

Cheat sheet: Google Ads connector

Tips & tricks to start integrating your data



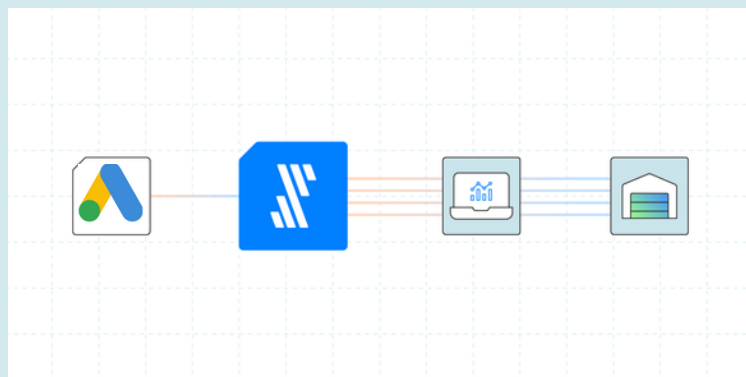
Analyze your customer acquisition strategy through cost and conversions

Google Ads is an online advertising platform that enables targeted search, display, and video ads. Fivetran's connector supports the following Google Ads product offerings:

Offering	Background	Example
Metadata tables	Where all the campaign names, ad group names, ad names, etc. live. This is essential to provide context for the data in Pre-Built and Custom reports.	To map the Campaign ID: 213891 to the Campaign Name "Summer Shoe Sale", use the metadata tables.
Pre-built reports	Our zero-configuration, set of standard reports that mimic exactly what you see in the Google Ads UI. These reports can be found in the Schema tab.	To track how your keywords are performing? Add the KEYWORD_STATS report.
Custom Reports	Set these up to retrieve curated data. Select the reports and fields you'd like to sync to see specific metrics.	To see ad performance broken out by landing page, you can create your own FINAL_URL_REPORT using the Google Ads API Report types for guidance.

Where Does Fivetran Fit In?

Fivetran has natively built, zero-configuration connectors with over 180+ tools so that you can effortlessly and reliably extract all of the data from your CRM, support tools and more.



When building reports with Fivetran's Google Ads connector, here are some considerations:

Custom reports enable you to see any kind of data you're looking for. Note that when creating a Custom Report, date is a required field so that Google Ads can calculate your requested conversion window. Here are some resources from the Google Ads API documentation that highlight custom reports and fields you can choose from:

