

Cheat sheet: Amazon Ads connector

Tips & tricks to start integrating your data



Track and measure the performance of your Sponsored Product Ads

Amazon Ads is one of the world's largest online advertising platforms and offers sellers the ability to purchase various ad types and placements to expand their reach on Amazon's vast ecommerce platform.

Fivetran's Amazon Ad's connector provides you insights on the performance of your Sponsored Product Ads, which is the most popular Amazon Ad type. Sponsored Product Ads are pay-per-click, target display ads for individual products. All Amazon reporting products allow only a 60 day look back period. If Amazon changes the look back period, the Fivetran connector will reflect the change. The connector offers the following features to boost your analysis:

Priority First Sync

Fetches your most recent data first so that it's quickly ready for you to use.

Pro tip: Priority first sync is available for all reporting tables. Examples of reporting tables include `AD_GROUP_REPORT` and `PRODUCT_AD_REPORT`

Universal Column Masking

Data blocking ensures that no user can query sensitive Amazon Ads data. Column hashing makes sensitive column-level data (e.g. PII) inaccessible to users querying to your destination.

Pro tip: Data blocking is available at the column, table, and schema level for reporting tables.

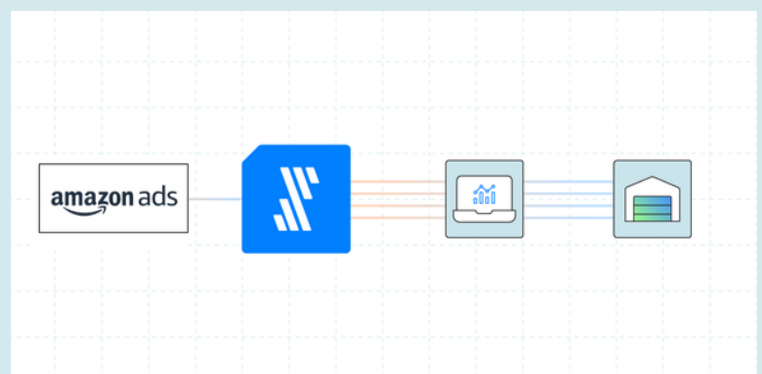
Multiple Conversion Windows

Adjust the conversion windows for your conversion metrics. Options include 1, 7, 14 and 30 day windows.

Pro tip: There are multiple types of conversion metrics: `attributedConversions`, `attributedSales`, `attributedUnitsOrders` and more

