KNOWLEDGE BASE HOW-TO ARTICLE

CSV Reconciliation Tool

CAKE

CSV RECONCILIATION TOOL

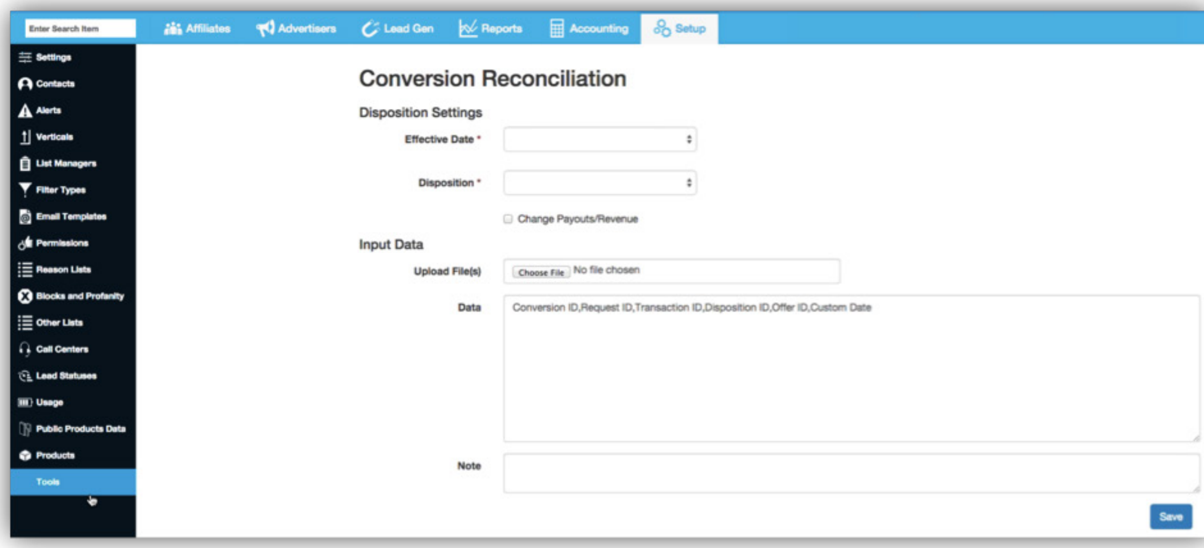
The CSV Reconciliation Tool is used to process conversion price or disposition updates. While it is possible to update individual conversions in the system from the Conversion Card or update multiple conversions at once by selecting a date range in the Mass Adjustment Wizard, this tool allows for a group of handpicked conversions to be updated by importing a CSV file.

This article covers:

- Using the CSV Reconciliation Tool to update specific conversions

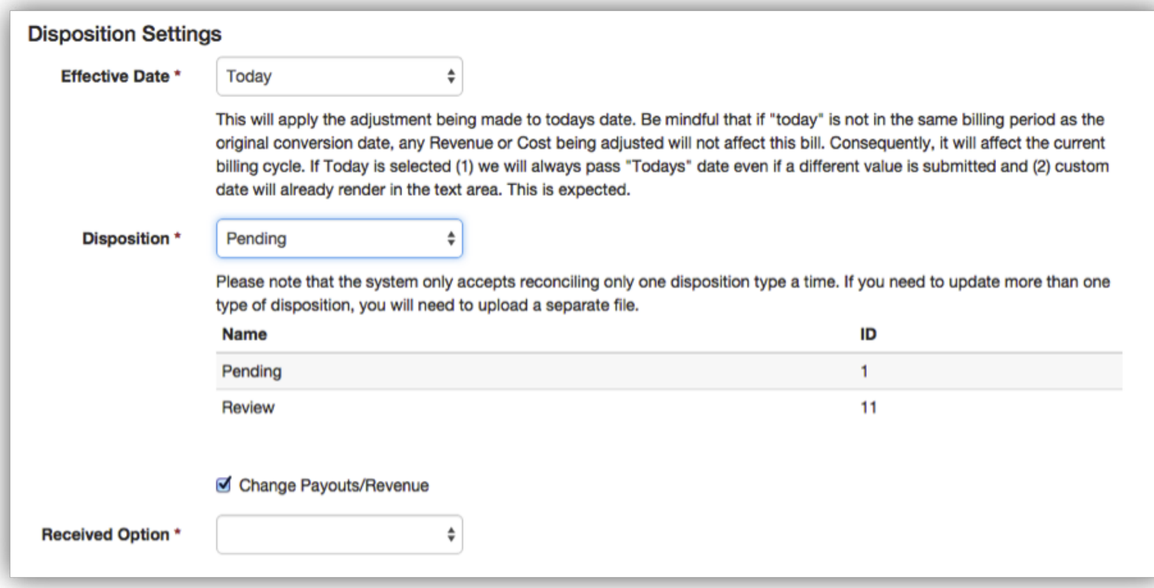
Please note this feature must be turned on in your instance, so if you do not see this feature, you will need to reach out to your CAKE account manager.

