ObservePoint
EDGE
Sep 24 - 27, 2024
Provo, Utah

Brian Fielbrandt

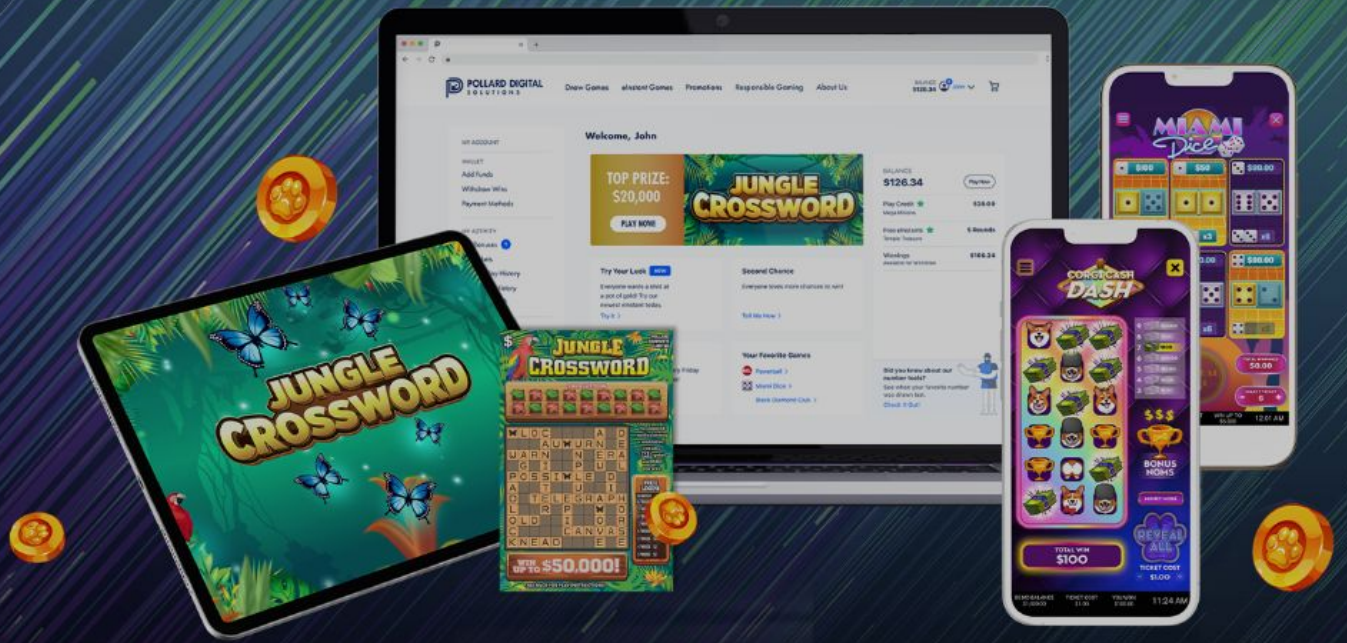
Director of Insights & Analytics

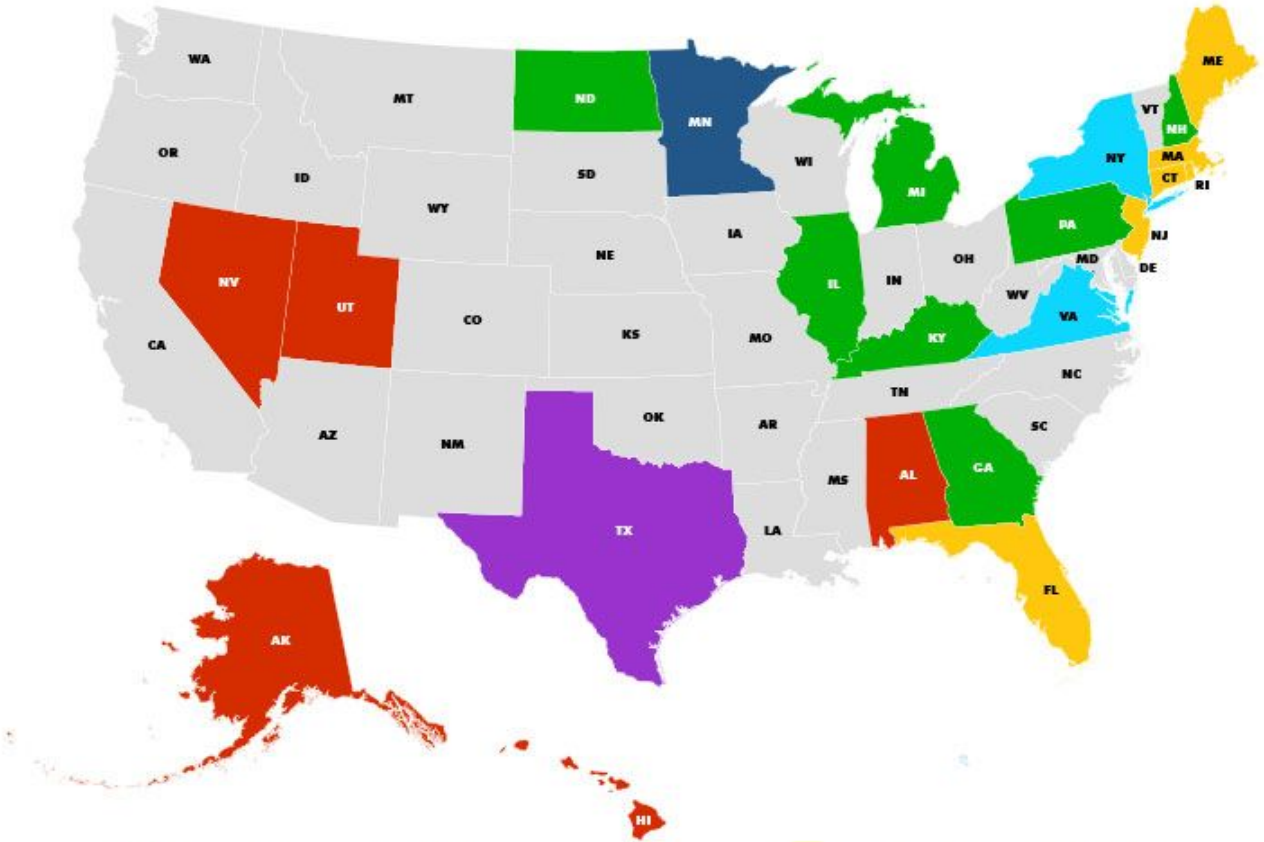
Pollard Banknote Limited

Prioritizing Proactivity:

