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Observe Point





Standards

Work Smarter not Harder



Agenda

**ObservePoint
Standards
Overview**



Integrations



**Advanced
Use Cases**



ObservePoint Standards

Expectations we define for the data we are collecting.

Alerts



Tag & Variable
Rules



Consent
Categories





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

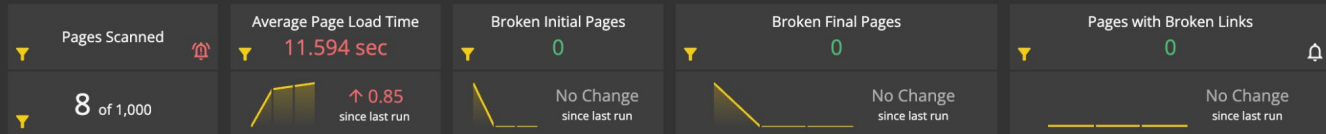
Request Domains & Geos

JavaScript File Changes

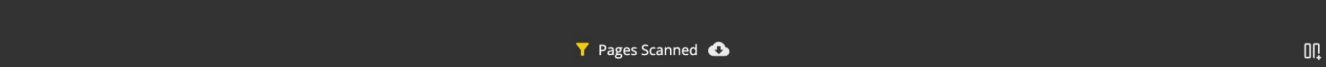
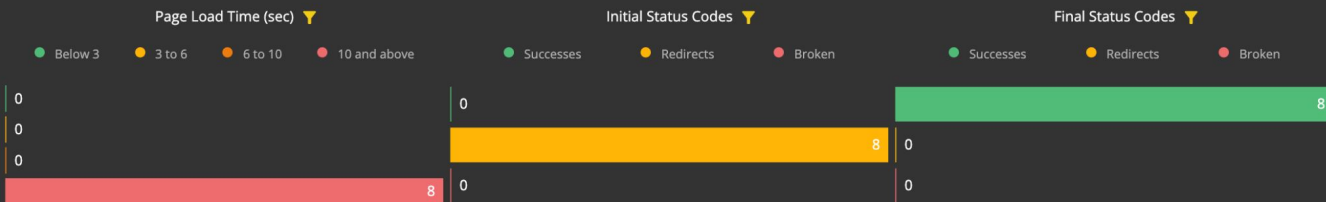
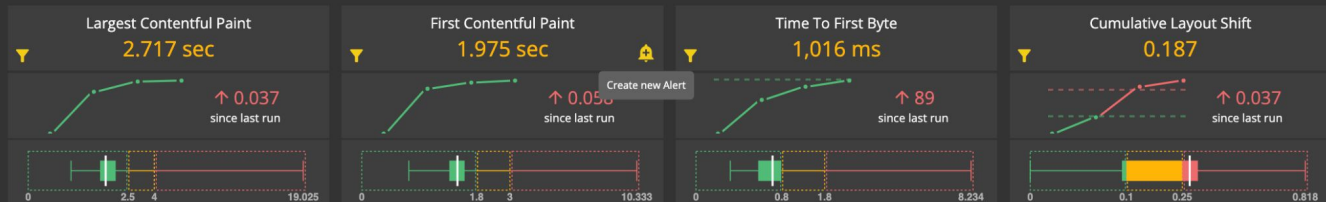
Search By URL

Filters

Number of Redirects: >=2 redirects



WEB VITALS - 75TH PERCENTILE



Final Status Codes

- Successes: 0
- Redirects: 0
- Broken: 8

INITIAL PAGE URL ↑	FINAL PAGE URL	INITIAL PAGE STATUS CODE	# OF REDIRECTS	PAGE LOAD TIME (sec)	PAGE SIZE (mb)	LARGEST CONTENTFUL PAINT (sec)	FIRST CONTENTFUL PAINT (sec)	TIME TO FIRST BYTE (ms)
finance.yahoo.com/crypto/	finance.yahoo.com/markets/crypto/all/	301	2	10.8	24	2.895	1.727	560
finance.yahoo.com/etfs/	finance.yahoo.com/markets/etfs/most-active/	301	2	12.5	15	2.756	2.178	1,012
finance.yahoo.com/mutualfunds	finance.yahoo.com/markets/mutualfunds/gainers/	301	2	10.3	12.3	2.395	1.907	478

CREATE ALERT



Create this alert by entering an alert name and the email address(es) to be notified for this alert logic. You can also customize this alerts logic or select from other existing alerts.

NAME ALERT*

Pages - First Contentful Paint

ENTER EMAIL ADDRESSES

responsible-dev-team@yahoo.com X



Enter up to 10 email addresses, separate each with a comma.

