

**Using ObservePoint’s Web Tag Auditing, Organizations Can Trust their Digital Marketing Analysis**

**Technology  
Analytics**

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**Rob Seolas  
CEO**

**BIO:**

Robert Seolas is an online marketing veteran. With over 15 years experience in the industry, he has founded and sold several online marketing firms. Robert has firsthand knowledge of the bottom-line impact analytics has on the modern business.

Robert and his business partner, John Pestana (cofounder of Omniture) started ObservePoint with the mission of improving the accuracy and completeness of data that companies get from their various analytical systems. As the CEO of ObservePoint, Robert is frequently found speaking at trade shows, symposiums, and workshops

as an advocate for data quality improvement systems in the web analytics industry.

Robert is a graduate of Brigham Young University, and he is active in several charitable organizations, most prominently as a director of the Utah Hemophilia Foundation. He resides with his wife and five children in Alpine, Utah.

**About ObservePoint:**

Based in Orem, Utah, ObservePoint is the leader in web tag auditing – a critical element of digital marketing. Much like financial reports, digital analytics must be regularly audited to ensure fitness for use in executive decision-making. ObservePoint resolves significant flaws in existing digital analytics technology using a patented method of simulating network traffic with unparalleled intelligence, speed and scale. ObservePoint ensures that organizations can trust their digital marketing analysis.

**Interview conducted by:  
Lynn Fosse, Senior Editor  
CEOCFO Magazine**

**CEOCFO:** Mr. Seolas, would you tell us your vision when you founded ObservePoint?

**Mr. Seolas:** The original vision started with myself and my cofounder John Pestana to help companies with digital analytics quality. Tagging is the technology that powers digital marketing, and it is a fragile technology; and we wanted to help companies be able to use it in digital analytics better. We started with an idea of designing a product that would companies with tagging. A few years later, we have now become the industry leader in tag

auditing. We have been able to grow over 200% year after year. We have been able to land some very big customers: for example, Johnson & Johnson, Turner, Harley-Davidson and the like. Those have been key early wins for us. We are excited about where we have come from—from an entrepreneurial start-up idea while sitting down over lunch, to the leader in our space.

**CEOCFO:** What is tag auditing?

**Mr. Seolas:** Tag auditing is a procedure in which an automated solution will perform a complete inspection of a website, focusing on digital analytic tags such as Google Analytics, Adobe Analytics and IBM Analytics. It ensures that they are installed properly, working properly and providing the right data back to the customer.

**CEOCFO:** What is the frequency of tags being incorrect?

**Mr. Seolas:** The frequency before an audit of being incorrect is over 90% of the time, there is some type of data inconsistency with these tags. Websites can be quite large and tagging becomes complex. We see almost universally, problems from large, complex websites and small, simple websites.

**CEOCFO:** Are there many companies in ObservePoint’s space?

**Mr. Seolas:** There are not many so far. There have been a couple of vendor oriented tools, a startup out of Canada and one overseas in Europe. Here in the U.S., we have thankfully become the leader as well as trying to drive forward so that it is difficult to catch up with us.

**CEOCFO:** Do most companies understand that they need ObservePoint?

**Mr. Seolas:** That is a great question. It depends on what level you are talking about inside the company. Does the CMO know that the digital analytics numbers that they get reports on can have some general issues? They have a small understanding that the data can at times have problems. If you are talking to a web analyst or a digital director at companies, the knowledge is quite high.

**CEOCFO:** Who does ObservePoint target with marketing?

**Mr. Seolas:** We have started with the web analysts. They are most aware of the problem and in most organizations, they are responsible for the solution to fix it. Our marketing process is largely educational. We are trying to educate the web analysts that we exist, and we have the solution to help them. That is who we targeted first and we have been very well-received so far.

**CEOCFO:** How does ObservePoint generally educate?

**Mr. Seolas:** There are a series of trade shows as well as educational meet-ups and forums with web analysts. We sponsor them and speak at them. We have tried to maintain ourselves as the thought leader in the space, speaking to a high-level need for data quality in analytics.

