



Observe Point **EDGE**

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INNOVATION WITH OBSERVEPOINT

Loop Horizon



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Loop Horizon



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Who are Loop Horizon

We enable brands in their transition to a customer data-driven future:

- Ex-client side
- Bridge the divide
- Accelerate value



What to expect

For business leaders with difficult global challenges:

- Use **ObservePoint** to solve difficult business problems
- Innovate with **ObservePoint** to maximise value
- Three examples covering:
 - **Compliance** assurance at scale
 - **Data quality** and consistency at scale
 - **Driving efficiency** in development processes



ExCo Compliance Dashboard

Power BI dashboard covering 200+ sites across Europe



I have 200+ websites...

How do I know if I'm compliant?



I have 200+ websites...

How do I know if I'm compliant?

C-SUITE

LEGAL

MARKETING



Dream the impossible dream...

- **Data:** 200+ websites
- **Benchmark:** Compliance standards
- **ETL:** Collate data
- **Visualise:** Global view
- **Drill-down:** Granular view
- **Activate:** Actionable insight



Consent Categories ?

Search By Name

Filters ▼

CATEGORY NAME	TYPE	NOTES	LABELS	COOKIES	TAGS	DOMAINS & GEOS	AUDITS
Required Cookies	Approved	▼	add label	33	9	0	723 ▼
STANDARDS	Approved	▼	add label	151	66	0	692 ▼
Alerts	Approved	▼	add label	164	11	0	692 ▼
Tag & Variable Rules	Approved	▼	add label	164	11	0	692 ▼

Consent Categories

1 - 3 of 3





NAME OF APPROVED CONSENT CATEGORY*

Advertising Cookies

TYPE*

Approved



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

This Consent Category will approve these cookies, tags and request domains & geolocations, and unapprove any others found.

Cookies (151)

Tags (66)

Request Domains & Geolocations (0)

🔍 Search by tag name or tag account

TAG NAME

TAG ACCOUNTS



AddThis

Enter account (or leave empty for any account)



AddThis Widget

Enter account (or leave empty for any account)



Adform

Enter account (or leave empty for any account)



Adform Script

Enter account (or leave empty for any account)



Adobe Advertising

Enter account (or leave empty for any account)



Adobe Advertising: Sync Pixel

Enter account (or leave empty for any account)



Adobe Advertising: View-Through Tracking

Enter account (or leave empty for any account)



Adobe Audience Manager

Enter account (or leave empty for any account)



EDIT AUDIT - [REDACTED] - PRE-CONSENT



TEST SCENARIO

URL SOURCES

STANDARDS

PRE-AUDIT ACTIONS

ON-PAGE ACTIONS

Standards assigned here will be applied to the results of all pages visited and actions executed. To apply specific standards to individual actions configure those on the actions tab. [Learn more](#)

ALERTS (11)

CONSENT CATEGORIES (1)

TAG & VARIABLE RULES (0)

ALL CONSENT CATEGORIES (2)

🔍 Search by consent category or label name

CONSENT CATEGORY NAME ↑

LABELS

Advertising Cookies (approved)

assign ↻

Functional Cookies (approved)

assign ↻

CONSENT CATEGORIES TO BE ASSIGNED (1)

Required Cookies (approved)





3 APPLIED CONSENT CATEGORIES ▾

Pages Scanned

10

Pages with Unapproved Tags

0

Tags Evaluated

2



↓ 4
since last run

Approved Tags

2



↓ 3
since last run

Unapproved Tags

0



↓ 1
since last run



Tag Compliance

TAG NAME STATUS ▾ CONSENT CATEGORY # OF PAGES



Google Tag Manager
GTM-M4L8FRR

✓ Approved

Required Cookies

10



CMP

✓ Approved

Required Cookies

10



Consent Type

Market

Domain

All

All

All

Audits

829

Markets

27

Domains

152

Cookie Compliance



Tag Compliance



Scan Success



● Authorised Cookies ● Unauthorised Cookies

● Authorised Tags ● Unauthorised Tags

● Success ● Fail

Consent Type

Market

Domain

All

All

All

Audits

829

Markets

27

Domains

152

Cookie Compliance



● Authorised Cookies ● Unauthorised Cookies

Tag Compliance



● Authorised Tags ● Unauthorised Tags

Scan Success



● Success ● Fail

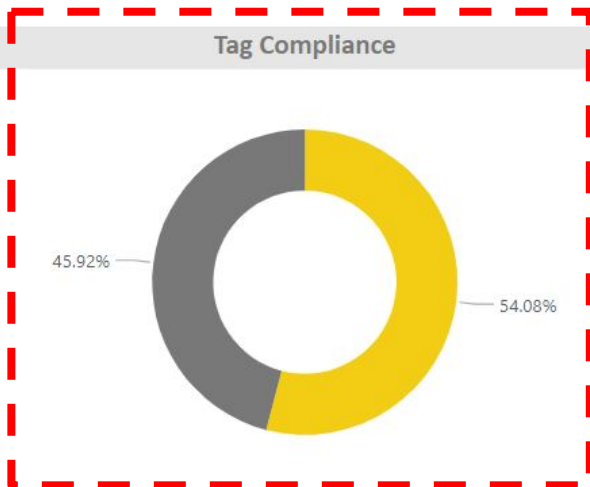
Consent Type	Market	Domain
All	All	All

Audits	Markets	Domains
829	27	152

Cookie Compliance	Tag Compliance	Scan Success
-------------------	----------------	--------------



● Authorised Cookies ● Unauthorised Cookies



● Authorised Tags ● Unauthorised Tags



● Success ● Fail

Consent Type

Market

Domain

All

All

All

Audits

829

Markets

27

Domains

152

Cookie Compliance



● Authorised Cookies ● Unauthorised Cookies

Tag Compliance



● Authorised Tags ● Unauthorised Tags

Scan Success



● Success ● Fail

Consent Type: All | Market: All | Domain: All

Audits

829

Markets

27

Domains

152

Cookie Compliance



● Authorised Cookies ● Unauthorised Cookies

Tag Compliance

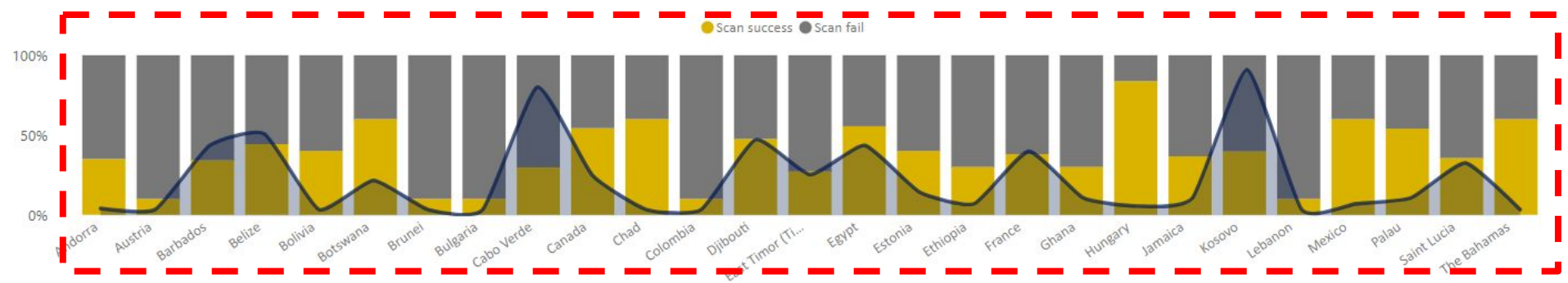
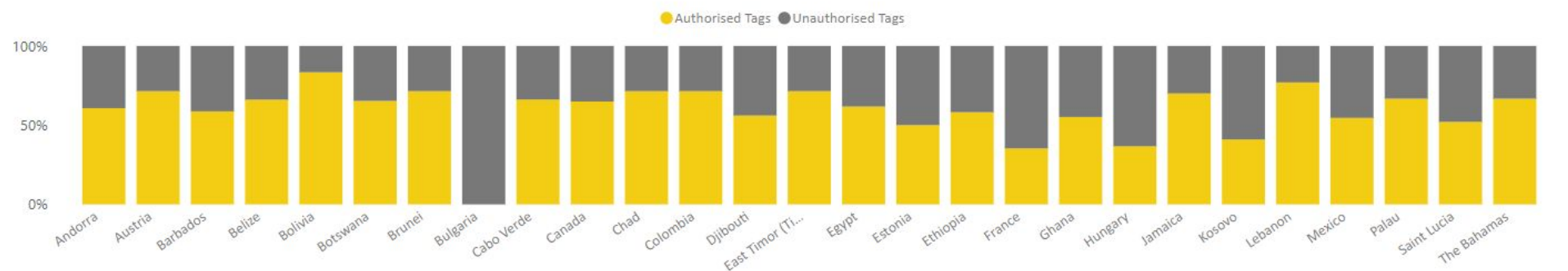
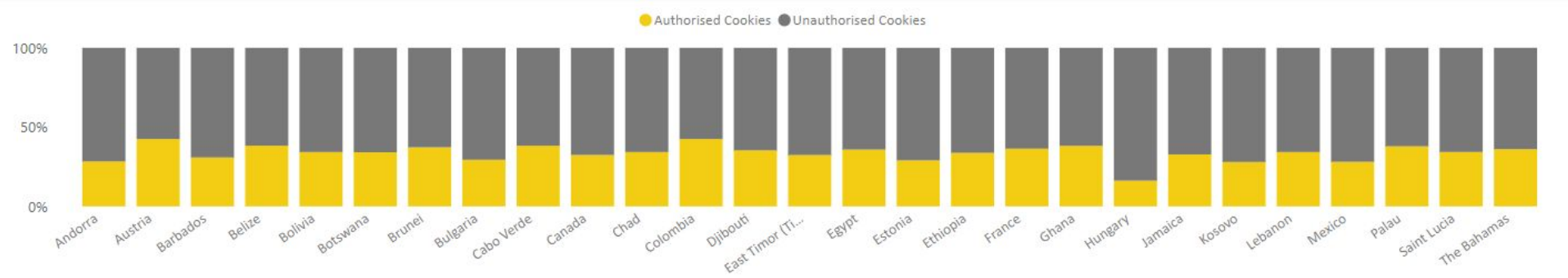


● Authorised Tags ● Unauthorised Tags

Scan Success



● Success ● Fail



3 APPLIED CONSENT CATEGORIES ▼

Pages Scanned

Pages with Unapproved Tags

Tags Evaluated

4

Approved Tags

3

Unapproved

1

10

10

No Change
since last runNo Change
since last runTag Compliance ☁STATUS ↓

CONSENT CATEGORY

OF PAGES

⚠ Unapproved

10

✓ Approved

Required Cookies

10

✓ Approved

Required Cookies

10

✓ Approved

Required Cookies

10

ObservePoint

Audit A

Audit C

Audit E

Audit G

Audit B

Audit D

Audit F

x 200+ audits...

