DAVE
SMITH

CTO
ObservePoint

Recent Product Launches

+

Coming Soon 👀

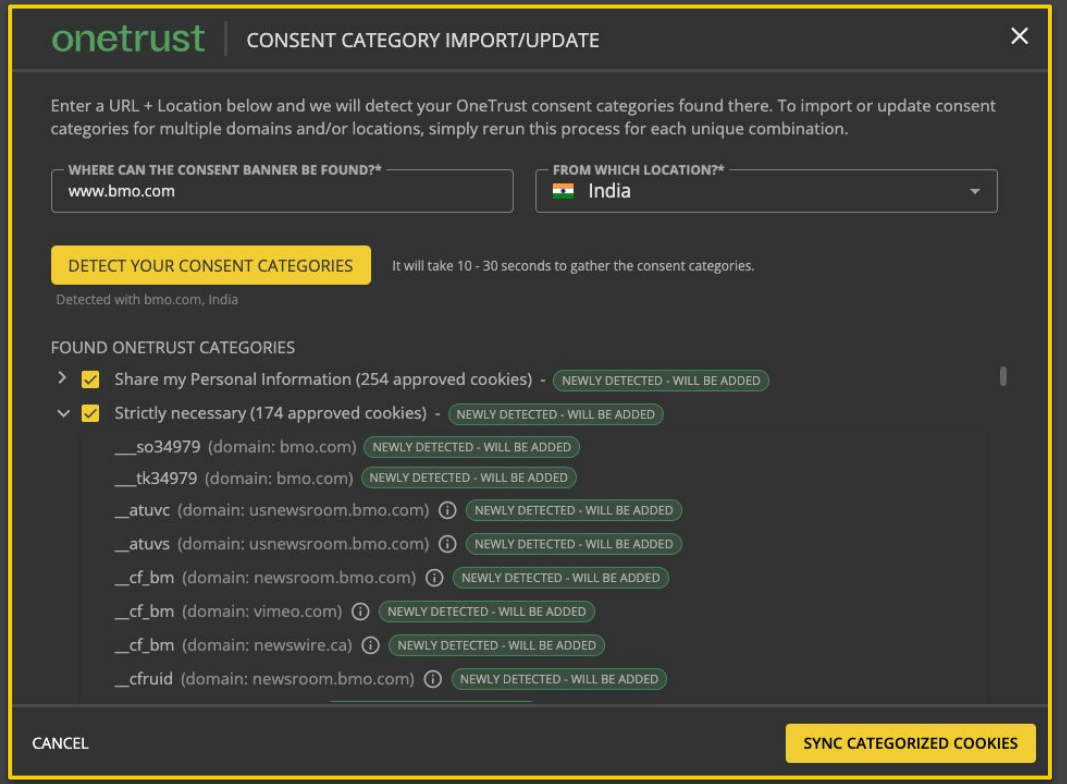
Product Highlights from the Past Year

OneTrust Cookie Importer

Launched August 2024

Highlights:

- Save time validating your OneTrust CMP implementation
- Improve accuracy
- Keep ObservePoint in sync with your OneTrust CMP



OneTrust Importer Demo

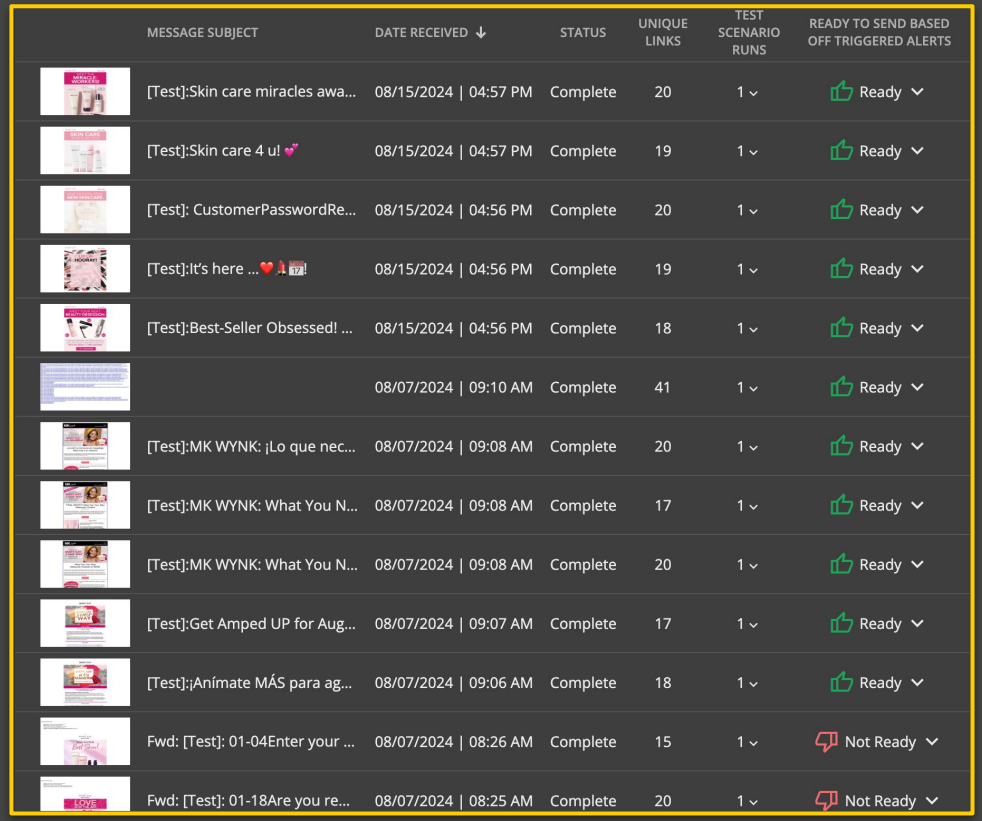
Email

Landing Page Validation for Email

Launched August 2024

Find problems in your marketing emails **before** you send them!

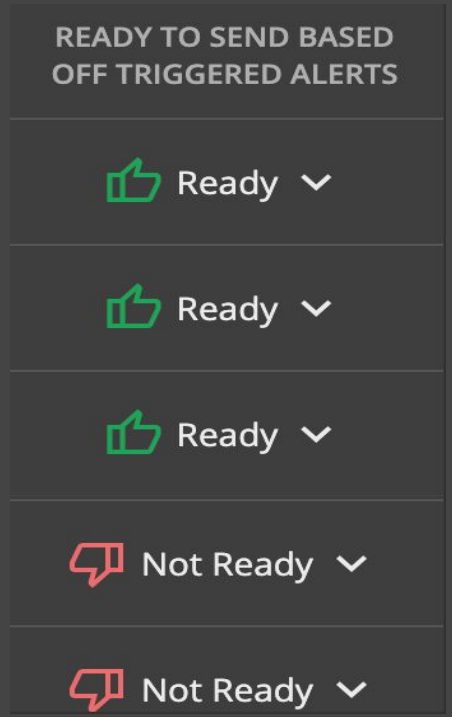
- Broken links
- Landing pages with missing analytics
- Dropped campaign IDs
- Landing pages with bad privacy compliance



	MESSAGE SUBJECT	DATE RECEIVED ↓	STATUS	UNIQUE LINKS	TEST SCENARIO RUNS	READY TO SEND BASED OFF TRIGGERED ALERTS
	[Test]:Skin care miracles awa...	08/15/2024 | 04:57 PM	Complete	20	1	Ready
	[Test]:Skin care 4 u! 💕	08/15/2024 | 04:57 PM	Complete	19	1	Ready
	[Test]: CustomerPasswordRe...	08/15/2024 | 04:56 PM	Complete	20	1	Ready
	[Test]:It's here ... ❤️	08/15/2024 | 04:56 PM	Complete	19	1	Ready
	[Test]:Best-Seller Obsessed! ...	08/15/2024 | 04:56 PM	Complete	18	1	Ready
		08/07/2024 | 09:10 AM	Complete	41	1	Ready
	[Test]:MK WYNK: ¡Lo que nec...	08/07/2024 | 09:08 AM	Complete	20	1	Ready
	[Test]:MK WYNK: What You N...	08/07/2024 | 09:08 AM	Complete	17	1	Ready
	[Test]:MK WYNK: What You N...	08/07/2024 | 09:08 AM	Complete	20	1	Ready
	[Test]:Get Amped UP for Aug...	08/07/2024 | 09:07 AM	Complete	17	1	Ready
	[Test]:¡Anímate MÁS para ag...	08/07/2024 | 09:06 AM	Complete	18	1	Ready
	Fwd: [Test]: 01-04Enter your ...	08/07/2024 | 08:26 AM	Complete	15	1	Not Ready
	Fwd: [Test]: 01-18Are you re...	08/07/2024 | 08:25 AM	Complete	20	1	Not Ready

