Informatica®

Informatica® Cloud Data Integration

Google Analytics Connector

Informatica Cloud Data Integration Google Analytics Connector
April 2024

© Copyright Informatica LLC 2018, 2024

This software and documentation are provided only under a separate license agreement containing restrictions on use and disclosure. No part of this document may be reproduced or transmitted in any form, by any means (electronic, photocopying, recording or otherwise) without prior consent of Informatica LLC.

U.S. GOVERNMENT RIGHTS Programs, software, databases, and related documentation and technical data delivered to U.S. Government customers are "commercial computer software" or "commercial technical data" pursuant to the applicable Federal Acquisition Regulation and agency-specific supplemental regulations. As such, the use, duplication, disclosure, modification, and adaptation is subject to the restrictions and license terms set forth in the applicable Government contract, and, to the extent applicable by the terms of the Government contract, the additional rights set forth in FAR 52.227-19, Commercial Computer Software License.

Informatica, the Informatica logo, Informatica Cloud, and PowerCenter are trademarks or registered trademarks of Informatica LLC in the United States and many jurisdictions throughout the world. A current list of Informatica trademarks is available on the web at https://www.informatica.com/trademarks.html. Other company and product names may be trade names or trademarks of their respective owners.

Portions of this software and/or documentation are subject to copyright held by third parties. Required third party notices are included with the product.

See patents at https://www.informatica.com/legal/patents.html.

DISCLAIMER: Informatica LLC provides this documentation "as is" without warranty of any kind, either express or implied, including, but not limited to, the implied warranties of noninfringement, merchantability, or use for a particular purpose. Informatica LLC does not warrant that this software or documentation is error free. The information provided in this software or documentation may include technical inaccuracies or typographical errors. The information in this software and documentation is subject to change at any time without notice.

NOTICES

This Informatica product (the "Software") includes certain drivers (the "DataDirect Drivers") from DataDirect Technologies, an operating company of Progress Software Corporation ("DataDirect") which are subject to the following terms and conditions:

1. THE DATADIRECT DRIVERS ARE PROVIDED "AS IS" WITHOUT WARRANTY OF ANY KIND, EITHER EXPRESSED OR IMPLIED, INCLUDING BUT NOT LIMITED TO, THE IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE AND NON-INFRINGEMENT.
2. IN NO EVENT WILL DATADIRECT OR ITS THIRD PARTY SUPPLIERS BE LIABLE TO THE END-USER CUSTOMER FOR ANY DIRECT, INDIRECT, INCIDENTAL, SPECIAL, CONSEQUENTIAL OR OTHER DAMAGES ARISING OUT OF THE USE OF THE ODBC DRIVERS, WHETHER OR NOT INFORMED OF THE POSSIBILITIES OF DAMAGES IN ADVANCE. THESE LIMITATIONS APPLY TO ALL CAUSES OF ACTION, INCLUDING, WITHOUT LIMITATION, BREACH OF CONTRACT, BREACH OF WARRANTY, NEGLIGENCE, STRICT LIABILITY, MISREPRESENTATION AND OTHER TORTS.

The information in this documentation is subject to change without notice. If you find any problems in this documentation, report them to us at infa_documentation@informatica.com.

Informatica products are warranted according to the terms and conditions of the agreements under which they are provided. INFORMATICA PROVIDES THE INFORMATION IN THIS DOCUMENT "AS IS" WITHOUT WARRANTY OF ANY KIND, EXPRESS OR IMPLIED, INCLUDING WITHOUT ANY WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE AND ANY WARRANTY OR CONDITION OF NON-INFRINGEMENT.

