### Generic - for all experience levels & Use cases

Subject: EDGE by ObservePoint

Dear [insert supervisor’s name],

As you know, we have made an investment in using ObservePoint for our web scanning practices. I’m writing to ask your approval to attend ObservePoint’s user conference, EDGE, in Provo, Utah, in September, 2025.

A website as robust as ours is not a “set it and forget it” program. Making sure it’s running properly requires continuous monitoring, and I’m able to do that with ObservePoint. By attending this conference, I'll be able to further enhance my ObservePoint skills and make sure we are getting the most ROI possible from this investment.

Here are some ways our company would benefit from my attendance:

• **Learn from Experts:** EDGE sessions are taught by the best in Analytics, Privacy Compliance, and Marketing practices. I can attend hands-on training and sessions that are directly related to the job I do, and I’ll learn from real-world case studies of success. All of this will help us ensure we see measurable ROI from our investment in ObservePoint.

• **Stay ahead of trends:** During the keynotes, sessions, and customer success stories, I’ll get to learn what’s new from industry leaders who are creating breakthrough customer experiences.

**• Learn from Colleagues:** EDGE attendees come from organizations from all over the world like Adobe, Dell, and REI. I’ll be able to exchange ideas and get solutions to the challenges our organization is facing.

**• Opportunities for one-on-one coaching:** This year, ObservePoint is offering one-on-one consultations to help us with our biggest challenges. Having this face-to-face time with ObservePoint experts would help me immensely in ensuring our audits are optimally configured.

What’s more, this conference is a relatively minimal investment for continuing education resources. The accommodations and conference pass will be less than $900, whereas most user conferences start at $1,000 for the pass alone. All meals are provided, and the only additional cost would be flights & one airport transfer. This conference is being held in an affordable location where conference attendees can focus on learning ObservePoint without any other distractions.

After EDGE, I’ll submit a post-conference report with major takeaways and learnings, so I can share everything I absorbed with other team members, and maybe even the larger organization.

You can learn more about EDGE at<https://edge.observepoint.com/>

I appreciate your consideration and would love to talk more about this.

Thank you,

[insert your name]

### For a Privacy Use Case

Subject: Enhancing our Compliance Practices at EDGE by ObservePoint

Dear [insert supervisor’s name],

With the increasing importance of Privacy & Compliance, I want to make sure I’m at the forefront of mitigating risk for our business. This is why I’m writing to ask your approval to attend ObservePoint’s user conference, EDGE, in Provo, Utah, September, 2025. Major companies have been fined millions of dollars in Privacy Compliance violations in the last few years. Navigating these new & evolving laws is extremely complex, and I want to make sure that we do our absolute best to keep our website compliant. This is a one-of-a-kind event where I can get hands-on training on how to audit and monitor our company’s website to mitigate risk and ensure our data & tracking is operating how we expect it to.

Here are some ways our company would benefit from my attendance:

• **Learn from the Privacy Experts:** EDGE sessions are taught by the best in Privacy Compliance. I can attend hands-on training and sessions that are directly related to the job I do, and I’ll learn from real-world case studies of success. All of this will help us ensure we see measurable ROI from our investment in ObservePoint.

• **Stay ahead of Privacy Compliance trends:** During the keynotes, sessions, and customer success stories, I’ll get to learn what’s new from industry leaders who are creating breakthrough customer experiences.

**• Learn from Colleagues:** EDGE attendees come from organizations (small and large) from all over the world. I’ll be able to exchange ideas and get solutions to the challenges our organization is facing.

**• Opportunities for one-on-one coaching:** This year, ObservePoint is offering one on one consultations to help us with our biggest challenges. Having this face-to-face time with ObservePoint experts would help me immensely in ensuring our Privacy audits are optimally configured.

What’s more, this conference is a relatively minimal investment for continuing education resources. The accommodations and conference pass will be less than $900, whereas most user conferences start at $1,000 for the pass alone. All meals are provided, and the only additional cost would be flights & one airport transfer. This conference is being held in an affordable location where conference attendees can focus on learning ObservePoint without any other distractions.

After EDGE, I’ll submit a post-conference report with major takeaways and learnings, so I can share everything I absorbed with other team members, and maybe even the larger organization.

You can learn more about EDGE at<https://edge.observepoint.com/>

I appreciate your consideration and would love to talk more about this.

Thank you,

[insert your name]

###

### For an Analyst Use Case

Subject: EDGE by ObservePoint

Dear [insert supervisor’s name],

As you know, it’s important that the entire company can trust all data that we report on. Using ObservePoint has made it so much easier to have complete faith in our analytics. This is why I’m writing to ask your approval to attend ObservePoint’s user conference, EDGE, in Provo, Utah, September, 2025.