Landing Page Validation for Email

Automate and simplify:



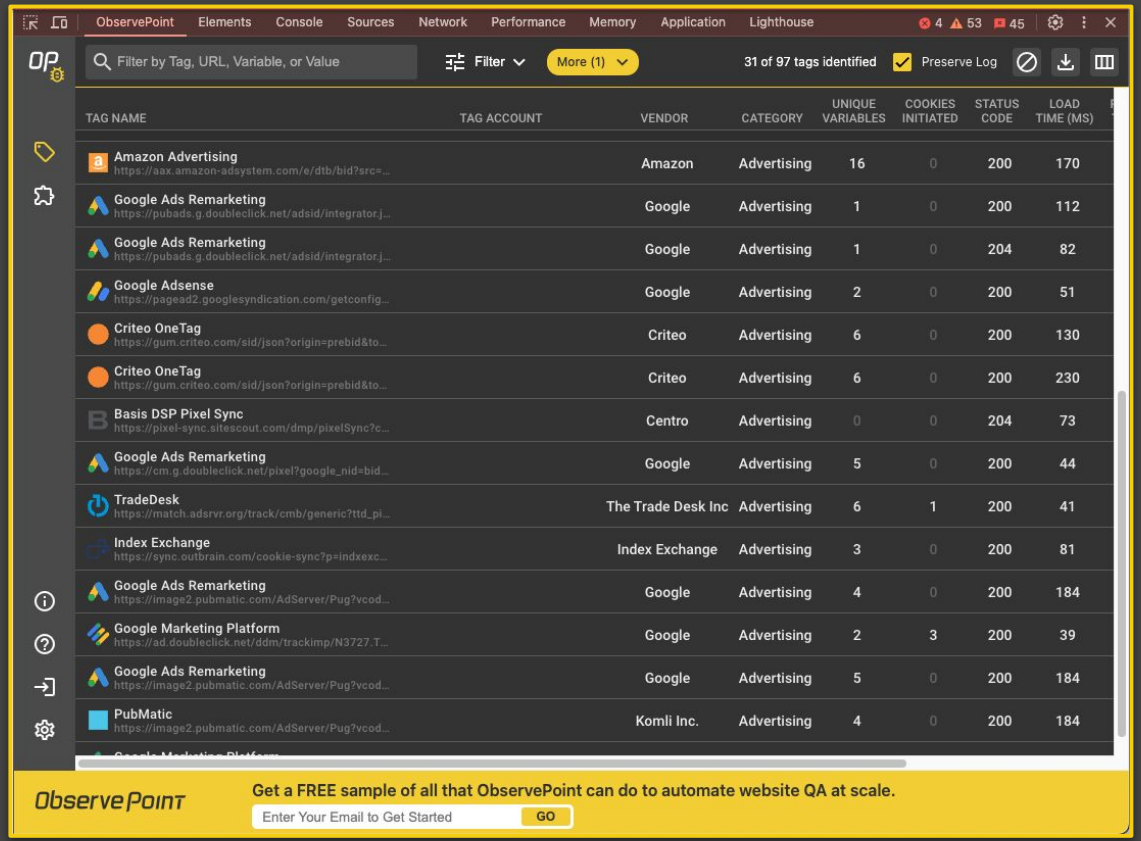
Chrome Extension Rewrite

ObservePoint Debugger: Chrome Extension Rewrite

Launched August 2024

Highlights:

- Gorgeous UI
- Much better filtering
- Cookie reporting
- Exports
- Better variable reporting



Web Vitals

Web Vitals Reporting

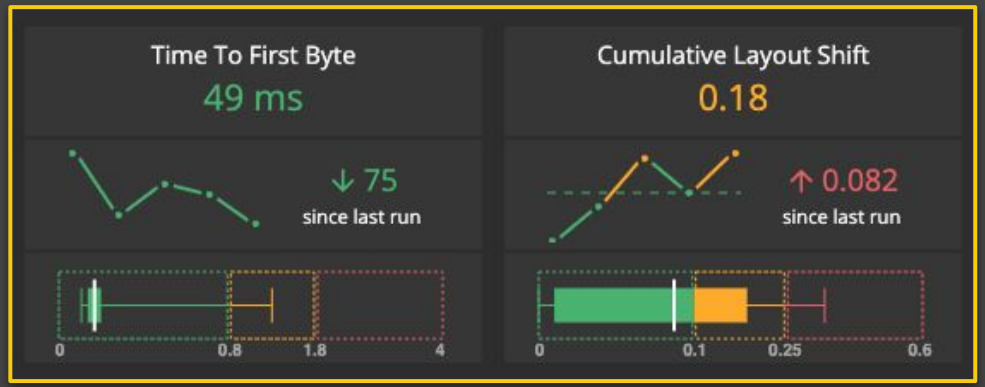
Launched September 2024

Why should you care about web vitals?

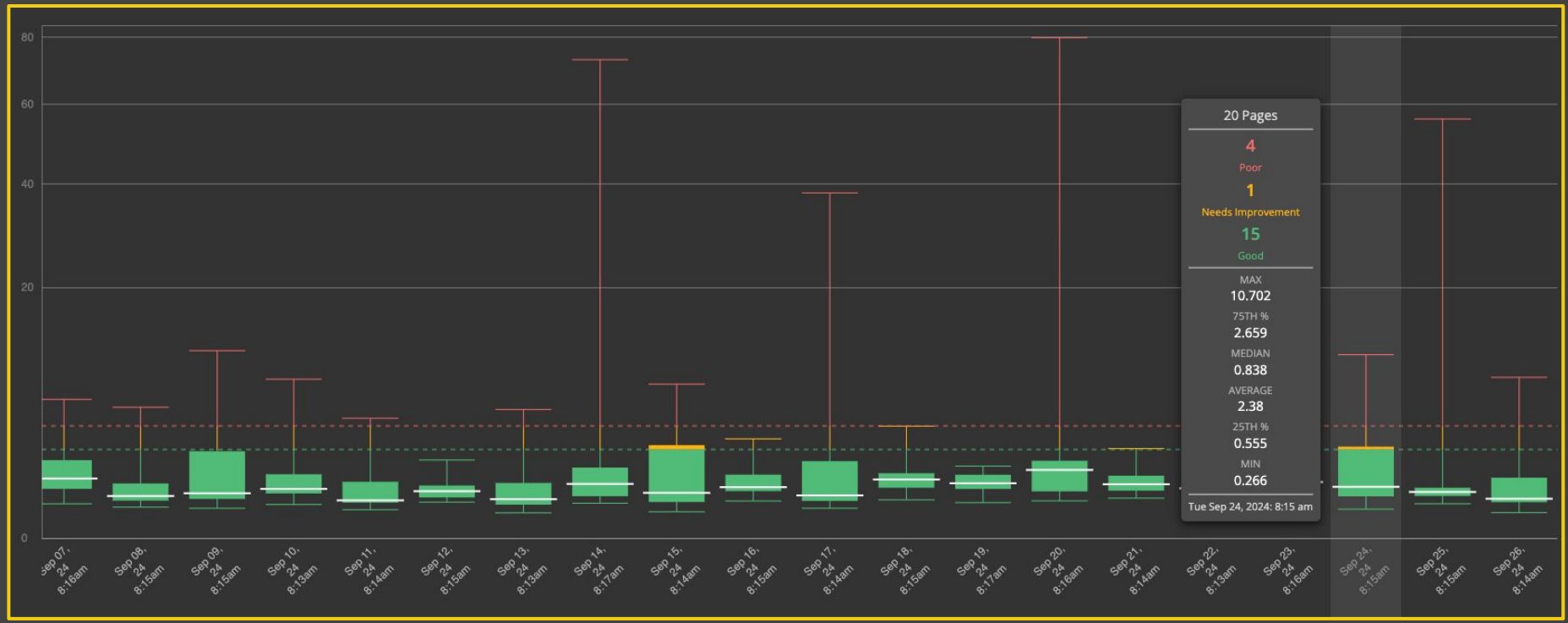
- Better ad prices and ad ranking
- Better search engine rankings
- Measure tag impact on page performance