How One Customer Makes Web Governance Easier with ObservePoint

POLLARD banknote limited

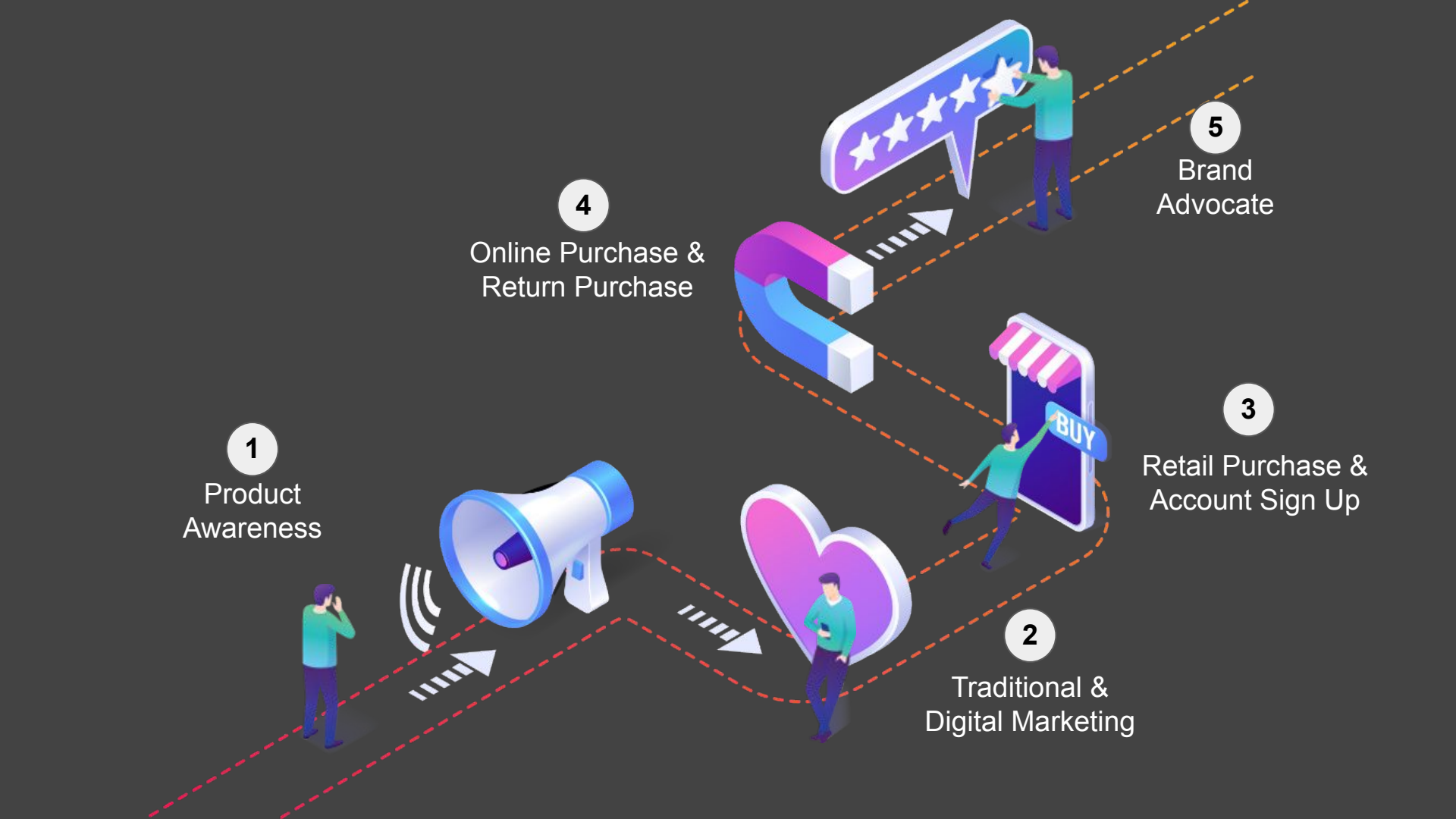


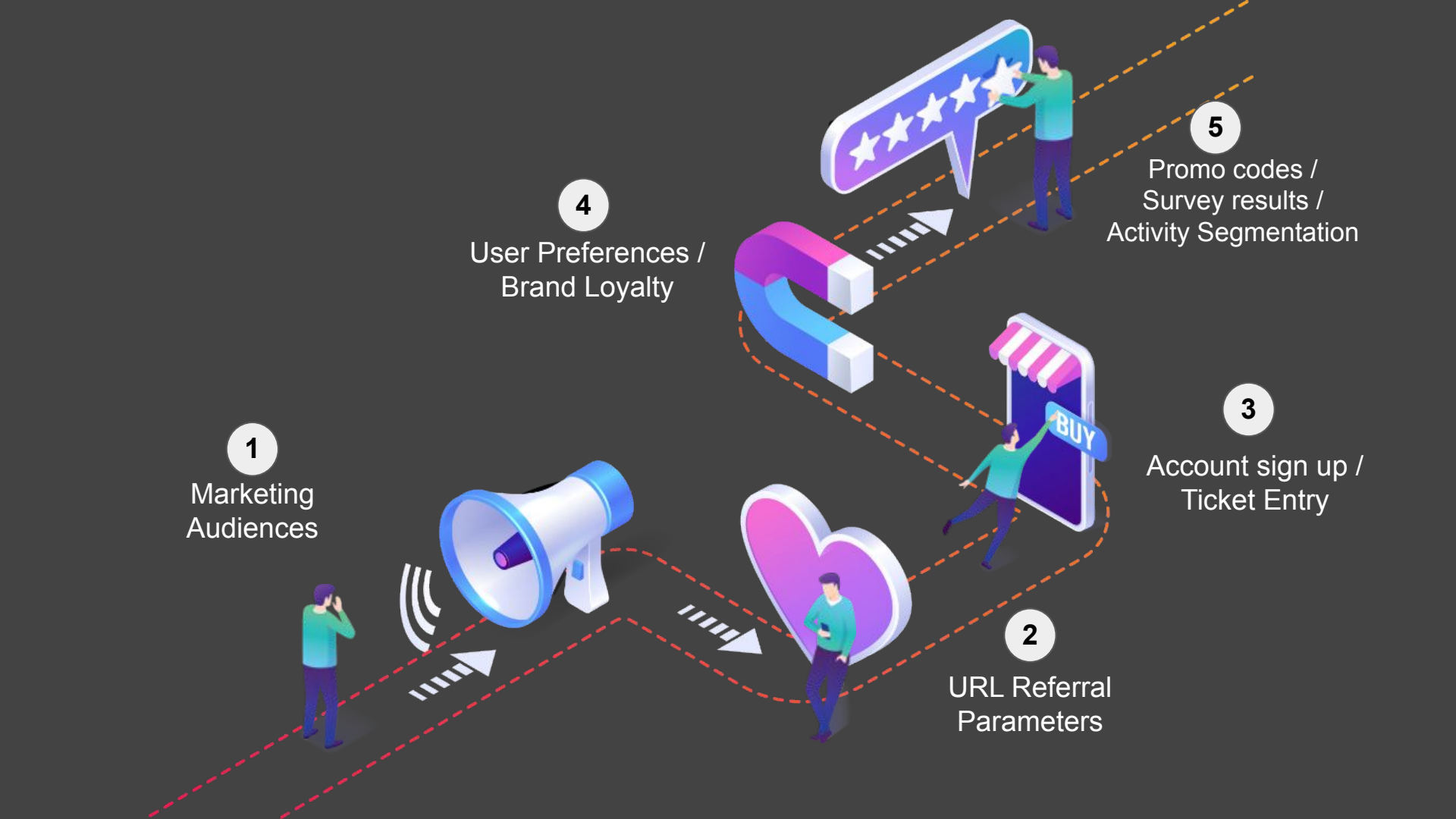


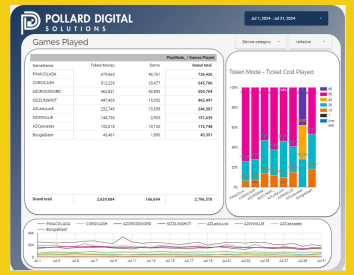
- Passed online lottery bills
- Had online lottery but suspended sales
- Have online subscription services
- Rejected online lottery bills
- No lotteries at all
- Available via messenger service

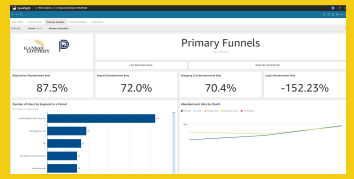
CLICKSTREAM
STRATEGY

Vs
FIG.8


1
Product
Awareness
2
Traditional &
Digital Marketing
3
Retail Purchase &
Account Sign Up
4
Online Purchase &
Return Purchase
5
Brand
Advocate
BUY

