

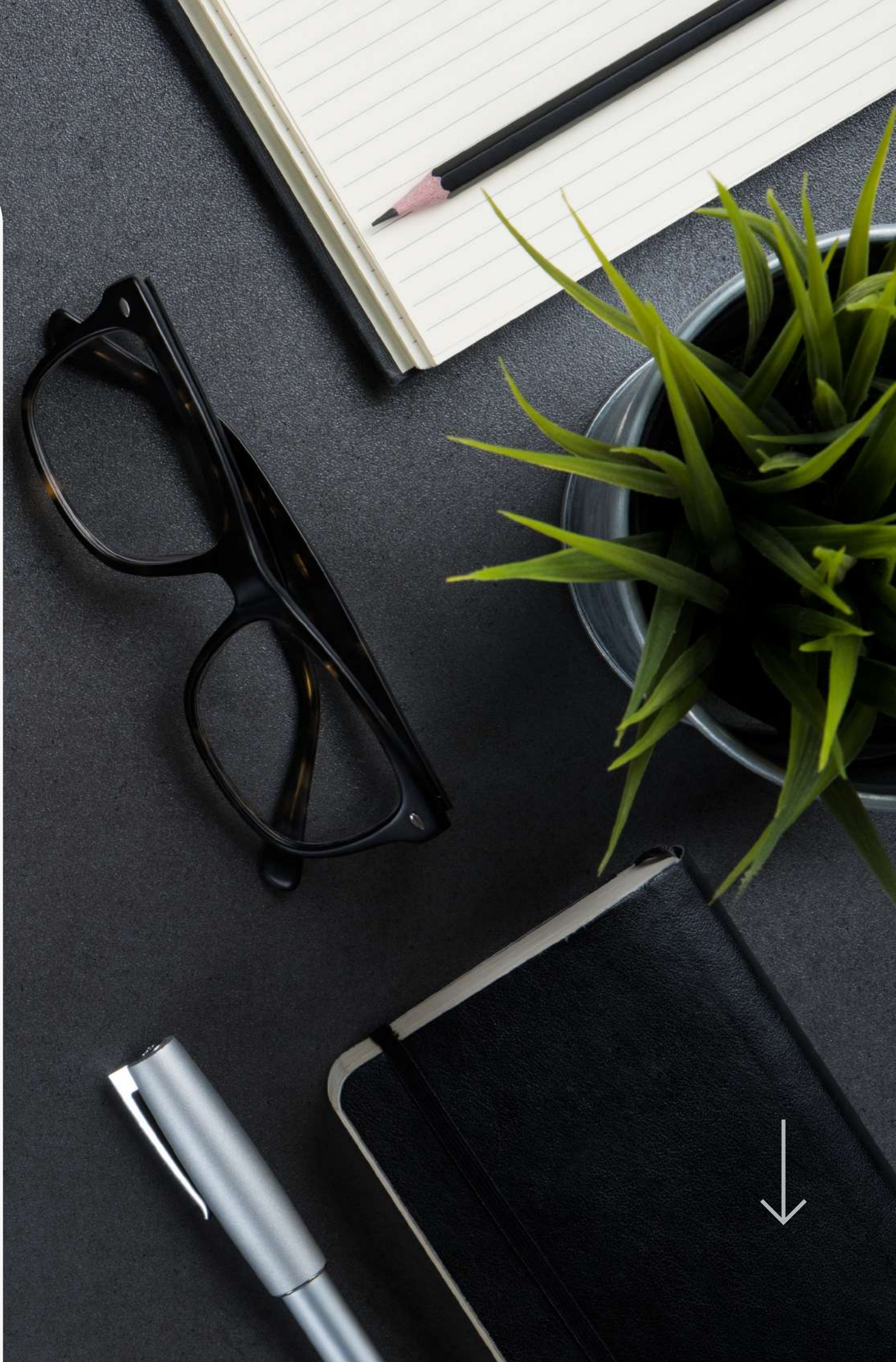
# Solving the data mismatch between Facebook and Google Analytics

Understanding the discrepancies between Facebook and Google Analytics will allow you to increase the quality of your data and improve reporting accuracy.



