

Schema: Google_ADS

(Source tables from Stitch)

CAMPAIGN_PERFORMANCE_REPORT	
PK	<u>_SDC_RECORD_HASH</u>
	ABSOLUTE_TOP_IMPRESSION_PERCENTAGE ACTIVE_VIEW_CPM ACTIVE_VIEW_CTR ACTIVE_VIEW_IMPRESSIONS ACTIVE_VIEW_MEASURABILITY ACTIVE_VIEW_MEASURABLE_COST_MICROS ACTIVE_VIEW_MEASURABLE_IMPRESSIONS ACTIVE_VIEW_VIEWABILITY AD_NETWORK_TYPE ALL_CONVERSIONS ALL_CONVERSIONS_FROM_INTERACTIONS_RATE ALL_CONVERSIONS_VALUE AVERAGE_COST AVERAGE_CPC AVERAGE_CPM BIDDING_STRATEGY_NAME CAMPAIGN_ADVERTISING_CHANNEL_SUB_TYPE CAMPAIGN_ADVERTISING_CHANNEL_TYPE CAMPAIGN_BASE_CAMPAIGN CAMPAIGN_BIDDING_STRATEGY CAMPAIGN_BIDDING_STRATEGY_TYPE CAMPAIGN_BUDGET_AMOUNT_MICROS CAMPAIGN_BUDGET_EXPLICITLY_SHARED CAMPAIGN_BUDGET_HAS_RECOMMENDED_BUDGET CAMPAIGN_BUDGET_PERIOD CAMPAIGN_CAMPAIGN_BUDGET CAMPAIGN_END_DATE CAMPAIGN_EXPERIMENT_TYPE CAMPAIGN_ID CAMPAIGN_NAME CAMPAIGN_SERVING_STATUS CAMPAIGN_START_DATE CAMPAIGN_STATUS CLICKS CONTENT_BUDGET_LOST_IMPRESSION_SHARE CONTENT_IMPRESSION_SHARE CONTENT_RANK_LOST_IMPRESSION_SHARE CONVERSIONS CONVERSIONS_FROM_INTERACTIONS_RATE CONVERSIONS_VALUE COST_MICROS CROSS_DEVICE_CONVERSIONS CTR CURRENT_MODEL_ATTRIBUTED_CONVERSIONS CURRENT_MODEL_ATTRIBUTED_CONVERSIONS_VALUE CUSTOMER_CURRENCY_CODE CUSTOMER_ID CUSTOMER_TIME_ZONE DATE DAY_OF_WEEK ENGAGEMENTS GMAIL_FORWARDS GMAIL_SAVES GMAIL_SECONDARY_CLICKS IMPRESSIONS INTERACTIONS INTERACTION_EVENT_TYPES INTERACTION_RATE INVALID_CLICKS INVALID_CLICK_RATE MONTH PHONE_CALLS PHONE_IMPRESSIONS PHONE_THROUGH_RATE QUARTER SEARCH_CLICK_SHARE TOP_IMPRESSION_PERCENTAGE VIDEO_QUARTILE_P100_RATE VIDEO_QUARTILE_P25_RATE VIDEO_QUARTILE_P50_RATE VIDEO_QUARTILE_P75_RATE VIDEO_VIEWS VIEW_THROUGH_CONVERSIONS WEEK YEAR _SDC_BATCHED_AT _SDC_RECEIVED_AT _SDC_SEQUENCE _SDC_TABLE_VERSION

ADS	
PK	ID
	ADDED_BY_GOOGLE_ADS AD_GROUP AD_GROUP_ID CAMPAIGN_ID CUSTOMER_ID FINAL_URLS NAME POLICY_SUMMARY RESOURCE_NAME SMART_CAMPAIGN_AD STATUS TYPE VIDEO_RESPONSIVE_AD _SDC_BATCHED_AT _SDC_RECEIVED_AT _SDC_SEQUENCE _SDC_TABLE_VERSION

AD_GROUPS	
PK	ID
	ACCESSIBLE_BIDDING_STRATEGY_ID AUDIENCE_SETTING BASE_AD_GROUP BIDDING_STRATEGY_ID CAMPAIGN CAMPAIGN_ID CPC_BID_MICROS CPM_BID_MICROS CPV_BID_MICROS CUSTOMER_ID DISPLAY_CUSTOM_BID_DIMENSION EFFECTIVE_TARGET_CPA_MICROS NAME RESOURCE_NAME STATUS TARGETING_SETTING TARGET_CPA_MICROS TARGET_CPM_MICROS TYPE _SDC_BATCHED_AT _SDC_RECEIVED_AT _SDC_SEQUENCE _SDC_TABLE_VERSION