ObservePoint provides:

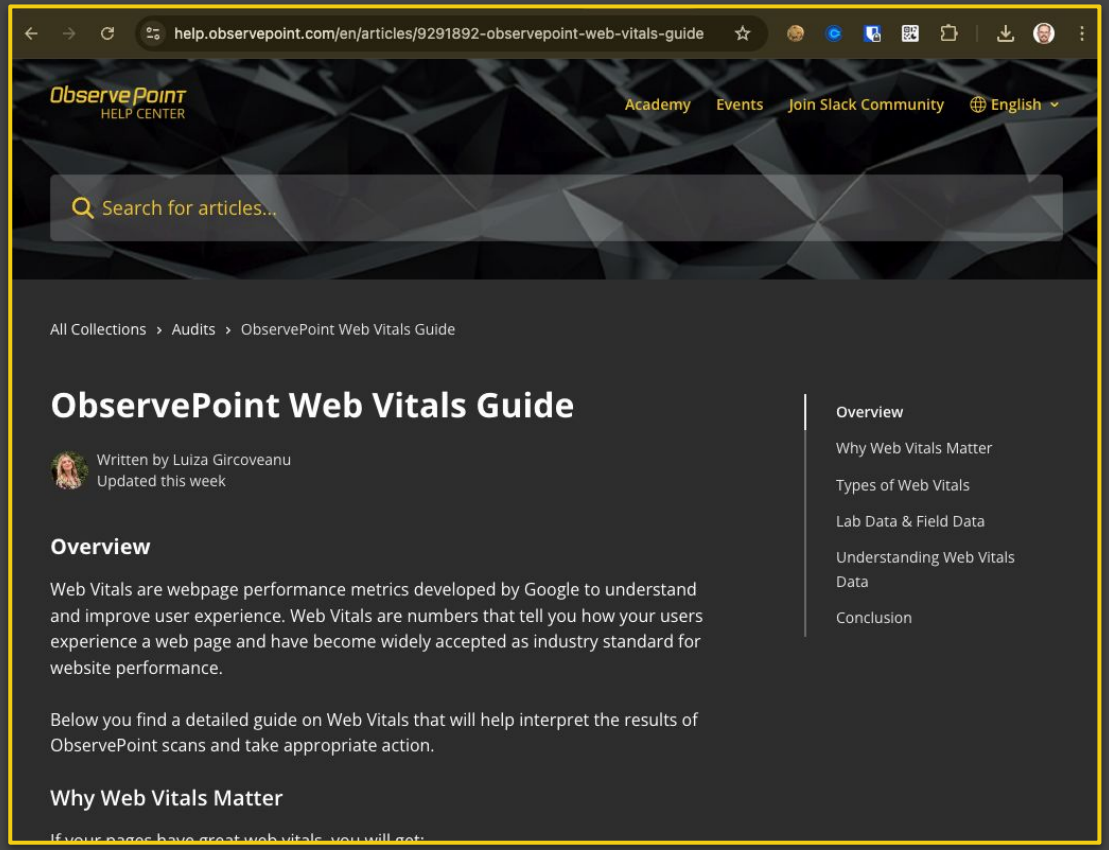
- Alerts when your user experience is slow
- Every core web vital that is automatable as a lab metric



Web Vitals: Pinpoint Performance Problems



Web Vitals Reporting



Accessibility

Accessibility Reporting

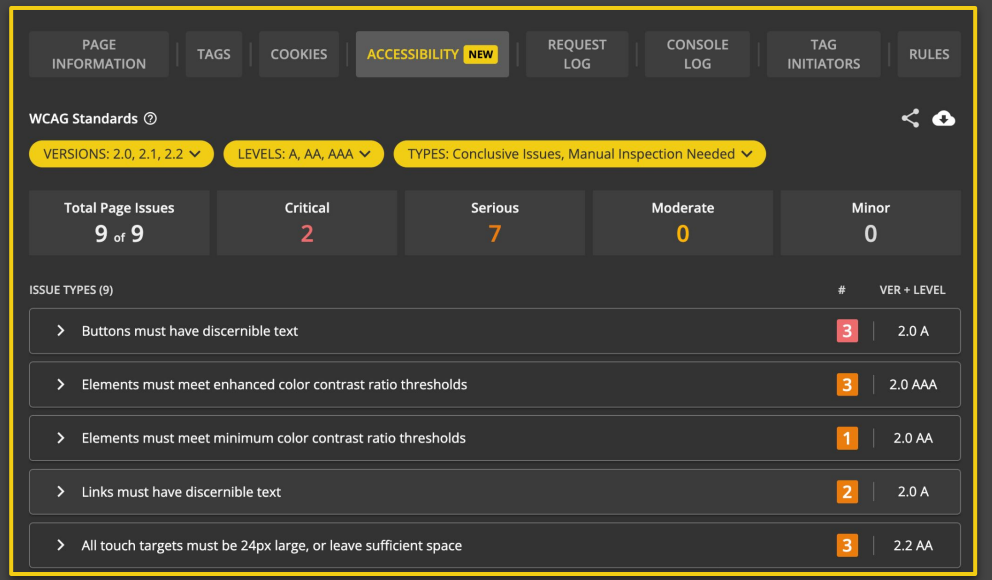
Launched June 2024

Why should you care about accessibility on your websites?

- WCAG 2.1 AA is required by EAA
- It's the right thing to do

Benefits:

- No extra cost
- Industry standard



Accessibility Demo

Usage Reporting

Usage Reporting

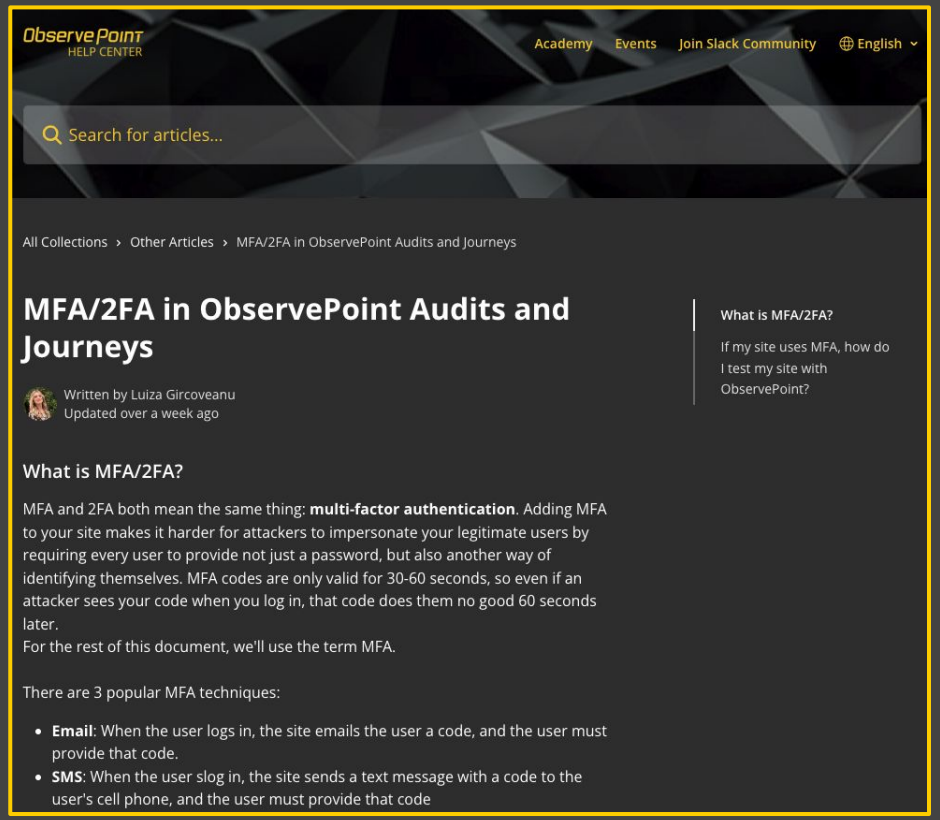
Launched May 2024

What is it?

