

Increase your Return on Advertising Spend (ROAS) by centralizing your ad and conversion data

Ensure you have the complete view of your marketing mix and compare what's driving acquisition at an efficient cost.

What data sources do you need?

Advertising Data Sources

i.e. where you're spending money to advertise

Your organization likely uses 3 to 8 advertising applications. Below are popular sources. Choose at least 3 to get started.

- Google Ads
- Facebook Ads
- LinkedIn Ads
- Microsoft Ads
- Pinterest Ads
- Snapchat Ads
- TikTok Ads
- Twitter Ads

Conversion Data Sources

i.e. where you're tracking company sales

Your organization likely uses 1 application or database for your conversions. Below are popular sources. Choose 1 to get started.

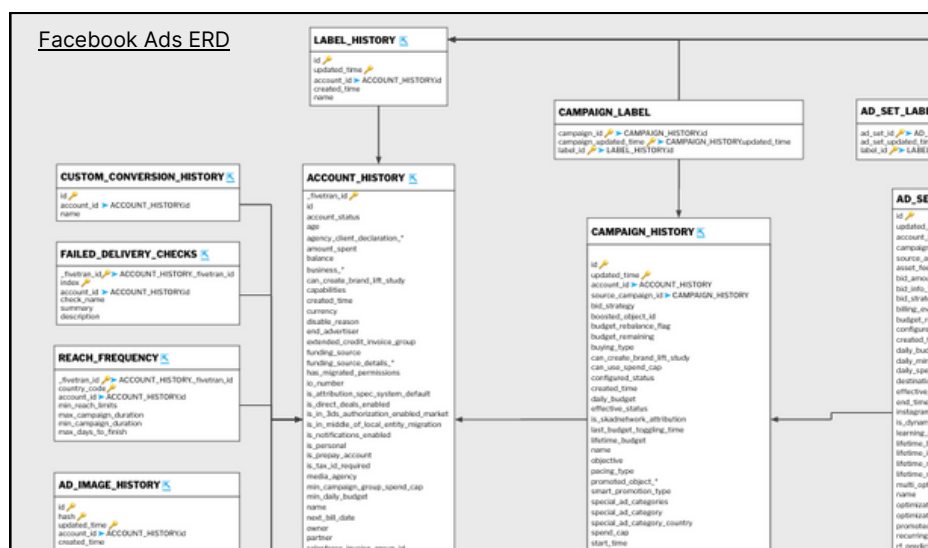
- | CRM | ERP | POS |
|--------------|-----------------|-----------|
| • Salesforce | • NetSuite | • Shopify |
| • HubSpot | • SAP | • Square |
| | • Oracle Fusion | • Stripe |

[Find more connectors →](#)

How do you get started?

1. Ensure the sources you plan to connect have appropriate access to all the campaigns and accounts. Use an Admin account for each source where possible.
2. For connectors with an option to select **"historical timeframe"**, choose a more recent timeframe in order to speed up the historical sync and get to insights quicker.
3. **For Advertising Connectors**, ensure the correct data is configured to sync:

- Schema-Based: Review the schemas within in the Entity Relationship Diagrams (ERD) to understand which tables contain data on campaigns, ad group, ad history, organization-level tables and more.
- Report-based: Use a pre-built report template to get the fundamental data required for this type of analysis.



[Start a free 14-day trial at fivetran.com/signup](https://fivetran.com/signup)