CAMPAIGN_BUDGETS	
PK	ID
	AMOUNT_MICROS CUSTOMER_ID DELIVERY_METHOD EXPLICITLY_SHARED HAS_RECOMMENDED_BUDGET NAME PERIOD REFERENCE_COUNT RESOURCE_NAME STATUS TYPE _SDC_BATCHED_AT _SDC_RECEIVED_AT _SDC_SEQUENCE _SDC_TABLE_VERSION

ACCOUNTS	
PK	ID
	AUTO_TAGGING_ENABLED CALL_REPORTING_SETTING CONVERSION_TRACKING_SETTING CURRENCY_CODE HAS_PARTNERS_BADGE MANAGER PAY_PER_CONVERSION_ELIGIBILITY_FAILURE_REASONS REMARKETING_SETTING RESOURCE_NAME STATUS TEST_ACCOUNT TIME_ZONE _SDC_BATCHED_AT _SDC_RECEIVED_AT _SDC_SEQUENCE _SDC_TABLE_VERSION

CARRIER_CONSTANT	
PK	ID
	COUNTRY_CODE NAME RESOURCE_NAME _SDC_BATCHED_AT _SDC_RECEIVED_AT _SDC_SEQUENCE _SDC_TABLE_VERSION

CAMPAIGN_CRITERION	
PK	<u>CAMPAIGN_ID</u>
PK	<u>CRITERION_ID</u>
	CAMPAIGN CUSTOMER_ID DEVICE DISPLAY_NAME KEYWORD_THEME LANGUAGE LANGUAGE_CONSTANT_ID LOCATION NEGATIVE PROXIMITY RESOURCE_NAME STATUS TYPE _SDC_BATCHED_AT _SDC_RECEIVED_AT _SDC_SEQUENCE _SDC_TABLE_VERSION

