

AdSpend Analytics Database Schema

users

- id VARCHAR(50) PK Example: user\_2qP4EhfYfJOzPvUwvBx6Mj6h2R
- email VARCHAR(255) UNIQUE Example: onlyvisionsoftware@gmail.com
- created\_at TIMESTAMP DEFAULT CURRENT\_TIMESTAMP

advertisers

- id VARCHAR(50) PK Example: cm2pvh6me002703meuv6uhjib
- facebook\_page\_id VARCHAR(50) Example: 20409006880
- facebook\_page\_name VARCHAR(255) Example: Shopify
- facebook\_category VARCHAR(100) Example: Software
- facebook\_likes BIGINT Example: 3134916
- facebook\_is\_delegate\_page BOOLEAN DEFAULT FALSE
- facebook\_page\_about TEXT
- facebook\_page\_verification BOOLEAN
- facebook\_profile\_photo\_uri TEXT
- facebook\_cover\_photo\_uri TEXT
- facebook\_alias VARCHAR(255)
- instagram\_username VARCHAR(255)
- instagram\_followers BIGINT
- instagram\_verification BOOLEAN
- total\_ads INT DEFAULT 0 Example: 173
- total\_active\_ads INT DEFAULT 0
- total\_inactive\_ads INT DEFAULT 0
- total\_reach BIGINT Example: 226453416
- total\_ad\_spend DECIMAL(15,2) Example: 6793602.48
- total\_images INT Example: 163
- total\_videos INT Example: 5
- total\_male\_reach BIGINT
- total\_female\_reach BIGINT
- total\_unknown\_reach BIGINT
- last\_ad\_scraping\_attempt TIMESTAMP
- last\_ad\_scraping\_result VARCHAR(50) Example: success
- last\_ad\_scraping\_job\_id VARCHAR(50) Example: 966825
- last\_brand\_scraping\_attempt TIMESTAMP
- last\_brand\_scraping\_result VARCHAR(50)
- last\_brand\_scraping\_job\_id VARCHAR(50)
- advertiser\_category\_id VARCHAR(50) FK Example: cat\_001
- profile\_image\_path VARCHAR(255) Example: meta/advertiser-profile-images/cm2pvh6me002703meuv6uhjib.jpg
- created\_at TIMESTAMP
- updated\_at TIMESTAMP

advertiser\_categories

- id VARCHAR(50) PK Example: cat\_001
- label VARCHAR(255) Example: Software
- german\_translation VARCHAR(255) Example: Software
- created\_at TIMESTAMP

ads

- id VARCHAR(50) PK Example: cm2qhch1c08f603l3opij9fn6
- advertiser\_id VARCHAR(50) FK Example: cm2pvh6me002703meuv6uhjib
- facebook\_ad\_id VARCHAR(50) Example: 1185520302553326
- total\_reach BIGINT Example: 16403589
- eu\_total\_reach BIGINT Example: 19335867
- total\_ad\_spend DECIMAL(15,2) Example: 580076.01
- total\_images INT DEFAULT 0
- total\_videos INT DEFAULT 0
- ad\_text TEXT Example: Rejoignez les millions d entrepreneurs qui vendent en ligne sur Shopify
- ad\_visible\_url VARCHAR(255) Example: SHOPIFY.COM
- ad\_cta\_text VARCHAR(255) Example: Demarrez votre essai gratuit des aujourd'hui
- ad\_cta\_sub\_text TEXT
- ad\_href TEXT Example: https://www.shopify.com/fr/demarrez
- ad\_downloaded\_image VARCHAR(255) Example: meta/ad-images/cm4s2htgs013u01nvxg3hntkx-preview.jpg
- ad\_downloaded\_video VARCHAR(255)
- is\_active BOOLEAN DEFAULT TRUE
- last\_delivered\_date TIMESTAMP Example: 2024-09-22
- last\_data\_point\_id VARCHAR(50)
- created\_at TIMESTAMP
- updated\_at TIMESTAMP

ad\_data\_points

- id VARCHAR(50) PK Example: cm4s2htgs013t01nv2a6chafd
- ad\_id VARCHAR(50) FK Example: cm2qhch1c08f603l3opij9fn6
- is\_active BOOLEAN Example: true
- is\_latest BOOLEAN DEFAULT FALSE Example: true
- eu\_total\_reach BIGINT Example: 19335867
- total\_ad\_spend DECIMAL(15,2) Example: 580076.01
- delivered\_date DATE Example: 2024-09-22
- created\_at TIMESTAMP

geographic\_stats

- id VARCHAR(50) PK Example: geo\_001
- country\_code CHAR(2) Example: FR
- total\_reach BIGINT Example: 4900075
- total\_ad\_spend DECIMAL(15,2)
- percentage\_distribution DECIMAL(5,2) Example: 33.57
- created\_at TIMESTAMP

age\_demographics

- id VARCHAR(50) PK Example: age\_001
- age\_range VARCHAR(20) Example: 18-24
- total\_reach BIGINT Example: 4541771
- total\_ad\_spend DECIMAL(15,2)
- percentage\_distribution DECIMAL(5,2) Example: 30.75
- created\_at TIMESTAMP

gender\_demographics

- id VARCHAR(50) PK Example: gender\_001
- total\_male\_reach BIGINT Example: 10110101
- total\_female\_reach BIGINT Example: 4487170
- total\_reach BIGINT Example: 14597271
- male\_percentage DECIMAL(5,2) Example: 69.26
- female\_percentage DECIMAL(5,2) Example: 30.74
- created\_at TIMESTAMP

landing\_page\_stats

- id VARCHAR(50) PK Example: lp\_001
- landing\_page VARCHAR(255) Example: shopify.com
- total\_reach BIGINT Example: 3567890
- total\_ad\_spend DECIMAL(15,2) Example: 125678.45
- percentage\_distribution DECIMAL(5,2) Example: 25.45
- created\_at TIMESTAMP

keyword\_stats

- id VARCHAR(50) PK Example: kw\_001
- keyword VARCHAR(255) Example: ecommerce
- total\_reach BIGINT Example: 2345678
- total\_ad\_spend DECIMAL(15,2) Example: 98765.43
- percentage\_distribution DECIMAL(5,2) Example: 18.75
- created\_at TIMESTAMP

creative\_type\_stats

- id VARCHAR(50) PK Example: ct\_001
- creative\_type VARCHAR(50) Example: image
- total\_reach BIGINT Example: 4567890
- total\_ad\_spend DECIMAL(15,2) Example: 234567.89
- percentage\_distribution DECIMAL(5,2) Example: 35.67
- created\_at TIMESTAMP

platform\_stats

- id VARCHAR(50) PK Example: ps\_001
- platform\_name VARCHAR(50) Example: facebook
- total\_reach BIGINT Example: 5678901
- total\_ad\_spend DECIMAL(15,2) Example: 345678.90
- percentage\_distribution DECIMAL(5,2) Example: 45.89
- created\_at TIMESTAMP