Jeremy Moran

VP, Strategy

Drumline
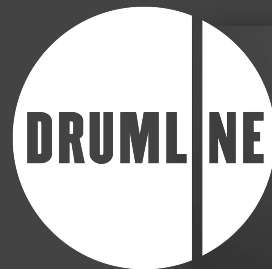
Allison Marx

Senior Solutions Architect

Drumline

ALIGNING FOR IMPACT:
How Web Governance Reshaped a Major Nonprofit's Digital Future

"A man with one watch knows what time it is; a man with two watches is never quite sure."

The Salvation Army

The Salvation Army, an international movement, is an evangelical part of the universal Christian Church. Its message is based on the Bible. Its ministry is motivated by the love of God. Its mission is to preach the gospel of Jesus Christ and to meet human needs in His name without discrimination.

Meets human need across 134 countries around the globe

Hundreds of programs from veterans services to rehabilitation programs

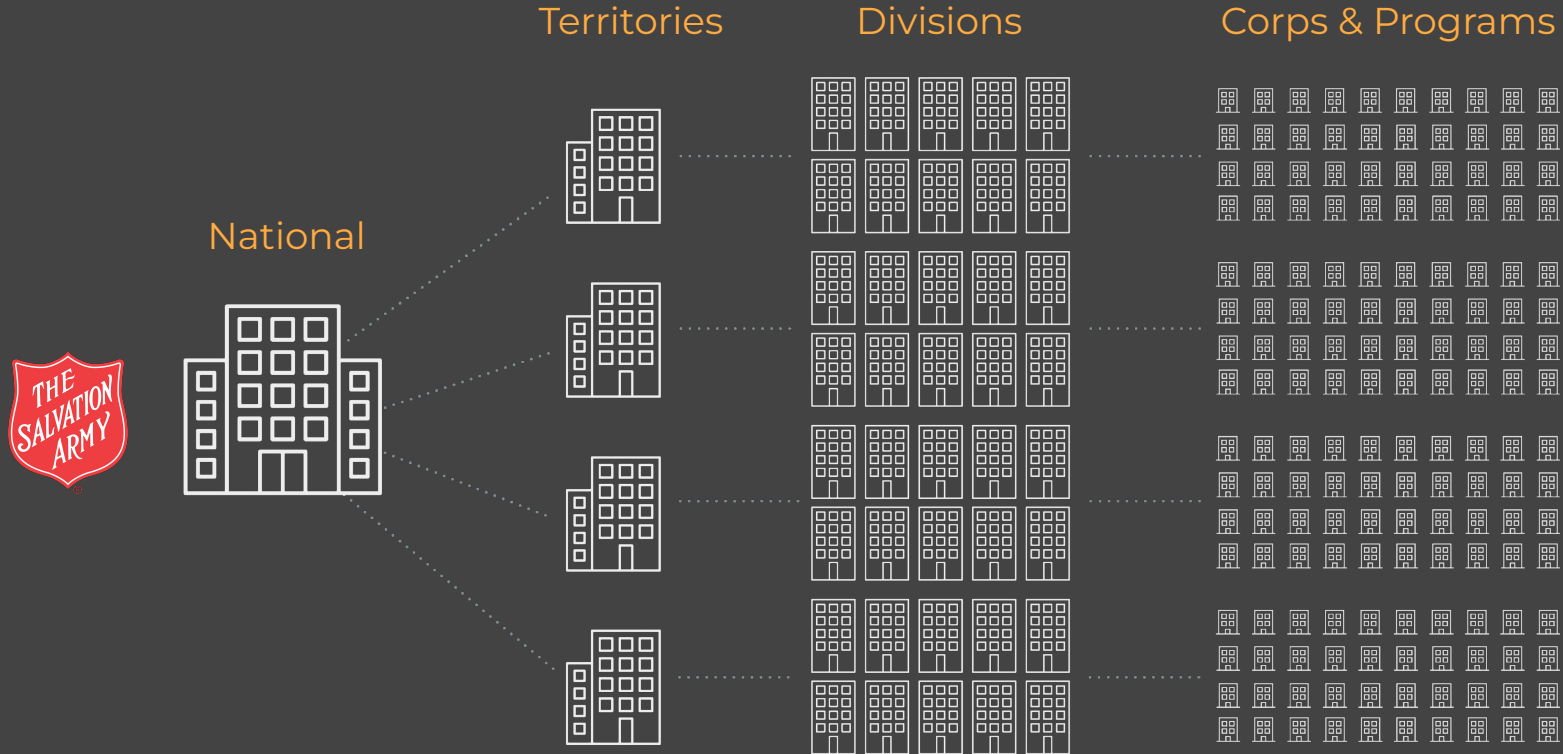Assisted **over 27 million people** in 2023 in the U.S.

