



DAVE

SMITH

CTO

Observe Point





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 | 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?*

FROM WHICH LOCATION?*

DETECT YOUR CONSENT CATEGORIES It will take 10 - 30 seconds to gather the consent categories.

Detected with bmo.com, India

FOUND ONETRUST CATEGORIES

- Share my Personal Information (254 approved cookies) - NEWLY DETECTED - WILL BE ADDED
- Strictly necessary (174 approved cookies) - NEWLY DETECTED - WILL BE ADDED
 - __so34979 (domain: bmo.com) NEWLY DETECTED - WILL BE ADDED
 - __tk34979 (domain: bmo.com) NEWLY DETECTED - WILL BE ADDED
 - __atuvc (domain: usnewsroom.bmo.com) ⓘ NEWLY DETECTED - WILL BE ADDED
 - __atuvS (domain: usnewsroom.bmo.com) ⓘ NEWLY DETECTED - WILL BE ADDED
 - __cf_bm (domain: newsroom.bmo.com) ⓘ NEWLY DETECTED - WILL BE ADDED
 - __cf_bm (domain: vimeo.com) ⓘ NEWLY DETECTED - WILL BE ADDED
 - __cf_bm (domain: newswire.ca) ⓘ NEWLY DETECTED - WILL BE ADDED
 - __cfruid (domain: newsroom.bmo.com) ⓘ NEWLY DETECTED - WILL BE ADDED

CANCEL SYNC CATEGORIZED COOKIES

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 ↓ |
|  [Test]:MK WYNK: ¡Lo que nec... | 08/07/2024 09:10 AM | Complete | 41 | 1 ↓ |  Ready ↓ |
|  [Test]:MK WYNK: What You N... | 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]:Get Amped UP for Aug... | 08/07/2024 09:07 AM | Complete | 20 | 1 ↓ |  Ready ↓ |
|  [Test]:¡Anímate MÁS para ag... | 08/07/2024 09:06 AM | Complete | 17 | 1 ↓ |  Ready ↓ |
|  Fwd: [Test]: 01-04Enter your ... | 08/07/2024 08:26 AM | Complete | 18 | 1 ↓ |  Not Ready ↓ |
|  Fwd: [Test]: 01-18Are you re... | 08/07/2024 08:25 AM | Complete | 15 | 1 ↓ |  Not Ready ↓ |



Landing Page Validation for Email

Automate and simplify:

| READY TO SEND BASED OFF TRIGGERED ALERTS |
|--|
|  Ready <input type="checkbox"/> |
|  Ready <input type="checkbox"/> |
|  Ready <input type="checkbox"/> |
|  Not Ready <input type="checkbox"/> |
|  Not Ready <input type="checkbox"/> |



Chrome Extension Rewrite



ObservePoint Debugger: Chrome Extension Rewrite

Launched August 2024

Highlights:

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

The screenshot displays the ObservePoint Debugger Chrome Extension interface. At the top, there are navigation tabs for 'ObservePoint', 'Elements', 'Console', 'Sources', 'Network', 'Performance', 'Memory', 'Application', and 'Lighthouse'. A search bar allows filtering by tag, URL, variable, or value. A filter dropdown is set to 'More (1)'. The main area shows a table of 31 identified tags. The table has columns for Tag Name, Tag Account, Vendor, Category, Unique Variables, Cookies Initiated, Status Code, and Load Time (MS). Below the table, there are icons for help, settings, and other functions. At the bottom, there is a yellow banner with the ObservePoint logo and a call to action: 'Get a FREE sample of all that ObservePoint can do to automate website QA at scale.' with an input field for an email and a 'GO' button.

