



ObservePoint **EDGE**

**Adobe's ObservePoint Strategy: Innovative
Ways to Better Serve
Customers & Colleagues**



Adobe's ObservePoint Strategy: Innovative Ways to Better Serve Customers & Colleagues



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Agenda

- PDF Report for Government Websites - 25 min
- Adobe Analytics Health Check – 10 min
- Checking Cookie Consent – 10 min
- Q&A – 5 min



3 Takeaways From Today's Session

- PDF experience are critical to most websites (especially government)
- Website auditing is hard
- Cookie/privacy consent monitoring is important



PDF Report for Government Websites



Why I Do a PDF Report

- The Challenge: Government websites can contain hundreds to thousands of PDF documents, which can make it difficult to find and manage PDF documents at scale, which creates a graveyard/wasteland of PDFs
- The Opportunity: Help government websites with the visitor experience, specifically for finding PDFs at scale to identify accessible and fillable PDF documents and utilization of a standardized set of tools used to create and produce PDF documents
- The Outcome: Review inaccessible (404, etc.) PDF documents and fillable PDF forms to see if the PDF documents can be accessed and converted to a adaptive forms for more self-service options



PDF Forms Scan Summary

14



Total Number of
Websites
Scanned

300,000

(average of 21,425 per
website)



Total Number of
Website Pages
Scanned

116,572

(average of 8,326 per
website)



Total Number of
PDFs Analyzed



Steps for PDF Report

- Run scan of website using the PDF code (ObservePoint on page action)
- Run local PDF JavaScript code (using Terminal/Command Line) utilizing your API key, Audit ID, and Run ID to get the metadata from the PDF documents
- Update PDF metadata spreadsheet with formulas and categories needed
- Create/Update PowerPoint deck with information from spreadsheet



Default Information from PDF Scan

URL Status	Uses AcroForm	Uses XFA Form	Has Fillable Form	PDF Format Ver	PDF Size (mb)	Creator	Producer	Total PDF Pages	Rendered	Creation	Last Mod	Days between	Days Since Last Mo
Error	Error	Error	Error	Error	Error	Error	Error	Error	Error	Error	Error	Error	Error
200	FALSE	FALSE	FALSE	1.3	1.8	Not Available	Acrobat Distiller 4.0 for Windows	102	102	12/28/04	12/28/04	0	7164
200	FALSE	FALSE	FALSE	1.3	0.91	Not Available	Acrobat Distiller 4.0 for Windows	106	106	1/9/06	4/19/06	100	6687
200	FALSE	FALSE	FALSE	1.3	0.97	Not Available	Acrobat Distiller 4.0 for Windows	118	118	2/15/07	3/28/07	41	6344
200	FALSE	FALSE	FALSE	1.3	6.81	AdobeP55.dll Version 5.0.1	Acrobat Distiller 4.0 for Windows	116	116	4/8/08	4/15/08	7	5960
200	FALSE	FALSE	FALSE	1.4	0.97	Adobe PScript5.dll Version 5.2.2	Acrobat Distiller 7.0.5 (Windows)	118	118	2/16/10	3/3/10	15	5273
200	FALSE	FALSE	FALSE	1.4	0.92	Adobe PScript5.dll Version 5.2.2	Acrobat Distiller 7.0.5 (Windows)	120	120	1/13/12	1/17/12	4	4588
200	FALSE	FALSE	FALSE	1.6	0.91	Adobe InDesign CS5.5 (7.5)	Adobe PDF Library 9.9	5	5	5/30/12	5/30/12	0	4454
200	FALSE	FALSE	FALSE	1.6	0.91	Adobe InDesign CS5.5 (7.5)	Adobe PDF Library 9.9	5	5	7/4/12	7/4/12	0	4419
200	FALSE	FALSE	FALSE	1.6	0.82	Adobe InDesign CS5.5 (7.5)	Adobe PDF Library 9.9	5	5	5/30/12	5/30/12	0	4454
200	FALSE	FALSE	FALSE	1.6	0.99	Adobe InDesign CS5.5 (7.5)	Adobe PDF Library 9.9	5	5	6/30/12	6/30/12	0	4423
200	TRUE	FALSE	TRUE	1.6	0.2	Microsoft-Word 2010	Microsoft-Word 2010	1	1	3/1/18	3/2/18	1	2352
200	TRUE	FALSE	TRUE	1.6	0.2	Microsoft-Word 2010	Microsoft-Word 2010	1	1	3/1/18	3/2/18	1	2352
200	FALSE	FALSE	FALSE	1.5	0.11	Microsoft-Word 2010	Microsoft-Word 2010	3	3	10/24/14	10/24/14	0	3577
200	TRUE	FALSE	TRUE	1.6	0.18	Microsoft-Word 2010	Microsoft-Word 2010	1	1	3/1/18	3/2/18	1	2352
200	TRUE	FALSE	TRUE	1.6	0.18	Microsoft-Word 2010	Microsoft-Word 2010	1	1	3/1/18	3/2/18	1	2352
200	TRUE	FALSE	TRUE	1.6	0.16	Microsoft-Word 2010	Microsoft-Word 2010	3	3	3/1/18	8/15/18	167	2186
200	TRUE	FALSE	TRUE	1.6	0.16	Microsoft-Word 2010	Microsoft-Word 2010	3	3	3/1/18	8/15/18	167	2186
200	TRUE	FALSE	TRUE	1.6	0.05	Adobe PScript5.dll Version 5.2.2	GPL Ghostscript 8.15	1	1	8/18/14	8/18/14	0	3644
200	FALSE	FALSE	FALSE	1.4	0.01	Adobe PScript5.dll Version 5.2.2	Acrobat Distiller 7.0 (Windows)	1	1	4/30/09	4/30/09	0	5580
200	FALSE	FALSE	FALSE	1.4	0.01	Adobe PScript5.dll Version 5.2.2	Acrobat Distiller 7.0 (Windows)	1	1	4/30/09	4/30/09	0	5580
Error	Error	Error	Error	Error	Error	Error	Error	Error	Error	Error	Error	Error	Error
200	FALSE	FALSE	FALSE	1.3	0.75	Not Available	Acrobat Distiller 4.0 for Windows	100	100	1/28/04	1/29/04	1	7498
200	FALSE	FALSE	FALSE	1.5	0.3	Microsoft-Word 2010	Microsoft-Word 2010	1	1	8/9/16	8/10/16	1	2921
200	FALSE	FALSE	FALSE	1.4	1.08	Adobe InDesign CS5.5 (7.5)	Adobe PDF Library 9.9	6	6	8/22/12	8/22/12	0	4370
200	FALSE	FALSE	FALSE	1.4	1.06	Adobe InDesign CS5.5 (7.5)	Adobe PDF Library 9.9	6	6	8/22/12	8/22/12	0	4370
200	FALSE	FALSE	FALSE	1.4	1.06	Adobe InDesign CS5.5 (7.5)	Adobe PDF Library 9.9	6	6	8/22/12	8/22/12	0	4370
200	FALSE	FALSE	FALSE	1.4	1.09	Adobe InDesign CS5.5 (7.5)	Adobe PDF Library 9.9	6	6	8/22/12	8/22/12	0	4370
200	FALSE	FALSE	FALSE	1.3	0.17	FreeHand 10: PSPrinter 8.3.1	Acrobat Distiller 4.05 for Macintosh	5	5	1/7/10	1/7/10	0	5328
200	FALSE	FALSE	FALSE	1.6	0.07	Acrobat Capture 3.0	Adobe Acrobat Pro DC 15 Paper Ca	4	4	5/23/17	5/26/17	3	2632
200	FALSE	FALSE	FALSE	1.6	0.91	Adobe InDesign CS5.5 (7.5)	Adobe PDF Library 9.9	5	5	5/30/12	5/30/12	0	4454
200	FALSE	FALSE	FALSE	1.6	0.91	Adobe InDesign CS5.5 (7.5)	Adobe PDF Library 9.9	5	5	5/30/12	5/30/12	0	4454
200	FALSE	FALSE	FALSE	1.6	0.91	Adobe InDesign CS5.5 (7.5)	Adobe PDF Library 9.9	5	5	7/4/12	7/4/12	0	4419
200	FALSE	FALSE	FALSE	1.6	0.91	Adobe InDesign CS5.5 (7.5)	Adobe PDF Library 9.9	5	5	7/4/12	7/4/12	0	4419
200	FALSE	FALSE	FALSE	1.6	0.82	Adobe InDesign CS5.5 (7.5)	Adobe PDF Library 9.9	5	5	5/30/12	5/30/12	0	4454
200	FALSE	FALSE	FALSE	1.6	0.82	Adobe InDesign CS5.5 (7.5)	Adobe PDF Library 9.9	5	5	5/30/12	5/30/12	0	4454
200	FALSE	FALSE	FALSE	1.6	0.99	Adobe InDesign CS5.5 (7.5)	Adobe PDF Library 9.9	5	5	6/30/12	6/30/12	0	4423
200	FALSE	FALSE	FALSE	1.6	0.99	Adobe InDesign CS5.5 (7.5)	Adobe PDF Library 9.9	5	5	6/30/12	6/30/12	0	4423
200	FALSE	FALSE	FALSE	1.5	0.04	Microsoft-Word 2010	Microsoft-Word 2010	1	1	6/28/17	6/28/17	0	2599
200	FALSE	FALSE	FALSE	1.4	0.06	Hewlett-Packard MFP	Not Available	3	3	5/11/17	5/26/17	15	2632
200	FALSE	FALSE	FALSE	1.4	1.08	Adobe InDesign CS5.5 (7.5)	Adobe PDF Library 9.9	6	6	8/22/12	8/22/12	0	4370
200	FALSE	FALSE	FALSE	1.4	1.06	Adobe InDesign CS5.5 (7.5)	Adobe PDF Library 9.9	6	6	8/22/12	8/22/12	0	4370
200	FALSE	FALSE	FALSE	1.4	1.06	Adobe InDesign CS5.5 (7.5)	Adobe PDF Library 9.9	6	6	8/22/12	8/22/12	0	4370
200	FALSE	FALSE	FALSE	1.4	1.09	Adobe InDesign CS5.5 (7.5)	Adobe PDF Library 9.9	6	6	8/22/12	8/22/12	0	4370

