Fivetran

Run a successful free trial with Fivetran

A COMPLETE STEP-BY-STEP GUIDE

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Introduction

Welcome and congrats! You're on your way to automating your data stack.

By the end of this trial, you will have:

1. Centralized data that exists across disparate sources into your destination(s).
2. Understood source support, how Fivetran syncs data, and features that are valuable to your team, like automated schema migration, transformations and more.
3. Learned about consumption-based pricing and how to customize Fivetran for your needs.
4. Enabled analysts and stakeholders to draw insights from accurate, comprehensive data.

This guide follows the footsteps of our most successful customers and will help you make the most of your free 14-day trial. Reference this guide as you navigate our platform, add your first connector, configure your databases, transform your data, activate your data, and more.

Getting started

> "One of the things that I like most about Fivetran is that anytime you connect a new integration, the first 14 days of service are free. This gives you a sense of how the data is going to look without any concerns about costs upfront."
>
> **- Brandon Beshash, Staff BI Engineer, Glossier**

You can trial all of Fivetran's pre-built connectors and Business Critical features free for 14 days — no payment required up front. This means you can evaluate functionality and receive usage-based cost estimates without any lock-in.

How to sign up for a free 14-day trial

You're only eligible for one free trial, so here's what you need to know before signing up:

- See if we support your data sources. Visit fivetran.com/connectors to view our source support.
- Don't see a connector for your preferred data source? Take advantage of other data loading methods like cloud functions and/or request a connector here.
- Fivetran also has a By Request program for customers to request a Lite Connector for SaaS applications that are currently unavailable. If the source app is a good candidate, customers can partner with Fivetran to build a new connector in 30 days.
- Check if you need to get credentials and administrative permissions to your data sources like Salesforce or SQL Server and cloud based destinations(s). Your coworkers on other teams may have the required permissions to allow Fivetran access and networking approval during setup.

Signup and setup

1. Sign up for a trial via fivetran.com/signup.
a. After verifying your email and logging in, you will be prompted to set up your first connector.
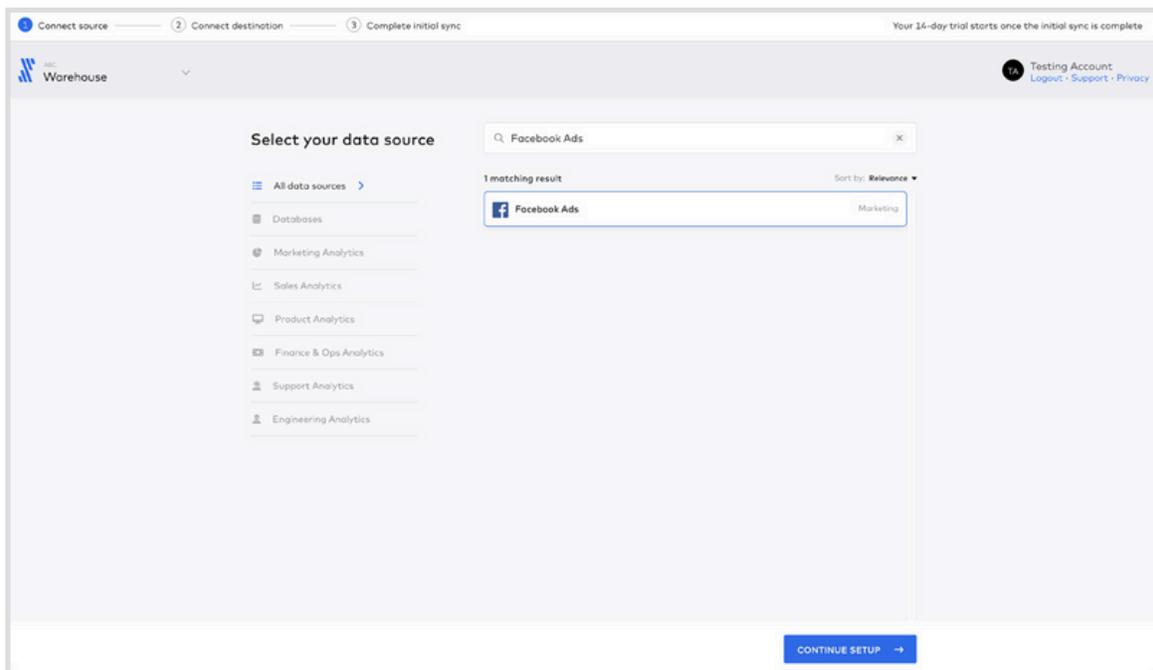
b. This is where you'll need credentials to authorize source access.
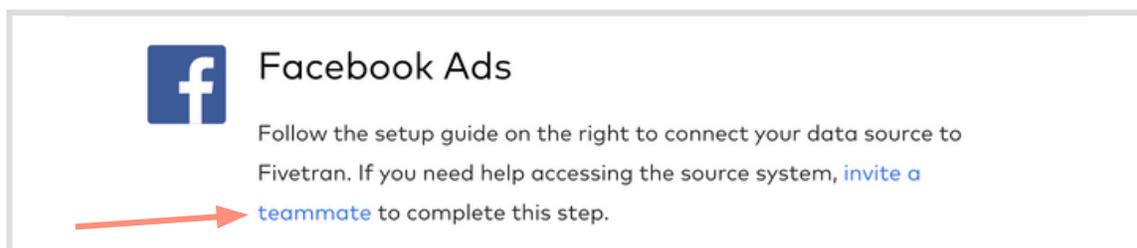
c. After authorizing credentials, you will be promoted to set up the connector. Many setup options are connector-dependent. Use the setup guide on the right-hand side to get more specific information.
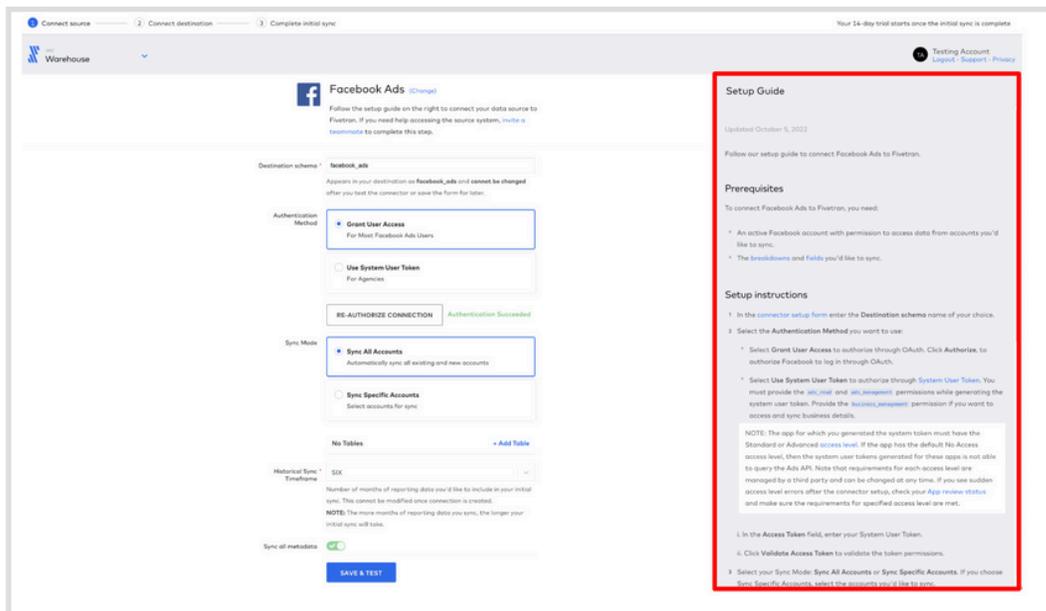
2. Next, you'll need to add at least one destination. After all, data needs to land somewhere!