| TAG NAME | TAG ACCOUNT | VENDOR | CATEGORY | UNIQUE VARIABLES | COOKIES INITIATED | STATUS CODE | LOAD TIME (MS) |
|---------------------------|--|--------------------|-------------|------------------|-------------------|-------------|----------------|
| Amazon Advertising | https://aax.amazon-adsystem.com/e/dtb/bid?src=... | Amazon | Advertising | 16 | 0 | 200 | 170 |
| Google Ads Remarketing | https://pubads.g.doubleclick.net/adsid/integrator.j... | Google | Advertising | 1 | 0 | 200 | 112 |
| Google Ads Remarketing | https://pubads.g.doubleclick.net/adsid/integrator.j... | Google | Advertising | 1 | 0 | 204 | 82 |
| Google AdSense | https://pagead2.googlesyndication.com/getoofig... | Google | Advertising | 2 | 0 | 200 | 51 |
| Criteo OneTag | https://gum.criteo.com/sid/json?origin=prebid&to... | Criteo | Advertising | 6 | 0 | 200 | 130 |
| Criteo OneTag | https://gum.criteo.com/sid/json?origin=prebid&to... | Criteo | Advertising | 6 | 0 | 200 | 230 |
| Basis DSP Pixel Sync | https://pixel-sync.alfresco.com/dmp/pixelSync?c... | Centro | Advertising | 0 | 0 | 204 | 73 |
| Google Ads Remarketing | https://cm.g.doubleclick.net/pixel?google_nid=bid... | Google | Advertising | 5 | 0 | 200 | 44 |
| TradeDesk | https://match.adsrvr.org/track/cmb/generic?td_pi... | The Trade Desk Inc | Advertising | 6 | 1 | 200 | 41 |
| Index Exchange | https://sync.outbrain.com/cookie-sync?p=indxexc... | Index Exchange | Advertising | 3 | 0 | 200 | 81 |
| Google Ads Remarketing | https://image2.pubmatic.com/AdServer/Pug?vcod... | Google | Advertising | 4 | 0 | 200 | 184 |
| Google Marketing Platform | https://ad.doubleclick.net/ddm/trackimp/N3727.T... | Google | Advertising | 2 | 3 | 200 | 39 |
| Google Ads Remarketing | https://image2.pubmatic.com/AdServer/Pug?vcod... | Google | Advertising | 5 | 0 | 200 | 184 |
| PubMatic | https://image2.pubmatic.com/AdServer/Pug?vcod... | Komli Inc. | Advertising | 4 | 0 | 200 | 184 |

ObservePoint Get a FREE sample of all that ObservePoint can do to automate website QA at scale.
Enter Your Email to Get Started GO



Web Vitals



Web Vitals Reporting

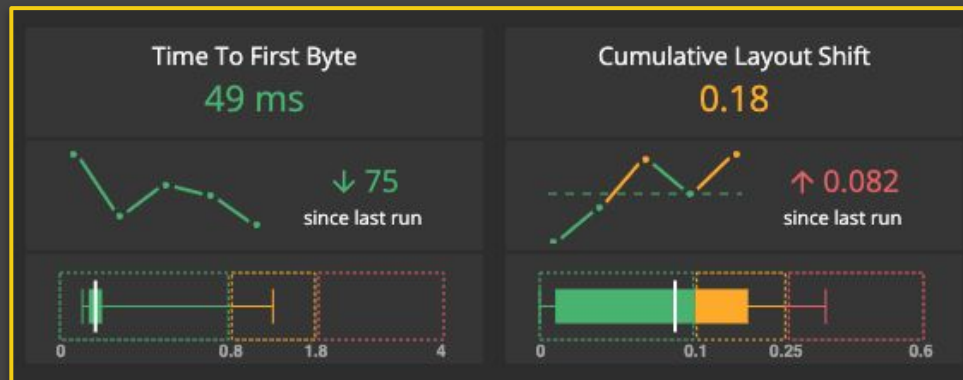
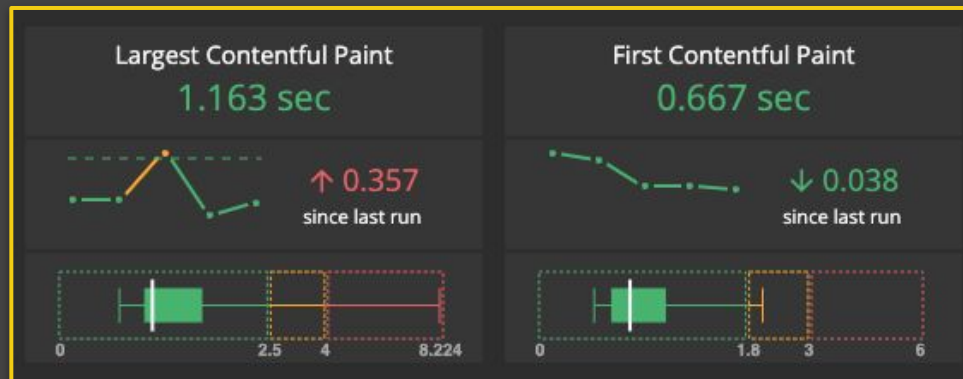
Launched September 2024

Why should you care about web vitals?