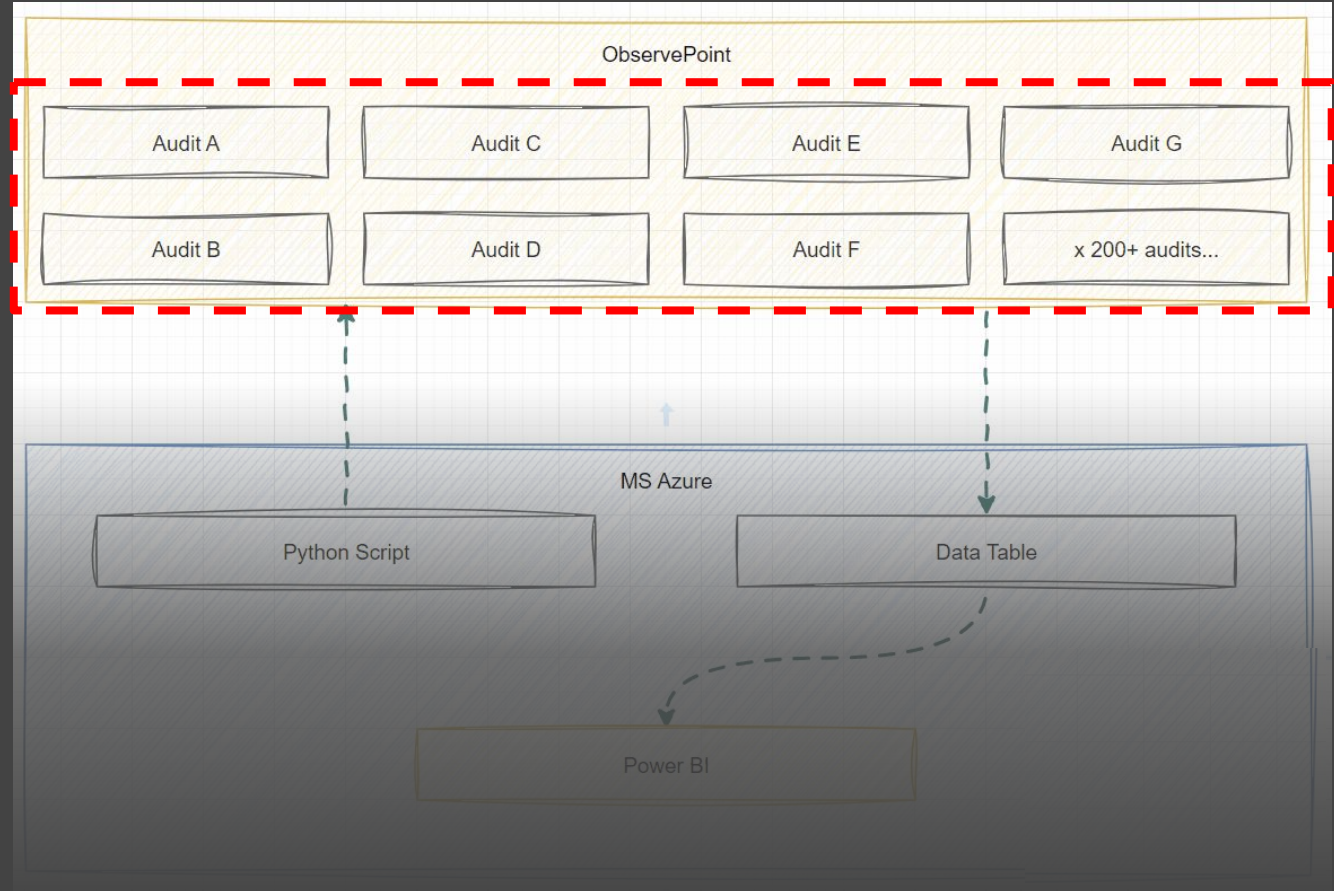
Making the dream a reality...