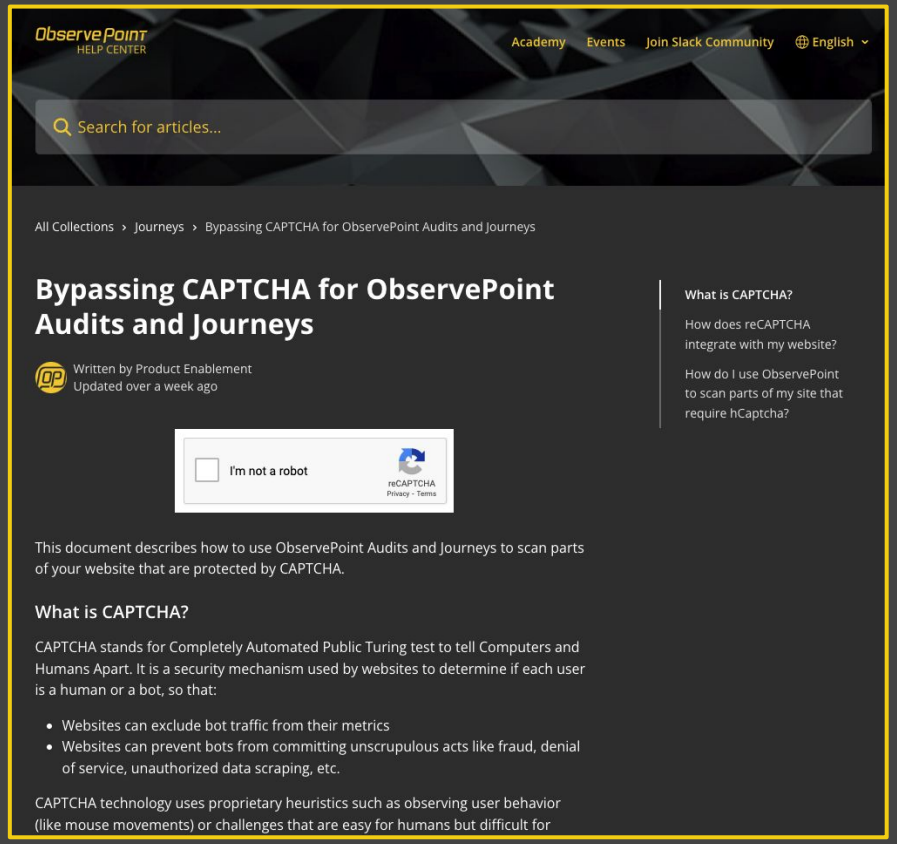
- See your historical and forecasted usage
- Manage your volume
- Option to prevent overages
- Per-user volume limits