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

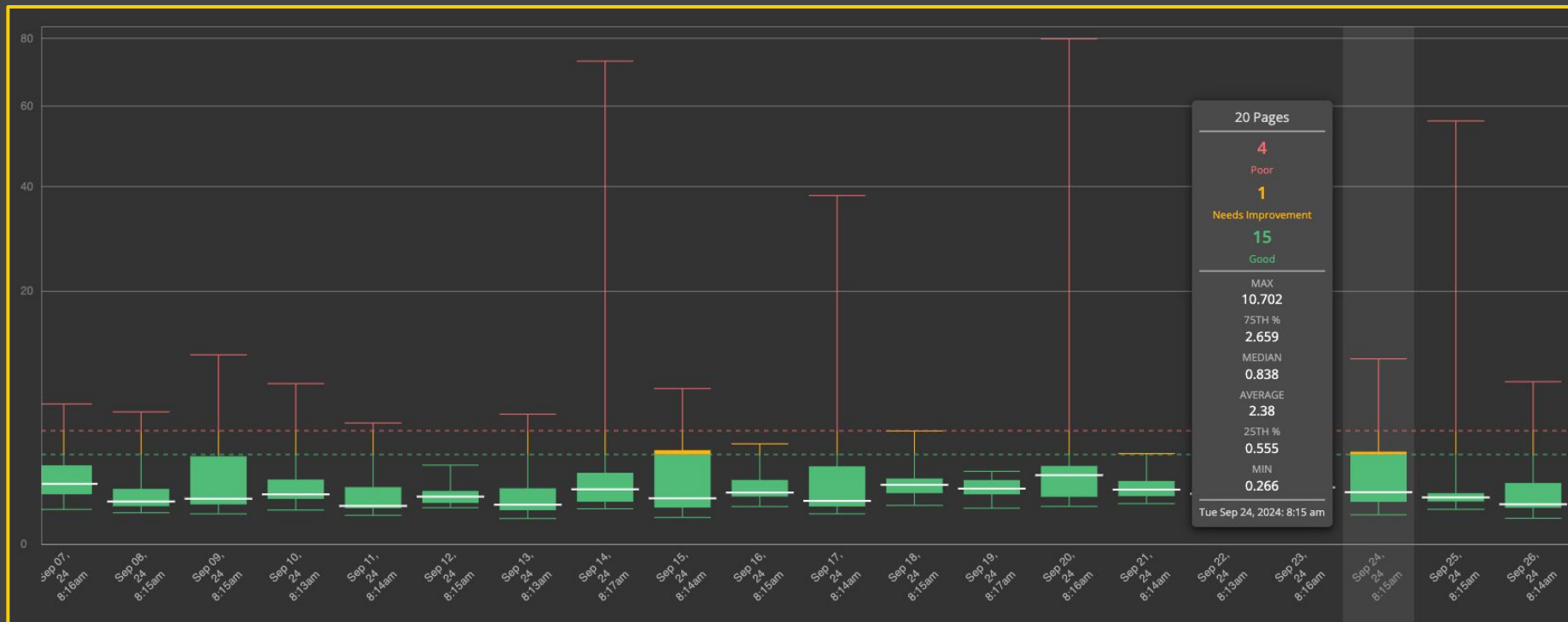
ObservePoint provides:

- 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

The screenshot shows a web browser window displaying the ObservePoint help center article page. The browser's address bar shows the URL: help.observepoint.com/en/articles/9291892-observepoint-web-vitals-guide. The page header includes the ObservePoint HELP CENTER logo, navigation links for Academy, Events, and Join Slack Community, and a language selector set to English. A search bar is present with the placeholder text 'Search for articles...'. The breadcrumb trail reads 'All Collections > Audits > ObservePoint Web Vitals Guide'. The main heading is 'ObservePoint Web Vitals Guide', with a byline 'Written by Luiza Gircoveanu Updated this week'. The 'Overview' section begins with the text: 'Web Vitals are webpage performance metrics developed by Google to understand and improve user experience. Web Vitals are numbers that tell you how your users experience a web page and have become widely accepted as industry standard for website performance.' Below this, it states: 'Below you find a detailed guide on Web Vitals that will help interpret the results of ObservePoint scans and take appropriate action.' The 'Why Web Vitals Matter' section is partially visible at the bottom, starting with 'If your pages have great web vitals, you will get:'. A right-hand sidebar contains a table of contents with the following items: Overview, Why Web Vitals Matter, Types of Web Vitals, Lab Data & Field Data, Understanding Web Vitals Data, and Conclusion.