a. Fivetran supports cloud data warehouses, databases, online data platforms and data lakes as destinations. Visit fivetran.com/docs/destinations to view supported destinations.

b. No destination? No problem. Use our Fivetran-managed BigQuery destination, free with your trial.

c. If you're still evaluating destinations, compare the price, performance and differentiated features here.
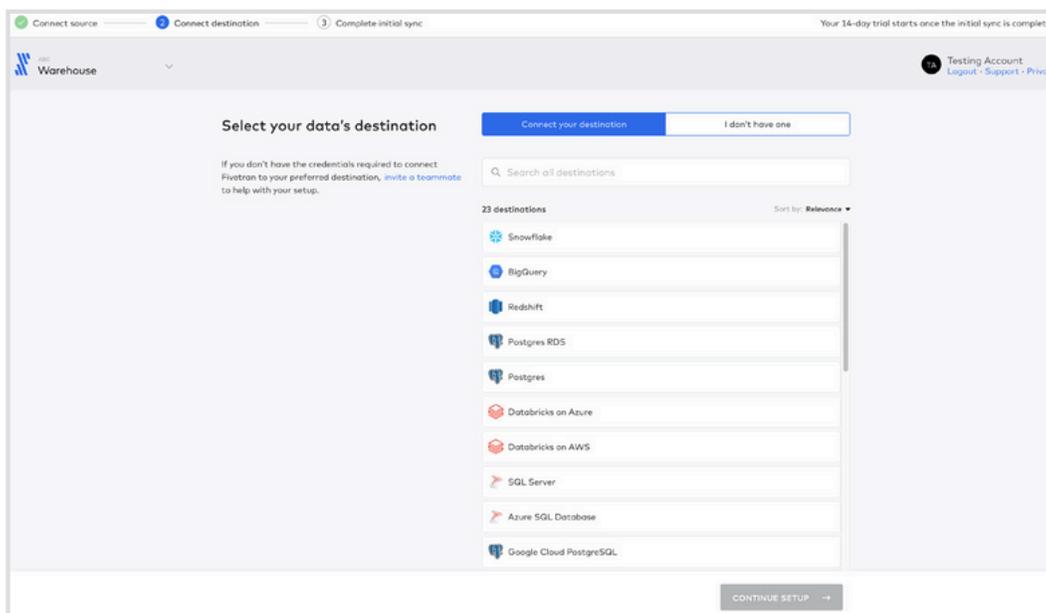
To make the most out of your free 14 days and get an accurate pricing estimate based on your usage, we recommend adding all of your sources up front before starting your initial syncs.

