

### Why do my daily numbers/and or overall numbers not match the publishers?

There are a wide number of issues that can cause discrepancies, but the most common causes are:

1. Definition of a Day – TruEffect’s reporting is based in Greenwich Mean Time (GMT). If a publisher’s reporting is based in a different Time Zone we are querying to different time frames
2. If you are comparing a current day, our reports may update at different time intervals, so there are unavoidable variables.
3. Implementation – If TruEffect’s numbers are 50% higher or 50% lower, after all the above variables are taken into consideration, then there is more than likely an implementation error.

### My publisher is reporting data, but no data has come through in my TruEffect reports?

TruEffect™ only reports on impressions in which a creative was delivered. So, if a publisher is showing data different from that of TruEffect’s, they more than likely are a) running an expired tag, b) running the wrong tag, or c) have implemented something incorrectly. Or, if the tags have just recently gone live, it’s possible that reporting is simply not yet up to date.

### When do reports update?

Impressions and clicks update hourly. Closed loop data updates hourly as well, but the data is on a two hour delay to allow for the additional processing required to draw the associations for closed loop reports.

### What time zone are reports based on?

Reports are based in Greenwich Mean Time (GMT) to accommodate international standards.