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# Google Analytics & Facebook ad discrepancies

Are you struggling to reconcile your Facebook data with Google Analytics?

If so, you're not alone.

Marketers have long struggled to accurately match Facebook conversion and click metrics against data in Google Analytics as both platforms track performance differently.

These common anomalies are confusing and are often frustrating when trying to make data-driven decisions to generate more conversions and sales.

So, what reporting tool should you use to measure the performance of your advertising?

Facebook or Google Analytics?

Let's find out.





# Google Analytics & Facebook discrepancies

The data discrepancies between Facebook and Google Analytics are common, but it doesn't mean you can't minimise them.

Facebook and Google Analytics don't track data in the same way, which creates an inconsistency between the results you see in both platforms.

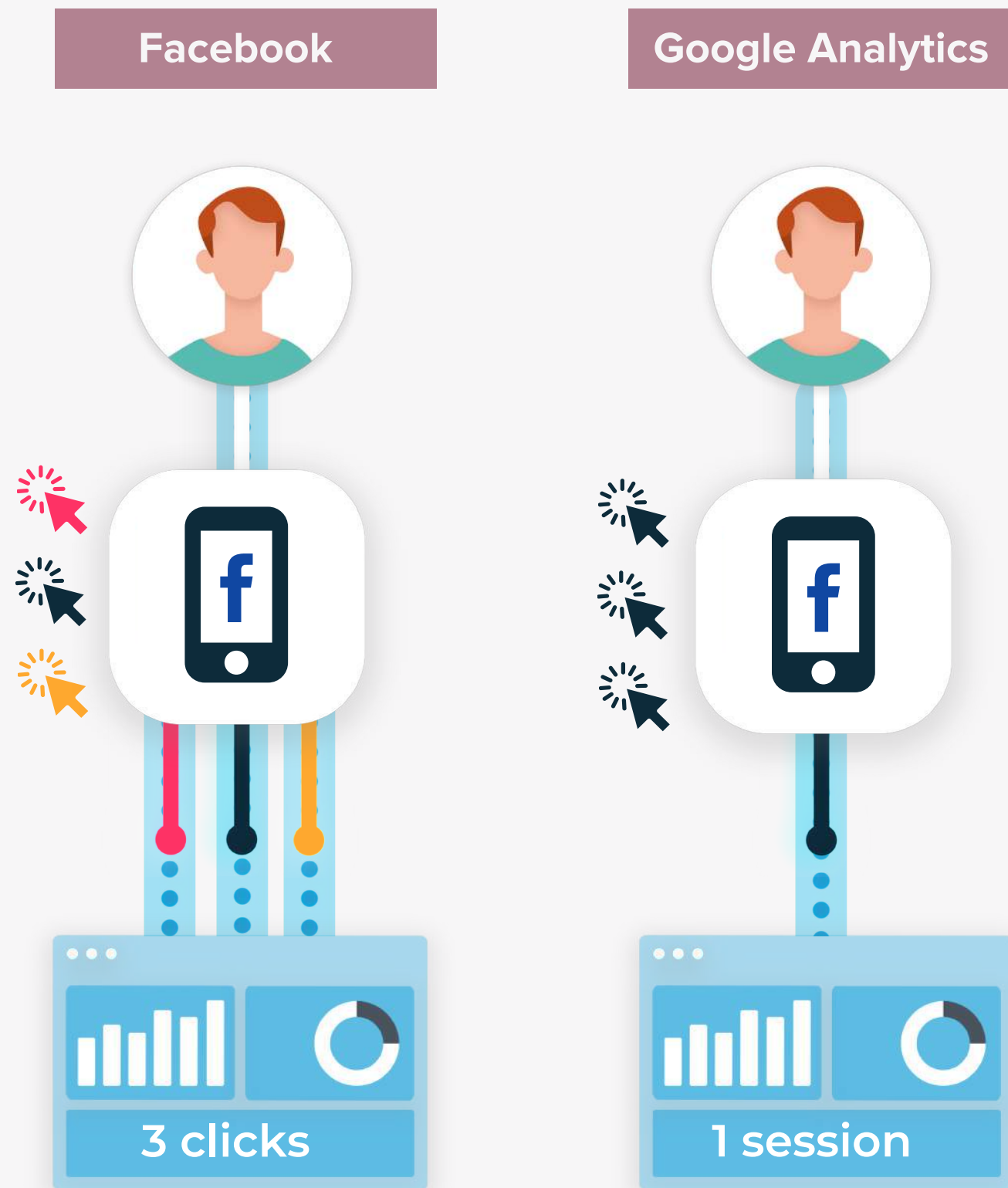
Understanding the discrepancies between Facebook and Google Analytics can help you increase the quality of your data and reporting accuracy.

