

Automated Tag Validation & Improved Data Quality for the Enterprise

Inspect Existing Tags (Tracking Calls)

#1 TRULIA.COM Global: ☐ Strict: ☐ Ignore Missing: ☐

[tracker]			Adobe Analytics	
<input type="checkbox"/> [report suite]	!	equals	acom	1 existing call
<input type="checkbox"/> pageName	!	contains	home:discovery:buy	OK
<input type="checkbox"/> cc	!	equals	USD	OK
<input type="checkbox"/> ch	!	equals	home*	OK
<input type="checkbox"/> events	!	matches	event115	OK
<input type="checkbox"/> h1	!	contains	home discovery buy	OK
<input type="checkbox"/> l1	!	equals	1	OK
<input type="checkbox"/> l2	!	occurs	test_ab 1274_control;test_ab 1337b;test_a	OK
<input type="checkbox"/> c52	!	begins with	D=v62	OK
<input type="checkbox"/> c54	!	equals	D=v54	OK
<input type="checkbox"/> c58	!	equals	D=v58	OK
<input type="checkbox"/> v58	!	equals	home:discovery:buy	OK
<input type="checkbox"/> c59	!	equals	D=v97	OK
<input type="checkbox"/> c61	!	equals	D=v81	OK
<input type="checkbox"/> c62	!	equals	D=v82	OK
<input type="checkbox"/> c63	!	equals	D=v83	OK
<input type="checkbox"/> c64	!	equals	D=v84	OK
<input type="checkbox"/> c66	!	equals	D=v85	OK
<input type="checkbox"/> c67	!	equals	D=v88	OK
<input type="checkbox"/> v68	!	equals	1274_control;1337b;1341b;1353b;1365b;13	OK

hundreds of vendors + custom tracker support

realtime preview

interact with point and click, design checks quickly

TAG TIMES TAG TREE CANCEL ADD CHECK

Improve Clickstream Data Quality

with automated tag validation across your most complex user journeys

Build Trust in Data-Driven Decisions

by enabling data validation, governance, and accountability at scale

Maximize Your MarTech Investment

by ensuring accurate data is collected across different vendors & properties

TAKE DATA QUALITY TO THE NEXT LEVEL

Develop fully automated tag validation across key user journeys with QA2L's point-and-click, easy-to-learn interface, ensuring reliable data collection and improved data quality:

- Receive timely alerts (via Email, Slack, Teams, and more) when tag or data layer anomalies are detected.
- Validate thousands of pages at scale by creating intelligent, auto-selective scans featuring a variety of pre-written and fully customizable tag rules.
- Ensure user privacy is respected through specialized rules alerting you about PII leaks or unsanctioned tags or cookies (through methods such as "piggy-backing").
- Enhance data trust & accountability by creating documentation automatically.
- Integrate data quality in your CI/CD process through QA2L's API.

1000+

hours saved
per year

100%

tag validation consistency

10x

faster ramp-up
for task creation

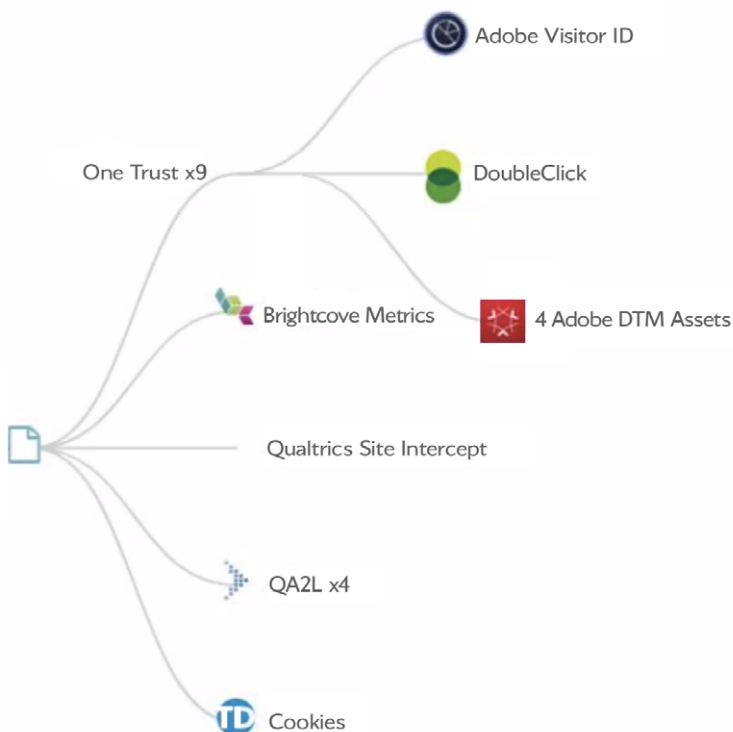


QA2L FOR MOBILE

Accelerate & facilitate the tagging QA of native mobile apps on iOS & Android phones & tablets.

SONAR BY QA2L

Automate the validation of calls-to-action inside marketing emails.



GET STARTED TODAY

Enable tag validation checks in minutes by creating a trial account on QA2L.com

ABOUT QA2L

QA2L's philosophy is that robust tag validation should not require coding skills or site changes, should be highly cost-effective, and stellar at alerting you about the issues you care about. Built by practitioners, all QA2L features aim to make the platform intuitive, noise-free, and straightforward to grasp even for junior resources and non-programmers.