1/10

DEFAULT ALERT LOGIC

Pages - First Contentful Paint > 1.8 sec 1 ▾

[Customize Alert Logic & Setup](#)

SUBSCRIBE TO EXISTING ALERTS (0)

CREATE



1. Alert Logic

Pages - First Contentful Paint > 1.8 sec

1 ▼

2. Notification

Standard alert email message being sent to 1 email address, when it is in a triggered state after each data source completes a run.

3. Data Sources

Alert applied to 1 data sources.

4. Alert Preview

ALERT LOGIC

What should the data look like to trigger an alert?

Report Metric* Pages - First Contentful Paint	Operator* Greater than (>) Not equal to (≠)	Value (sec)* 1,8
--	---	---------------------

FILTER PAGES (Not Required)

Which report filter(s) need to be present per report metric. (For example, a regular expression can be used to apply this rule if a specific page status code is present.)

Search By URL Filters

Number of Redirects: >=2 redirects

CHANGE (RUN OVER RUN)

- Changes by (Δ)
- Increases by (+)
- Decreases by (-)
- Any change (±)

Only certain filters are available for this rule to only product pages or only

CANCEL

→ NEXT



1. Alert Logic

Pages - First Contentful Paint > 1.8 sec

1 ▾


2. Notification

Standard alert email message being sent to 1 email address, when it is in a triggered state after each data source completes a run.

3. Data Sources

Alert applied to 1 data sources.

4. Alert Preview

 Alert triggered in most recent run data.

ADD SUBSCRIBERS TO THIS ALERT

ENTER EMAIL ADDRESSES

responsible-dev-team@yahoo.com 

Enter up to 10 email addresses, separate each with a comma.

1/10

ADD CUSTOM ALERT MESSAGE

ENTER MESSAGE

Notes would typically include a description of what this alert is monitoring and/or expected actions that should be taken by your team when the alert is triggered.

Notes will be included in all notifications that are sent.

SPECIFY WHEN ALERT IS TO BE SENT

Each time it's triggered 

CANCEL

 BACK

 NEXT



1. Alert Logic

Pages - First Contentful Paint > 1.8 sec

1 ▾

2. Notification

Standard alert email message being sent to 1 email address, when it is in a triggered state after each data source completes a run.

3. Data Sources

Alert applied to 1 data sources.

4. Alert Preview

WHAT DATA SOURCES SHOULD THIS ALERT BE APPLIED TO

Add this as a default alert to all data sources that I create.

 Filters ▾

1 Selected ^

	DATA SOURCE NAME	RUN DATE	LABELS
<input checked="" type="checkbox"/>	EDGE EU - yahoo.com	2024/10/13, 07:37 pm	

<input type="checkbox"/>	DATA SOURCE NAME	RUN DATE	LABELS
<input type="checkbox"/>	EDGE EU - amazon.com + unsecured co...	2024/10/13, 08:34 pm	
<input type="checkbox"/>	EDGE EU - bbc.com	2024/10/13, 06:09 pm	
<input type="checkbox"/>	EDGE EU - The Portugal News + keywor...	2024/10/13, 08:35 pm	
<input checked="" type="checkbox"/>	EDGE EU - yahoo.com	2024/10/13, 07:37 pm	
<input type="checkbox"/>	EDGE EU - yahoo.com + consent catego...	2024/10/13, 07:33 pm	

1 - 5 of 5



CANCEL

 BACK

 NEXT



1. Alert Logic

Pages - First Contentful Paint > 1.8 sec

1 ▼

2. Notification

Standard alert email message being sent to 1 email address, when it is in a triggered state after each data source completes a run.

3. Data Sources

Alert applied to 1 data sources.

4. Alert Preview

⚠ Alert triggered in most recent run data.

DATA SOURCE: EDGE EU - yahoo.com

TRIGGERED ALERT HISTORY

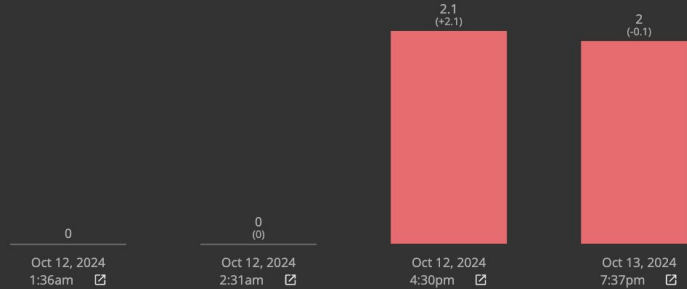


This alert would have triggered on the previous Oct 13th run for EDGE EU - yahoo.com.

If there are too many runs that are over the rule threshold then you might want to modify the threshold for this alert.

