

Cheat sheet: LinkedIn Ad Analytics connector

Tips & tricks to start integrating your data



Track your LinkedIn Ads efforts

LinkedIn is the world's largest online professional network. LinkedIn Ads is a paid marketing tool that offers access to the LinkedIn network and used by organizations around the world in diverse industries and size to reach their target market.

Fivetran's connector provides you information about the performance your LinkedIn Ads offers the following features to jumpstart your analysis:

Priority First Sync

Tracks history for a predefined connector-specific set of tables. These tables are chosen based on the analytical value of their historical data and cannot be changed.

Pro tip: Only for reporting table (AD_ANALYTICS_BY_CAMPAIGN and AD_ANALYTICS_BY_CREATIVE)

dbt* Package

If you're advertising on LinkedIn Ads, you're likely advertising elsewhere. To improve your ad analytics, we've released [a dbt package](#).

Pro tip: the dbt package rolls up the ad spend, clicks, and impressions across the biggest advertising platforms

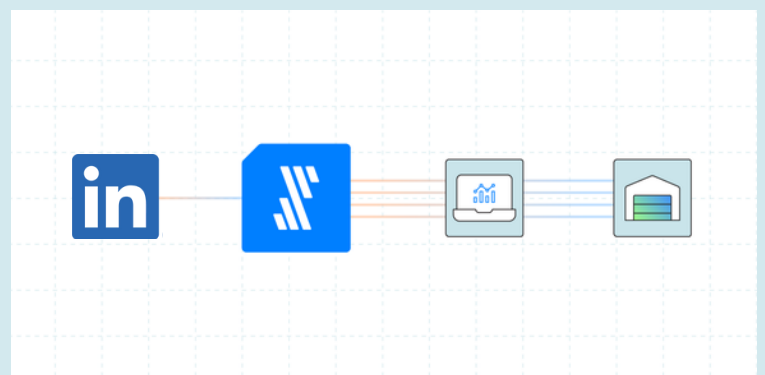
Universal Column Masking

Column blocking ensures that no user is able to query sensitive LinkedIn Ad Analytics data. Column hashing makes sensitive column-level data (e.g. PII) inaccessible to users querying to your destination.

Pro tip: Column hashing / blocking for LinkedIn Ad Analytics is available at the table and column level.

