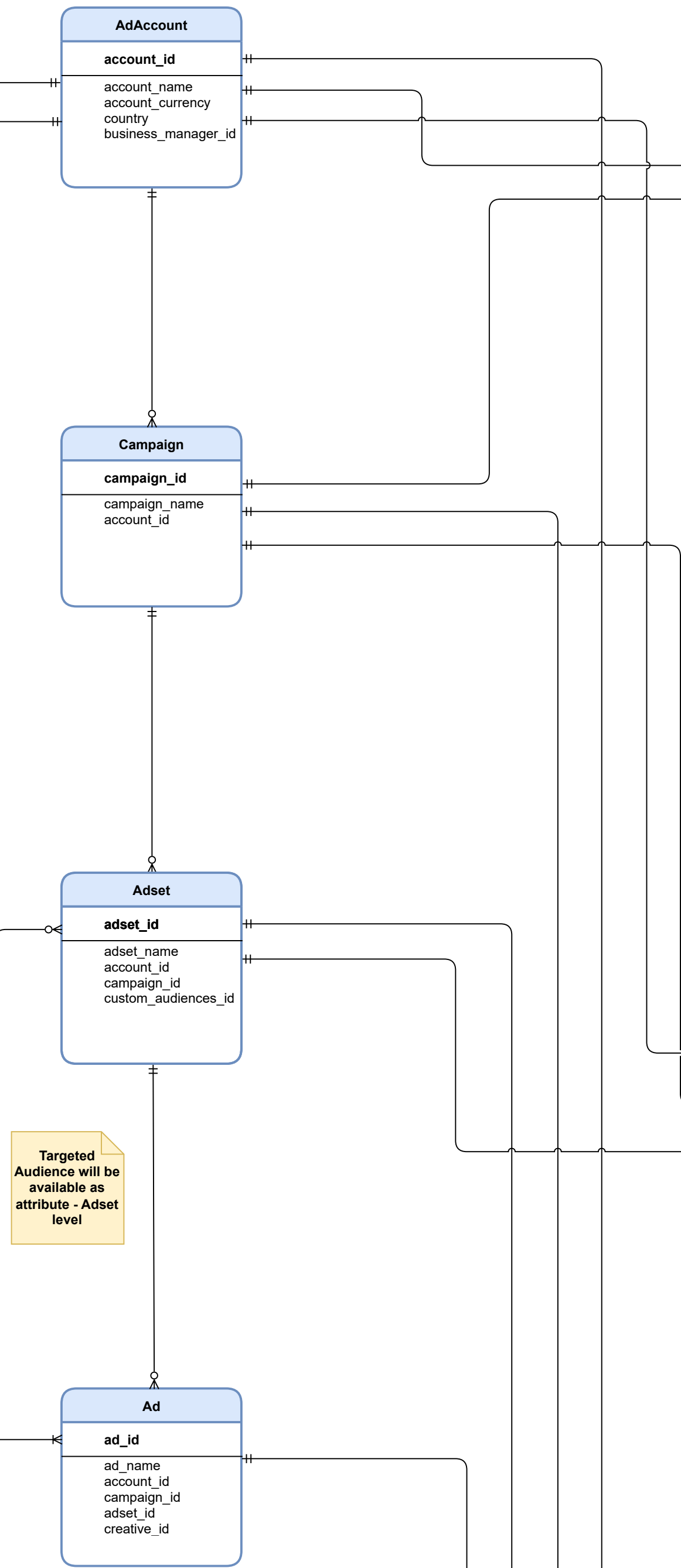




adformat is available in  
Creatives.assetfeedspec  
and will be flattened in  
RAW -> CDC process

Audience can be as a  
separate object and  
list can be re-used  
Saved Audience will  
have the Custom &  
Audience list if we  
create and save it .