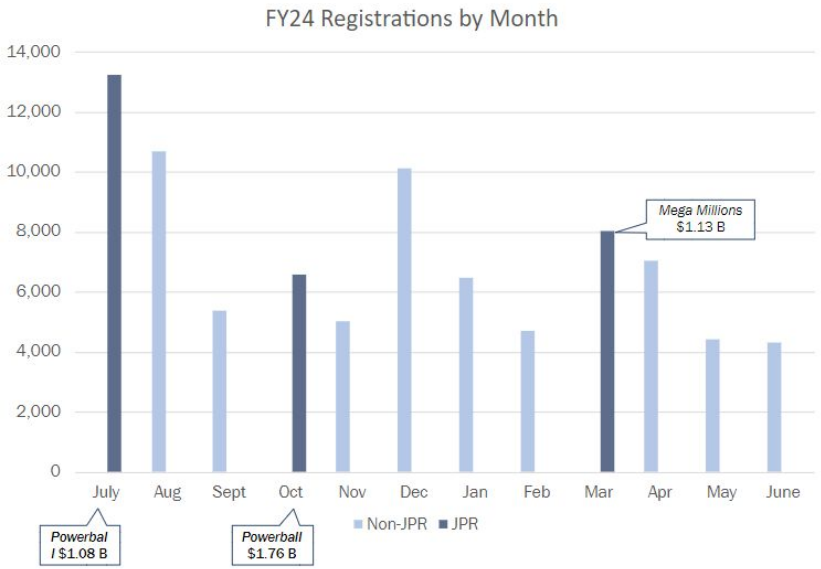

1
Marketing
Audiences
2
URL Referral
Parameters
3
Account sign up /
Ticket Entry
4
User Preferences /
Brand Loyalty
5
Promo codes /
Survey results /
Activity Segmentation
BUY





FY24 BUSINESS REVIEW

Registrations



FY24 KPI

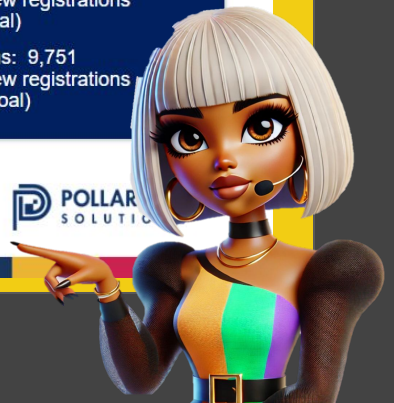
Average Monthly Registrations:

GOAL:

- Non-JPR month: 6,500 new registrations
- JPR months: 8,600 new registrations

ACTUAL:

- Non-JPR month: 6,078 average new registrations (94% to goal)
- JPR months: 9,751 average new registrations (113% to goal)



WEB AUDIT

500/500 pages

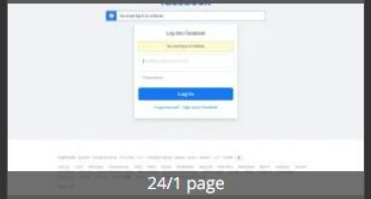
Discovery Audit

Jul 24, 2024

NEXT RUN: Jul 31, 2024 9:00 am
FREQUENCY: Weekly

add label +

WEB AUDIT



24/1 page

Landing Page Validation

Jul 23, 2024

NEXT RUN: Not Scheduled
FREQUENCY: Once

add label +

0/100 pages

NCL UAT Login

Mar 12, 2024

NEXT RUN: Not Scheduled
FREQUENCY: Once

add label +

WEB JOURNEY

NCL UAT Login

Mar 12, 2024

NEXT RUN: Not Scheduled
FREQUENCY: Not scheduled

add label +

WEB JOURNEY

Shopping Cart

Feb 15, 2024

NEXT RUN: Not Scheduled
FREQUENCY: Not scheduled

add label +

WEB JOURNEY

Registration

Feb 15, 2024

NEXT RUN: Not Scheduled
FREQUENCY: Not scheduled

add label +

WEB JOURNEY

Digital Instants Demo Mode

Feb 15, 2024

NEXT RUN: Not Scheduled
FREQUENCY: Not scheduled

add label +

WEB AUDIT

0/50 pages

Any Win Gets You In

May 23, 2023

NEXT RUN: Not Scheduled
FREQUENCY: Once

add label +

Search By URL | Filters

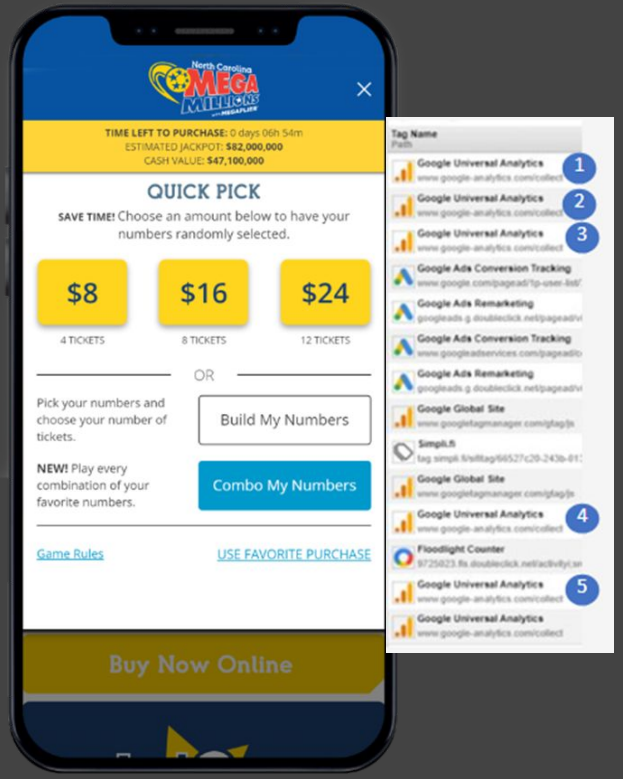
Pages Scanned	Primary Tags	Rules Applied
500	0	24

