xandr

Invest DSP

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Report Discrepancies

Comparing reports can be complex. If you find report numbers that don't match up, we recommend doing some exploration and analysis to verify you have a legitimate discrepancy and prepare the required information before filing a case.

For detailed information about the exploration and filing process, see:

- What to Check if You Suspect a Discrepancy

- Prepare to Request a Report Discrepancy Investigation

- Requirements for Filing a Support Case for Report Discrepancies

What to Check if You Suspect a Discrepancy

Report discrepancies have a number of common causes. Before you begin a fuller investigation, consider common potential causes like time frames, time zone differences, measurement units, macro configuration errors, and differences in how ad servers count impressions.

Before you file a case, consider the following situations that can create an apparent discrepancy, but are actually the expected result of either a misconfiguration, or of unlike things being compared.

Table 1.

Potential Cause	Explanation/Resolution
The time zone for the two reports is different. **NOTE:** Be careful: Daylight Savings can cause confusion about time zones.	The advertiser report was pulled in EST, but the network pulled theirs in GMT. This isn't a true discrepancy.

Potential Cause	Explanation/Resolution
The reports don't use the same time frame.	Example: one report is weekly: the other is monthly. This isn't a true discrepancy.
Tracking pixels are not in the correct format	Example: a pixel pasted into a browser shows up as an image, but in the Xandr UI it is marked as an HTML URL.
The third-party impression tracker counts impressions differently than Xandr does.	Xandr counts an impression when the creative begins to render, but the third-party report counts impressions using an imp tracker placed at the bottom of the placement or page. If the creative doesn't load completely, or the user navigates away before it's fully loaded, the third-party report will show fewer impressions.
The ${CACHEBUSTER} macro isn't implemented or is implemented incorrectly, so ads are being cached and retrieved from the local cache on viewing.	Because cached ad impressions aren't tracked, Xandr-reported impressions in this case are significantly higher than impressions recorded in the advertiser's system. You can resolve this problem by ensuring that the ${CACHE BUSTER} macro is added to all third-party creatives. This ensures that ads are always pulled from an ad server, rather than the user's browser cache. For examples of properly inserted macros for various tag providers, see Click Tracking. If your tag provider is not listed, please reach out to them for assistance.
Conversion numbers don't match due to conversion pixel configuration.	Any modification can affect pixel functionality. Double check your pixel implementation, and only use tag managers that do not alter the original pixel code, such as Google Tag Manager.
Page drop-offs or slow load times on specific publishers or placements.	Page drop-offs occur when: • a viewer leaves a page before a creative being loaded • something prevents the creative from loading completely (such as a loss of network connection or a crashed browser). Discrepancies caused by these problems typically occur when a creative is loaded into a placement at the bottom of a page: in other words, at the end of the normal chain of page load events. When pages load slowly, users are more

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Potential Cause	Explanation/Resolution
	likely to navigate away before the ad tag loads. Mobile campaigns have a higher likelihood of page drop-off, especially when served over a carrier connection over a wifi connection.
"Unknown" domains.	Not all publishers expose their domains in reports. If you see lots of "Unknown" impressions in a Site Domain Report, you can run an Advertiser Analytics Report grouped by seller, publisher, and placement, and compare Xandr and third-party reports by publisher and placement.
Click numbers don't match due to the ${CLICK_URL} implementation.	Double-check your ${CLICK_URL} macro. It's also very important to insert click macros to both <script> and <noscript> parts in third-party ad server tags. For more information, see Click Tracking

Prepare to Request a Report Discrepancy Investigation

To request a report discrepancy investigation, you should first rule out the most obvious sources of discrepancy, and then gather the information Xandr Support needs to take further action.

If you're considering working with Support to investigate a suspected discrepancy, please use the following steps to prepare. Specific details about case qualification and required documentation are covered in Requirements for Filing a Support Case for Report Discrepancies. For some common causes that can be addressed without Support intervention, see What to Check if You Suspect a Discrepancy.

1. Double-check that the time timezone in the Xandr report matches the timezone in the third-party report.
2. Make sure the reports you're comparing contain data from the same time frame. If the time frame isn't the same, Xandr does not consider this a discrepancy.

> **TIP:**
> A shorter time frame is more useful than a long one.

3. Make sure you know how each ad server counts the activity you're comparing (impressions or clicks). You can contact your third-party ad server for this information. You'll need this information to file a case.

   Xandr counts an impression when the creative is rendered. For video ads, an impression takes place when the first frame of the video is loaded. If the third-party counts their impressions differently (for example, when a third party imp tracker loads on the page) the numbers aren't directly comparable, and Xandr does not consider this a discrepancy.

4. Make sure the objects for which you're pulling data (for example a campaign, placement, or advertiser) are specified in both reports.

   > **NOTE:**
   > The objects in the third party report must clearly correspond with objects in the Xandr system. Please include Xandr object IDs in both reports, so that Support can quickly and easily match objects and compare the data. Object names are not unique, and can't be reliably used for matching.

5. Apply different reporting dimensions to see if you can isolate the discrepancy to a specific object such as a placement, creative, or domain. Wherever possible, take note of the object IDs so you can demonstrate that the object is the same for both reports and you can demonstrate the mapping between objects.

6. Make sure all tracking pixels and tags are in the correct format.
   For example, if you paste a tracking pixel into your browser and it shows up as an image, but it's configured as an HTML URL in Xandr, this will cause a discrepancy.

7. Create a spreadsheet that includes both Xandr and third-party reporting numbers.
   In the spreadsheet, you need to match the object IDs from each server to ensure one server is not counting more objects than the other. If it is, this isn't a true discrepancy.

8. Calculate the discrepancy percentage using the formula `(1 - (Xandr Report/3rd Party Report)) x 100`.
   If the discrepancy is greater than 10% (15% for mobile), you can file a case for Xandr to investigate the discrepancy. If the discrepancy is less, it's considered expected variation, and doesn't qualify for a case investigation.

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Requirements for Filing a Support Case for Report Discrepancies

To file a case exploring a possible report discrepancy with Product Support, you need to gather reports, including object IDs for the relevant objects, and create a spreadsheet that shows a discrepancy greater than 10% (15% for mobile).

Requirement	Detail
Make sure the discrepancy occurred within the last 90 days.	This requirement guarantees Xandr can confirm the discrepancy, given that data retention policies vary.
Provide the reports from both Xandr and the third party.	Ensure both reports: • contain data from the same time frame. • use the same time zone **NOTE:** UTC is the preferred time zone for submitting reports. • share the same methods for counting impressions and/or clicks • specify which objects (campaign, placement, advertiser, or line item, for example) you're pulling data from • include objects that clearly correspond with each other in theXandrand third-party reports **NOTE:**

Requirement	Detail
	The Xandr IDs of these objects must be noted in the Xandr report.
Provide a spreadsheet (.csv or .xls) that includes both Xandr and the third party's reporting data. You'll use this spreadsheet to demonstrate the discrepancy, which must be greater than 10% (or 15% for mobile apps)	Use this equation to calculate the discrepancy percentage: • (1 - (Xandr's Report Metric/3rd-Party Report's Metric)) x 100
Provide all the object IDs relevant to the discrepancy and their mappings, so Xandr support can clearly identify the correspondence between the objects in each report.	For example, provide the advertiser ID, insertion order ID, creative ID(s), line item ID, seller ID, placement ID, and others.