The data discrepancies stem from the following two reasons:

- The discrepancy between Facebook ad clicks and Google Analytics sessions
- The discrepancy between Facebook and Google Analytics conversions.

Let's first take a look at the discrepancy between Facebook clicks and Google Analytics sessions, and then we will take a closer look at the inconsistencies with conversion tracking.





# Discrepancy between Facebook clicks & Google Analytics sessions

## Google Analytics sessions and Facebook clicks aren't the same

Google Analytics will only measure a session after a user has clicked on an ad and landed on your website, whereas Facebook will track any click engagement, whether that be a like, share or comment.

The "clicks" metric on Facebook includes every interaction on an ad, such as a share, like or link click, to name a few examples. Whereas "link clicks" only include interactions that take place on an external link – say a landing page on your website.

That's not all.

The metric "Link Clicks" will include any duplicate interactions.

For example, if a user clicked on an ad three times, Facebook would report those interactions as three separate clicks, whereas Google Analytics would only show one session.



## Facebook and Google Analytics track users differently

Google Analytics relies on cookies to collect information and track users on your website.

If a user doesn't accept cookies or has JavaScript disabled, then Google Analytics can't track their touchpoints.

On the flip side, Facebook doesn't require cookies to track clicks on an ad.

Users are required to log into Facebook, which makes it easy for the platform to attribute actions and track performance across different browsers and devices

So, with that said, there's a strong possibility that your Facebook is measuring clicks and your Google Analytics isn't, causing an inconsistency between your two reporting platforms.

## Google Analytics tracking code doesn't fire

Have you ever accidentally clicked on an ad on Facebook, and quickly closed the window before being redirected to a landing page?

Whenever this happens, it's unlikely the tracking code on Google Analytics has had a chance to load, thus leaving that session unrecorded.

Although Facebook, on the other hand, would still count the click, creating an inconsistency between both Facebook and Google Analytics.

This point, in particular, is an inconvenience for marketers that advertise on mobile and is probably the main culprit for the data discrepancy between Facebook and Google Analytics.