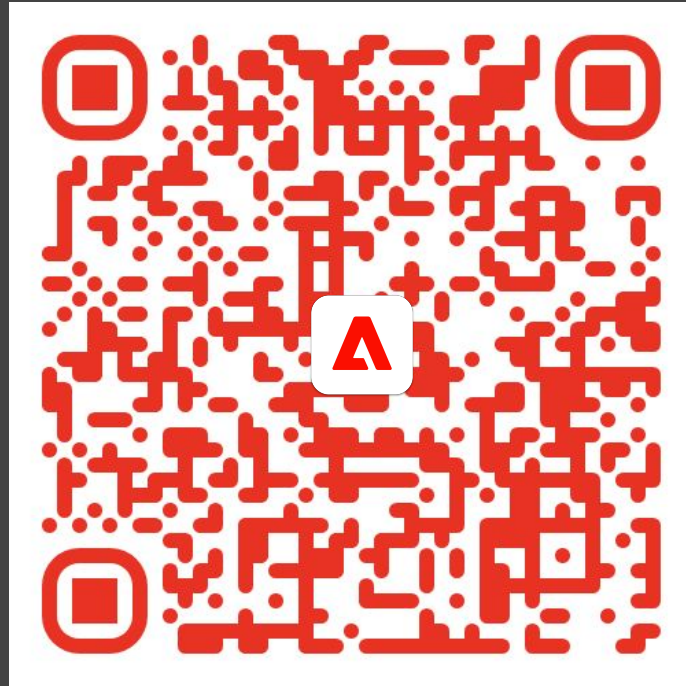


Calculated Information from PDF Scan

Creator Summary	Producer Summary	Large PDF Document	PDF Size per page (mb)	Total PDF Size (mb) Cat	PDF Size per page (mb)	Days Appart Categories	Days Since Last Mod Categories	Creator Category	Producer Category	Adobe Creator Softwa	Adobe Producer Sof
Error	Error	Error	Error	Error	Error	Error	Error	Error	Error	FALSE	FALSE
Not Available	Acrobat	True	0.02	1.0 - 3.0 mb	0 - 0.25 mb	0-3 months	Greater Than 3 years	Not Available	Adobe	FALSE	Distiller
Not Available	Acrobat	True	0.01	0-1.0 mb	0 - 0.25 mb	3-6 months	Greater Than 3 years	Not Available	Adobe	FALSE	Distiller
Not Available	Acrobat	True	0.01	0-1.0 mb	0 - 0.25 mb	0-3 months	Greater Than 3 years	Not Available	Adobe	FALSE	Distiller
AdobePSS.dll	Acrobat	True	0.06	5.1 - 10.0 mb	0 - 0.25 mb	0-3 months	Greater Than 3 years	Other	Adobe	FALSE	Distiller
Adobe	Acrobat	True	0.01	0-1.0 mb	0 - 0.25 mb	0-3 months	Greater Than 3 years	Adobe	Adobe	PScript5.dll	Distiller
Adobe	Acrobat	True	0.01	0-1.0 mb	0 - 0.25 mb	0-3 months	Greater Than 3 years	Adobe	Adobe	PScript5.dll	Distiller
Adobe	Adobe	False	0.18	0-1.0 mb	0 - 0.25 mb	0-3 months	Greater Than 3 years	Adobe	Adobe	InDesign	PDF
Adobe	Adobe	False	0.18	0-1.0 mb	0 - 0.25 mb	0-3 months	Greater Than 3 years	Adobe	Adobe	InDesign	PDF
Adobe	Adobe	False	0.16	0-1.0 mb	0 - 0.25 mb	0-3 months	Greater Than 3 years	Adobe	Adobe	InDesign	PDF
Adobe	Adobe	False	0.20	0-1.0 mb	0 - 0.25 mb	0-3 months	Greater Than 3 years	Adobe	Adobe	InDesign	PDF
Microsoft-Æ	Microsoft-Æ	False	0.20	0-1.0 mb	0 - 0.25 mb	0-3 months	Greater Than 3 years	Microsoft	Microsoft	FALSE	FALSE
Microsoft-Æ	Microsoft-Æ	False	0.20	0-1.0 mb	0 - 0.25 mb	0-3 months	Greater Than 3 years	Microsoft	Microsoft	FALSE	FALSE
Microsoft-Æ	Microsoft-Æ	False	0.04	0-1.0 mb	0 - 0.25 mb	0-3 months	Greater Than 3 years	Microsoft	Microsoft	FALSE	FALSE
Microsoft-Æ	Microsoft-Æ	False	0.18	0-1.0 mb	0 - 0.25 mb	0-3 months	Greater Than 3 years	Microsoft	Microsoft	FALSE	FALSE
Microsoft-Æ	Microsoft-Æ	False	0.18	0-1.0 mb	0 - 0.25 mb	0-3 months	Greater Than 3 years	Microsoft	Microsoft	FALSE	FALSE
Microsoft-Æ	Microsoft-Æ	False	0.05	0-1.0 mb	0 - 0.25 mb	3-6 months	Greater Than 3 years	Microsoft	Microsoft	FALSE	FALSE
Microsoft-Æ	Microsoft-Æ	False	0.15	0-1.0 mb	0 - 0.25 mb	3-6 months	Greater Than 3 years	Microsoft	Microsoft	FALSE	FALSE
Microsoft-Æ	Microsoft-Æ	False	0.05	0-1.0 mb	0 - 0.25 mb	3-6 months	Greater Than 3 years	Microsoft	Microsoft	FALSE	FALSE
Adobe	GPL	False	0.05	0-1.0 mb	0 - 0.25 mb	0-3 months	Greater Than 3 years	Adobe	Other	PScript5.dll	FALSE
Adobe	Acrobat	False	0.01	0-1.0 mb	0 - 0.25 mb	0-3 months	Greater Than 3 years	Adobe	Adobe	PScript5.dll	Distiller
Adobe	Acrobat	False	0.01	0-1.0 mb	0 - 0.25 mb	0-3 months	Greater Than 3 years	Adobe	Adobe	PScript5.dll	Distiller
Error	Error	Error	Error	Error	Error	Error	Error	Error	Error	FALSE	FALSE
Not Available	Acrobat	True	0.01	0-1.0 mb	0 - 0.25 mb	0-3 months	Greater Than 3 years	Not Available	Adobe	FALSE	Distiller
Microsoft-Æ	Microsoft-Æ	False	0.30	0-1.0 mb	0.26 - 0.5 mb	0-3 months	Greater Than 3 years	Microsoft	Microsoft	FALSE	FALSE
Adobe	Adobe	False	0.18	0-1.0 mb	0 - 0.25 mb	0-3 months	Greater Than 3 years	Adobe	Adobe	InDesign	PDF
Adobe	Adobe	False	0.18	0-1.0 mb	0 - 0.25 mb	0-3 months	Greater Than 3 years	Adobe	Adobe	InDesign	PDF
Adobe	Adobe	False	0.18	0-1.0 mb	0 - 0.25 mb	0-3 months	Greater Than 3 years	Adobe	Adobe	InDesign	PDF
Adobe	Adobe	False	0.18	0-1.0 mb	0 - 0.25 mb	0-3 months	Greater Than 3 years	Adobe	Adobe	InDesign	PDF
FreeHand	Acrobat	False	0.03	0-1.0 mb	0 - 0.25 mb	0-3 months	Greater Than 3 years	Other	Adobe	FALSE	Distiller
Acrobat	Adobe	False	0.02	0-1.0 mb	0 - 0.25 mb	0-3 months	Greater Than 3 years	Adobe	Adobe	Capture	Acrobat
Adobe	Adobe	False	0.18	0-1.0 mb	0 - 0.25 mb	0-3 months	Greater Than 3 years	Adobe	Adobe	InDesign	PDF
Adobe	Adobe	False	0.18	0-1.0 mb	0 - 0.25 mb	0-3 months	Greater Than 3 years	Adobe	Adobe	InDesign	PDF
Adobe	Adobe	False	0.18	0-1.0 mb	0 - 0.25 mb	0-3 months	Greater Than 3 years	Adobe	Adobe	InDesign	PDF
Adobe	Adobe	False	0.18	0-1.0 mb	0 - 0.25 mb	0-3 months	Greater Than 3 years	Adobe	Adobe	InDesign	PDF
Adobe	Adobe	False	0.16	0-1.0 mb	0 - 0.25 mb	0-3 months	Greater Than 3 years	Adobe	Adobe	InDesign	PDF
Adobe	Adobe	False	0.16	0-1.0 mb	0 - 0.25 mb	0-3 months	Greater Than 3 years	Adobe	Adobe	InDesign	PDF
Adobe	Adobe	False	0.20	0-1.0 mb	0 - 0.25 mb	0-3 months	Greater Than 3 years	Adobe	Adobe	InDesign	PDF
Adobe	Adobe	False	0.20	0-1.0 mb	0 - 0.25 mb	0-3 months	Greater Than 3 years	Adobe	Adobe	InDesign	PDF
Microsoft-Æ	Microsoft-Æ	False	0.04	0-1.0 mb	0 - 0.25 mb	0-3 months	Greater Than 3 years	Microsoft	Microsoft	FALSE	FALSE
Hewlett-Packard	Not Available	False	0.02	0-1.0 mb	0 - 0.25 mb	0-3 months	Greater Than 3 years	Other	Not Available	FALSE	FALSE
Adobe	Adobe	False	0.18	0-1.0 mb	0 - 0.25 mb	0-3 months	Greater Than 3 years	Adobe	Adobe	InDesign	PDF
Adobe	Adobe	False	0.18	0-1.0 mb	0 - 0.25 mb	0-3 months	Greater Than 3 years	Adobe	Adobe	InDesign	PDF
Adobe	Adobe	False	0.18	0-1.0 mb	0 - 0.25 mb	0-3 months	Greater Than 3 years	Adobe	Adobe	InDesign	PDF
Adobe	Adobe	False	0.18	0-1.0 mb	0 - 0.25 mb	0-3 months	Greater Than 3 years	Adobe	Adobe	InDesign	PDF



