From three exports to one report

Alder & Pike is a fictional agency client. Each row represents a media delivery. The booking register overlaps with two channel exports.

Before

Three September source rows with different layouts

Search CSV	Delivery ID / Campaign / Spend (USD)	S-101 · Trail kits · $71.71
Social CSV	delivery_ref / initiative / cost_cents	p-102 · autumn launch · 14342
Bookings XLSX	Line reference / Media type / Net USD	S-101 · Paid search · 71.71

After

Workbook still 1 · September summary

Monthly media spend

Fictional agency client Alder & Pike

Month 2026-09

Channel	Included rows	Spend (USD)	Clicks	Cost per click
Search	7	$1,752.78	505	$3.47
Paid social	7	$965.91	471	$2.05
Display	5	$1,017.10	360	$2.83
Reported total	**19**	**$3,735.79**	**1,336**	**$2.80**

Outside the reported total	Source rows	Raw spend (USD)	Raw clicks
Review	3	$240.56	156
Duplicate	2	$215.13	114

The $71.71 booking line points back to the search export’s row 3. It counts once. The reported $3,735.79 excludes $215.13 in repeats and $240.56 in records awaiting a decision.

Repeat the update in October

October adds placements and a Holiday Preview campaign. The same workbook and rules handle the larger batch.

Workbook still 2 · October results

	A	B	C	D	E
1					
2	**Monthly media spend**				
3	Fictional agency client	Alder & Pike			
4	Month 2026-10				
5					
6	**Channel**	**Included rows**	**Spend (USD)**	**Clicks**	**Cost per click**
7	Search	10	$2,305.76	888	$2.60
8	Paid social	9	$1,412.68	716	$1.97
9	Display	6	$1,278.99	471	$2.72
10	**Reported total**	**25**	**$4,997.43**	**2,075**	**$2.41**
11					
12					
13	**Outside the reported total**	**Source rows**	**Raw spend (USD)**	**Raw clicks**	
14	Review	3	$248.34	160	
15	Duplicate	3	$368.77	223	

Trace an exception

On Monthly data, search for delivery S-203. The search export says $99.02 and the register says $106.77. Both rows stay in Review. The row with no delivery ID also stays in Review. Their combined $248.34 is the raw value on hold.

Check the total

October starts with 31 rows and $5,614.54 in raw spend. The report includes 25 rows and $4,997.43. The other six consist of three repeats worth $368.77 and the three review rows. The Reconciliation tab also balances the click counts.

To reproduce this result, follow Client instructions and use the October folder in Original exports.