Publication Date: 2024-04-17

Table of Contents

Preface 4

Informatica Resources 4

- Informatica Documentation 4
- Informatica Intelligent Cloud Services web site 4
- Informatica Intelligent Cloud Services Communities 4
- Informatica Intelligent Cloud Services Marketplace 4
- Data Integration connector documentation 5
- Informatica Knowledge Base 5
- Informatica Intelligent Cloud Services Trust Center 5
- Informatica Global Customer Support 5

Chapter 1: Introduction to Google Analytics Connector 6

Google Analytics Connector assets 6

Google Analytics supported reports 6

Chapter 2: Google Analytics connections 9

Prerequisites 9

Connect to Google Analytics 10

- Before you begin 10
- Connection details 11
- API version 11

Configure proxy settings 13

- Configuring the proxy settings on Linux 13
- Configuring the proxy settings on Windows 14

Chapter 3: Mappings and mapping tasks with Google Analytics 16

Read from Google Analytics report using Google Analytics 4 API 16

Google Analytics metrics and dimensions 17

Google Analytics sources in mappings 17

Appendix A: Data type reference 21

Google Analytics and transformation data types 21

Index 23

Preface

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

Informatica Resources

Informatica provides you with a range of product resources through the Informatica Network and other online portals. Use the resources to get the most from your Informatica products and solutions and to learn from other Informatica users and subject matter experts.

Informatica Documentation

Use the Informatica Documentation Portal to explore an extensive library of documentation for current and recent product releases. To explore the Documentation Portal, visit https://docs.informatica.com.

If you have questions, comments, or ideas about the product documentation, contact the Informatica Documentation team at infa_documentation@informatica.com.

Informatica Intelligent Cloud Services web site

You can access the Informatica Intelligent Cloud Services web site at http://www.informatica.com/cloud. This site contains information about Informatica Cloud integration services.

Informatica Intelligent Cloud Services Communities

Use the Informatica Intelligent Cloud Services Community to discuss and resolve technical issues. You can also find technical tips, documentation updates, and answers to frequently asked questions.

Access the Informatica Intelligent Cloud Services Community at:

https://network.informatica.com/community/informatica-network/products/cloud-integration

Developers can learn more and share tips at the Cloud Developer community:

https://network.informatica.com/community/informatica-network/products/cloud-integration/cloud-developers

Informatica Intelligent Cloud Services Marketplace

Visit the Informatica Marketplace to try and buy Data Integration Connectors, templates, and mapplets:

https://marketplace.informatica.com/

Data Integration connector documentation

You can access documentation for Data Integration Connectors at the Documentation Portal. To explore the Documentation Portal, visit https://docs.informatica.com.

Informatica Knowledge Base

Use the Informatica Knowledge Base to find product resources such as how-to articles, best practices, video tutorials, and answers to frequently asked questions.

To search the Knowledge Base, visit https://search.informatica.com. If you have questions, comments, or ideas about the Knowledge Base, contact the Informatica Knowledge Base team at KB_Feedback@informatica.com.

Informatica Intelligent Cloud Services Trust Center

The Informatica Intelligent Cloud Services Trust Center provides information about Informatica security policies and real-time system availability.

You can access the trust center at https://www.informatica.com/trust-center.html.

Subscribe to the Informatica Intelligent Cloud Services Trust Center to receive upgrade, maintenance, and incident notifications. The Informatica Intelligent Cloud Services Status page displays the production status of all the Informatica cloud products. All maintenance updates are posted to this page, and during an outage, it will have the most current information. To ensure you are notified of updates and outages, you can subscribe to receive updates for a single component or all Informatica Intelligent Cloud Services components. Subscribing to all components is the best way to be certain you never miss an update.

To subscribe, on the Informatica Intelligent Cloud Services Status page, click **SUBSCRIBE TO UPDATES**. You can choose to receive notifications sent as emails, SMS text messages, webhooks, RSS feeds, or any combination of the four.

Informatica Global Customer Support

You can contact a Global Support Center through the Informatica Network or by telephone.

To find online support resources on the Informatica Network, click **Contact Support** in the Informatica Intelligent Cloud Services Help menu to go to the **Cloud Support** page. The **Cloud Support** page includes system status information and community discussions. Log in to Informatica Network and click **Need Help** to find additional resources and to contact Informatica Global Customer Support through email.