3. After setting up your connector and destination, configure your connector setup.
a. Select the tables you need to sync.
b. Choose how often Fivetran should check for incremental updates, from every minute to 24 hours.
c. Determine whether to enable column blocking and hashing to protect sensitive data, like PII, from syncing.
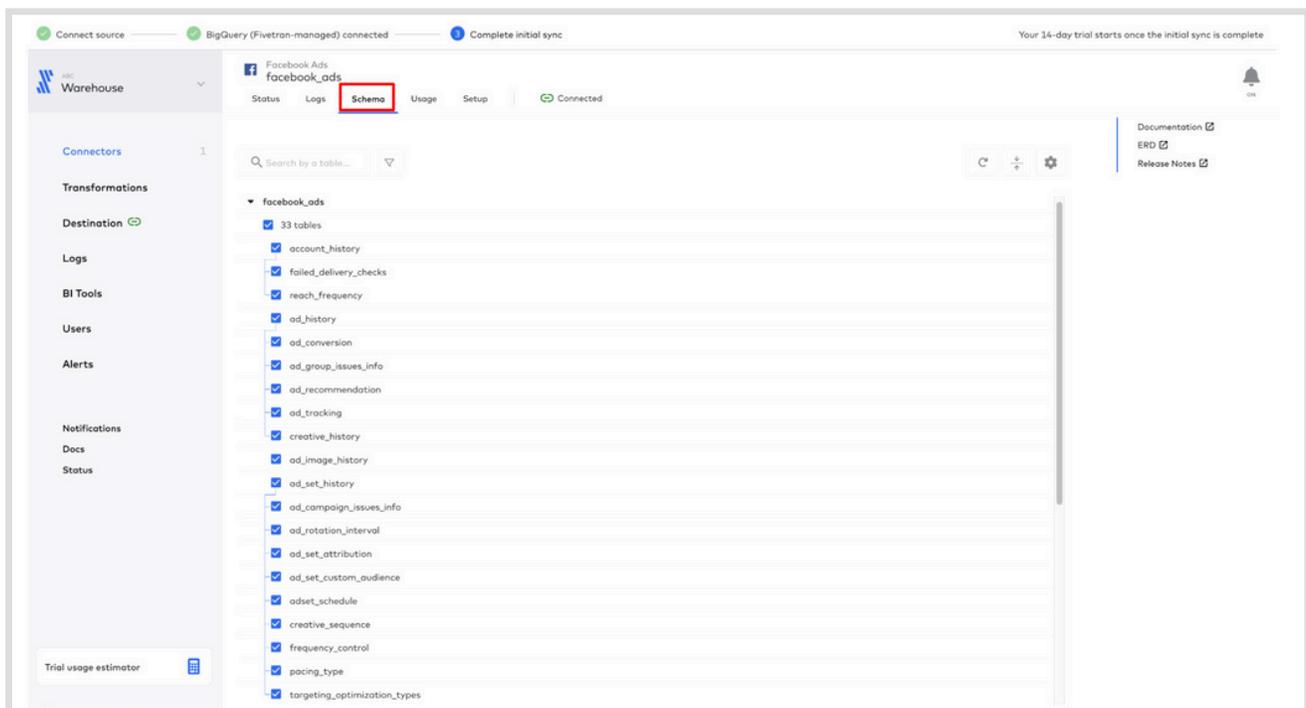
4. When the first initial sync completes for at least one connector, your 14-day free trial will begin. Initial syncs are source-dependent, meaning it can take a few minutes or up to a few days for larger data sets or sources with API limits. You'll get an email alert when the initial sync completes. After that, enjoy all the benefits for 14 days absolutely free.

    a. As your data is syncing, check the "Logs" tab to see how many rows have been replicated in each batch, how many tables have been fully synced, and how many there are left to go.
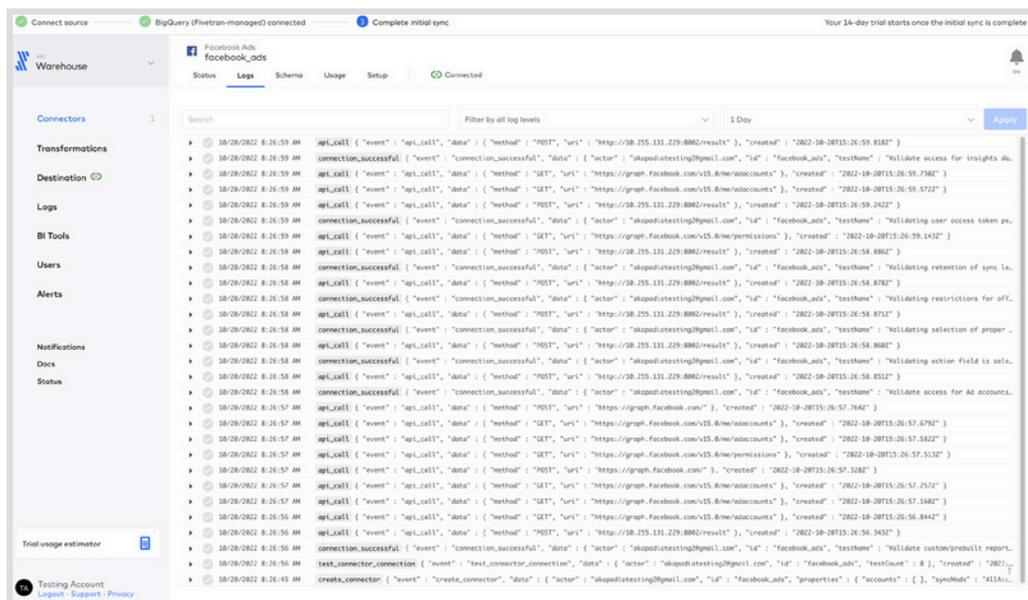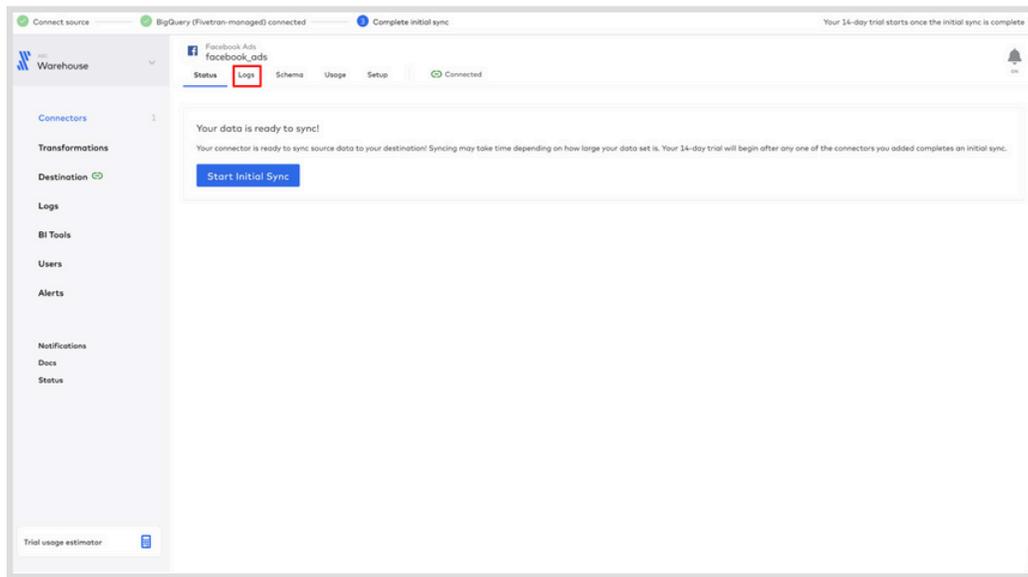
5. [Optional but recommended] Add the Fivetran Platform Connector. The Fivetran Platform Connector is a free connector that delivers your logs and account metadata to a schema in your destination. You can query the data to monitor metrics such as connector performance and monthly active rows (MAR), giving you greater transparency into your Fivetran usage. Learn [more about it here](#).

