Case Study with Southwest



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Southwest Airlines: Simplicity in Scaling Web Governance

Overview

5 million+
Pages scanned across Southwest's digital properties

70,000+
Customer journeys tracked (avg. 450 per month)

30+
Active users across privacy, legal, and marketing teams

3–4
Years of partnership with ObservePoint

Southwest Airlines, one of America's most trusted travel brands, has spent the past several years strengthening its approach to web governance, privacy, and analytics oversight. As its digital footprint grew, so did the complexity of managing tags, cookies, and partner technologies. To gain visibility and build confidence in its data ecosystem, Southwest turned to ObservePoint.



ObservePoint

The Challenge

Keeping Pace with a Growing Tag Ecosystem

A few years ago, Southwest's marketing and media teams began noticing an uptick in tags and pixels appearing across their digital properties. Many were placed by approved partners, but others originated through agency piggybacking, raising questions about data sharing and compliance.

At the same time, Southwest's privacy and cyber teams were working to prepare for GDPR and other privacy mandates. Together, these needs sparked a broader effort to formalize website governance and improve coordination between teams.

> "When I started building our governance program with our media agency, I saw a bunch of tags they were approved to place, but I couldn't easily see what was piggybacking with their own partners," explained a Senior Marketing Manager. "We needed visibility."

Key challenges included:

- Limited visibility into tag behavior and partner data sharing
- Preparing for GDPR compliance and cookie opt-out requirements
- Manual, time-consuming troubleshooting across multiple teams
- Disconnected workflows between privacy, legal, and marketing

Southwest first engaged with ObservePoint after learning that its audit capabilities extended far beyond analytics validation. The airline's initial audit covered just 500 pages, yet immediately surfaced valuable insights about unauthorized piggybacking and cookie behavior.

The Solution

Visibility and Control With ObservePoint



"To me, it was immediate," one stakeholder said. "Just clicking around and seeing what's firing, then the spider web of tag initiators branching out from there. I shared it with our agency within the month."

Implementation & Adoption

Getting Started

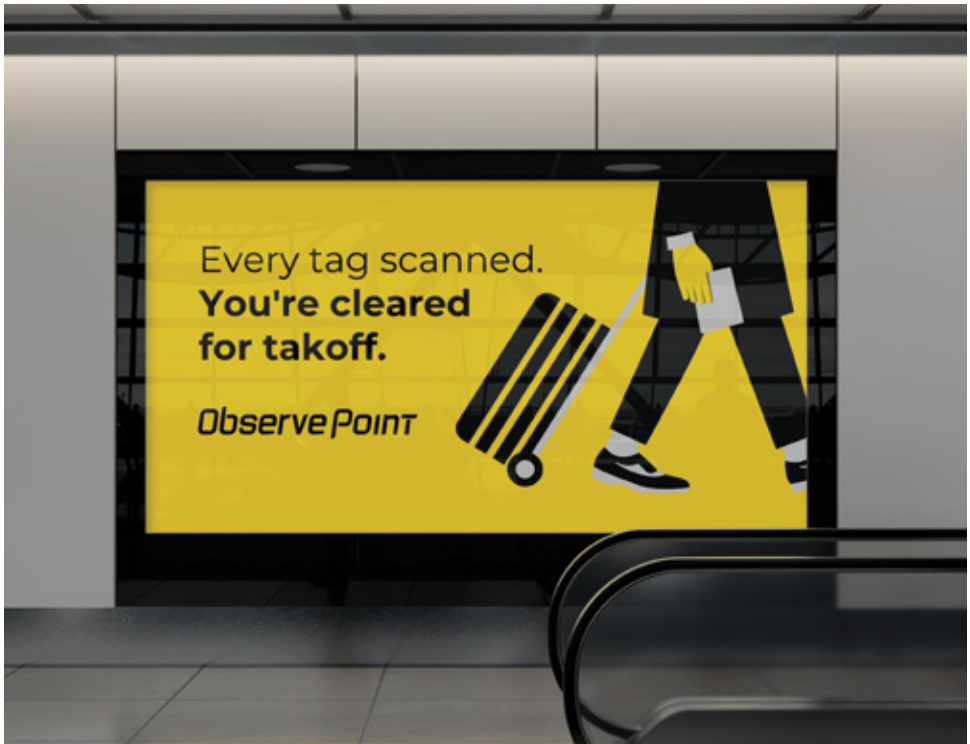
From the start, implementation was straightforward. Southwest used early audits to identify optimization opportunities and compliance risks, quickly realizing the time-saving potential of automated validation. Over time, the company expanded its scans to millions of pages, establishing ObservePoint as the central platform for digital governance.

Usage Today

ObservePoint is now used across analytics, privacy, and cybersecurity teams, with roughly **8–9 key users** and **30+ total users** across departments.

The airline leverages the platform to:

- Run recurring **Audits** to maintain tag and cookie accuracy
- **Validate** tag management systems such as Adobe Launch
- **Integrate** with OneTrust for automated cookie classification and monitoring



Speed and efficiency:

"Something that used to take months, or even quarters, now takes me maybe a week," the Senior Marketing Manager said.

Outcomes

Time Savings, Simplicity, and Cross-Team Alignment

Simplified troubleshooting:

ObservePoint cuts through the clutter, allowing users to pinpoint where an issue lives, who owns it, and what needs fixing, reducing the need for multiple people to chase the same problem.

Scalable oversight

With ObservePoint's automated monitoring, the airline can support more tags than ever (now 14-15 per page) while staying confident in accuracy, compliance, and day-to-day control.

Reflections

A Culture of Accountability and Collaboration

For Southwest, ObservePoint isn't just a tool; it's part of a collaborative ecosystem that connects peers across industries and functions.

"Having a dedicated support manager is game-changing. If we can't find an answer, there's always another company that's gone through the same thing. It really is a network that ObservePoint provides."

The platform has also deepened cross-functional trust between privacy, legal, and marketing teams, creating shared accountability for data governance.

"I'm like the watchdog for the legal team," said one stakeholder. "Every site has things going on under the hood, like data being shared across sites. You can pretend they aren't there, or you can find them quickly and fix them. ObservePoint gives us that clarity."

If you'd like to see how ObservePoint could help your company,

Sign up for a Free Trial