Over **6,000 U.S. centers of operation** to support the most vulnerable populations locally

Structured to Meet Need Locally
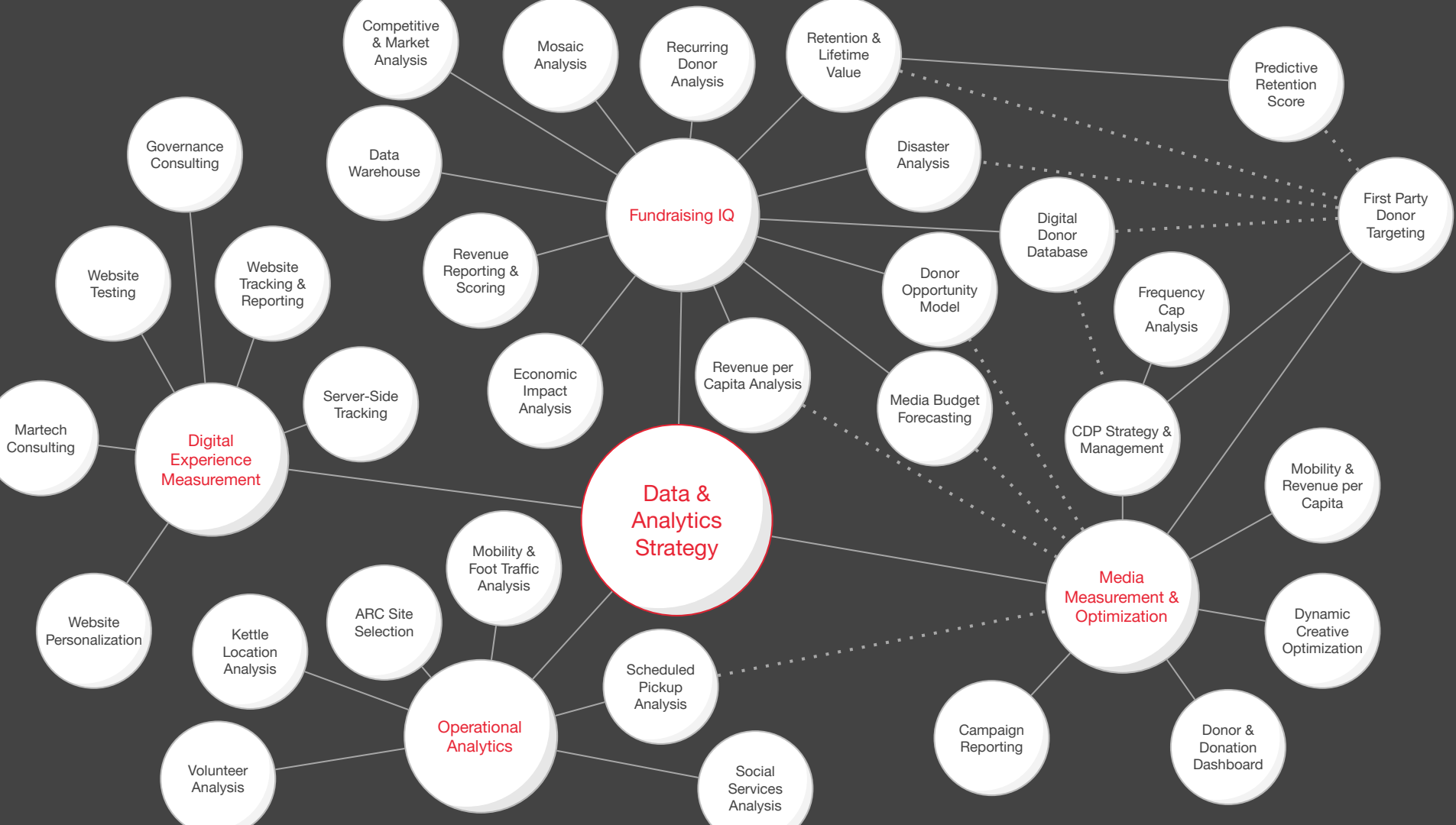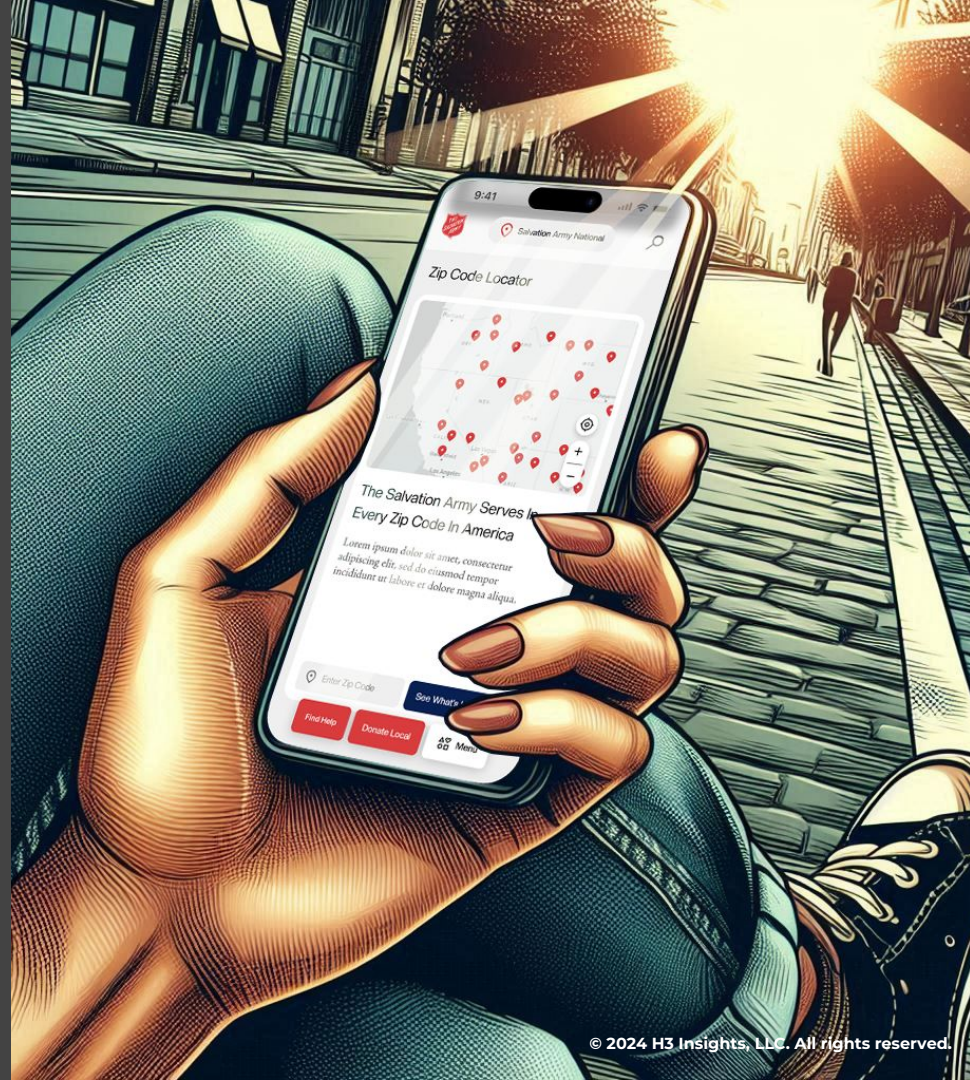
National