ACCESSIBLE_BIDDING_STRATEGIES	
PK	ID
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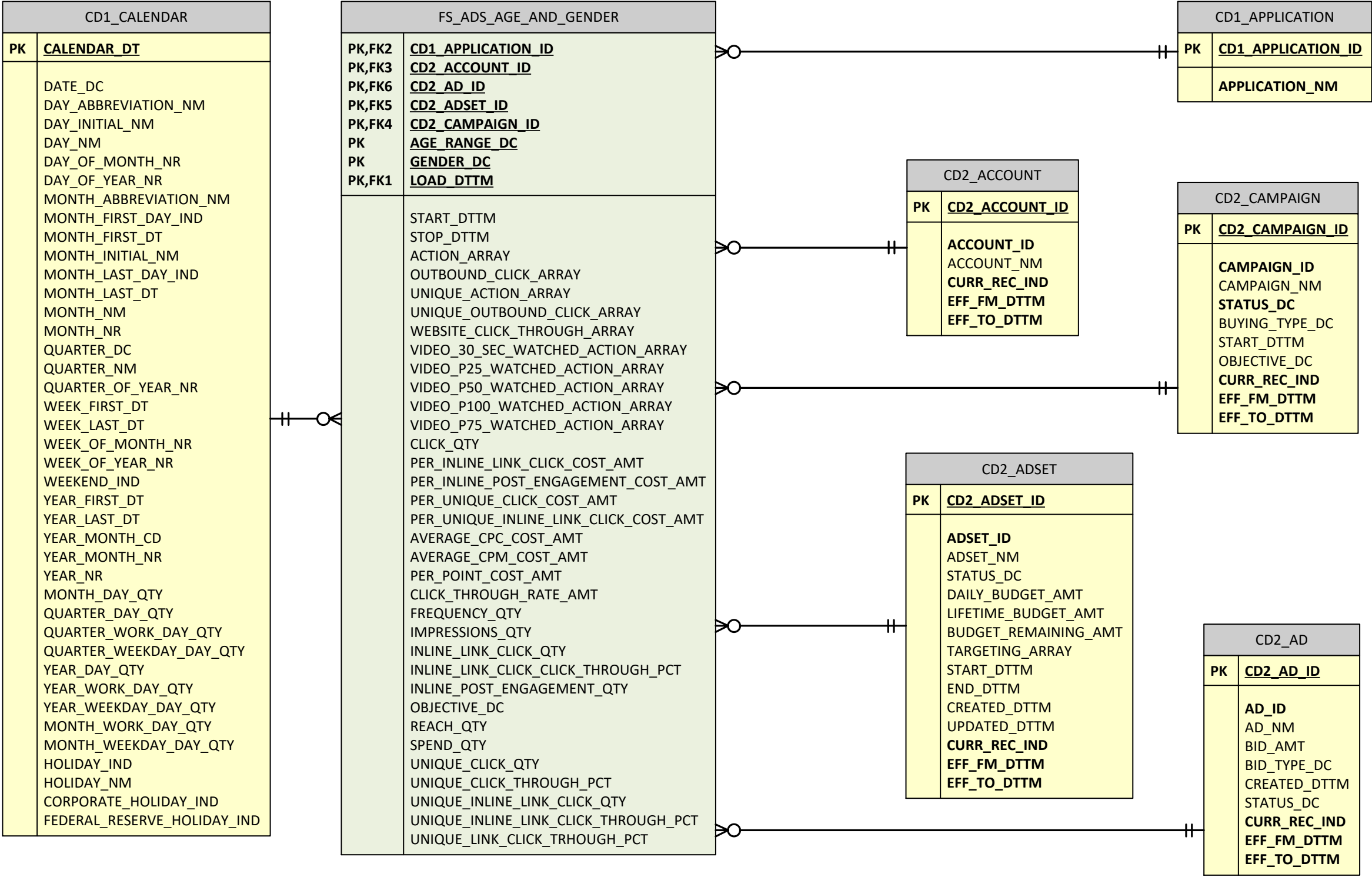
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PK	<u>_SDC_RECORD_HASH</u>
	ACTIVE_VIEW_CPM ACTIVE_VIEW_CTR ACTIVE_VIEW_IMPRESSIONS ACTIVE_VIEW_MEASURABILITY ACTIVE_VIEW_MEASURABLE_COST_MICROS ACTIVE_VIEW_MEASURABLE_IMPRESSIONS ACTIVE_VIEW_VIEWABILITY AD_NETWORK_TYPE ALL_CONVERSIONS ALL_CONVERSIONS_FROM_INTERACTIONS_RATE ALL_CONVERSIONS_VALUE AVERAGE_COST AVERAGE_CPC AVERAGE_CPM CLICKS CONTENT_BUDGET_LOST_IMPRESSION_SHARE CONTENT_IMPRESSION_SHARE CONTENT_RANK_LOST_IMPRESSION_SHARE CONVERSIONS CONVERSIONS_FROM_INTERACTIONS_RATE CONVERSIONS_VALUE COST_MICROS CROSS_DEVICE_CONVERSIONS CTR CUSTOMER_AUTO_TAGGING_ENABLED CUSTOMER_CURRENCY_CODE CUSTOMER_ID CUSTOMER_MANAGER CUSTOMER_TEST_ACCOUNT CUSTOMER_TIME_ZONE DATE DAY_OF_WEEK DEVICE ENGAGEMENTS IMPRESSIONS INTERACTIONS INTERACTION_EVENT_TYPES INTERACTION_RATE INVALID_CLICKS INVALID_CLICK_RATE MONTH QUARTER VIDEO_VIEWS VIEW_THROUGH_CONVERSIONS WEEK YEAR _SDC_BATCHED_AT _SDC_RECEIVED_AT _SDC_SEQUENCE _SDC_TABLE_VERSION

CAMPAIGNS	
PK	ID
	ACCESSIBLE_BIDDING_STRATEGY ACCESSIBLE_BIDDING_STRATEGY_ID ADVERTISING_CHANNEL_SUB_TYPE ADVERTISING_CHANNEL_TYPE AD_SERVING_OPTIMIZATION_STATUS AUDIENCE_SETTING BASE_CAMPAIGN BIDDING_STRATEGY BIDDING_STRATEGY_ID BIDDING_STRATEGY_SYSTEM_STATUS BIDDING_STRATEGY_TYPE CAMPAIGN_BUDGET CAMPAIGN_BUDGET_ID CUSTOMER_ID DYNAMIC_SEARCH_ADS_SETTING END_DATE EXPERIMENT_TYPE GEO_TARGET_TYPE_SETTING NAME NETWORK_SETTINGS OPTIMIZATION_GOAL_SETTING PAYMENT_MODE PRIMARY_STATUS PRIMARY_STATUS_REASONS RESOURCE_NAME SERVING_STATUS START_DATE STATUS _SDC_BATCHED_AT _SDC_RECEIVED_AT _SDC_SEQUENCE _SDC_TABLE_VERSION

