

DataTrue

A tag testing and monitoring platform that checks what the tags on live websites and apps actually do, in every consent state, and tells teams what's wrong, where it is and how to fix it.

What DataTrue does

Websites and apps run dozens of tags: analytics, advertising, conversion and session tools. Each one sends visitor data somewhere. DataTrue tests what those tags actually do on the live site, continuously, so the teams responsible for them can trust the data they collect and know that visitors' privacy choices are respected.

DataTrue's team sets up the testing and keeps it running, so customers don't have to learn another tool.

- **Live site and app monitoring.** Continuous testing of production websites and native mobile apps, with alerts when something breaks.
- **Full-site coverage.** Scans that show which tags are present on every page and how they behave.
- **Journey simulation.** Step-by-step tests of key journeys like checkout and signup, checking what each tag sends at each step.
- **Consent and privacy testing.** Every test runs in each consent state, including Global Privacy Control, to catch tracking that continues after a visitor opts out and personal data sent to the wrong place.
- **Data quality.** Confirms that analytics, advertising and conversion tags fire correctly, with no gaps and no double counting.
- **Pre-publish testing.** On top of live testing, checks tag manager changes before they go live.

Who uses DataTrue

Privacy, legal, marketing and analytics teams at national retail, healthcare and consumer brands, and the agencies that support them.

FOUNDED

2010

Started as part of Lens10, a digital strategy and analytics consultancy. Independent company since 2015.

HEADQUARTERS

Sydney, Australia

REGIONAL HEADQUARTERS

Philadelphia, United States

Vancouver, Canada

LEADERSHIP

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About DataTrue. DataTrue is a tag testing and monitoring platform for websites and mobile apps. It continuously tests live sites in real browser sessions, across the whole site and through key journeys like checkout and signup, in every consent state. DataTrue confirms that the tags a business depends on are firing correctly, from analytics to advertising and conversion tags, with no gaps and no double counting. It also catches tags that should not run, such as tracking that continues after a visitor opts out or personal data sent to the wrong place. Marketing, analytics, privacy and legal teams use DataTrue to trust the data they collect and to know what their sites actually do.