Territories

Divisions

Corps & Programs

A Decade of Supporting The Salvation Army

Website Tracking & Reporting

Digital Experience Measurement

Data & Analytics Strategy

Media Measurement & Optimization

Campaign Reporting

Data & Analytics Strategy

Fundraising IQ
- Competitive & Market Analysis
- Mosaic Analysis
- Recurring Donor Analysis
- Retention & Lifetime Value
- Predictive Retention Score
- Data Warehouse
- Disaster Analysis
- Digital Donor Database
- Revenue Reporting & Scoring
- Donor Opportunity Model
- Economic Impact Analysis
- Revenue per Capita Analysis
- Media Budget Forecasting
- First Party Donor Targeting
- Frequency Cap Analysis

Digital Experience Measurement
- Governance Consulting
- Website Testing
- Website Tracking & Reporting
- Martech Consulting
- Server-Side Tracking
- Website Personalization

Operational Analytics
- Mobility & Foot Traffic Analysis
- ARC Site Selection
- Kettle Location Analysis
- Volunteer Analysis
- Scheduled Pickup Analysis
- Social Services Analysis

Media Measurement & Optimization
- CDP Strategy & Management
- Mobility & Revenue per Capita
- Dynamic Creative Optimization
- Campaign Reporting
- Donor & Donation Dashboard

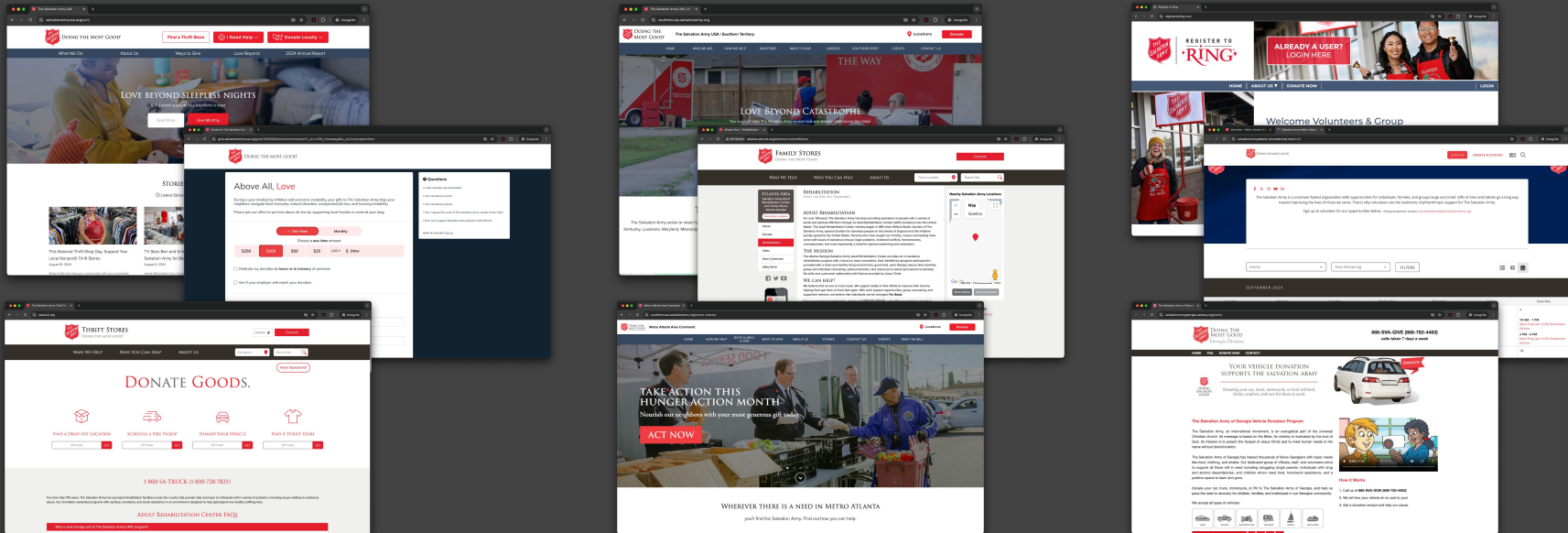# Redefining Digital Experience for Supporters & Beneficiaries