Want to see this in action? [See our setup demos for our most popular connectors](#).

How it works

Pre-built connectors:

> "We're saving months of work. You can set up 10 different connectors in a week. There's simply no way a human being could do that. We can make decisions much faster because we have been able to cut down the feedback loop significantly with timely and perfect data."
> **- Gustav Lindqvist, Chief Data Officer, Meditopia**

Fivetran offers many types of connectors that you can ingest data from: applications, databases, files, events, cloud data warehouses, and functions. Let's walk-through a couple key connector types below.

Applications

Application connectors sync data from your company's software tools, like Salesforce, Google Ads, Stripe, etc. Fivetran extracts underlying data from your applications using the data source APIs.

Our application connectors have entity relationship diagrams (ERDs), so your team can quickly understand relationships with primary and foreign keys. ERDs are a visual representation of the schema that illustrates the interrelationships between tables, outlining the API objects loaded into tables. By taking advantage of ERDs, you can:

- Visualize how tables are related to each other.

- Understand what fields (columns) are associated with each table.

- Understand the table definitions from the source application.
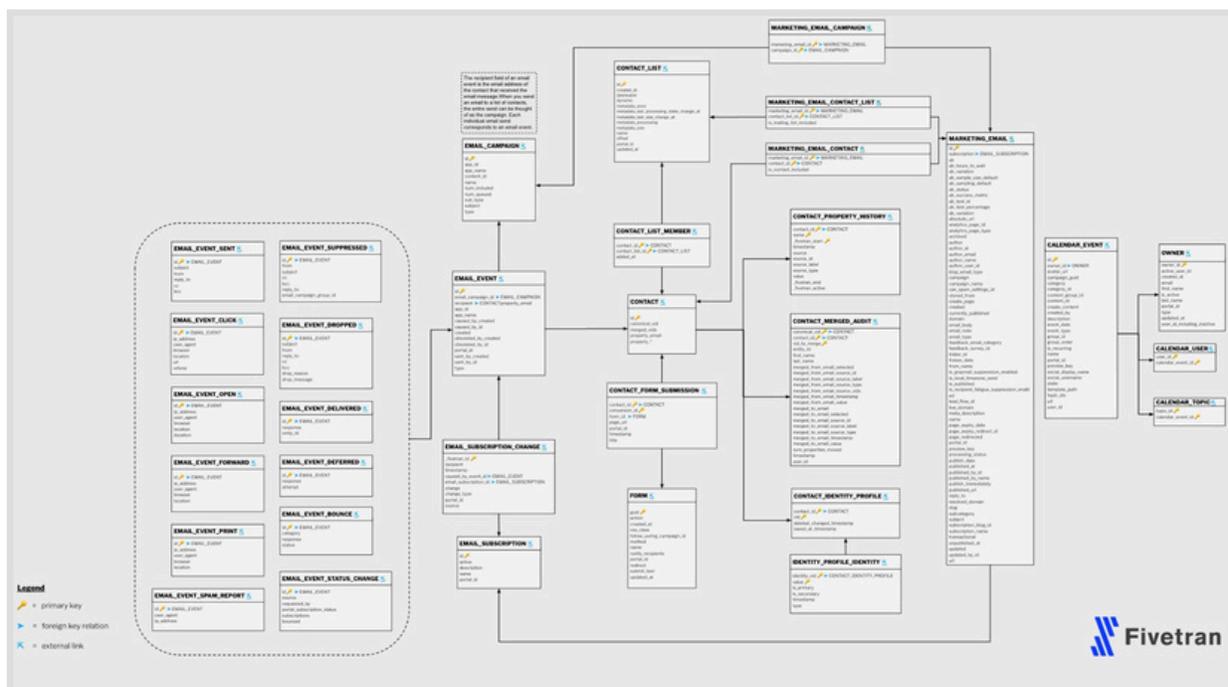
(Example of Hubspot ERD)

To find ERDs, visit our documentation and navigate to your connector's ERD.

Databases

Connect to your databases quickly and securely with one of our supported connection methods:

- Whitelist Fivetran's IP – The fastest and easiest method to connect your database to Fivetran.

- SSH tunnel – Set up a tunnel connection for Fivetran to access your database port as an additional security layer.

- Reverse SSH tunnel – If you can't provide direct port access, a Fivetran tunnel server can be set up to listen for incoming traffic from your IP.

Fivetran also offers multiple methods to efficiently replicate high volumes of data from your databases to your cloud destination:

- Change data capture (CDC) – Utilizing log-based CDC, Fivetran tracks all of your data changes and replicates them to your destination via a simple setup, efficient processes and sync failure handling.

- Teleport sync – Fivetran supports log-free database replication with Teleport Sync, using compressed snapshots to replicate data from supported sources to their destination with just a read-only user.

- High-volume agent – Replicate large volumes of data in real time with Fivetran's high-volume agent-based solution, currently available for Oracle and SQL Server.

For more information on our other types of connectors, visit our Documentation.

Maximize your trial

Complete your ELT with transformations

You can make up to 5,000 model runs for free with [Fivetran Transformations for dbt Core™](). We offer a [library of pre-built data models]() and [Quickstart data models]() for our top connectors that transform your data and create analytics-ready data sets, reallocating your time from modeling to insight generation. For a step-by-step guide on enabling Fivetran transformations, visit our [setup guide]().

