

IN DATA WE (DON'T) TRUST



**ENSURE YOUR DIGITAL
DATA QUALITY**



seenaptic

TAG QUALITY MANAGEMENT - DATA GOVERNANCE

WITHOUT CONTROL DATA IS NOTHING!

seenaptic monitors the quality of Tag Management and Data Analytics

> BOOST TEAM PERFORMANCE

Test and validate your tagging plan in one click. **Free up time for your team** to focus on more important tasks.

> A POWERFUL TOOL FOR DATA QUALITY GOVERNANCE

Take a more impactful approach to data quality. **Get your business and technical teams** on board with a comprehensive tool for the entire organisation.

> BETTER BUSINESS DECISIONS

The absence of data or, even worse, low-quality data is a real issue: generate reliable data and **make informed business decisions that result in a higher ROI.**

> GDPR COMPLIANCY IS NOT A CHOICE

European law now requires that tags and user data are managed in the most secure way possible. **Make sure you're on the up and up and save yourself a fine of up to 4% of your turnover.**

Check **100%**
of your tagging plan **in 1 click**



A management tool for tagging plans

Forget outdated legacy tools and **invest in a leading edge solution for tagging plans.**



Automated tests for data layers and analytics and marketing tags

Save time, efficiency and **reliability in the long run.**



Contextual quality KPI tracking

Quality Scores are computed for every type of page, making analysis **more accurate and relevant.**



Alert Engine

In the event of anomalies or failed checks, smart alerts are triggered to provide **a simple explanation** of what occurred.



GDPR Compliancy

Tag mapping

Get a clear and **accurate overview** of all the tags on your website. Thanks to the tag hierarchy map, you can easily spot unsolicited third-party tags.

Sensitive data detection

Get alerted when personal data has been leaked to third parties.

User consent validation

seenaptic makes sure tags are not triggered if user consent has not been **fully or partially given.**

They trust us

“ *seenaptic has enabled us to keep our energy focused on data analysis and action plans instead of losing time trying to make sense of erroneous data and fixing mistakes related to the tagging plan.* ”

Lolita Saint Maxent - Marketing Director - **Motoblouz**



For more information:



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