BIDDING_STRATEGIES	
PK	ID
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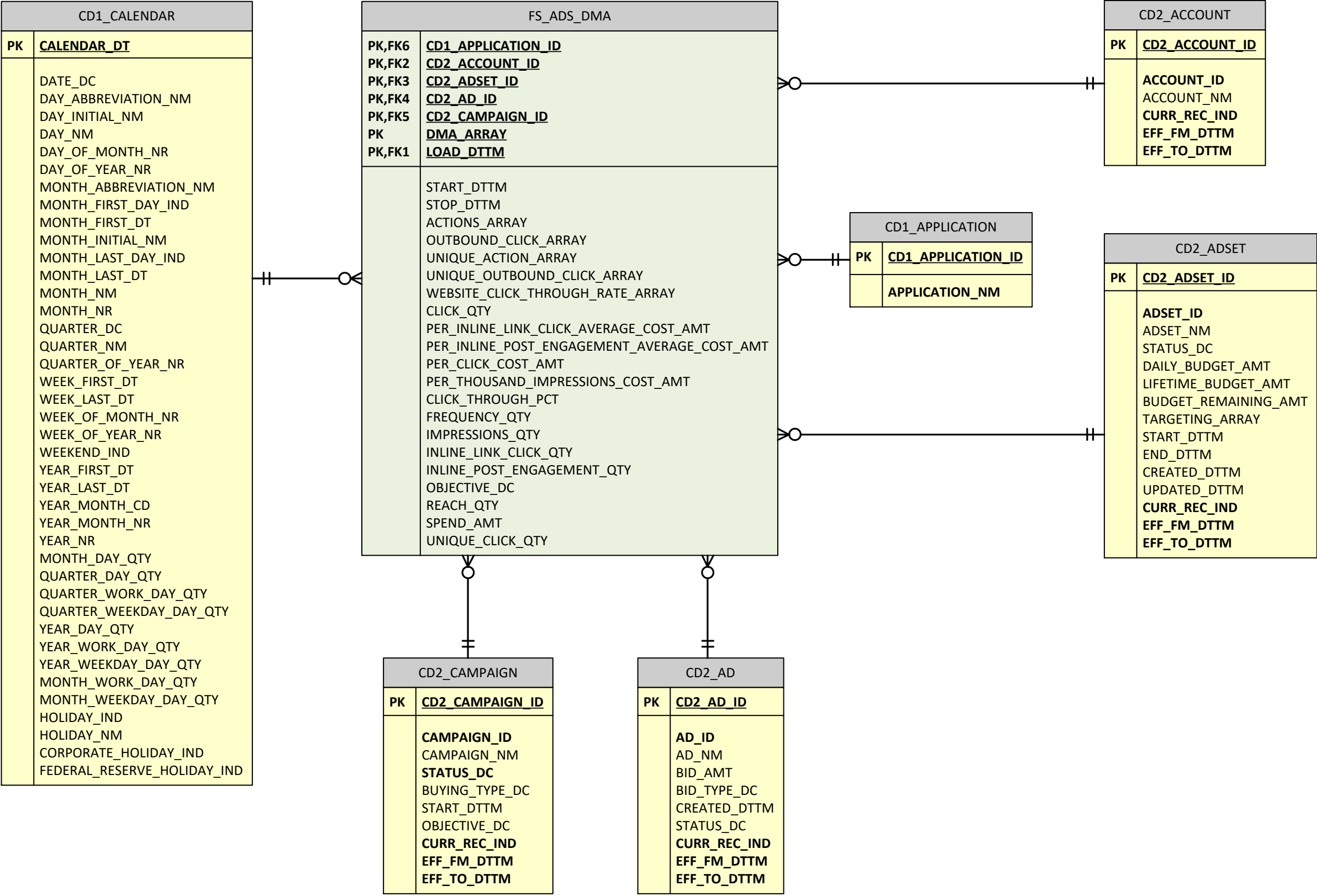
Dimensional Model