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



The screenshot displays the Accessibility Reporting dashboard. At the top, there are navigation tabs: PAGE INFORMATION, TAGS, COOKIES, ACCESSIBILITY NEW (highlighted), REQUEST LOG, CONSOLE LOG, TAG INITIATORS, and RULES. Below the tabs, the WCAG Standards section shows filters for VERSIONS (2.0, 2.1, 2.2), LEVELS (A, AA, AAA), and TYPES (Conclusive Issues, Manual Inspection Needed). A summary table shows 9 total page issues, with 2 critical, 7 serious, 0 moderate, and 0 minor. The ISSUE TYPES table lists the following issues:

| Issue Type | # | VER + LEVEL |
|---|---|-------------|
| > Buttons must have discernible text | 3 | 2.0 A |
| > Elements must meet enhanced color contrast ratio thresholds | 3 | 2.0 AAA |
| > Elements must meet minimum color contrast ratio thresholds | 1 | 2.0 AA |
| > Links must have discernible text | 2 | 2.0 A |
| > All touch targets must be 24px large, or leave sufficient space | 3 | 2.2 AA |

Accessibility Demo



Usage Reporting

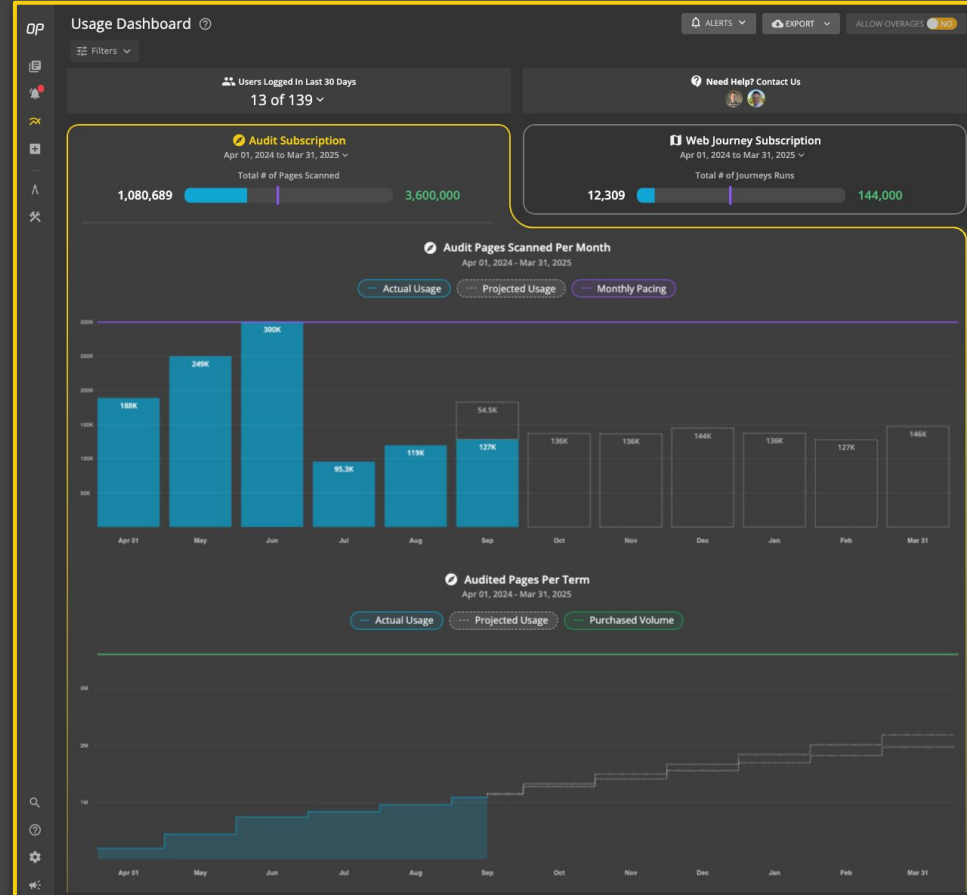


Usage Reporting

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

The screenshot shows the ObservePoint Help Center interface. At the top left is the logo 'ObservePoint HELP CENTER'. To the right are navigation links: 'Academy', 'Events', 'Join Slack Community', and 'English'. Below this is a search bar with the placeholder text 'Search for articles...'. The main content area has a breadcrumb trail: 'All Collections > Other Articles > MFA/2FA in ObservePoint Audits and Journeys'. The article title is 'MFA/2FA in ObservePoint Audits and Journeys'. Below the title is a small profile picture and the text 'Written by Luiza Gircoveanu Updated over a week ago'. To the right of the article title is a sidebar with the heading 'What is MFA/2FA?' and the text 'If my site uses MFA, how do I test my site with ObservePoint?'. The main body of the article begins with the heading 'What is MFA/2FA?' followed by a paragraph explaining that MFA and 2FA both mean 'multi-factor authentication' and that adding MFA makes it harder for attackers to impersonate users. It states that MFA codes are only valid for 30-60 seconds. The article then lists three popular MFA techniques: Email, SMS, and another (partially obscured).