MS Azure

Python Script

Data Table

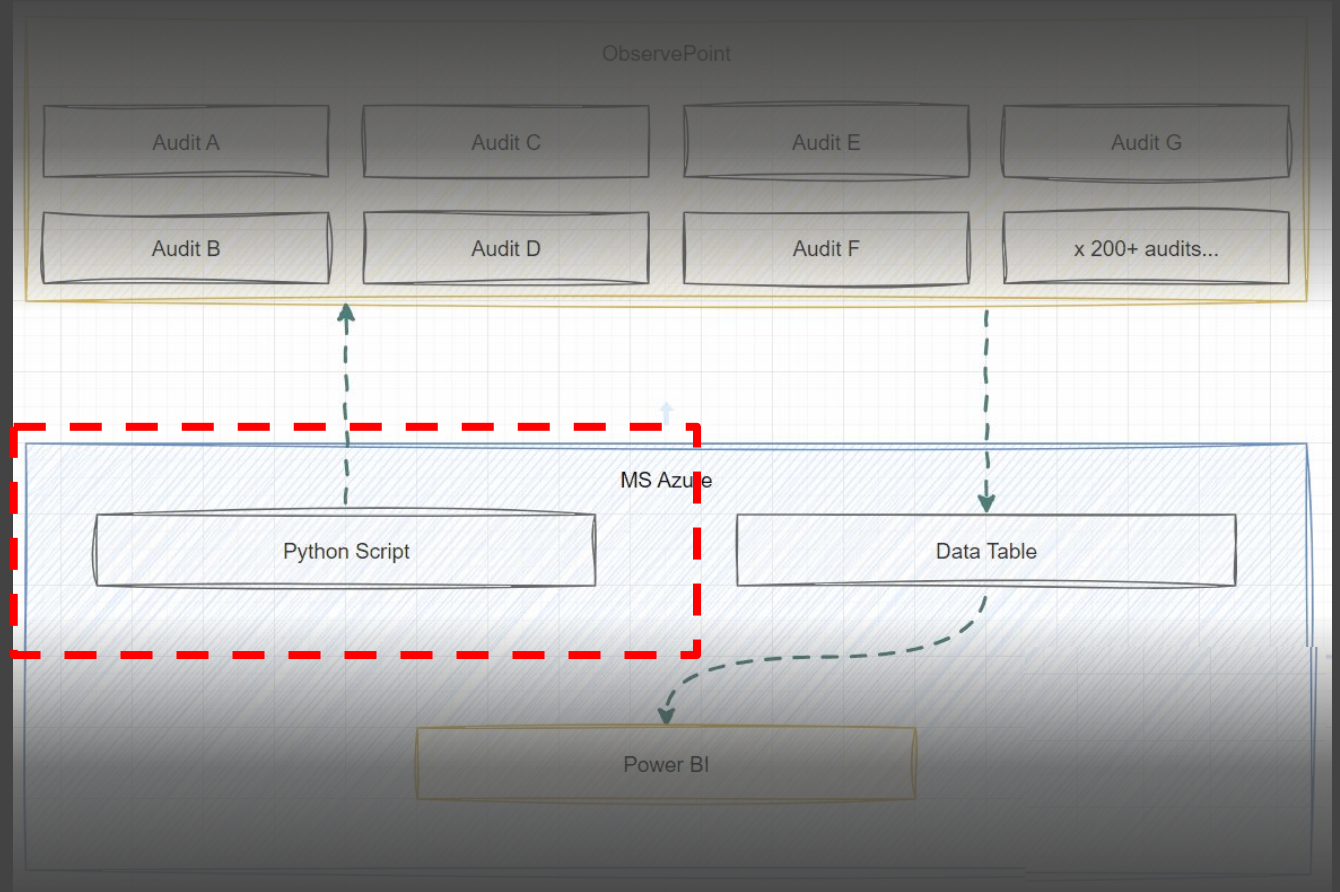
Power BI



**Making the
dream a
reality...**

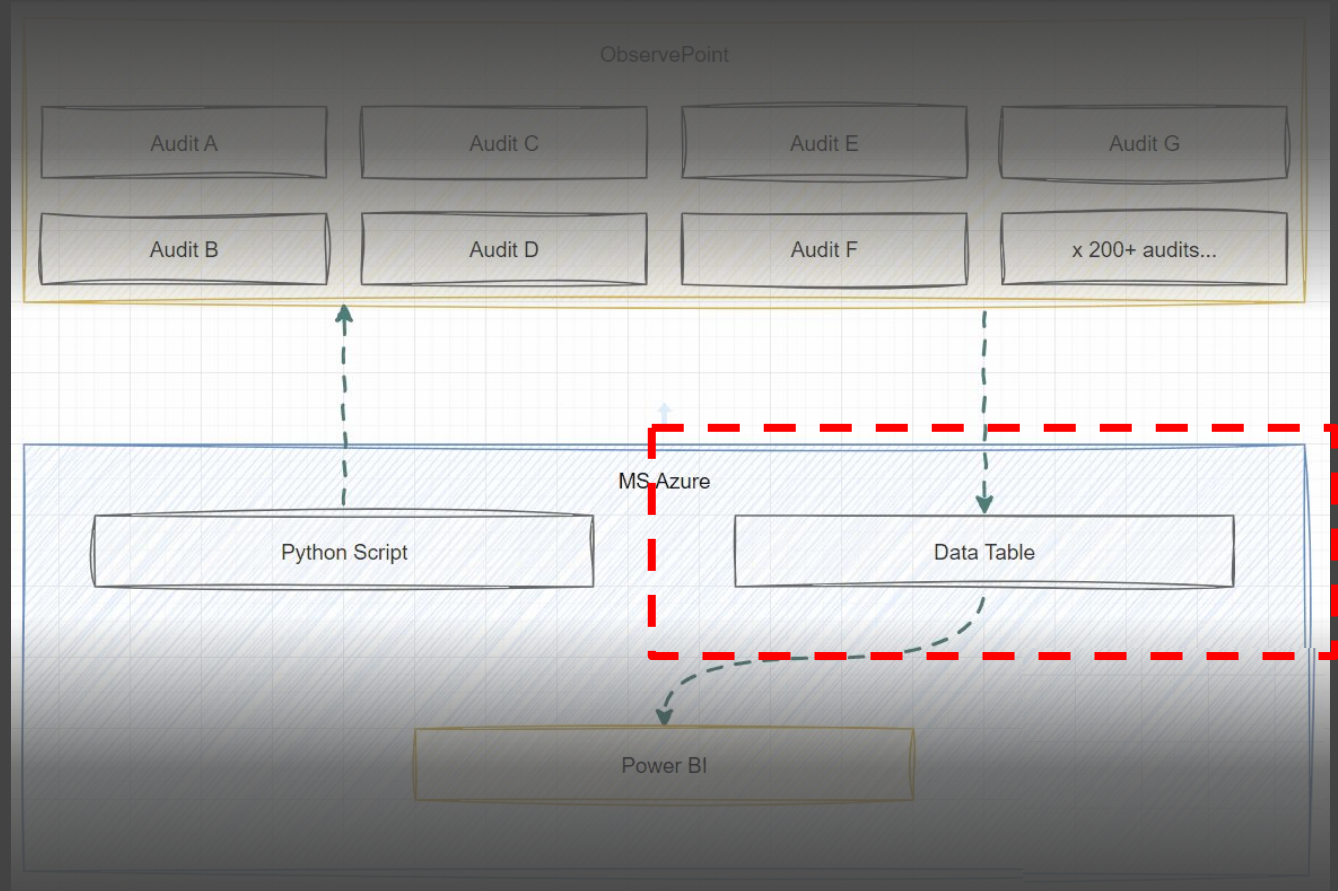


Making the
dream a
reality...



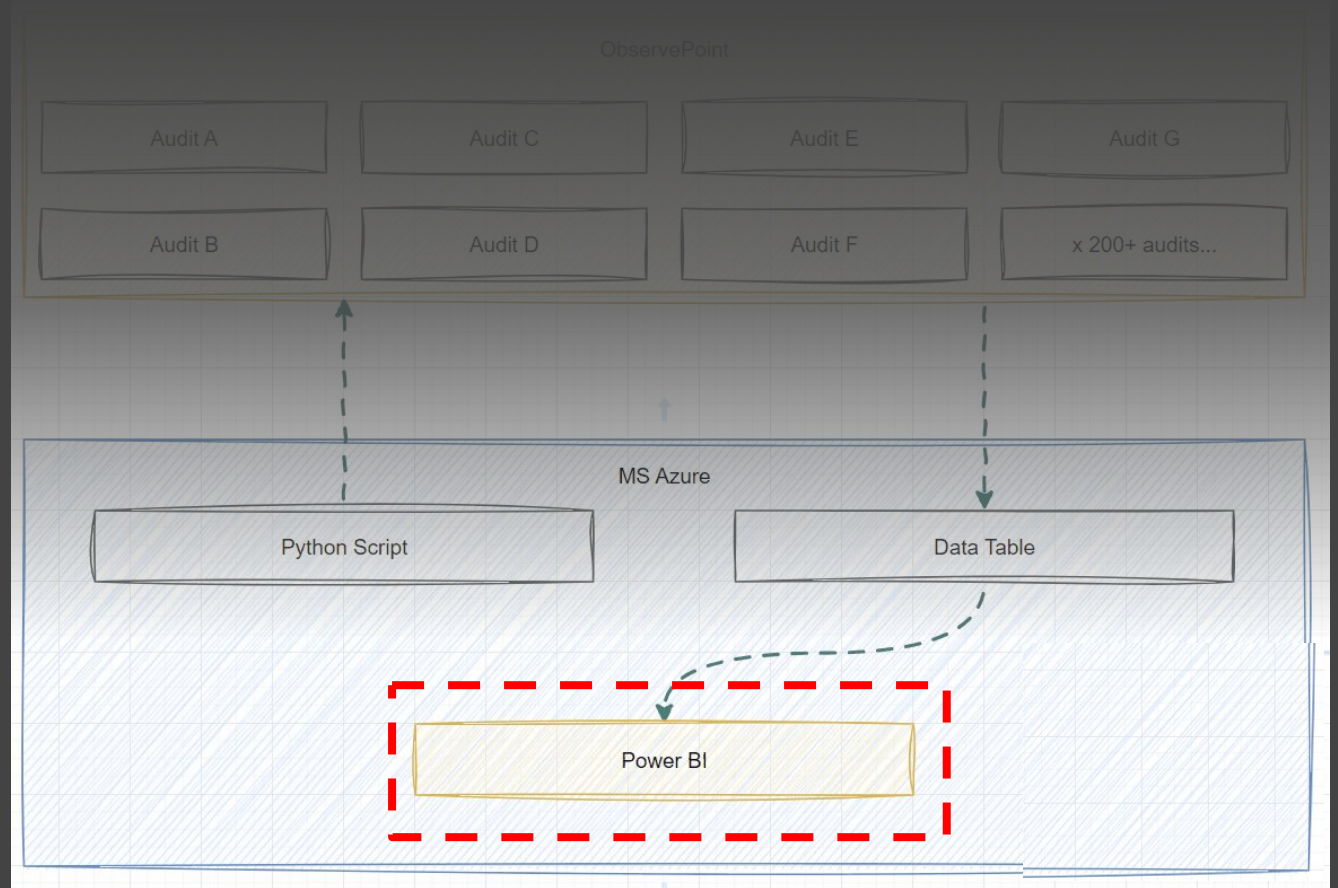


Making the
dream a
reality...





Making the
dream a
reality...





- **C-suite** has a global view of compliance
- **Legal** has a compliance roadmap
- **Marketing** has confidence to use their data



Data Quality & Consistency

Deploying tools across 1000+ sites globally



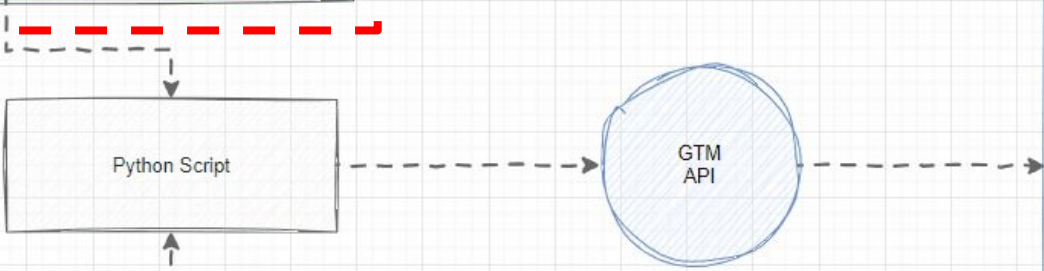
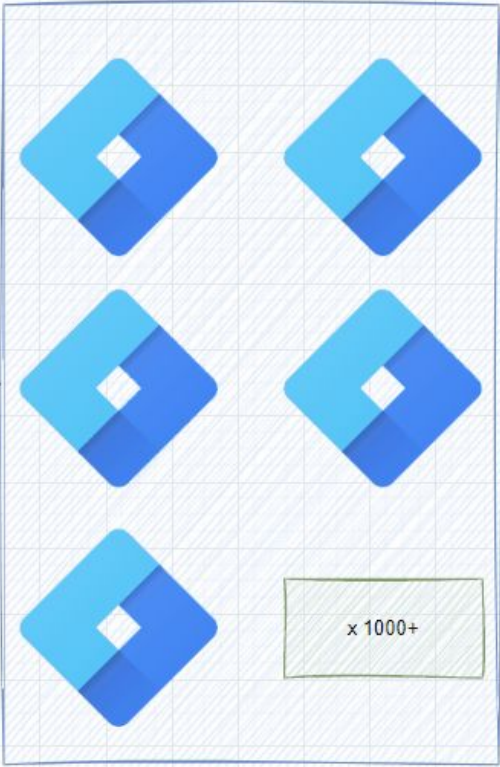
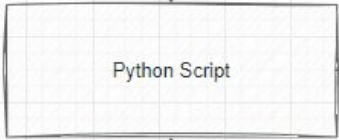
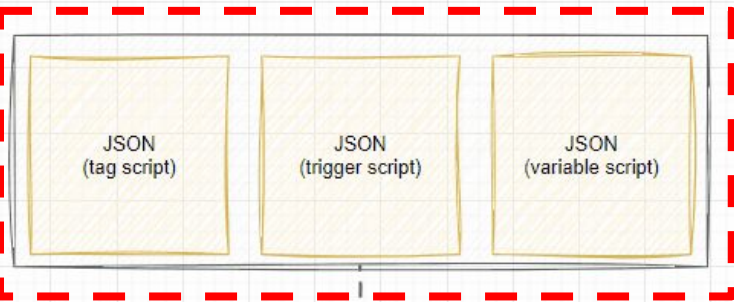
I have 1000 websites