Helpful Docs

Using MFA with ObservePoint



Scanning pages with CAPTCHA



Upcoming

product releases

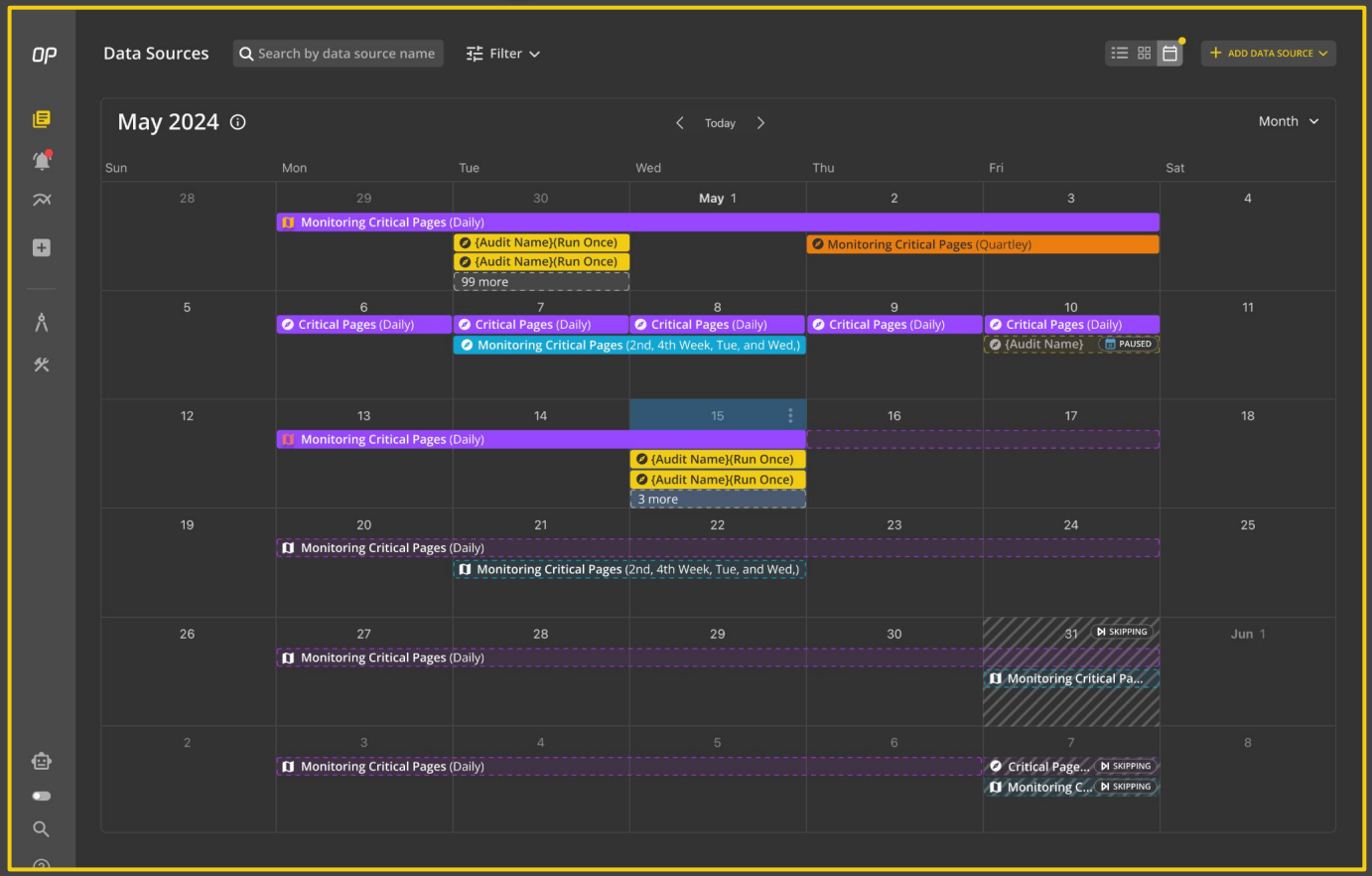
Flexible Audit and Journey Scheduling

Flexible Scheduling

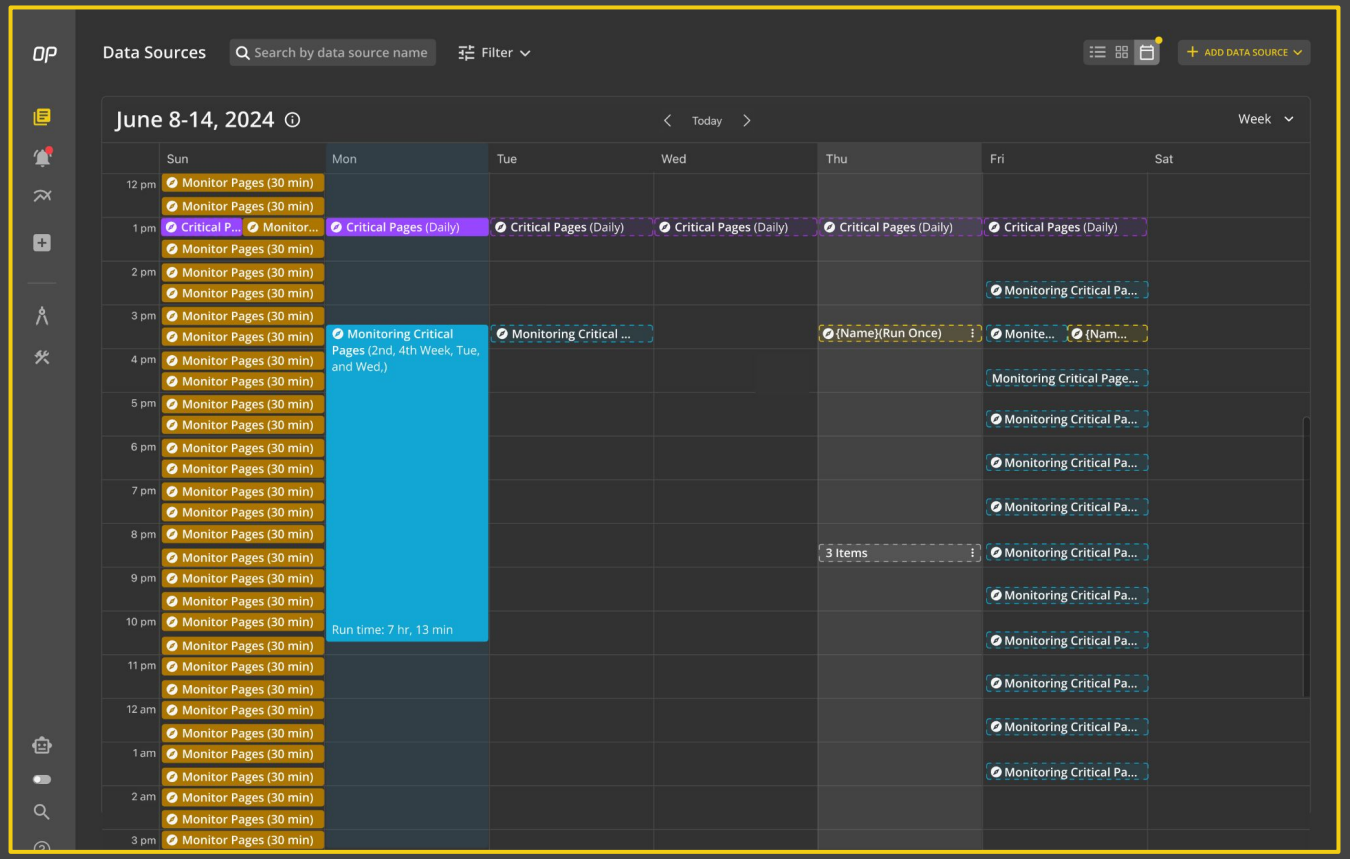
Have you ever wanted to:

- Schedule an audit to run on the 1st and 15th of every month?
- Schedule an audit more frequently than daily?
- Schedule a journey to run weekly on Mon, Wed, Fri?
- See all your audits and journey schedules on one place?

Flexible Scheduling



Flexible Scheduling



New Reporting

ObservePoint reporting, historically:

Good or Great?

Example questions ObservePoint can't easily answer today

Privacy:

- What unapproved cookies has ObservePoint found on all 200 of my websites in the past N days?
- When was the last time ObservePoint found a cookie named X on any of my websites?

Tech Governance:

- Which of my dozens of websites have a Facebook login?
- Which of my dozens of websites don't have Adobe Analytics?

Account Management:

- What audits have I run from London 🇬🇧 ?
- What's my journey pass/fail trend across my 200 journeys?

Example questions ObservePoint can't easily answer today

Performance:

- How do my web vitals compare across locations?
- How have my web vitals changed over the past few months?

Experience:

- How many broken pages do I have in my email campaigns?
- What broken pages have been found in the last 30 days across all of my websites?
- Are my broken page counts getting better over time?

Example questions ObservePoint can't easily answer today

Tracking Quality:

- Show me all the pages at store.example.com that are missing utm_campaign

Discovery:

- Show me the number of pages found for each subdomain of example.com
- Show me all the URL paths of store.example.com

We have the data.
Now you can get it.

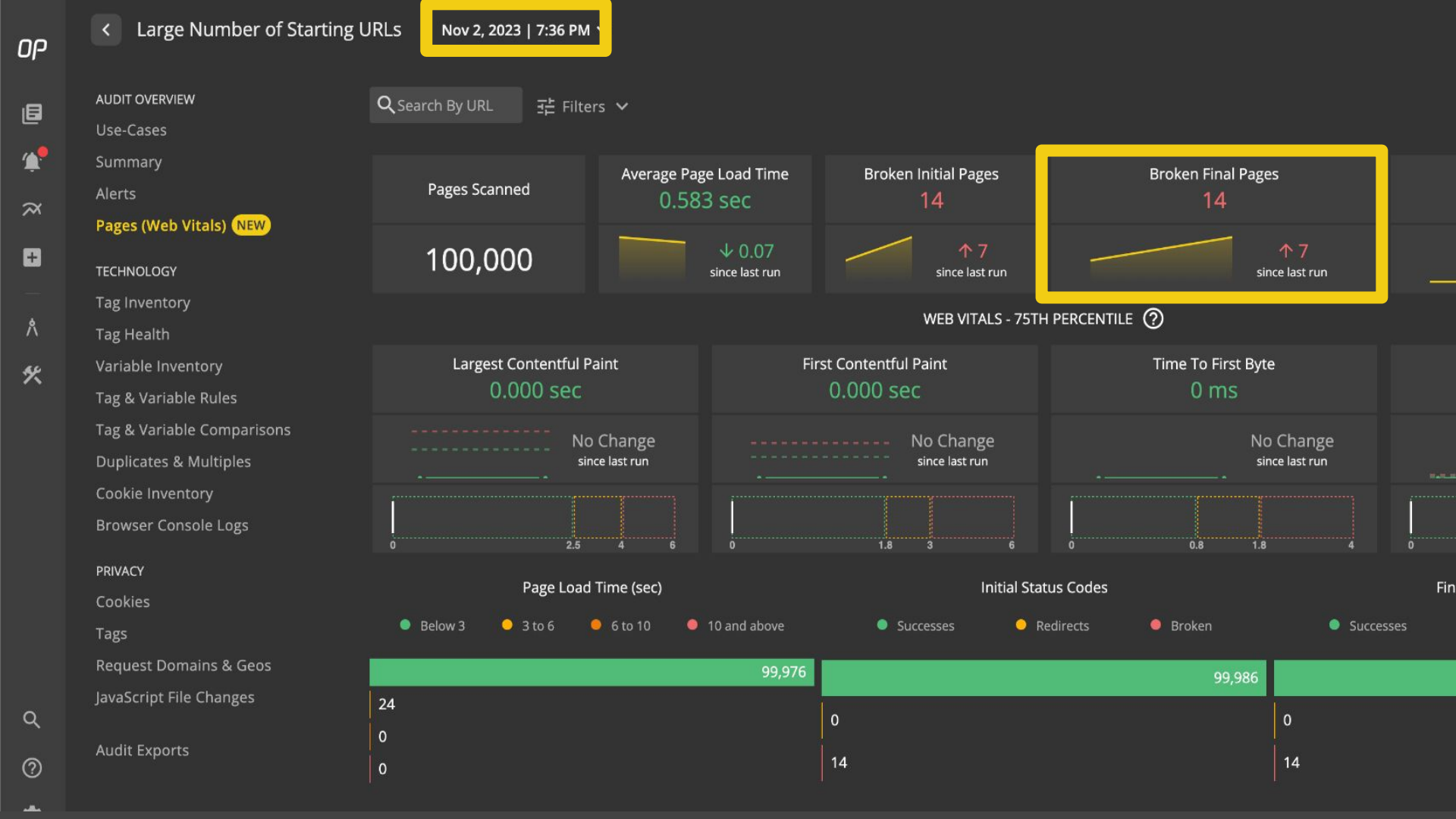
How?

