

## ObservePoint Rockstars

**Cameron Cowan** Sr. Director of Product Strategy at ObservePoint

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In this session, those who are using ObservePoint in innovative and creative ways quickly show the audience how they solve unique business problems. Each speaker takes about 10 minutes to go through their most innovative implementations of ObservePoint.

### Key Learnings in this Breakout:

- ✓ The Tag Initiator feature is often helpful when working with agencies or stakeholders who are making changes to the site but might not be familiar with privacy laws
- ✓ Protiviti uses ObservePoint to keep an eye out for piggybacking tags & cookies
- ✓ BL.INK uses ObservePoint to avoid wasted ad spend & save tons of time on QA
- ✓ Learn how to check several browsers in the same Audit or Journey
- ✓ Understand the impact of good (or bad) SEO on your website