



Marketing as a Service



# Google Ads and GA4

27 November 2023

# Difference between Google Ads and Google Analytics 4

Google Ads	Google Analytics 4 (GA4)
Used for creating and managing online advertising campaigns	Tracking analyze the website performance
It enables businesses to create targeted advertisements that appear in search results when users search for specific keywords related	Google Analytics provides data on various metrics such as the number of visitors, their geographical locations, the devices they use, the pages they visit, the time they spend on the website, and the actions they take, among others
Helps businesses reach their target audience through advertising	Provides valuable insights into user behavior, helping businesses make informed decisions about their online strategies

[More on Google Analytics 4](#)

# Google Ads



# Differentiation in data flow

## Choice 1: Direct Connection



*12 hours interval*

## Choice 2: Stitch Integration to Big Query



Stitch



Google  
Big Query



*24 hours interval*

*Daily refresh  
(depend on the  
schedule time)*

# Direct Connection vs Stitch Integration

Direct Connection		Stitch Integration to Big Query
1 account	Number of account per data source	Can go more than 1 account (Example: Fastmarkets, BRP)
12 hours as default	Data Refresh Interval time	24 hours depends on schedule in stitch integration and Big Query
Low possibility of having a discrepancy - but if having it, its totally on the Google Ads itself	Troubleshooting	Need to troubleshoot if having a discrepancy (Data Ops Support)
No credit consume	Credit consuming	Have the credit limit per month and additional charge on Big Query data that connect to Looker studio
<b>Not available</b> and need to blend with airtable	Ad Graphic / Screenshot	<b>Not available</b> and need to join with airtable via Big Query

# Direct Connection vs Stitch Integration

Direct Connection		Stitch Integration to Big Query
<p>Cover almost all basic field including</p> <ul style="list-style-type: none"><li>• Basic metrics (Impressions, Clicks, Spent, Budget, Conversions etc)</li><li>• Calculated field (CPC, CTR, CPM, Bounce rate, Conversion rate, etc)</li><li>• Video performance metrics (Video played, views, Youtube Earned view etc)</li><li>• Website visit parameter</li></ul>	<p>Metrics available</p>	<p>Cover almost all basic field including</p> <ul style="list-style-type: none"><li>• Basic metrics (Impressions, Clicks, Spent, Budget, Conversions etc)</li><li>• Calculated field (CPC, CTR, CPM, Bounce rate, Conversion rate, etc)</li><li>• Video performance metrics (Video played and view)</li><li>• Active viewable metrics</li></ul>

# Direct Connection vs Stitch Integration

## Direct Connection

### Metrics that only available in Direct Connection

- Youtube Earned metrics (Likes, Shared, Subscribers, Views)

123	YouTube Earned Likes
123	YouTube Earned Playlist Additions
123	YouTube Earned Shares
123	YouTube Earned Subscribers
123	YouTube Earned Views

- Website parameter

123	Website visits
123	Website visits (view-through)

- Any custom field or extended field from Google Tag Manager

Metrics available

## Stitch Integration to Big Query

### Metrics that only available in Big Query

- Active viewable metrics

Field name	Type
<a href="#">active_view_ctr</a>	NUMERIC
<a href="#">active_view_measurable_impressions</a>	INTEGER
<a href="#">active_view_impressions</a>	INTEGER
<a href="#">active_view_viewability</a>	NUMERIC
<a href="#">active_view_measurable_cost_micros</a>	INTEGER
<a href="#">active_view_measurability</a>	NUMERIC
<a href="#">active_view_cpm</a>	NUMERIC

[More on Active viewable metrics](#)

# Direct Connection vs Stitch Integration

## Direct Connection

- Google SEM (Search) Campaign
- Google Display Campaign
- Google Search Keyword
- Google Display Keyword
- Google Ads Variation Search
- Google Ads Variation Display
- Google Video Performance
- Google Search Query

Available performance report for all ads, campaign and ad group level

Ad ID	Ad type	Ad status	Cost	Impressions	Clicks	CTR
1. 672338937837	HTML5 ad	campaign paused	\$246.11	14,610	25	0.17%
2. 672432910988	HTML5 ad	campaign paused	\$166.04	3,298	8	0.24%
3. 672371907778	HTML5 ad	campaign paused	\$100.62	810	6	0.74%
4. 672338849034	HTML5 ad	campaign paused	\$26.72	1,251	2	0.16%
5. 672336163875	HTML5 ad	campaign paused	\$18	343	1	0.29%
6. 672338970906	HTML5 ad	campaign paused	\$0	0	0	0%
7. 672370914880	Responsive display ad	campaign paused	\$0	0	0	0%
8. 672435270479	Responsive display ad	campaign paused	\$0	0	0	0%

