

Case Study

An Implementation case study from Nabler

Reducing Tag Auditing QA Efforts By 80% And Increasing Accuracy Through Selenium

Introduction

- The client is a prominent home improvement products provider in North America.
- Tag auditing was a time-consuming task for the client due to thousands of web pages that had to be tested in various browsers and their versions.
- Nabler suggested Selenium WebDriver to automate the process and achieve significant reduction in manual efforts and errors.

The Need

The client is a leading home improvement products provider in the United States, Canada, and Mexico with over 1,800 physical stores and a website that offers 500,000+ products. Tag auditing for the website was an intensive everyday activity for the client, for which it entrusted Nabler.

Nabler conducted manual tag auditing for different browsers and their versions. Auditing process involved performing a quality check for multiple pages, which took a huge time to get the task completed. An analyst had to perform the task by going to every URL on different browsers and getting the values that were fired for each page.

The time and effort consumed for each task were very high due to which additional resources had to be involved. Nabler came up with an automation solution to reduce the tag auditing time, efforts, and errors.

The Solution

Tool Selection: Nabler informed the client about the various tag audit automation tools available in the market and did a thorough study of various tools including ObservePoint, WASP (Web Analytics Solution Profiler), and Selenium WebDriver.

About Nabler

Nabler is a solutions-focused digital analytics consulting firm that assists enterprises and media agencies in leveraging the best out of their digital infrastructure by playing a consultative role throughout their digital maturity journey.

Founded in 2004, with offices in Charlotte (USA) and Bangalore, Nabler has consulted some of the top 100 global brands and Fortune 500 firms.

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After extensive study of the different QA automation tools and having worked hands on all the tools, we recommended using Selenium WebDriver for the following reasons:

- It's free of cost and ready-to-use tool.
- It can run multiple URLs/audits as required across different browsers.
- Interactive links can be checked by recording the session and playing it across different browsers.
- 70% of the client's QA efforts can be automated using Selenium.

Implementation and QA automation: Using the documentation for Selenium Automation and WebDriver we automated the process of crawling through multiple URLs and captured the values using an external Web Debugger (Fiddler, HTTP Fox). We were also able to automate scenario-based auditing, e.g., searching specific keywords, filling up a form, etc. The entire audit was able to run for any browser.

Our Approach

- Added Selenium Automation tool integrated with WebDriver. (WebDriver provided us the option to run the audit for different browsers).
- Recorded the audit scenarios using Selenium Automation.
- Linked the Java tool Eclipse to make our recorded session run as a script.
- After editing the script we ran the updated version from Selenium WebDriver for different browsers.
- Tested the automated and manual results and found we have achieved 100% accuracy through the automated process.

The Benefits

- Our time taken for the audit was reduced by 80% and we were getting 100% accurate results as there was the minimal manual effort required.
- We increased the audits performed on a weekly basis and added more dynamics to the analytics and observations.
- We also ran the audit for the entire website and got the result for the tag missing pages. This helped us improve our proactive work for our clients.
- At the end of the automation, stakeholders were delighted to have their results much faster and it provided the flexibility to perform improved work.

“ We are excited that we made a decision to incorporate Selenium to validate tags. This brought a new level of agility and accuracy to our Implementation efforts. With Selenium in place we could validate multiple tags and across different browsers at the same time. In the fast-paced world of digital analytics, Selenium tag audit is a serious game-changer that provides the kind of competitive edge to our needs. Selenium is very effective. Some tasks that were very complex and time-consuming before are now easy.

Thanks Nabler for introducing us to Selenium tag audit.”

-Nabler Client

The Perfect Digital Analytics Partner

Nabler enables marketers take advanced data-driven decisions and boost the effectiveness and success of their digital properties including websites, social media, online platforms, digital devices, web or mobile-based applications, and more.

Combining progressive analytics practices, technology, and domain expertise, our custom solutions help clients connect data and insights with business decisions.

