veracify

NOTHING GOES UNNOTICED.

effective

# Something has changed.

# You just *don’t know it yet.*

So you can trust your numbers again: veracify continuously checks whether tracking, data flows and technical setup on your websites actually deliver — across every language version.



# Four risk areas silently putting your *website* at risk.

01

## Tracking

An update breaks a GTM trigger or tags fire before consent. veracify reports it the next morning.

02

## Data Flows

A plugin or widget sends data to a service nobody approved.

03

## Tech Health

A release sets noindex or breaks internal links. veracify reports it with the next run.

04

## Language Coverage

Hundreds of pages in many languages. veracify checks language, hreflang and mandatory pages per market.

METHODOLOGY

# Real browser. *Real events.* Real evidence.

veracify 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

At kick-off we agree on journeys, forms, cookie scenarios (no consent, all accepted, all rejected) and alert recipients — defined once for every country domain. Each configured check is one run.

STEP 02

## Run automatically

Critical paths daily, all four pillars weekly, extra runs on demand before or after a release. Real browser, real clicks.

STEP 03

## Validate the network

Checks every outgoing request: GA4, Ads, Meta, LinkedIn, Matomo, CRM webhooks — and every unknown third party.

STEP 04

## Report & alert

Weekly report per language version, monthly status report. Immediate alert on critical findings and errors.

# We set up and check. *You decide who fixes.*

## effective delivers

SETUP, LICENCE AND REPORTS

- ✓ effective sets up veracify for your website.
- ✓ 12-month licence, all four pillars included.
- ✓ Ongoing checks, immediate alerts and reports.
- ✓ Every finding proven.
- ✓ Re-test after every fix included.

## Your team or your agency

FIXING THE FINDINGS

- ✓ You receive every finding with evidence and assessment.
- ✓ Findings can be passed straight to whoever is responsible.
- ✓ Your team or your web agency fixes the findings.
- ✓ No new responsibilities, no change of agency.
- ✓ effective can support on request, billed by effort.

PRICE

# One price: *49 EUR per language version.*

12-month term, renewed for 12 months unless cancelled 3 months before expiry. Net prices per month, billed annually.

MONITORING

## 49 EUR

### per language version and month

1 version = 1 language version with up to 1,000 URLs, incl. PDFs and linked files. Each further 1,000 URLs or part thereof count as one more version, after prior agreement.

INCLUDED

- ✓ All four pillars, all checks
- ✓ Daily checks of critical paths
- ✓ All four pillars weekly, report per language version
- ✓ Immediate alert on errors
- ✓ Subfolder, subdomain or country domain: same

**Calculation examples:**

- 10 languages × 1,000 URLs = 10 versions = 490 EUR per month
- 6 country domains × 500 URLs = 6 versions = 294 EUR per month
- 9 languages × 2,500 URLs = 27 versions = 1,323 EUR per month

# Setup: *one-off and clearly priced.*

effective sets up and delivers licence and reports. veracify finds and proves, your team or agency implements.

SETUP

## 490 EUR

**per language version, one-off**

Set up journeys, cookie scenarios, baseline and alerts, onboard country domains, first report with assessment.

FIXING ISSUES

## Your team

**or your agency**

Every finding comes with network log and assessment, ready to act on. Re-test after every fix included.

**Calculation example:**

- 10 language versions: one-off setup 4,900 EUR, licence 490 EUR per month
- First year in total: 10,780 EUR (4,900 EUR + 12 × 490 EUR)

WHAT YOU GET

# Four commitments *you notice in daily work.*

**100%**

### YOU SEE EVERYTHING

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

**1:1**

### YOU HAVE THE EVIDENCE

Network log — reproducible at any time, including towards third parties.

**24 h**

### YOU HEAR IT FIRST

Critical paths checked daily, immediate alert on every error — 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 something is installed. We check what it actually does.*
>
> veracify design principle

# Four pillars, one run: *everything veracify checks.*

01

## Tracking

*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.*

02

## Data Flows

*Third parties & data flows, every service documented.*

- **Service inventory**
  all external domains per run
- **Consent state**
  active before or after consent
- **Script inventory**
  third-party scripts per page type
- **Cookies per service**
  set, origin

*… with vendor, timestamp and evidence per run – for privacy and legal teams.*

03

## Tech Health

*Your technical foundation, continuously checked for changes.*

- **HTTP status & render**
  200, 3xx/4xx, server HTML
- **Structured data**
  JSON-LD type, fields vs. visible
- **Index control**
  noindex, canonical, robots.txt
- **Sitemap consistency**
  Sitemap vs. crawl vs. CMS

*… passive, from the outside, no attack testing, no AI tokens – daily, weekly or monthly.*

04

## Language Coverage

*Every language version, complete and in the right language.*

- **Language per URL**
  detected vs. expected language
- **Mixed language**
  foreign-language blocks per page
- **hreflang**
  Reciprocity, codes, self-ref
- **Legal notice**
  in local language
- **Privacy policy**
  in local language
- **Consent banner**
  present, in local language

*… reported per market – one run for all country domains.*

WHO BENEFITS

# There are specialists for every pillar.

*All four from one source: veracify.*

MARKETING

## Campaign data you can trust.

- ✓ Conversions and events checked daily, also after every release
- ✓ Smart Bidding learns on correct data
- ✓ Errors the next morning, not in the monthly report

TRACKING

DATA PROTECTION

## Proof of what happens before consent.

- ✓ Cookies and services documented per run
- ✓ Consent banner and scenarios checked in every language version
- ✓ Network log as reproducible evidence

DATA FLOWS · TRACKING

IT & WEB

## Releases without silent side effects.

- ✓ noindex, redirects and broken links visible with the next run
- ✓ Passive, from the outside, no attack testing
- ✓ Findings passed straight to whoever is responsible

TECH HEALTH

EDITORIAL

## Every language where it belongs.

- ✓ Wrong or mixed language detected per URL
- ✓ hreflang checked across all language versions
- ✓ One run for all country domains

LANGUAGE COVERAGE

LEGAL & COMPLIANCE

## Obligations per market in view.

- ✓ Legal notice and privacy policy in the local language
- ✓ Consent before tracking, proven per run
- ✓ Documentation with timestamp, including towards third parties

LANGUAGE COVERAGE · DATA FLOWS

# What concretely changes *for your team.*

## Without veracify

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, tracking and third-party behavior is an assumption.
- ✕ Smart Bidding silently learns on broken conversion data.
- ✕ Multi-site QA only scales by adding people.

## With veracify

PROACTIVE EVENT GOVERNANCE

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

effective

NEXT STEP

# We’ll show you *what we find.*

Give us a URL. We show you free of charge which cookies and third parties are active before consent and what else veracify finds — discussed together, no commitment.

**Request a veracify scan →**