Pages - First Contentful Paint > 1.8 sec 1 ▼

● Non-triggered runs ● Triggered runs



CANCEL

← BACK

SAVE

Alerts Triggered in Latest Audit Run

EDGE EU - yahoo.com completed on Oct 12, 2024 at 9:30am and had the following triggered alerts:

- EDGE EU - Recommended - URL query parameters are removed after redirect

ALERT LOGIC: Pages - Pages Scanned > 0

RESULT: Pages Scanned = 6

ALERT CREATED BY: Andrii M-Demo

(andrii.mozharovskyi+demo@observepoint.com)

- EDGE EU - Recommended - 3rd Party Non-Secure Cookies

ALERT LOGIC: Cookie Inventory - Non-Secure > 0

RESULT: Non-Secure = 2

ALERT CREATED BY: Andrii M-Demo

(andrii.mozharovskyi+demo@observepoint.com)

- EDGE EU - Recommended - Time to First Byte > 800 MS

ALERT LOGIC: Pages - Pages Scanned > 0

RESULT: Pages Scanned = 124

ALERT CREATED BY: Andrii M-Demo

(andrii.mozharovskyi+demo@observepoint.com)

- EDGE EU - Recommended - First Contentful Paint > 1.8 Seconds

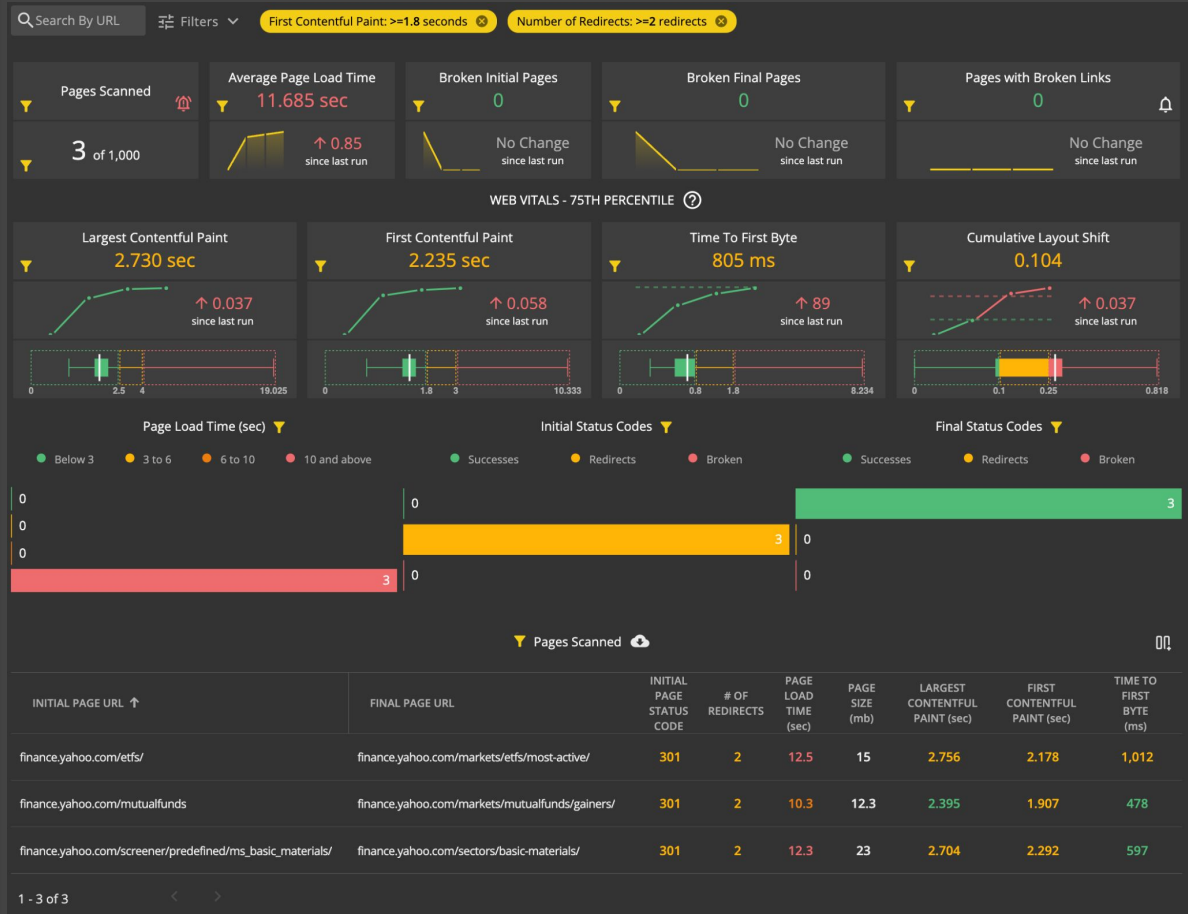
ALERT LOGIC: Pages - Pages Scanned > 0

RESULT: Pages Scanned = 99

ALERT CREATED BY: Andrii M-Demo

(andrii.mozharovskyi+demo@observepoint.com)

