

ObservePoint

EDGE

Journeys Foundation Session

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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.

Cookie 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?

Observepoint.com / Marketing Site - Prod
 ObservePoint.com - Get a Demo Sep 05, 2024 01:04pm

REPORT VIEWS
Journey Report
 Journey Rules
 Journey Exports

NOTES ^

Action 1 of 3 : Navigate to homepage

1. Navigate To

2. Click



3. Input

TAG PRESENCE (16) VARIABLE SUMMARY COOKIES (2) RULES (1) ACTION DETAILS

Filter by Vendor Primary Tags Only Only Show Changes

Tag Name	Account	Previous Run: Aug 20, 2024 2:42 PM	Current Run: Sep 5, 2024 1:04 PM
Google Fonts	None	5 ●	1 ●
Data Layer	dataLayer	1 ●	1 ●
Google Tag Manager	GTM-5LS3NZ	1 ●	0
Crazy Egg	None	1 ●	0
OneTrust CMP Banner	None	1 ●	1 ●
Google reCAPTCHA Loader	None	1 ●	0
Hotjar Loader	3841224	1 ●	0
OneTrust Geolocation	None	1 ●	1 ●
jQuery Library	None	1 ●	0
WordPress CMS	None	1 ●	0
OneTrust CMP Metadata	af0cf9da-889a-4783-bda4-f473f7...	1 ●	1 ●

Journey Reports

TAG PRESENCE (34)	VARIABLE SUMMARY	COOKIES (3)	RULES (0)	ACTION DETAILS
Filter by Tag, Variable or Variable Value		<input type="checkbox"/> Primary Tags Only	<input type="checkbox"/> Only Show Changes	
Vendor	Tag Load Time	Tag Status Code	Comparison Results	
▼  DATA LAYER Account ID: dataLayer	0 ms	200	59 Changes 	
Variables ↑	Run 1: August 20, 2:42:05 PM	Run 2: September 5, 1:04:44 PM	Tag, Variables, & Value Results	
0.OnetrustActiveGroups	—	,C0001,C0002,C0003,C0004,C0007,	Variable Added	
0.event	gtm.js	OneTrustLoaded	Value Changed	
(0.gtm.start)	1724186493041	—	Variable Absent	
(0.gtm.uniqueEventId)	1	—	Variable Absent	
(1.OnetrustActiveGroups)	,C0001,C0002,C0003,C0004,C0007,	—	Variable Absent	

Journey Setup

JOURNEY SETUP

ACTIONS

STANDARDS

Automate a series of actions to monitor and test more complex and critical pages on a website. [Learn more.](#)

JOURNEY NAME*

ObservePoint.com - Get a Demo

FOLDER & SUB-FOLDER

Observepoint.com / Marketing Site - Prod

How often should the journey run?

Once

Next run date

8/19/2024



Next run time

02:19 PM

Additional Setup Options ▾

JOURNEY NOTIFICATIONS

Who should be notified if this journey has any action failures? (For back-to-back journey runs any notifications on subsequent failures will not be sent. If there are tag & variable rule failures a separate notice will be sent.)

Input email addresses (one per line)

Complete Webhook URL

Journey Actions

EDIT WEB JOURNEY - OBSERVEPOINT.COM - GET A DEMO
✕

JOURNEY SETUP | ACTIONS | STANDARDS

Specify the actions and create tag & variable rules for each step to validate and/or monitor data tied to specific actions on your website.
(▲ Actions will need to be updated from time to time as the website changes.) [Learn More.](#)

ACTION LIST

- 1 **Navigate To - http://www.observe...**
Navigate to homepage
- 2 **Click - "Get a Demo"**
Click "Get a Demo"
- 3 **Input - Chris**
Input First Name
- 4 **Input - Chris**
Enter First Name
- 5 **Input - Hawkes**
Enter Last name
- 6 **Input - chris.hawkes@observepoi...**
unnamed

ADD AN ACTION
CREATE ACTION SET

1. Navigate to homepage

Action Type
 Navigate To

URL*
 http://www.observepoint.com

Wait additional seconds on this action.

Action Rules (1)
 www.ObservePoint.com - Page View ✎

2. Click "Get a Demo"

Action Type
 Click Prevent Navigation

Selector
 CSS Sele...

Selector Value
 [href="https://www.observepoint.com/request-pages/demo-request?"]

+ Add Alternate Selectors

Wait additional seconds on this action.

Action Rules (1)
 GA4 - Book a Demo CTA Click ✎

CANCEL
⏪ BACK
⏩ CONTINUE
SAVE CHANGES
SAVE CHANGES & RUN NOW

Journey Support

✖ RUN STOPPED - ACTION FAILURE ⓘ

VARIABLE SUMMARY

COOKIES (2)

Primary

Account	Previous Run	Count	Status
None	Sep 5, 2024 1:0	1	🟢
dataLayer		1	🟢
af0cf9da-889a-4783-bda4-f473f7...		1	🟢
None		1	🟢
af0cf9da-889a-4783-bda4-f473f7...		1	🟢
None		1	🟢
af0cf9da-889a-4783-bda4-f473f7...		1	🟢

JOURNEY RUN INFORMATION

✖ Journey was stopped because there was a failure on action 3.

Error: No element found on the page using the following selectors: CSS selector with value "#field_41_31"

JUMP TO ACTION FAILURE
HAVE JOURNEY SUPPORT FIX THE ISSUE

EXECUTED ACTIONS	LOCATION
2 of 6	🇺🇸 USA, Oregon
RUN DURATION	DATA LAYER
START: Sep 5, 2024 2:20 PM	dataLayer
END: Sep 5, 2024 2:22 PM	
DURATION: 2 min. 41 sec.	VPN
	Not Configured
BROWSER VERSION	RUN ID
Chrome, Version 128.0.6613.119	64028181
USER AGENT USED	
Mozilla/5.0 (X11; Linux x86_64)	
AppleWebKit/537.36 (KHTML, like Gecko)	
Chrome/128.0.0.0 Safari/537.36 ObservePoint	
BROWSER VIEWPORT	
1366 x 1200	

CURRENT JOURNEY SETTINGS

Guided Workshop Session

Thank you.