



Observe Point **EDGE**

Sep 24 - 27, 2024

Provo, Utah



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ObservePoint



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Agenda

- Standards
 - Alerts
 - Tag & Variable Rules
 - Consent Categories
 - Best Practices
 - Demo
- Workshop
 - What do you want to accomplish today?



Standards

ObservePoint Standards are the expectations we define for the data we are collecting.

EDIT RULE - ADOBE ANALYTICS PAGE VIEW

GENERAL | **CONDITIONS**

EVALUATION SETTING
How many times should this rule be evaluated per audit page or journey action?

CONDITIONS (OPTIONAL)
Criteria that needs to be present for this rule to be evaluated. For example, use a regular expression to restrict this rule to product pages or only apply this rule if a specific page status code is present. For criteria that is not matched it will show up in the not applied section for reporting.

+ ADD CONDITION

EXPECTATIONS
Data that is expected to be present in the specified tag(s) and variable(s).

THEN

Select Tag*
Adobe Analytics

Account Operator* equals Value* observepoint-prod Validation descripti Production Report Suite

Variable* events Operator* contains Selector* String Value * event1 Validation descripti Global Pageview Event

Match as RegEx

Variable* v0 Operator* equals Selector Final Page URL Query String Parameter Variable cid Validation descripti campaign id capture

Match as RegEx

Variable* Operator*

CANCEL GENERAL SAVE RULE

Broken Adobe Analytics Tags Found + add label

1. Alert Logic
Tag Health - % of Broken Tags > 0 % 17

2. Notification

3. Data Sources

4. Alert Preview

ALERT LOGIC
What should the data look like to trigger an alert?

Report Metric* Tag Health - % of Broken Tags Operator* Greater than (>) Value (%)* 0

FILTER PAGES (Not Required)
Which report filter(s) need to be present for this rule to be evaluated. Only certain filters are available per report metric. (For example, a regular expression can be used to restrict this rule to only product pages or only apply this rule if a specific page status code is present.)