Update your [alerts](#)





Recommended Alerts





Tag & Variable Rules

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

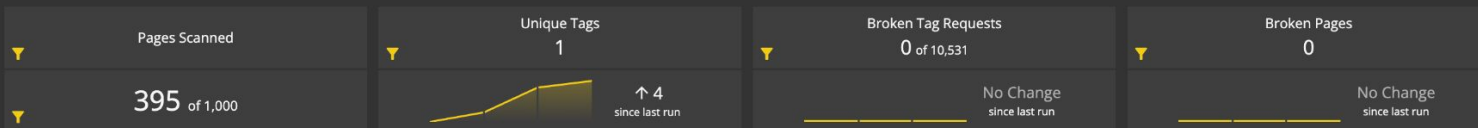
- Cookies
- Tags
- Request Domains & Geos
- JavaScript File Changes
- Audit Exports

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] Tag: 'AT Internet - Xiti'



1 Unique Category

Digital Measurement (100%)

Pages With & Without Tags

% #

TAG NAME	ACCOUNTS	PAGES MISSING TAGS (BY ACCOUNT)	PAGES WITH TAGS (BY ACCOUNT)
AT Internet - Xiti	8	61%	39%
598250		99%	1%
598277		99%	1%
598287		94%	6%
598306		99%	1%
598308		82%	18%
598330		96%	4%
603550		96%	4%
637014		93%	7%

Pages Scanned

QR

INITIAL PAGE URL	FINAL PAGE URL	PAGE LOADTIME (sec)	# OF TAG REQUESTS	#1% OF UNIQUE TAGS	BROKEN TAGS
www.bbc.com/usingthebbc/terms/what-happens-if-i-use-the...	www.bbc.com/usingthebbc/terms/what-happens-if-i-use-the-bbc-when-im-outside-the-uk/	1.6	22	1 5%	0
www.bbc.com/usingthebbc/terms/extra-terms-when-you-us...	www.bbc.com/usingthebbc/terms/extra-terms-when-you-use-rap-map-uk/	1.6	28	1 4%	0

Search By URL

598250

598277

598287

598306

598308

598330

603550

637014

INITIAL PAGE URL ↓

www.bbc.com/usingthebbc/t

www.bbc.com/usingthebbc/t

www.bbc.com/usingthebbc/t

www.bbc.com/sport/winter-s

www.bbc.com/sport/wales

www.bbc.com/sport/videos/c

www.bbc.com/sport/tennis/v

www.bbc.com/sport/tennis/v

www.bbc.com/sport/tennis/4

www.bbc.com/sport/tennis

1 URL 200 https://www.bbc.com/sport/wales

PAGE INFORMATION

TAGS

COOKIES

ACCESSIBILITY NEW

REQUEST LOG

CONSOLE LOG

TAG INITIATORS

RULES

AT Internet - Xiti

Total Tag Requests

15

of Unique Tags

6

of Broken Tags

TAG NAME ↑

RELATED COOKIE(S)

CATEGORY

TAG STATUS CODES

REQUESTS

AT Internet - Xiti
Accounts: 1

Create Rule

Digital Measurement

●

9

OBSERVEPOINT DATA

MULTIPLE REQUEST 1

MULTIPLE REQUEST 2

MULTIPLE REQUEST 3

MULTI

Account

598308

598308

598308

5983

Status Code

200

200

200

200

Tag size (bytes)

