#### ObservePoint

**EDGE** 

Journeys Foundation Session

**Jared Paxton** 



**Chris Hawkes** 



**Masen Sarabia** 



## Agenda

- The Mighty Conversion Event
- What is a Journey?
- Journey Use Cases
- Journey Reports
- How to build a Journey
- Journey Support
- Guided Workshop Session

# The Mighty Conversion Funnel - What happens here?

#### Request a Demo

Scan and monitor your website's most crucial data like cookies, tags, user journeys, and more.

What cookies and tags are on your website?

Bring insights, automation, and compliance to the chaos of your website with ObservePoint's Web Governance Platform. Easily scan your entire website for a full view of all the moving parts and pieces that make up your customers' web experience.

Technology Governance – Validate the deployment, accuracy, and ROI of website technologies and data.

Privacy Validation – Ensure compliance to digital standards and privacy regulations for customer data.

Landing Page Validation – Test your landing pages to ensure smooth experiences and tracking.

Cookle Governance – Find all the cookies on your website



	First Name *	Last Name *	
	Business Email *	Phone *	
	Company*	United States	Select
	Your website address *		
(	Get Started →		

# **Journey Use Cases**



• Event cookie governance



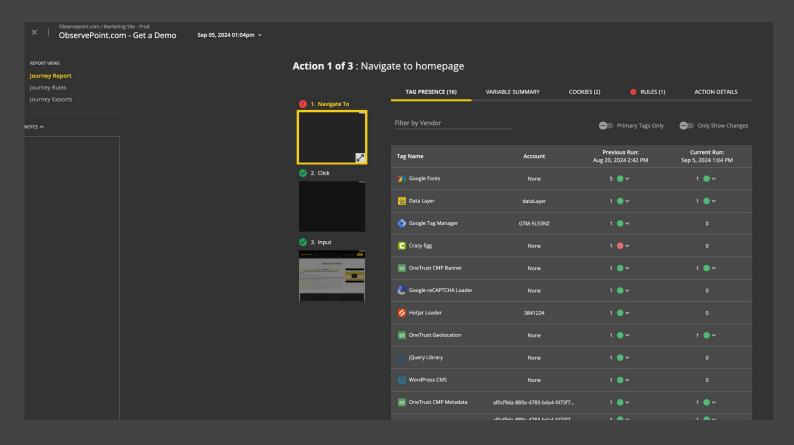
- Event Analytics Validation
- Event Tag Governance
- Attribution Validation
- Data Layer Event Testing



- Web Functionality Testing
- PII Data Mishandling
- Key Word Searching
- More...

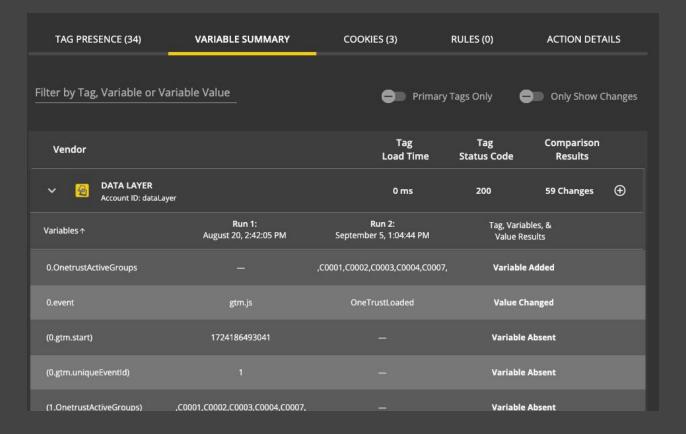


# What is a Journey?



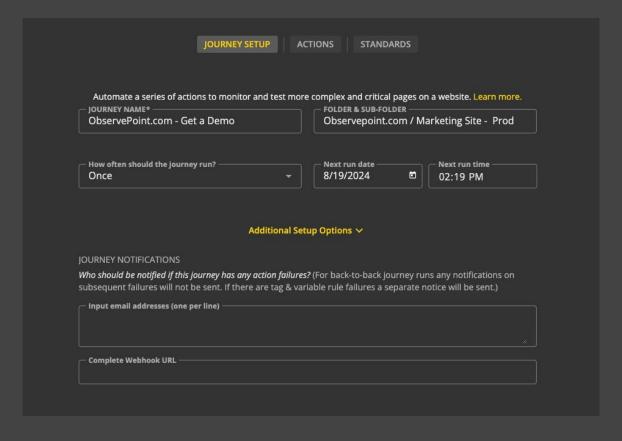


### **Journey Reports**



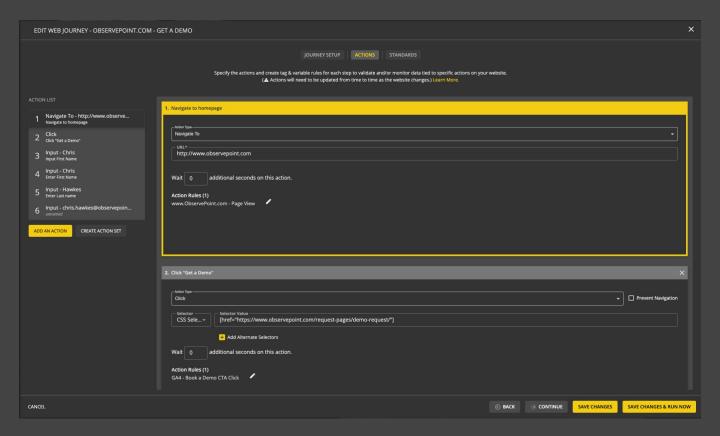


# **Journey Setup**



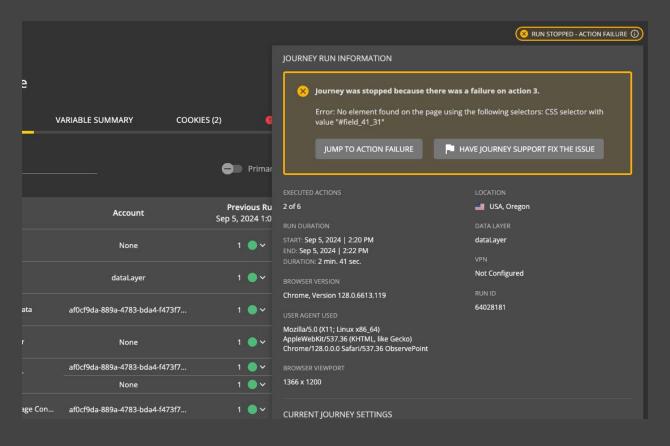


# **Journey Actions**





# **Journey Support**



# **Guided Workshop Session**



# Thank you.