Govern your analytics data with **efficiency, confidence** and **accuracy.**

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*
- *And more...*

The Data Quality Assurance™ Solution

ObservePoint empowers data-driven companies to trust their data and better serve their customers by applying best practices in automated tag auditing and data governance.
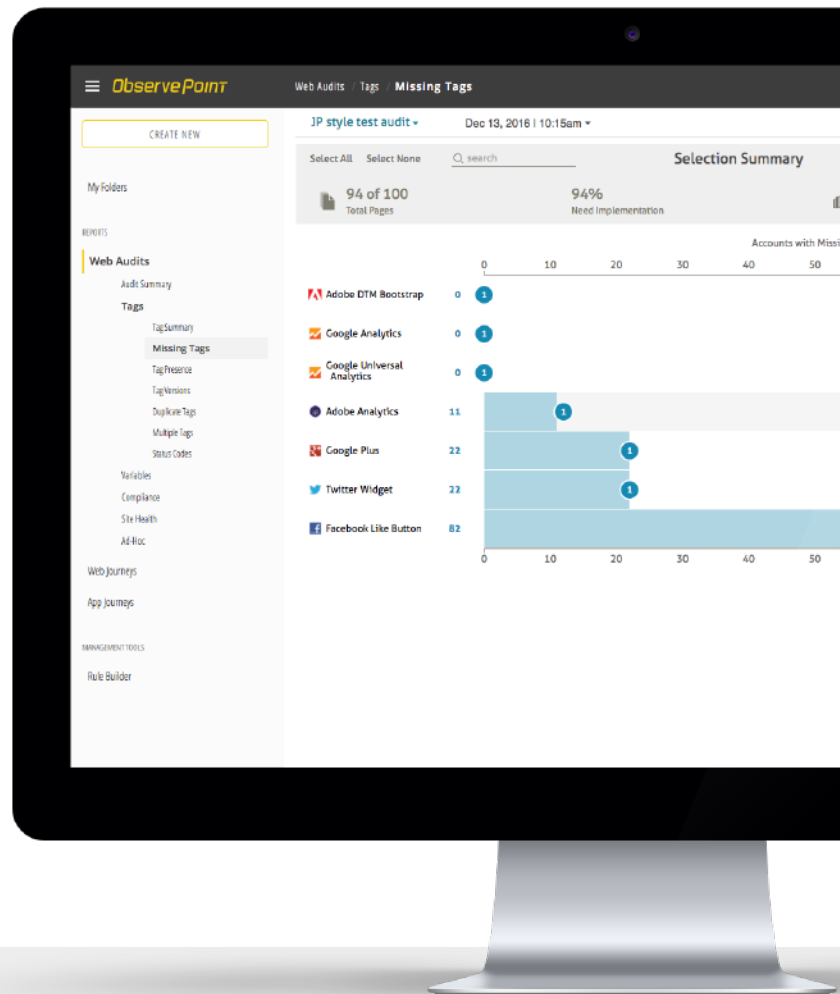
What Our Customers Are Saying

"This is the most important data any digital marketer can have. Digital marketers often worry that their vendor tag integrations are implemented incorrectly and today ObservePoint provides the proof, and provides direction to engineers to have this resolved immediately at any scale."

Brion Hickey, Viator

"We're smart people, but we're not perfect, and things aren't always caught in manual QA. You need to have some sort of governance plan to catch them before, during and after the fact—preferably automatically. ObservePoint helps find-high priority problems within your data automatically."

Daryl Acumen, Adobe

"The report we get from ObservePoint is a more useful and accurate reflection of our implementation than our original documentation—making sure that the data collected on each page on our site matches our business requirements."

Tim Munsell, DaveRamsey.com

WebAssurance™

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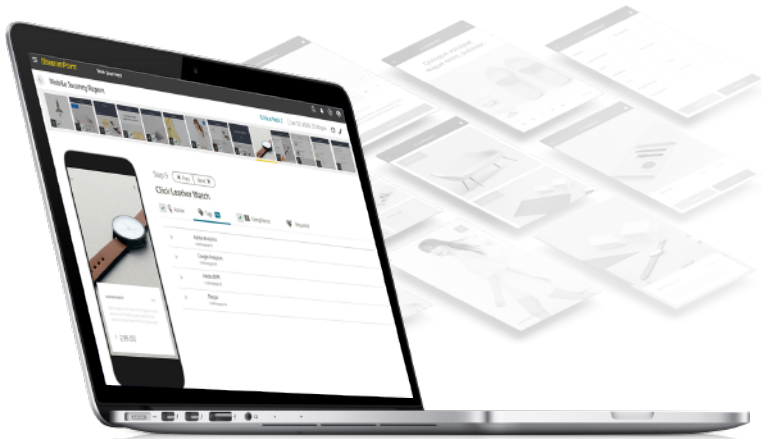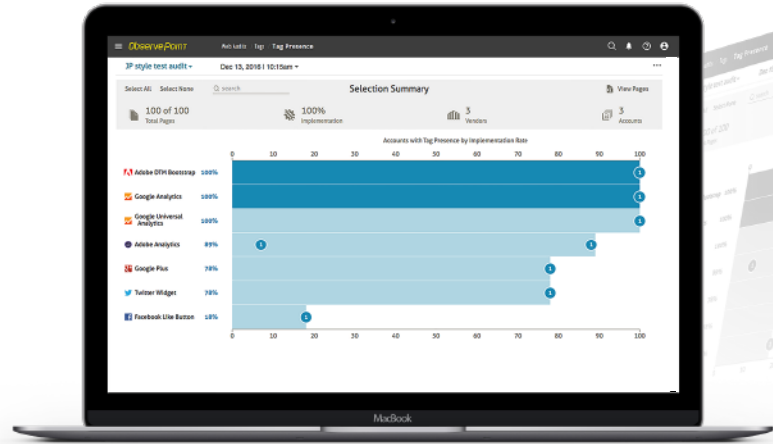
AppAssurance™

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.

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