Audit Scores

Audit Score	Tag Presence	Tag Performance	Rules	Page Performance	Cookies
73.3/100	13.3/30	19.3/20	20.7/30	10/10	10/10
No Change since last run	↓ 0.1 since last run	↓ 0.1 since last run	↑ 0.2 since last run	No Change since last run	No Change since last run

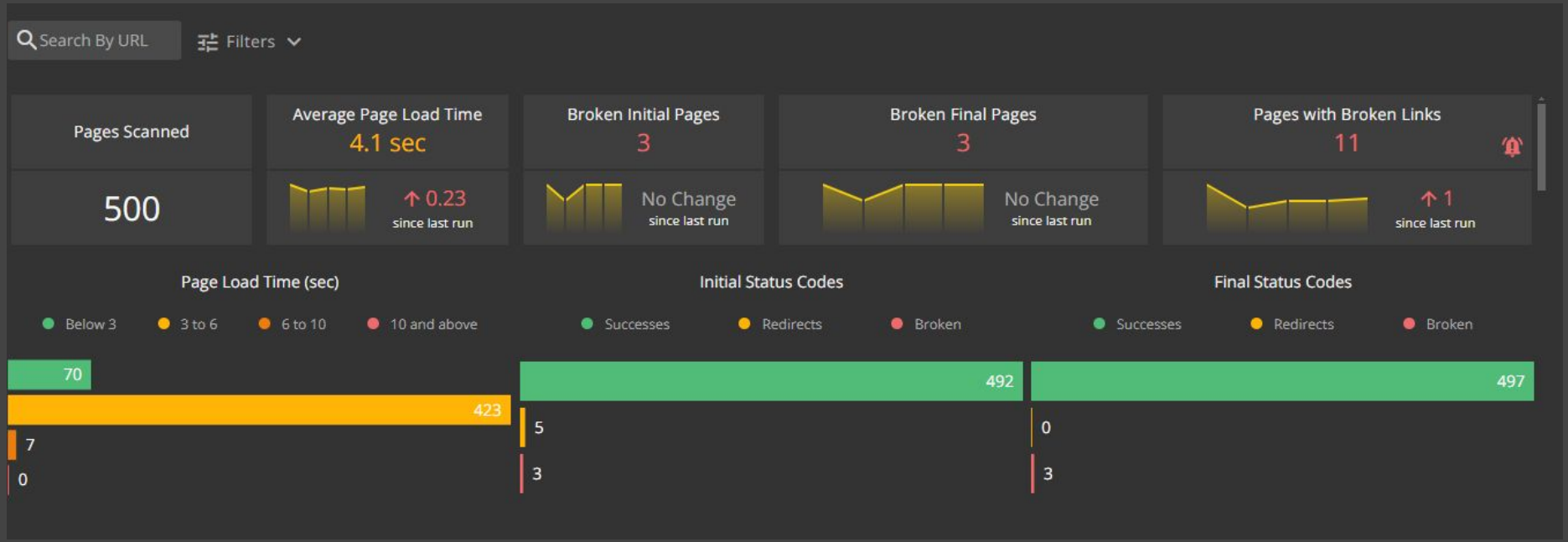
Tech Validation

Rules Failed	Rules Passed	Rules Not Applied	Unique tags	Broken Tags	Broken Final Pages
14	13	23	47	42	3
No Change FAILURES	No Change PASSING	No Change NOT APPLIED	↑ 1 since last run	↓ 2 since last run	No Change since last run