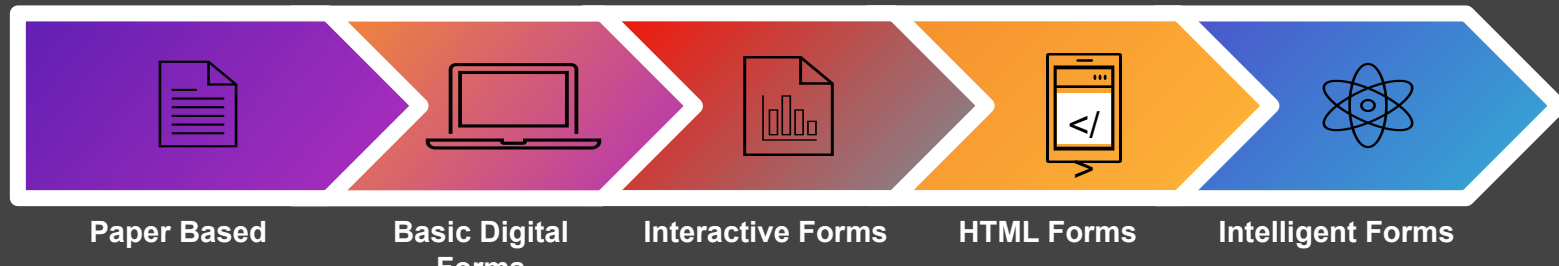
QR to download PDF Report Template with Formulas





Enhancing Customer Value with PDF Report

- Addressing the challenge of customers realizing and recognizing value of their investment
- Turning Opportunity into Action
- Driving Impact and Transformation





Agenda for PDF Report

- PDF URL Status
- PDF Fillable Forms
- PDF Version Number
- PDF Creator Categories
- PDF Producer Categories
- Large PDF Document (greater than 50 pages)
- PDF Days Apart Categories
- PDF Days Since Last Modification Categories
- Total PDF Document Size (mb)
- PDF Document Size per page (mb)



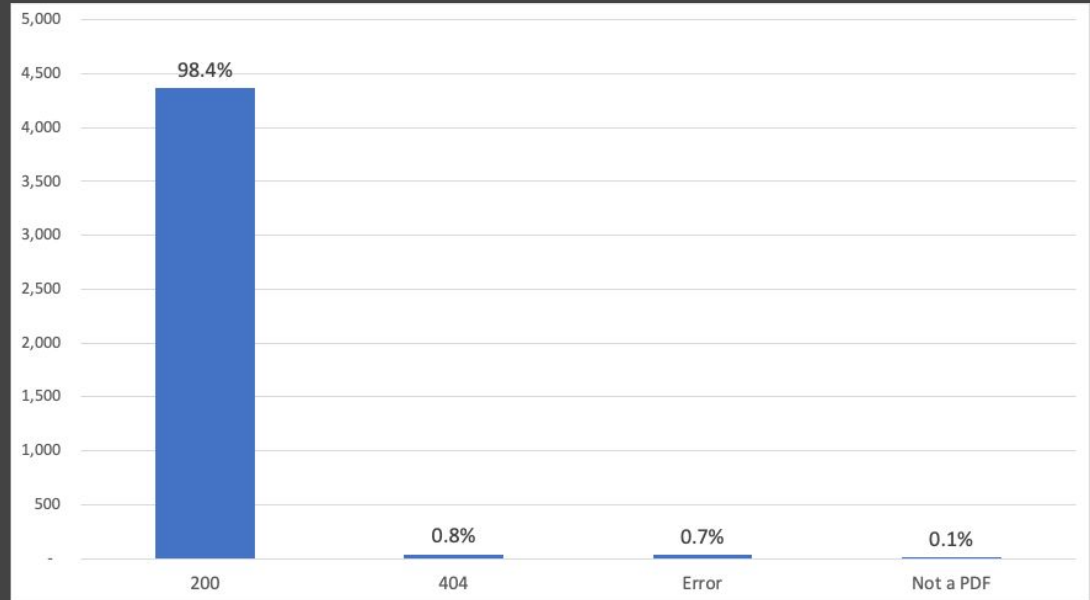
PDF URL Status

PDF URL Status

Row Labels	Count of URL	Percentage of URLs	Benchmark
200	4,368	98.4%	80.6%
404	37	0.8%	3.9%
Error	30	0.7%	15.2%
Not a PDF	4	0.1%	
Grand Total	4,439		

- **98.4%** of the PDFs scanned are a status code of 200, which shows the PDFs are findable on the organization's servers and available to view inside of a browser.
- **1.6%** of the PDF's scanned produced an error, which prevented the scanned PDF's from being checked or verified, such as "Cannot read properties of undefined (reading 'split')", "Request failed with status code 404", etc.

The PDF URL status shows if the PDF is findable on the organization's server and available to be viewed inside of a browser. An HTTP status code is a server's response when someone requests to view a page on that server.