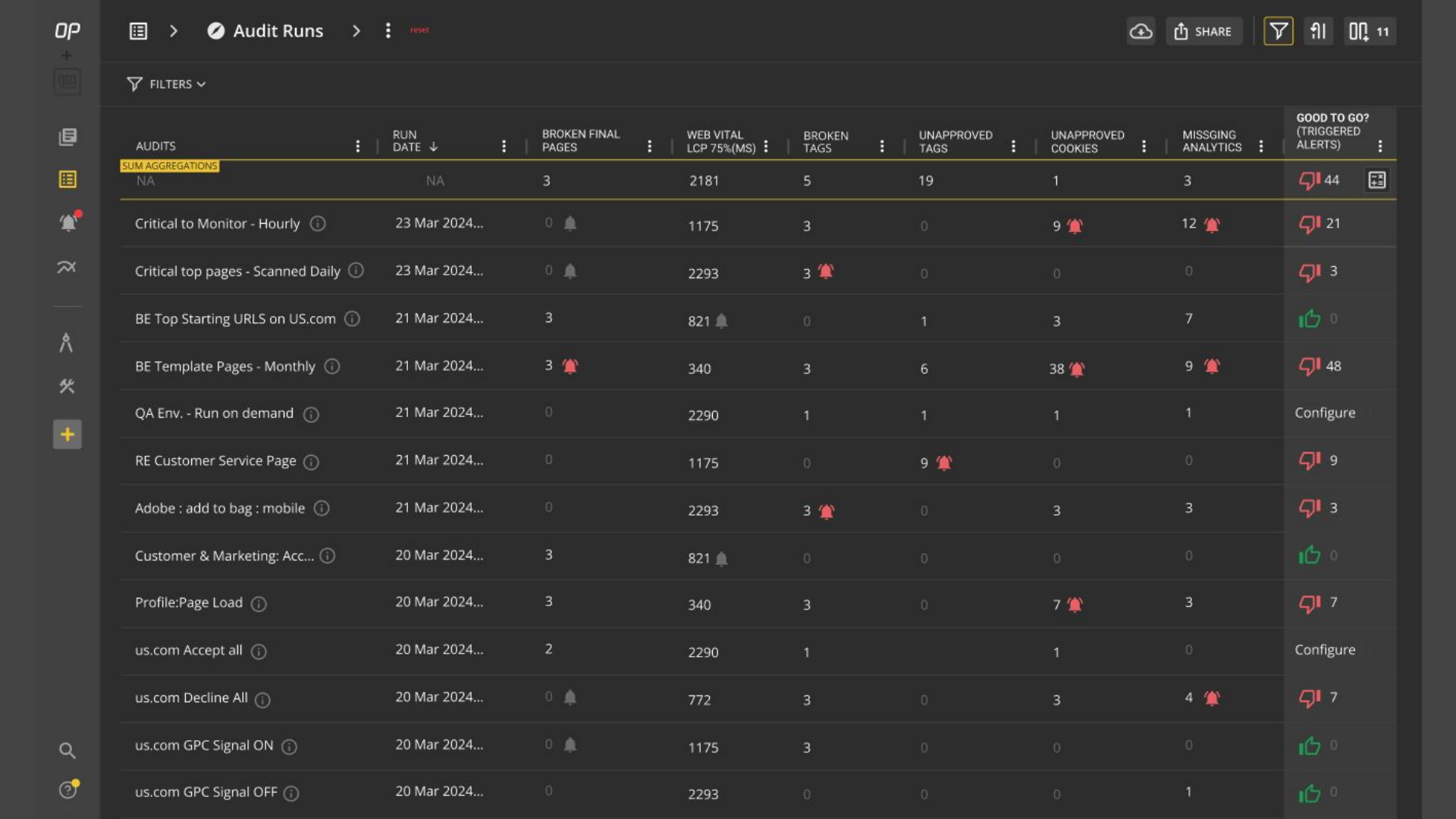
We reimagined reporting from the ground up...

Reporting: First Principles

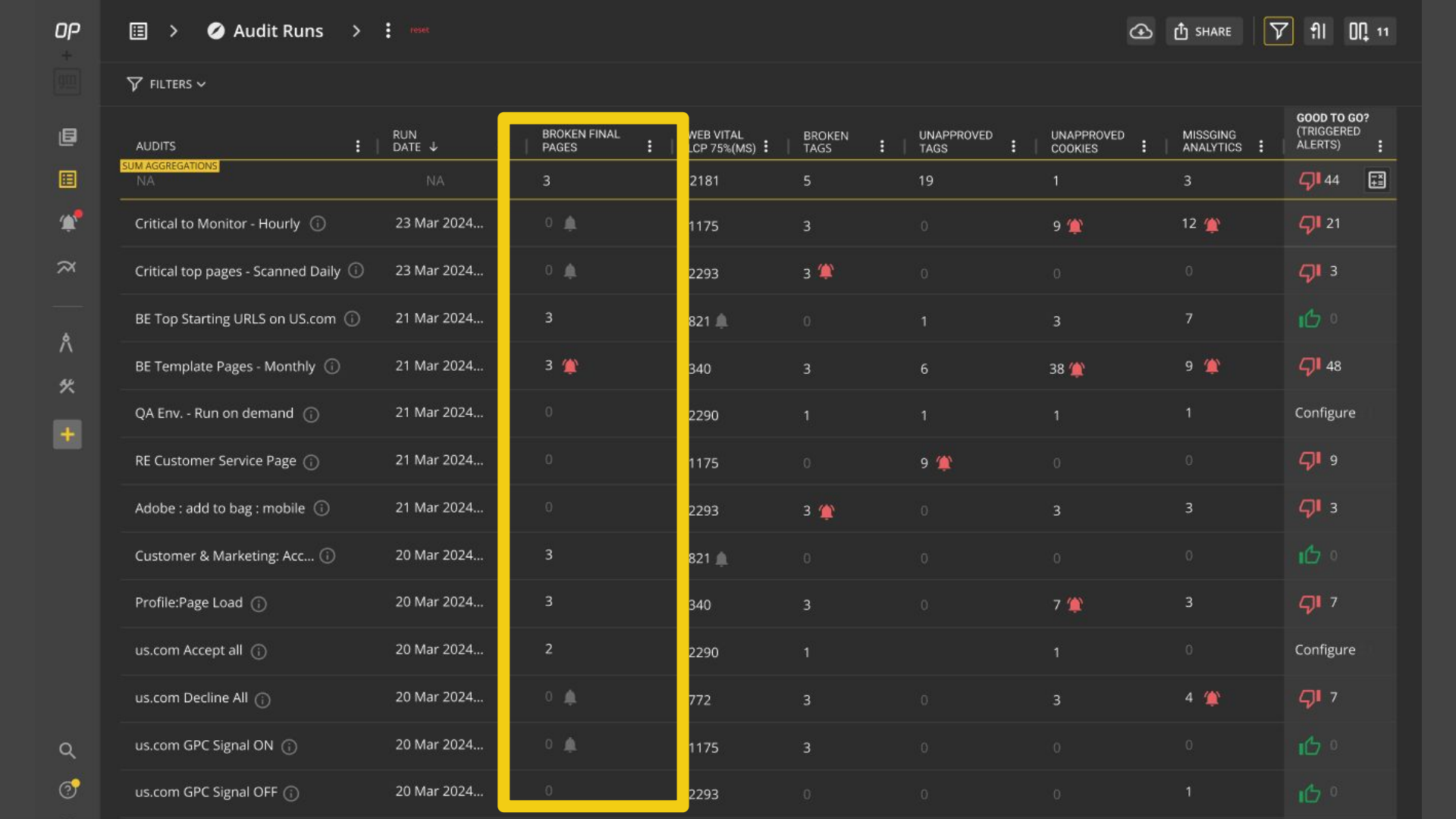
Building on principles from the 50-year history of the database:

- Choose Columns
- Filter
- Sort
- Group (optional)
- Aggregate (optional)


Large Number of Starting URLs
Nov 2, 2023 | 7:36 PM
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
Audit Exports
Search By URL
Filters
Pages Scanned
100,000
Average Page Load Time
0.583 sec
↓ 0.07
since last run
Broken Initial Pages
14
↑ 7
since last run
Broken Final Pages
14
↑ 7
since last run
WEB VITALS - 75TH PERCENTILE
Largest Contentful Paint
0.000 sec
No Change
since last run
0
2.5
4
6
First Contentful Paint
0.000 sec
No Change
since last run
0
1.8
3
6
Time To First Byte
0 ms
No Change
since last run
0
0.8
1.8
4
Page Load Time (sec)
Below 3
3 to 6
6 to 10
10 and above
99,976
24
0
0
Initial Status Codes
Successes
Redirects
Broken
99,986
0
14
Successes
0
14



