

Hi John Doe,

I have investigated the discrepancy in purchase conversions between the dashboard and the API data.

**My recommendation is based on the findings: Adjust the API query to include both onsite and offsite purchase actions from the column "Result Indicator".**

Main Findings:

- The dashboard reports **239 purchases**, while the API only returns **231**.
- The API currently **only includes** conversions where the column "*Result Indicator*" is "**actions: onsite\_web\_purchase**".
- Purchases labeled as "**offsite\_conversion.fb\_pixel\_purchase**" are being excluded from the API response.

How did I arrive at this?

- I summed **all conversions** from *Meta\_Conversions\_Web* and *Meta\_Conversions\_Web & Shop*, confirming **239 purchases** without filters.
- Applying the API's filtering criteria (*onsite\_web\_purchase only*) resulted in **231 purchases**, matching the reported API count.
- This confirms that the missing 8 purchases come from **offsite\_conversion.fb\_pixel\_purchase**, which is not being considered in the API request.

Next Steps:

- Modify the API query to fetch both **onsite\_web\_purchase** and **offsite\_conversion.fb\_pixel\_purchase**.
- Verify that all expected purchase types are included in the API response.
- Ensure consistency between dashboard attribution settings and API filters.

This update should align the API data with the dashboard and resolve the discrepancy. Let me know if you need any further assistance!

Thanks,  
Jose Miguel López Moreno