To access the CSV Reconciliation tool, click Setup > Tools.



Disposition Settings

The tool requires an Effective Date type and Disposition type to be selected for the conversion updates before proceeding with the CSV upload. Selecting each option will dynamically display the related help text.



Effective Date

Select the Effective Date from the following options:

Today: This will apply the adjustment being made to today's date.

Important!: Be mindful that if "today" is not in the same billing period as the original conversion date, any Revenue or Cost being adjusted will not affect this bill. Consequently, it will affect the current billing cycle.

Note: If Today is selected, (1) we will always pass "today's" date even if a different value is submitted and (2) custom date will already render in the Data text area. This is expected behavior due to custom date being a required passed data element.

Conversion Date: This will apply the adjustment to the original date that the Conversion(s) occurred. It will also apply the adjustment to the bill that is associated to the date that the Conversion(s) occurred in.

Note: If Conversion Date is selected, (1) we will always pass the actual conversion date even if a different value is submitted and (2) Custom Date will always render in the Data text area. This is expected behavior due to custom date being a required passed data element.

Custom Date: This allows you to choose a custom date for when the adjustments occurred.

Note: You cannot adjust conversions to a date before the original conversion event or in the future.

Note: If Custom is selected we will pass the custom date entered in the CSV or text area.

Disposition

Select the Disposition from the following options:

Note: The system only accepts reconciling one disposition type at a time. If you need to update more than one type of disposition, you will need to upload a separate CSV file for each disposition type.

Note: After selecting a specific disposition, the disposition Name and ID will display. Be sure to enter the correct disposition ID into the CSV file. Disposition reasons (i.e., sub-dispositions) can be set from Setup > Reasons Lists.

No Change: This will not make any changes to the dispositions of the conversions in the uploaded CSV file.

Pending: This will update the conversions listed in the uploaded CSV file to a Pending status. To set a specific disposition or sub-disposition reason type, enter the ID number for that sub-disposition in the CSV file.

Rejected: This will update the conversions listed in the uploaded CSV file to a Rejected status. To set a specific disposition or sub-disposition reason type, enter the ID number for that sub-disposition in the CSV file.

Approved: This will update the conversions listed in the uploaded CSV file to an Approved status. To set a specific disposition or sub-disposition reason type, enter the ID number for that sub-disposition in the CSV file.

Returned: This will update the conversions listed in the uploaded CSV file to a Returned status. To set a specific disposition or sub-disposition reason type, enter the ID number for that sub-disposition in the CSV file.

Change Payouts/Revenue

You can update the conversion's disposition, payouts or both. To update payouts, you will need to check Change Payouts/Revenue.

Received Option

If you check Change Payouts/Revenue, you will be required to provide a Received Option.

Select the Receive Option from the following options:

Total Sale Amount: This will update the conversions listed in the uploaded CSV with a Received Option of Total Sale Amount. For conversions that are of the revshare price format, the expected parameter is a percent. E.g., if not using revshare (i.e., if using CPA, CPC, fixed) and the price received is $5.00 with a passed value of 80, the total sale amount is $4.00, or the same as Total Revenue.

