

The “Why Your Marketing Data Doesn’t Match” Checklist

When two reports don’t match, it’s rarely because something is broken.

More often, it’s because the data is being defined, grouped, or retrieved differently.

This checklist walks through the most common causes in the order you should check them.

Start at the top and work your way down. In most cases, you’ll find the issue before you reach the end.

1

Manual checks

If spreadsheets are involved, assume this is the issue until proven otherwise.

- ✓ Are formulas correct and referencing the right data?
- ✓ Are filters applied consistently?
- ✓ Are date formats aligned?
- ✓ Are any rows duplicated or missing?

2

Date ranges and time definitions

The most common cause is simply that you’re not looking at the same time period.

- ✓ Are you using the exact same date range?
- ✓ Last 30 days vs calendar month?
- ✓ Are timezones aligned?
- ✓ Are start and end dates treated the same way?

3

Authorizations and access

Check what data you can access, you may not be looking at the same data.

- ✓ Are you looking at the same accounts or properties?
- ✓ Do you have full access to all required data?
- ✓ Is your API connection authorised for all accounts?

4

Currency conversions

Even if you have the right currency, they may be converted differently.

- ✓ Are you using the same reporting currency?
- ✓ Are exchange rates applied in the same way?
- ✓ Is conversion happening at the same stage?

5

Granularity and breakdowns

The same data grouped differently will produce different totals.

- ✓ Are you comparing the same level (campaign, ad, post)?
- ✓ Are the same breakdowns applied (device, geo, etc.)?
- ✓ Are you aggregating data in the same way?

6

Metrics that cannot be aggregated

Some metrics should not be summed or averaged.

- ✓ Are you summing reach or unique users?
- ✓ Are you averaging CTR, CPC, or conversion rate?
- ✓ Are you comparing calculated metrics instead of raw data?

7

How the data is retrieved

You may not be comparing the same dataset.

- ✓ Are you comparing UI, export, and API data?
- ✓ Are there row limits, sampling, or thresholds?
- ✓ Are both reports using the same reporting layer?

8

Data freshness and updates

Marketing data can change after the fact.

- ✓ Are both systems refreshing data on the same schedule?
- ✓ Are they overwriting the same time window?
- ✓ Are attribution windows aligned?