## Report type

Google Display performance report

*The actual performance per ads does not record*

## Stitch Integration to Big Query

- Google SEM (Search) Campaign
- Google Display Campaign
- Google Search Keyword
- Google Ads Variation Search
- Google Video Performance
- Google Search Query

Only available for campaign and ad group level

Ad Variation	Spent	Impressions	Page Views	Clicks
spirion-DRA-ad-01-display-300x600-min.png	\$440,988	235,855,473	113,108	3,476,759
spirion-DRA-ad-01-display-160x600-min.png	\$440,988	235,855,473	113,108	3,476,759
spirion-DRA-ad-01-display-300x250.png	\$440,988	235,855,473	113,108	3,476,759
spirion-DRA-ad-01-display-728x90.png	\$440,988	235,855,473	113,108	3,476,759
spirion-DRA-ad-02-display-728x90.png	\$735,262	361,131,140	113,108	7,736,053



# Direct Connection vs Stitch Integration

Direct Connection		Stitch Integration to Big Query
Same as Google ads, it's a real time and the historical data can be retrieve using date filter	Data Structure	Data are transparent as can see the value of historical data in BigQuery
Contain all essential dimension <b>except</b> <ul style="list-style-type: none"><li>• Ad Name</li><li>• Ad Graphic</li></ul>	Dimension	Contain all essential dimension <b>except</b> <ul style="list-style-type: none"><li>• Ads name (for Google Search)</li><li>• Ad Graphic</li></ul>
It already having a fixed field and having its own aggregated metrics and difficult to create a new formulated field	Field Customization	Can be customized in Big Query since we can formulate it using base parameter
Not possible to combined across various platform	Combination ads performance in various platform	Possible to combined across various platform such as LinkedIn and 6sense

# FAQ

## Questions

If I have found out the discrepancy during connect the data via direct connection, should I raise up the data ops ticket for troubleshooting?

Is there any alternative to retrieved the ads name seem its not really pop up using direct connection and stitch integration?

If my client having a multiple account, how do I differentiate the performance for each account?

## Answer

No need to raise up as the direct connection is totally direct from Google Ads. The problem might be happened because of the Google Ads itself or it doesn't reach the refresh period yet especially for the active campaign

Can include the information in airtable hence we can join it into the respective table

There is 1 segment field named as "descriptive\_name" that can segregate the performance by account



# Recommendation

Condition	Recommendation
The client has multiple Google Ads accounts and wishes to have them combined into one data source	Stitch Integration
The client want to construct standard reporting, and the client only has one account in Google Ads	Direct Connection
The client has multiple reports that they want to retrieve in a dashboard, including SEM, Display, and Keywords	Direct Connection

# Dashboard Example

## Choice 1: Direct Connection

Client	Report Type	Dashboard Link
Tecsys	Google Display Performance	<a href="#">Click Here</a>
Fastmarkets	Google Search Performance	<a href="#">Click Here</a>

## Choice 2: Stitch Integration to Big Query

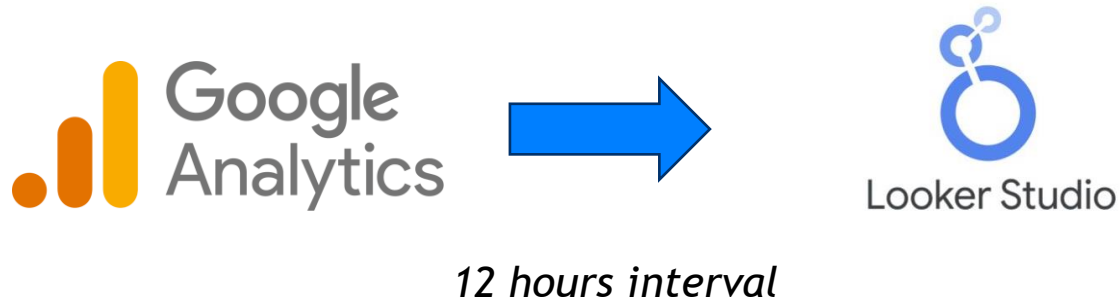
Client	Report Type	Dashboard Link
Brightcove	Google Search and Video Performance Google Search Keywords	<a href="#">Click Here</a>
Quantum	Google Search (Ad & Campaign Level) / Display (Campaign Level)	<a href="#">Click Here</a>