1806

1781

1080

704

Load time

77

76

61

57

Duplicate request

0

0

0

0

Multiple request

9

9

9

9

VARIABLE DATA

app_name

bbc_website

bbc_website

bbc_website

bbc_

app_type

responsive

responsive

responsive

respi

col

2

2

2


No v



Rule Name*

AT INTERNET - single account

Variables search

 Variable	Value
<input checked="" type="checkbox"/> app_name	bbc_website
<input type="checkbox"/> app_type	responsive
<input type="checkbox"/> col	2
<input type="checkbox"/> content_type	index-topic
<input type="checkbox"/> context	[{"data":{"page":{"\$":"sport.topics.wales.page"},"site":{"level2_id":113}}}]
<input type="checkbox"/> events	[{"name":"visibility.view","data":{"group":{"name":"curation","type":"hierarchical promo collection","position":2,"item_count":7,"resource_id":"urn:bbc:tipolist:bc594c58-71b9-4784-a84f-a06df9c8a17c"},"event":{"category":"visibility","action":"view","exposure":1000,"pixel_threshold":0.5,"entity_name":"item"},"experience":{"global_platform":"webcore"},"user":{"id":null},"app":{"type":"responsive","name":"bbc_website"},"item":{"type":"promo","link":"https://www.bbc.com/sport/rugby-union/articles/cd7xj4yw12go","text":"Davies double helps Scarlets claim win in Cardiff"},"media_type":"article","attribution":"Welsh Rugby"},"position":6,"image":"https://ichef.bbci.co.uk/ace/standard/480/cps-prod/pb/4a07/live/b8118390-88ad-11ef-b0c4-1f51bafce40e.jpg"},"supple

CUSTOMIZE

CANCEL

ADD RULES

CREATE RULE



GENERAL

CONDITIONS

Rules verify that tag and variable data is set as expected (such as an individual page name) or a variable matches a specific pattern (like a campaign code format). Failed rules can be seen in the audit Rule Summary report or on the rules tab within journey reports. If configured, an email is also sent whenever a failure occurs.

RULE NAME*

AT INTERNET - single account

Add this as a default rule to all data sources that I create.

ADD LABELS

+ Label

Add labels to quickly categorize and identify this rule later.

ENTER EMAIL ADDRESSES:

responsible-person@bbc.com



Enter up to 10 email addresses, separate each with a comma.

1/10

CANCEL

CONTINUE

CREATE RULE



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.

IF of the following items are true:

Filter By Operator Value

[+ Add Account](#) OR [+ Add Variable](#) OR [+ Add Status Code](#)

[+ ADD ANOTHER PRECONDITION](#)

EXPECTATIONS

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

THEN

Select Tag*

Account Operator* Value* Validation descri...

Variable* C Selector* Value* Valid...

Match as RegEx

[+ Add Variable](#)

[+ ADD ADDITIONAL TAG & VARIABLE\(S\)](#)

CANCEL

GENERAL

SAVE RULE

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

NOTES

Pages Scanned

1,000

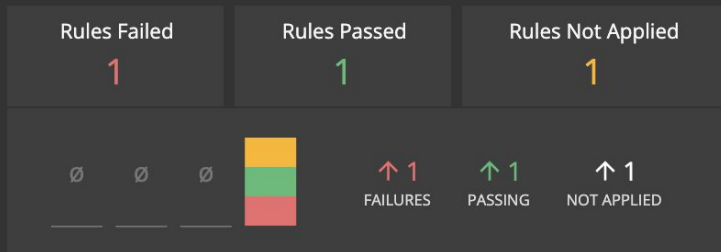
Rules Assigned

1

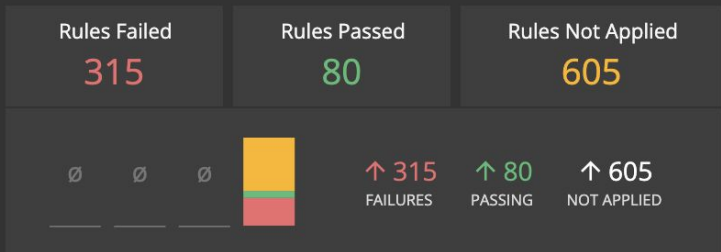
Total Rule Failures

315

Rule Instances by Status



Pages by Rule Status



Rule Details By Page

RULE NAME	EMAIL NOTIFICATIONS	PAGES WITH FAILED RULES	PAGES WITH PASSED RULES	PAGES WITH RULES NOT APPLIED
AT INTERNET - single account		315	80	605
IF CONDITIONS				
TAG equals AT Internet - Xiti				605
EXPECTED CONDITIONS				
AT Internet - Xiti account 598308		210	---	---
Variable app_name String bbc_website		105	80	---

Rule Details By Page

RULE NAME	EMAIL NOTIFICATIONS	PAGES WITH FAILED RULES	PAGES WITH PASSED RULES	PAGES WITH RULES NOT APPLIED
AT INTERNET - single account		315	80	605
IF CONDITIONS				
TAG equals AT Internet - Xiti				605
EXPECTED CONDITIONS				
↳ AT Internet - Xiti account 598308		210	---	---
↳ Variable app_name String bbc_website		105	80	---

