Informatica®

Informatica® Cloud Data Integration

Google Ads Connector

Informatica Cloud Data Integration Google Ads Connector
April 2024

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Preface

Use *Google Ads Connector* to learn how to read from Google Ads by using Cloud Data Integration. Learn to create a connection, develop mappings, and run mapping tasks in Cloud Data Integration.

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CHAPTER 1

Introduction to Google Ads Connector

You can use Google Ads Connector to connect to Google Ads from Data Integration. Use Google Ads Connector to read data from Google Ads.

You can use a Google Ads object as a source in mappings and mapping tasks.

You can switch mappings to advanced mode to include transformations and functions that enable advanced functionality.

When you run a task or mapping, the Secure Agent uses the JAVA client libraries of the Google Ads APIs to integrate with Google Ads and read the data.

Note: This connector is developed by Informatica partners, third-party system integrators, or customers. You can look up the Product Availability Matrix or Informatica Marketplace for more information.

Google Ads Connector assets

Create assets to integrate data using Google Ads Connector.

When you use Google Ads Connector, you can include the following Data Integration assets:

- Mapping
- Mapping task

For more information about configuring assets and transformations, see *Mappings*, *Transformations*, and *Tasks* in the Data Integration documentation.

Google Ads Connector supports the following Google Ads reports:

- Accessible_bidding_strategy
- Account_budget
- Account_budget_proposal
- Account_link
- Ad_group
- Ad_group_ad
- Ad_group_ad_asset_view
- Ad_group_ad_label

- Ad_group_asset
- Ad_group_audience_view
- Ad_group_bid_modifier
- Ad_group_criterion
- Ad_group_criterion_label
- Ad_group_criterion_simulation
- Ad_group_extension_setting
- Ad_group_feed
- Ad_group_label
- Ad_group_simulation
- Ad_parameter
- Ad_schedule_view
- Age_range_view
- Asset
- Asset_field_type_view
- Bidding_strategy
- Bidding_strategy_simulation
- Billing_setup
- Call_view
- Campaign
- Campaign_asset
- Campaign_audience_view
- Campaign_bid_modifier
- Campaign_budget
- Campaign_criterion
- Campaign_criterion_simulation
- Campaign_draft
- Campaign_experiment
- Campaign_extension_setting
- Campaign_feed
- Campaign_label
- Campaign_shared_set
- Campaign_simulation
- Carrier_constant
- Change_event
- Change_status
- Click_view
- Combined_audience
- Conversion_action

- Conversion_custom_variable
- Currency_constant
- Custom_audience
- Custom_interest
- Customer
- Customer_asset
- Customer_client
- Customer_client_link
- Customer_extension_setting
- Customer_feed
- Customer_label
- Customer_manager_link
- Customer_negative_criterion
- Customer_user_access
- Customer_user_access_invitation
- Detail_placement_view
- Detailed_demographic
- Display_keyword_view
- Distance_view
- Domain_category
- Dynamic_search_ads_search_term_view
- Expanded_landing_page_view
- Extension_feed_item
- Feed
- Feed_item
- Feed_item_set
- Feed_item_set_link
- Feed_item_target
- Feed_mapping
- Feed_placeholder_view
- Gender_view
- Geo_target_constant
- Geographic_view
- Group_placement_view
- Hotel_group_view
- Hotel_performance_view
- Income_range_view
- Keyword_plan_ad_group
- Keyword_plan_ad_group_keyword

- Keyword_plan_campaign
- Keyword_plan_campaign_keyword
- Keyword_theme_constant
- Keyword_view
- Label
- Landing_page_view
- Language_constant
- Life_event
- Location_view
- Managed_placement_view
- Media_file
- Mobile_app_category_constant
- Mobile_device_constant
- Offline_user_data_job
- Operating_system_version_constant
- Paid_organic_search_term_view
- Parental_status_view
- Product_bidding_category_constant
- Product_group_view
- Recommendation
- Remarketing_action
- Search_term_view
- Shared_criterion
- Shared_set
- Shopping_performance_view
- Smart_campaign_search_term_view
- Smart_campaign_setting
- Third_party_app_analytics_link
- Topic_constant
- Topic_view
- User_interest
- User_list
- User_location_view
- Video
- Webpage_view