The Challenge

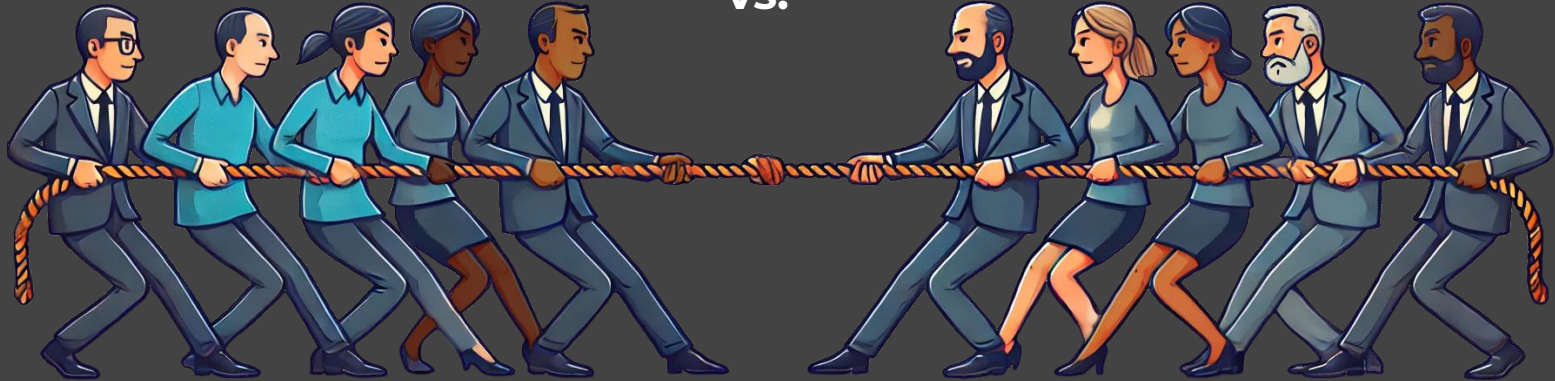# Current State of Digital

Web experiences for a user in Georgia

Barriers to Governance

Innovation

Governance

vs.

Future State of Digital

Furthering the mission

Personalized engagement

Privacy-first measurement

Streamlined systems

Data governance

The Solution

How do you turn confusion into clarity?

Scorecard: Objectives

Tags & Tools

Cookies

Site Performance

Scorecard: Methodology

Territories

Divisions

Donation Forms

National

Competitor Sites

© 2024 H3 Insights, LLC. All rights reserved.

Scorecard: Methodology
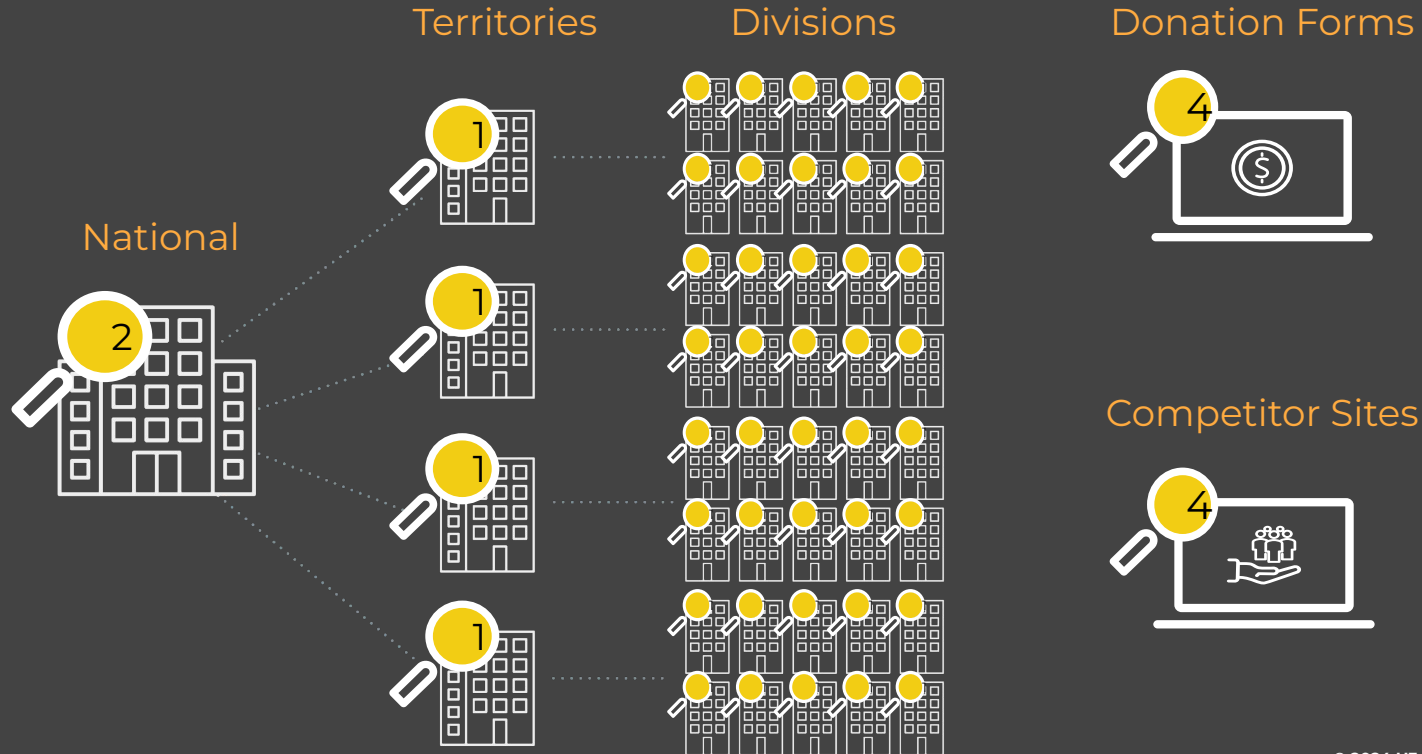
AUDIT OVERVIEW
Use-Cases
Summary
Alerts
Pages (V