An analytic system as robust as ours is not a “set it and forget it” program. Making sure it’s running properly requires continuous monitoring, and I’m able to do that with ObservePoint. By attending this conference, I'll be able to further enhance my ObservePoint skills and make sure we are getting the most ROI possible from this investment.

Here are some ways our company would benefit from my attendance:

• **Learn from Analytics Experts:** EDGE sessions are taught by the best in Analytics validation. I can attend hands-on training and sessions that are directly related to the job I do, and I’ll learn from real-world case studies of success. All of this will help us ensure we see measurable ROI from our investment in ObservePoint.

• **Stay ahead of Analytics trends:** During the keynotes, sessions, and customer success stories, I’ll get to learn what’s new from industry leaders who are creating breakthrough customer experiences.

**• Learn from Colleagues:** EDGE attendees come from organizations (small and large) from all over the world. I’ll be able to exchange ideas and get solutions to the challenges our organization is facing.

**• Opportunities for one-on-one coaching:** This year, ObservePoint is offering one on one consultations to help us with our biggest challenges. Having this face-to-face time with ObservePoint experts would help me immensely in ensuring our Analytics audits are optimally configured.

What’s more, this conference is a relatively minimal investment for continuing education resources. The accommodations and conference pass will be less than $900, whereas most user conferences start at $1,000 for the pass alone. All meals are provided, and the only additional cost would be flights & one airport transfer. This conference is being held in an affordable location where conference attendees can focus on learning ObservePoint without any other distractions.

After EDGE, I’ll submit a post-conference report with major takeaways and learnings, so I can share everything I absorbed with other team members, and maybe even the larger organization.

You can learn more about EDGE at<https://edge.observepoint.com/>

I appreciate your consideration and would love to talk more about this.

Thank you,

[insert your name]

###

### For a Landing Page Use Case

Subject: EDGE by ObservePoint

Dear [insert supervisor’s name],

As you know, it’s important that our marketing budget is allocated & used effectively. Using ObservePoint has made it so much easier to have complete faith in our digital marketing programs, knowing that our customer journeys are operating as expected, we’re not wasting any ad spend driving people to broken links, and the data that we base our decisions on is accurate. This is why I’m writing to ask your approval to attend ObservePoint’s user conference, EDGE, in Provo, Utah, September, 2025.

Our digital marketing efforts are incredibly robust, and making sure it’s running properly requires continuous monitoring. I’m able to do that with ObservePoint. By attending this conference, I'll be able to further enhance my ObservePoint skills and make sure we are getting the most ROI possible from this investment.

Here are some ways our company would benefit from my attendance:

• **Learn from Digital Marketing Experts:** EDGE sessions are taught by the best in marketing practices. I can attend hands-on training and sessions that are directly related to the job I do, and I’ll learn from real-world case studies of success. All of this will help us ensure we see measurable ROI from our investment in ObservePoint.

• **Stay ahead of marketing trends:** During the keynotes, sessions, and customer success stories, I’ll get to learn what’s new from industry leaders who are creating breakthrough customer experiences.

**• Learn from Colleagues:** EDGE attendees come from organizations (small and large) from all over the world. I’ll be able to exchange ideas and get solutions to the challenges our organization is facing.

**• Opportunities for one-on-one coaching:** This year, ObservePoint is offering one-on-one consultations to help us with our biggest challenges. Having this face-to-face time with ObservePoint experts would help me immensely in ensuring our audits are optimally configured.

What’s more, this conference is a relatively minimal investment for continuing education resources. The accommodations and conference pass will be less than $900, whereas most user conferences start at $1,000 for the pass alone. All meals are provided, and the only additional cost would be flights & one airport transfer. This conference is being held in an affordable location where conference attendees can focus on learning ObservePoint without any other distractions.

After EDGE, I’ll submit a post-conference report with major takeaways and learnings, so I can share everything I absorbed with other team members, and maybe even the larger organization.

You can learn more about EDGE at<https://edge.observepoint.com/>

I appreciate your consideration and would love to talk more about this.

Thank you,

[insert your name]

### For those new to ObservePoint

Subject: Learning ObservePoint at EDGE

Dear [insert supervisor’s name],

I’m excited by our recent investment in ObservePoint, and I’d like to make sure I am an expert on how to use this platform to make sure we get the most ROI possible. This is why I’m writing to ask your approval to attend ObservePoint’s user conference, EDGE, in Provo, Utah,September, 2025.