Pages Scanned

INITIAL PAGE URL	PAGE LOAD TIME (sec)	RESULT
session.bbc.com/session?action=register&userOrigin=BBCS_BBC	1.5	Variable app_name has different value than bbc_website actual value sport-gnl-web Variable app_name
session.bbc.com/session?userOrigin=BBCS_BBC&ptrt=https%3A%2F%2Fwww.bbc.com%2F...	1	has different value than bbc_website actual value sport-gnl-web Variable app_name
www.bbc.com/future-planet	2.5	has different value than bbc_website actual value sport-gnl-web Variable app_name

FINAL PAGE TITLE
BBC Earth | Environment, Climate Change, AI, Food, Health, Social, & Technology
SCANNED ON
Oct 13, 2024 | 5:49 PM

1 URL 200 https://www.bbc.com/future-planet

PAGE INFORMATION

TAGS

COOKIES

ACCESSIBILITY NEW

REQUEST LOG

CONSOLE LOG

TAG INITIATORS

RUL

Rules Assigned
1

Failed Rules
1

Rules Passing
0

Rules Not Applied
0

! FAILED RULES (1)

! AT INTERNET - single account

AT Internet - Xiti

Variable	Expected Value	Actual Value	
app_name	bbc_website	! sport-gnl-web	 <small>Set as expected value</small>

RULES NOT APPLIED (0)

PASSED RULES (0)

+ ADD RULE



Consent Categories

AUDIT OVERVIEW

Search By URL

Filters

Use-Cases

Summary

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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

See when unapproved cookies, tags, or geolocations appear in future audit runs by [assigning a Consent Category to this Audit.](#)

Pages Scanned	Pages with Unapproved Cookies	Unique Cookies 59	Approved Cookies 0	Unapproved Cookies 0
1,000	0	↓ 3 since last run	No Change since last run	No Change since last run

Cookie Compliance



COOKIE NAME	COOKIE DOMAIN	STATUS ↓	CONSENT CATEGORY	ORIGINS	# OF PAGES
_cb	bbc.com	Uncategorized	Assign	2 origins	1,000
_cb_svref	bbc.com	Uncategorized	+	2 origins	1,000
_chartbeat2	bbc.com	Uncategorized	+	2 origins	1,000
_pcid	www.bbc.com	Uncategorized	+	2 origins	1,000
_pctx	www.bbc.com	Uncategorized	+	2 origins	1,000

CREATE NEW CONSENT CATEGORY



Give a name and labels that best describe what scenario will be covered in this consent category.

NAME OF CONSENT CATEGORY*

EDGE EU - bbc.com - Approved Strictly Necessary

LABEL OF CONSENT CATEGORY

+ Label

STATUS TYPE OF ITEMS IN CONSENT CATEGORY*

Approved

Add this as a default consent category to all audits I create (note: all default CCs must be of the same type).

Select a web audit(s) below and we will start this consent category with the data we find in that report. You can then add, delete, and decide if the tags, cookies, and request domains should be approved or unapproved.

Search By Name Filters

	AUDIT NAME	RUN DATE	LABELS
<input type="checkbox"/>	EDGE EU - amazon.com + unsecured content	2024/10/13, 08:34pm	
<input checked="" type="checkbox"/>	EDGE EU - bbc.com	2024/10/13, 11:39pm	
<input type="checkbox"/>	EDGE EU - The Portugal News + keyword search	2024/10/13, 08:35pm	
<input type="checkbox"/>	EDGE EU - yahoo.com + consent categories	2024/10/13, 07:33pm	
<input type="checkbox"/>	EDGE EU - yahoo.com + privacy policy	2024/10/14, 12:33am	

1 - 5 of 5

CANCEL

CREATE WITHOUT SELECTING A REPORT

PULL IN DATA FROM SELECTED REPORT

SELECT CONSENT CATEGORIES TO UPDATE

CREATE NEW CONSENT CATEGORY



Cookies

Tags

Request Domains & Geolocations

Select the cookies from your domain(s) that you would like to add to this consent category.

Search: bbc.com

38 Cookies Selected (Max of 1,500)

COOKIE NAME	COOKIE DOMAIN
<input type="checkbox"/> Select All (51)	
<input type="checkbox"/> 2c.cld	shop.bbc.com
<input type="checkbox"/> _bs	shop.bbc.com
<input checked="" type="checkbox"/> _cb	bbc.com
<input checked="" type="checkbox"/> _cb_svref	bbc.com
<input checked="" type="checkbox"/> _chartbeat2	bbc.com
<input checked="" type="checkbox"/> _chartbeat4	bbc.com
<input checked="" type="checkbox"/> _cmp_a	bbc.com
<input checked="" type="checkbox"/> _ga	bbc.com
<input checked="" type="checkbox"/> _ga_2KNJ69MBJ6	bbc.com

CREATE NEW CONSENT CATEGORY

Cookies

Tags

Request Domains & Geolocations

Select the tags from your domain(s) that you would like to add to this consent category.