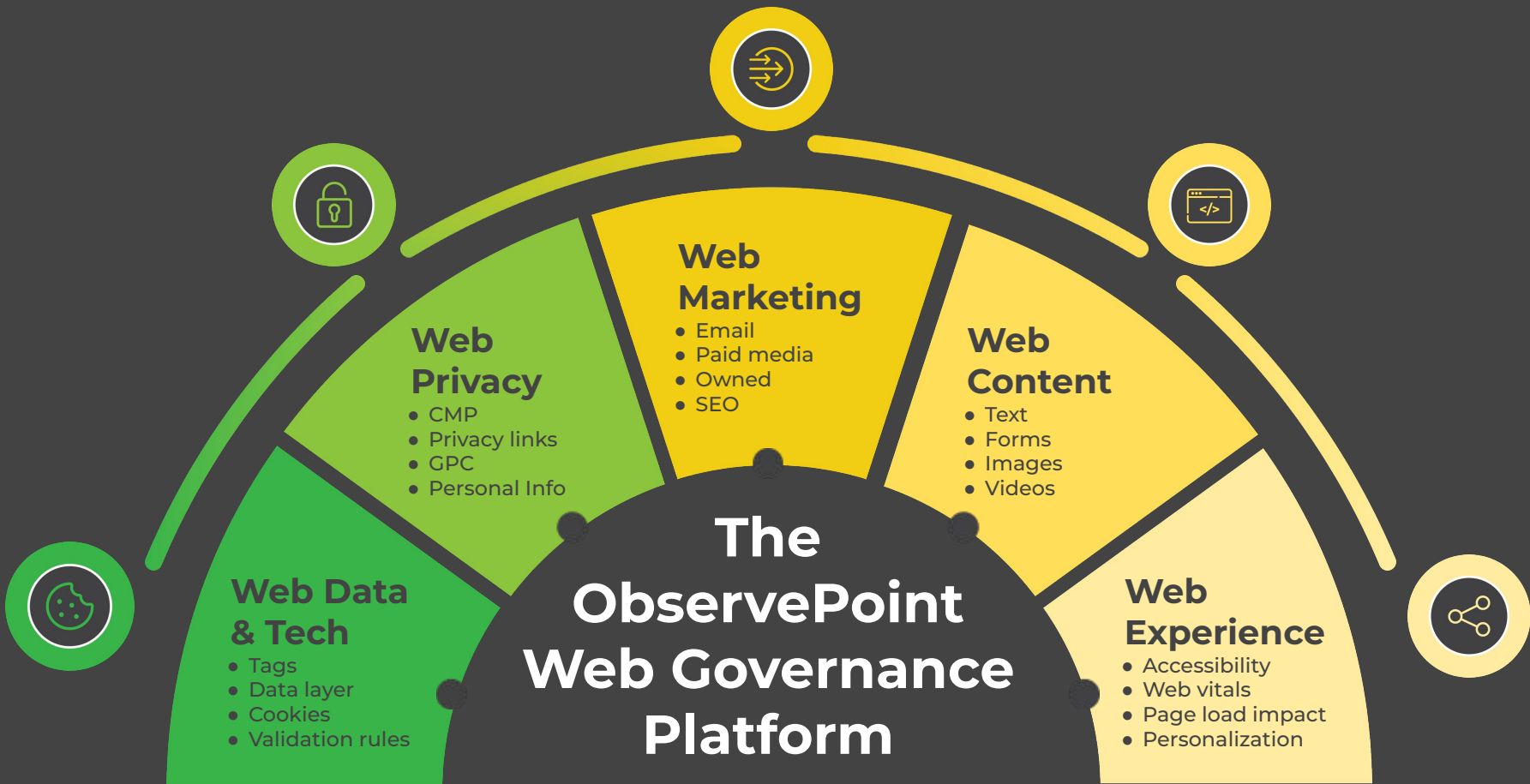
Search By URL Filters

Tag: 'Adobe Analytics'

CANCEL NEXT



Alerts



AUDIT OVERVIEW

Use-Cases

Summary

Alerts

Pages (Web Vitals) **NEW**

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

Sep 10, 2024 | 1:59 PM

Search By URL

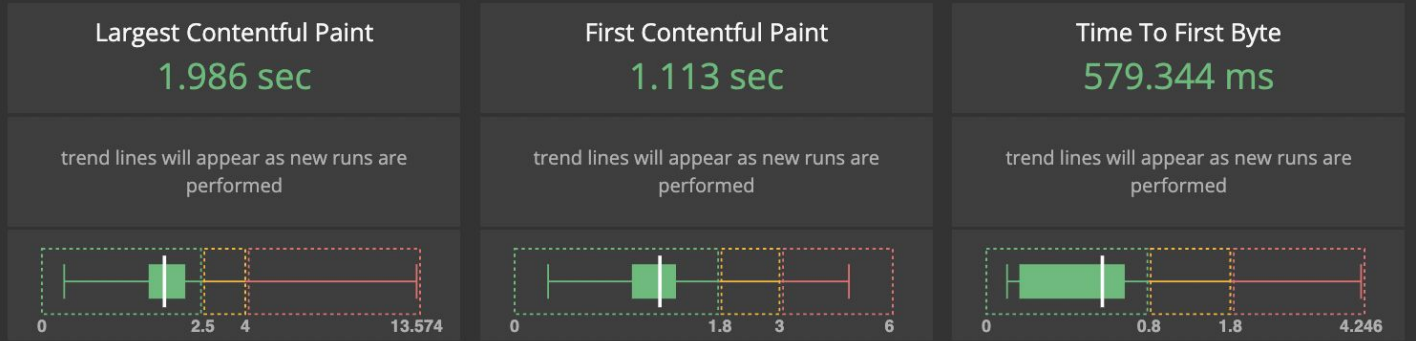
Filters

Total number of initial pages which have a 0, 400+ or 500+ HTTP status code. Click to toggle filter.

Pages Scanned	Average Page Load Time	Broken Initial Pages	Broken Final Pages
4,000	3.902 sec	350	412
	trend lines will appear as new runs are performed	trend lines will appear as new runs are performed	trend lines will appear as new runs are performed

Create new Alert

WEB VITALS - 75TH PERCENTILE



● Below 3
 ● 3 to 6
 ● 6 to 10
 ● 10 and above
 ● Successes
 ● Redirects
 ● Broken
 ● Success



Integrations



slack





Tag & Variable Rules



Type	ID	Name	Has_Dat	Event_Value_or_Page_Views	Instances	Date_Range
metric	cartadditions	Cart Additions	Yes	7349		2017-10-01 to 2017-10-30
metric	cartremovals	Cart Removals	Yes	1257		2017-10-01 to 2017-10-31
metric	carts	Carts	No	0		2017-10-01 to 2017-10-32
metric	cartviews	Cart Views	Yes	1981		2017-10-01 to 2017-10-33
metric	checkouts	Checkouts	Yes	1464		2017-10-01 to 2017-10-34
metric	orders	Orders	Yes	6464		2017-10-01 to 2017-10-35
metric	pageviews	Page Views	Yes	646464		2017-10-01 to 2017-10-36
metric	revenue	Revenue	Yes	112458		2017-10-01 to 2017-10-37
metric	units	Units	Yes	515		2017-10-01 to 2017-10-38
metric	visits	Visits	Yes	4484		2017-10-01 to 2017-10-39
metric	event1	Custom Search Type	Yes	46464		2017-10-01 to 2017-10-40
metric	event2	Facet Selected	No	646		2017-10-01 to 2017-10-41
metric	event3	In stock	Yes	1646		2017-10-01 to 2017-10-42
metric	event4	Support Team Click	No	123546		2017-10-01 to 2017-10-43
metric	event5	Product Position Click	No	123		2017-10-01 to 2017-10-44
metric	event6	Coupon Used	No	4		2017-10-01 to 2017-10-45
metric	event7	Example 7	No	6464		2017-10-01 to 2017-10-46
metric	event8	Example 8	Yes	6651		2017-10-01 to 2017-10-47
metric	event9	Example 9	Yes	1		2017-10-01 to 2017-10-48
metric	event10	Example 10	Yes	1		2017-10-01 to 2017-10-49
metric	event11	Example 11	Yes	549		2017-10-01 to 2017-10-50
metric	event12	Example 12	Yes	4681		2017-10-01 to 2017-10-51

