

How to use: go through each section and check every box that applies. Tally your score at the end. Any unchecked box is a documented operational gap.

Automation Reliability

- 1 ☐ Does a failed Apps Script trigger send an alert, not just stop silently?
- 2 ☐ Have you confirmed your script hasn't hit its daily execution time limit?
- 3 ☐ Does your sheet flag when last week's automated refresh never ran?
- 4 ☐ Is there a manual fallback check when the automated pull goes stale?
- 5 ☐ Do you log each script run's duration to catch slowdowns early?

Conversion Data Integrity

- 6 ☐ Have you reconciled GA4 conversion counts against actual bank-verified sales?
- 7 ☐ Do you know why GA4 events might double count a single purchase?
- 8 ☐ Have you audited GA4 for duplicate conversion events per session?
- 9 ☐ Does your report separate raw GA4 events from CRM-qualified conversions?
- 10 ☐ Have you flagged conversion totals that exceed known order volume?

Click Session Gaps

- 11 ☐ Have you compared LinkedIn ad clicks against matching GA4 sessions?
- 12 ☐ Do you know your Facebook click-to-session ratio for the same period?
- 13 ☐ Have you checked if repeat clicks collapse into one GA4 session?
- 14 ☐ Does your report separate ad platform clicks from GA4 session counts?
- 15 ☐ Have you verified click totals against sessions before combining feeds?

Attribution Date Alignment

- 16 ☐ Do you know if Google Ads backdates conversions to the click date?
- 17 ☐ Have you checked whether GA4 assigns conversions to the purchase date?
- 18 ☐ Does your weekly sheet reconcile mismatched conversion dates across rows?
- 19 ☐ Have you compared GA4's attribution model against your CRM's timestamp logic?
- 20 ☐ Do you know which platform's number you'd trust if they disagree?

Sheet Performance Sampling

- 21 ☐ Has your sheet's calculation speed slowed as formulas accumulated?
- 22 ☐ Have you checked if your GA4 pull is flagged as sampled data?
- 23 ☐ Does your Sheets add-on pull unsampled data or silently sample it?
- 24 ☐ Have you split large date ranges to avoid GA4 sampling limits?
- 25 ☐ Do you manually verify sampled numbers before reporting them as final?

SCORING GUIDE

Score	Level	What it means
0 to 11	CRITICAL	Structural failures are actively destroying margin
12 to 19	MODERATE	Gaps in two or three areas that need immediate attention
20 to 25	STRONG	Systems are solid, focus on optimization

Book a free data audit at modonix.com/services. We identify your top 3 margin leaks in one session. Written by Ahmed Abuswa, Modonix.com