The telephone numbers for Informatica Global Customer Support are available from the Informatica web site at https://www.informatica.com/services-and-training/support-services/contact-us.html.

CHAPTER 1

Introduction to Google Analytics Connector

Google Analytics is a premium web analytics service offered by Google that tracks and reports website traffic.

You can use Google Analytics Connector to connect to Google Analytics from Data Integration. Use Google Analytics Connector to read data from Google Analytics. You can use a Google Analytics object as a source in mapping tasks.

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

When you run a mapping task, the Secure Agent uses the JAVA client libraries of the Google APIs to integrate with Google Analytics.

Google Analytics Connector assets

Create assets to integrate data using Google Analytics Connector.

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

- Dynamic mapping task
- Mapping
- Mapping task

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

Google Analytics supported reports

A Google Analytics report contains metrics and dimensions. Dimensions are attributes of the data collected from the website. Metrics are quantitative measurements.

When you select a Google Analytics source object in a mapping, you can select reports from the following datasets in the **Package Explorer**:

- ga

- InfaCustom

The **infaCustom** dataset contains the **infaCustomGroup** report. The **infaCustomGroup** report contains dimensions and metrics from all the Google Analytics reports.

To retrieve data from multiple Google Analytics reports, you must select the **infaCustomGroup** report in the **infaCustom** dataset.

Supported reports with Google Analytics Core Reporting API v3

The Google Analytics Core Reporting API v3 can only process reports that contain both metrics and dimensions or metrics only. The Google Analytics Connector that uses Google Analytics Core Reporting API v3 supports the following Google Analytics reports:

- Adwords
- Adsense
- Ad Exchange
- App Tracking
- Audience
- Channel Grouping
- Content Experiments
- Content Grouping
- DoubleClick Bid Manager
- DoubleClick Campaign Manager
- DoubleClick for Publishers
- DoubleClick for Publishers Backfill
- DoubleClick Search
- Ecommerce
- Event Tracking
- Exceptions
- Geo Network
- Goal Conversion
- Internal Search
- Lifetime Value and Cohorts
- Page Tracking
- Platform or Device
- Related Products
- Session
- Site Speed
- Social Interactions
- Social Activities
- System
- Time
- Traffic Sources

- User
- User Timings

Note: Adsense, Ad Exchange, DoubleClick for Publishers, DoubleClick for Publishers Backfill, and Site Speed reports contain only metrics.

Supported reports with Google Analytics 4 API

The Google Analytics Connector that uses Google Analytics 4 API supports the following Google Analytics reports:

- Attribution
- Cohort
- Demographics
- Ecommerce
- Event
- Geography
- Other
- Page or Screen
- Platform or Device
- Publisher
- Revenue
- Session
- Time
- Traffic Sources
- User Lifetime

CHAPTER 2

Google Analytics connections

Create a Google Analytics connection to read data from a Google Analytics report. You can use Google Analytics connections in mapping tasks and mappings.