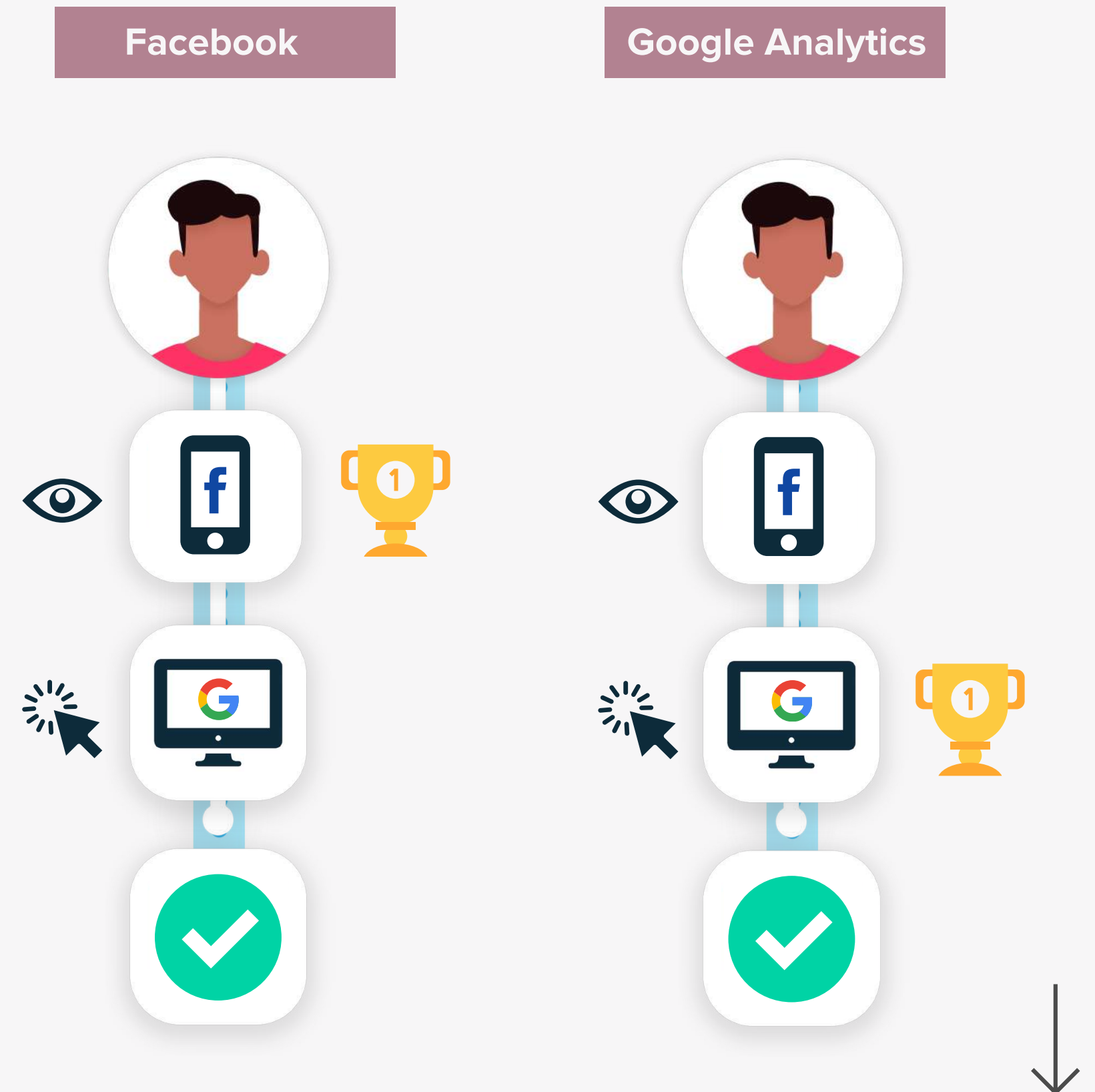
# Discrepancy between Facebook and Google Analytics conversions

## Differences between Facebook and Google Analytics Attribution Models

When it comes to conversions, Facebook will automatically attribute credit to the ad a lead viewed or engaged with. Even if a click didn't take place, Facebook would still reap the rewards. For example, let's say a person sees a Facebook ad promoting your product, but doesn't make a click. Later that day, they type a brand search into Google, click on a paid ad and complete a purchase.

What channel deserves the credit?

It all depends on what analytics you choose. Facebook would attribute this conversion to the ad the person saw, whereas as the default model in Google Analytics would allocate credit to the Google Paid touchpoint.



## Google Analytics can't track view-through conversions

As we've just discussed, the conversion report on Facebook uses a default 7-day window for click-through conversions and a 24-hour window for view-through conversions.

Google Analytics is only capable of tracking click-through conversions.

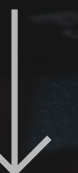
To add injury to insult, Facebook doesn't differentiate between the two types of conversions. So, both click-through and view-through conversions are combined into one single data point.

## Facebook limited to a 7-day attribution window

Due to changes in data tracking, Facebook can no longer offer a 28-day window for click-through conversions and is now limited to a 7-day attribution period.

By default, Google Analytics provides you with a lookback window of 30-days.

Although the concept of the 7-day attribution model is to provide you with a more realistic view of the performance of your ads, this change to Facebook's data policy has only widened the gap between the conversions you see in Facebook and Google Analytics.





# Quick tips to reduce the discrepancy between your Facebook & Google Analytics traffic & conversion data



## Remove 24-hour view-through conversions from your Facebook settings

Remove view-through conversions from your settings in Facebook. Once removed, your click-through conversions should match up more accurately between Facebook and Google Analytics.

