

Cheat sheet: Facebook Ads connector



Tips & tricks to start integrating your data

Track your paid social media efforts through impressions and conversions

Facebook Ads is an online advertising platform that enables ads on its social media platforms, including Instagram. Fivetran's connector supports the following Facebook Ads product offerings:

Pre-built reports

Our zero-configuration, set of standard reports that mimic exactly what you see in the Facebook Ads UI. These reports can be found in the Schema tab.

For example, want to see what your video views and associated actions are? Add the ACTION_VIDEO_VIEW_TYPE report.

Custom Reports

You can create curated reports right from the Fivetran UI in your connector setup. Select the breakdowns, actions, and fields you'd like to sync.

For example, view comments, likes, etc. for your posts by adding the POST_ENGAGEMENT_REPORT. Learn more with our [sample custom reports](#).

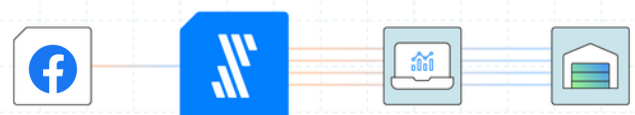
Depending on the aggregation, we provide data from all report types with the corresponding column:

- date for day and lifetime aggregation
- week for week aggregation
- month for month aggregation

When Facebook introduced changes related to Apple's iOS 14 updates, some metrics became unavailable with certain breakdowns selected. For example, delivery and action breakdowns are not supported for offsite conversion events. This includes demographic breakdowns such as age, gender, and region. [See Apple's iOS 14 changes in Facebook API](#) for more information.

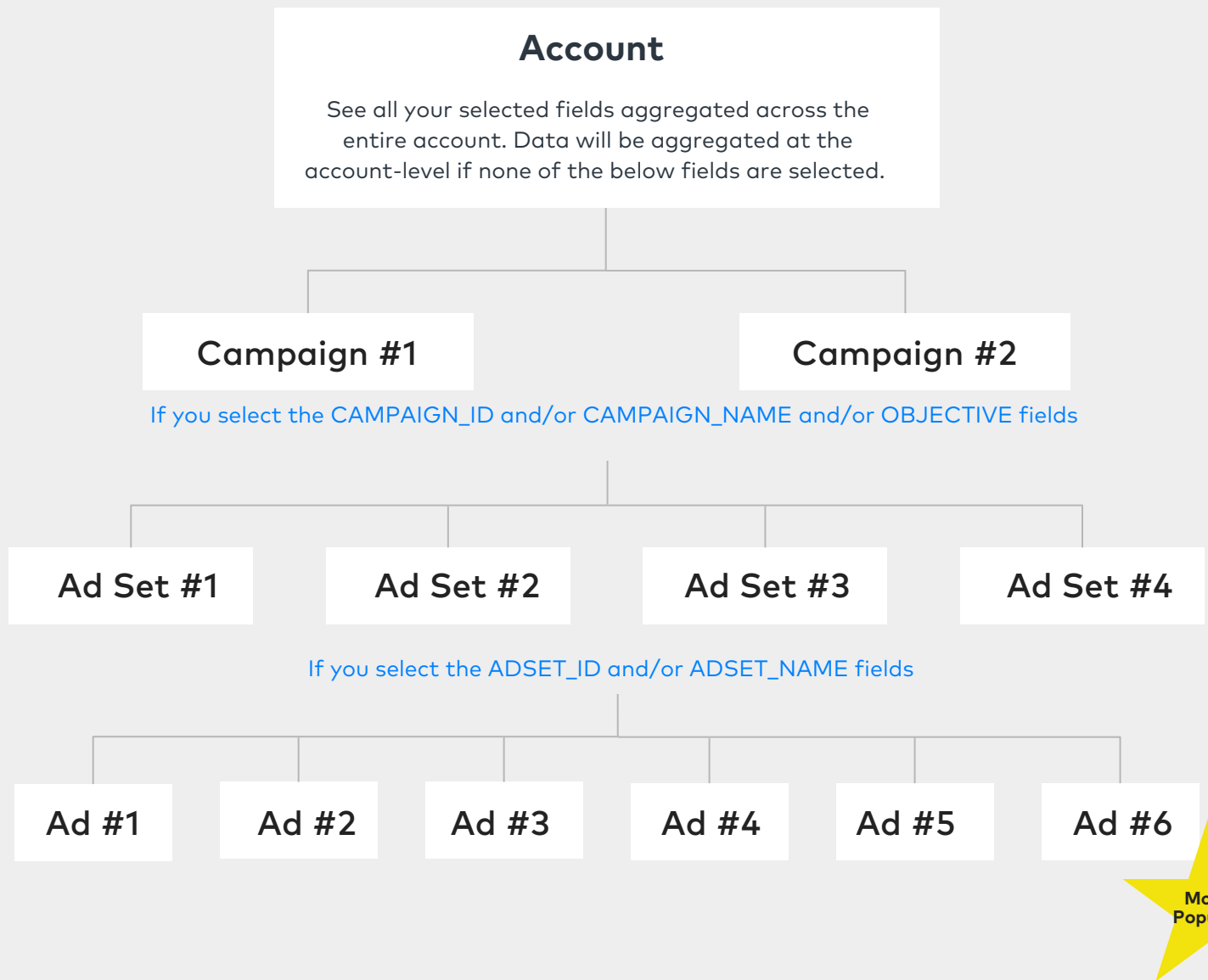
Where Does Fivetran Fit In?