Try this: You use Fivetran's connectors to access the data for your marketing efforts across multiple channels: Facebook, Twitter, LinkedIn, Pinterest, and Google. But, that data lives in siloed tables in your warehouse. You still need to harmonize the data to understand your return on ad spend (ROAS) and identify where your marketing team should be reallocating ad spend to maximize your budget. Utilize our [Ad Reporting data model]() to aggregate impressions, cost, clicks and more to accelerate your ROAS reporting. Fivetran Transformations for dbt CoreTM will also orchestrate the data model run immediately when your connectors finish loading the raw data in your warehouse. This increases your efficiency, saves you time and helps your team focus on insight generation.

"Fivetran's data models provide two primary benefits: Parsed, defined and described data model as well as ease of use. The first saves a ton of time while working with the source data. You can rely on a tested and standardized open-source model and do that quickly and efficiently with Fivetran Transformations."

 - Vladyslav Hrytsenko, CTO and Senior Technology & Strategy Consultant, Mighty Digital

Use Fivetran Activations to complete your data journey

By now, you've centralized data from your key source systems, automated schema management, and built analytics-ready datasets in your destination. But analytics is only part of the value. To fully realize the impact of your data, it needs to flow back into the tools where your teams make decisions every day.

With Fivetran Activations (reverse ETL), you can securely sync trusted warehouse data into downstream business applications like CRMs, marketing platforms, support tools, and ad networks. This allows sales, marketing, and operations teams to act on the same governed data your analysts rely on — without writing custom API integrations or relying on engineering tickets.

Reverse ETL extends Fivetran's automation beyond ingestion and transformation, enabling a true end-to-end data lifecycle:
- Centralize data from source systems into your warehouse
- Transform and enrich it into analytics-ready models
- Activate it back into operational tools to drive action

Because Activations is built into the Fivetran platform, it follows the same principles you've experienced during your trial: automated pipelines, built-in monitoring, schema handling, and role-based access controls. Data teams retain full governance, while business users gain timely, consistent data where they already work.

As you evaluate Fivetran during your free trial, consider using reverse ETL to validate downstream use cases such as sales prioritization, marketing personalization, or operational alerts. Completing the data loop — from source to warehouse and back to action — is often where teams see the fastest path from insight to impact.
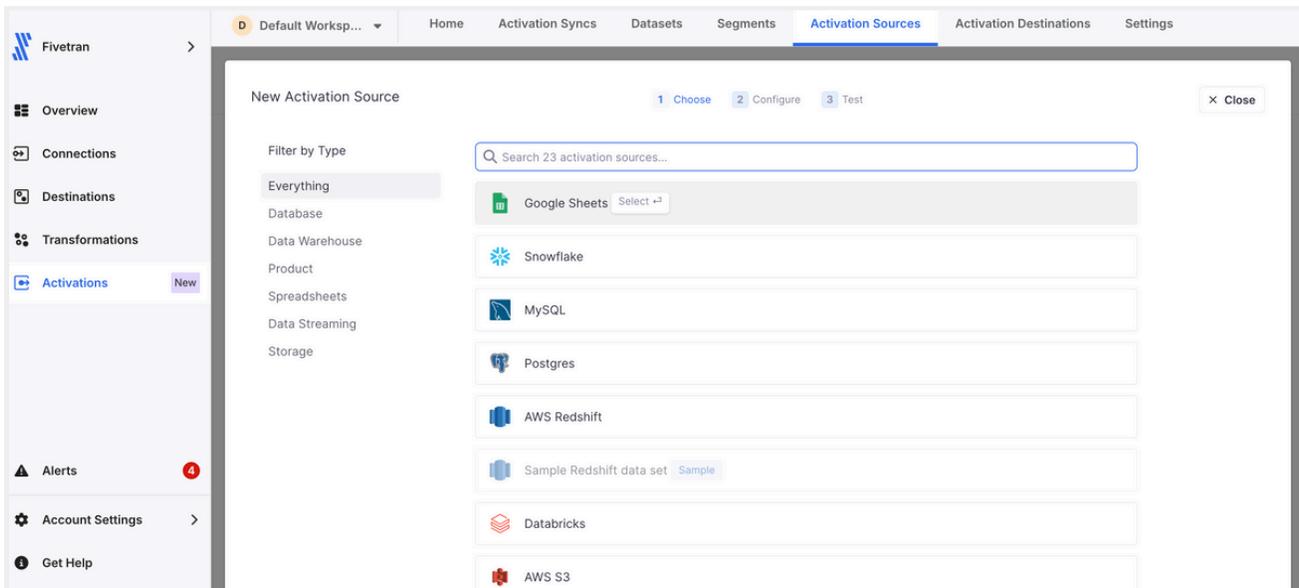
Activations set up

After logging in and verifying you have the proper credentials to access your data source, take these steps:

1. Create an Activation Source
This will likely be the data warehouse or data lake where you've previously centralized data with our connectors. For the time being, you'll need to set this up separately in the Activations tab.

a. Similar to earlier, you have the choice of 20+ data warehouses, lakes, or databases to choose from.

2. Create the dataset you want to activate within Datasets

a. You can create a dataset using SQL, selecting a table from within the source you already configured, or using one of our integrations with dbt, Looker, or Sigma.

b. You can also create Mesh Datasets that help you combine data across sources to create more complex and robust data activations. Or, you can manually upload CSV files with data.