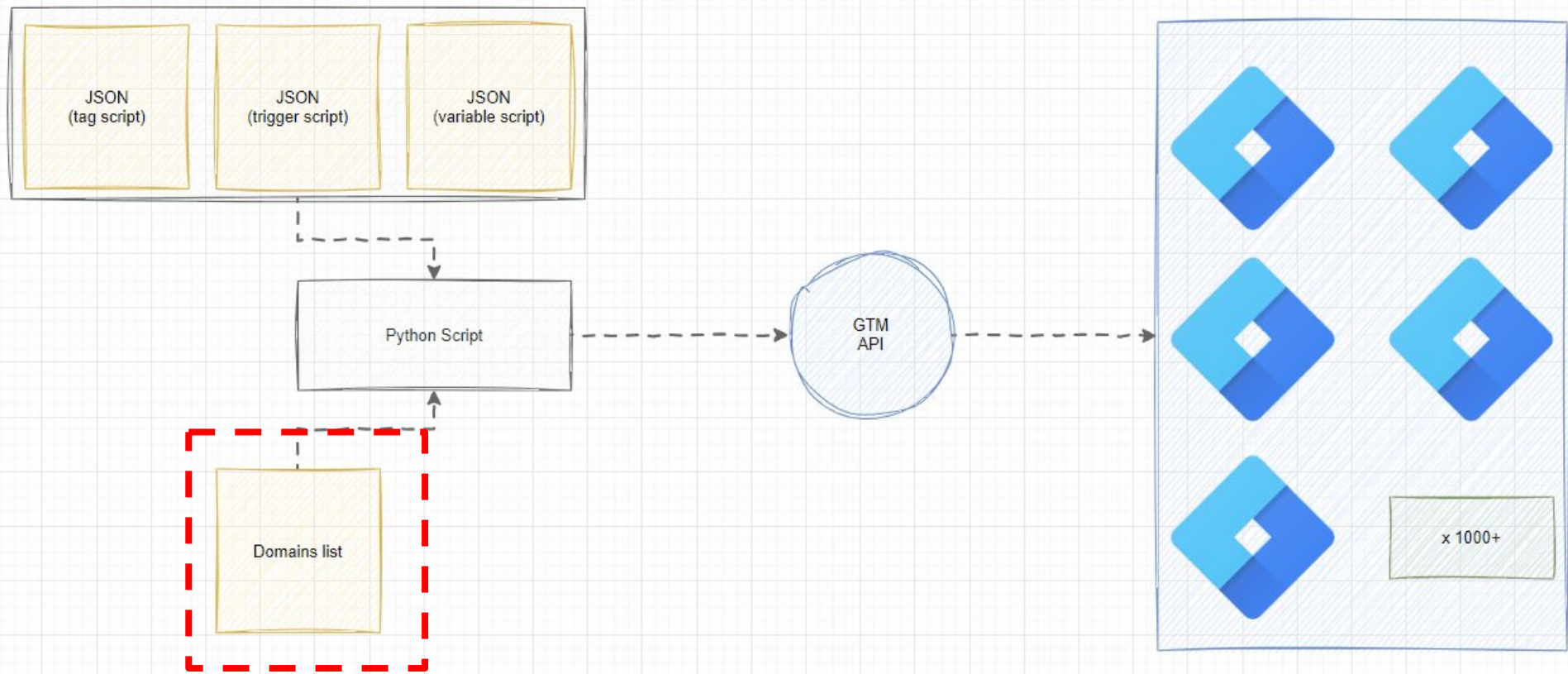
Am I confident my tools are deployed correctly?