TECHNOLOGY
Tag Inventory
Tag Health
Variable Inventory
Tag & Variable Rules
Tag & Variable Comparisons
Duplicates & Multiples
Cookie Inventory
Browser Console Logs

PRIVACY
Cookies
Tags
Request Domains & Geos
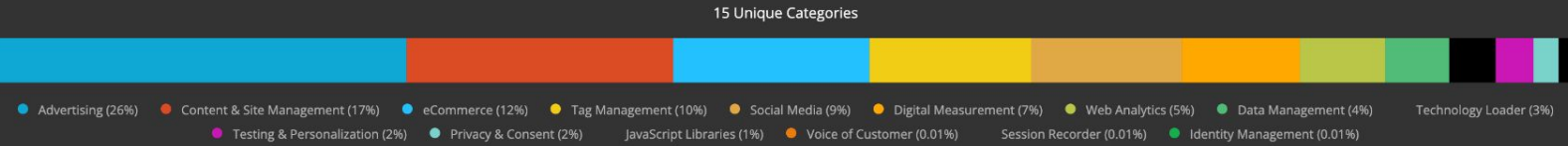JavaScript File Changes

Audit Exports

NOTES ^
Notes can include:
-a description of what this audit is validating
-changes in audit settings
-discoveries in the report of outstanding rule failures or items needing remediation

Search By URL   Filters ⌄

Pages Scanned

Unique Tags

Broken Tag Requests
591 of 204,265
trend lines will appear as new runs are performed

Broken Pages
8
trend lines will appear as new runs are performed

15 Unique Categories

● Advertising (26%) ● Content & Site Management (17%) ● eCommerce (12%) ● Tag Management (10%) ● Social Media (9%) ● Digital Measurement (7%) ● Web Analytics (5%) ● Data Management (4%) Technology Loader (3%)
● Testing & Personalization (2%) ● Privacy & Consent (2%) JavaScript Libraries (1%) ● Voice of Customer (0.01%) Session Recorder (0.01%) ● Identity Management (0.01%)

Pages With & Without Tags   %

TAG NAME	ACCOUNTS ↓	PAGES MISSING TAGS (BY ACCOUNT)	PAGES WITH TAGS (BY ACCOUNT)
› 📊 Google Tag (gtag)	690	10%	90%
› 📊 Google Analytics 4	520	31%	69%
› 📊 Google Universal Analytics	155	36%	64%
› f Facebook Conversion	38	21%	79%
› f Facebook Event	37	21%	79%
› f Facebook Privacy Sandbox	37	21%	79%
› ◆ Google Tag Manager	27	16%	84%
› 🔺 Google Ads Remarketing	25	15%	85%
› 🔺 Google Ads Conversion Tracking	24	16%	84%

Scorecard: Methodology

TEST SCENARIO URL SOURCES STANDARDS PRE-AUDIT ACTIONS ON-PAGE ACTIONS

LABELS
+ add label

WHERE SHOULD THE AUDIT RUN FROM?*
🇺🇸 USA, Oregon

USER AGENT
Chrome - Linux

WIDTH (PIXELS)
1366

HEIGHT (PIXELS)
1200

ARE THERE SPECIFIC TAGS OR TAG CATEGORIES THAT SHOULD BE BLOCKED?
Select one or many technologies from ObservePoint's Tag Library to be blocked.

FILE SUBSTITUTIONS (REMOTE FILE MAPPING)

VPN Mode (Allows outside access to secure content on your website) Learn more.

PRIVACY SETTINGS

Send GPC Signal (On all pages visited, the ObservePoint browser will send GPC signal of true.) Learn more.

CMP Accept All / Reject All Consent management "Accept All" or "Reject All" is configured on the Pre-Audit Actions tab. Add the action now →

Block 3rd Party Cookies (Enable this setting to block all 3rd party cookies.)

AUDIT NOTIFICATIONS
Who should be notified when audit runs complete? One email per line. (Any added rules with notifications will also get emails sent out when failures are found.)