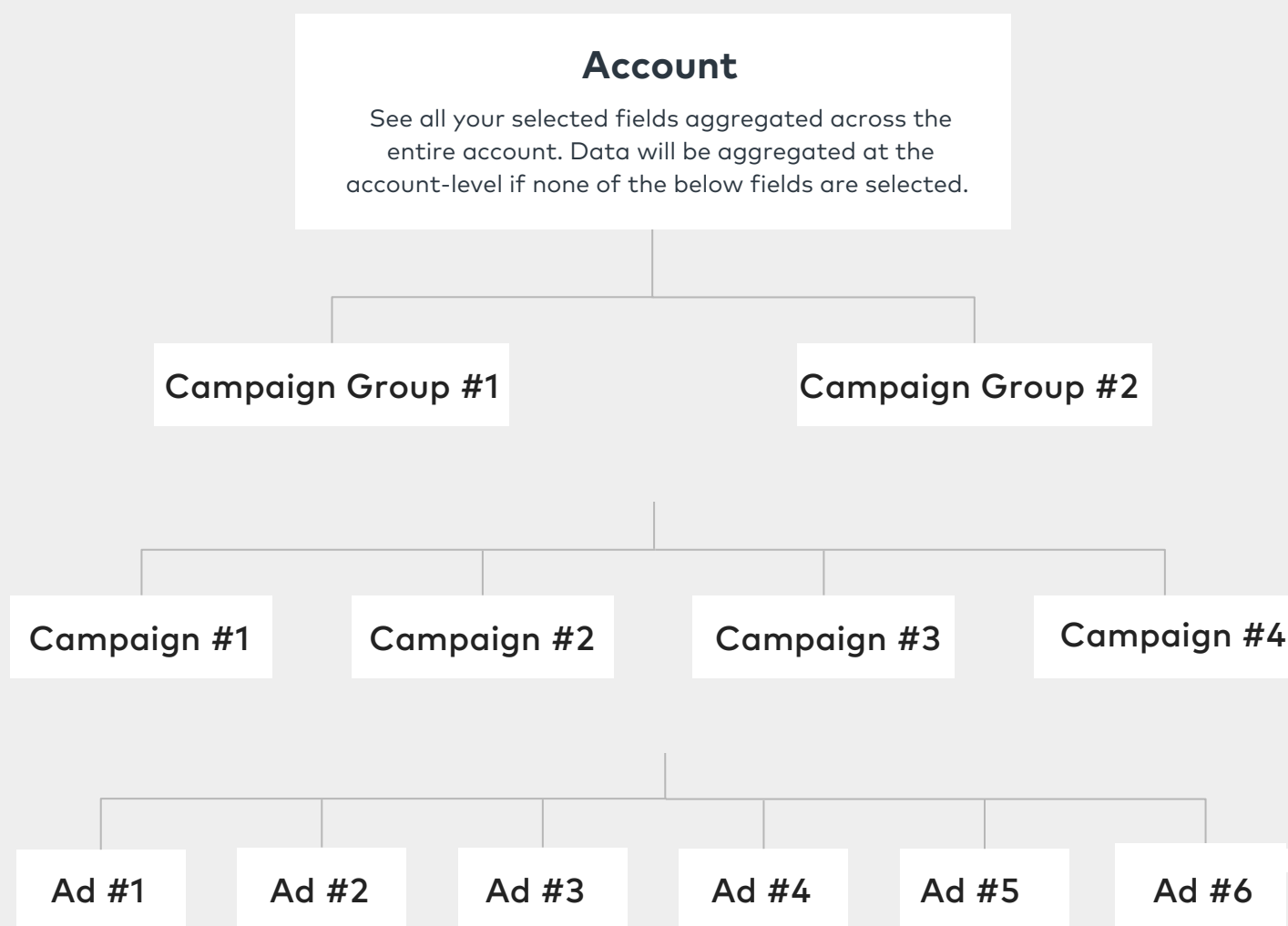
Where Does Fivetran Fit In?

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 LinkedIn Ad Analytics + Fivetran

LinkedIn Ad Analytics' 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. Customize your view-through attribution and post-click attribution windows to track customer actions and conversions.



"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 LinkedIn Ads Analytics data with the most popular metadata tables and reports. To view in more detail, [check out our LinkedIn Ads Analytics ERD.](#)

For context:

- Metadata tables provide context to the data and set the parameters and settings at different points in time. These tables will have "_HISTORY" at the end of their name.
- Reporting tables provide insights into the campaign and creative.