## Create custom URL parameters

URL parameters help bridge the gap between the data you see in Facebook and Google Analytics. Use URL parameters to measure your Facebook traffic and conversions more effectively in Google Analytics.

## Ensure the Google Analytics tracking code is installed correctly

A session is recorded in Google Analytics only after the code has loaded. To prevent a misfire, try and place your Google Analytics code at the top of your site code.

## Include both click and session metrics in your reports

Include both Facebook click and Google Analytics session metrics in your reports. Explain to your clients and company executives that Facebook and Google Analytics report clicks "differently".



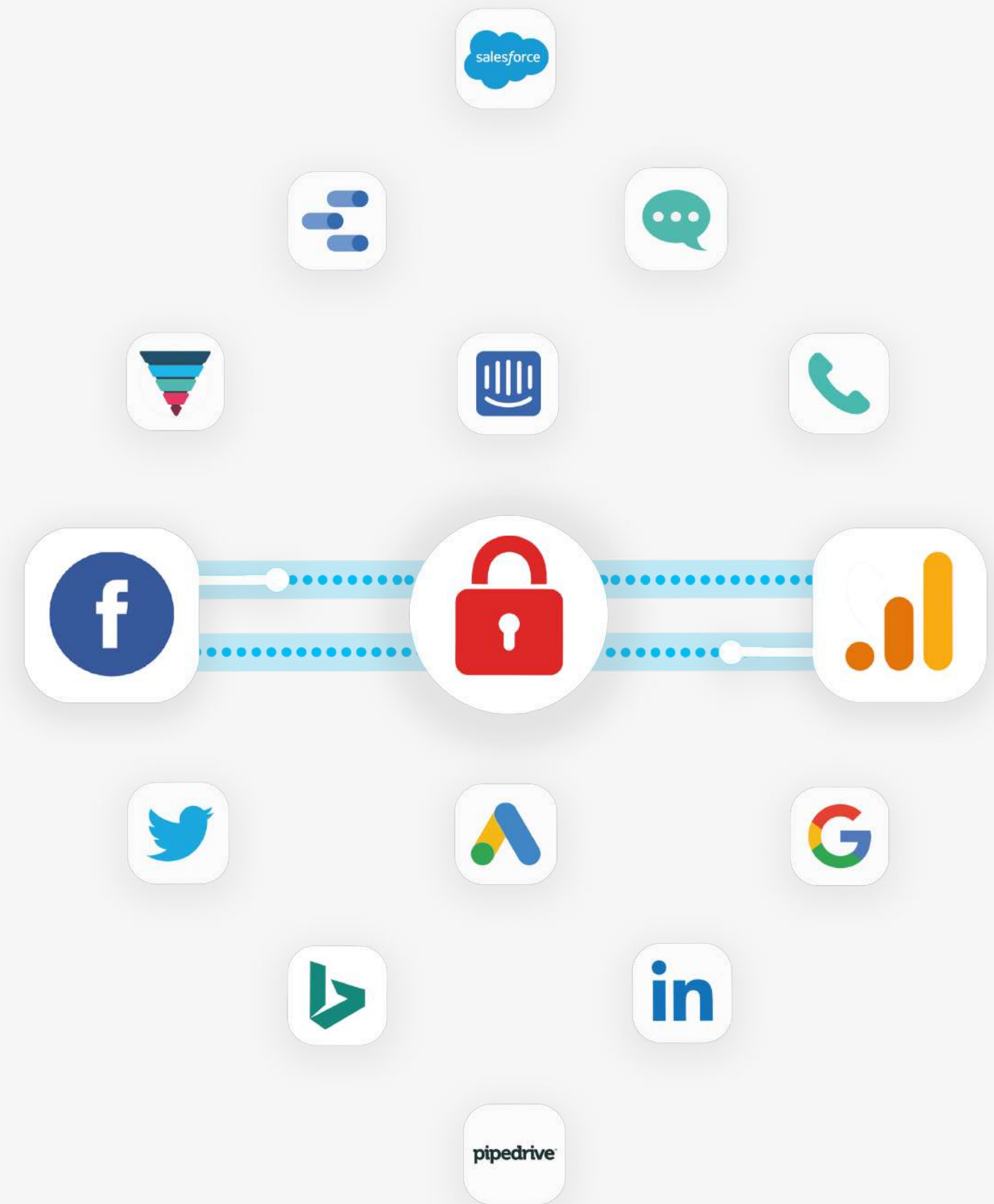
# Is there a reliable method to reduce the discrepancies once and for all?

