

Discrepancy Investigation Guide



Overview: XR requires each publisher to undergo a thorough certification process to ensure accurate measurement and eliminate potential issues before a campaign is launched. We only investigate discrepancies that exceed the 10% industry standard threshold. Minor differences below this level are typically expected and acceptable due to variations in tracking methodologies, time zone settings, or processing delays. By focusing on discrepancies over 10%, we ensure our resources are allocated to resolving significant issues that may impact performance or reporting accuracy.

Key Areas to Check:

1. Time Zone Alignment

- Ensure both the ad server and the publisher are reporting in the same time zone. XR's default is (UTC-05:00) Eastern Time (US & Canada), but it can be set to any global time zone when the campaign is created.

2. Impression Counting Methodology

- Verify how impressions are being counted (e.g., Impression event vs. Start event, Impression vs. Viewable Impression).
- Total Served Ads vs. Impression
 - On the XR campaign dashboard and in the report tool, clients and publishers can toggle between Total Served Ads and Impressions. Total Served Ads represents all ads served regardless of begin to render or initiation status. For more details on our methodology, you can review our [Description of Methodology](#) and/or the [IAB's Video Impression guidelines](#).

3. Creative Delivery Issues

- Check for potential delivery issues caused by using the wrong tag type or a tag unsuitable for the inventory.
- DSPs / aggregators running on publishers with precise specs should make sure the tag type contains that publisher name (e.g. VAST_Disney vs. VAST_ESPN)
 - Tip: VAST_Super tags include the most common media formats.

- If there are new partners in the ecosystem, additional tag formats could be needed. Please contact connectivity.na@extremereach.com for new tag or partner requests.

4. Ad Blocking & Viewability

- Check for any reports on ad blocking or viewability issues. XR uses Open Measurement, which depends on publisher implementation of the Open Measurement SDK.

5. Tag Implementation

- Review how the ad tags are implemented on the publisher's site. Misplaced or improperly configured tags can cause data to be incorrectly tracked or missed.
 - Publisher's are responsible for proper implementation of the XR tags or 1x1 pixels in their ad server.
 - Note: the impression pixel must be implemented on the Impression event.
 - If no impression pixel is implemented, no other events will be recorded.
 - If the impression pixel is in the wrong position, it will cause a discrepancy. This can sometimes be determined by comparing another event's counts to the impression event counts.

6. Click Tracking & Redirects

- Ensure click tracking is properly redirecting functioning correctly.
 - Note: only one click is counted as valid per impression. If multiple clicks are counted by a publisher in a viewing session, this could cause a discrepancy.

7. Cache Busting

- Confirm that cache-busting measures are in place on both sides to prevent undercounting.

8. Compare Report Timeframes & Filters

- Make sure you're comparing reports with the same date range, time zone, filters, and segmentation (e.g., geo-targeting, device type).

9. 1st Party Reports

- Request a 1st party report from the publisher and confirm their counting methodology, including any filtering or validation they may be doing.

10. Historical Trends

- Look at historical data to see if the discrepancy is a recent issue or a long-standing trend. This can help identify if there was a recent change (e.g., platform update, implementation change) that might have caused the discrepancy.

11. 3rd Party Trackers and 4th Party Wrapped tags

- If XR's 3P numbers do not align with another 3rd or 4th party measuring system, review campaign set up and then check the tags in [a validator](#) to confirm all pixels are firing.
 - Some things to consider are:
 - Do XR's 3p numbers align with 1p numbers? If 1p/3p reporting aligns then the issue is likely with the additional 3p pixel tracker
 - Check to make sure that the publisher / device / platform accepts tags that contain multiple 3rd and 4th party trackers

12. General Invalid Traffic (GIVT) Filtration

- General Invalid Traffic (GIVT) is removed from XR Net traffic, which may cause delivery to appear lower than publisher delivery.
 - Note: Publishers and clients have access to XR Gross (Net + GIVT Traffic) reporting from the report tool or on the campaign dashboard
- Conversely, a publisher could be filtering data, which may cause XR delivery to be higher than publisher delivery

13. Google ADH / YouTube

- There is a standard 2-3 day delay in receiving Google ADH data. Ensure proper linking with XR in Google ADH.
 - See our [Integrations page and documentation](#) to confirm
 - Note: ADH Privacy Checks - Rows that aren't aggregated enough to protect end-user privacy (must contain data on 50 or more users), or don't meet Ads Data Hub's other privacy checks, will be dropped from reporting by Google. This applies to filtered row summaries within the query and API results.

- Often placements with low volume or highly targeted are affected
- To check Google ADH traffic on your media plan, include the metric “Source”

14. Conversion Tracking

- **Confirm your conversion tracker is present / implemented on the page**
 - Open the HTML for the conversion page. (Right Click on browser and select “Inspect”)
 - Between the body tags (**<body></body>**) of the page, paste XR’s conversion tracking tag (**from <script type=“text/javascript>...</noscript>**)
 - Save the changes to your webpage.
 - The browser will then choose which section of the code to use based on how the page/ad is rendered.
 - Run tags in VAST validator in incognito browser (Chrome, Firefox no longer stores 3rd party cookies when in incognito mode.)
 - Wait a few minutes for this to register in raw logs
 - Visit page(s) where customer implemented our conversion tracker(s)
 - Pull report to see if conversion has registered
 - Repeat this process with clicking through to test if view conversions register (NOTES: go slow; cannot generate conversions prior to launch date)
 - Inspect Elements on customer’s website page
 - Visit specific URL that customer is implementing conversion tag on
 - Right click → Inspect
 - View the network traffic for the exact conversion tag that was generated

Help center link: [Digital Video Aderving – Extreme Reach \(xr.global\)](#)