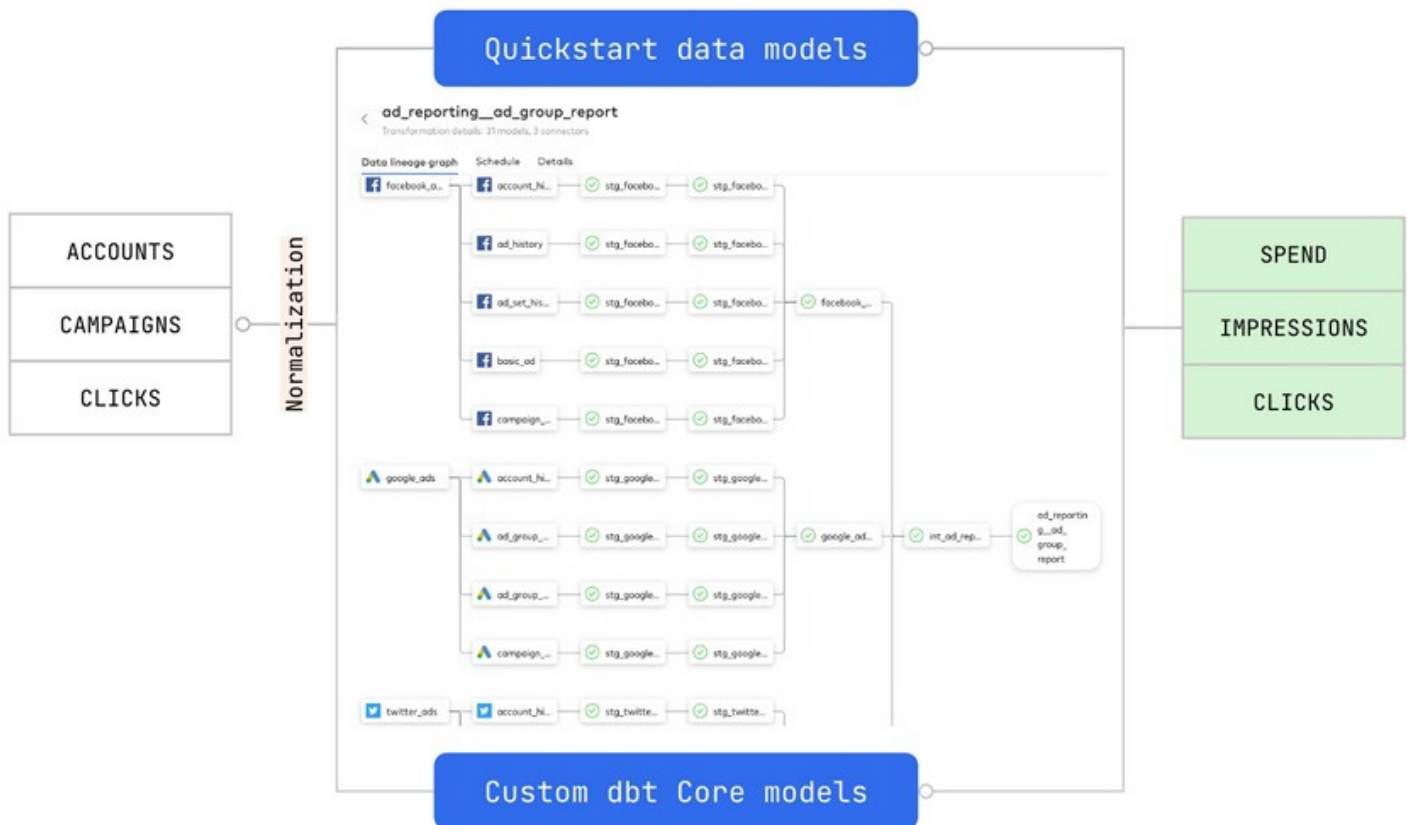
4. For Conversion Connectors: Review the respective ERDs to understand which tables contain the specific conversion metrics (purchases, contracts, subscriptions).

[Visit our Documentation](#) to find schemas, reports, and ERDs for each individual connector.

5. Initiate Historical Sync.

6. Validate and standardize data across each new source in the destination.

7. Use our free **Fivetran Data Models** to help with standardization of the data for each source. The **ad reporting data model** rolls up the data from your ads across your various channels to get a clear picture of daily spend, impressions and clicks.



[Find more data models →](#)

8. Compare campaign advertising spend data with conversion metrics to understand what is driving customers to convert (purchase, sign-up, sign a contract, etc.).

What's next? Check out other marketing analytics projects

**Optimize your
marketing funnel**

Attribution analysis

**Build a
Customer 360**

**Segmentation and
personalization**

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