# Google Analytics 4 (GA4)



# Differentiation in data flow

## Choice 1: Direct Connection



## Choice 2: Stitch Integration to Big Query



# Differentiation in data flow

## Choice 3: Big Query Integration

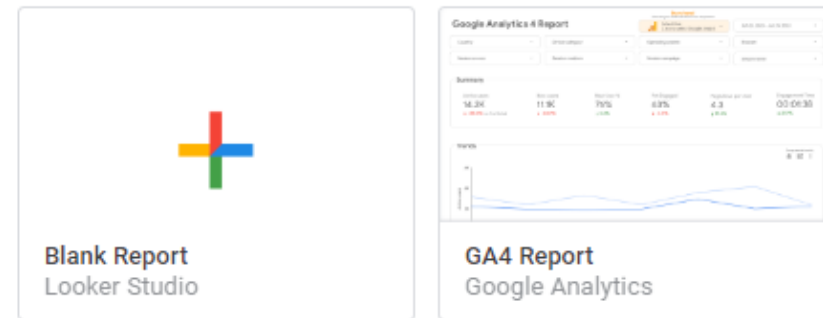


# GA4 Direct Connection

## Pro(s)

1. Already given the template from Google itself
2. The result and outcome was directly from GA4
3. Data freshness is on 12 hours interval (It can be customized)
4. Does not consume credit or additional cost

Start with a Template



How fresh do you need this data to be?

More frequent updates can give you fresher data, but may also slow performance and increase query costs for paid data services. [Learn more](#)

Check for fresh data:

Every 15 minutes    Every hour    Every 4 hours    Every 12 hours **Default**    Custom

☐    ☐    ☐    ☒    ☐

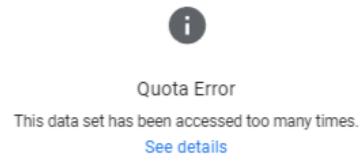
CANCEL    SET DATA FRESHNESS



# GA4 Direct Connection

## Con(s)

1. Having a quota error issue especially when having too many charts at one data source



2. The daily token limit is set at 25,000. Therefore, making too many requests or accessing the system simultaneously may exceed this limit, resulting in quota errors

Quota Name	Standard Property Limit	Analytics 360 Property Limit
Core Tokens Per Property Per Day	25,000	250,000
Core Tokens Per Property Per Hour	5,000	50,000

# GA4 Direct Connection

## Con(s)

3. If GA4 does not display the data or if there is a discrepancy, it will also impact the direct connection in the dashboard. In such cases, please contact your campaign team for assistance

The screenshot shows the Google Analytics 4 (GA4) interface. At the top, a message states: "This GA4 property has been set up for you, based on your Universal Analytics property. To see which settings have been automatically migrated, go to [Admin > Change history](#)." Below this, the breadcrumb navigation shows "Analytics" and "Corcentric Refresh - GA4". A search bar contains the text "Try searching 'how to activate Google signals'". The sidebar on the left contains icons for home, reports, exploration, and settings. The main content area is divided into two panels. The left panel, titled "Variables", contains sections for "SEGMENTS", "DIMENSIONS", and "METRICS". The right panel, titled "Settings", contains sections for "GRANULARITY", "BREAKDOWNS", "VALUES", "ANOMALY DETECTION", "TRAINING PERIOD (DAYS BEFORE TIMEFRAME)", "SENSITIVITY", and "FILTERS". The main visualization area on the right displays a message: "No data for this combination of segments, values, filters and date range. Try editing the variables or settings or remove them."

# GA4 Stitch Integration

## Pro(s)

1. The historical data being store in tabulated

Row	_date	_newusers	_devicecategory	_sourcemedium
1	2023-10-04 00:00:00 UTC	0	desktop	referral
2	2023-10-01 00:00:00 UTC	0	mobile	email
3	2023-10-01 00:00:00 UTC	1	mobile	60ad05af-8038-4228-8151-401...
4	2023-09-30 00:00:00 UTC	1	desktop	referral
5	2023-09-29 00:00:00 UTC	1	tablet	referral
6	2023-09-29 00:00:00 UTC	0	desktop	direct
7	2023-09-28 00:00:00 UTC	1	tablet	(none)
8	2023-09-26 00:00:00 UTC	1	tablet	organic
9	2023-09-24 00:00:00 UTC	1	tablet	organic
10	2023-09-22 00:00:00 UTC	0	tablet	(none)
11	2023-09-21 00:00:00 UTC	1	mobile	referral
12	2023-09-19 00:00:00 UTC	0	tablet	referral

2. Can integrate the custom report based on GA4

### Custom Reports

Start by giving each custom report a name below. You'll select the metrics and dimensions to populate each report after completing this config and authorizing your GA account. You can manage custom reports in Settings.