Additional Sale Amount: This will update the conversions listed in the uploaded CSV file with a Received Option of Additional Sale Amount. For conversions that are of the revshare price format, the expected parameter is a percent. E.g., if price received is $50, and I pass 10, the Additional Sale amount is $5, making the price received $55.00.

Total Revenue: This will update the conversions listed in the uploaded CSV file with a Received Option of Total Revenue. For conversions other than revshare (CPA, CPC, CPM, Fixed), the expected parameter is a number. E.g., if the price received is $10 and the value passed is 12.50, the new total revenue is $12.50.

CSV RECONCILIATION TOOL

Additional Revenue: This will update the conversions listed in the uploaded CSV file with a Received Option of Additional Revenue. E.g., if the price received is $10 and the value passed is 3.25, the new total revenue is $13.25.

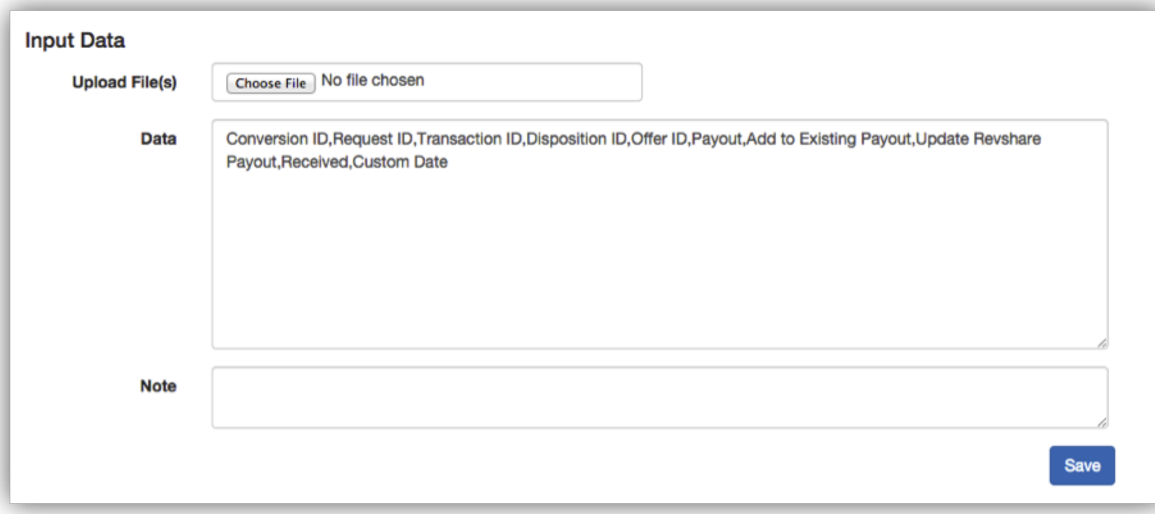
No Change: This will not make any changes to the dispositions of the conversions in the uploaded CSV file.

CSV RECONCILIATION TOOL

Input Data

You may either upload a CSV file, or you can manually enter each line in the tool for each conversion you would like to change.

Note: Be sure to format the CSV file to match the columns to the comma separated values in the Data text field.