CANCEL

CONTINUE SAVE CHANGES SAVE CHANGES & RUN NOW

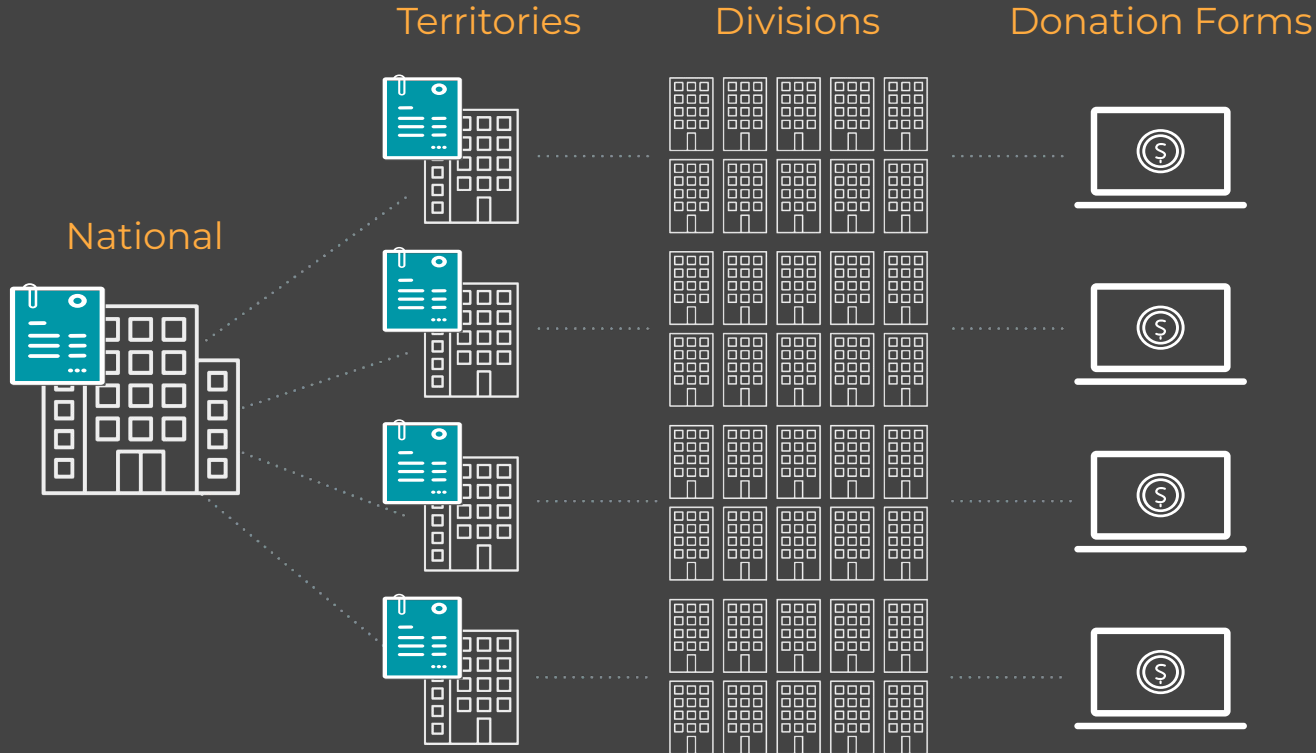# Scorecard: Methodology

Scorecard: Methodology

	Division	Audit URL	Last audit run date	URL count	Broken pages	Average page load time	Unique tags	Broken tag requests	Avg. tag load time	Tags not loaded through	Median cookies per page	Unique cookies (sum)	Unique first party cookies	Unique third party cookies	Non-secure cookies	SameSite Empty Cookies	Analytics tag requests	Broken analytics tag	Duplicate analytics tag
	EMI	https://app.obser	2/29/24	29	0	11.8	60	30	433 ms	Yes	118	151	58	93	52	41	1	198	0
	GLD	https://app.obser	3/1/24	1	0	15.8	58	1	525ms	Yes	120	120	31	89	29	22	1	8	0
	HRT	https://app.obser	2/29/24	17	0	11.8	58	19	469ms	Yes	120	149	59	90	57	50	1	144	
	IND	https://app.obser	2/29/24	37	0	12.5	65	46	489ms	Yes	119	165	68	97	65	56	1	285	0
	KAN	https://app.obser	2/29/24	24	0	12.1	75	29	509ms	Yes	118	198	38	160	34	27	1	196	
	MET	https://app.obser	2/29/24	28	0	15.6	69	47	518ms	Yes	119	218	86	132	84	77	1	264	0
	MID	https://app.obser	2/29/24	26	0	12.1	62	27	472ms	Yes	119	173	81	92	79	73	1	241	0
	NCI	https://app.obser	2/29/24	1	0	14.8	72	1	570ms	Yes	168	168	35	133	31	24		9	