AUDITS	RUN DATE	BROKEN FINAL PAGES	WEB VITAL LCP 75%(MS)	BROKEN TAGS	UNAPPROVED TAGS	UNAPPROVED COOKIES	MISSGING ANALYTICS	GOOD TO GO? (TRIGGERED ALERTS)
SUM AGGREGATIONS								
NA	NA	3	2181	5	19	1	3	44
Critical to Monitor - Hourly	23 Mar 2024...	0	1175	3	0	9	12	21
Critical top pages - Scanned Daily	23 Mar 2024...	0	2293	3	0	0	0	3
BE Top Starting URLS on US.com	21 Mar 2024...	3	821	0	1	3	7	0
BE Template Pages - Monthly	21 Mar 2024...	3	340	3	6	38	9	48
QA Env. - Run on demand	21 Mar 2024...	0	2290	1	1	1	1	Configure
RE Customer Service Page	21 Mar 2024...	0	1175	0	9	0	0	9
Adobe : add to bag : mobile	21 Mar 2024...	0	2293	3	0	3	3	3
Customer & Marketing: Acc...	20 Mar 2024...	3	821	0	0	0	0	0
Profile:Page Load	20 Mar 2024...	3	340	3	0	7	3	7
us.com Accept all	20 Mar 2024...	2	2290	1		1	0	Configure
us.com Decline All	20 Mar 2024...	0	772	3	0	3	4	7
us.com GPC Signal ON	20 Mar 2024...	0	1175	3	0	0	0	0
us.com GPC Signal OFF	20 Mar 2024...	0	2293	0	0	0	1	0


Audit Runs
reset
SHARE
11
FILTERS
AUDITS
RUN DATE
BROKEN FINAL PAGES
WEB VITAL LCP 75%(MS)
BROKEN TAGS
UNAPPROVED TAGS
UNAPPROVED COOKIES
MISSGING ANALYTICS
GOOD TO GO? (TRIGGERED ALERTS)
SUM AGGREGATIONS
NA NA 3 2181 5 19 1 3 44
Critical to Monitor - Hourly 23 Mar 2024... 0 1175 3 0 9 12 21
Critical top pages - Scanned Daily 23 Mar 2024... 0 2293 3 0 0 0 3
BE Top Starting URLS on US.com 21 Mar 2024... 3 821 0 1 3 7 0
BE Template Pages - Monthly 21 Mar 2024... 3 340 3 6 38 9 48
QA Env. - Run on demand 21 Mar 2024... 0 2290 1 1 1 1 Configure
RE Customer Service Page 21 Mar 2024... 0 1175 0 9 0 0 9
Adobe : add to bag : mobile 21 Mar 2024... 0 2293 3 0 3 3 3
Customer & Marketing: Acc... 20 Mar 2024... 3 821 0 0 0 0 0
Profile:Page Load 20 Mar 2024... 3 340 3 0 7 3 7
us.com Accept all 20 Mar 2024... 2 2290 1 1 0 Configure
us.com Decline All 20 Mar 2024... 0 772 3 0 3 4 7
us.com GPC Signal ON 20 Mar 2024... 0 1175 3 0 0 0 0
us.com GPC Signal OFF 20 Mar 2024... 0 2293 0 0 0 1 0

