

If you want to treat data as an **asset**, you have to prove the data can be **trusted**.

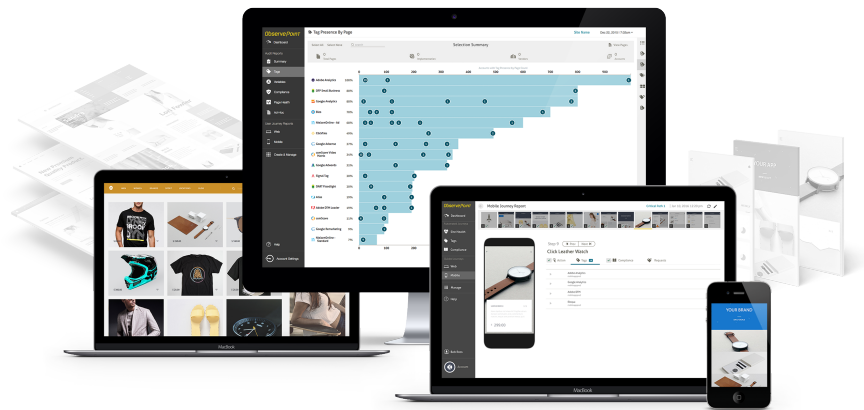
Customers spend more time on your web and mobile properties than ever before. Yet, most organizations cannot accurately track customer behavior or completely trust the digital analytics data they collect.

Inaccurate, missing or corrupted data creates blind spots in your marketing campaigns, customer experiences and tactical business strategies—resulting in missed opportunities and causing:

- *Costly resource inefficiency*
- *Decreased customer satisfaction and loyalty*
- *Misplaced marketing spend*
- *Poor business decisions*
- *Loss of revenue*

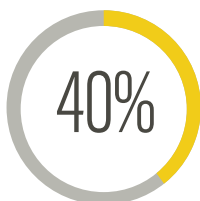
## The Data Quality Assurance Solution

ObservePoint empowers data-informed companies to trust their data and better serve their customers by applying best practices in automated tag auditing and data governance.



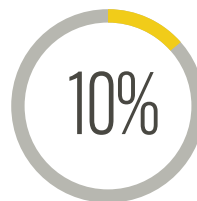
## Analytics Best Practices Checklist

- ✓ *Automate vendor discovery across all web and mobile analytics*
- ✓ *Continually validate critical customer journeys and actions*
- ✓ *Perform comprehensive vendor and business compliance audits*
- ✓ *Confirm playback and heartbeat tag reports on video technologies*
- ✓ *Monitor tag analytics in real time*



Nearly one third of data quality professionals spend 40% of their time vetting and validating data before using it for strategic decision-making.

Build Trusted Data With Data Quality, Forrester Research, February 2015

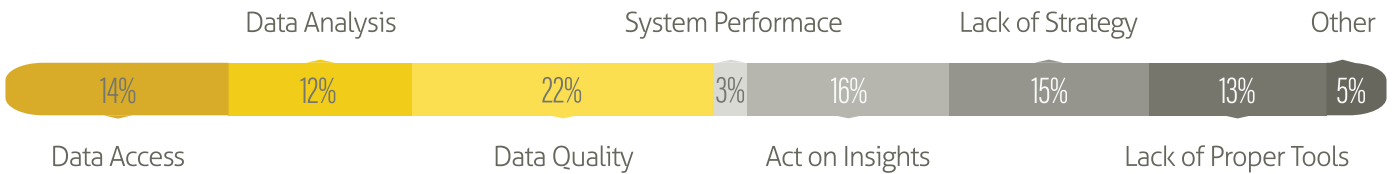


Data management best practices emphasize monitoring and measurement programs, but only 10% of organizations have such programs.

Build Trusted Data With Data Quality, Forrester Research, February 2015

# Biggest Challenges to Leveraging Data

Marketing Trends Survey, StrongView



## Ready to trust your analytics data?

What if you could find data reporting errors or leaks before they occur or impact revenue?

What if you could validate the data collected from your analytics, marketing tags, tag management systems and other data collection technologies?

What if you could do it all automatically?

*With ObservePoint you can.*

### WebAssurance™

Audit your web properties automatically for inaccurate data collection caused by data leakage, inflation and corruption.

### AppAssurance™

Test and validate mobile app analytics integrations to ensure accurate data collection critical to your mobile success.

### VideoAssurance™

Monitor video analytics implementations to validate decision-driving data and show ROI for your video technologies.

### Professional Services

Provide your team with the professional technical support, tools and knowledge necessary for data quality success.

