal frameworks like HIPAA on data governance, which can lead to major compliance issues if not managed properly.

Key Learnings in this Breakout:

- ✓ **Cross-Departmental Buy-In:** Achieving effective data governance requires the participation of different departments, from legal to marketing
- ✓ **Importance of Tools:** Tools like ObservePoint are instrumental in making data governance more manageable and insightful
- ✓ **Compliance Regulations:** Entities like HIPAA can complicate data governance, particularly in terms of what can be tracked on a website
- ✓ **Agency's Role:** Agencies like NP Digital can guide clients through the complexities of maintaining governance while remaining compliant