c. These Datasets are then available to you when you configure your Syncs.
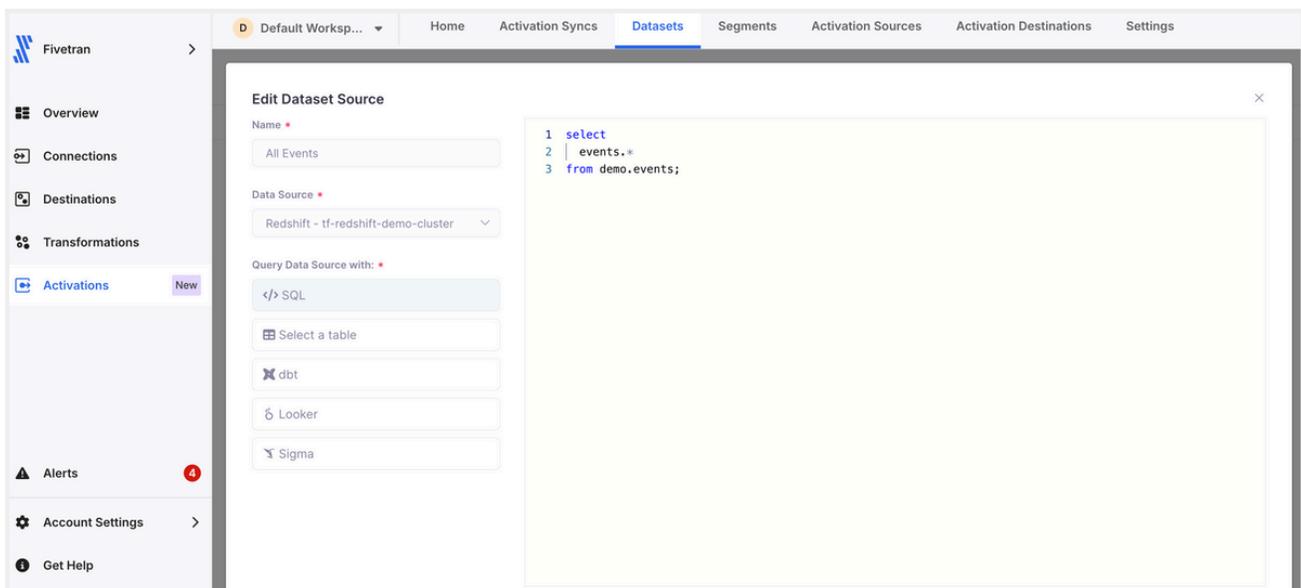
3. Create an Activation Destination
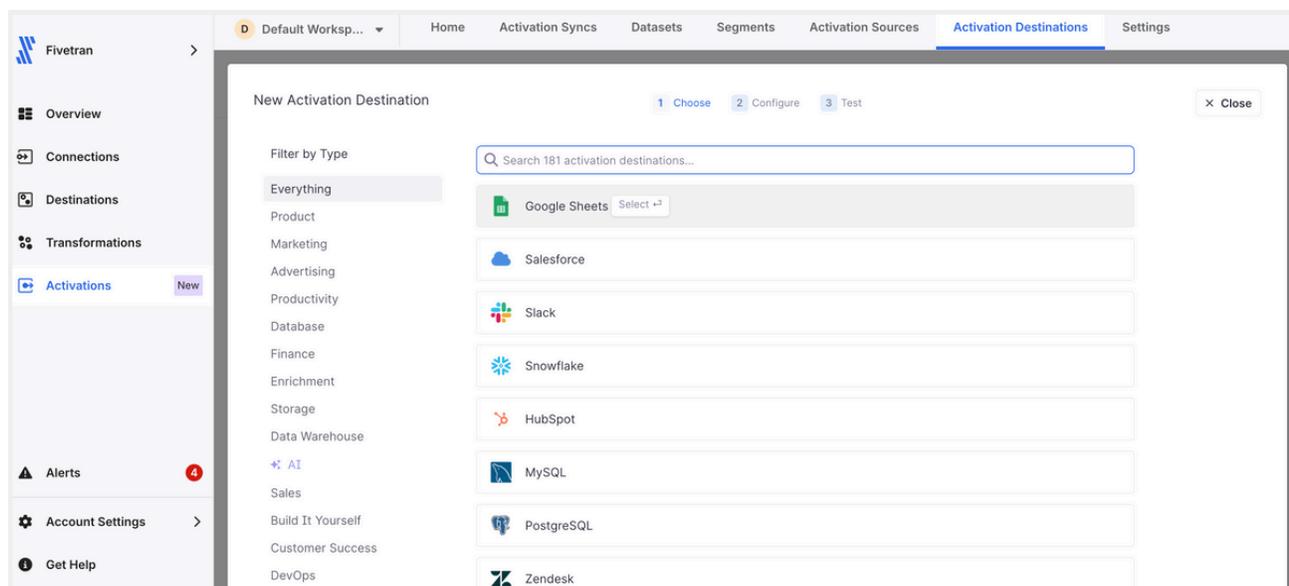
This is where your data will land. We support over ~200 fully managed destinations ranging from applications to file storage to data warehouses and beyond.

a. Don't see the destination you need? We have a Custom Destination API where you can build an integration yourself.

4. Configure your Sync

This is the reverse ETL pipeline that moves data (Dataset) from your data warehouse (Activation Source) to your application (Activation Destination).

a. You configure your Source, Destination, Dataset, as well as scheduling and field mapping.

b. Activations will auto-configure as much of the column and field mapping as possible, while also giving you the flexibility to customize as needed.
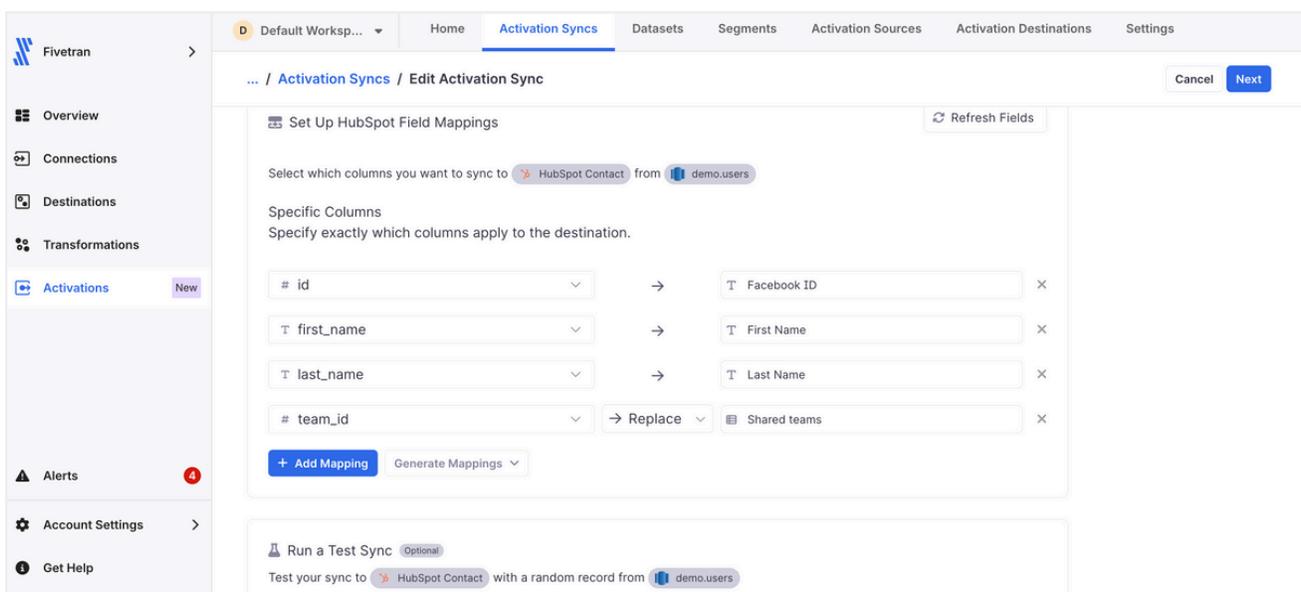
5. Make it work for your team