Administration of Google Ads Connector

Before you use Google Ads Connector, you must complete the following prerequisite tasks:

1. Ensure you have a Google Ads client account associated with a Google Ads manager account to access Google Ads.
2. Create the OAuth 2.0 client ID, client secret, refresh token, Google Ads developer token, and login customer ID values for the Google Ads account. You will need to enter these details when you create a Google Ads connection in Data Integration.
   For more information about generating the OAuth 2.0 client ID, client secret, refresh token, Google Ads developer token, and login customer ID, see the Google Ads documentation.
3. Ensure that you have enabled the **Google Ads API** for your project. Google Ads Connector uses the Google APIs to integrate with Google Ads.

CHAPTER 2

Google Ads connections

Create an Google Ads connection to access Google Ads data from Data Integration. You can create a connection on the Connections page or when you create a task. After you create a connection, it becomes available to all users who have access to the organization.

You can use Google Ads connections in mappings and mapping tasks.

Google Ads connection properties

When you create a Google Ads connection, you must configure the connection properties.

The following table describes the Google Ads connection properties:

Property	Description
Runtime Environment	Name of the runtime environment where you want to run the tasks.
Client ID	Required. The OAuth 2.0 client ID from Google Developer Console.
Client Secret	Required. The OAuth 2.0 client secret from Google Developer Console.
Refresh Token	Required. The OAuth 2.0 refresh token received after you exchange the authorization code for Google Ads.
Developer Token	Required. The developer token from the Google Ads manager account.
Account Customer ID	Required. Unique login customer ID to access the Google Ads account through a manager account.

CHAPTER 3

Mappings and mapping tasks with Google Ads Connector

Use the Data Integration Mapping Designer to create a mapping. When you create a mapping, you configure a source to represent a Google Ads report.

Describe the flow of data from the source and target along with the required transformations before the Secure Agent reads data from the Google Ads source. In advanced mode, the Mapping Designer updates the mapping canvas to include transformations and functions that enable advanced functionality. Use the Mapping Task wizard to create a mapping task and select the mapping that you configured. The mapping task processes data based on the data flow logic you define in the mapping. Run the mapping task to read data from a Google Ads source.

Google Ads sources in mappings

To read data from Google Ads, configure a Google Ads object as the Source transformation in a mapping or mapping task.

Specify the name and description of the Google Ads source. Configure the source, query options, and advanced properties for the source object.

The following table describes the source properties that you can configure for a Google Ads source:

Property	Description
Connection	Name of the Google Ads source connection.
Source Type	Type of the Google Ads source objects available. You can read data from a single Google Ads source object or parameterize the object.
Object	Name of the Google Ads source object based on the selected source type.
Filter	Configure a simple filter or an advanced filter to filter rows from the source based on a filter condition. You can improve efficiency by filtering early in the data flow. A simple filter includes a field name, operator, and value. Use an advanced filter to define a more complex filter condition, which can include multiple conditions using the AND or OR logical operators.

The following table describes the advanced properties that you can configure for a Google Ads source:

Property	Description
Customer ID	Required. Specifies the Google Ads client customer ID associated with the Google Ads manager account.

OrderByClause	Comma-separated list of field names for a Google Ads object and the order in which the data appear in the field mapping.
	To specify the order of rows for a field from a Google Ads object, specify the following format:
	`"<objname>.<field_name1>=<ASC or DESC>,<objname>.<field_name2>=<ASC or DESC>"`
	The following example shows the OrderByClause that you can use to group the data in the ad_group object:
	`"ad_group.name=DESC,ad_Group.id=ASC"`

Limit	Species the number of rows to read from a Google Ads source object.

You can set the tracing level in the advanced properties session to determine the amount of details that logs contain.