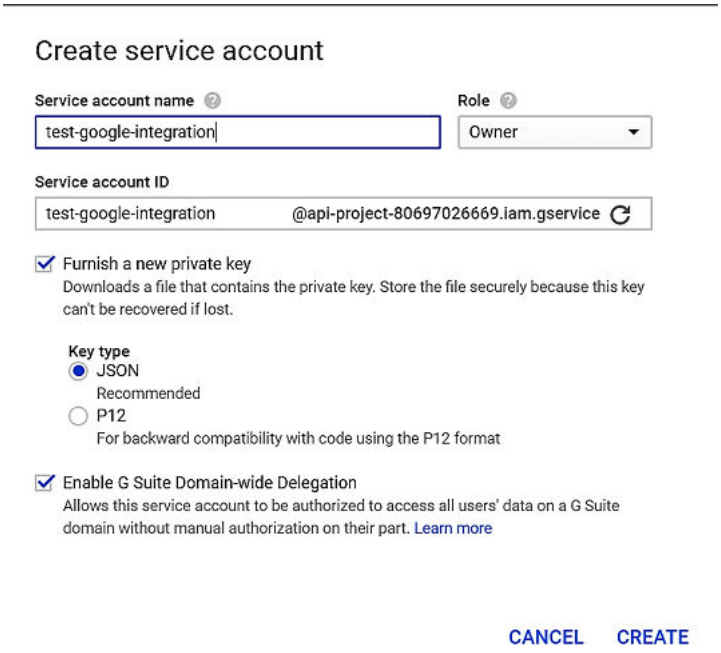
Prerequisites

Before you configure Google Analytics Connector, complete the following prerequisite tasks:

1. Create a Google account to access Google Analytics.
2. On the **Credentials** page, navigate to the APIs and auth section, and Click **Create service account**.
3. In the **Create service account** dialog box, select **Furnish a new private key** and **Enable G Suite Domain-wide Delegation**.

   Note: You must select **JSON** as the **Key type** and save the generated key as `client_secrets.json`.
4. Click **Create**.
5. After you create the service account, you can download a JSON file that contains the client_email and private_key values. You will need to enter these details when you add a user in the Google Analytics account and also when you create a Google Analytics connection in Data Integration.

The following image shows the **Credentials** page where you can create the service account and key:



6. Do the following steps to enable the Analytics API:

   Note: Google Analytics Connector uses Core Reporting API v3, Analytics Reporting API v4, or Google Analytics 4 API to integrate with Google Analytics.

   a. Go to the following website: https://console.developers.google.com/

   b. On the **Dashboards** page, enable the **Analytics API**.

7. Create an account, property, and view in Google Analytics.
8. When you use Core Reporting API v3 or Analytics Reporting API v4, a view ID is generated for the view that you created. You will need to enter the view ID when you create mappings in Data Integration.
9. Verify that you have the following permissions for the Google Analytics account:
   - Collaborate
   - Edit
   - Manage Users
   - Read and Analyze

Connect to Google Analytics

Let's configure the Google Analytics connection properties to connect to Google Analytics.

Before you begin

Before you get started, you need to create the Google service account, enable the Analytics API, and configure the Google Analytics account.

Check out "Prerequisites" on page 9 to learn more about these tasks.

The following video shows you how to get information from your Google service account to configure the Google Analytics connection:



Connection details

The following table describes the Google Analytics connection properties:

Property	Description
Connection Name	Name of the connection. Each connection name must be unique within the organization. Connection names can contain alphanumeric characters, spaces, and the following special characters: _ . + -, Maximum length is 255 characters.
Description	Description of the connection. Maximum length is 4000 characters.
Type	Google Analytics
Runtime Environment	The name of the runtime environment where you want to run tasks. Select a Secure Agent, Hosted Agent, or serverless runtime environment.
Service Account Email	The client_email value in the JSON file that you download after you create a service account.
Service Account Key	The private_key value in the JSON file that you download after you create a service account.

API version

You can configure Core Reporting API v3, Analytics Reporting API v4, or Google Analytics 4 API version to read from Google Analytics reports. Default is Core Reporting API v3.

Select the required API version and then configure the API version specific parameters.

Core Reporting API v3

The following table describes the connection properties for Core Reporting API v3:

Property	Description
Account ID	The Google Analytics account ID associated with the Google Analytics project. Specify the account ID to read data from the following reports: - Content Grouping - Ecommerce - Goal Conversions When you read data from any other report, leave the property blank.
Property ID	The Google Analytics property ID associated with the Google Analytics project. Specify the property ID to read data from the following reports: - Content Grouping - Ecommerce - Goal Conversions When you read data from any other report, leave the property blank.
View ID	The Google Analytics view ID associated with the Google Analytics project. Specify the view ID to read data from Goal Conversions report. When you read data from any other report, leave the property blank.