There is more you can do, such as building audiences for marketing personalization with our Audience Building, monitoring pipeline health and status, and giving permissions to the right individuals.

You get a 14-day free trial of each new activation you set up, so you can continue to test and explore the value of getting more data in your business users' hands.

Take advantage of the Business Critical Plan

Our free trial is on the Business Critical Plan which means you have access to many valuable features. Here's what our customers love the most:

- Faster sync times – Sync data as frequently as every 5 minutes to work with near real-time data.

- Role Based Access Controls – Restrict user access to specific connectors, set permissions for teams and create custom roles.

- Flexible connection methods – Connect your way with reverse SSH and VPN tunnels.

- Cloud provider selection – Choose the cloud provider (GCP, AWS or Azure) you want to run Fivetran on.

- External Logging – Send logs to AWS CloudWatch, DataDog, Google Cloud Logging, Azure Log Analytics, Splunk.

Understand your usage and pricing estimate

> "The consumption-based model is easier to wrap your head around because your usage and benefit are driving the cost. Consumption effectively scales with whatever pace you are scaling, so you aren't paying ahead of where you're at."
>
> **- Ajay Bidani, Digital Enablement and Insights Manager, Powell Industries**

Fivetran pricing is consumption-based

Fivetran charges for [monthly active rows (MAR)](#), which are rows added, changed or deleted in your destination via our connectors, apart from your initial sync. They are only counted once per month per unique primary key. Here's what you need to know about our pricing:

- Our pricing model has built-in volume discounting. So the more you use, the less you pay per row.

- Historical syncs and manually triggered resyncs are always free, whether it's for a new connector or a new table.

- New connectors come with [14-days of free usage](#) for you to test. You can [block tables](#) that don't bring value to your business and reduce usage.

View your usage estimate

Seven days into your trial, you'll get an initial usage and pricing estimate in the [Billing & Usage](#) pages in your account. Each connector needs seven days of incremental data for an accurate estimate. So, if you added connectors later into your trial, your total estimate will update after each connector estimate is complete. Use our [pricing calculator](#) to assess your costs on different plans and levels of usage.

Hint: This is a good reminder to add all of your connectors the first couple of days of your trial to get the most accurate pricing estimate.
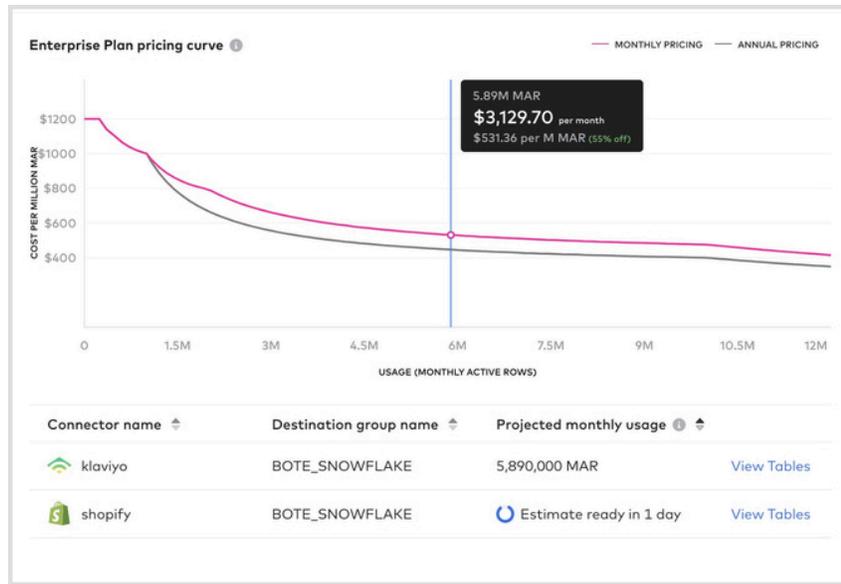
Purchasing Fivetran

We have a number of payment options and pricing plans, so you can choose what's right for your business.

- Free Plan: [Select our free plan](#) and skip the credit card to continue using Fivetran completely free for volumes below 500,000 MAR for connections, 3,500 MAR for activations, and 5,000 monthly model runs (MMR) for transformations.

- Pay-as-you-go: Enter a credit card on your [billing page](#) to pay for usage month-to-month at list price for maximum flexibility.

- Annual contracts ($12K minimum): Benefit from built-in discounting with an annual commitment. [See the benefits of an annual plan](#).

- Marketplaces (AWS, GCP, Azure): Purchase Fivetran via a partner marketplace.

- Flexible pricing plans: [Compare our pricing plans](#) and choose what level of speed, connector access and security is right for your business.

[See sample pricing →](#)

What's next?