Search: cmp

2 Tags Selected (Max of 1,500)

TAG NAME	TAG ACCOUNTS
<input type="checkbox"/> Select All (2)	
<input checked="" type="checkbox"/> Cookiebot CMP	None
<input checked="" type="checkbox"/> Sourcepoint CMP	None

1 - 2 of 2

CANCEL

PREV

NEXT

CREATE & CLOSE

IMPORT CATEGORIZED COOKIES



Use the ObservePoint consent category template and input data from your CMP into all of the fields.

[Download Template](#) | [Show Instructions](#)

UPLOAD FILLED OUT OBSERVEPOINT TEMPLATE

or

drag & drop a file

CANCEL

SAVE & CLOSE

SAVE & ASSIGN TO DATA SETS

onetrust

CONSENT CATEGORY IMPORT/UPDATE



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

WHERE CAN THE CONSENT BANNER BE FOUND?*

www.observepoint.com

FROM WHICH LOCATION?*

USA, California

DETECT YOUR CONSENT CATEGORIES

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

Detecting with www.observepoint.com, USA, California

FOUND ONETRUST CATEGORIES

- Analytical Cookies (26 approved cookies) - NEWLY DETECTED - WILL BE ADDED
- Functional Cookies (28 approved cookies) - NEWLY DETECTED - WILL BE ADDED
- Performance Cookies (13 approved cookies) - NEWLY DETECTED - WILL BE ADDED
- Strictly Necessary Cookies (15 approved cookies) - NEWLY DETECTED - WILL BE ADDED
- Targeting Cookies (54 approved cookies) - NEWLY DETECTED - WILL BE ADDED

1. CMP - Reject All



Action Type

Consent Manager State (CMP) - Accept All/Reject All

RECOMMENDATION: Keep this as the very first action.

URL WITH CONSENT MANAGER*

https://observepoint.com

Automatically Accept or Reject All cookies/tracking for the [Supported CMP List](#)

Accept All Reject All

If ObservePoint cannot find your CMP:

Stop the run Proceed to the next action

Additional consent can be configured for other domains, subdomains and paths on a separate action. ObservePoint best practice is to set up new audits/journeys for each consent configuration. [Learn More](#).

AUDIT OVERVIEW

Use-Cases

Summary

Alerts

Pages (Web Vitals) **NEW**

TECHNOLOGY

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Tag Health

Variable Inventory

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Tag & Variable Comparisons

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Audit Exports

🔍 Search By URL

🔗 Filters ▾

Cookie Domain contains 'bbc.com' ✕

COOKIE NAME	COOKIE DOMAIN	STATUS	CONSENT CATEGORY ▾	ORIGINS	# OF PAGES
_shg_session_id	shop.bbc.com	⚠️ Unapproved	⊕	Page Load	1
_shg_user_id	shop.bbc.com	⚠️ Unapproved	⊕	Page Load	1
cart_currency	shop.bbc.com	⚠️ Unapproved	⊕	Page Load	1
keep_alive	shop.bbc.com	⚠️ Unapproved	⊕	Page Load	1
localization	shop.bbc.com	⚠️ Unapproved	⊕	Page Load	1
secure_custom...	⋮ shop.bbc.com	⚠️ Unapproved ⋮	⊕ Approve & Add ⋮	Page Load	1
shopify_pay_re...	shop.bbc.com	⚠️ Unapproved	⊕	Page Load	1
_cb	bbc.com	✅ Approved	EDGE EU - bbc.co...	2 origins	1,000
_cb_svref	bbc.com	✅ Approved	EDGE EU - bbc.co...	2 origins	1,000
_chartbeat2	bbc.com	✅ Approved	EDGE EU - bbc.co...	2 origins	1,000
_pcid	www.bbc.com	✅ Approved	EDGE EU - bbc.co...	2 origins	1,000

AUDIT OVERVIEW

Search By URL

Filters

Consent Category Status is 'unapproved'

Hide Pre-Audit Action Cookies

Cookie Domain contains 'bbc.com'

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

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JavaScript File Changes

Audit Exports

Pages with a cookie marked as unapproved in one or more consent categories. Click to clear the filter.