This conference is structured in a way that provides ample opportunity for face-to-face learning on the ObservePoint platform. Content ranges from just how to use it and get started, to optimizing our company’s Privacy & Compliance strategies using ObservePoint as a tool. Navigating these new & evolving privacy laws is extremely complex, and I want to make sure that we do our absolute best to keep our website compliant. This is a one-of-a-kind event where I can get hands-on training on how to audit and set up our company’s website to mitigate risk and ensure our data & tracking is operating how we expect it to.

Here are some ways our company would benefit from my attendance:

**• Opportunities for one-on-one coaching:** This year, ObservePoint is offering one-on-one consultations to help us with our biggest challenges. Having this face-to-face time with ObservePoint experts would help me immensely in ensuring our Privacy audits are optimally configured.

**• Small group beginner breakouts:** There are 3 different breakout sessions that are specifically tailored to beginners. This is almost 5 hours of small-group coaching where I can optimize our ObservePoint instance in just a few days, rather than trial and error over the course of a few months.

• **Learn from the Privacy Experts:** EDGE sessions are taught by the best in Privacy Compliance. I can attend hands-on training and sessions that are directly related to the job I do, and I’ll learn from real-world case studies of success. All of this will help us ensure we see measurable ROI from our investment in ObservePoint.

• **Stay ahead of Digital trends:** During the keynotes, sessions, and customer success stories, I’ll get to learn what’s new and next from industry leaders who are creating breakthrough customer experiences.

**• Learn from Colleagues:** EDGE attendees come from organizations (small and large) from all over the world. I’ll be able to exchange ideas and get solutions to the challenges our organization is facing.

What’s more, this conference is a relatively minimal investment for continuing education resources. The accommodations and conference pass will be less than $900, whereas most user conferences start at $1,000 for the pass alone. All meals are provided, and the only additional cost would be flights & one airport transfer. This conference is being held in an affordable location where conference attendees can focus on learning ObservePoint without any other distractions.

After EDGE, I’ll submit a post-conference report with major takeaways and learnings, so I can share everything I absorbed with other team members, and maybe even the larger organization.

You can learn more about EDGE at<https://edge.observepoint.com/>

I appreciate your consideration and would love to talk more about this.

Thank you,

[insert your name]

###

### Familiar with ObservePoint, wants to learn more

Subject: Learning ObservePoint at EDGE

Dear [insert supervisor’s name],

As you know I am an avid user of ObservePoint, and I’d like to make sure I am an expert on how to use this platform to make sure we get the most ROI possible. This is why I’m writing to ask your approval to attend ObservePoint’s user conference, EDGE, in Provo, Utah, September, 2025.

This conference is structured in a way that provides ample opportunity for face-to-face learning on the ObservePoint platform. Content ranges from just how to use it and get started, to optimizing our company’s Privacy & Compliance strategies using ObservePoint as a tool. Navigating these new & evolving privacy laws is extremely complex, and I want to make sure that we do our absolute best to keep our website compliant. This is a one-of-a-kind event where I can get hands-on training on how to take our OP practices to the next level, using the tool to the fullest extent.

Here are some ways our company would benefit from my attendance:

**• Opportunities for one-on-one coaching:** This year, ObservePoint is offering one-on-one consultations to help us with our biggest challenges. Having this face-to-face time with ObservePoint experts would help me immensely in learning the most effective ways to use new ObservePoint features and other advanced techniques that aren’t covered in help docs or calls with CSMs.

**• Learn from Colleagues:** EDGE attendees come from organizations (small and large) from all over the world. I’ll be able to talk with other ObservePoint experts and learn how they’re using the tool, hopefully resulting in new ideas to make our investment deliver even more value.

• **Learn from the Privacy Experts:** EDGE sessions are taught by the best in Privacy Compliance. I can attend hands-on training and sessions that are directly related to the job I do, and I’ll learn from real-world case studies of success. All of this will help us ensure we see measurable ROI from our investment in ObservePoint.

• **Stay ahead of Privacy Compliance trends:** During the keynotes, sessions, and customer success stories, I’ll get to learn what’s new and next from industry leaders who are creating breakthrough customer experiences.

What’s more, this conference is a relatively minimal investment for continuing education resources. The accommodations and conference pass will be less than $900, whereas most user conferences start at $1,000 for the pass alone. All meals are provided, and the only additional cost would be flights & one airport transfer. This conference is being held in an affordable location where conference attendees can focus on learning ObservePoint without any other distractions.

After EDGE, I’ll submit a post-conference report with major takeaways and learnings, so I can share everything I absorbed with other team members, and maybe even the larger organization.

You can learn more about EDGE at<https://edge.observepoint.com/>

I appreciate your consideration and would love to talk more about this.

Thank you,

[insert your name]