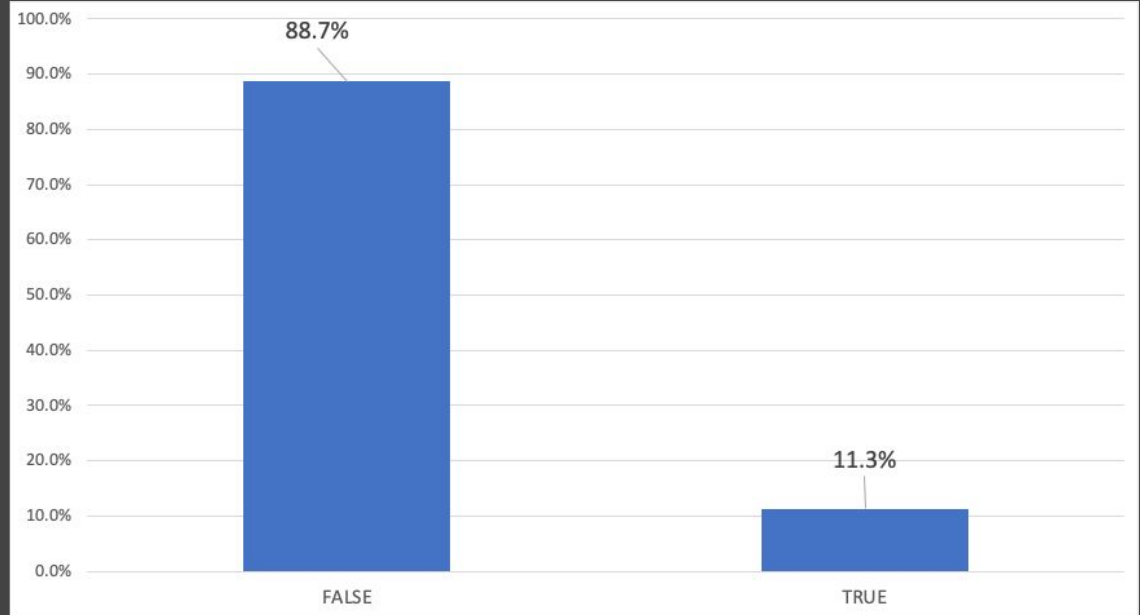
PDF Fillable Forms

PDF Fillable Forms

Row Labels	Count of URL	Percentage of URLs	Benchmark
FALSE	3,875	88.7%	94.0%
TRUE	493	11.3%	6.0%
Grand Total	4,368		

The PDF fillable forms shows if the PDF has fields that fillable within the PDF document, which then can be saved and sent to a recipient. A fillable PDF document can be either a document where there are fields available to be filled in and/or hyperlinks in the table of contents that link to other parts of the PDF document.

- 88.7% of the PDFs scanned are static PDFs and/or did not have a fillable and/or hyperlinked component within the PDF document
- 11.3% of the PDFs scanned are dynamic PDFs and have a fillable and/or hyperlinked component within the PDF document



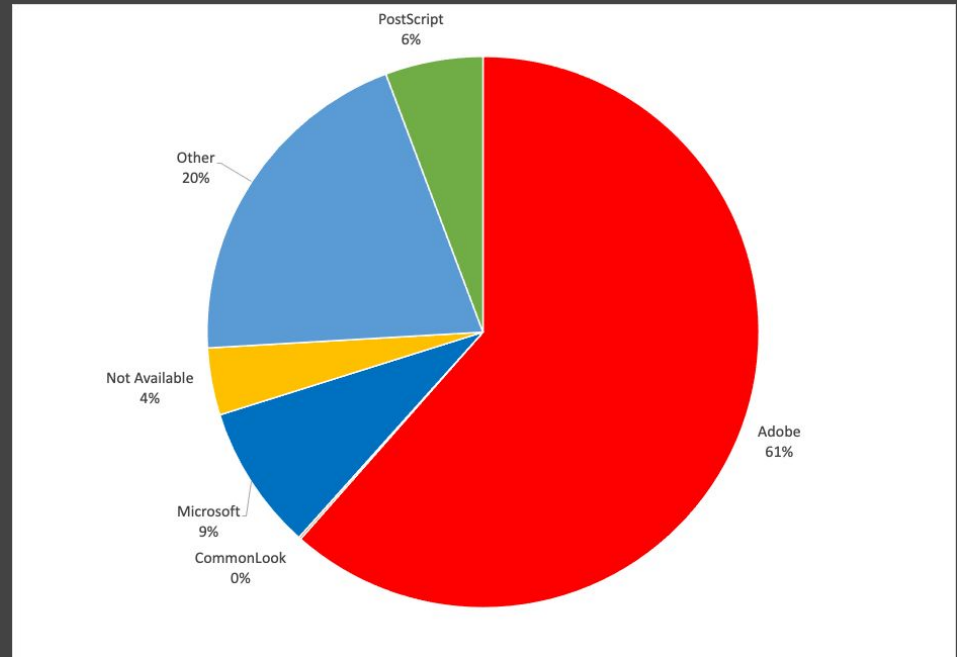


PDF Creator Categories

PDF Creator Category			
Row Labels	Count of URL	Percentages of URL	Benchmark
Adobe	2,686	61.49%	50.1%
CommonLook	6	0.14%	0.1%
Microsoft	372	8.52%	21.1%
Not Available	172	3.94%	6.6%
Other	882	20.19%	15.7%
PostScript	250	5.72%	5.4%
Grand Total	4,368		

The PDF creator category shows the tools that was used to create the PDF document, if available within the properties of the PDF document. As there are several tools that can be used to create PDF documents, this view looks at the top-level solution that was used to create the PDF document.

- 61.5% of the PDFs scanned were created using Adobe tools, such Acrobat, InDesign, etc.
- 8.52% of the PDF's scanned were created using Microsoft tools, such as Word, PowerPoint, Excel, etc.
- 20.19% of the PDFs scanned were created using a tool that is a tool other than Adobe, Microsoft, or some other known tool.

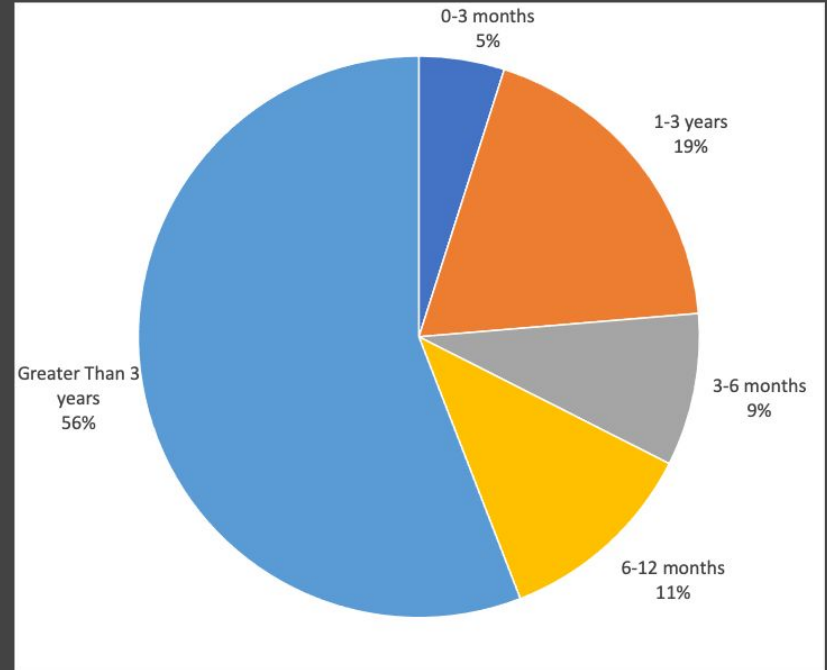




PDF Days Since Last Mod Categories

PDF Days Since Last Mod Categories			
Row Labels	Count of URL	Percentage of URLs	Benchmark
0-3 months	215	4.9%	3.1%
1-3 years	819	18.8%	20.5%
3-6 months	384	8.8%	3.4%
6-12 months	509	11.7%	8.1%
Greater Than 3 years	2,441	55.9%	64.8%
Grand Total	4,368		

The PDF days since last modified categories shows the number of days since the PDF document was last modified compared to the date the scan was last reviewed (6/7/2024). This can potentially be an indication of a stale PDF document or at least that the PDF document might need to be updated.