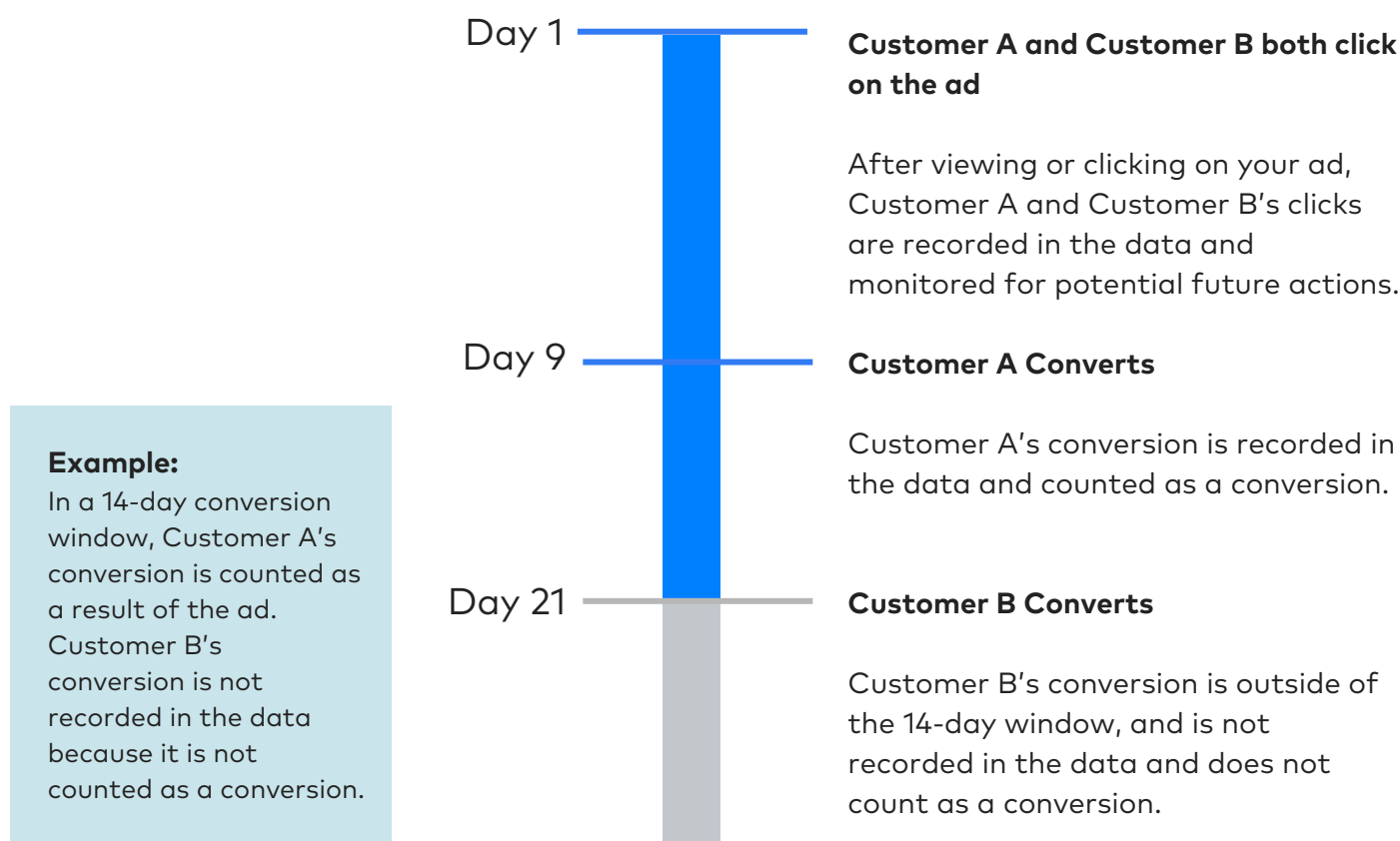
[Google Ads API Report Types](#)

[Google Ads API Selector Fields](#)

Build Customizable Attribution With Google Ads + Fivetran

No matter which report or tables you select, know that attribution will be baked into your results. By default, Google Ads uses a conversion window of 30 days. With a 30-day conversion window, Google Ads takes credit for clicks and conversions that happened in a 30-day time period following the impression of the ad.

With your new connector, you can set a customizable conversion window from 1 day to 90 days – that's more customizable than within the Google Ads UI. Remember, if you have a 30-day click conversion window, each sync pulls data from the last 30 days.



If you're a current customer, visit your [dashboard](#) to set up a connector today, and enjoy 14 days of free use! If you're considering Fivetran for your ETL needs, sign up for a [free trial](#).

Most popular reports types and tables

Get started on integrating your Google Ads data with the most popular type of reports. To view reports and tables in more detail, take a look at [our Google Ads ERD.](#)

Report Type	Popular Reports	Metrics Enabled
Pre-built reports	CAMPAIGN_STATS	Highlights key metrics like impressions, clicks, conversions, and conversion value.
	CAMPAIGN_HOURLY_STATS	Highlights all the above metrics at more granular levels.
	AD_STATS	Goes a level deeper by showing all the above metrics, grouped at the ad-level.
	KEYWORD_STATS	Shows all the above key metrics, grouped at the keyword-level. Applicable only for Search Ads.
Metadata tables	AD_GROUP_HISTORY table and AD_GROUP_CRITERION_HISTORY table	In the Google Ads UI, it's tricky to track changes like adjusting bidding strategies and adding audience lists. These tables track your changes over time so you know exactly which change to your ad targeting led to performance fluctuations.