Report Name

Demandbase Company Data

⊖ Remove this report

Report Name

Dealfront Company Data

⊖ Remove this report

Report Name

Demandbase Company Data Industry

⊖ Remove this report

Report Name

Dealfront Company Data Industry

⊖ Remove this report

# GA4 Stitch Integration

## Con(s)

1. Can only select up to 10 metrics and 9 dimensions per report. Hence only simple report may be works




3. Select the metrics and dimensions you want to include in the report. When making your selections, keep the following in mind:

- **You can select up to 10 metrics and 9 dimensions per report.** Stitch automatically sets the `date` dimension, so technically you can only select 8 other dimensions. This limit is imposed by Google and can't be changed or worked around. When you reach this limit, you won't be able to make any other selections until you de-select a metric or dimension.

2. Metric and dimension combinations are subject to Google's compatibility rules

Refer this link to check the compatibility rules: [ga-dev-tools.google/ga4/dimensions-metrics-explorer/](https://ga-dev-tools.google/ga4/dimensions-metrics-explorer/)

3. Only 1 account per integration is allowed

<input type="checkbox"/>		<a href="#">brp_bks_allsite</a>	Paused	a month ago	0
<input type="checkbox"/>		<a href="#">brp_brp_allsite</a>	Paused	2 months ago	0
<input type="checkbox"/>		<a href="#">brp_burnham_benefits</a>	Paused	a month ago	0

# GA4 Stitch Integration

## Con(s)

4. There tends to be a daily quota limit, which can result in delays in updating the data

The screenshot displays the Stitch integration interface for the 'blend360\_google\_analytics' schema. The integration is active, as indicated by the green 'Active' toggle. The 'Extractions' tab is selected, showing the next extraction is scheduled for approximately one day. A timeline visualization shows the extraction schedule from 12:00am to 12:00am, with a red bar indicating the extraction time. Below the timeline, the 'Extraction Logs' section shows an error log for today at 3:00PM. The error message states: 'Encountered an error while attempting to replicate data from Google Analytics. The message was: HTTP-error-code: 429, Error: {'code': 429, 'message': 'Quota exceeded for quota metric 'Requests' and limit 'Requests per day' of service 'analyticsreporting.googleapis.com' for consumer 'project\_number:880015506168'.'', 'status': 'RESOURCE\_EXHAUSTED', 'details': [{'@type': 'type.googleapis.com/google.rpc.ErrorInfo', 'reason': 'RATE\_LIMIT\_EXCEEDED', 'domain': 'googleapis.com', 'metadata': {'consumer': 'projects/880015506168', 'quota\_limit\_value': '1000000', 'quota\_metric': 'analyticsreporting.googleapis.com/analytics\_default\_requests', 'quota\_location': 'global', 'service': 'analyticsreporting.googleapis.com', 'quota\_limit': 'AnalyticsDefaultRequestsPerDayPerProject'}}, {'@type': 'type.googleapis.com/google.rpc.Help', 'links': [{'description': 'Request a higher quota limit.', 'url': 'https://cloud.google.com/docs/quota#requesting\_higher\_quota'}]}]}; Message: API rate limit exceeded, please retry after some time.'

blend360\_google\_analytics  
Schema Name: blend360\_google\_analytics • Certified ⓘ

Integration is **Active**

Summary Tables to Replicate **Extractions** Loads Settings

**Next extraction in about a day** [Run Extraction Now](#)

Each time Stitch connected to blend360\_google\_analytics to extract data, by day. You can also [view loading reports by table](#).

