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: sum(summary_costs)/sum(summary_customers)
aLTV daily totals will not sum up to match the UI (Not Included)	aLTV	Daily totals will not sum up to match the UI
summary_clicks	Clicks	
summary_costPerLead	CPL (Do not use)	Create Custom Calc Instead: sum(summary_costs)/sum(summary_newLeads)
summary_costs	Costs	
summary_customers	Customers	Will not match because we deduplicate repeat customers in Wicked UI
summary_facebookMetaPurchaseConversion	Meta Purchase Revenue	Only when Meta Purchases = Include
summary_facebookMetaPurchases	Meta Purchase Sales	Only when Meta Purchases -= Include
summary_facebookViewThroughConversions	Facebook View-Through Sales	only when FB View-Through Confidence > 0%
summary_facebookViewThroughRevenue	Facebook View-Through Revenue	only when FB View-Through Confidence > 0%
summary_future_futureRevenue	Future Revenue (Do not use)	Click Date Mode: Daily totals will not sum up to match the UI
summary_future_futureSales	Future Sales (Do not use)	Click Date Mode: Daily totals will not sum up to match the UI
summary_leads	Leads	
nCAC daily totals will not sum up to match the UI (Not Included)	nCAC	Create Custom Calc Instead: sum(summary_costs)/sum(summary_newCustomers)
summary_newCustomers	Customers Tooltip: New Customers	
summary_newLeads	Leads Tooltip: New Leads	
nLTV daily totals will not sum up to match UI (Not Included)	nLTV	
summary_newSalesCount	New Sales	
summary_newSalesRevenue	New Sales Revenue	
summary_newSubscriptionRevenue	New Subscription Sales	
summary_newSubscriptionSales	New Subscription Revenue	
summary_nonSubscriptionRevenue	One-Time Revenue	
summary_nonSubscriptionSales	One-Time Sales	
summary_preWickedRevenue	Revenue Chart Tooltip: Pre-Wicked	
summary_preWickedSales	Sales Tooltip: Pre-Wicked Sales	
summary_recurringSubscriptionRevenue	Recurring Subscription Revenue	
summary_recurringSubscriptionSales	Recurring Subscription Sales	
summary_reEngagedLeads	Leads Tooltip: Re-Engaged Leads	
summary_repeatCustomers	Customers Tooltip: Repeat Customers (Do not use)	Daily totals will not sum up to match the UI
summary_repeatSalesCount	Repeat Sales	
summary_repeatSalesRevenue	Repeat Sales Revenue	
ROAS daily totals will not sum up to match the UI (Not Included)	ROAS	Create Custom Calc Instead: if(sum(summary_costs)=0,0,sum(summary_totalRevenue)/sum(summary_costs))
summary_total_revenue	Date Range and Future Revenue (Do not use)	In Click Date Mode: Daily totals will not sum up to match the UI
summary_total_sales	Date Range and Future Sales (Do not use)	In Click Date Mode: Daily totals will not sum up to match the UI
summary_totalRevenue	Revenue Chart: Revenue	Only in Conversion Date Mode
summary_totalSales	Sales	Only in Conversion Date Mode
summary_unattributedLeads	Leads Tooltip: Unattributed Leads	
summary_unattributedRevenue	Revenue Chart Tooltip: Unattributed	

summary_unattributedSales	Sales Tooltip: Unattributed Sales	
summary_wickedAttributedRevenue	Revenue Chart Tooltip: Attributed	
summary_wickedAttributedSales	Sales Tooltip: Attributed Sales	
ROI daily totals will not sum up to match the UI (Not Included)	ROI	Create Custom Calc Instead: if(sum(summary_costs)=0,0,(sum(summary_totalRevenue)-sum(summary_costs))/sum(summary_costs))