Audit Runs

SAVE REPORT

SHARE

3

11

FILTERS

Inbox: {This is an actual Inbox Name}

Message: {This is an actual MessageName}

Alert Type: Triggered

AUDITS	RUN DATE	BROKEN FINAL PAGES	WEB VITAL LCP 75%(MS)	BROKEN TAGS	UNAPPROVED TAGS	UNAPPROVED COOKIES	MISSGING ANALYTICS	GOOD TO GO? (TRIGGERED ALERTS)
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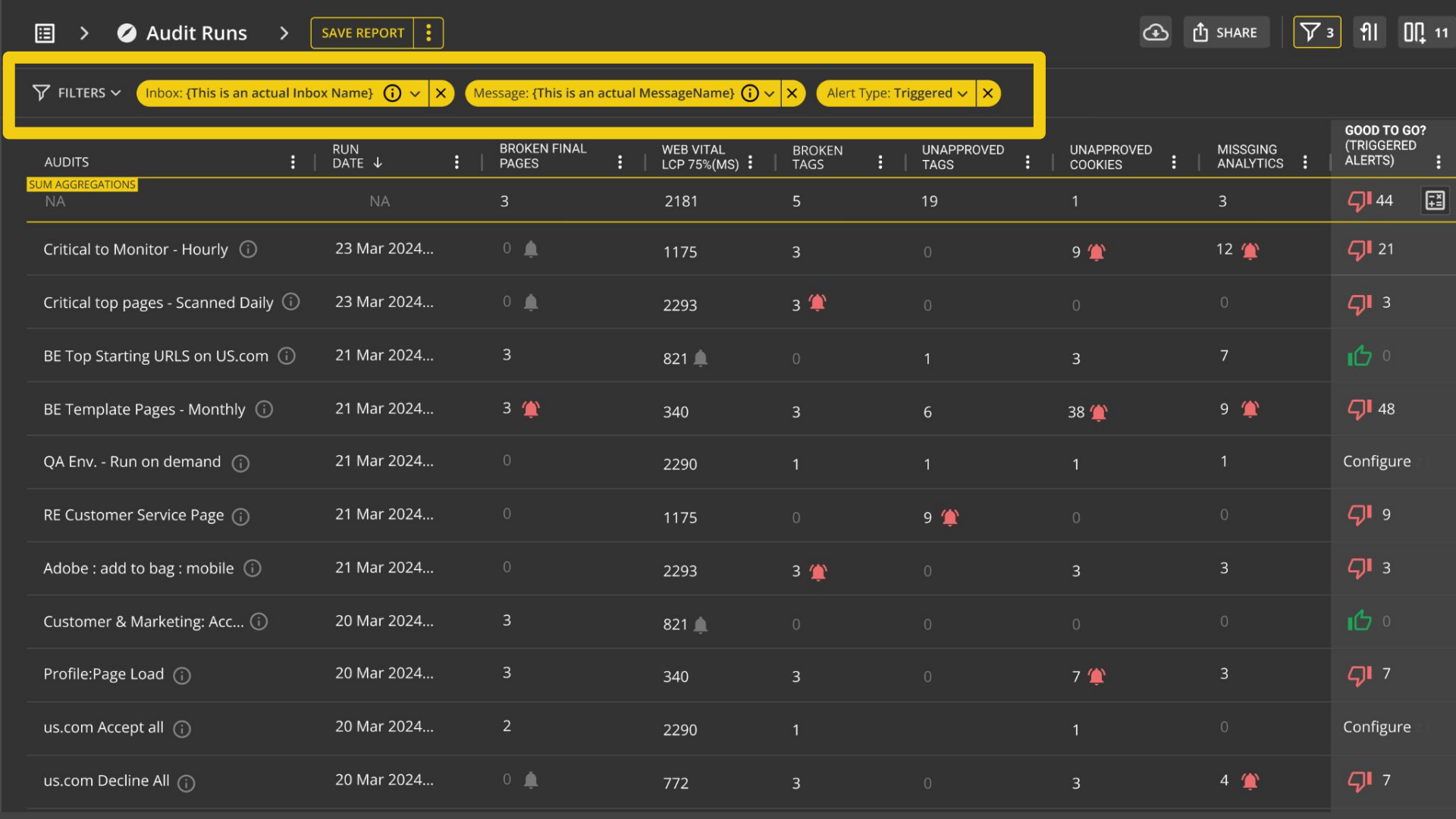
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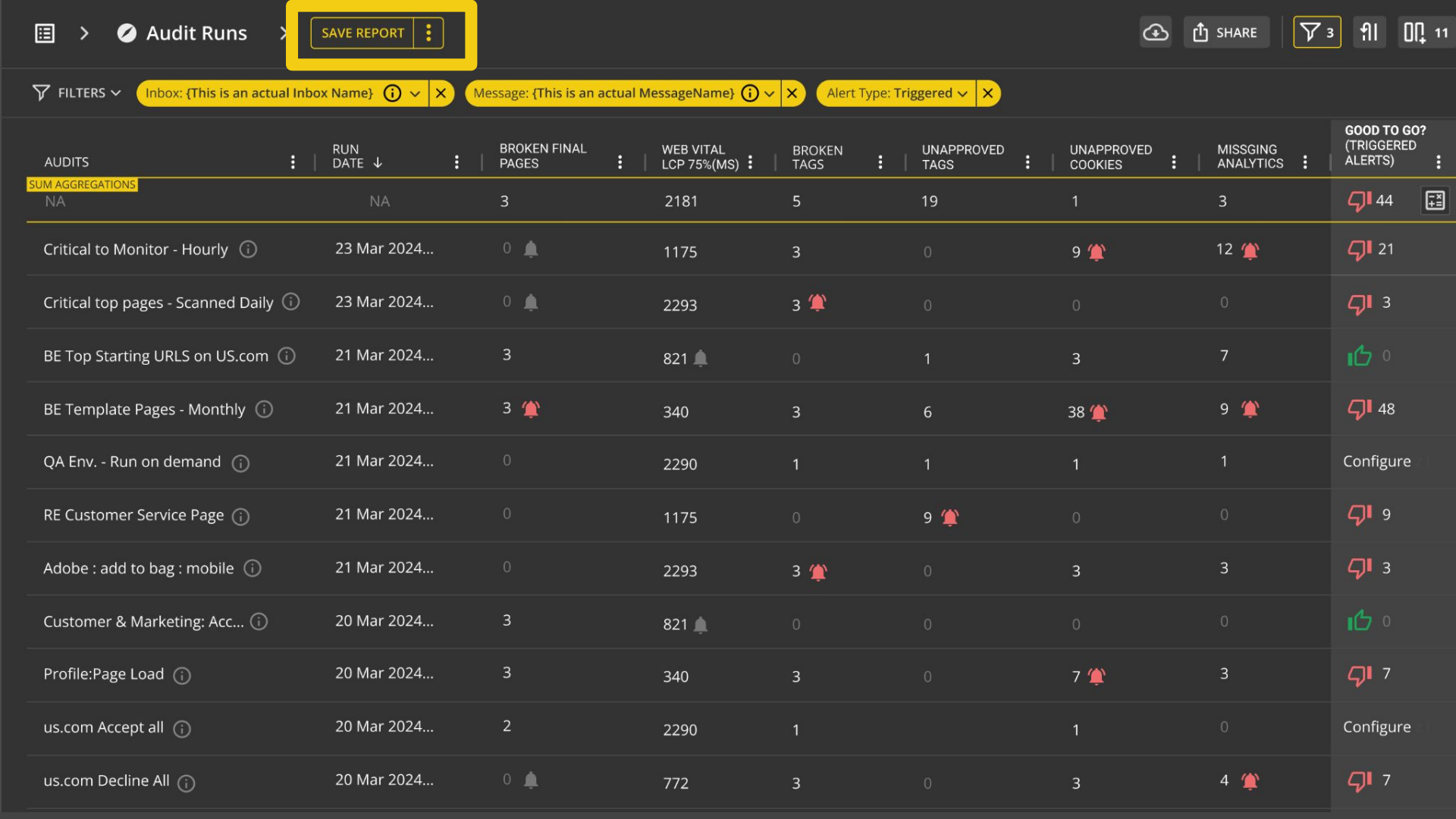
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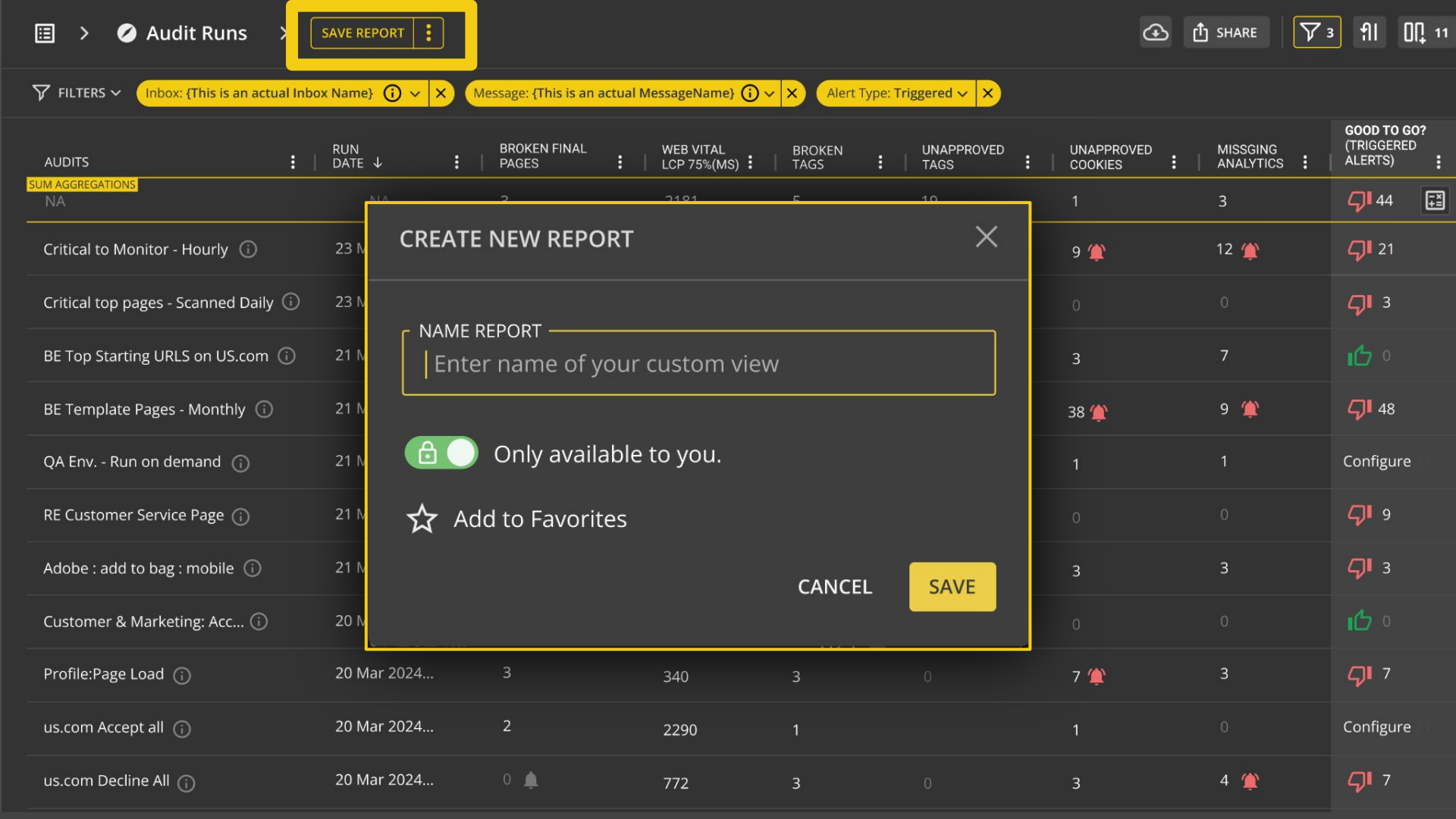
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0
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Profile:Page Load
20 Mar 2024...
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7
3
7
us.com Accept all
20 Mar 2024...
2
2290
1
1
0
Configure
us.com Decline All
20 Mar 2024...
0
772
3
0
3
4
7
CREATE NEW REPORT
NAME REPORT
Enter name of your custom view
Only available to you.
Add to Favorites
CANCEL
SAVE

You will be able to:

- See all the data ObservePoint has
- Sorted, filtered, grouped, and aggregated the way you want
- In formats you need: CSV, XLS, and even Parquet for your data engineers
- Save your reports
- Share your reports with others

When?

First reports launch in 8 weeks:

- Audit runs
- Journey runs

Followed by:

- Cookies
- Accessibility
- Pages
- Tags
- Emails
- Network requests

Where do we go from here?

This reporting lays the foundation for:

- Sitemap processing
- Quick site crawling
- Integrations with analytics and ad platforms
- Proactive scanning
- … and much much more!

Thank you!