

Reporting and Discrepancies

What is a reporting discrepancy?

Reporting discrepancies are natural differences in site vs. client counting methodologies. While sites' ad servers count an ad impression on page load, the 3rd party ad server only counts an ad impression once the ad has been completely loaded.

What causes discrepancies?

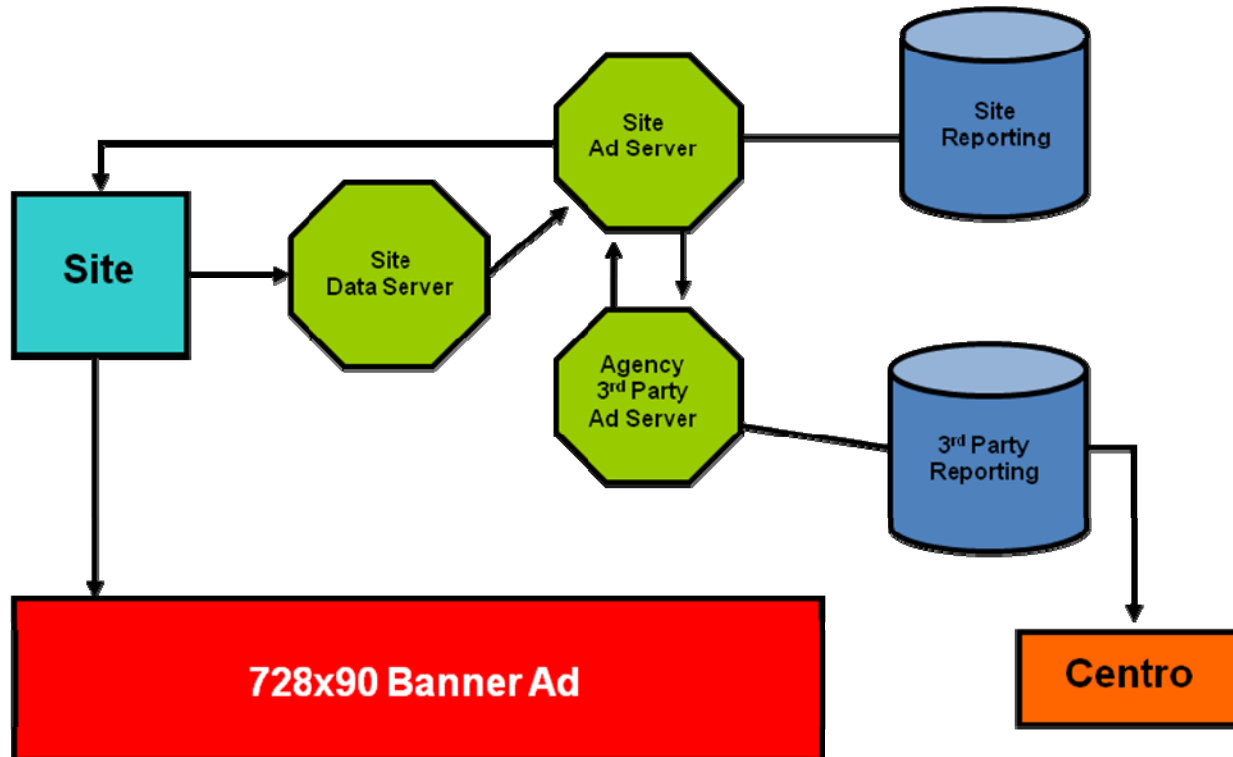
Discrepancies are caused by multiple points of failure in the ad loading process create potential for reporting discrepancies

- **Page load**
 - Heavy page elements prevent ad from loading and completing calls to the server.
- **Page abandonment**
 - User leaves page before ad loads.
 - User leaves page before call to serve is completed.
- **Ad Server Counting Methodology**
 - Ad servers may only count impression once ad position is called, rather than when creative successfully served.
- **Trafficking Error**
 - Site trafficker implemented multiple instances of the ad code.
 - Site trafficker implemented broken ad code.
 - Cachebuster not implemented; users pulling ad from cache rather than performing call to ad server.
- **Reporting Delay**
 - Bottleneck or latency in reporting; delivery data incomplete one of the servers.

**Diagram on Next Page*

Reporting Discrepancies

*All arrows represent potential failures in the reporting relay: may introduce discrepancies.



I have a potential reporting discrepancy! How do I work with Centro?

Not a problem. Following the campaign launch, if you are seeing significant differences in reporting, be sure to reach out to your Centro team (account manager, campaign analyst and campaign manager).

When issues arise, please send the following information upfront:

Your reporting: impressions and clicks, broken out by placement and day.

This helps us insure we're looking at the same information and identify any major deviations. Do not send monthly or totals – as discrepancies can be introduced on a specific day.

Your ad implementation: how the ads have been setup in your ad server.

Copy and paste the ads as scheduled in your ad server. We need to compare against the delivered ads to insure no changes have been made to setup, and that we are tracking against the same ads.

If possible, please send a test page or link with the live ad.

There may be a technical issue causing the reporting discrepancy and we may need to run tests in a live environment to see how the ad is loading on your site. If possible, please send a test page with the ad fixed on a page. This will help us get you a quick response – and if needed, provide necessary information to the ad vendor.

By providing all this information upfront, it allows your campaign manager to efficiently identify immediate issues with little back and forth to your AdOps or traffic team.