

Meta vs Shopify Purchase Reconciliation Worksheet

For Shopify brands whose Ads Manager and Shopify orders disagree. One week per sheet.

START HERE

Compare Meta with the Shopify orders Meta could see, over **7 days** in one time zone. Meta above total orders means **double counting**: fix that first.

1. Line up the numbers (5)

- ☐ Pick a 7 day range that ended a week ago
- ☐ Match the Meta ad account time zone to Shopify
- ☐ Take Shopify orders credited to Facebook and Instagram
- ☐ Read them under last non-direct click (floor) and any click (ceiling)
- ☐ Exclude renewals, POS, draft and marketplace orders

Floor orders: _____

Ceiling orders: _____

Meta purchases: _____

2. If Meta is under the floor (4)

- ☐ Purchase event still fires after the August 26, 2026 upgrade
- ☐ Data sharing is Maximum, not Standard
- ☐ Checked how many shoppers decline the cookie banner
- ☐ Dashboard didn't rely on 7-day or 28-day view windows

3. If Meta beats total orders (5)

- ☐ Only one Meta pixel source on the store
STOP IF NO
Keep the Facebook and Instagram app, remove the rest
- ☐ No hardcoded fbq left in theme.liquid or GTM
Three copies send three Purchase events per order
- ☐ Browser eventID matches the server event_id
Meta merges them only within 48 hours
- ☐ Off-site payment returns don't fire Purchase twice
- ☐ View-through sales also claimed by Google are expected

4. Confirm the fix (4)

- ☐ Test order shows one merged Purchase in Test Events
STOP IF NO
Test the payment method that redirects off-site first
- ☐ Meta now sits between the floor and the ceiling
- ☐ Daily Meta to Shopify ratio has no new step
A step on one date names the cause
- ☐ Rerun this sheet on a fresh week after 7 days

Ticked: ____ / 18 Any STOP item unticked: fix it before anything else.

Still off after the worksheet? Send me the two numbers. kaspianfuad.com/contact

Kaspian Fuad, Shopify developer and CRO consultant

Found 0% GA4 conversion attribution on 5 of 14 audited stores.