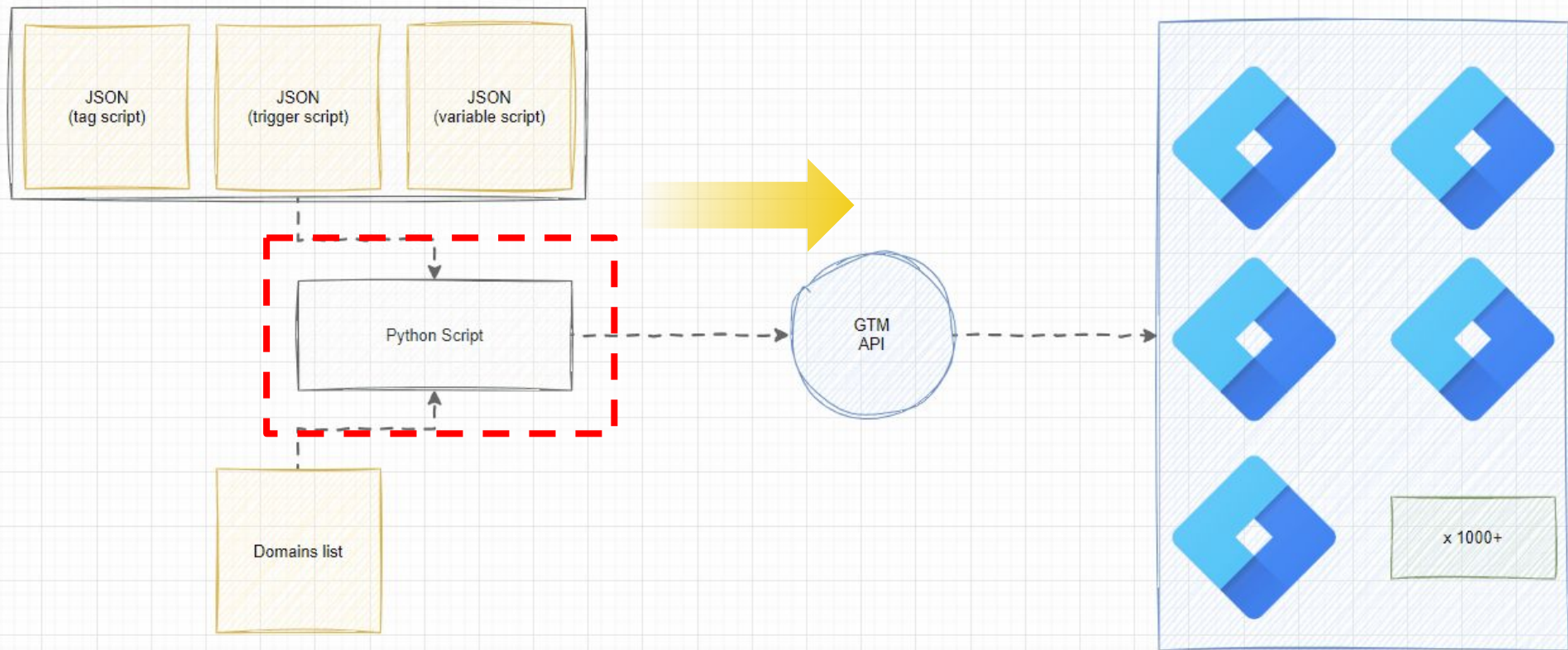


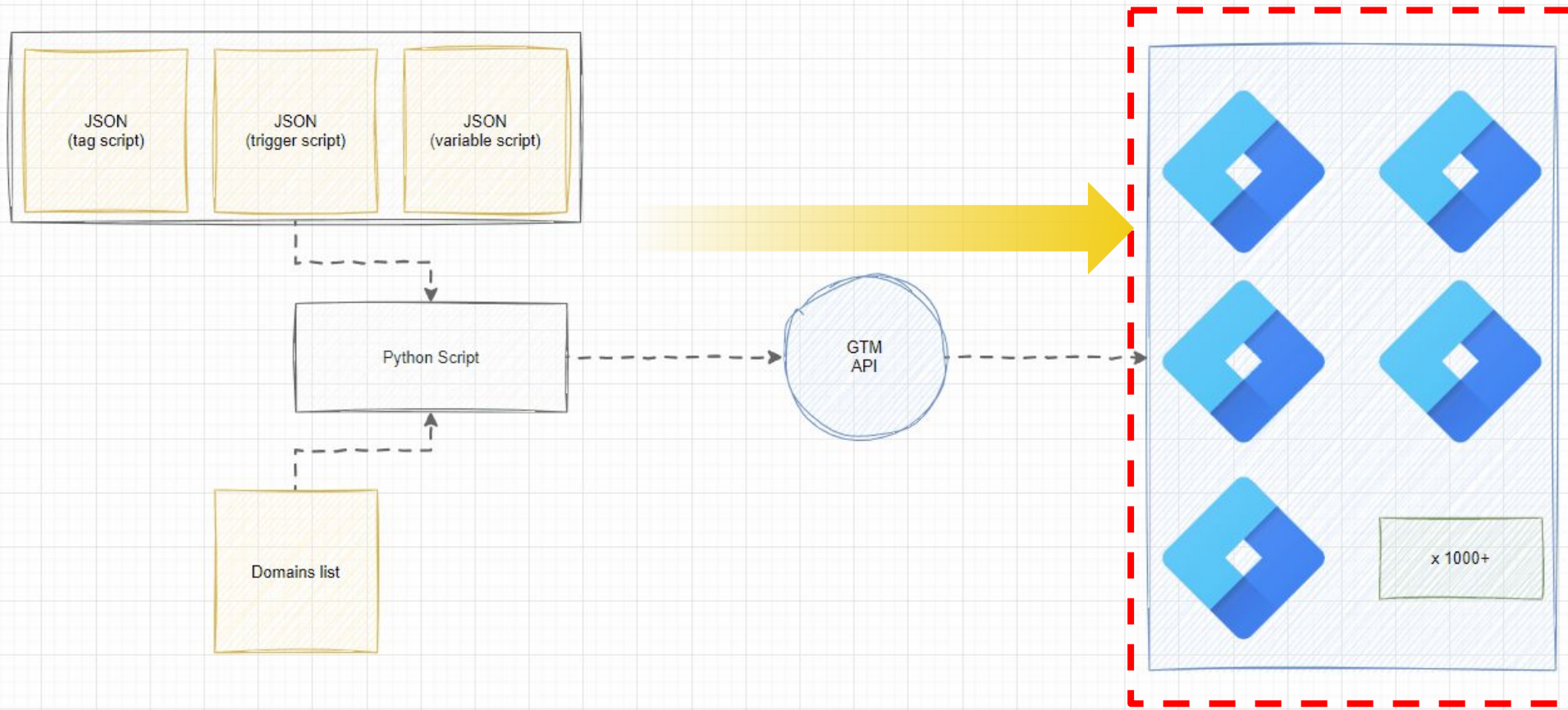
Validate deployment at scale...

- **Data:** 1000+ websites – 1000+ GTMs
- **Roll out:** One config – many deployments
- **Validate:** Nothing breaks!
- **Benchmark:** Consistently deployed
- **Activate:** Publish to live











File substitution

ObservePoint allows audits to replace scripts before every page load:

- **Configure** the audit for all updated domains
- **Disable** production GTM script
- **Run** development GTM script
- **Set rules** to validate that GTM loads:
 - The standard tool version on all domains
 - The tool sends data aligned to standards



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TEST SCENARIO

URL SOURCES

STANDARDS

PRE-AUDIT ACTIONS

ON-PAGE ACTIONS

Audit test scenarios can run through scheduled scans or automatically when an email message with URLs arrives. This audit supports both URL sources. When triggered by email, only the URLs in the email are scanned, without affecting existing filters and schedules. All other audit settings are applied to the URLs found in the email. [Learn more.](#)

SCHEDULED SCAN

EMAIL INBOXES (0)

WHICH URLS SHOULD BE USED TO START THE SCAN?

STARTING URLS

```
https://domain1.com
https://domain2.com
https://domain3.com
https://domain4.com
https://domain5.com
https://domain6.com
https://domain7.com
https://domain8.com
https://domain9.com
https://domain10.com
https://domain11.com
```

If protocol is missing, it will be automatically added as https://. Duplicate URLs will be removed.

36 URL(S) ADDED

Configure

Audit starting URLs only

HOW MANY PAGES SHOULD BE AUDITED?*

36



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TEST SCENARIO

URL SOURCES

STANDARDS

PRE-AUDIT ACTIONS

ON-PAGE ACTIONS

Audit test scenarios can run through scheduled scans or automatically when an email message with URLs arrives. This audit supports both URL sources. When triggered by email, only the URLs in the email are scanned, without affecting existing filters and schedules. All other audit settings are applied to the URLs found in the email. [Learn more.](#)

SCHEDULED SCAN

EMAIL INBOXES (0)

WHICH URLS SHOULD BE USED TO START THE SCAN?

STARTING URLS

https://domain1.com
https://domain2.com
https://domain3.com
https://domain4.com
https://domain5.com
https://domain6.com
https://domain7.com
https://domain8.com
https://domain9.com
https://domain10.com
https://domain11.com

If protocol is missing, it will be automatically added as https://. Duplicate URLs will be removed.

36 URL(S) ADDED

Configure

Audit starting URLs only

HOW MANY PAGES SHOULD BE AUDITED?*

36



Disable GTM

EDIT FILE SUBSTITUTION CONFIG ✕

Name*
GTM dev script

`^.*googletagmanager\.com/vgtm/js?id=GTM-([A-Za-z0-9]+)$` URL **Regex**

Upload substitute file
set an empty object to disable gtm.js

or, ENTER URL 2MB maximum

CANCEL SAVE



Disable GTM

TEST SCENARIO | URL SOURCES | STANDARDS | PRE-AUDIT ACTIONS | ON-PAGE ACTIONS

USER AGENT
Chrome - Linux

WIDTH (PIXELS)
1366

HEIGHT (PIXELS)
1200

ARE THERE SPECIFIC TAGS OR TAG CATEGORIES THAT SHOULD BE BLOCKED?
Select one or many technologies from ObservePoint's Tag Library to be blocked.

FILE SUBSTITUTIONS (REMOTE FILE MAPPING)
GTM dev script

- GTM dev script

VPN Mode (Allows outside access to secure content on your website) [Learn more.](#)

Send GPC Signal (On all pages visited, the ObservePoint browser will send GPC signal of true.) [Learn more.](#)

CMP Accept All / Reject All Consent management "Accept All" or "Reject All" is configured on the Pre-Audit Actions tab. [Add the action now →](#)



Run dev GTM

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TEST SCENARIO

URL SOURCES

STANDARDS

PRE-AUDIT ACTIONS

ON-PAGE ACTIONS

Specify actions that should be executed after loading pages. This is typically used to verify that on click events are being properly measured or collecting custom data using the [ObservePoint Custom Tag](#). Learn more on how to use [On-Page Actions](#).

ACTION LIST (OPTIONAL)

1 Execute JavaScript
run dev GTM

ADD AN ACTION

CREATE ACTION SET

1. run dev GTM

Action Type

Execute JavaScript

Prevent Navigation

JavaScript*

```
1 //set the lookup object
2 var opObj = {
3   'loophorizon.com': {
4     'gtmDev': '&gtm_auth=W09x0Mcvwib_Lw-6yaFvhQ&gtm_preview=env-35&gtm_cookies_win=
5     'gtmId': 'GTM-W7336wP'
6   },
7   'sometest.com': {
8     'gtmDev': '&gtm_auth=ABCxZYcvwib_Lw-6yaFvhQ&gtm_preview=env-12&gtm_cookies_win=-
```

Wait additional seconds on this action.

Regex filter

.*

Match All Pages

1. RUN DEV GTM

JavaScript*

```
1 //set the lookup object
2 var opObj = {
3   'loophorizon.com': {
4     'gtmDev': '&gtm_auth=1                                Q&gtm_preview=env-35&gtm_cookies_win=x',
5     'gtmId': 'GTM-W7336WP'
6   },
7   'sometest.com': {
8     'gtmDev': '&gtm_auth=                                iQ&gtm_preview=env-12&gtm_cookies_win=x',
9     'gtmId': 'GTM-W1236WP'
10  }
11 };
12
13 //get the relevant GTM dev script
14 var gtmData = opObj[location.href.replace('https://www.', '').replace('https://', '').replace('http://www.', '').replace('http://', '').replace('/', '')]
15
16 //replace with GTM dev script
17 (function(w,d,s,l,i){w[l]=w[l]||[];w[l].push({'gtm.start':
18 new Date().getTime(),event:'gtm.js'});var f=d.getElementsByTagName(s)[0],
19 j=d.createElement(s),dl=l!='dataLayer'?'&l='+l:'';j.async=true;j.src=
20 'https://www.googletagmanager.com/gtm.js?id='+i+dl+ gtmData.gtmDev;f.parentNode.insertBefore(j,f);
21 })(window,document,'script','dataLayer',gtmData.gtmId);
```

1. RUN DEV GTM

JavaScript*

```
1 //set the lookup object
2 var opObj = {
3   'loophorizon.com': {
4     'gtmDev': '&gtm_auth=10&gtm_preview=env-35&gtm_cookies_win=x',
5     'gtmId': 'GTM-
6   },
7   'sometest.com': {
8     'gtmDev': '&gtm_auth=10&gtm_preview=env-12&gtm_cookies_win=x',
9     'gtmId': 'GTM-
10  }
11 };
12
13 //get the relevant GTM dev script
14 var gtmData = opObj[location.href.replace('https://www.', '').replace('https://', '').replace('http://www.', '').replace('http://', '').replace('/', '')];
15
16 //replace with GTM dev script
17 (function(w,d,s,l,i){w[l]=w[l]||[];w[l].push({'gtm.start':
18   new Date().getTime(),event:'gtm.js'});var f=d.getElementsByTagName(s)[0],
19   j=d.createElement(s),dl=l!='dataLayer'?'&l='+l:'';j.async=true;j.src=
20   'https://www.googletagmanager.com/gtm.js?id='+i+dl;gtmData.gtmDev?f.parentNode.insertBefore(j,f);
21 })(window,document,'script','dataLayer',gtmData.gtmId);
```



Set rules

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.

