

Room & Board Saves Time & Money with BL.INK and ObservePoint Integration

Summary

Room & Board needed a new, **actionable way to present campaign link data** to their marketing team. ObservePoint and BL.INK teamed up to deliver a streamlined dashboard that pulled in ObservePoint's web page data with BL.INK's link management and performance data. The resulting governance over campaigns paid dividends in a short time.

Key Benefits

According to Room & Board, their initial investment in BL.INK and ObservePoint has resulted in a **16.3x monetary return** and a **3.5x labor return**. The automated campaign link validation process has:

- ▶ Improved user experience and **reduced the broken link percentage** for Display, Facebook/Instagram and Pinterest (excluding shopping) ads **by 99%**, preventing an estimated **\$1.64M in yearly ad spend on clicks to broken links**.
- ▶ Saved an estimated **622 hours annually on campaign link testing and repair**. That is just shy of 12 hours per week.

The Players

Room&Board

Room & Board delivers artisan-crafted, modern furniture from their Minneapolis headquarters. Founded in 1980, they've focused on trend-proof styles, American manufacturing, and sustainability.

BL.INK

BL.INK was founded in 2008 and provides enterprise-level link management software that enables customers to manage, monitor, and measure every touch point in their engagement journey.

ObservePoint

ObservePoint's web governance platform brings insights, automation, and compliance to the complexity of digital experiences.

The Challenge

Recently, Room & Board shifted their process to give their marketers better management over campaign links for each link's entire life cycle. To do that, they needed a software solution that provided simple, actionable reports on campaign links. They already utilized ObservePoint for landing page, analytics, and consent management validation through multiple audits on their website with accompanying detailed reports and BL.INK to manage campaign links and monitor performance.

The Solution

To concentrate on link reporting, ObservePoint and BLINK teamed up to deliver a dashboard that Room & Board marketers would find immediately digestible and actionable.

BLINK ID	Short URL	Broken	Has Broken Tag	Has Web Analytics Tag	Initial Status	Final Status Code	Redirect Count	Page Load Time	Page Size
66297	https://roomandboard.com/66297	No	No	No	200	200	0	1.56s	214 KB
66278	https://roomandboard.com/66278	No	No	No	200	200	0	1.63s	16.81 MB
66275	https://roomandboard.com/66275	No	No	No	200	200	0	1.63s	16.81 MB
66276	https://roomandboard.com/66276	No	No	No	200	200	0	1.63s	16.81 MB
66274	https://roomandboard.com/66274	No	No	No	200	200	0	1.63s	16.81 MB

The BLINK dashboard above shows a list of links owned by a particular Room & Board marketing member within a particular platform. The yellow columns (not all available columns are represented in the image) are pulling from ObservePoint Audit data, to notify the user of the following values regarding each campaign link:

- Tag is Broken - identifies if 1+ tags on the page are broken
- Link is Broken - identifies if the link results in a 400+ status code
- Initial Page Status Code - status code for the initial page
- Final Page Status Code - status code for the final page
- Redirect Count - number of redirects between the initial page and final page
- Page Size - size of final page
- Web Analytics Tag is Present - web analytics tag with 200 status code is present on final page
- Page Load Time - time it took for the page to load in seconds
- Has Missing Content - identifies if a content management platform is present on the final page

When you hover over each column header, the definition of the data point is provided.

Redirect Count	Page Load Time	Page Size
0	0.31s	16.81 MB
0	0.31s	16.81 MB

The page load time in seconds of the page from ObservePoint

When you hover over each value, it also pops up the date of when that value was last updated.

Page Load Time
0.31s
Last Updated: Sep 12, 2023 UTC

Data from BLINK shows the clicks and engagements on each link, so marketers can prioritize which are most important. This enables clear action that should be taken based on the information, for example:

- Is there a broken tag on that landing page? If so, I should talk to the analytics team.
- Is the link leading to a broken page? Then, I should pause the link or update it.
- Is the page missing a privacy policy link? Then, I should talk to the web and privacy teams.
- Is the web analytics pixel missing? Now, I can tell if a campaign is not performing well or not being reported on correctly.

The Result

With this data at their fingertips, marketing can quickly assess if anything broken or improperly implemented needs to be addressed, determine in what order those items should be addressed, and even start to see what trends between engagement, functionality, page size, and load time can be deduced. Overall, it has made analytics conversations more relevant to marketing while saving Room & Board considerable time and money.