GA4 cost import

Pilot setup and reconciliation worksheet

Property / profile: _____ Reviewer: _____

Date range: _____ Review date: _____

Before importing

- [ ] Record the GA4 property, import source, owner and export date range.
- [ ] Confirm Editor access and retain an unchanged advertising export.
- [ ] Inspect the source, medium, campaign ID and name actually collected.
- [ ] Record account/property time zones and currencies.

Prepare a small pilot

- [ ] Use one campaign and a few dates; aggregate to one row per daily key.
- [ ] Keep headers first, ISO dates, numeric metrics and identifiers as text.
- [ ] Supply currency for cost; check mapped versus fixed-currency setup.
- [ ] Inspect casing, whitespace, renamed campaigns and duplicate feed coverage.

Validate and reconcile

- [ ] Record the exact field mapping, file version and import result.
- [ ] Allow processing; an accepted file does not establish a successful join.
- [ ] Review Joined, No campaign data and No Analytics data rows.
- [ ] Check validation report filters and dates; coverage is not percent of spend.
- [ ] Reconcile daily cost, currency, clicks and impressions with the source.
- [ ] Expand only after the pilot reconciles; record correction versions.

Exceptions / follow-up: _____

Official references: Setup documentation | Reporting guidance
A checklist records your own checks. It is not evidence of a successful import or live-account test.