- **64.8%** of the PDFs scanned have not been updated in more than 3 years, which potentially indicates the PDF documents could be stale
- **18.8%** of the PDFs scanned have not been updated between 1-3 years ago
- **11.7%** of the PDFs scanned have not been updated between 6-12 months ago
- **8.8%** of the PDFs scanned have been updated between 3-6 months ago
- **4.9%** of the PDFs scanned have been updated between 0-3 months ago

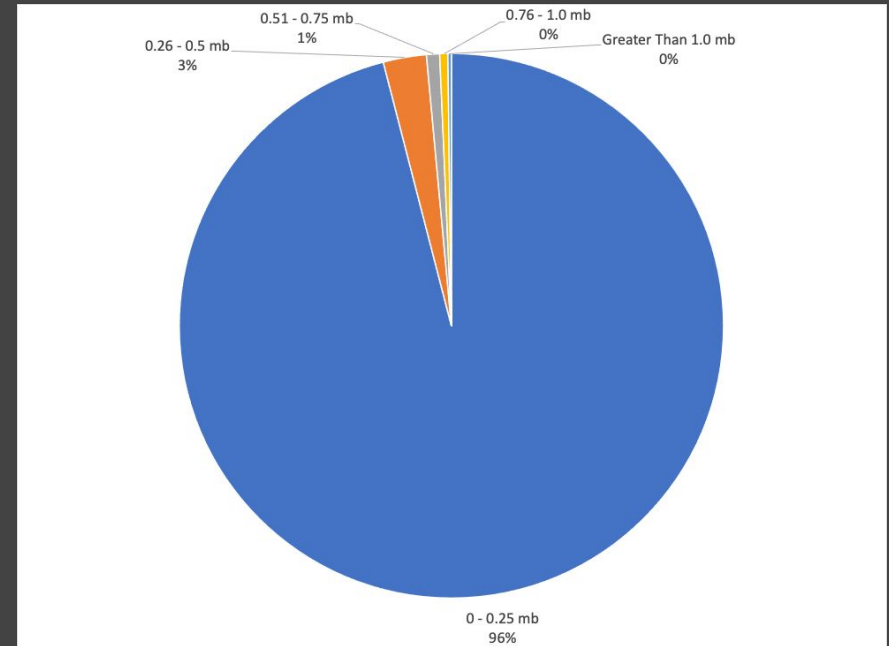


PDF Document Size per Page (mb)

PDF Size per page (mb) Categories			
Row Labels	Count of URL	Percentages of URLs	Benchmark
0 - 0.25 mb	4,192	96.0%	84.5%
0.26 - 0.5 mb	112	2.6%	7.7%
0.51 - 0.75 mb	34	0.8%	2.9%
0.76 - 1.0 mb	21	0.5%	1.6%
Greater Than 1.0 mb	9	0.2%	3.3%
Grand Total	4,368		

- 96.0% of the PDFs scanned have an average page size of 0.25 mb or less
- 2.6% of the PDFs scanned have an average page size of 0.26 – 0.50 mb
- 0.8% of the PDFs scanned have an average page size of 0.51 – 0.75mb
- 0.5% of the PDFs scanned have an average page size of 0.76 – 0.1.0mb
- 0.2% of the PDFs scanned have an average page size greater than 1.0 mb

The PDF size per page looks at the average size of each page within the PDF document in megabytes (MB). The larger the average size per page of the PDF could indicate that the PDF has not been compressed appropriately, could contain large images imbedded in the PDF, and/or not potentially using imbedded fonts.





Adobe Analytics Health Check



Why I Do an Adobe Analytics Health Check

- The Challenge: Most government agencies do not understand their website performance, Adobe Analytics tag performance, Adobe Analytics tag presence, the page metadata for search engine optimization, and provide this information at scale
- The Opportunity: Provide recommendations to help government websites with the visitor experience through managing Adobe Analytics tag, page performance, metadata tags for search engine optimization, and landing page report to check the links for email campaigns
- The Outcome: Government organizations will review recommendations and implement the recommendations in 1 to 6 months



Adobe Analytics Health Check Agenda



Introductions



Benchmark
Scorecard



Current Value
Scorecard



Analytics Audit



Product Adoption
Scores



Search Engine
Optimization



PDF Document
Review



Experience
League



Adobe Analytics Audit



Fundamentals
Analysis



Website
Audit



Tool Usage
Check



Core Services
Review



Summar
y

We review the tagging of your website, looking at percentage of pages tagged, javascript errors, pages that take longer than 3 seconds to load, page with non-200 page status code, and Adobe Analytics code version to help identify areas of improvement for the analytics implementation



Website Audit



Overall ObservePoint Scan Score

Audit
Score

75.7

Out of 100

Tag Presence

29.6

Out of 30

Tag Performance

15.8

Out of 20

Rules

20.1

Out of 30

Page Performance

0.1

Out of 10

Cookies

10

Out of 10

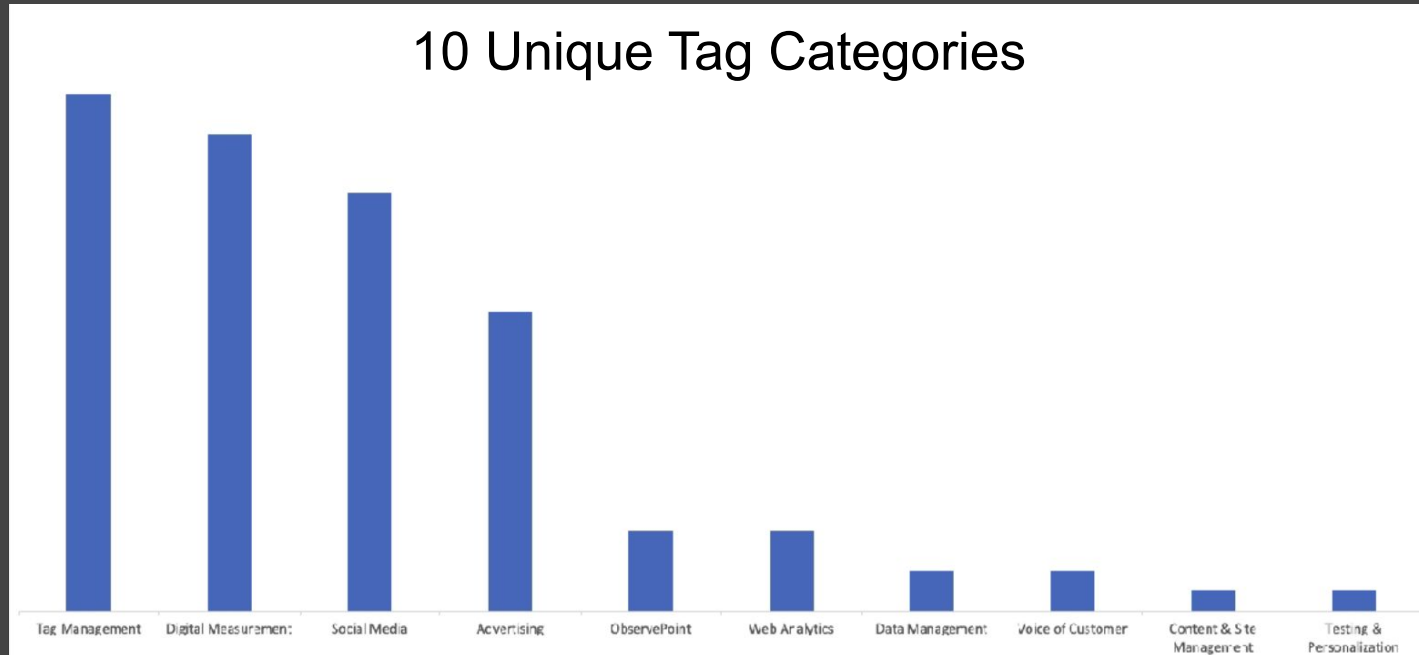


ObservePoint Tagging Results – Tag Presence

Unique Tags
35

Broken Tags Requests
17 of 79,936

Broken Pages
10





ObservePoint Tagging Results – Tag Presence

AA Tagged Pages

823

Out of 833

JS 2.27.0

0

Current Version

JS 2.7.0 (Jan 2018)

