

Reconciliation Guide — Marketing

SAMPLE DOCUMENT — FOR TRAINING PURPOSES ONLY

Reconciliation Reference Guide — Marketing

CTOC Framework Reminder

- **C (Context):** You have two Excel files representing campaign-tracker and spend-report
- **T (Task):** Match rows by Campaign_ID, find every discrepancy
- **O (Output):** Excel workbook (.xlsx) with matched, discrepancy, and summary sheets
- **C (Constraints):** Use formulas for totals. Conditional formatting: red = critical, yellow = minor

Matching Rules

- **Primary key:** Campaign_ID
- **Amount columns:** Budget_Amount vs Actual_Spend
- **Status columns:** Campaign_Status vs Finance_Status

Marketing-Specific Rules

Compare scheduled vs actual. Differences may be legitimate (overtime, incident response) rather than errors. Context matters.

Traffic Light Verification

- **GREEN (check first):** Do formulas calculate correctly? Are totals accurate? Is currency consistent?
- **YELLOW (check second):** Are categories assigned correctly? Do status labels match expected values?
- **RED (human decision required):** Should flagged items be escalated? Are the recommended actions appropriate?

Common Discrepancy Types

1. **Amount mismatch** — Different values for the same Campaign_ID. Check for decimal shifts, partial amounts, or fee deductions.
2. **Missing row** — Present in one source, absent in the other. May indicate delayed processing or data entry gap.
3. **Status conflict** — One source says "Planning", the other says "On Budget". Check which is more current.
4. **Name variation** — Same Campaign_ID but slightly different names. Likely the same entity; verify before merging.