

The ROI of ObservePoint

A Forrester Total Economic Impact™ Study

FORRESTER®

432% Return on Your Data Governance Investment

Forrester Consulting conducted a TEI study that examined the benefits, costs, flexibility, and risk factors that affect the ROI enterprises may realize with ObservePoint's data governance solution and reported a potential **432% ROI**.

Forrester created a large-scale composite organization for their financial analysis: a \$30 B, financial services firm with robust web and app properties and 30 M unique visitors per year. Their contract included all products and services, vast digital properties to be serviced, and user accounts for a global team. Forrester used this to calculate benefits of \$3.5 M over three years versus all-inclusive costs of \$665,000, adding up to a net present value of \$2.9 M and an ROI of 432%. The average ObservePoint contract varies greatly depending on needs and scope. For this report, Forrester presents a maximal contract to allow room for customization.



ROI 432%



Net Present Value \$2.9 Million



Benefits Present Value \$3.5 Million

Key Customer Results

Previous Challenges

- Increasing unsupervised tagging across teams, without knowing how it's impacting data collection and user experience
- Uneven confidence in the data driving decisions
- User experience issues resulting from rogue, duplicate, missing, or broken tags

Results with ObservePoint

- A complete inventory of data collection tech
- Ongoing validation of data collection
- Improved perception of the data collection and analysis functions
- A more data-driven organization

Quantified Benefits Reported

1. Improved Personalization and Customer Experience delivered \$1.1 M in incremental profit.

The Forrester TEI reports that, using ObservePoint, data-driven organizations quickly identify and correct customer tracking errors to ensure uninterrupted insights about how customers interact with their site. With more complete data, they develop better marketing strategies and increase conversion rates. Through increasingly better personalization, the composite customer results show **conversion rates grow 5% in year 1, 6% in year 2, and 7% in year 3, with 20% of this growth directly attributable to ObservePoint.**

20%

Growth Impact on Conversion Rate Increase

Quantified Benefits Reported (Continued)

75%

**Eliminate 75%
Path to Purchase
Disruptions**

2. Streamlined Path to Purchase Flow contributed another \$1.1 M.

Increasingly complex MarTech and frequent tagging errors interfere with path to purchase flow. The study shows that organizations who continuously use ObservePoint to address these issues ensure data collection tools do not slow page loads, that handoffs between sites and third-party payment platforms execute smoothly, and links to key pages are not broken or misdirecting visitors. The study shows at least a 2% level of path to purchase disruptions and **eliminates 75% of those disruptions with ObservePoint.**

3. Improved Productivity provided cost savings of \$839,635.

All customers interviewed agree ObservePoint saves them significant time and work, with the composite result showing approximately **25% of productivity savings** from manual testing. One interviewee estimates using **ObservePoint saves 3 to 4 days out of each 14-day sprint over manual testing.** By automating QA testing with ObservePoint, data-centric teams spend less time cleansing data and more time deriving insights from it.

25%

**Productivity
Savings**

75%

**Recapture 75%
Wasted Ad Spend**

4. Reduced Ineffective Advertising Spend valued at \$503,588.

Many organizations spend significant marketing budget on digital advertising, but if visitors click an ad and are misdirected or the tags do not collect their activity, that budget is wasted. ObservePoint validates customer journeys are not interrupted by broken links and tags are working, ensuring enterprises get the full value of ad spend. While the study estimates broken experiences on 2% of ads, **ObservePoint recaptures 75% of that wasted ad spend** by identifying the issues and alerting the appropriate teams immediately.

Unquantified Benefits Reported

Increased confidence in data-driven decision-making

- Teams have confidence that the data guiding their analyses and decisions is complete and accurate
- Analysts are able to draw conclusions and make recommendations without caveats
- More reliable data leads to more—and more effective—data-driven decisions

Greater consistency in collecting, governing, and analyzing data

- Data checks with ObservePoint create more of a data governance culture
- Councils set data collection policies to review/improve tag performance
- Understanding and appreciation for collecting the right data
- Attention to data quality leads to more data usage investments

Improved privacy compliance resulting from control of rogue tags

- ObservePoint allows customers to see unapproved tags that are collecting and sharing data
- Interviewees find and remove unapproved piggybacking tags to protect customer data