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.



Query Granularly With Facebook Ads + Fivetran

Facebook Ads' setup relies on a nested structure, pictured below. Fivetran's connector supports this structure and enables you to pull data with varying degrees of aggregation for your reports. Depending on the breakdowns, action breakdowns and fields you selected while configuring the connector, we query at these different levels. If you selected fields that correspond to more than one level, we query at the most granular level. For example, if you select both the `ad_id` and `adset_id` fields, we query on Ad level.



"Ultimately, Fivetran allows us to make better business decisions. It helps us recognize what's working and influences how we optimize the opportunities we uncover. It makes us agile and more responsive to customer needs."

Greg Roodt

Head of Data Platforms, Canva

Most Popular Report Types & Tables

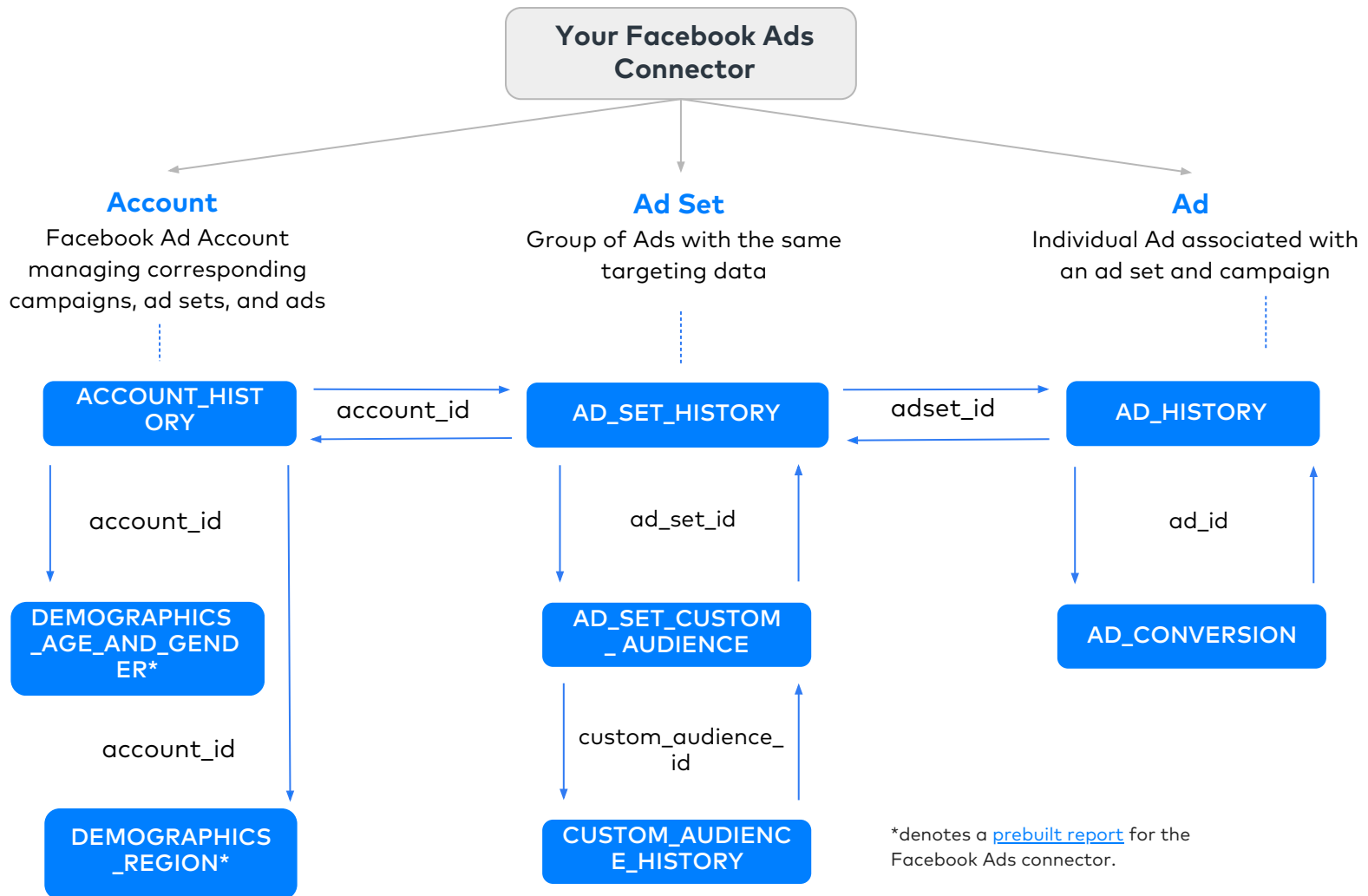
Get started on integrating your Facebook Ads data with the most popular type of reports. To view reports and tables in more detail, take a look at our [Facebook Ads ERD](#).

Report Type	Popular Reports	Metrics Enabled
Tables	REACH_FREQUENCY	Highlights estimated reach and frequency across devices.
	AD_HISTORY	Track items like bid type, bid amount, etc. changes over time at the ad-level.