DUPLICATE TAGS

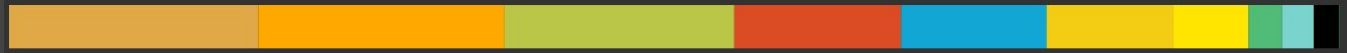
Tag #	Event Category	Event Action	Event Label
1	Popup	CustomPopup Opened	dbg_game_quick_ pick_modal
2	Draw Based Games	OpenDbgGame MegaMillions	502
3	InstantGame	game_opening_ demo	502
4	Onsite Links nclottery.com	Buy Now Online	/ng_fw.loadGame (502)
5	Button MegaBlue Grand	Buy Now Online	javascript:ng_fw.loadGame (502)


Search By URL
Filters
Pages Scanned
500
Average Page Load Time
4.1 sec
↑ 0.23
since last run
Broken Initial Pages
3
No Change
since last run
Broken Final Pages
3
No Change
since last run
Pages with Broken Links
11
↑ 1
since last run
Page Load Time (sec)
Below 3
3 to 6
6 to 10
10 and above
70
423
7
0
Initial Status Codes
Successes
Redirects
Broken
492
5
3
Final Status Codes
Successes
Redirects
Broken
497
0
3

Search By URL | Filters

Pages Scanned	Unique Tags	Broken Tag Requests	Broken Pages
500	47 ↑ 1 since last run	42 of 26,519 ↓ 2 since last run	3 No Change since last run