The tips we've discussed provide a quick and easy way to minimise the discrepancies between Facebook and Google Analytics, but they don't necessarily resolve them.

Having multiple systems that capture and analyse your data can have serious consequences on your reporting. Without a single source of the truth marketing teams become misaligned, as a result, end up focusing on the wrong activities that fail to generate any value.

To close the gap between Facebook and Google Analytics, you need a solution that can provide a single source of truth to reveal what's working and determine which efforts deserve credit.

But where do you start?





# How to solve the disconnect between Facebook & Google Analytics

Unified data provides a more complete and accurate view of your performance, but unifying data from different tools is far from easy. To solve the disconnect between Facebook and Google Analytics, you need a solution that can:

01

**Capture all interactions throughout an individual customer journey, such as the first and last-click source.**

02

**Attribute revenue back to your Facebook account and can support long and complex sales journeys.**

03

**Track call activity and identify which of your marketing initiatives are making the telephone ring.**

02

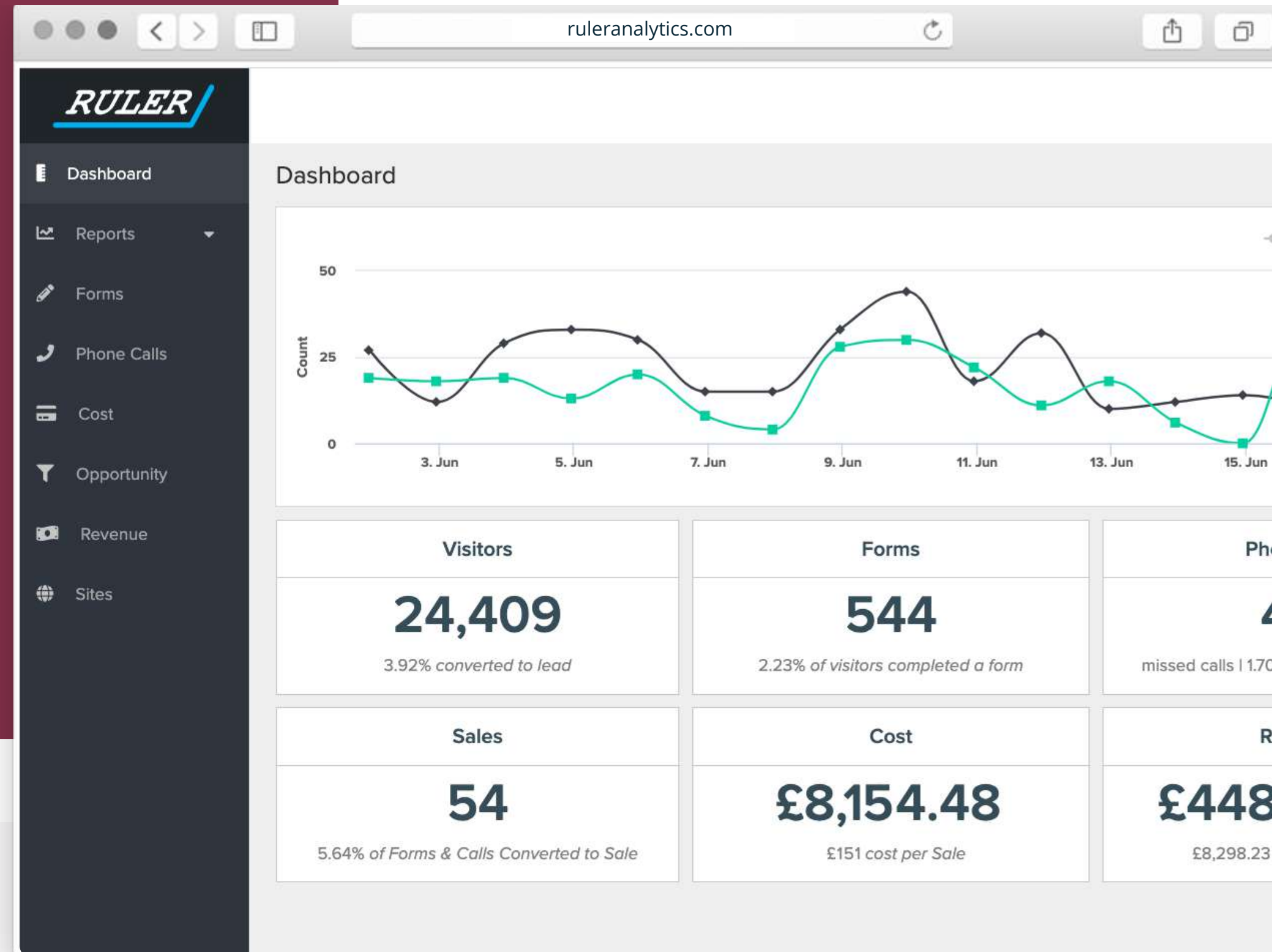
**Integrate with Facebook along with other data sources such as your CRM and Google Analytics to gain visibility of the conversion path.**