+ ADD CONDITION

EXPECTATIONS

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

THEN

Select Tag

Google Analytics 4

Account

Operator
equals

Value

G-ABC123XYZ0

Validation description

Correct GA4 tag fires

+ Add Variable



10 **Standard script replacement in "Main Board" failed.** The document's type is undefined and the "OP script" attribute is not set.
https://www.pimcore.com/...
Oct 8, 2024 | 01:31:56 PM

1 **OP script replacement works!**
Oct 8, 2024 | 01:31:57 PM

3 **Warning: "mainboard" is not a tag, style and content type are used. This is probably caused by a wrong attribute of the "Main Board" tag. https://pimcore.com/.../mainboard/attributes, attributes, or tags of the "Mainboard".**
https://www.pimcore.com/
Oct 8, 2024 | 01:31:56 PM

3 **Style definition: font-size: 16px; font-weight: 400; letter-spacing: 0.05em; line-height: 1.2em; text-decoration: underline; text-decoration-color: #000000; text-decoration-width: 1px;**
Oct 8, 2024 | 01:31:57 PM

3 **...**



- **Global** tool roll out
- **Consistent** delivery
- **Confidence** to go-live at scale



Development Process Efficiency

Data quality validation in the development process



I have a data layer

How do I ensure it is developed consistently across all my web properties?



Automated data layer validation...

- **Data layer:** Complex data layer for retailer
- **Schema:** Allows real-time data validation
- **Validate:** Run the site against the schema
- **Automate:** Trigger every new publish
- **Alert:** Send alerts if anything breaks


```
full schema combined > {} full_schema_combined.json > {} definitions > {} Items
13      "definitions": {
31        "ProductEvents": {
34          "properties": {
40            "items": {
47          }
48        },
49        "required": [
50          "event",
51          "items"
52        ],
53        "type": "object"
54      },
55      "PurchaseEvent": {
56        "additionalProperties": false,
57        "description": "Indicates that a purchase level event has occurred",
58        "properties": {
59          "event": {
60            "$ref": "#/definitions/PurchaseEventType",
61            "default": "purchase",
62            "description": "Restricts this event to the list of purchase level events"
63          },
64          "items": {
65            "default": [],
66            "description": "The list of products",
67            "items": {
68              "$ref": "#/definitions/Items"
69            },
70            "type": "array"
71          },
72          "transaction_id": {
73            "default": "",
74            "description": "The unique identifier of a transaction. The transaction_id parameter helps you avoid getting duplicate events for a purchase",
75            "type": "string"
76          }
77        },
78        "required": [
79          "event",
80          "items",
81          "transaction_id"
82        ],
83        "type": "object"
84      }
85    }
86  }
87 }
88 }
```

**But a JSON
schema can be
activated...**

```
[[...]] i
▼ 0:
  instancePath: "/product
  keyword: "enum"
  message: "must be equal to one of the allowed values"
  params:
    allowedValues: Array(27)
      0: "no order"
      1: "forward order"
      2: "back order"
      3: "same delivery"
      4: "100% fast delivery"
      5: "delivery not available"
      6: "stock delivered to store"
      7: "free collection in 1-1 day"
      8: "100% collection from store"
      9: "collection not available"
      10: "collection today"
      11: "collection from tomorrow"
      12: "free collection from store in 1-1 day"
      13: "100% collection from store next business day"
      14: "free collection next business day from"
      15: "free collection in 1-1 day from"
      16: "free collection in 1-1 day from"
      17: "free collection today from"
      18: "free collection next business day from store"
      19: "free collection today from store"
      20: "free delivery available, expect longer lead times"
      21: "in stock near you"
      22: "free delivery available"
```

... to provide
real-time
feedback to
developers...



Validate the whole site...

ObservePoint gives the ability to **validate the whole site** every time there is a release:

- **Swap** the tag manager to one with schema validation
- **Configure** sub-folders
- **Set rules** to validate the data layer
- **Run** a web-hook on site release / cadence to run audit

```
1 <script src="https://cdnjs.cloudflare.com/ajax/libs/ajv/8.16.0/ajv7.min.js"></script>
```

```
/*-----validate the data layer start-----*/
if (eventsToValidate[d1EventObject.event]) {
  console.log('dataLayer valid for event ' + d1EventObject.event + '=' + ajvValidation(d1EventObject));
  try {
    if (ajvValidation.errors.length > 0) {
      var reducedErrors = ajvValidation.errors.filter(function (thing, index) {
        var _thing = JSON.stringify(thing);
        return index === ajvValidation.errors.findIndex(function (obj) {
          return JSON.stringify(obj) === _thing;
        });
      });
      Object.assign(window, {'op_dataLayerSchemaErrors': {'errorEvent': d1EventObject.event, 'errors': reducedErrors.filter(function(key){return key.instancePath != ''}}});
      console.error("DATA LAYER ERROR: Errors with data layer event " + d1EventObject.event, reducedErrors.filter(function(key){return key.instancePath != ''}));
    }
  }
  catch (e) { }
}
/*-----validate the data layer end-----*/
```

```
1 <script src="https://cdnjs.cloudflare.com/ajax/libs/ajv/8.16.0/ajv7.min.js"></script>
```

```
/*-----validate the data layer start-----*/
if (eventsToValidate[d1EventObject.event]) {
  console.log('dataLayer valid for event ' + d1EventObject.event + '=' + ajvValidation(d1EventObject));
  try {
    if (ajvValidation.errors.length > 0) {
      var reducedErrors = ajvValidation.errors.filter(function (thing, index) {
        var _thing = JSON.stringify(thing);
        return index === ajvValidation.errors.findIndex(function (obj) {
          return JSON.stringify(obj) === _thing;
        });
      });
      Object.assign(window, {'op_dataLayerSchemaErrors': {'errorEvent': d1EventObject.event, 'errors': reducedErrors.filter(function(key){return key.instancePath != ''}})});
      console.error("DATA LAYER ERROR: Errors with data layer event " + d1EventObject.event, reducedErrors.filter(function(key){return key.instancePath != ''}));
    }
  } catch (e) { }
}
/*-----validate the data layer end-----*/
```



Swap

EDIT FILE SUBSTITUTION CONFIG



Name*

B2C (UK)_production_dataLayer - schema validation_replace

^.*assets\.adobedtm\.comV.*\vlaunch-.*\.\min\.js\$



URL



Regex

Enter the URL of the substitute file*

https://assets.adobedtm.com/ launch- .mi

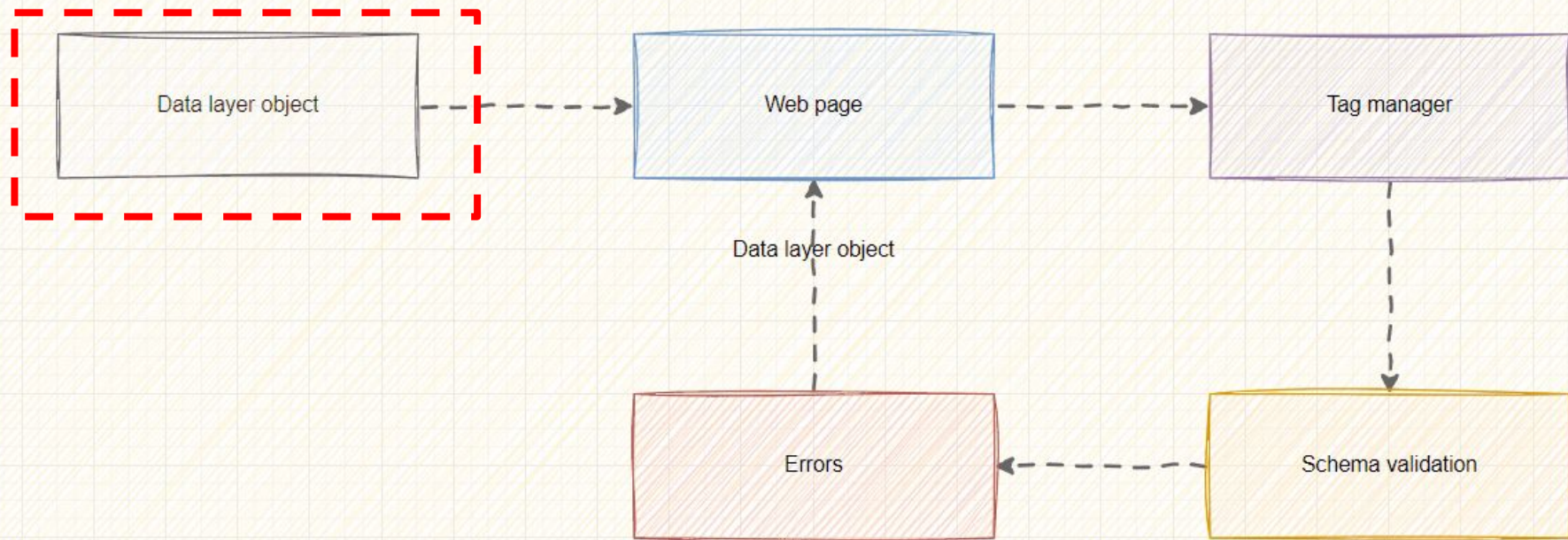
or, [UPLOAD SUBSTITUTE FILE](#)

2MB maximum

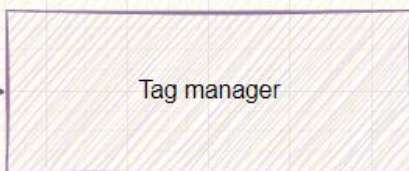
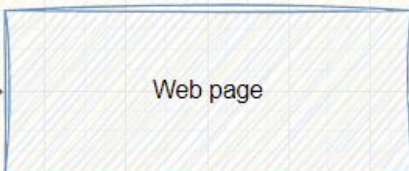
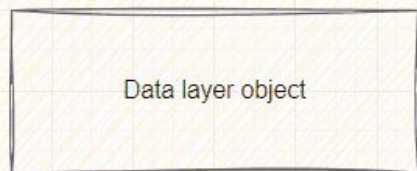
CANCEL