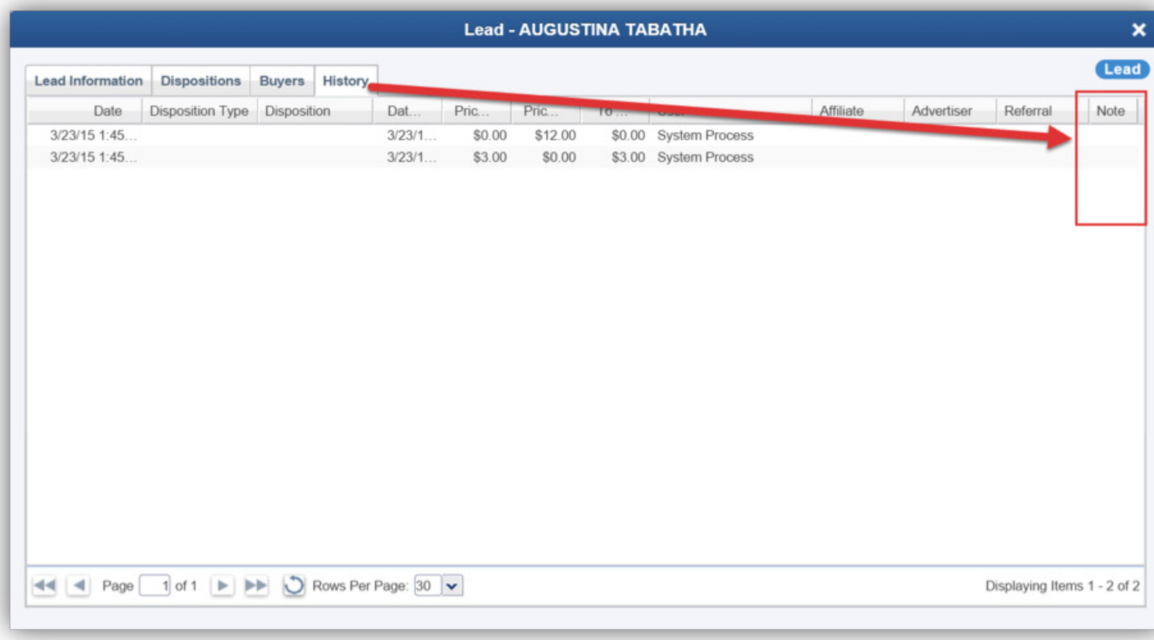
If manually entering the conversion, ensure that the header text in the first line of the box is left intact and that when entering needed values, spaces are not entered between the data and the commas.

You are going to need to move back and forth between your report and the tools, copying and pasting the information that you need to enter.

As the settings above are adjusted, the Data field will display the needed columns to process the update. If a CSV file is uploaded, you will see the CSV file data displayed in the Data field after upload, allowing you to review the data before clicking Save to process the changes.

The note field allows users to add a custom note to the conversion card history tab as seen below.

Saving



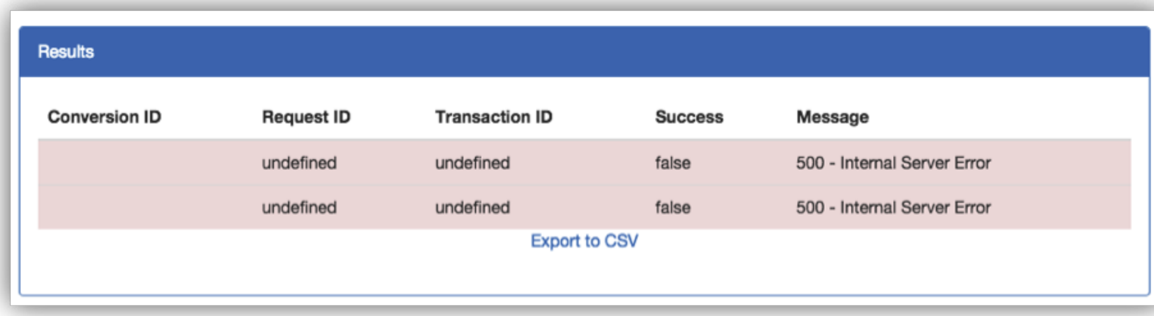
Once you have entered the information, click Save and you should see a Results window, confirming your changes.

In order to identify the conversion when processing the changes, CAKE will look at the data in the following order:

1. Request ID
2. Conversion ID
3. then Transaction ID

Error Messages

If there is an error, you will see a "500 – Internal Server Error" message in the Results window as shown below.


Results

Conversion ID	Request ID	Transaction ID	Success	Message
	undefined	undefined	false	500 - Internal Server Error
	undefined	undefined	false	500 - Internal Server Error

Export to CSV