Google ADS



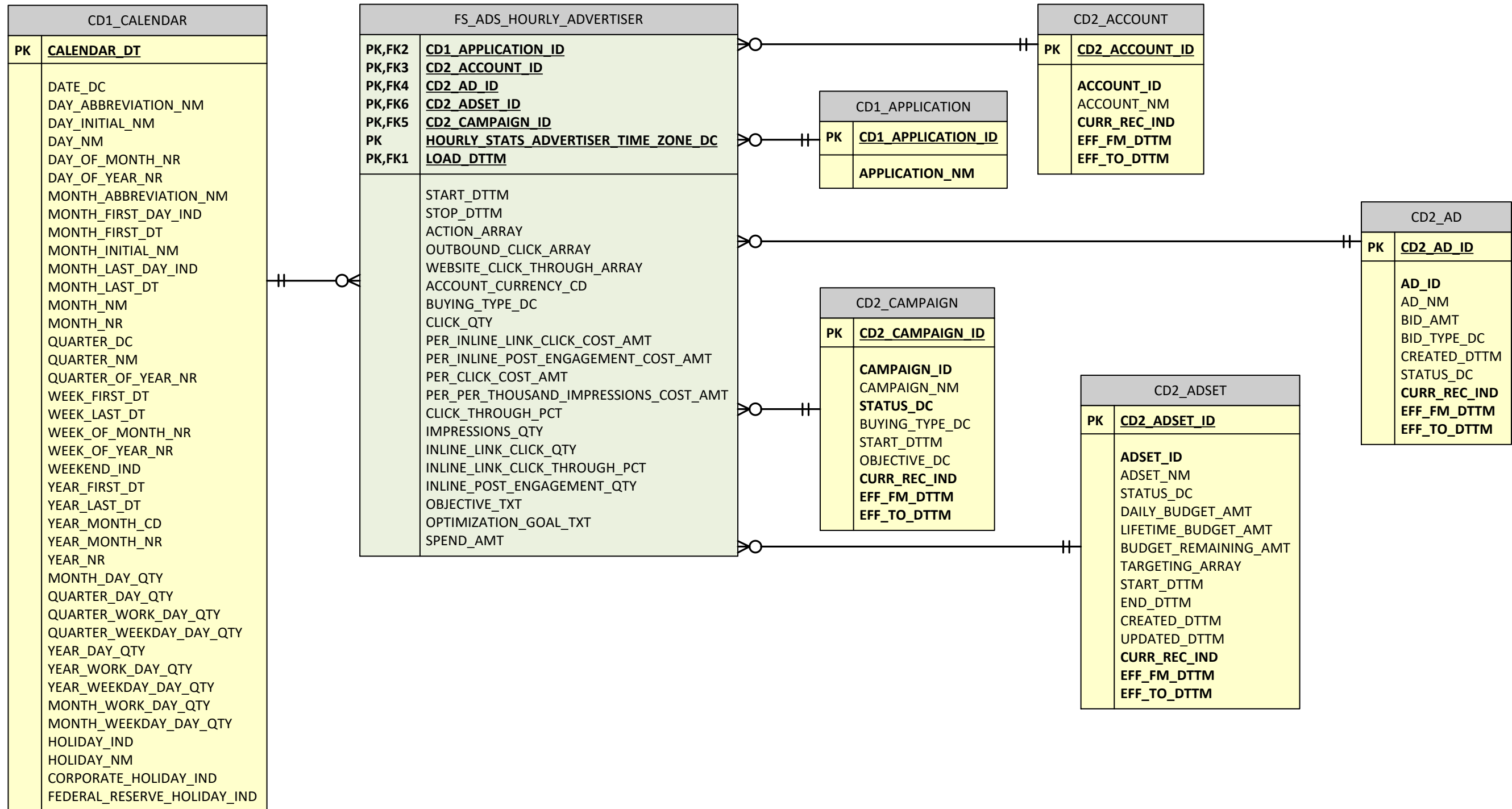
Schema: DM_ADS

Dimensional Model for Google Ads DMA



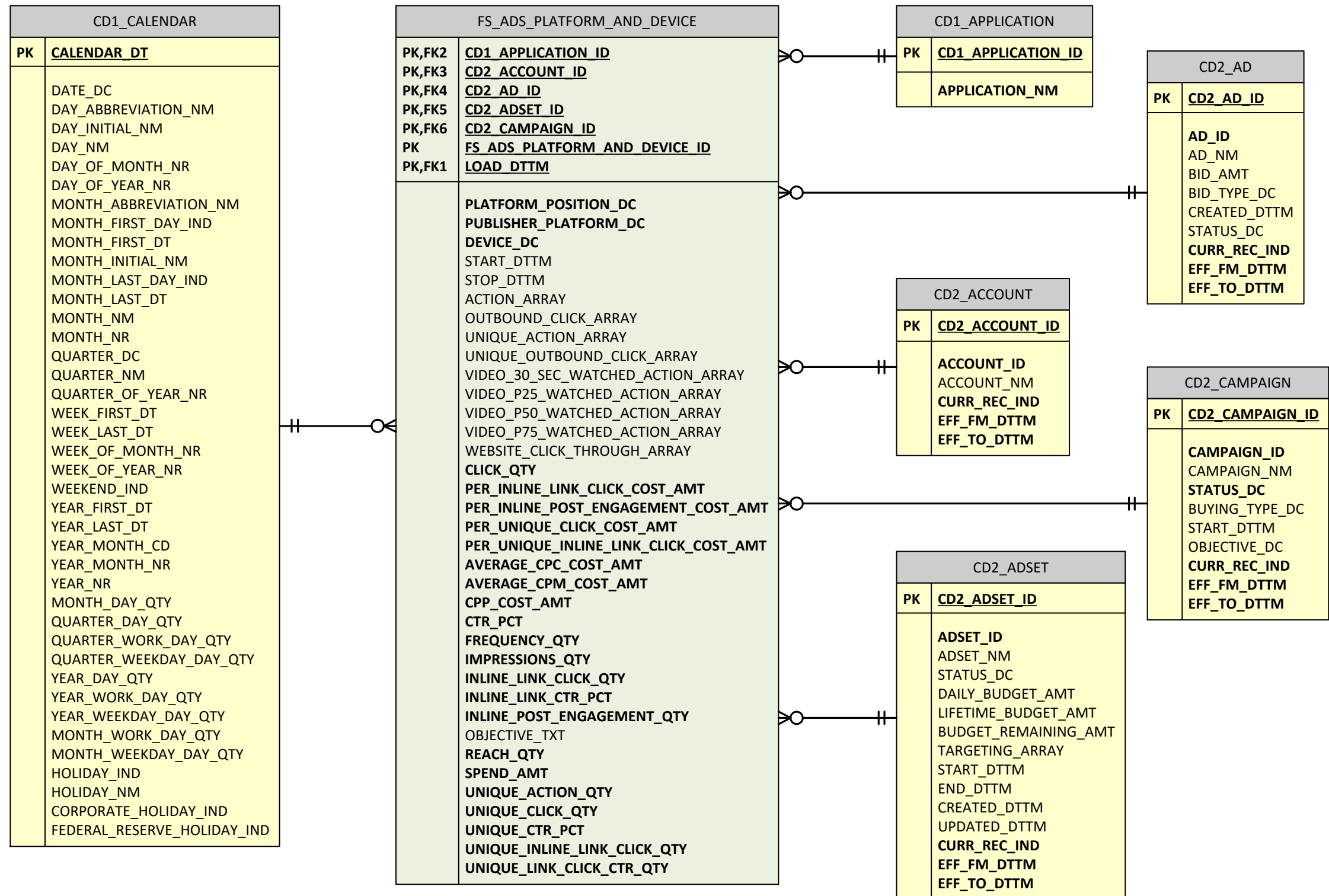