ObservePoint
HELP CENTER

Academy Events Join Slack Community English

Search for articles...

All Collections > Other Articles > MFA/2FA in ObservePoint Audits and Journeys

MFA/2FA in ObservePoint Audits and Journeys

Written by Luiza Gircoveanu
Updated over a week ago

What is MFA/2FA?

If my site uses MFA, how do I test my site with ObservePoint?

What is MFA/2FA?

MFA and 2FA both mean the same thing: **multi-factor authentication**. Adding MFA to your site makes it harder for attackers to impersonate your legitimate users by requiring every user to provide not just a password, but also another way of identifying themselves. MFA codes are only valid for 30-60 seconds, so even if an attacker sees your code when you log in, that code does them no good 60 seconds later.

For the rest of this document, we'll use the term MFA.

There are 3 popular MFA techniques:

- **Email:** When the user logs in, the site emails the user a code, and the user must provide that code.
- **SMS:** When the user logs in, the site sends a text message with a code to the user's cell phone, and the user must provide that code.





Scanning pages with CAPTCHA

The screenshot shows the ObservePoint Help Center interface. At the top, there is a navigation bar with links for 'Academy', 'Events', 'Join Slack Community', and 'English'. Below the navigation is a search bar with the placeholder text 'Search for articles...'. The main content area features a breadcrumb trail: 'All Collections > Journeys > Bypassing CAPTCHA for ObservePoint Audits and Journeys'. The article title is 'Bypassing CAPTCHA for ObservePoint Audits and Journeys', written by Product Enablement and updated over a week ago. A reCAPTCHA 'I'm not a robot' checkbox is shown. The article text explains that CAPTCHA stands for Completely Automated Public Turing test to tell Computers and Humans Apart, used to determine if a user is human or a bot. It lists two reasons why websites use CAPTCHA: to exclude bot traffic from metrics and to prevent bots from committing unscrupulous acts like fraud or data scraping. The article concludes by stating that CAPTCHA technology uses proprietary heuristics such as observing user behavior (like mouse movements) or challenges that are easy for humans but difficult for bots.





