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In the reconciliation report what is the difference between "\$ billable" and "\$ delivered in date range"?

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0 Rating/ Voters

Billable is defined as the lesser of either \$ Delivered or \$ Ordered. So, if a <u>campaign</u> over-delivers (say, due to more people listening at the time of a <u>spot play</u> than the <u>campaign</u> goal needs to deliver for the last <u>spot play</u>) - make sure to reference the \$ Ordered number. Since typically stations cannot bill more than was ordered. If the campaign under-delivers or delivers exactly as needed - reference the \$ Delivered number for a billable number.