Schema: DM_ADS

Dimensional Model for Google Ads ADVERTISER



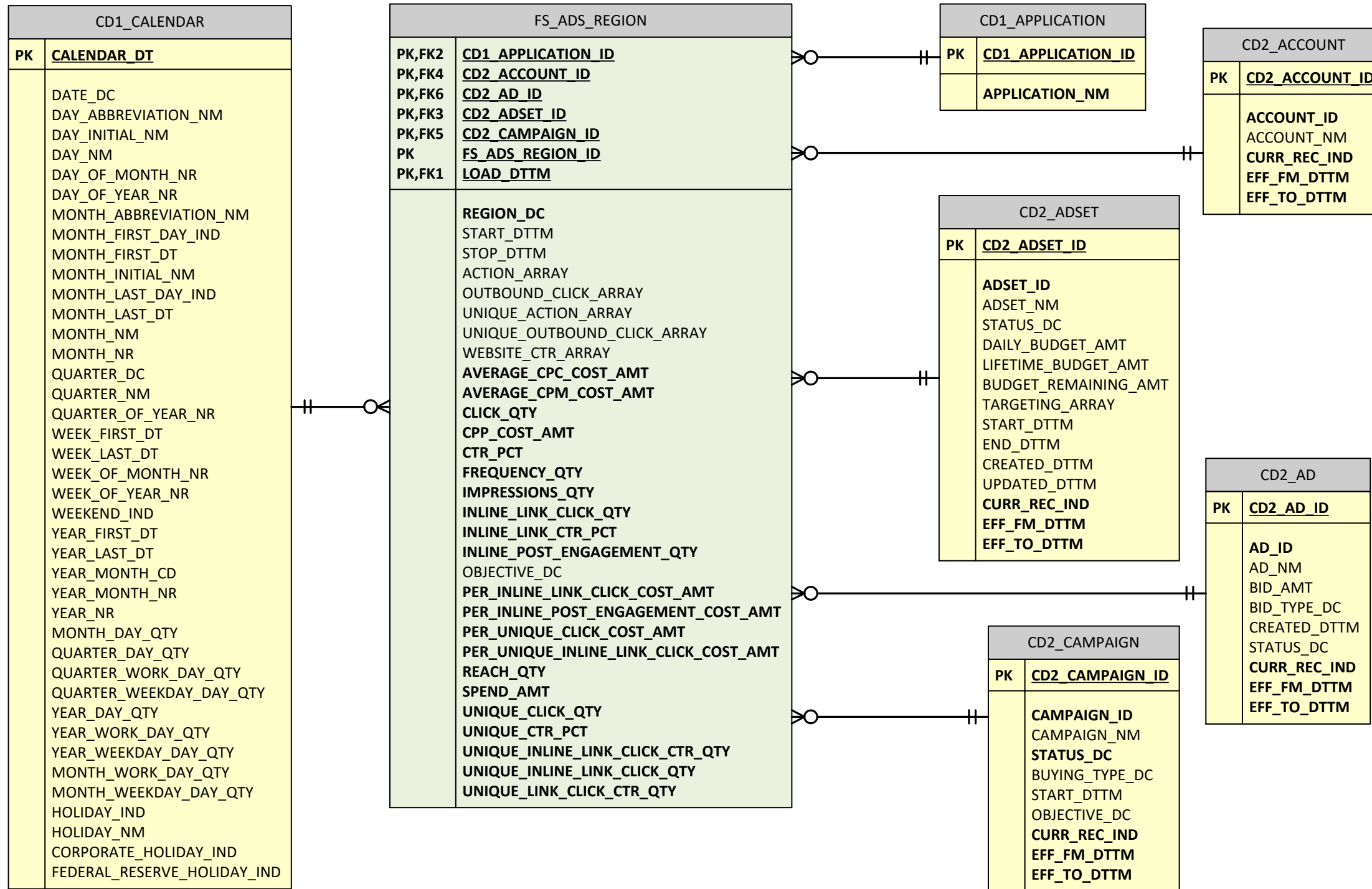
Schema: DM_ADS

Dimensional Model for Google Ads PLATFORM AND DEVICE



Schema: DM_ADS

Dimensional Model for Google Ads REGION



Schema: LINKEDIN

(Source tables from Stitch)