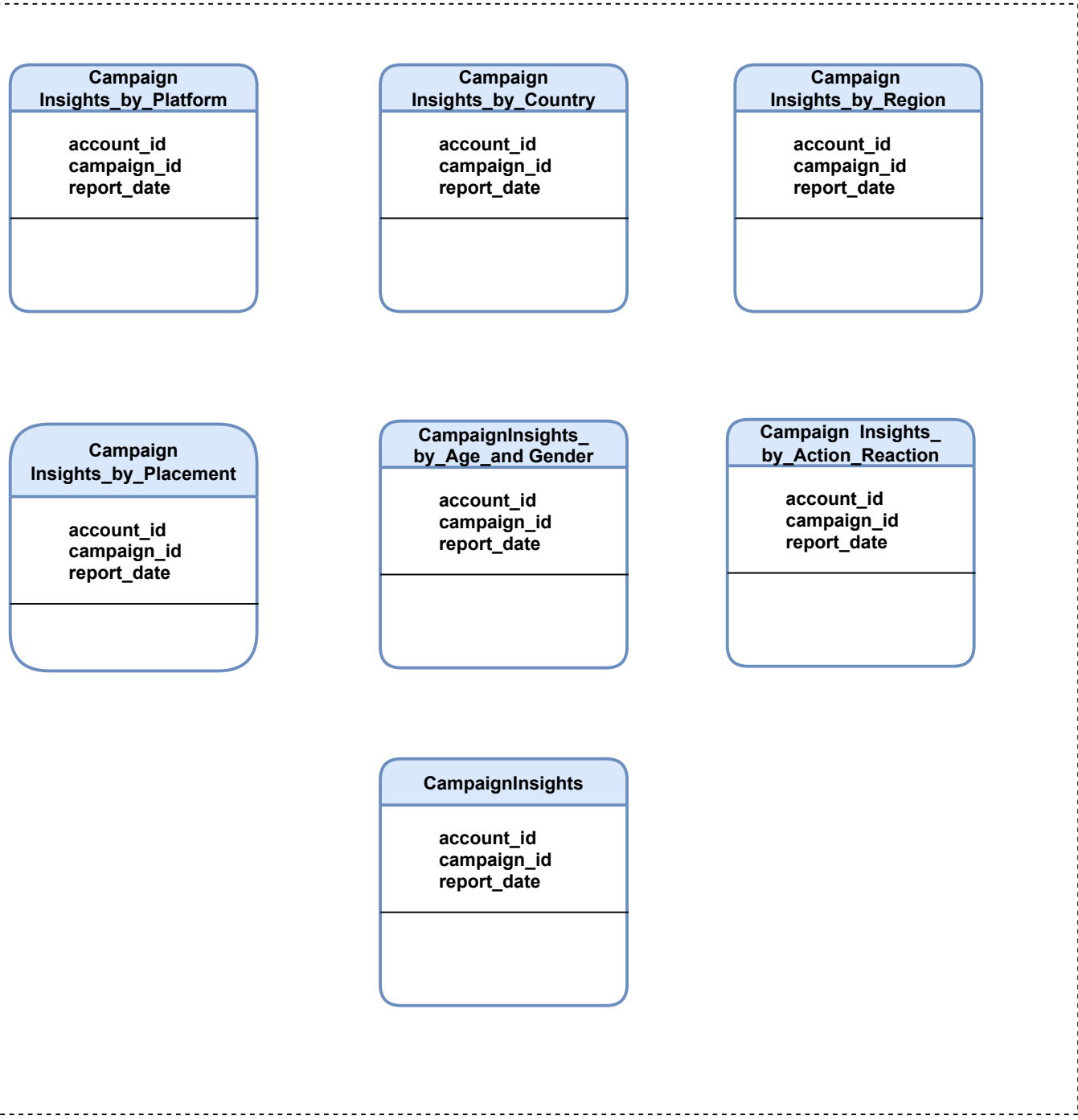
lookalike\_spec\_origin\_id  
is nothing but  
custom\_audience\_id