823



ObservePoint Tagging Results – Rule Validation

Total Pages Missing Information

1

Out of 823

PageName Not Set

0

Channel Not Set

1



ObservePoint Tagging Results – Tag Performance

Average Tag Load Time

398 ms

Below 500ms

83.9%

500 – 999ms

15.3%

1,000 – 1,999ms

0.64%

2,000ms+

0.12%



ObservePoint Tagging Results – Page Performance

Average Page Load Time
9.0 sec

Below 3 seconds

1.2%

3-6 seconds

2.0%

6-10 seconds

80.9%

10+ seconds

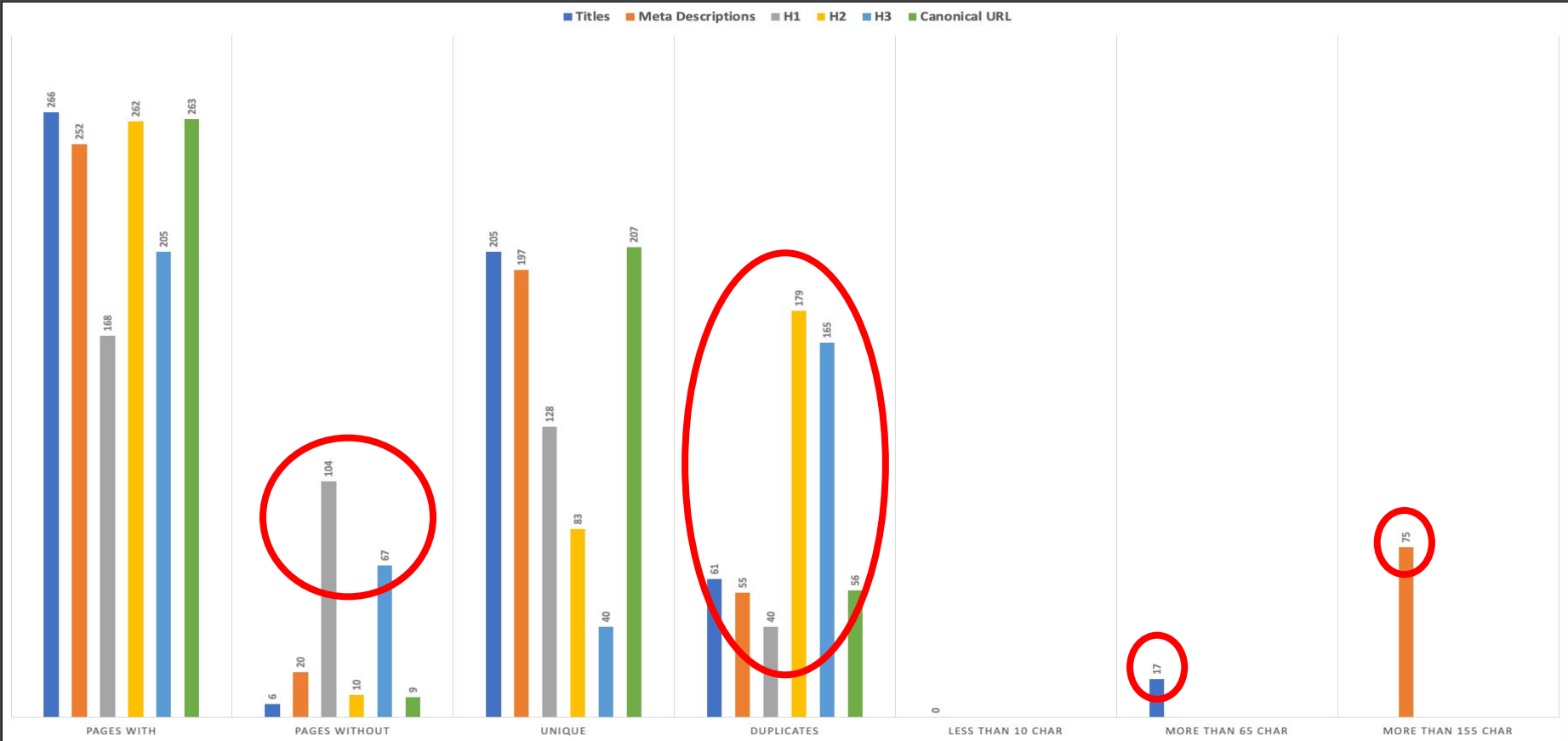
15.8%



Search Engine Optimization

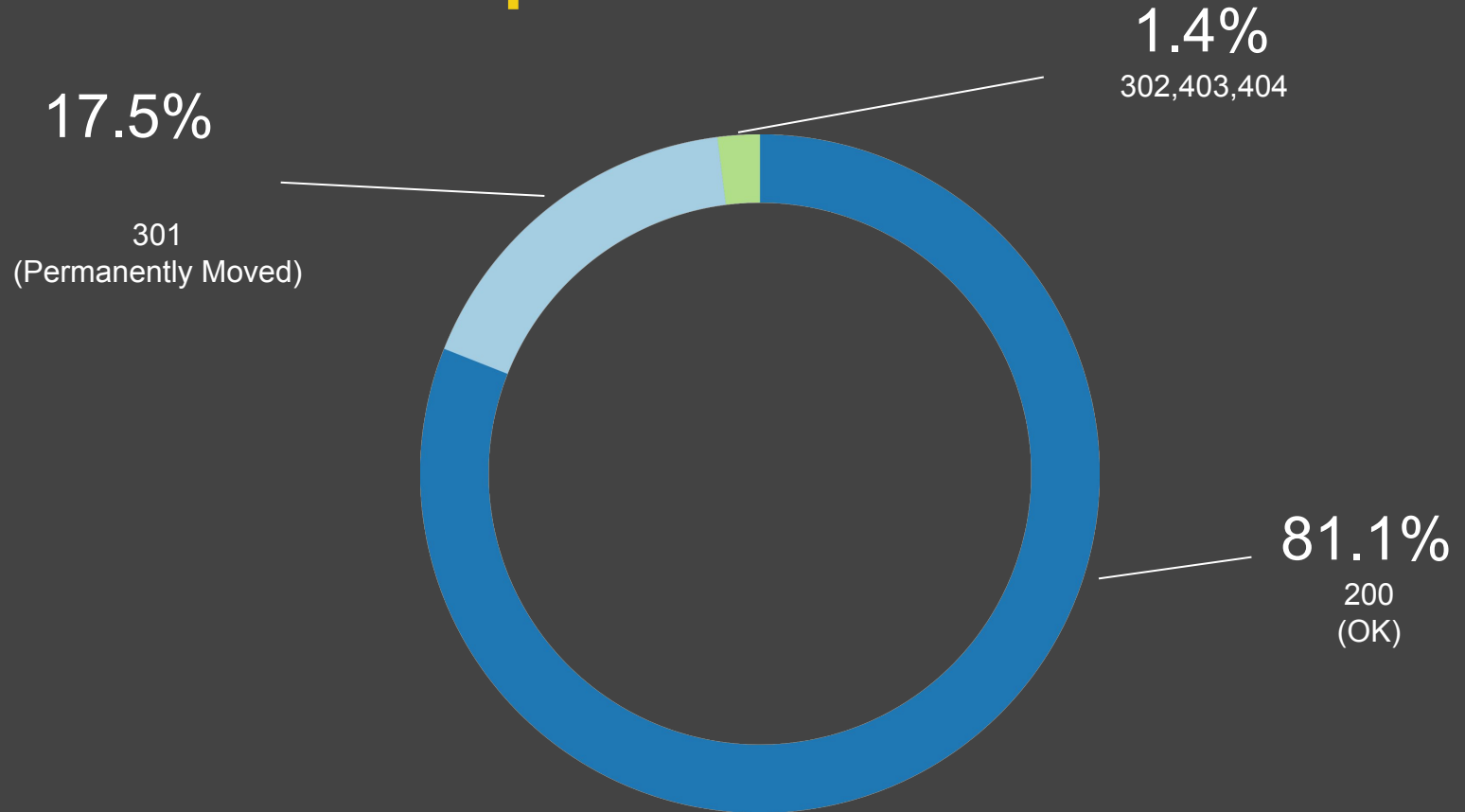


Natural Search Website Analysis



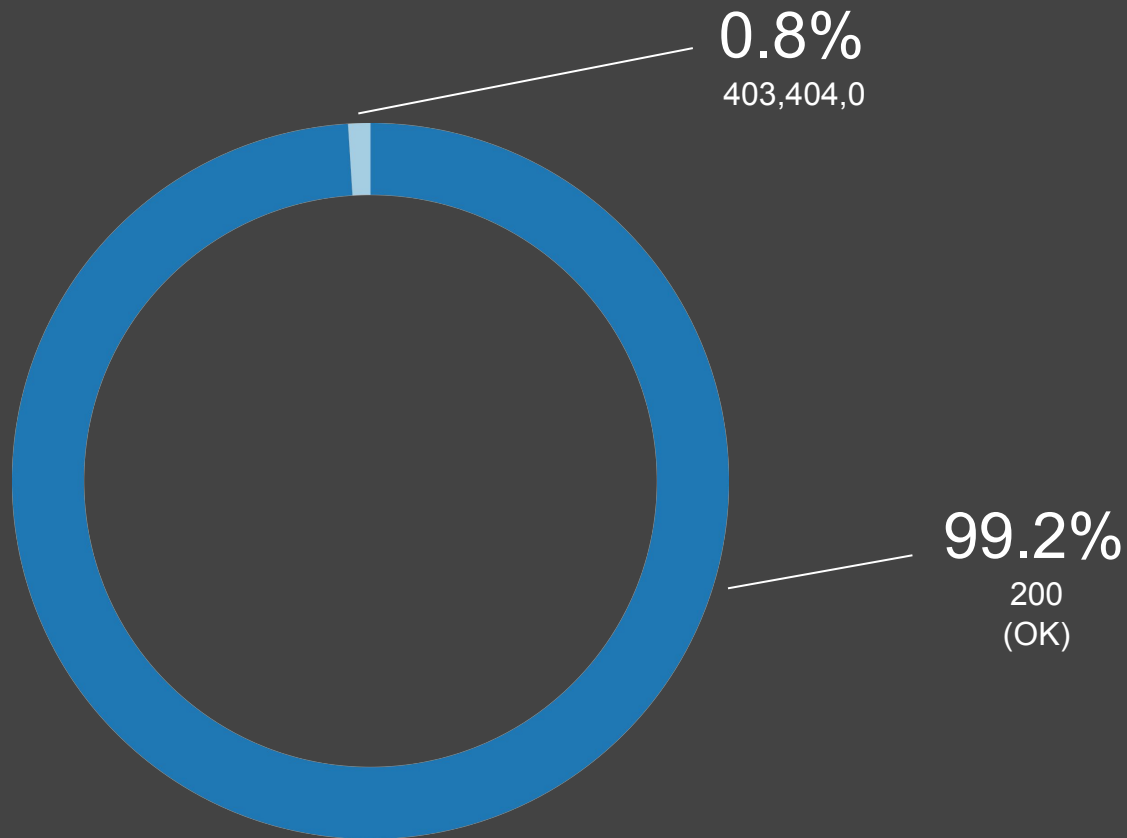


Initial Website Response Codes





Final Website Response Codes





Checking Cookie Consent



Why Do I Check Cookie Consent

- The Challenge: Government agencies are not always aware of the cookies that are on their website and how to check for cookies, how to see when the cookies are set, and how to utilize the cookie consent categories for the whole website at scale
- The Opportunity: Reviewed the cookie consent categories with our customer's privacy lawyer that were uploaded from the consent management platform and identified a specific cookie that was not listed in the consent management platform that was being set outside of the tag management solution (Adobe Tags)
- The Outcome: Spent 3-4 hours researching how and when the specific cookie was set. Provided information to government organization, who was able to have the cookie removed from the website permanently (ran another scan on website to verify the cookie was gone)



ObservePoint Tagging Results – Cookie Inventory

Unique Cookies

59

Non-Secure Cookies

33

Empty Same Site Cookies

20

1st Party Cookies

33

3rd Party Cookies

26



Cookie Security Detail

COOKIE NAME	PARTY TYPE	EXPIRATION TYPE	SAMESITE	SECURE	HTTPONLY	PARTITION KEY	AVG SIZE (bytes)	MIN DURATION (minutes)	MAX DURATION (minutes)	PRESENT ON # PAGES	Initiator #1	Initiator #2	Initiator #3	Initiator #4	Initiator #5
_cf_bm	1st_party	timestamp	None	TRUE	TRUE		149	30	31	2246					
_ce.clock_data	1st_party	timestamp	Strict	FALSE	FALSE		71	1440	1440	2227 Crazy Egg					
_ce.clock_event	1st_party	timestamp	Strict	FALSE	FALSE		1	1440	1440	2227 Crazy Egg					
_ce.irv	1st_party	session	Strict	FALSE	FALSE		3			2227 Crazy Egg					
_ce.s	1st_party	timestamp	Strict	FALSE	FALSE		159	525600	525600	2227 Crazy Egg					
cebs	1st_party	session	Strict	FALSE	FALSE		1			2227 Crazy Egg					
cebsp_	1st_party	session	Strict	FALSE	FALSE		1			2227 Crazy Egg					
demdex	3rd_party	timestamp	None	TRUE	FALSE		38	259200	259200	2227 Adobe Audience Manager					
dexp	3rd_party	timestamp	None	TRUE	FALSE		19	259200	259200	2227 Adobe Audience Manager					
dpm	3rd_party	timestamp	None	TRUE	FALSE		38	259200	259200	2227					
TDCPM	3rd_party	timestamp	None	TRUE	FALSE		60	525600	525600	2227 TradeDesk					
TDID	3rd_party	timestamp	None	TRUE	FALSE		36	525600	525600	2227 TradeDesk					
s_ecid	1st_party	timestamp	None	FALSE	FALSE		46	576000	576000	2224 Adobe Analytics	Adobe Visitor ID - FPC				
_cf_bm	3rd_party	timestamp	None	TRUE	TRUE		170	30	31	2184					