**CEOCFO:** Would you give us an example of how you work with and change a company?

**Mr. Seolas:** We have quite a few success stories. One of our first beta customers started with a website that was completely devoid of any level of trust in the digital analytics that reported inside the organization—everyone knew that the analytics members were inconsistent and at times misleading. With us, they started the process of performing audits, diagnosing and discovering the problems as well as providing a remedy. After 3 years, their analytics reports reached up to the CMO level and beyond, and

are stamped as being audited by ObservePoint, a third-party. The days of questions about their data are gone. They rolled this out across the organization, not just the primary site. ObservePoint now used on their global site and has now become a global solution to analytics data quality for them. It was a multiple year process because sometimes big organizations are slow to take off on new technologies to understand how they affect their business and completely roll them out across the organization. We are proud of that story. These last 6 months, a major retailer has had problems with their data consistency and had particular problems with the ability to maintain tags on critical pages. We have been able to provide a solution for them that in just 6 months has completely reversed the belief that their numbers were inher-

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ently wrong and at any moment something is going to go wrong. They now know their numbers are highly accurate and if they were to encounter a problem it would be quickly identified and remedied.

**CEOCFO:** Are ObservePoint’s solutions customized or out of the box?

**Mr. Seolas:** Most of our solutions are out of the box. We offer a small business account purchasable online and an audit that is run online in a completely self-serve manner as a SaaS product. That is the most basic way that our customers are able to reach us and we can help them. Our large scale global and enterprise solutions are still primarily out of the box, but tailored with customization around the initial audit set-up in order to audit the correct data set. In general, most of our customers are on an “audit and

forget” mode that has been set. When ObservePoint says there is a problem that is when they pay attention. Otherwise, they do not have to worry about it as much.

**CEOCFO:** Are there any areas in the software that ObservePoint would like to cover?

**Mr. Seolas:** One of the two areas that we are seeing rapid growth in is mobile auditing. We would like to enhance our solution around mobile auditing as the web continues to be a mobile web and less a desktop web. Second is around mobile applications—they are particularly tricky to ensure data quality and the analytics solutions inside those apps and being able to verify and measure them against their other data sets, such as their desktop and mobile websites. It is very valuable. Those are the two areas with immediate ways to grow our business.

**CEOCFO:** What is ObservePoint’s revenue model?

**Mr. Seolas:** We are a SaaS based company. We have licenses that are one-time audits as well as full, enterprise level, multi-year contracts.

**CEOCFO:** Why is giving back important to ObservePoint and where is the focus?

**Mr. Seolas:** Giving back is particularly personal to me. I have a child who was born with severe hemophilia. I have been involved in the Hemophilia Foundation’s primary fundraiser and other events since he was born. Part of what has been a very rewarding experience for me by giving back, particularly that foundation, has really transcended throughout the entire company. It is not only this foundation that we all give time to; there are multiple causes that are important to us. It goes towards the way that we want our employees to interact with fellow employees, with customers and with vendors that we work with. If there is a way to help and it fits for them personally and us as a company we are all for it.

**CEOCFO:** Why should the business and investment communities pay attention to ObservePoint?

**Mr. Seolas:** Data quality is a concealed problem to most outside of web marketing and analytics. If you are an investor in a company or look at a company that reports their web marketing data, you rely on that data to be accurate. In most cases, you believe that it is. Our business has been able to show that that data is not always accurate. If you are outside of the web analytics space but in the investment space in particular, you want to make sure that the information you are reading is audited and correct. If you are looking at their financials, you have a high level of

confidence that it is there because it is audited information. Most people think that web analytics data and web traffic is inherently accurate and our business has shown that that is not necessarily the case. We are here to help investors see publically available web data and be assured that it is correct and properly represents what is really happening with the company and their websites. There is a growing understanding within web marketing—that it is a rapidly changing marketplace and a rapidly changing community. These under 25 visitors to a website look, interact and understand their experience completely different from someone who is over 50. It is important to make sure that you un-

derstand what those differences are and they are not blended together. That can only happen through a well-implemented, well-designed website and every tool that you can bring to bear to ensure that the data and the decisions that you make are based on the truth because what is really happening is incredibly important to the organizations. Otherwise, you may end up making a bad decision on doubtful or incorrect data. It is critical for businesses to make sure that this is one place in which they are getting an accurate representation of what their customers and clients think when they visit.

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