Scorecard: Key Findings

Tags & Tools

► ► ► **200** median tags per page

► ► ► **120** different tagging technologies

► ► ► **34** unused tag types

ObservePoint EDGE

Scorecard: Key Findings

Cookies & Site Performance

291 unique third-party cookies

No way to opt out of tracking

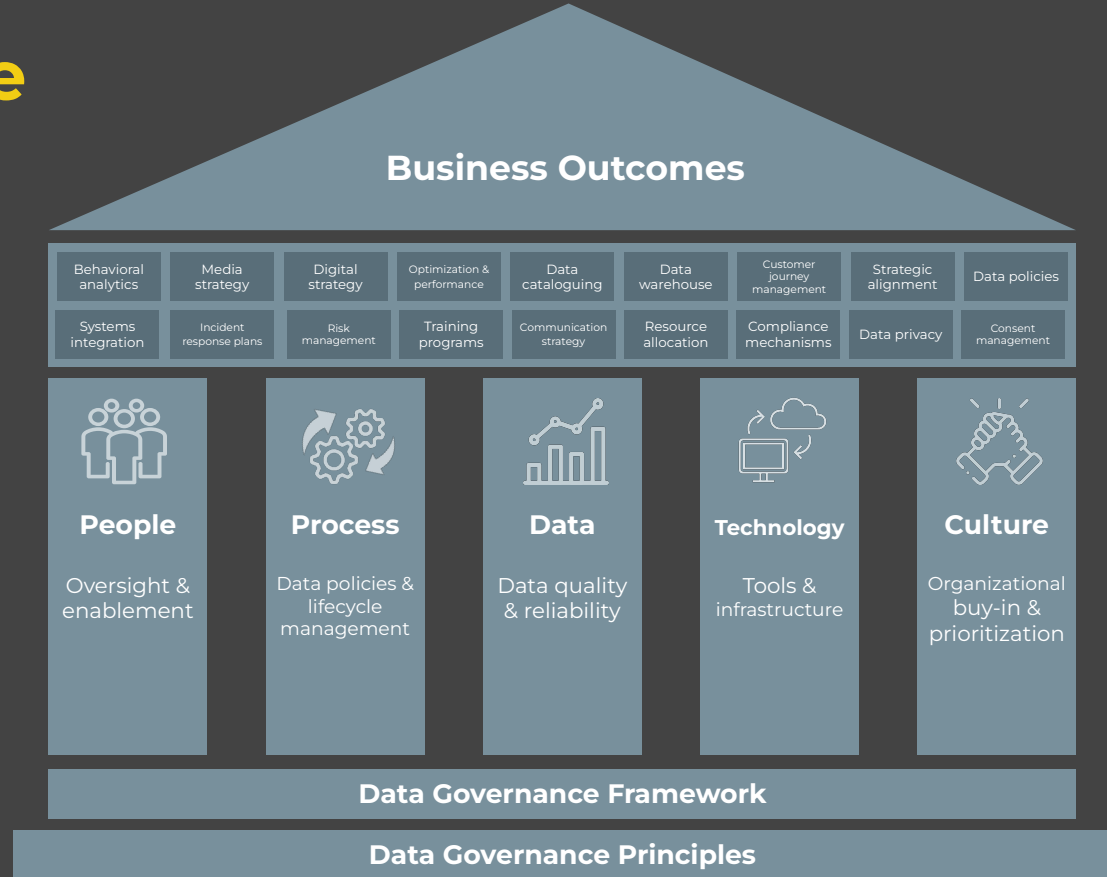**3-second improvement** in page load speed without third-party cookies

The Results

Smart Governance

Business Outcomes

| Behavioral analytics | Media strategy | Digital strategy | Optimization & performance | Data cataloguing | Data warehouse | Customer journey management | Strategic alignment | Data policies |
| Systems integration | Incident response plans | Risk management | Training programs | Communication strategy | Resource allocation | Compliance mechanisms | Data privacy | Consent management |

People — Oversight & enablement

Process — Data policies & lifecycle management

Data — Data quality & reliability

Technology — Tools & infrastructure

Culture — Organizational buy-in & prioritization

Data Governance Framework

Data Governance Principles

Positive Outcomes

Governance framework → Governance committee → Updated tagging process → Streamlined data sources → Monitoring for peak season → Plan for new website tagging

Time to Synchronize Your Watches

Q&A