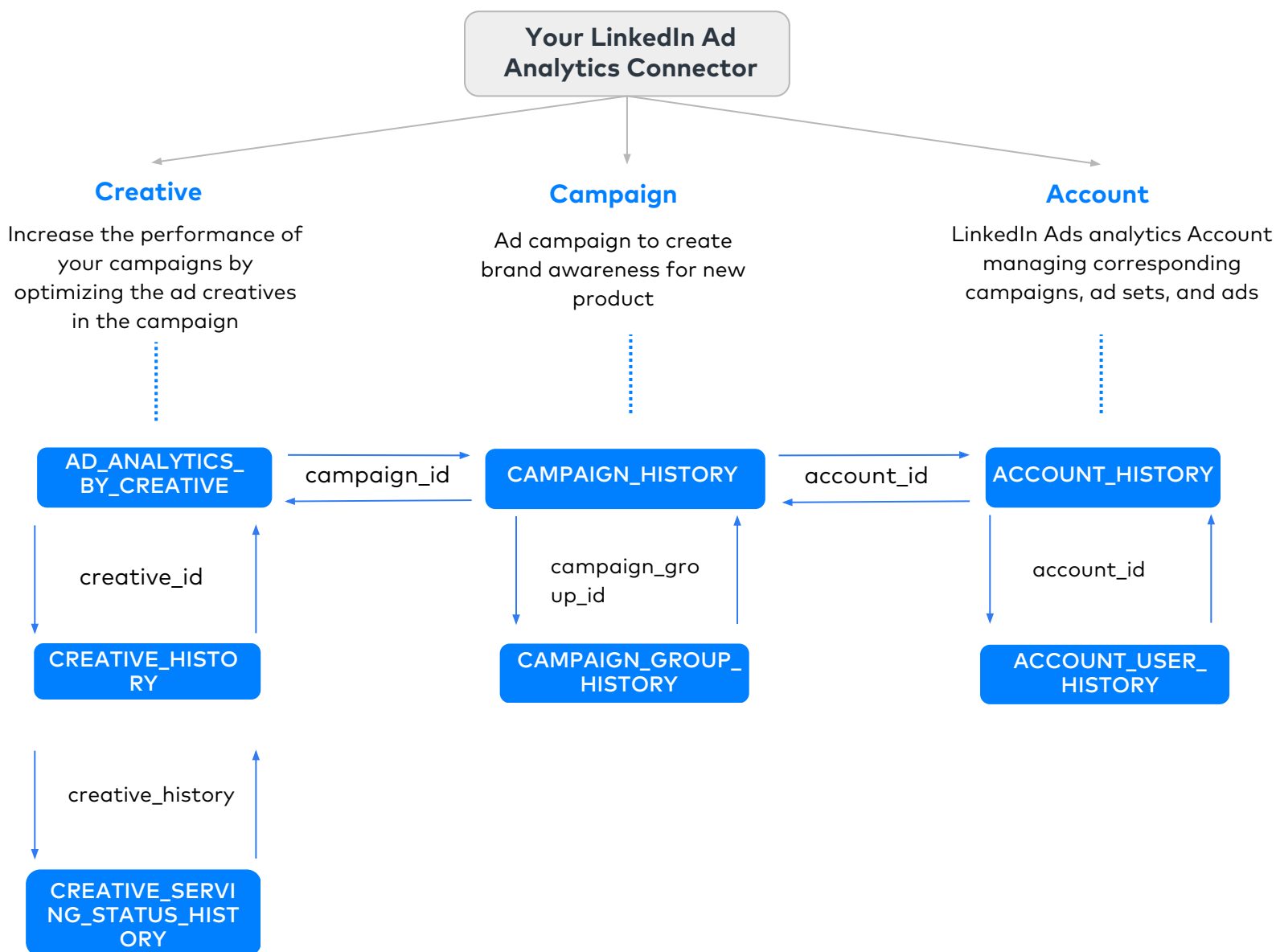
Type	Popular Tables/Reports	Parameters/Metrics
Metadata Tables	TARGETING_CRITERIA_INCLUDE_HISTORY	Provides Campaign IDs that feeds into the other tables
	CAMPAIGN_HISTORY	Provides insight into the cost type, daily budget amount, language, objective type, status, and additional parameters
Reporting Tables	AD_ANALYTICS_BY_CAMPAIGN	Metrics about how your campaign is doing: clicks, costs, likes, viral clicks, shares, and more
	AD_ANALYTICS_BY_CREATIVE	Includes the same metrics as "AD_ANALYTICS_BY_CAMPAIGN" but for your creative.

Using other major advertising platforms? Combine your ad data!

If you're advertising on LinkedIn 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, Facebook & 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.

How to Join the Data: An Example

Below is an example of how you can join data from the LinkedIn Ad Analytics connector to gain insights on the daily ad performance of each creative, including information about the campaign attributes.



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