# How does Ruler actually work?

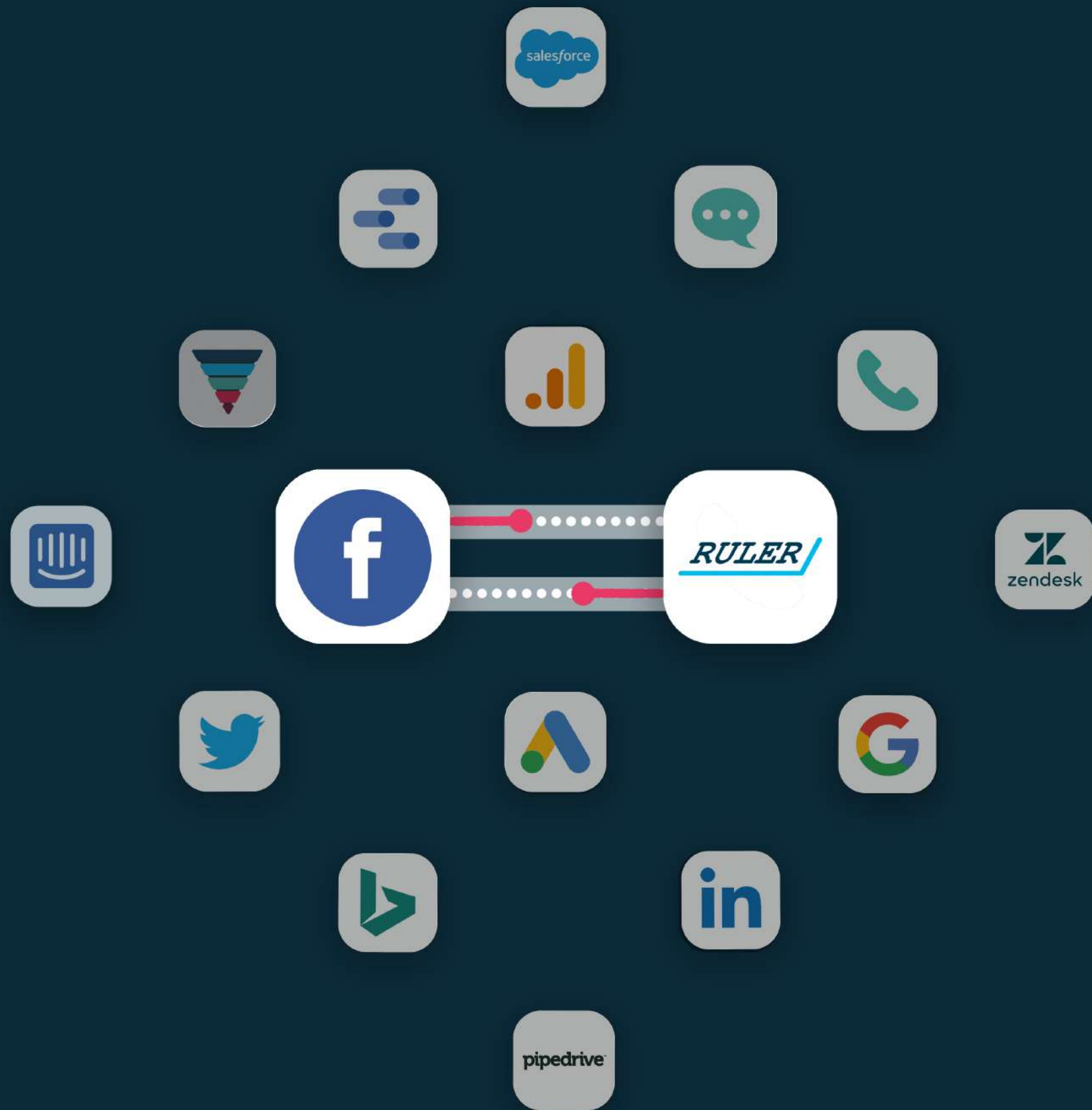
Ruler Analytics is a marketing attribution solution that aligns revenue from your CRM with Facebook conversion data. The closed-solution tracks your visitor's multiple touchpoints and page journey to measure and attribute value accurately across the entire sales cycle.