12 Unique Categories

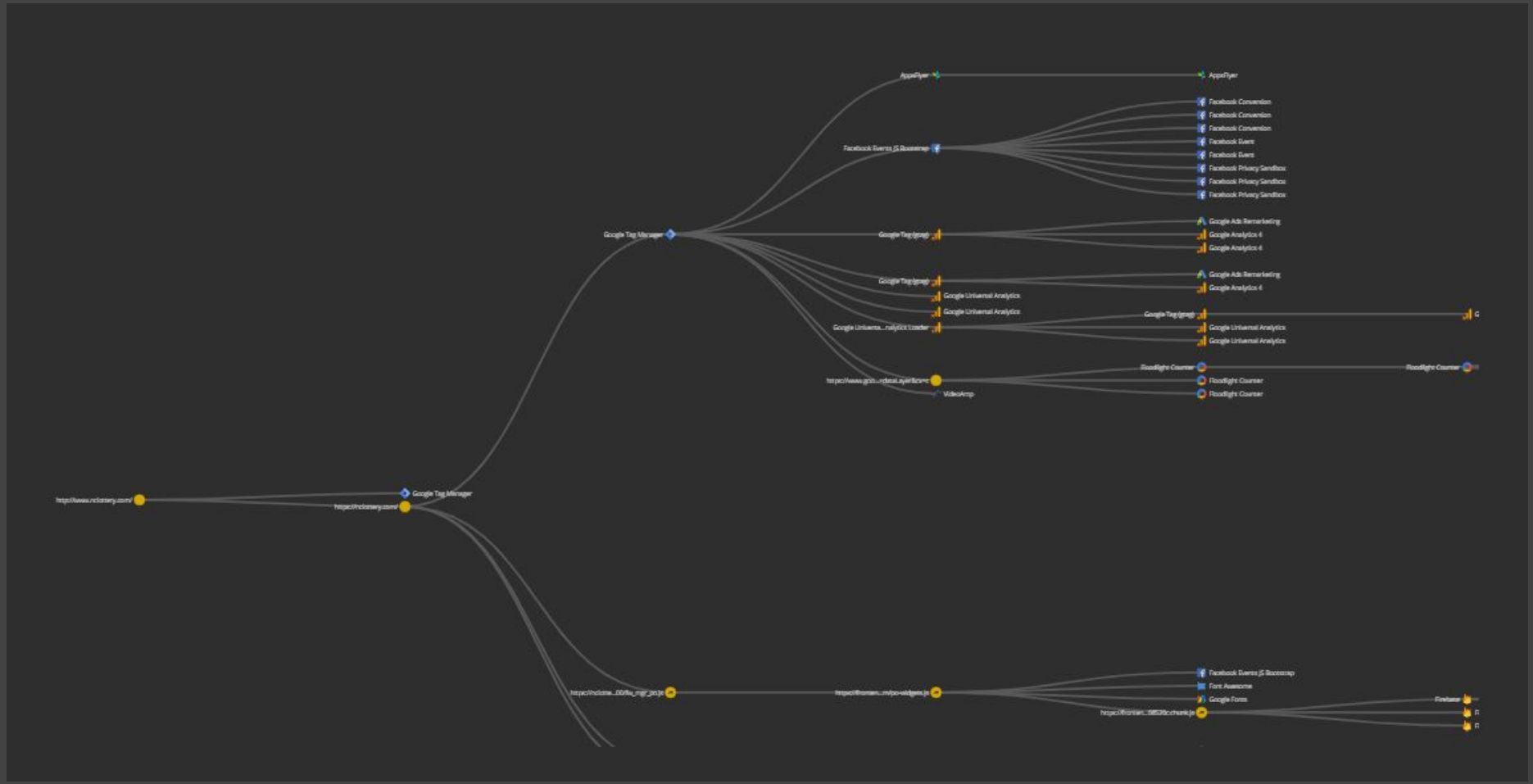


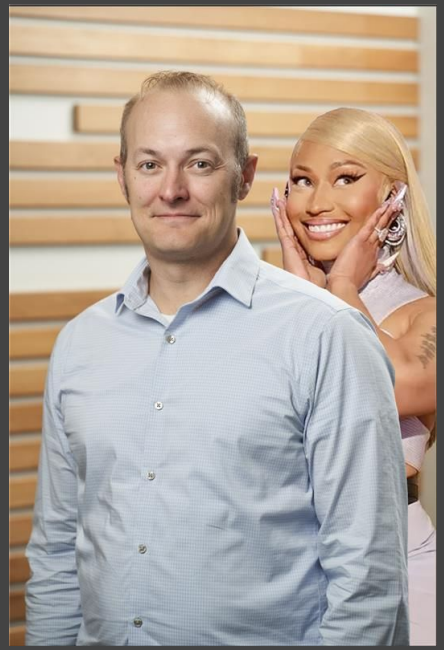
Social Media (19%) · Digital Measurement (19%) · Web Analytics (17%) · Content & Site Management (13%) · Advertising (11%) · Tag Management (10%) · ObservePoint (6%) · Data Management (3%) · Privacy & Consent (2%) · JavaScript Libraries (2%) · Identity Management (0.04%) · Technology Loader (0.02%)

Pages With & Without Tags

% #

TAG NAME	ACCOUNTS	PAGES MISSING TAGS (BY ACCOUNT)	PAGES WITH TAGS (BY ACCOUNT) ↓
Google Tag Manager	2	1%	99%
Google Universal Analytics	2	1%	99%
Data Layer	1	1%	99%
Facebook Conversion	2	1%	99%
ObservePoint Data	3	1%	99%
AppsFlyer	1	1%	99%
Google Tag (gtag)	5	1%	99%
Facebook Events JS Bootstrap	1	1%	99%
Google Analytics 4	4	1%	99%


AppsFlyer
AppsFlyer
Facebook Conversion
Facebook Conversion
Facebook Conversion
Facebook Event
Facebook Event
Facebook Privacy Sandbox
Facebook Privacy Sandbox
Facebook Privacy Sandbox
Facebook Events JS Bootstrap
Google Tag Manager
Google Tag (gtag)
Google Ads Remarketing
Google Analytics 4
Google Analytics 4
Google Tag (gtag)
Google Ads Remarketing
Google Analytics 4
Google Universal Analytics
Google Universal Analytics
Google Tag (gtag)
Google Universal Analytics
Google Universal Analytics
Google Universa...nalytics Loader
Floodlight Counter
Floodlight Counter
Floodlight Counter
Floodlight Counter
VideoAmp
https://www.nclottery.com/
Google Tag Manager
https://nclottery.com/
Facebook Events JS Bootstrap
Font Awesome
Google Fonts
Firebase



“And that’s how we slay the game with Observepoint! Now, do y’all have any questions? Don’t be shy, let’s get into it!”
-ChatGPT as Nicki Minaj