

The Measurement Integrity Audit

Before you buy media from anyone — us included — know what your own measurement can and cannot see.



Most operators discover an attribution gap the day someone senior asks why the platform reports four hundred registrations and the backend shows fewer than ten. By then the conversation is defensive, and the honest answer — *both numbers are right, they count different populations* — arrives too late to be believed.

The audit moves that conversation to the front. It is a fixed-scope, three-part examination of your own measurement chain, run in days and delivered as two files your BI team can join in an afternoon. It carries no media commitment, and it produces a result that is useful to you whether or not we ever trade together.

ThumbAd has watched high-performing accounts end over unreconciled numbers — six of them in one market across three years, none on price or delivery. Every one was recoverable when the discrepancy first appeared, and lost by the time it had been argued about for a quarter.

For any operator who has traded with ThumbAd before, the audit is run at no cost. There is nothing to approve, no budget to find, and no obligation attached to the result.

SCOPE

Three parts, fixed

TURNAROUND

Days, not weeks

COST

None for former advertisers

Three parts, in this order

01

Creative-level tag audit

Every creative that has ever served, not a sample — checked for parameter integrity, convention drift, malformation and destination consistency, and separated into what actually delivered versus what sits unassigned. Most reported “tagging faults” live in creatives that never served an impression. **OUTPUT** One row per creative, with delivery evidence, joinable to your backend on campaign key.

02

Redirect and persistence test

A live load of the real landing URL, parameters attached, answering two questions no dashboard can: do the parameters survive every hop, and does your site persist them where your analytics can read them? A redirect that silently strips one is invisible in every report, on both sides. **OUTPUT** Pass or fail per destination, with the observed parameter state at landing.

03

Customer-journey reconciliation

Three real, anonymised journeys rebuilt end to end and timestamped: a same-session click your backend should hold, a click converting days later, and a view-through journey at the observed median delay — each event flagged with which of your systems could have seen it. **OUTPUT** A short workbook that makes the gap arithmetic rather than opinion.

WHAT YOU RECEIVE

- Creative-level audit file, BI-joinable
- Three-journey reconciliation workbook
- A one-page findings note in plain language
- A clear statement of what your measurement structurally cannot see

WHAT IT IS NOT

- Not an incrementality study — that needs a controlled test
- Not a platform pitch, and not conditional on one
- Not a data-sharing agreement
- Not a verdict on your team — the gap is structural

THE QUESTION WORTH TAKING INTERNALLY

If your trading platform and your backend disagree by an order of magnitude — which number does your board see, and who decided that?

Fixed scope, agreed in writing before work starts; run at no cost for operators who have previously traded with ThumbAd. No incrementality claim is made or implied: the audit reports what each system can observe, not what caused a conversion. Findings are yours; ThumbAd retains no client data beyond the engagement.