Turns out my issue was in the header. I had ticker instead of numerai_ticker like the example code. Changing to numerai_ticker

gave me 100% live tickers matched.

The documentation on this should be clarified. It currently says the following which does not mention a numerai_ticker option nor explain whatever the semantic difference is.

A cusip

- , sedol
- , or ticker

column - values must be valid tickers associated with the ticker type in the header.

https://docs.numer.ai/numerai-signals/signals-overview#submissions