Nov 20, 2023

12:00am 6:00am 12:00pm 6:00pm 12:00am

Extraction Logs

▼ Today at 3:00PM • **Error**

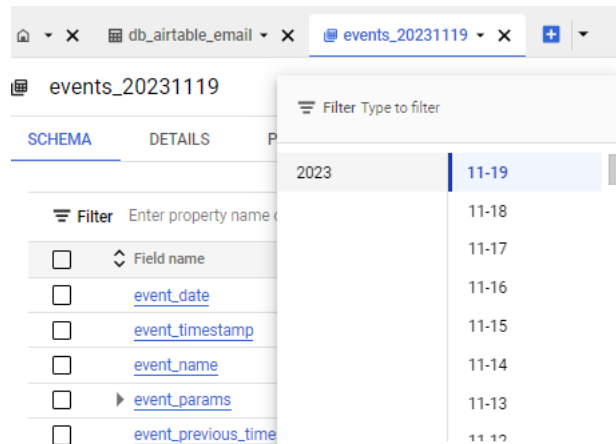
Encountered an error while attempting to replicate data from Google Analytics. The message was:

```
HTTP-error-code: 429, Error: {'code': 429, 'message': "Quota exceeded for quota metric 'Requests' and limit 'Requests per day' of service 'analyticsreporting.googleapis.com' for consumer 'project_number:880015506168'."}, 'status': 'RESOURCE_EXHAUSTED', 'details': [{'@type': 'type.googleapis.com/google.rpc.ErrorInfo', 'reason': 'RATE_LIMIT_EXCEEDED', 'domain': 'googleapis.com', 'metadata': {'consumer': 'projects/880015506168', 'quota_limit_value': '1000000', 'quota_metric': 'analyticsreporting.googleapis.com/analytics_default_requests', 'quota_location': 'global', 'service': 'analyticsreporting.googleapis.com', 'quota_limit': 'AnalyticsDefaultRequestsPerDayPerProject'}}, {'@type': 'type.googleapis.com/google.rpc.Help', 'links': [{'description': 'Request a higher quota limit.', 'url': 'https://cloud.google.com/docs/quota#requesting_higher_quota'}]}]}; Message: API rate limit exceeded, please retry after some time.
```

# GA4 Big Query Integration

## Pro(s)

1. Can retrieve the daily performance data (but minus 1 day)

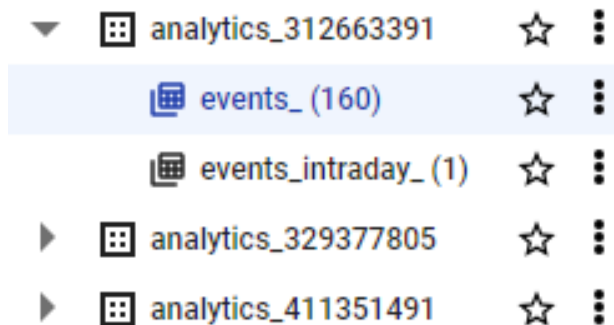


2. Consume less credit compared to Stitch integration
3. Suitable to be used if you want to obtain extended information by joining with other CRM tools such as Salesforce

# GA4 Big Query Integration

## Con(s)

1. The historical data is only available from the day it is integrated. Integration requires admin access from the super admin account in BigQuery. The Data Ops manager needs access to the client's Google Analytics account for integration
2. Naming convention issue



A screenshot of the Google Analytics BigQuery integration interface showing the schema of the 'events\_20231119' dataset. A filter dropdown is open, showing the year '2023' and a list of dates from '06-13' to '06-19'. The schema table lists various fields and their data types.

Field name	Data type	Nullable
<a href="#">event_date</a>	DATE	NOT NULL
<a href="#">event_timestamp</a>	TIMESTAMP	NOT NULL
<a href="#">event_name</a>	STRING	NOT NULL
<a href="#">event_params</a>	RECORD	NOT NULL
<a href="#">event_previous_timestamp</a>	TIMESTAMP	NOT NULL
<a href="#">event_value_in_usd</a>	FLOAT	NULLABLE
<a href="#">event_bundle_sequence_id</a>	INTEGER	NULLABLE
<a href="#">event_server_timestamp_offset</a>	INTEGER	NULLABLE
<a href="#">user_id</a>	STRING	NULLABLE
<a href="#">user_pseudo_id</a>	STRING	NULLABLE
<a href="#">privacy_info</a>	RECORD	NULLABLE
<a href="#">user_properties</a>	RECORD	REPEATED
<a href="#">user_first_touch_timestamp</a>	INTEGER	NULLABLE
<a href="#">user_ltv</a>	RECORD	NULLABLE
<a href="#">device</a>	RECORD	NULLABLE
<a href="#">geo</a>	RECORD	NULLABLE
<a href="#">app_info</a>	RECORD	NULLABLE
<a href="#">traffic_source</a>	RECORD	NULLABLE
<a href="#">stream_id</a>	STRING	NULLABLE

# Recommendation

Condition	Recommendation
If you want to create an overview dashboard for GA4	Direct Connection
If you want to create a detail dashboard via connection with CRM	Big Query Integration





# Dashboard Example

## Choice 1: Direct Connection

Client	Report Type	Dashboard Link
Pareto	Website Overview/ Blog	<a href="#">Click Here</a>
Sandler	Website Overview / Landing page performance	<a href="#">Click Here</a>

## Choice 2: Stitch Integration to Big Query

Client	Report Type	Dashboard Link
BRP	Form Submission / Landing page performance	<a href="#">Click Here</a>



# Dashboard Example

## Choice 3: Big Query Integration

Client	Report Type	Dashboard Link
PCS	Website Visit	<a href="#">Click Here</a>



Marketing as a Service



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