THEN

Select Tag*
Adobe Analytics

Variable*
v9

Operator*
equals (ignore case)

Selector*
String

Value *
computers

Validation description

Match as RegEx

+ Add Account OR + Add Variable

+ ADD ADDITIONAL TAG & VARIABLE(S)



Consent Categories



Search By URL

Filters

Cookies discovered during this audit/run and approved in one or more consent categories. Click to toggle filter.

1 APPLIED CONSENT CATEGORIES

Pages Scanned

100

Pages with Unapproved Cookies

85

Unique Cookies

3

trend lines will appear as new runs are performed

Approved Cookies

1

trend lines will appear as new runs are performed

Unapproved Cookies

2

trend lines will appear as new runs are performed

Cookie Compliance

COOKIE NAME	COOKIE DOMAIN	STATUS ↓	CONSENT CATEGORY	# OF PAGES
OptanonConsent	observepoint.com	⚠ Unapproved	⊕	84
_mkto_trk	observepoint.com	⚠ Unapproved	⊕	1
nitroCachedPage	www.observepoint.com	✅ Approved	USA	84



OneTrust Importer

onetrust | CONSENT CATEGORY IMPORT/UPDATE

Enter a URL + Location below and we will detect your OneTrust consent categories found there. To import or update consent categories for multiple domains and/or locations, simply rerun this process for each unique combination.

WHERE CAN THE CONSENT BANNER BE FOUND?*

www.yoursite.com

FROM WHICH LOCATION?*

USA, California

DETECT YOUR CONSENT CATEGORIES

It will take 10 - 30 seconds to gather the consent categories.

Detected with [redacted], USA, California

FOUND ONETRUST CATEGORIES

- Always Active (86 approved cookies) - NEWLY DETECTED - WILL BE ADDED
- Targeting Cookies (126 approved cookies) - NEWLY DETECTED - WILL BE ADDED

CANCEL

SYNC CATEGORIZED COOKIES

onetrust | CONSENT CATEGORY IMPORT/UPDATE

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WHERE CAN THE CONSENT BANNER BE FOUND?*

www.yoursite.com

FROM WHICH LOCATION?*

USA, California

DETECT YOUR CONSENT CATEGORIES

It will take 10 - 30 seconds to gather the consent categories.

Detected with [redacted], USA, California

FOUND ONETRUST CATEGORIES

- anj (domain: adnxs.com) - NEWLY DETECTED - WILL BE ADDED
- appgw-affinity-47d12a02af9b6b6b1f0700697173090c (domain: powerview7.talentegy.com) - NEWLY DETECTED - WILL BE ADDED
- appgw-affinity-47d12a02af9... (domain: powerview7.talentegy.com...) - NEWLY DETECTED - WILL BE ADDED
- ar_debug (domain: pinterest.com) - NEWLY DETECTED - WILL BE ADDED
- audience (domain: spotxchange.com) - NEWLY DETECTED - WILL BE ADDED
- audit (domain: rubiconproject.com) - NEWLY DETECTED - WILL BE ADDED
- bkpa (domain: bluekai.com) - NEWLY DETECTED - WILL BE ADDED
- bku (domain: bluekai.com) - NEWLY DETECTED - WILL BE ADDED
- c (domain: bidswitch.net) - NEWLY DETECTED - WILL BE ADDED

CANCEL

SYNC CATEGORIZED COOKIES



QR Code Needed

Recommend Alerts

<https://help.observepoint.com/en/articles/9104168-recommended-alerts>

- Broken Links
- Broken Pages
- Broken Tags
- Console Errors -> Tags
- Console Warnings -> Tags
- Duplicate Analytics
- Usage - Monthly Pacing
- Usage - Annual Pacing
- Slow Loading Pages
- 404 Errors
- Unapproved Cookies
- Unapproved Tags
- 3rd Party Non-secure Cookies
- Missing Query Parameters on Redirect
- Unapproved Domains (Geos)
- Web Vitals Metrics



Workshop



QR Code to Help docs for each Standard (marketing can you help with this one?)

Alerts

<https://help.observepoint.com/en/articles/9112938-creating-alerts>

Tag & Variable Rules

<https://help.observepoint.com/en/articles/9090206-create-tag-variable-rules>

Consent Categories

<https://help.observepoint.com/en/articles/9090970-consent-categories>