1 APPLIED CONSENT CATEGORIES

Pages Scanned 116 of 1,000	Pages with Unapproved Cookies 116	Unique Cookies 13 of 59 ↑ 59 since last run	Approved Cookies 0 of 38 ↑ 38 since last run	Unapproved Cookies 13 of 21 ↑ 21 since last run
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Create new Alert

Cookie Compliance

COOKIE NAME	COOKIE DOMAIN	STATUS ↓	CONSENT CATEGORY	ORIGINS	# OF PAGES
ckns_mvt	account.bbc.com	Unapproved	+	Page Load	109
_pcid	cloud.email.bbc.com	Unapproved	+	Page Load	6
_pctx	cloud.email.bbc.com	Unapproved	+	Page Load	6
pa_privacy	cloud.email.bbc.com	Unapproved	+	Page Load	6
2c.cld	shop.bbc.com	Unapproved	+	Page Load	1
_bs	shop.bbc.com	Unapproved	+	Page Load	1

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

Tag Category: 'Privacy & Consent'

1 APPLIED CONSENT CATEGORIES

<p>Pages Scanned</p> <p>814 of 1,000</p>	<p>Pages with Unapproved Tags</p> <p>0</p>	<p>Tags Evaluated</p> <p>2 of 21</p> <p>↓ 4 since last run</p>	<p>Approved Tags</p> <p>2 of 2</p> <p>↑ 2 since last run</p>	<p>Unapproved Tags</p> <p>0 of 19</p> <p>↑ 19 since last run</p>
--	--	--	--	--

Tag Compliance

TAG NAME	STATUS	CONSENT CATEGORY	# OF PAGES
<p>Sourcepoint CMP None</p>	<p>Approved</p>	EDGE EU - bbc.com - Approved Strictly Necessary	813
<p>Cookiebot CMP None</p>	<p>Approved</p>	EDGE EU - bbc.com - Approved Strictly Necessary	1

1 - 2 of 2

Pages Scanned



INITIAL PAGE URL	PAGE LOAD TIME (sec)	# OF TAG REQUESTS
shop.bbc.com/	4.9	2

AUDIT OVERVIEW

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NOTES ^

Notes can include:

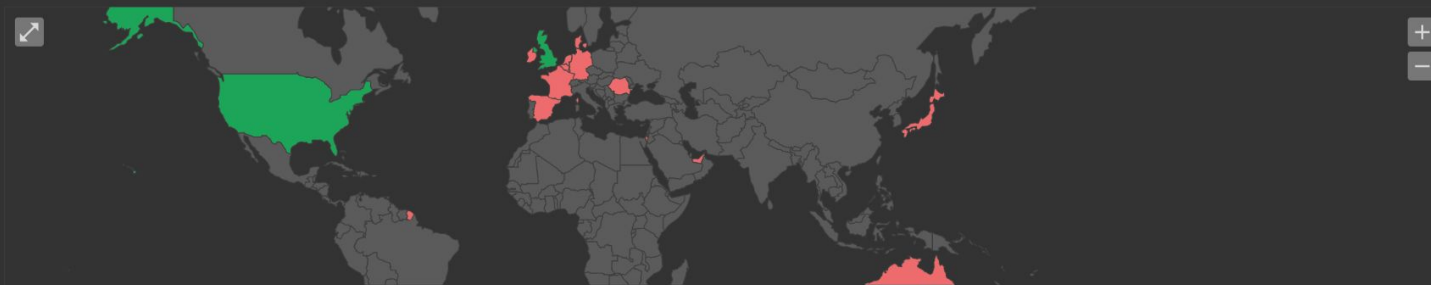
-a description of what this audit is validating

-changes in audit settings

-discoveries in the report of outstanding rule failures or items needing remediation

Pages Scanned	Pages with Unapproved Items	Network Requests Evaluated 24.0K	Unique Domains 524	Unique Geolocations 16	Approved 232	Unapproved 326
50	50	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	trend lines will appear as new runs are performed	trend lines will appear as new runs are performed

Geolocations of Approved & Unapproved Requests



Geolocation and Request Domain Compliance

REQUEST DOMAIN	GEOLOCATION	# OF REQUESTS	STATUS	CONSENT CATEGORY	# OF PAGES ↓
s.yimg.com	Spain	4,698	⚠ Unapproved	⊕	50
udc.yahoo.com	Ireland	285	⚠ Unapproved	⊕	49
cdn.taboola.com	Spain	993	⚠ Unapproved	⊕	48
noa.yahoo.com	Ireland	922	⚠ Unapproved	⊕	48
geo.yahoo.com	Ireland	390	⚠ Unapproved	⊕	48
securepubads.g...	United States	559	✅ Approved	EDGE EU - yahoo.com - Approved geolocations	48
sb.scorecardrese...	United States	189	✅ Approved	EDGE EU - yahoo.com - Approved geolocations	48



Integrations



Integrations



ObservePoint
CUSTOM WEBHOOK





Advanced Use Cases



Alerts



Tag & Variable Rules



Consent Categories

