

Looker Studio Data Source	FunnelVision UI	Notes
aCAC daily totals will not sum up to match the UI (Not Included)	aCAC	Create Custom Calc Instead: $\text{sum}(\text{costs})/\text{sum}(\text{customers})$ and $\text{nCAC} = \text{sum}(\text{costs})/\text{sum}(\text{newCustomers})$
aLTV daily totals will not sum up to match the UI (Not Included)	aLTV	CANNOT RECREATE
averageOrderValue	AOV	Be sure to set Metric Aggregation to "Average"
BOF ROAS daily totals will not sum up to match the UI (Not Included)	BOF ROAS	Only in Conversion Date Mode: Create Custom Calc Instead: $\text{if}(\text{sum}(\text{costs})=0,0,\text{sum}(\text{bottomOfFunnelRevenue})/\text{sum}(\text{costs}))$
bottomOfFunnelRevenue	Total BOF Revenue	Only in Conversion Date Mode
bottomOfFunnelSales	Total BOF Sales	Only in Conversion Date Mode
bottomOfFunnelWickedAttributedRevenue	BOF Revenue	Only in Conversion Date Mode: Only when View-Through Conversions > 0%
bottomOfFunnelWickedAttributedSales	BOF Sales	Only in Conversion Date Mode: Only when View-Through Conversions > 0%
campaign	Campaign	On when Campaign column visible in Grid (Not Overall Channel)
channel	Channel	Only when Channel column visible in Grid
clicks	Clicks	
content	Content (Ad Name, Ad Group, etc)	Depends on the channel selected and only when column is visible in Grid.
CPC daily totals will not sum up to match the UI (Not Included)	CPC	Create Custom Calc Instead: $\text{sum}(\text{costs})/\text{sum}(\text{clicks})$
CPL daily totals will not sum up to match the UI (Not Included)	CPL	Create Custom Calc Instead: $\text{sum}(\text{costs})/\text{sum}(\text{newLeads})$

costs	Costs	
customConversions0	[Custom Conversions 0]	Only when you have 1 custom conversion selected
customConversions1	[Custom Conversions 1]	Only when you have 2 custom conversion selected
customConversions2	[Custom Conversions 2]	Only when you have 3 custom conversion selected
customConversionsCostPer0	Cost Per [Custom Conversions 0] (Do not use)	Create Custom Calc Instead: $\text{sum}(\text{costs})/\text{sum}(\text{customConversionsCostPer0})$
customConversionsCostPer1	Cost Per [Custom Conversions 1] (Do not use)	Create Custom Calc Instead: $\text{sum}(\text{costs})/\text{sum}(\text{customConversionsCostPer1})$
customConversionsCostPer2	Cost Per [Custom Conversions 2] (Do not use)	Create Custom Calc Instead: $\text{sum}(\text{costs})/\text{sum}(\text{customConversionsCostPer2})$
customers	Total Customers	Will not match because Repeat Customers is Deduplicated in the UI across the date range
date	DO NOT USE	
EPC daily totals will not sum up to match the UI (Not Included)	EPC	Create Custom Calc Instead: $\text{sum}(\text{wickedAttributedRevenue})/\text{sum}(\text{clicks})$
EPL daily totals will not sum up to match the UI (Not Included)	EPL	Create Custom Calc Instead: $\text{sum}(\text{wickedAttributedRevenue})/\text{sum}(\text{newLeads})$
facebookCostPerAddToCart	Facebook: Cost Per Add To Cart (Do not use)	Create Custom Calc Instead: $\text{sum}(\text{costs})/\text{sum}(\text{facebookWebsitePerAddToCart})$
facebookCostPerOutboundClick	Facebook: Cost Per Outbound Click (Do not use)	Create Custom Calc Instead: $\text{sum}(\text{costs})/\text{sum}(\text{facebookOutboundClicks})$
Facebook: CPM daily totals will not sum up to match the UI (Not Included)	Facebook: CPM	Create Custom Calc Instead: $\text{sum}(\text{costs})/(\text{sum}(\text{facebookImpressions})/1000)$
facebookImpressions	Facebook: Impressions	

facebookMetaAddToCart	Facebook: Meta Add to Cart	
facebookMetaPurchaseConversion	Meta purchase conversion value	
facebookMetaPurchases	Meta purchases	
facebookOutboundClicks	Facebook: Outbound Clicks	
facebookViewThroughConversions	FB View-Through Conversions	
facebookViewThroughRevenue	FB View-Through Revenue	
facebookWebsiteAddToCart	Facebook: Website adds to cart	
facebookWebsitePurchaseConversion	Website Purchase Conversion Value	
Facebook Website ROAS daily totals will not sum up to match the UI (Not Included)	Facebook: Webstie Purchase ROAS	Create Custom Calc Instead: $\text{sum}(\text{facebookWebsitePurchaseConversion})/\text{sum}(\text{costs})$
facebookWebsitePurchases	Facebook: Website Purchases	
future_futureRevenue	Future Section: Future Revenue (Do not use)	Only in Click Date Mode: Daily totals will not sum up to match the UI
future_futureSales	Future Section: Future Sales (Do not use)	Only in Click Date Mode: Daily totals will not sum up to match the UI
leads	Total Leads	
medium	Medium	
MOF ROAS daily totals will not sum up to match the UI (Not Included)	MOF ROAS	Only in Conversion Date Mode: Create Custom Calc Instead: $\text{if}(\text{sum}(\text{costs})=0,0,\text{sum}(\text{middleOfFunnelRevenue})/\text{sum}(\text{costs}))$