Targeted  
Audience will be  
available as  
attribute - Adset  
level

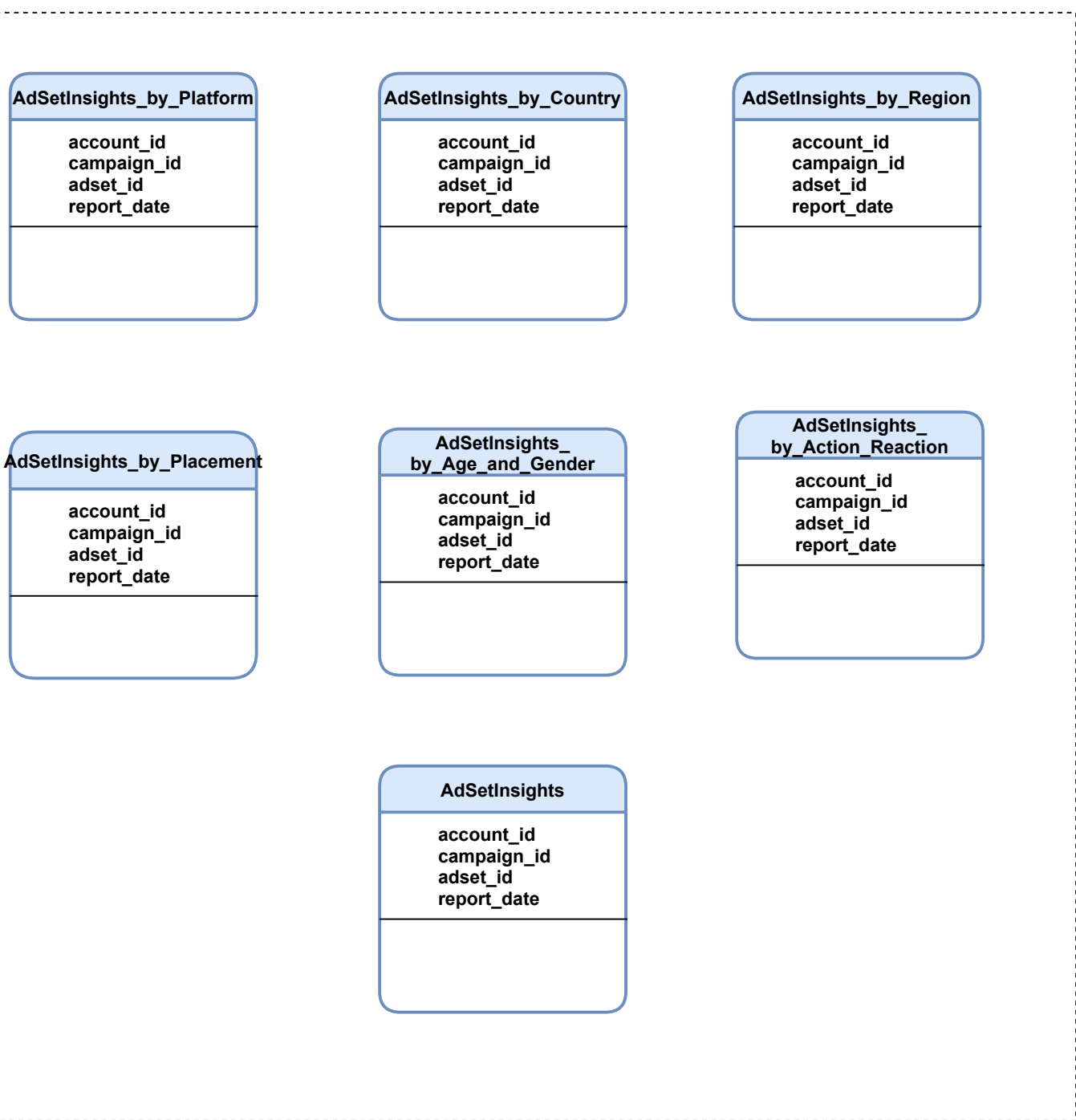
Targeted  
Audience will be  
available as  
attribute - ad  
level