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

OP Data Sources Filter + ADD DATA SOURCE

May 2024 Today Month

| Sun | Mon | Tue | Wed | Thu | Fri | Sat | |
|-----|-----------------------------------|--|------------------------|---------------------------------------|---------------------------|-------|--|
| 28 | 29 | 30 | May 1 | 2 | 3 | 4 | |
| | Monitoring Critical Pages (Daily) | | | | | | |
| | | Audit Name (Run Once) | | Monitoring Critical Pages (Quarterly) | | | |
| | | 99 more | | | | | |
| 5 | 6 | 7 | 8 | 9 | 10 | 11 | |
| | Critical Pages (Daily) | Critical Pages (Daily) | Critical Pages (Daily) | Critical Pages (Daily) | Critical Pages (Daily) | | |
| | | Monitoring Critical Pages (2nd, 4th Week, Tue, and Wed,) | | | Audit Name PAUSED | | |
| 12 | 13 | 14 | 15 | 16 | 17 | 18 | |
| | Monitoring Critical Pages (Daily) | | | | | | |
| | | | Audit Name (Run Once) | | | | |
| | | | 3 more | | | | |
| 19 | 20 | 21 | 22 | 23 | 24 | 25 | |
| | Monitoring Critical Pages (Daily) | | | | | | |
| | | Monitoring Critical Pages (2nd, 4th Week, Tue, and Wed,) | | | | | |
| 26 | 27 | 28 | 29 | 30 | 31 | Jun 1 | |
| | Monitoring Critical Pages (Daily) | | | | | | |
| | | | | | SKIPPING | | |
| | | | | | Monitoring Critical Pa... | | |
| 2 | 3 | 4 | 5 | 6 | 7 | 8 | |
| | Monitoring Critical Pages (Daily) | | | | | | |
| | | | | | Critical Page... SKIPPING | | |
| | | | | | Monitoring C... SKIPPING | | |



Flexible Scheduling

OP Data Sources Filter +

June 8-14, 2024 Today Week

| | Sun | Mon | Tue | Wed | Thu | Fri | Sat |
|-------|--|--|-------------------------|------------------------|------------------------|-----------------------------|-----|
| 12 pm | Monitor Pages (30 min) | | | | | | |
| | Monitor Pages (30 min) | | | | | | |
| 1 pm | Critical P... Monitor... Monitor Pages (30 min) | Critical Pages (Daily) | Critical Pages (Daily) | Critical Pages (Daily) | Critical Pages (Daily) | Critical Pages (Daily) | |
| 2 pm | Monitor Pages (30 min) Monitor Pages (30 min) | | | | | Monitoring Critical Pa... | |
| 3 pm | Monitor Pages (30 min) Monitor Pages (30 min) | Monitoring Critical Pages (2nd, 4th Week, Tue, and Wed.) | Monitoring Critical ... | | {Name}Run Once | Monite... {Nam...} | |
| 4 pm | Monitor Pages (30 min) Monitor Pages (30 min) | | | | | Monitoring Critical Page... | |
| 5 pm | Monitor Pages (30 min) Monitor Pages (30 min) | | | | | Monitoring Critical Pa... | |
| 6 pm | Monitor Pages (30 min) Monitor Pages (30 min) | | | | | Monitoring Critical Pa... | |
| 7 pm | Monitor Pages (30 min) Monitor Pages (30 min) | | | | | Monitoring Critical Pa... | |
| 8 pm | Monitor Pages (30 min) Monitor Pages (30 min) | | | | 3 Items | Monitoring Critical Pa... | |
| 9 pm | Monitor Pages (30 min) Monitor Pages (30 min) | | | | | Monitoring Critical Pa... | |
| 10 pm | Monitor Pages (30 min) Monitor Pages (30 min) | Run time: 7 hr, 13 min | | | | Monitoring Critical Pa... | |
| 11 pm | Monitor Pages (30 min) Monitor Pages (30 min) | | | | | Monitoring Critical Pa... | |
| 12 am | Monitor Pages (30 min) Monitor Pages (30 min) | | | | | Monitoring Critical Pa... | |
| 1 am | Monitor Pages (30 min) Monitor Pages (30 min) | | | | | Monitoring Critical Pa... | |
| 2 am | Monitor Pages (30 min) Monitor Pages (30 min) | | | | | Monitoring Critical Pa... | |
| 3 pm | Monitor Pages (30 min) | | | | | | |



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)