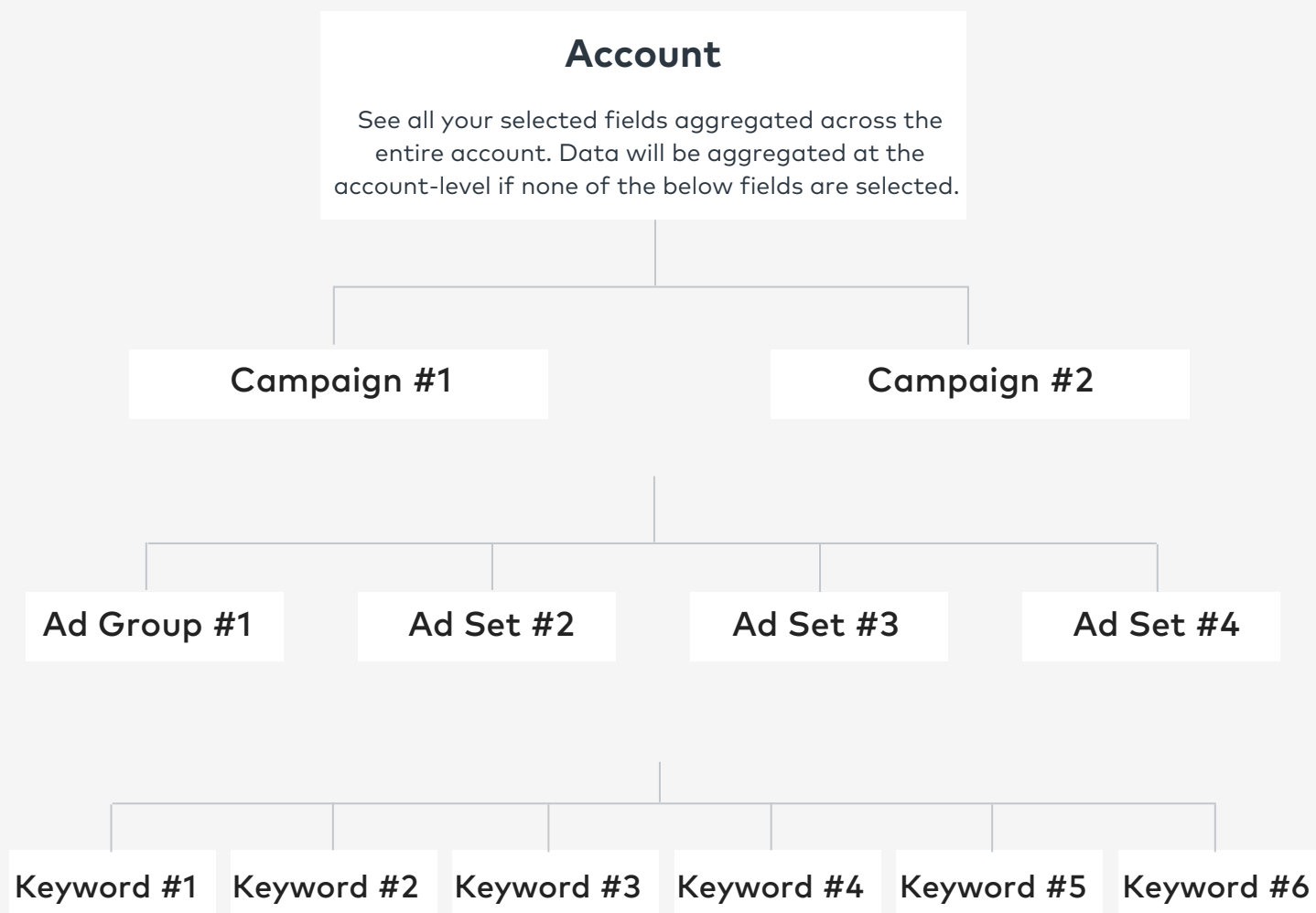
Where Does Fivetran Fit In?

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 Amazon Ads + Fivetran

Amazon Ads setup relies on a nested structure, pictured below. Fivetran captures report tables from Amazon Ads, which you can customize by selecting the click attribution window, in terms of days. In addition to reporting tables, we provide metadata tables which provide attributes and characteristics on your ad campaign.