Analytics Reporting API v4

The following table describes the connection properties for Analytics Reporting API v4:

Property	Description
Account ID	The Google Analytics account ID associated with the Google Analytics project. Specify the account ID to read data from the following reports: - Content Grouping - Ecommerce - Goal Conversions When you read data from any other report, leave the property blank.
Property ID	The Google Analytics property ID associated with the Google Analytics project. Specify the property ID to read data from the following reports: - Content Grouping - Ecommerce - Goal Conversions When you read data from any other report, leave the property blank.
View ID	The Google Analytics view ID associated with the Google Analytics project. Specify the view ID to read data from Goal Conversions report. When you read data from any other report, leave the property blank.

Google Analytics 4

The following table describes the connection property for Google Analytics 4:

Property	Description
Property ID	The Google Analytics property ID associated with the Google Analytics project. Specify the property ID to read data from the following reports: - Content Grouping - Ecommerce - Goal Conversions When you read data from any other report, leave the property blank.

Configure proxy settings

When the Google Analytics Connector integrates with Google Analytics using Core Reporting API v3 or Analytics Reporting API v4, you can configure the proxy server to connect to Informatica Intelligent Cloud Services.

If your organization uses an outgoing proxy server to connect to the internet, the agent connects to Informatica Intelligent Cloud Services through the proxy server.

You can configure the Secure Agent to use the proxy server on Windows and Linux. You can use the unauthenticated or authenticated proxy server. You can configure proxy both in mappings and in mappings in advanced mode.

To configure the proxy settings for the serverless runtime environment, see *Runtime Environments* in the Administrator help.

Configuring the proxy settings on Linux

You can update the proxy server settings defined for the Secure Agent from the command line. To configure the proxy server settings for the Secure Agent on a Linux machine, you must update the `proxy.ini` file and configure the JVM options of the Secure Agent.

Contact your network administrator for the correct proxy settings.

1. Navigate to the following directory:

   ```
   <Secure Agent installation directory>/apps/agentcore/conf
   ```

2. To update the `proxy.ini` file, add the following parameters and specify appropriate values for each parameter:

   ```
   InfaAgent.ProxyHost=<proxy_server_hostname>
   InfaAgent.ProxyPort=<proxy_server_port>
   InfaAgent.ProxyUser=<user_name>
   InfaAgent.ProxyPassword=<password>
   InfaAgent.ProxyPasswordEncrypted=false
   ```

   For example,

   ```
   InfaAgent.ProxyHost=INW2PF0MT01V
   InfaAgent.ProxyPort=808
   InfaAgent.ProxyUser=user06
   InfaAgent.ProxyPassword=user06
   InfaAgent.ProxyPasswordEncrypted=false
   ```

3. Log in to Informatica Intelligent Cloud Services.

4. Open Administrator and select **Runtime Environments**.
5. Select the Secure Agent for which you want to configure a proxy server.
6. On the upper-right corner of the page, click **Edit**.
7. In the **System Configuration Details** section, select the **Type** as **DTM** for the Data Integration Service.
8. To use a proxy server, add the following parameters in any **JVMOption** field and specify appropriate values for each parameter:

Parameter	Description
-Dproxy.host=	Host name of the outgoing HTTPS proxy server.
-Dproxy.port=	Port number of the outgoing HTTPS proxy server.
-Dproxy.user=	User name for the HTTPS proxy server.
-Dproxy.password=	Password for the HTTPS proxy server.

Note: You must specify the parameter and the value for the parameter enclosed in single quotation marks.

For example,

```
JVMOption1='-Dproxy.host=INPQ8583WI29'
JVMOption2='-Dproxy.port=8081'
JVMOption3='-Dproxy.user=adminuser'
JVMOption4='-Dproxy.password=password'
```

Note: You can configure only five **JVMOption** fields in the **System Configuration Details** section. To configure the remaining parameters, you must add the **JVMOption** fields in the **Custom Configuration Details** section. In the **Custom Configuration Details** section, select the **Type** as **DTM** for the Data Integration Service, add the **JVMOption** fields, and specify the remaining parameters and appropriate values for each parameter.