_cf_bm	3rd_party	timestamp	None	TRUE	TRUE		149	30	31	2184					
_ctuid	3rd_party	session	None	TRUE	TRUE		75			2184					
OptanonConsent	1st_party	timestamp	Lax	FALSE	FALSE		350	525600	525600	2184 OneTrust CMP Banner					
_fbp	1st_party	timestamp	Lax	FALSE	FALSE		36	129600	129600	2183 Facebook Events JS Bootstrap					
_ga	1st_party	timestamp	None	FALSE	FALSE		26	576000	576000	2183 Google Tag (gtag)					
_ga_VCV4E15CH7	1st_party	timestamp	None	FALSE	FALSE		37	576000	576000	2183 Google Tag (gtag)					
_gcl_au	1st_party	timestamp	None	FALSE	FALSE		24	129600	129600	2183	Google Tag Manager				
AMCV_6A07686B52FD54A30A490D4D%40AdobeOrg	1st_party	timestamp	None	TRUE	FALSE		264	576000	576000	2183 Adobe Launch					
AMCVS_6A07686B52FD54A30A490D4D%40AdobeOrg	1st_party	session	None	TRUE	FALSE		1			2183 Adobe Launch					
AnalyticsSyncHistory	3rd_party	timestamp	None	TRUE	FALSE		86	43200	43200	2183 LinkedIn Insights					
ar_debug	3rd_party	timestamp	None	TRUE	TRUE		1	129600	129600	2183 Google Ads Conversion Tracking					
bcookie	3rd_party	timestamp	None	TRUE	FALSE		42	525600	525600	2183 LinkedIn Insights					
bscookie	3rd_party	timestamp	None	TRUE	TRUE		88	525600	525600	2183					
check	1st_party	session	None	FALSE	FALSE		4			2183 Adobe Launch					
IDE	3rd_party	timestamp	None	TRUE	TRUE		64	576000	576000	2183	Google Ads Remarketing				
li_sugr	3rd_party	timestamp	None	TRUE	FALSE		36	129600	129600	2183 LinkedIn Insights					
lidc	3rd_party	timestamp	None	TRUE	FALSE		108	1440	1440	2183 LinkedIn Insights					
mbox	1st_party	timestamp	None	FALSE	FALSE		103	576000	576000	2183 Adobe Launch					
nmstat	1st_party	timestamp	Lax	FALSE	FALSE		36	576000	576000	2183 Siteimprove Analytics					
UserMatchHistory	3rd_party	timestamp	None	TRUE	FALSE		78	43200	43200	2183 LinkedIn Insights					
AWSALB	1st_party	timestamp	None	FALSE	FALSE		124	10080	10080	2180					
AWSALBCORS	1st_party	timestamp	None	TRUE	FALSE		124	10080	10080	2180					
ga_session_duration	1st_party	timestamp	None	FALSE	FALSE		2	31	32	2180					
s_cc	1st_party	session	None	TRUE	FALSE		4			2180 Adobe Extensions					
ar_debug	3rd_party	timestamp	None	TRUE	TRUE		1	129600	129600	2179					
s_ips	1st_party	session	None	TRUE	FALSE		3			2164 Adobe Extensions					
s_ppv	1st_party	session	None	TRUE	FALSE		83			2164 Adobe Extensions					
s_tp	1st_party	session	None	TRUE	FALSE		4			2164 Adobe Extensions					
ELOQUA	1st_party	timestamp	None	FALSE	FALSE		37	570240	570240	1103					
_cf_bm	3rd_party	timestamp	None	TRUE	TRUE		170	30	31	324					
_cf_bm	3rd_party	timestamp	None	TRUE	TRUE		149	30	31	324					
_ctuid	3rd_party	session	None	TRUE	TRUE		75			324					
_yfp	3rd_party	timestamp	None	TRUE	FALSE		12	129600	129600	324					
_bc_uid	3rd_party	timestamp	None	TRUE	TRUE		36	576000	576000	67					
fr	3rd_party	timestamp	None	TRUE	TRUE		39	129600	129600	66 Facebook Conversion					
AMCV_6A07686B52FD54A30A490D4D%40AdobeOrg	1st_party	timestamp	None	FALSE	FALSE		263	576000	576000	44 Adobe Launch					
AMCVS_6A07686B52FD54A30A490D4D%40AdobeOrg	1st_party	session	None	FALSE	FALSE		1			44 Adobe Launch					
s_cc	1st_party	session	None	FALSE	FALSE		4			44 Adobe Extensions					









