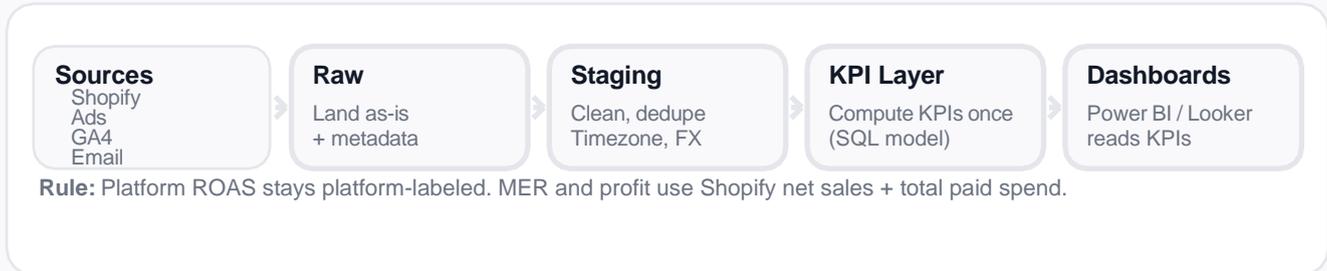


SOURCE-OF-TRUTH MAP

Stop KPI disputes across Shopify, GA4, and ad platforms

How to use: Lock rules → compute KPIs once → all dashboards read from the KPI layer.



1) Truth layers

- **Financial truth** (revenue/profit): Shopify / Payments / accounting
- **Spend truth:** Meta, Google, TikTok spend (deduped, same currency)
- **Behavior truth:** GA4 for sessions, funnel, cohorts (not revenue truth)
- **Attribution truth:** platform ROAS stays labeled **platform**
- **KPI truth:** one modeled KPI table powers dashboards, reports, emails

2) Discovery fill-in (copy/paste)

Store timezone: _____ Currency: _____
 Revenue rule: net sales (tax/shipping? Y/N) Refund rule:
 order date / refund date
 Attribution windows: Meta ___ / Google ___ / TikTok ___
 Spend source: API / connector / invoices UTM naming map:
 yes / no

3) Why numbers do not match

- Timezone or currency misalignment
- Taxes/shipping included in one system but not another
- Refunds counted on different dates (order vs refund date)
- Attribution windows and view-through differences
- Missing UTMs, channel mapping, consent blockers
- Spend duplicated (connector + invoices) or blended across accounts
- Multi-store and FX handled inconsistently

4) Standard KPI definitions

Net Sales (Shopify) = gross sales - discounts - refunds (tax/shipping explicit)
Total Paid Spend = Meta + Google + TikTok + other paid (same currency)
MER = Net Sales / Total Paid Spend
ROAS (platform) = platform conversion value / platform spend (keep labeled **platform**)
Contribution Profit (simple) = Net Sales - COGS - fulfillment - fees - paid spend

5) Alignment checklist (set once, reuse across clients)

- | | |
|---|---|
| <input type="checkbox"/> Revenue definition locked (net sales, tax/shipping explicit) | <input type="checkbox"/> Attribution windows documented (Meta, Google, TikTok) |
| <input type="checkbox"/> Store timezone used everywhere (Shopify + spend + GA4) | <input type="checkbox"/> Spend source consistent and deduped (API vs invoices) |
| <input type="checkbox"/> Currency and FX approach documented | <input type="checkbox"/> UTM and channel naming map standardized |
| <input type="checkbox"/> Refund handling decided (order date vs refund date) | <input type="checkbox"/> Dashboards read from KPI layer only (no recalcs in BI) |

Next step

We implement a source-of-truth KPI layer + monitoring for Shopify agencies, typically live in 7 days.

Free 30-min Source-of-Truth Review
cal.com/calyxra/30min