AUDIT OVERVIEW

Search By URL

Filters

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

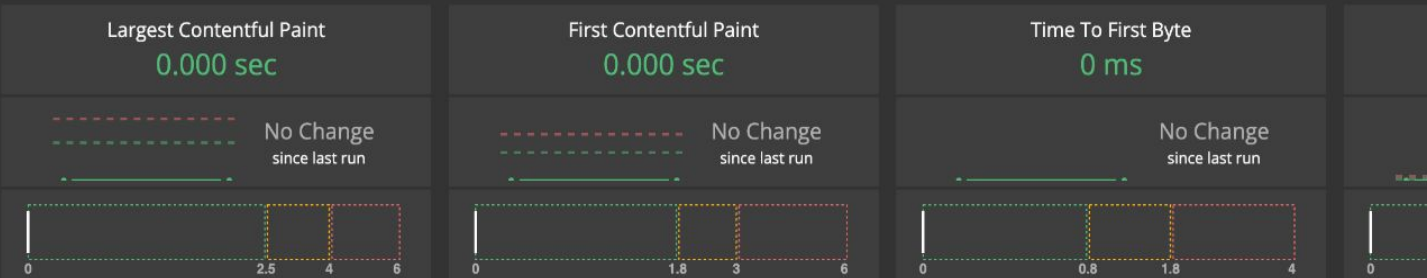
Request Domains & Geos

JavaScript File Changes

Audit Exports



WEB VITALS - 75TH PERCENTILE ?



| | | | |
|--------------|----------------------|----------------------|--------------------|
| | Page Load Time (sec) | Initial Status Codes | Final Status Codes |
| | 99,976 | 99,986 | 99,986 |
| Below 3 | 24 | 0 | 0 |
| 3 to 6 | 0 | 14 | 14 |
| 6 to 10 | 0 | | |
| 10 and above | | | |

FILTERS

| AUDITS | RUN DATE | BROKEN FINAL PAGES | WEB VITAL LCP 75%(MS) | BROKEN TAGS | UNAPPROVED TAGS | UNAPPROVED COOKIES | MISSING ANALYTICS | GOOD TO GO? (TRIGGERED ALERTS) |
|------------------------------------|----------------|--------------------|-----------------------|-------------|-----------------|--------------------|-------------------|--------------------------------|
| SUM AGGREGATIONS | 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 |

FILTERS ▾

| AUDITS | RUN DATE ↓ | BROKEN FINAL PAGES | WEB VITAL LCP 75%(MS) | BROKEN TAGS | UNAPPROVED TAGS | UNAPPROVED COOKIES | MISSING ANALYTICS | GOOD TO GO? (TRIGGERED ALERTS) |
|------------------------------------|----------------|--------------------|-----------------------|-------------|-----------------|--------------------|-------------------|--------------------------------|
| SUM AGGREGATIONS | 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 | 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 |

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 | MISSING 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 | 1 | 0 | Configure |
| us.com Decline All | 20 Mar 2024... | 0 | 772 | 3 | 0 | 3 | 4 | 7 |

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 | MISSING ANALYTICS | GOOD TO GO? (TRIGGERED ALERTS) |
|------------------------------------|----------------|--------------------|-----------------------|-------------|-----------------|--------------------|-------------------|--------------------------------|
| SUM AGGREGATIONS | | | | | | | | |
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| 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 | 1 | 0 | Configure |
| us.com Decline All | 20 Mar 2024... | 0 | 772 | 3 | 0 | 3 | 4 | 7 |

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 | MISSING ANALYTICS | GOOD TO GO? (TRIGGERED ALERTS) |
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| 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 |
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| 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 | 0 | 1 | 0 | Configure |
| us.com Decline All | 20 Mar 2024... | 0 | 772 | 3 | 0 | 3 | 4 | 7 |

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 | MISSING ANALYTICS | GOOD TO GO? (TRIGGERED ALERTS) |
|------------------------------------|----------------|--------------------|-----------------------|-------------|-----------------|--------------------|-------------------|--------------------------------|
| NA | | | 2181 | 5 | 10 | 1 | 3 | 44 |
| Critical to Monitor - Hourly | 23 M | | | | | 9 | 12 | 21 |
| Critical top pages - Scanned Daily | 23 M | | | | | 0 | 0 | 3 |
| BE Top Starting URLs on US.com | 21 M | | | | | 3 | 7 | 0 |
| BE Template Pages - Monthly | 21 M | | | | | 38 | 9 | 48 |
| QA Env. - Run on demand | 21 M | | | | | 1 | 1 | Configure |
| RE Customer Service Page | 21 M | | | | | 0 | 0 | 9 |
| Adobe : add to bag : mobile | 21 M | | | | | 3 | 3 | 3 |
| Customer & Marketing: Acc... | 20 M | | | | | 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 |

CREATE NEW REPORT

NAME REPORT

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!