Campaign\_Insights



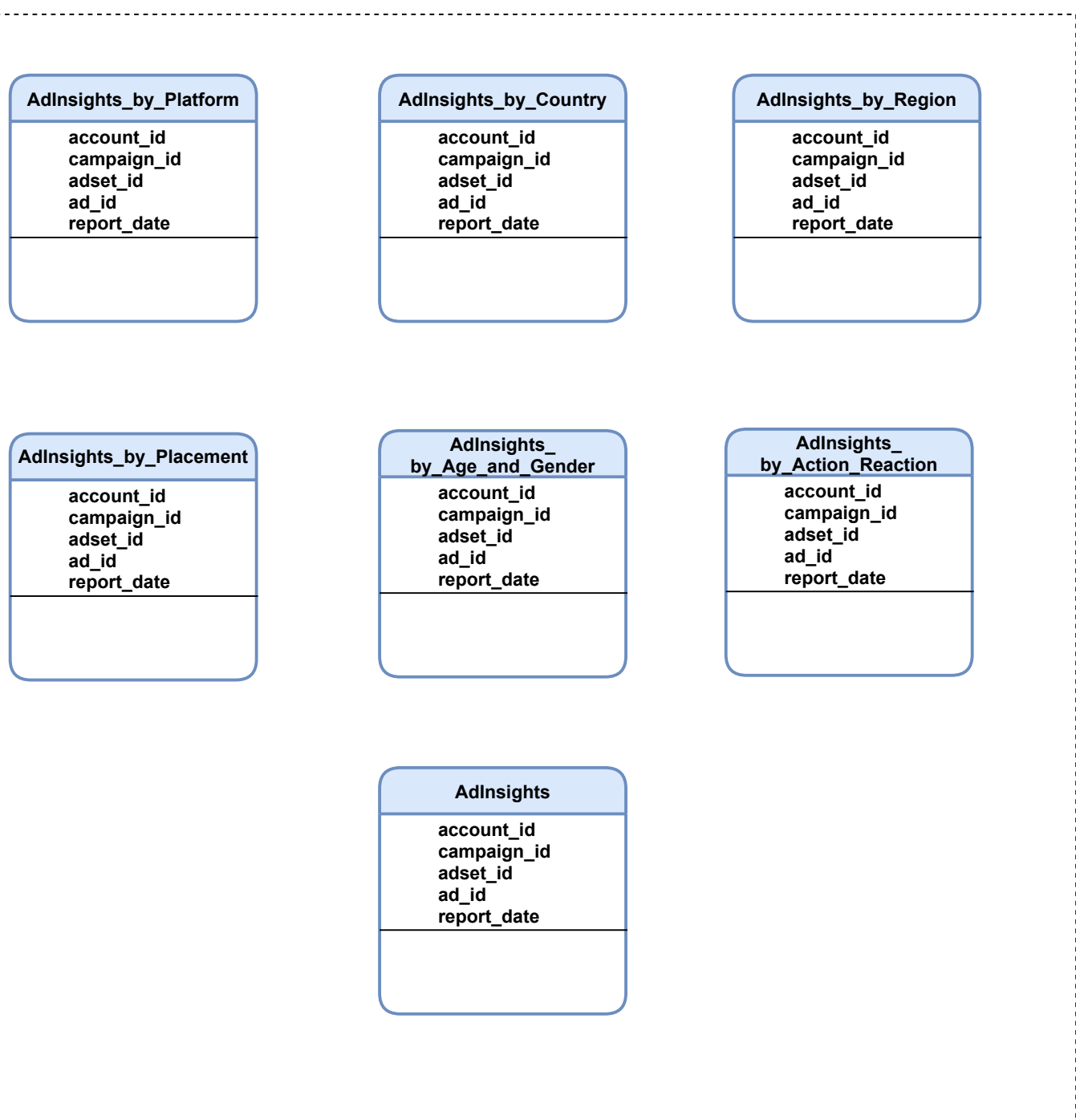
Combining Breakdowns (Not a Single table) based  
on <https://developers.facebook.com/docs/marketing-api/insights/breakdowns#combining-limitations>

AdSet\_Insights



Combining Breakdowns (Not a Single table) based  
on <https://developers.facebook.com/docs/marketing-api/insights/breakdowns#combining-limitations>

Ad\_Insights



Insights (Ads, Adset &  
Campaign) - Audience  
(Affinity & Custom) &  
Objective breakdown is not  
available.

Combining Breakdowns (Not a Single table) based  
on <https://developers.facebook.com/docs/marketing-api/insights/breakdowns#combining-limitations>