middleOfFunnelRevenue	Total MOF Revenue	Only in Conversion Date Mode
middleOfFunnelSales	Total MOF Sales	Only in Conversion Date Mode
newCustomers	New Customer Count	will not match if using FB View-Through Conversions
newLeads	New Leads	
nLTV daily totals will not sum up to match the UI (Not Included)	nLTV	CANNOT RECREATE
newSubscriptionRevenue	Total Revenue Tooltip: New Subscription Revenue	
newSubscriptionSales	New Subscription Sales	
eCPNV daily totals will not sum up to match the UI (Not Included)	eCPNV	Create Custom Calc Instead: $\text{if}(\text{sum}(\text{costs})=0,0,\text{sum}(\text{costs})/\text{sum}(\text{newVisits}))$
newVisits	New Visits	
New Visits % daily totals will not sum up to match the UI (Not Included)	New Visits %	Create Custom Calc Instead: $\text{if}(\text{sum}(\text{clicks})=0,0,\text{sum}(\text{newVisits})/\text{sum}(\text{clicks}))$
nonSubscriptionRevenue	Total Revenue Tooltip: One-Time Revenue	
nonSubscriptionSales	One-Time Sales	
recurringSubscriptionRevenue	Total Revenue Tooltip: Recurring Subscription Revenue	
recurringSubscriptionSales	Recurring Subscription Sales	
reEngagedLeads	Re Engaged Leads	

repeatCustomers	Repeat Customers	Daily totals will not sum up to match the UI
ROAS daily totals will not sum up to match the UI (Not Included)	ROAS	Create Custom Calc Instead: $\text{if}(\text{sum}(\text{costs})=0,0,\text{sum}(\text{wickedAttributedRevenue})/\text{sum}(\text{costs}))$
source	Source	
term	Term (Ad Set, Keyword, etc)	Depends on the channel selected and only when column is visible in Grid.
TOF ROAS daily totals will not sum up to match the UI (Not Included)	TOF ROAS	Only in Conversion Date Mode: Create Custom Calc Instead: $\text{if}(\text{sum}(\text{costs})=0,0,\text{sum}(\text{topOfFunnelRevenue})/\text{sum}(\text{costs}))$
topOfFunnelRevenue	Total TOF Revenue	Only in Conversion Date Mode
topOfFunnelSales	Total TOF Sales	Only in Conversion Date Mode
Total Section ROAS daily totals will not sum up to match the UI (Not Included)	Total Section ROAS	Only In Click Date Mode: Create Custom Calc Instead: $\text{if}(\text{sum}(\text{costs})=0,0,\text{sum}(\text{bottomOfFunnelRevenue})/\text{sum}(\text{costs}))$
total_revenue	Totals Section: Total Revenue	Only In Click Date Mode
total_sales	Totals Section: Total Sales	Only In Click Date Mode
wickedAttributedRevenue	Total Revenue	Conversion Date mode or Click Date mode Date Range value
wickedAttributedSales	Total Sales	Conversion Date mode or Click Date mode Date Range value
BOF ROI daily totals will not sum up to match the UI (Not Included)	BOF ROI	Create Custom Calc Instead: $\text{if}(\text{sum}(\text{costs})=0,0,\text{sum}(\text{topOfFunnelRevenue})/\text{sum}(\text{costs}))$
facebookOutboundClickThroughRate	REMOVE	TEST with Campaign Level View
MOF ROI daily totals will not sum up to match the UI (Not Included)	MOF ROI	Create Custom Calc Instead: $\text{if}(\text{sum}(\text{costs})=0,0,(\text{sum}(\text{middleOfFunnelRevenue})-\text{sum}(\text{costs}))/\text{sum}(\text{costs}))$

ROI daily totals will not sum up to match the UI (Not Included)	ROI	Create Custom Calc Instead: $\text{if}(\text{sum}(\text{costs})=0,0,(\text{sum}(\text{wickedAttributedRevenue})-\text{sum}(\text{costs}))/\text{sum}(\text{costs}))$
TOF ROI daily totals will not sum up to match the UI (Not Included)	TOF ROI	Create Custom Calc Instead: $\text{if}(\text{sum}(\text{costs})=0,0,(\text{sum}(\text{topOfFunnelRevenue})-\text{sum}(\text{costs}))/\text{sum}(\text{costs}))$