I recently activated a Land Rover Campaign, tactic ID 343664. We're seeing delivery in our system but TripleLift numbers are roughly 4.45% higher compared to third party numbers. The pixel they are using is http://ec2-50-16-41-235.compute-1.amazonaws.com:8002/support.php.

They gave me log level data for us to explore. Any chance you can take a look? Let me know if you need additional information.

-Thomas

Hey Thomas,

I took a look at the data from the Land Rover Campaign, tactic 343664. I think I found out why we’re seeing 4.45% higher delivery than third party numbers.

It looks like we’re delivering our tactic to politicalwire.com, but politicalwire.com is not showing up in the third-party numbers. My suspicion is the third party is blocking politicalwire.com.

My recommendation would be to talk to the third party and find out if they’re blocking [www.politicalwire.com](http://www.politicalwire.com) and have them try unbocking it. Possibly the website is caught in one of their filters.

I plugged [www.politicalwire.com](http://www.politicalwire.com) with ?tripleliftTest=true&tl\_tactic\_id=343664 appeneded to [www.loadbalance.com](http://www.loadbalance.com). LoadBallance hit the url a bunch of times and every time it came back with a response. I also loaded the site into my browser and inspected it to see if the HTTP response would come back successful and it did. I attached screenshots of both methods.

My first clue was in the logs you supplied. The TL data log has 9918 entries for tactic 343664. The client log has 9476. 9476 is 4.45% less than 9918. So, that told me there we’d likely find the missing entries by comparing the two logs. You can see how I did it by looking at the Analysis sheet I added to the spreadsheet you provided. I did a VLookUp between the TL Log DataSheet, tl\_domain\_mapping, tl\_os\_mapping, and tl\_browser\_mapping sheets to produce a list of domains, browsers, and their corresponding OSes on the Analyasis sheet. I also copied over the third-party data to make the comparison easier. Then I combined and compared the two lists and found [www.politicalwire.com](http://www.politicalwire.com) was in the TL log, but not the third-party log.

Feel free to give me a call or shoot me an e-mail if you need a deeper explanation for the client.