	AD_TRACKING and AD_CONVERSION	Pixel data tied to tracking ad and post performance. AD_TRACKING includes the conversion_id field.
	CREATIVE_HISTORY	Essential to understanding ad format history metrics, from carousel ads to story posts.
	AD_SET_CUSTOM_AUDIENCE & CUSTOM_AUDIENCE_HISTORY	Brings in history and details on audiences like lookalike audiences, popularly used as an aggregate at the adset level.
Pre-Built Reports	BASIC_AD	High-level report that brings in COMMON_FIELDS like impressions, CPC, spend, etc. at the ad-level specifically.
	DEMOGRAPHICS_AGE_AND_GENDER_ACTIONS	View aggregated COMMON_FIELDS like conversions, CPM, etc. broken down by age and gender.
	ACTION_CONVERSION_DEVICE	View aggregated ACTIONS_FIELDS like WEBSITE_PURCHASE_ROAS and MOBILE_APP_PURCHASE_ROAS broken out by device type.

Sample Custom Reports: Create your own Custom Reports in your Facebook Ads Connector Setup in your Fivetran dashboard. We created [Sample Custom Reports](#) for some inspiration.

How to Join the Data: An Example

Below is an example of how you can join data from the Facebook Ads connector to gain insights on the demographics your ads are reaching, and performance at the ad set & ad level.



Using other major advertising platforms? Combine your ad data!

If you're advertising on Facebook 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 Google, Pinterest, LinkedIn & Twitter. 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.