

The background of the image is a dark wood-grain texture. A semi-transparent grey horizontal band spans the middle of the image, containing the text. In the top right corner, a yellow folder with the 'Observe Point' logo is partially visible. In the bottom right corner, a portion of a silver laptop with a dark green keyboard is shown.

Observe Point

Accurate data collection isn't easy. We can help.

Data Collection is Hard



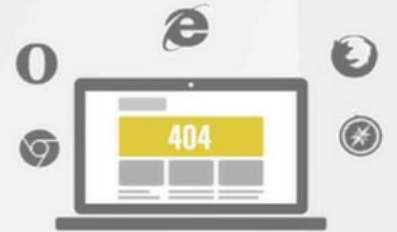
Sites & Apps



Constant Development



Numerous Vendor Tags



Varying User Connectivity

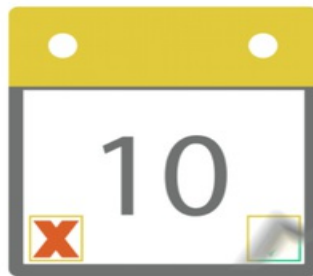
Current Process



Static Tagging Plan



Manual Validation



Not Consistent

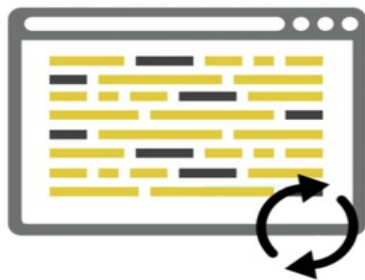


Not Comprehensive

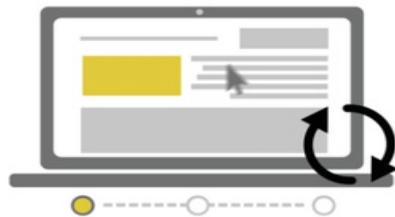
Process With ObservePoint



Digital Tagging
Plan



Automated Scanning
Validation



Consistently
Scheduled

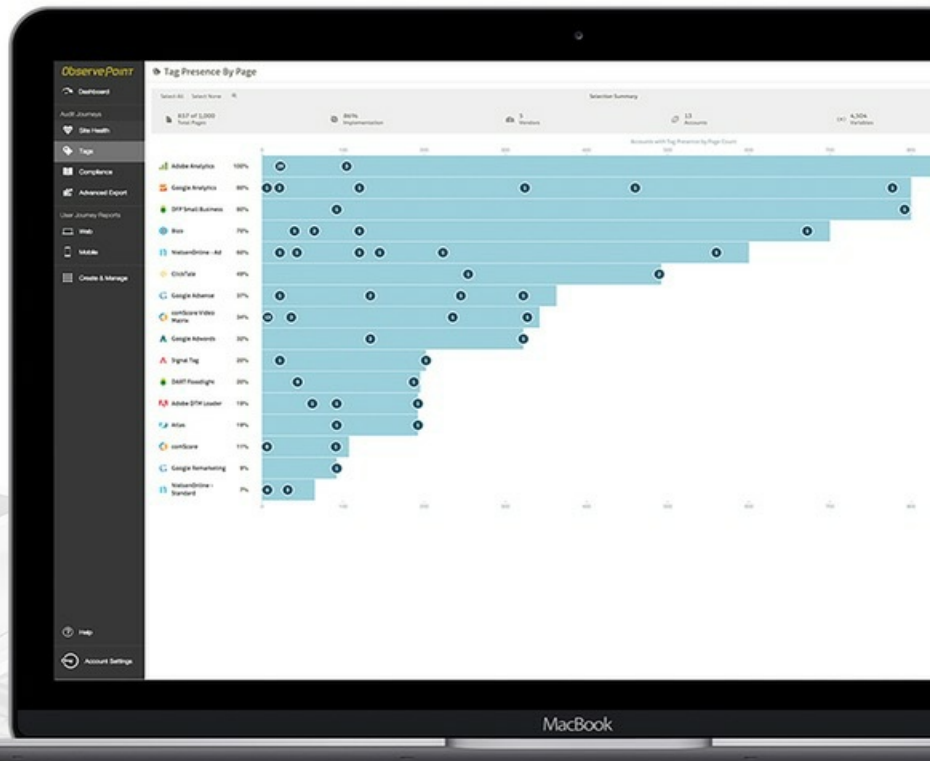


Comprehensive



WebAssurance™

Validate and monitor your web tags, data elements and marketing data.





AppAssurance™

Validate and monitor your web tags, data elements and marketing data.





ObservePoint **automatically validates** your marketing
and analytics tags

Why This Matters

Trust your data

Be more efficient

Maximize your investments

Create a better user experience

A woman wearing a dark beanie and a dark jacket is looking down at a smartphone in her hands. She is standing in a crowded street with other people blurred in the background. The entire image is covered with a semi-transparent yellow overlay.

Observe Point

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