

ads\_admkt\_adver\_pub\_multi\_channel\_country\_ad\_di

MaxCompute 跨渠道-国家维度-广告成效数据

Request Permissions Add to Album/View Added Albums Add to Favorites Generate API Data analysis

Table Basic Information

Model

3 Views 1K Reads 0 Favorites

Output Node : ads\_admkt\_adver\_pub\_multi\_channel\_country\_ad\_di\_repair (10001271523)  
View Nodes  
odps.sino\_dc\_ads

MaxCompute

Project :

Region of Current : cn-shenzhen

Workspace :

Region of Compute : cn-shenzhen

Engine Instance :

Entity ID : maxcompute-table::sino\_dc\_ads:ads\_admkt\_adver\_pub\_multi\_channel\_country\_ad\_di

Approver : 唐耀祖

Health Status : Excellent

Table Owner : hi30516830@aliyun.com:nico.tang

Created At : Jul 12, 2024, 15:20:02

Lifecycle : Permanent

Partitioned Table : Yes

Storage : 604.70 GB Refresh

Table Description : 跨渠道-国家维度-广告成效数据

Table Type : TABLE

Classifications : HashCluster Total 3 Tags

Model Information

Model : View Model

Data Layer : 应用数据层

Business Category : 广告营销-广告公共集市-多渠道融合

Data Domain : -

Business Process : -

Storage Policy : -

Business Information

Workspace : 深诺数据中台ads

Environment : Production

Category : -

Display Name : -

Permission Information

My Permissions : Click to View

Technical Information

DDL Statement Mar 17, 2025, 17:36:13

Updated At :

Data Updated At : Jul 22, 2025, 23:59:44

Last data viewing time Jul 23, 2025, 01:03:30

Details

Output

Lineage

Usage Notes

Field Information

Partition Information

Change Records

Search for Field Recommended Field Desc Generate SE

No.	Field Name	Type	Description	Business Description
1	channel_name	string	媒体渠道名称	
2	calendar_date	string	业务日期	
3	year_month	string	业务月份	
4	monday_of_week	string	本周周一	
5	sunday_of_week	string	本周周日	
6	month_first_date	string	月第一天	
7	month_last_date	string	月最后一天	
8	quarter_first_date	string	季度第一天	
9	quarter_last_date	string	季度最后一天	
10	year_first_date	string	年第一天	
11	year_last_date	string	年最后一天	
12	corporation_id	string	签约主体ID	
13	corporation_name	string	签约主体名称	
14	account_id	string	账户ID	
15	account_name	string	账户名称	
16	source_account_id	string	账户ID-带格式	
17	campaign_id	string	广告活动ID	
18	campaign_name	string	广告活动名称	
19	adgroup_id	string	广告组ID	
20	adgroup_name	string	广告组名称	
21	ad_id	string	广告ID	
22	ad_name	string	广告名称	
23	ad_format	string	广告形式	
24	objective	string	广告目标/营销目标	
25	optimization_goal	string	优化目标	
26	audience_interests	string	受众兴趣词	
27	audience_type	string	受众类型	
28	audience_type_category	string	受众类型分类	
29	os_type	string	操作系统	
30	bid_strategy	string	竞价策略	
31	website_address	string	站点地址	
32	app_id	string	应用ID	
33	app_name	string	应用名称	

https://dataworks.data.aliyun.com/cn-shenzhen/dmc/odps-table/odps.sino\_dc\_ads.ads\_admkt\_adver\_pub\_multi\_channel\_country\_ad\_di/

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