Using Ruler Analytics, advertisers can create detailed reports showing what Facebook campaigns users interacted with before completing a conversion and can show how much revenue each campaign, ad set or ad has generated for the business.



# Ruler's role in the customer buying journey





# What Ruler can do

Ruler can help solve the data gap between your sales and marketing. We can:

## Track

Track form submissions, phone calls and live chat, match them to the marketing channel, campaign and keywords which drove the lead.

## Enrich your Facebook Ad Manager

Return offline sales revenue back to Facebook for forms or phone calls when a deal is closed.

## Solve the disconnect between Facebook and Google

Go beyond basic conversion tracking in Google Analytics and Facebook to attribute revenue directly to your advertising efforts.

## Integrate with over 1000+ platforms

Ruler can also integrate with over 1000+ other platforms including Google Ads, Google Analytics, Salesforce and more.

Ruler can also integrate marketing data with your products via native integrations, Webhook or SQL.



# Optionis - Finding a universal truth



Optionis Group provides accountancy, tax and umbrella employment solutions to contractors and small businesses across multiple brands.

We spoke to Chris Shepherd, Ecommerce Manager, who manages a wide range of digital channels to deliver campaigns, with leads pulling into his Salesforce CRM.

Chris said, “A high proportion of our leads like to engage with us through telephone numbers. They prefer to speak to a human rather than communicate and transact digitally.”

This posed a challenge as the team couldn’t prove which campaigns were driving offline leads for the business. And even more so, they couldn't prove which of those leads went on to convert into to a sale.

With Ruler’s marketing attribution solution in place, Chris was able to evidence how the team had exceeded targets including the number of leads generated, call volume, paid and direct traffic volume and brand awareness mentions via referral sites and social channels.

Chris continued, “Ruler’s tracking allows us to monitor if campaigns are driving sufficient call volumes and help better understand which sources have the strongest conversion metrics for both conversion to lead and conversion to sale.”

“We’ve also identified areas where we can focus our efforts. For example, Ruler’s data highlighted inefficient spend in a campaign, resulting in our cost per lead coming in over budget. With access to this data we were quickly able to realign messaging and improve conversion rates across all channels.”



# How can Ruler Analytics help you?

When it comes to the discrepancies between Facebook and Google Analytics, you need to accept that both platforms are complementary tools working together to provide a better understanding of your marketing performance.

And, with a tool like Ruler Analytics, you can go beyond basic conversion tracking in Google Analytics and Facebook to attribute revenue directly to your advertising efforts.

Ruler tracks website visitors over multiple touchpoints and connects the dots once a visitor converts to a lead via form completion, call or live chat conversation.

Whether you report via Google Data Studio, Analytics or Facebook Advertising, Ruler's flexible integration options can push data to where you need it most, helping you analyse data cross-channel to get a true understanding of your most valuable customers and optimise campaigns to drive even more return.

**Want to find out more?**

Book a demo with Ruler's attribution experts today at

[www.ruleranalytics.com](http://www.ruleranalytics.com)