SAVE

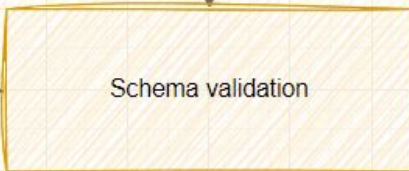
ObservePoint - run over 1000+ pages



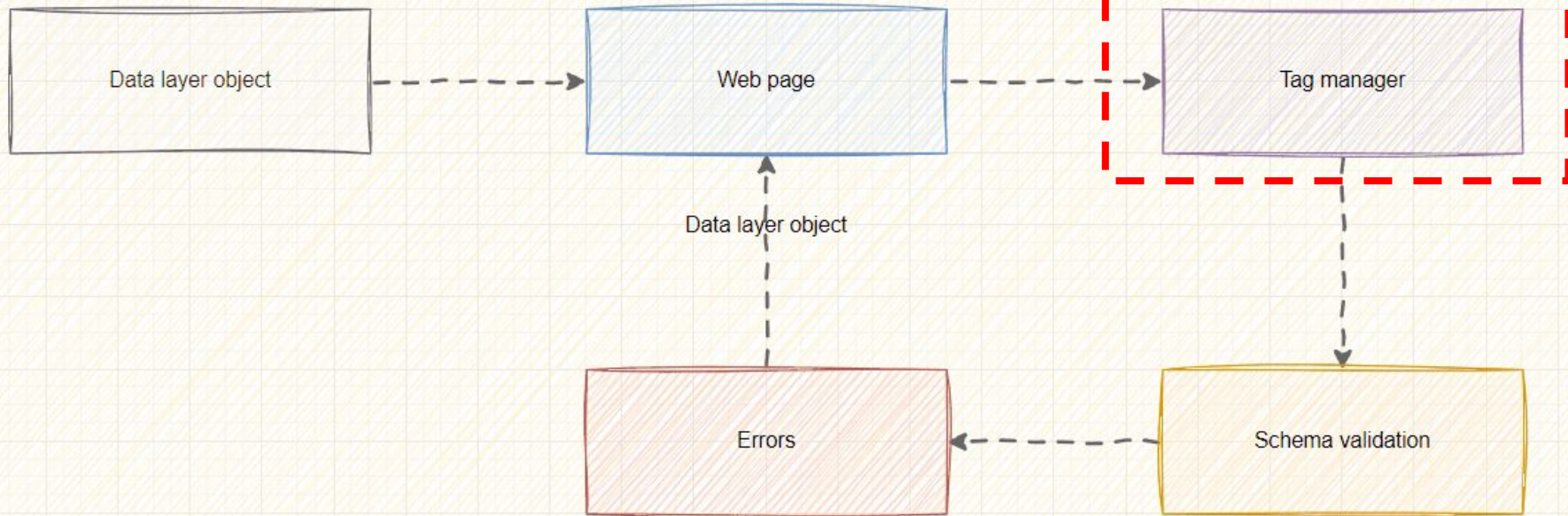
ObservePoint - run over 1000+ pages



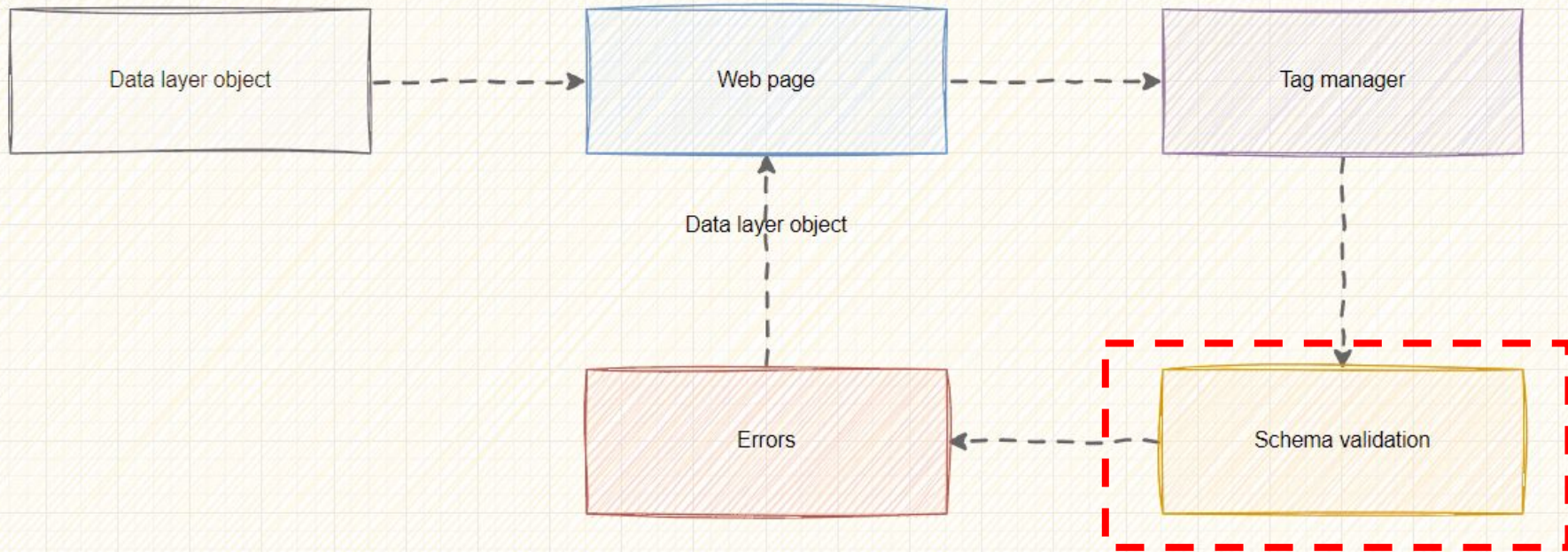
Data layer object



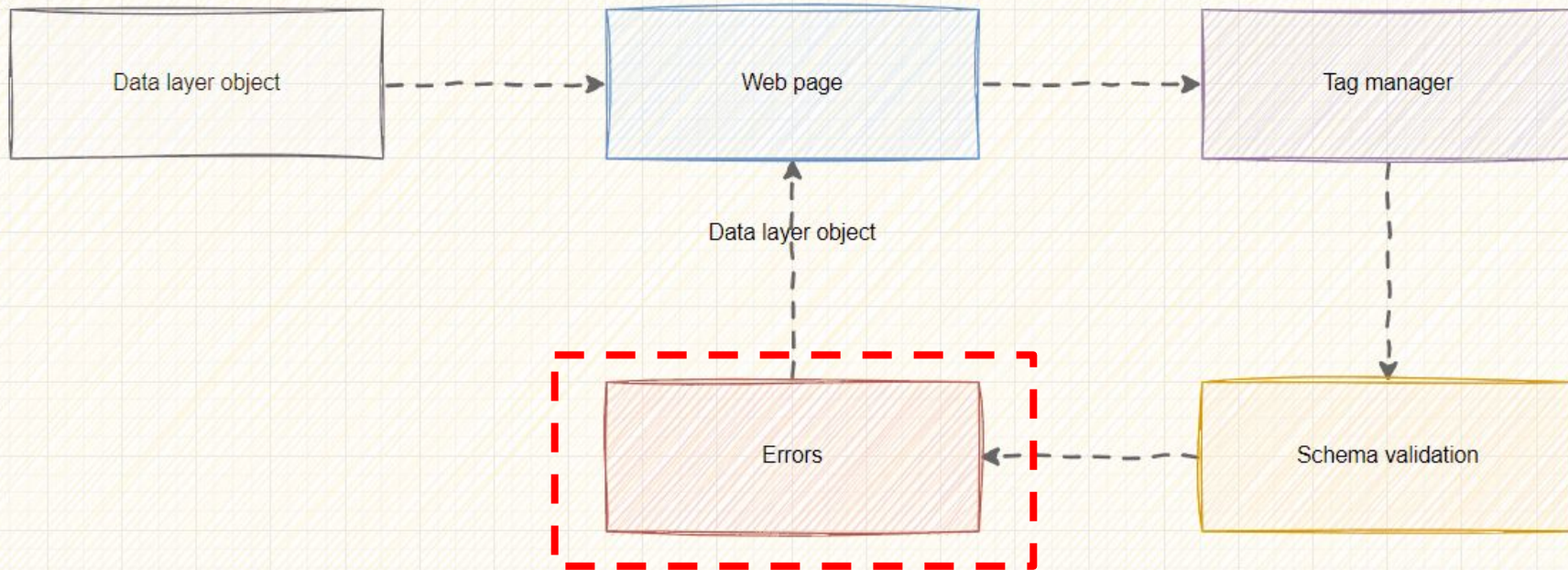
ObservePoint - run over 1000+ pages



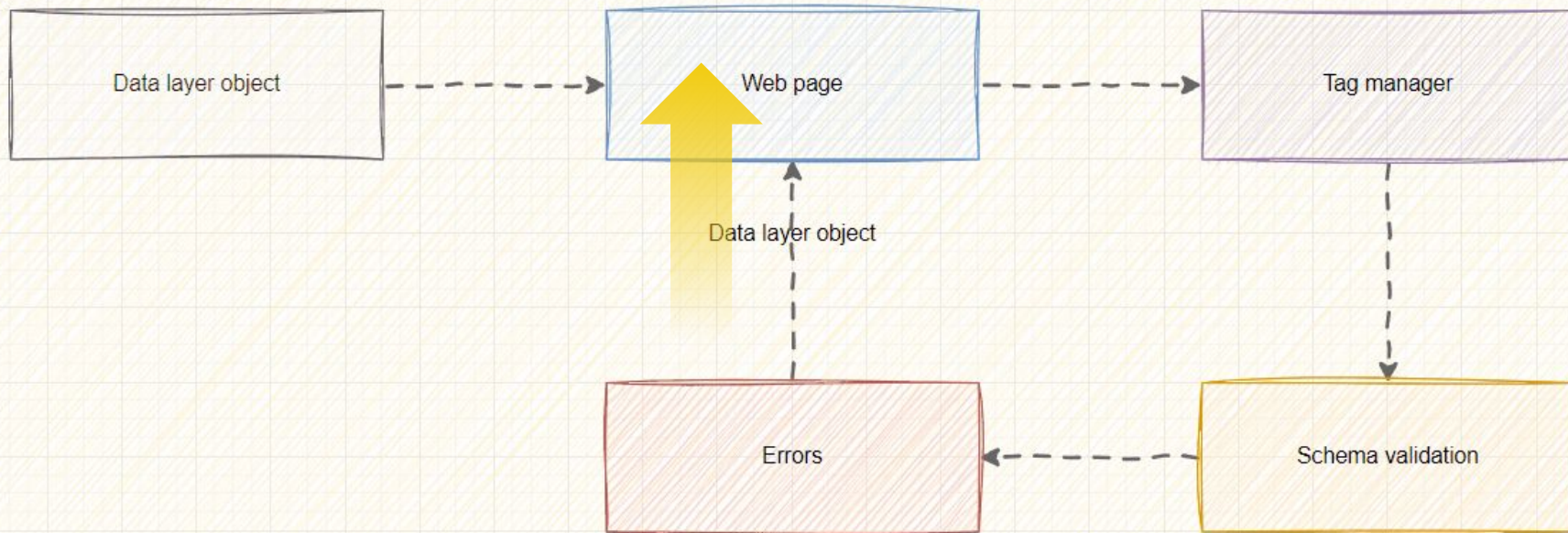
ObservePoint - run over 1000+ pages



ObservePoint - run over 1000+ pages



ObservePoint - run over 1000+ pages





Configure

```
return Object.assign({}, ..._config);  
});  
});  
Object.assign(window, {'op_dataLayerSchemaErrors': {'errorEvent': dlEve  
console.error('DATA LAYER ERROR: Errors with data layer event ' + dlEve
```

LH_Top Level Audits

dataLayer, oneToOneEmbed, dataLayerComputed, op_dataLayerSchemaErrors

Enter a data layer object, for example: digitalData, dataLayer(1), etc. This field accepts a comma separated list of JavaScript objects or functions to be identified as data layers.

CANCEL

SAVE

Search By URL

Data Layer

op_dataLayerSc

INITIAL PAGE URL

FINAL PAGE TITLE

SCANNED ON
Sep 25, 2024 | 5:25 PM

1 URL 200

PAGE INFORMATION

TAGS

COOKIES

ACCESSIBILITY **NEW**

REQUEST LOG

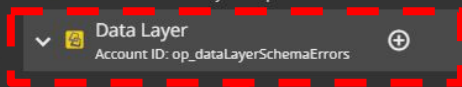
CONSOLE LOG

TAG INITIATORS

RULES

Data Layer

Account ID	Category	Count
Account ID: dataLayer	Data Management	200
Data Layer Account ID: dataLayerComputed	Data Management	200
Data Layer Account ID: op_dataLayerSchemaErrors	Data Management	200



OBSERVEPOINT DATA

UNIQUE REQUEST

VARIABLE DATA

errorEvent

product

errors.0.instancePath

/productDetail/

errors.0.keyword

enum

errors.0.message

must be equal to one of the allowed values

errors.0.params.allowedValues.0

errors.0.params.allowedValues.1

errors.0.params.allowedValues.2

errors.0.params.allowedValues.3





Set rules

EDIT RULE - LH_DATA LAYER SCHEMA VALIDATION ERRORS

Filter By*
Tag

Operator*
equals

Value*
Data Layer

Account
Operator*
equals

Value*
op_dataLayerSchemaErrors

Validation description
Schema validation errors returned as an object to the page

+ 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*
Data Layer

Account
Operator*
equals

Value*
BREAK

Validation description
Ensure the rule fails when schema errors are found

+ Add Variable

+ ADD ADDITIONAL TAG & VARIABLE(S)

CANCEL

GENERAL SAVE RULE

- Cases
- Summary
- Reports
- Pages (Web Vitals) **NEW**

- TECHNOLOGY
- Inventory
- Health
- Mobile Inventory
- & Variable Rules**
- & Variable Comparisons
- Duplicates & Multiples
- Cookie Inventory
- Browser Console Logs

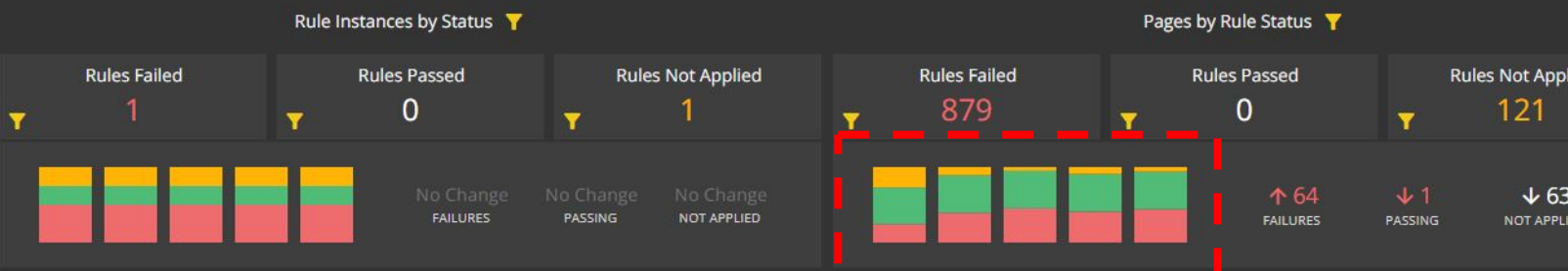
- PRIVACY
- Cookies
- Request Domains & Geos
- JavaScript File Changes

- Export Exports
- ES

Pages Scanned
1,000 of 1,000