The following table describes the tracing levels that you can configure:

Property	Description
Terse	The Secure Agent logs initialization information, error messages, and notification of rejected data.
Normal	The Secure Agent logs initialization and status information, errors encountered, and skipped rows due to transformation row errors. Summarizes session results, but not at the level of individual rows.
Verbose Initialization	In addition to normal tracing, the Secure Agent logs additional initialization details, names of index and data files used, and detailed transformation statistics.
Verbose Data	In addition to verbose initialization tracing, the Secure Agent logs each row that passes into the mapping. Also notes where the Secure Agent truncates string data to fit the precision of a column and provides detailed transformation statistics. When you configure the tracing level to verbose data, the Secure Agent writes row data for all rows in a block when it processes a transformation.

Data filters

You can create simple or advanced data filters. You can also create a set of data filters for each object included in a mapping task. Each set of data filters act independently of the other sets.

Simple data filters

You can create one or more simple data filters. When you create multiple simple data filters, the associated task creates an AND operator between the filters and loads rows that apply to all simple data filters.

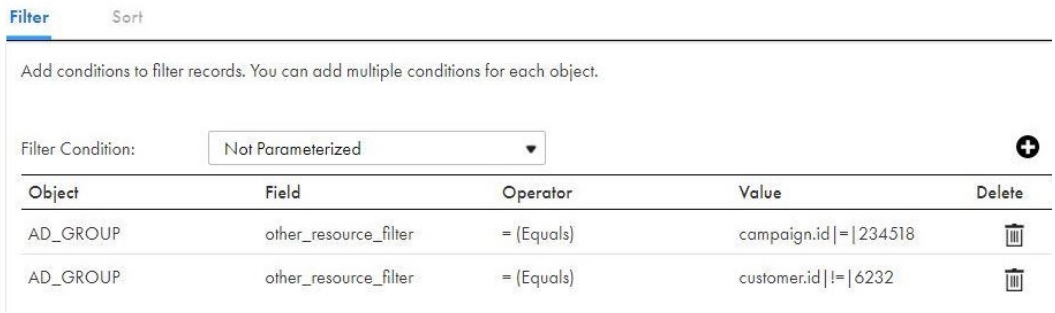
You can use the `other_resource_filter` field for an object to specify a filter condition on a field of another Google Ads object. You can specify multiple filter conditions for an object using the `other_resource_filter` field.

For example, you can create a data filter for the `ad_group` object and use the `other_resource_filter` field to specify a filter condition on a field of the `campaign` object.

To specify a value for the `other_resource_filter` field, use the following format:

```
<objectName>.<fieldName>|=|<value>
```

The following image shows how you can create a data filter using the `other_resource_filter` field for a Google Ads object:



Advanced data filters

You can create an advanced data filter to create complex expressions that use AND, OR, or nested conditions. The expression that you enter becomes the WHERE clause in the Google Ads Query Language (GAQL) query used to retrieve records from the source.

Use the following format to define a filter field in an advanced data filter:

```
SELECT <objectName>.<fieldName1>, <objectName>.<fieldName2> FROM <objectName> WHERE
<conditional expression>
```

To specify an advanced data filter on a field of the ad_group object, see the following example to filter data from the ad_group object using a GAQL query:

```
SELECT ad_group.campaign, ad_group.name FROM ad_group WHERE ad_group.id = 50
```

CHAPTER 4

Data type reference

Data Integration uses the following data types in mappings and mapping tasks with Google Ads:

Google Ads native data types

Google Ads data types appear in the **Fields** tab for Source and Target transformations when you choose to edit metadata for the fields.

Transformation data types

Set of data types that appear in the transformations. They are internal data types based on ANSI SQL-92 generic data types, which the Secure Agent uses to move data across platforms. Transformation data types appear in all transformations in a mapping.

When Data Integration reads source data, it converts the native data types to the comparable transformation data types before transforming the data. When Data Integration writes to a target, it converts the transformation data types to the comparable native data types..

Google Ads and transformation data types

The following table describes the data types that Data Integration supports for Google Ads sources and targets:

Google Ads Data Type	Transformation Data Type	Range and Description for the Transformation Data Type
String	String	1 to 104,857,600 characters

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