Okay, you've connected your sources, configured your destination, transformed the data, and activated your data. What's next? Now that you have a single source of truth, you may want to create those self-service dashboards that have been on the back burner for months, dive into ML & AI projects or run complex analyses blending data across marketing, product and sales.
Get inspired by what our customers' data teams have achieved with Fivetran's automated pipelines:

- [Untitled](#) and [Westwing](#) offloaded the time-intensive process of creating and managing pipelines from engineering resources, so they can focus on mission critical projects.

- [Honeycomb](#) went from working in spreadsheets to creating self-service dashboards employees across the organization can leverage to accelerate growth.

- [Parachute](#) can now perform accurate revenue, sales and costs forecasting.

Blog posts

- [What is ELT?](#)
- [Automated ELT a force multiplier](#)
- [What is the modern data stack?](#)

FAQs

What does Fivetran do when there are changes to the APIs?

Data pipelines rely on API calls to the data sources to extract and replicate data to your destination. When an application data source changes its APIs, which is not uncommon, the data pipeline has to be changed accordingly. Instead of paying for engineers to make the updates, automate this process. Fivetran has a team of dedicated engineers working on data pipelines to provide support for API maintenance and ensuring they are up to date, so that your engineering team can focus on more valuable tasks.

How do I track changes occurring to my applications data?

Fivetran [captures deletes](#) when we can detect it from the source, inserts and updates for applications connectors, so you can always track the changes occurring to your data. This feature scans for what data was changed previously so when your data syncs next, you are only charged for the most recent changes. Any changes made to the data source will be reflected in the data warehouse.

How does Fivetran ensure reliability?

Automated schema migrations
Fivetran automatically handles schema creation and drift in each of our [supported destinations](#). Using an internal representation of your tables, Fivetran identifies any schema changes in the source. When a schema change is detected, the change will automatically be pushed to your destination. If a column is removed, Fivetran will maintain the column in the destination and begin writing "null" in the field, which prevents breaking downstream reports.

Idempotency
Fivetran is [self-healing](#). For example, if your destination incurs an outage, Fivetran goes through a series of automated steps to try to reconnect to the destination. Once we are able to reconnect, we will automatically go back to the source and sync all data that has changed during the downtime. This prevents duplication and loss of data.

How do I validate my synced data?

After syncing your data, you may want to validate that the data was ingested accurately. Although there is currently not a one-size fits all solution, there are few options:

- Spotcheck a record on the source side to see if it matches on the destination/target side. It's important to note that objects in a SaaS application are not always represented by a single table.
- Another option is to run select count(*) in the source and destination to validate row counts. The caveat here is that hard deletes in the source might inflate record counts in the destination so you will need to filter out non-active records via the fivetran_deleted system column.

What security standards does Fivetran adhere to?

Committed to security and focused on keeping your data safe, Fivetran adheres to industry-leading security protocols while connecting, replicating and loading data from each data source. No data is retained in Fivetran after it is successfully written to the destination besides the items on the security exception page. Fivetran utilizes cloud service providers with an extensive list of compliance and regulatory assurances such as SOC 1/2, PCI-DSS and ISO27001. Reference the security documentation to understand more about our security protocols and procedures.

To meet data residency requirements, Fivetran can be run in the user's selected geographic region based on preferences and plan tier.

How do I protect PII when syncing data?

The Fivetran platform provides column blocking and column hashing features to help protect your PII when syncing data. The column blocking feature gives you the ability to block specific columns from replicating to your warehouse.

Once the data is hashed with the column hashing feature, it cannot be returned to its previous state. As a result, you can use column hashing to anonymize warehouse data and keep your organization compliant with GDPR. Anonymizing data is also helpful from an analytical perspective. Because the hashed result is the same across data sources, you can still join on key fields, such as email addresses, without the risk of exposing PII. It's as simple as going into the connector detail view in your dashboard and selecting the columns you want to hash.

What are some of the potential errors that I may encounter?

Fivetran strives to make your experience as easy and hassle-free as possible. Unfortunately, there are times you may experience an error as part of the setup, initial sync or subsequent sync. Subsequent syncs are incremental for performance optimization and only modify or add changed data from the source into the destination. Fivetran utilizes the sync history chart to visualize sync status and monitor sync performance.

Common errors include the following scenarios:
- Data source connection problem: Your data source is not connected correctly (for example, the setup tests in your Fivetran dashboard failed).
- Data source configuration problem: Your data source is not configured correctly for Fivetran to use (for example, the Fivetran user does not have adequate permissions to access your data).
- Data source file problem: Your source files are not configured correctly (for example, some of your tables have null primary keys).
- Destination connection problem: Your destination is not connected correctly (for example, you did not finish your destination set up in the Fivetran dashboard).
- Unknown connector problem: Your connector syncs are failing, but we do not know the breaking issue. We generate this Unknown Error after three failed syncs in a row.

But don't worry, your trial is fully supported. If you experience any hiccups along the way, visit the support portal or contact your Sales Engineer who will help you work through the errors.
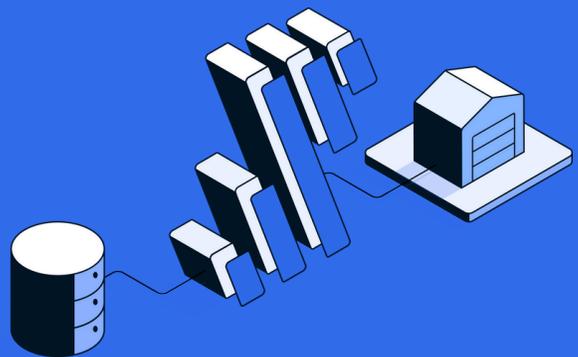
Fivetran

Fivetran provides the trusted data foundation for the AI era, unifying data movement, transformation, and activation to power analytics and innovation. Leading enterprises around the globe, including OpenAI, LVMH, Pfizer, and Verizon, depend on Fivetran to make data reliable, interoperable, and ready for intelligence across every cloud and system. Learn more at Fivetran.com, and follow us on LinkedIn.

Start your free trial