9. Click **Save**.

   The Secure Agent restarts to apply the settings.

   Note: The session log does not log the proxy server details even if you have configured a proxy server.

Configuring the proxy settings on Windows

To configure the proxy server settings for the Secure Agent on a Windows machine, you must configure the proxy server settings through the Secure Agent Manager and the JVM options of the Secure Agent.

Contact your network administrator for the correct proxy settings.

1. Click **Start** > **All Programs** > **Informatica Cloud Secure Agent** > **Informatica Cloud Secure Agent** to launch the Secure Agent Manager.

   The Secure Agent Manager displays the Secure Agent status.
2. Click **Proxy** in the Secure Agent Manager page.
3. Click **Use a Proxy Server** to enter proxy server settings.

4. Configure the following proxy server details:

Field	Description
Proxy Host	Host name of the outgoing proxy server that the Secure Agent uses.
Proxy Port	Port number of the outgoing proxy server.
User Name	User name to connect to the outgoing proxy server.
Password	Password to connect to the outgoing proxy server.

5. Click **OK**.
6. Log in to Informatica Intelligent Cloud Services.
7. Open Administrator and select **Runtime Environments**.
8. Select the Secure Agent for which you want to configure a proxy server.
9. On the upper-right corner of the page, click **Edit**.
10. In the **System Configuration Details** section, select the **Type** as **DTM** for the Data Integration Service.
11. To use a proxy server, add the following parameters in any **JVMOption** field and specify appropriate values for each parameter:

Parameter	Description
-Dproxy.host=	Host name of the outgoing HTTPS proxy server.
-Dproxy.port=	Port number of the outgoing HTTPS proxy server.
-Dproxy.user=	User name for the HTTPS proxy server.
-Dproxy.password=	Password for the HTTPS proxy server.

Note: You must specify the parameter and the value for the parameter enclosed in single quotation marks.

For example,

```
JVMOption1='-Dproxy.host=INPQ8583WI29'
JVMOption2='-Dproxy.port=8081'
JVMOption3='-Dproxy.user=adminuser'
JVMOption4='-Dproxy.password=password'
```

Note: You can configure only five **JVMOption** fields in the **System Configuration Details** section. To configure the remaining parameters, you must add the **JVMOption** fields in the **Custom Configuration Details** section. In the **Custom Configuration Details** section, select the **Type** as **DTM** for the Data Integration Service, add the **JVMOption** fields, and specify the remaining parameters and appropriate values for each parameter.

12. Click **Save**.

    The Secure Agent restarts to apply the settings.

    Note: The session log does not log the proxy server details even if you have configured a proxy server.

CHAPTER 3

Mappings and mapping tasks with Google Analytics

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

Describe the flow of data from source and target along with the required transformations before the Secure Agent reads data from the Google Analytics 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 Analytics source.

Read from Google Analytics report using Google Analytics 4 API

The Google Analytics 4 API is an analytics service that enables you to measure traffic and engagement across your websites and applications. Google Analytics 4 includes a single analytics property that contains data streams, and you can include one or more data sources within this property. You can apply filters directly to your report to view and analyze the data from each stream according to your requirements.

You can use multiple date ranges to filter the data in a Google Analytics report. When you specify multiple date ranges, separate each date range with a comma and ensure that StartDate and EndDate sizes are the same. For multiple date ranges, the Google Analytics 4 response adds an additional dimension with the name dateRange and the response object returns the values like date_range_0, date_range_1, date_range_2, and date_range_3. If you specify only a single date range, the dateRange column is assigned the default value of null.

For example,

```
StartDate: 2023-01-21, 2023-04-30, yesterday

EndDate: 30daysAgo, 20daysAgo, today
```

In the example, the first date range is considered between 2023-01-21 and 30daysAgo, the second date range is considered between 2023-04-30 and 20daysAgo, and the third date range is considered between yesterday and today.

