



effective



ANALYTICS • EVENT GOVERNANCE • INTEGRITY SUITE

Your tags are broken. You just *don't know it yet.*

AEGIS checks every day whether your tracking, your cookies and your page structure actually deliver — across every language version, so you can trust your own numbers again.



Three failure modes silently corrupting your *reporting*.

01

Tag regressions after deployments

A dev ships a site update, a GTM trigger breaks — tags stop firing. By the time the reporting looks odd, weeks of ad budget are gone. With AEGIS the failure is in your inbox the next morning, before it costs you.

02

Cookie consent misconfigured

Tags fire before the consent banner is clicked. Consent Mode v2 is active but blocks nothing. For every cookie AEGIS shows you which script set it and whether that happened before consent — you argue with facts, not assumptions.

03

No oversight across many pages and languages

Hundreds of pages in ten languages — manual QA does not scale. AEGIS runs your journeys automatically, checks structure and language consistency across the whole site and reports per language market. You see the state at a glance.

Real browser. *Real events.* Real evidence.

AEGIS runs your journeys in a real Chrome browser and checks what actually happens — not just “Is GA4 loaded?” but “Did the purchase event arrive with the correct parameters?”

STEP 01

Define the runs

Together we decide what gets checked: your journeys, the cookie scenarios, the sections of the site. Each configured check is one run.

STEP 02

Run automatically

Daily on schedule, and on demand before every release. Real browser, real clicks, real form submits with test data.

STEP 03

Validate the network

Checks every outgoing request: GA4, Google Ads, Meta, LinkedIn, Matomo, CRM webhooks. Parameters, order, timing — all verified.

STEP 04

Report & alert

PDF report at the agreed interval, prepared per language market. Immediate alert on regression. Archive of every run.

AEGIS as a *Managed Service*.

You don't buy a tool, you get confidence. We run AEGIS for you, deliver the reports and tell you what each finding means.

RECOMMENDED		
250 EUR / MONTH	500 EUR / MONTH	PRICE ON REQUEST
Standard <i>6 runs, executed daily</i> ✓ Up to 250 URLs per run ✓ Monthly PDF report, one language market ✓ Immediate alert on anomalies ✓ One-off setup 500 EUR	Premium <i>15 runs, executed daily</i> ✓ Up to 2,000 URLs per run + staging ✓ Report weekly or monthly ✓ Three language markets in the report ✓ Prior-month comparison, 3rd-party alerts ✓ One-off setup 1,500 EUR	Custom <i>Scope as required</i> ✓ More domains, higher frequency ✓ Large sites: sampling instead of full crawl ✓ From eight language markets ✓ Own check rules, system integration ✓ SLA by agreement

Four commitments *you notice in daily work.*

100%

YOU SEE EVERYTHING

Every journey, every language version, checked in a real browser — no sampling, no assumptions.

1:1

YOU HAVE THE EVIDENCE

Network log and screenshot per run — reproducible at any time, including towards third parties.

24/7

YOU HEAR IT FIRST

Checked daily, immediate notification on every regression — not at the end of the month.

n+1

YOU GROW WITHOUT OVERHEAD

New pages, new languages, new journeys — through configuration, not through more people.

„*We don't check whether the tag is installed. We check whether it does the right thing.*

AEGIS design principle

All tracking platforms *that keep your campaigns running.*

● Google Analytics 4 Events, parameters, sessions	● Google Ads Conversion tracking, enhanced	● Meta Pixel Standard & custom events	● LinkedIn Insight Lead events, conversions
● Matomo Self-hosted analytics	● Consent Mode v2 Banner logic & triggers	● GTM / sGTM Tag triggers, variables	● CRM-Webhooks HubSpot, Salesforce, Pardot

... and any other pixel, tag, and webhook endpoints you define.

Technical & structured data, *continuously checked for regressions.*

● HTTP status & render 200, 3xx/4xx, server HTML	● Index control noindex & canonical regression	● JSON-LD type present + correct type per page type	● JSON-LD fields declared vs. visible (diff)
● hreflang Reciprocity, codes, self-ref	● Sitemap consistency Sitemap vs. crawl vs. CMS	● Language consistency Language detection per URL	● On-page structure H1, titles/meta, alt coverage

... rule-based and without AI tokens – scheduled daily, weekly, or monthly.

What concretely changes *for your team*.

Without AEGIS

REACTIVE TAG-QA STATUS QUO

- ✗ Data outages are discovered via reporting anomalies — days or weeks too late.
- ✗ GTM debug sessions after every release, manually, page by page.
- ✗ Cookie and tracking behavior is an assumption — not documented.
- ✗ Smart Bidding silently learns on broken conversion data.
- ✗ Multi-site QA only scales by adding people.

With AEGIS

PROACTIVE EVENT GOVERNANCE

- ✓ Regressions surface the next morning — before budget is lost.
- ✓ One run per journey — every page, every language, no extra effort.
- ✓ Cookie and tracking behavior documented per run: network log, timestamp.
- ✓ Tracking data quality is verified — bidding algorithms can trust their source.
- ✓ Scales through configuration, not headcount.

● NEXT STEP

We'll show you *what we find.*

Give us one URL. We show you free of charge which cookies are set there before your visitors have consented — with source and timing. We go through the result together. No commitment.



AEGIS

Request AEGIS scan →