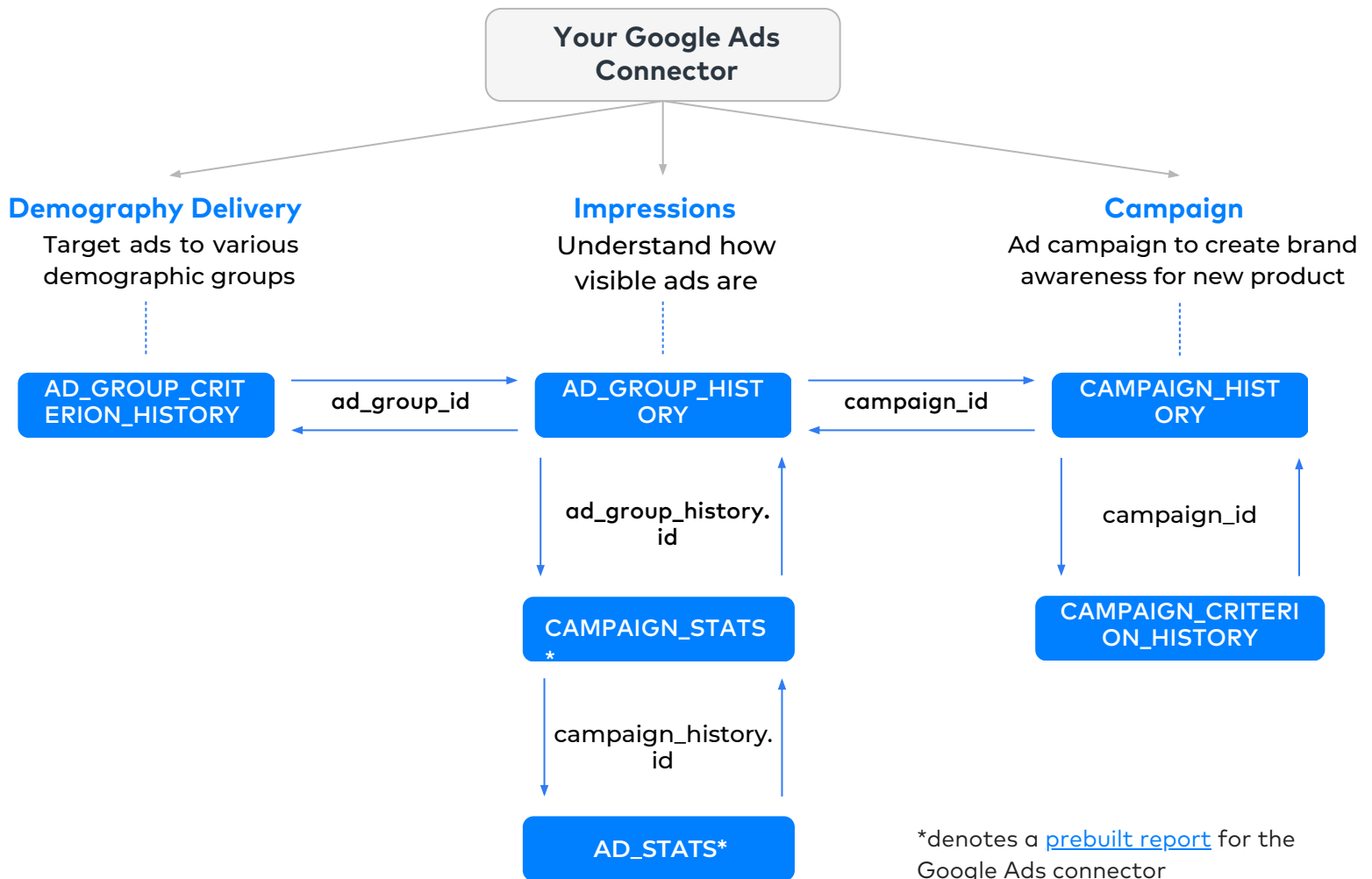


Do-it-Yourself: Try creating 2 ad groups, named A group and B group to A/B test Max CPC vs. Target CPA. Track sign-ups/purchases, cost, and revenue to see which bidding strategy is ultimately best for your campaigns.

If you're a current customer, visit your [dashboard](#) to set up a connector today, and enjoy 14 days of free use! If you're considering Fivetran for your ETL needs, sign up for [a free trial](#).

How to join the data: An example

Below is an example of how you can join data from the Google Ads Connector to gain insights on the demographics your ads are reaching, and corresponding performance metrics.



Using other major advertising platforms? Combine your ad data!

If you're advertising on Google Ads, you're likely advertising elsewhere. To improve your ad analytics, we've released a free [Fivetran data model](#) that rolls up the ad spend, clicks, and impressions across the biggest advertising platforms, including Facebook, Pinterest, Microsoft, Twitter & LinkedIn. Easily calculate your marketing mix to get the most out of your advertising. We automatically transform your data upon sync completion, saving your team time. Our data lineage graphs also let you monitor your end-to-end pipeline health, and quickly remedy issues if they arise.