Rules and guidelines for Google Analytics 4 API

The following rules and guidelines apply when you use Google Analytics 4 API to read from Google Analytics reports:

- You can read only the new data using Google Analytics 4 API. You cannot read the historical data.
- If you switch a mapping configured with the Core Reporting API v3 or Analytics Reporting API v4 connection with a Google Analytics 4 connection, the mapping fails.
- You cannot use a Lookup transformation.
- You cannot use a native filter in the Source transformation.
- You can use the following operators to process the data:
  - Dimension: EQUALS, NOT_EQUALS, CONTAINS, STARTS_WITH, and ENDS_WITH
  - Metric: EQUALS, NOT_EQUALS, LESS, LESS OR EQUALS, GREATER, and GREATER OR EQUALS

Google Analytics metrics and dimensions

When you configure a Source transformation to read from a Google Analytics report, you can select the fields from the **Fields** tab in the transformation. The fields represent the metrics and dimensions of the Google Analytics report. To verify if the field is a metric or a dimension, click the following URL:

https://developers.google.com/analytics/devguides/reporting/core/dimsmets#mode=api&cats=user,session

When you use Core Reporting API v3 or Analytics Reporting API v4, you need to include both dimensions and metrics. If you include only dimensions or only metrics in the Google Analytics report, the mapping fails. Ensure that you do not exceed 10 metrics and 7 dimensions in the Google Analytics report.

When you use Google Analytics 4 API, ensure that you do not exceed 10 metrics and 9 dimensions in the Google Analytics report.

Google Analytics sources in mappings

To read data from Google Analytics, configure a Google Analytics report as the Source transformation in a mapping.

Specify the name and description of the Google Analytics source. Select a Google Analytics report from the **ga** dataset in the **Package Explorer**. Configure the query options and advanced properties for the source object.

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

Property	Description
Connection	Name of the Google Analytics source connection.
Source Type	Type of the source object. Select **Single Object** or **Parameter**.
Object	Name of the source object. Select a Google Analytics report from the **ga** dataset or select the **InfaCustomGroup** from the **InfaCustom** dataset in the **Package Explorer**. The **InfaCustomGroup** report contains dimensions and metrics from all the Google Analytics reports.

The following table describes the query options that you can configure in a Source transformation:

Property	Description
Filter	Filter value in a read operation. Click **Configure** to add conditions to filter records and reduce the number of rows that the Secure Agent reads from the source. You can specify the following filter conditions: - **Not parameterized**. Use a basic filter to specify the object, field, operator, and value to select specific records. - **Completely parameterized**. Use a parameter to represent the field mapping. - **Advanced**. Use an advanced filter to define a more complex filter condition on a dimension or metric. Specify the advanced filter expression using the following filter syntax: `ga:name<Operator>Expression` Where, `name` is the name of the dimension or metric, `Operator` is the operator supported by the dimension or metric, and Expression is the value that you specify. For example, `ga:browser==Firefox` For more information about configuring advanced filters, click the following URL: https://developers.google.com/analytics/devguides/reporting/core/v3/reference#filters
Sort	Not applicable for Google Analytics Connector

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

Property	Description
AccountId	Applicable only when you select Core Reporting API v3 or Analytics Reporting API v4 in the APIVersion connection property. The Google Analytics Account ID associated with the Google Analytics project. **Note:** When you read data from the Goal Conversions report, you must leave the property blank.
PropertyId	The Google Analytics Property ID associated with the Google Analytics project. **Note:** When you read data from the Goal Conversions report, you must leave the property blank. When you select Google Analytics 4 in the APIVersion connection property, you can override the PropertyId connection property at runtime.

