# Understand Click, Conversion and Analytics Differences

Reporting & Optimisation · https://support.jansma.vip/docs/jansma-vip-ads/reporting-optimisation/understand-click-conversion-and-analytics-differences/

Jansma VIP Ads, a destination website and an external analytics tool observe different parts of the advertising journey. Their totals should be directionally consistent, but they are not expected to be identical.

## Why numbers differ

- An ad click can be recorded before the destination page finishes loading.
- Consent, script blocking or network interruption can prevent a destination event.
- Platforms use different bot filters, session definitions and duplicate handling.
- Time zones and date boundaries can assign one interaction to different days.
- Redirects and tracking parameters can be changed or removed.
- Conversion attribution can use a different lookback period or event definition.

## Investigate systematically

1. Align the exact date range, time zone and campaign scope.
2. Compare click events before comparing sessions or conversions.
3. Test the destination URL and every redirect.
4. Confirm that approved analytics and consent scripts load in the test context.
5. Review whether the difference is stable, temporary or isolated to one banner or zone.

## Avoid unsafe testing

Do not generate large amounts of artificial traffic or disable privacy controls to force matching totals. Use a small documented test and compare the expected event sequence.

When escalating, include aggregate counts, the period, affected inventory and the measurement definition. Do not share raw visitor identifiers or unnecessary personal data.