Cookie Consent Categories


Pages Scanned	Pages with Unapproved Cookies	Unique Cookies	Approved Cookies	Unapproved Cookies
2,248	2,183	55 <small>trend lines will appear as new runs are performed</small>	44 <small>trend lines will appear as new runs are performed</small>	11 <small>trend lines will appear as new runs are performed</small>
Cookie Compliance				
COOKIE NAME	COOKIE DOMAIN	STATUS	CONSENT CATEGORY	# OF PAGES
af_debug		Unapproved		2,179
AWSALB		Unapproved		4
AWSALBCORS		Unapproved		4
ga_session_duration		Unapproved		3
_cf_bm		Approved	Strictly Necessary Cookies	2,246
_ce.clock_data		Approved	Unknown	2,227
_ce.clock_data		Approved	Performance Cookies	2,227
_ce.clock_data	Approved	Strictly Necessary Cookies	2,227	
1 - 72 of 72				




Cookie Consent Categories

COOKIE NAME	COOKIE DOMAIN	STATUS ↓	CONSENT CATEGORY	# OF PAGES
cebsp_		⚠ Unapproved	⊖	2,025
receive-cookie-deprecation		⚠ Unapproved	⊖	1,076
data-ttd	hb.yahoo.net	⚠ Unapproved	⊖	574
visitor-id	hb.yahoo.net	⚠ Unapproved	⊖	574
audit		⚠ Unapproved	⊖	567
khaos		⚠ Unapproved	⊖	567
ps_n		⚠ Unapproved	⊖	240
receive-cookie-deprecation		⚠ Unapproved	⊖	1

1 - 73 of 73

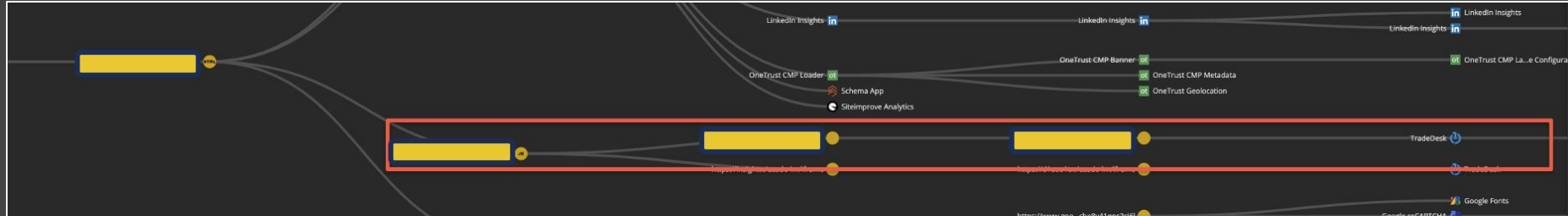
Pages Scanned 

INITIAL PAGE URL	FINAL PAGE URL	PAGE LOAD TIME (sec)	FINAL PAGE STATUS CODE	# OF COOKIES ↓
		12.1	200	1



Cookie Consent Categories

Tag Initiators Report





Cookie Consent Categories

SCANNED ON: Mar 5, 2024 | 5:19 PM

INITIAL PAGE: 301
REDIRECT: 301
FINAL PAGE: 200

PAGE INFORMATION | TAGS | **COOKIES** | REQUEST LOG | CONSOLE LOG | TAG INITIATORS | RULES

data-ttd hb.yahoo.net

NAME	DOMAIN	1ST/3RD PARTY	TOTAL INITIATOR(S)	MOST RECENT STATE
data-ttd	hb.yahoo.net	3rd	1	Added on Page Load

FINAL EXISTING COOKIE ATTRIBUTES

NAME: data-ttd
VALUE: rightmedia--3
DOMAIN: hb.yahoo.net
PATH: /
COOKIE DURATION: 14d
COOKIE EXPIRATION DATE: 2024-03-19 6:19:37 PM (14d)
HTTPONLY: false
SAMESITE: ---
SECURE: true
1ST/3RD PARTY: 3rd

ORIGIN STORY

TOTAL INITIATORS: 1
ACTIONS: 1
1. Cookie Added on Page Load

INITIATOR: HTTP
https://hb.yahoo.net/cksync.php?cs=3&type=55953&gdrp=%24%7bGDPR%7d&gdrp_consent=%24%7bGDPR_CONSENT%7d&gpp=%24%7bGPP_STRING%7d&gpp_sid=%24%7bGPP_SID%7d&ovsid=rightmedia&redirect=https%3a%2f%2fmatch.adsrvr.org%2ftack%2fcm%2fgeneric%3fttd_pid%3drightmedia&ttd_tdid=7433579f-91da-47ba-86cb-6c4492d5b917
SET METHOD: Server-Side HTTP



Awesome Cookie Manager – Chrome Extension

The screenshot shows a Chrome browser window with the URL 'adobe.com'. The page content includes the Adobe logo, navigation links, and a promotional offer for Creative Cloud. The 'Awesome Cookie Manager' extension is open, displaying a list of cookies with columns for Domain, Name, and Expiration. The extension interface includes search filters and action buttons like 'Select All', 'Delete', and 'Save/Restore'.

Awesome Cookie Manager

Domain: [] Name: [] Value: [] Cookies: 244

Domain	Name	Expiration
<input type="checkbox"/> .1rx.io	_rxuuid	6/18/2025 14:23:09
<input type="checkbox"/> .33across.com	33x_b	5/21/2025 13:27:25
<input type="checkbox"/> .33across.com	33x_ps	6/12/2025 10:34:03
<input type="checkbox"/> .3lift.com	tluid	9/16/2024 14:23:09
<input type="checkbox"/> .a-mo.net	amdt_t	5/28/2025 10:06:32
<input type="checkbox"/> .a-mo.net	amuid2	5/28/2025 10:06:32
<input type="checkbox"/> .a-mx.com	amdt_t	5/28/2025 10:06:32
<input type="checkbox"/> .a-mx.com	amuid2	5/28/2025 10:06:32
<input type="checkbox"/> .addthis.com	mus	6/29/2025 13:35:42
<input type="checkbox"/> .addthis.com	na_id	7/5/2025 16:05:18
<input type="checkbox"/> .addthis.com	na_tc	7/5/2025 16:05:18
<input type="checkbox"/> .addthis.com	ouid	7/5/2025 16:05:18
<input type="checkbox"/> .addthis.com	uid	7/5/2025 16:05:18
<input type="checkbox"/> .adnxs.com	anj	9/16/2024 14:23:09
<input type="checkbox"/> .adnxs.com	uuid2	9/16/2024 14:23:09
<input type="checkbox"/> .adobe.com	_cs_mk_aa	8/20/2024 18:21:10
<input type="checkbox"/> .adobe.com	ak_bmsc	8/20/2024 19:51:08
<input type="checkbox"/> .adobe.com	AKA_A2	8/20/2024 18:51:09
<input type="checkbox"/> .adobe.com	AMCV_9E1005A551ED61...	9/14/2025 17:51:10
<input type="checkbox"/> .adobe.com	bm_ev	9/20/2024 10:51:41

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Recap: 3 Takeaways From Today's Session

- PDF experience are critical to most websites (especially government)
- Website auditing is hard
- Cookie/privacy consent monitoring is important





Thank You



Richard Calentine

Sr. Customer Success Value Engineer
Adobe Federal, Inc.