Property	Description
ViewId	Applicable only when you select Core Reporting API v3 or Analytics Reporting API v4 in the APIVersion connection property. The Google Analytics View ID associated with the Google Analytics project. You can specify multiple view IDs separated by comma. **Note:** When you read data from the Goal Conversions report, you must specify the same view ID that you specified in the Google Analytics connection.
StartDate	Start date from which the Secure Agent must read the data from a Google Analytics report. You can specify a specific date using the YYYY-MM-DD format. You can also specify relative terms such as **today**, **yesterday,** or **NdaysAgo**. **Note:** When you select Google Analytics 4 in the APIVersion connection property, you can specify multiple dates separated by a comma to filter the data in a Google Analytics report.
EndDate	End date till which the Secure Agent must read the data from a Google Analytics report. You can specify a specific date using the YYYY-MM-DD format. You can also specify relative terms such as **today**, **yesterday,** or **NdaysAgo**. **Note:** When you select Google Analytics 4 in the APIVersion connection property, you can specify multiple dates separated by a comma to filter the data in a Google Analytics report.
Page Size	Number of rows that the Secure Agent must read from a Google Analytics report. Specify 0 to read all the rows in the Google Analytics report. Default is 0. When you select Google Analytics 4 in the APIVersion connection property, the maximum value is 2,147,483,647.
Read Time Out Value	Applicable only when you select Core Reporting API v3 or Analytics Reporting API v4 in the APIVersion connection property. The maximum amount of time in minutes that the Secure Agent waits when attempting to read data from a Google Analytics report. A read timeout occurs if the data is not read in the specified amount of time. Default is 1 minute.

You can set the tracing level in the advanced session properties 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.

Property	Description
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.

APPENDIX A

Data type reference

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

Google Analytics native data types

Google Analytics data types appear in the **Fields** tab for the Source transformation 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.

Google Analytics and transformation data types

The following table describes the data types that Data Integration supports for Google Analytics sources when you use Core Reporting API v3 or Analytics Reporting API v4:

Google Analytics Data Type	Transformation Data Type	Range and Description for the Transformation Data Type
CURRENCY	String	1 to 104,857,600 characters
FLOAT	Double	Precision 15
INTEGER	BigInteger	-9,223,372,036,854,775,808 to 9,223,372,036,854,775,807 Precision 19, scale 0
PERCENT	Double	Precision 15
STRING	String	1 to 104,857,600 characters
TIME	Double	Precision 15

The following table describes the data types that Data Integration supports for Google Analytics sources when you use Google Analytics 4 API:

Google Analytics Data Type	Transformation Data Type	Range and Description for the Transformation Data Type
STRING	String	1 to 104,857,600 characters
TYPE_CURRENCY	Double	Precision 15
TYPE_FEET	Double	Precision 15
TYPE_FLOAT	Double	Precision 15
TYPE_HOURS	Double	Precision 15
TYPE_INTEGER	BigInteger	-9,223,372,036,854,775,808 to 9,223,372,036,854,775,807 Precision 19, scale 0
TYPE_KILOMETERS	Double	Precision 15
TYPE_METERS	Double	Precision 15
TYPE_MILES	Double	Precision 15
TYPE_MILLISECONDS	Double	Precision 15
TYPE_MINUTES	Double	Precision 15
TYPE_SECONDS	Double	Precision 15
TYPE_STANDARD	Double	Precision 15

INDEX

C

Cloud Application Integration community
  URL 4
Cloud Developer community
  URL 4
connections
  Google Analytics 10

D

Data Integration community
  URL 4

G

Google Analytics
  connection properties 10
Google Analytics 4 API
  Rules and guidelines 16
Google Analytics connector
  overview 6
  supported reports 6
  supported task and object types 6
Google Analytics data types
  mapping with transformation data types 21
  overview 21

I

Informatica Global Customer Support
  contact information 5
Informatica Intelligent Cloud Services
  web site 4

L

Linux
  configuring proxy settings 13

M

maintenance outages 5
mapping
  Google Analytics sources 17
mapping tasks
  overview 16

P

proxy settings
  configuring on Linux 13
  configuring on Windows 14

S

status
  Informatica Intelligent Cloud Services 5
system status 5

T

trust site
  description 5

U

upgrade notifications 5

W

web site 4
Windows
  configuring proxy settings 14