"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

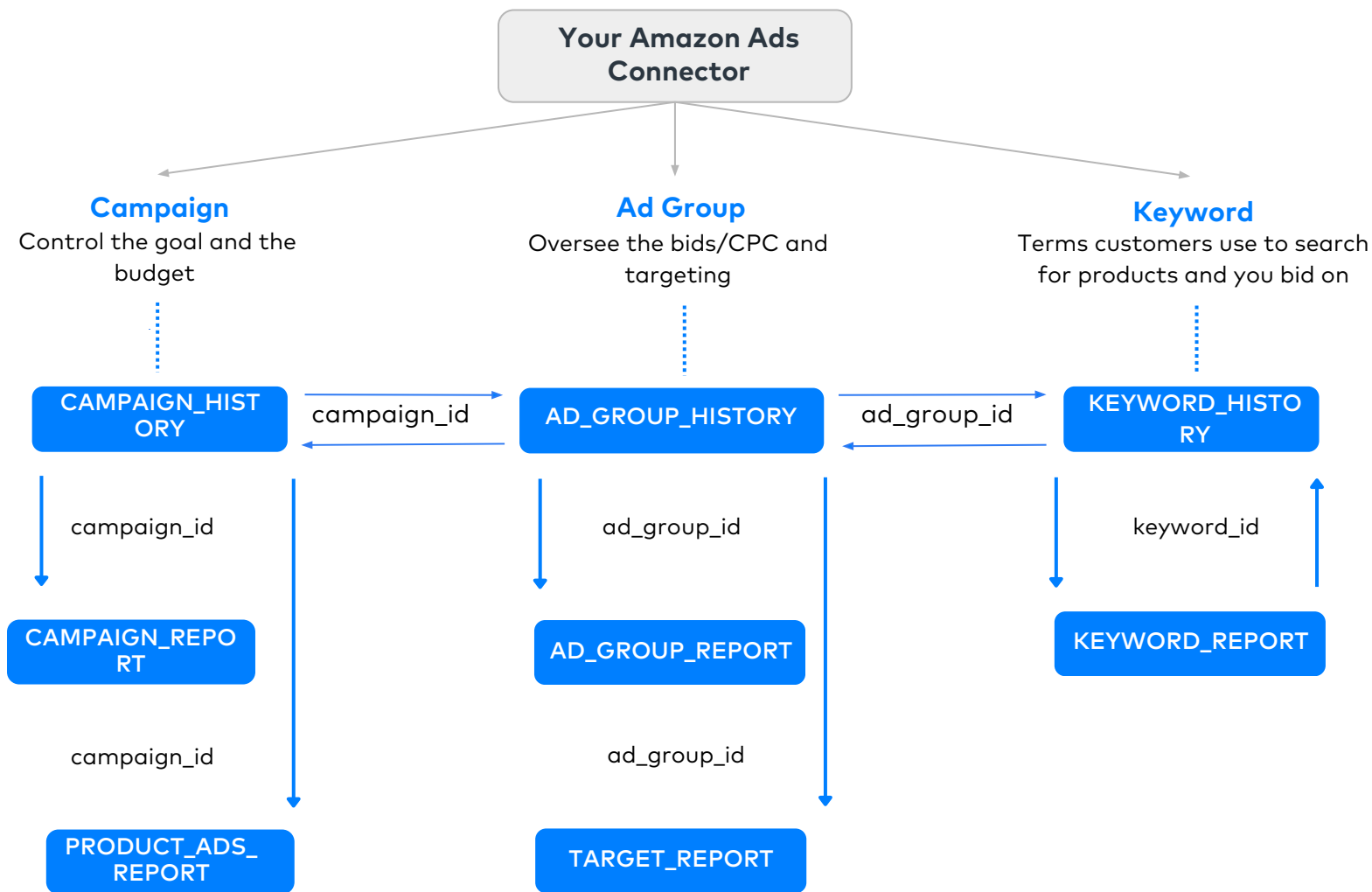
Start integrating your Amazon Ads data with the most popular reports and metadata tables. To view reports and metadata tables in more detail, check out our [Amazon Ads ERD](#).

Type	Popular Reports/Table	Parameters/Metrics
Pre-Built Reports	KEYWORD_REPORT	This report provides impressions, clicks, cost and more for your keywords, grouped by Ad Group, Campaign, and Keyword Ids. Keywords are the most granular level of data.
	PRODUCT_ADS_REPORT	View impressions, clicks, cost and more for your product ads grouped by Ad Group, Campaign, and Keyword Ids. These are ads that are targeted based on product type, instead of keywords.
	TARGET_REPORT	Example: You're using Sponsored Product targeting to reach audiences within a specific category like "running shoes." You can analyze performance at the targeting clause/ category level and break down performance based on the specific product detail pages your ads appeared on within that category.
	AD_GROUP_REPORT	View performance of your ads grouped by Campaign and Group Ids
Metadata Tables	AD_GROUP_SUGGESTED_KEYWORD	The state, match type, and bid you placed on keywords within a certain ad group.
	KEYWORD_HISTORY	Information on when keywords were created, updated, their state and match type.
	KEYWORD_BID_RECOMMENDATION	Bid range and suggested amount for your keywords

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](#).

How to Join the Data: An Example

Below is an example of how you can join data from metadata tables and reporting tables to gain a better understanding of how your configurations impacted the performance of a campaign.



Using other major advertising platforms? Combine your ad data!

If you're advertising on Amazon 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.