Rules Assigned
1 of 2

Total Rule Failures
879 of 883



Rule Details By Page

RULE NAME	EMAIL NOTIFICATIONS	PAGES WITH FAILED RULES	PAGES WITH PASSED RULES	PAGES WITH RULES NOT APPLIED
> LH_dataLayer Schema Validation Errors		879	0	121

Pages Scanned

INITIAL PAGE URL	FINAL PAGE URL	PAGE LOAD TIME (sec)	FINAL PAGE STATUS CODE
https://www.google.com/	https://www.google.com/	0.4	403
https://www.google.com/	https://www.google.com/	0.4	403
https://www.google.com/	https://www.google.com/	0.4	200



Run

POST run an audit +

HTTP / run an audit

POST `https://app.observepoint.com/api/v2/web-audits/1341412/runs`

Params Authorization **Headers (28)** Body • Scripts Tests Settings

<input checked="" type="checkbox"/>	priority	u=1, l	
<input checked="" type="checkbox"/>	referer	https://app.observepoint.com/data-sources	
<input checked="" type="checkbox"/>	sec-ch-ua	"Google Chrome";v="129", "Not=A?Brand";v="8", "Chromium";v="129"	
<input checked="" type="checkbox"/>	sec-ch-ua-mobile	?0	
<input checked="" type="checkbox"/>	sec-ch-ua-platform	"Windows"	
<input checked="" type="checkbox"/>	sec-fetch-dest	empty	
<input checked="" type="checkbox"/>	sec-fetch-mode	cors	
<input checked="" type="checkbox"/>	sec-fetch-site	same-origin	
<input checked="" type="checkbox"/>	sentry-trace		
<input checked="" type="checkbox"/>	user-agent	Mozilla/5.0 (Windows NT 10.0; Win64; x64) AppleWebKit/537.36 (KHTML, like...	
	Key	Value	Descript



TEST SCENARIO

URL SOURCES

STANDARDS

PRE-AUDIT ACTIONS

ON-PAGE ACTIONS

If protocol is missing, it will be automatically added as https://. Duplicate URLs will be removed.

1 URL(S) ADDED

Audit starting URLs only

HOW MANY PAGES SHOULD BE AUDITED?*

1000

De-duplicate URLs (Only audit one instance of each page path if query strings are used.) [Learn more.](#)

Audit Same URLs (Only audit URLs found in the most recently completed run prior to being enabled.)

ADVANCED URL CONSTRAINTS ▼

WHEN & HOW OFTEN SHOULD THE AUDIT RUN?

HOW OFTEN SHOULD THE AUDIT RUN?

Biweekly

NEXT RUN DATE

10/23/2024



NEXT RUN TIME

10:00

Run



- **Automated** data layer validation at scale
- **Proactive** issue identification & resolution
- **Improved** development efficiency & data quality



Managed services

Loop Horizon offers a range of managed services through ObservePoint:

Starter pack:

Identify use cases and deploy ObservePoint to solve them.

Full service:

Go beyond the starter pack with additional support in interpreting results and raising fixes.

Ongoing implementation:

Loop Horizon will maintain your ObservePoint implementation and raise / resolve issues found



Matt Bentley

Head of Data Architecture & Analytics

Loop Horizon



@mattdoesdata