AD_ANALYTICS_BY_CAMPAIGN	
PK	CAMPAIGN_ID
PK	START_AT
	ACTION_CLICKS AD_UNIT_CLICKS APPROXIMATE_UNIQUE_IMPRESSIONS CAMPAIGN CARD_CLICKS CARD_IMPRESSIONS CLICKS COMMENTS COMPANY_PAGE_CLICKS COST_IN_LOCAL_CURRENCY COST_IN_USD DATE_RANGE DOCUMENT_COMPLETIONS DOCUMENT_MIDPOINT_COMPLETIONS DOCUMENT_THIRD_QUARTILE_COMPLETIONS END_AT EXTERNAL_WEBSITE_CONVERSIONS EXTERNAL_WEBSITE_POST_CLICK_CONVERSIONS EXTERNAL_WEBSITE_POST_VIEW_CONVERSIONS FOLLOWS FULL_SCREEN_PLAYS IMPRESSIONS JOB_APPLICATIONS JOB_APPLY_CLICKS LANDING_PAGE_CLICKS LEAD_GENERATION_MAIL_CONTACT_INFO_SHARES LEAD_GENERATION_MAIL_INTERESTED_CLICKS LIKES ONE_CLICK_LEADS OPENS OTHER_ENGAGEMENTS PIVOT PIVOT_VALUE POST_CLICK_REGISTRATIONS POST_VIEW_JOB_APPLICATIONS POST_VIEW_JOB_APPLY_CLICKS POST_VIEW_REGISTRATIONS REACTIONS REGISTRATIONS SENDS TOTAL_ENGAGEMENTS VIDEO_FIRST_QUARTILE_COMPLETIONS VIDEO_STARTS VIDEO_VIEWS VIRAL_CARD_IMPRESSIONS VIRAL_COMMENT_LIKES VIRAL_COMPANY_PAGE_CLICKS VIRAL_DOCUMENT_FIRST_QUARTILE_COMPLETIONS VIRAL_DOCUMENT_MIDPOINT_COMPLETIONS VIRAL_DOCUMENT_THIRD_QUARTILE_COMPLETIONS VIRAL_EXTERNAL_WEBSITE_CONVERSIONS VIRAL_EXTERNAL_WEBSITE_POST_CLICK_CONVERSIONS VIRAL_EXTERNAL_WEBSITE_POST_VIEW_CONVERSIONS VIRAL_FOLLOWS VIRAL_FULL_SCREEN_PLAYS VIRAL_IMPRESSIONS VIRAL_JOB_APPLY_CLICKS VIRAL_LANDING_PAGE_CLICKS VIRAL_ONE_CLICK_LEAD_FORM_OPENS VIRAL_OTHER_ENGAGEMENTS VIRAL_POST_CLICK_JOB_APPLICATIONS VIRAL_POST_CLICK_JOB_APPLY_CLICKS VIRAL_POST_CLICK_REGISTRATIONS VIRAL_POST_VIEW_JOB_APPLICATIONS VIRAL_POST_VIEW_JOB_APPLY_CLICKS VIRAL_REACTIONS VIRAL_SHARES VIRAL_TOTAL_ENGAGEMENTS VIRAL_VIDEO_STARTS VIRAL_VIDEO_THIRD_QUARTILE_COMPLETIONS _SDC_BATCHED_AT _SDC_EXTRACTED_AT _SDC_RECEIVED_AT _SDC_SEQUENCE _SDC_TABLE_VERSION VIDEO_THIRD_QUARTILE_COMPLETIONS TEXT_URL_CLICKS TALENT_LEADS POST_CLICK_JOB_APPLY_CLICKS VIRAL_VIDEO_VIEWS VIDEO_MIDPOINT_COMPLETIONS VIRAL_COMMENTS ONE_CLICK_LEAD_FORM_OPENS PIVOT_VALUES VIDEO_COMPLETIONS COMMENT_LIKES VIRAL_REGISTRATIONS VIRAL_CLICKS SHARES VIRAL_POST_VIEW_REGISTRATIONS CONVERSION_VALUE_IN_LOCAL_CURRENCY VIRAL_VIDEO_FIRST_QUARTILE_COMPLETIONS POST_CLICK_JOB_APPLICATIONS VIRAL_DOCUMENT_COMPLETIONS DOWNLOAD_CLICKS VIRAL_ONE_CLICK_LEADS VIRAL_DOWNLOAD_CLICKS DOCUMENT_FIRST_QUARTILE_COMPLETIONS VIRAL_CARD_CLICKS VIRAL_JOB_APPLICATIONS VIRAL_VIDEO_MIDPOINT_COMPLETIONS VIRAL_VIDEO_COMPLETIONS VIRAL_LIKES

AD_ANALYTICS_BY_CREATIVE	
PK	CREATIVE_ID
PK	START_AT
	ACTION_CLICKS AD_UNIT_CLICKS APPROXIMATE_UNIQUE_IMPRESSIONS CARD_CLICKS CARD_IMPRESSIONS CLICKS COMMENTS COMPANY_PAGE_CLICKS CONVERSION_VALUE_IN_LOCAL_CURRENCY COST_IN_LOCAL_CURRENCY COST_IN_USD CREATIVE DATE_RANGE DOCUMENT_COMPLETIONS DOCUMENT_MIDPOINT_COMPLETIONS DOCUMENT_THIRD_QUARTILE_COMPLETIONS END_AT EXTERNAL_WEBSITE_CONVERSIONS EXTERNAL_WEBSITE_POST_CLICK_CONVERSIONS EXTERNAL_WEBSITE_POST_VIEW_CONVERSIONS FOLLOWS FULL_SCREEN_PLAYS IMPRESSIONS JOB_APPLICATIONS JOB_APPLY_CLICKS LANDING_PAGE_CLICKS LEAD_GENERATION_MAIL_CONTACT_INFO_SHARES LEAD_GENERATION_MAIL_INTERESTED_CLICKS LIKES ONE_CLICK_LEAD_FORM_OPENS OPENS OTHER_ENGAGEMENTS PIVOT PIVOT_VALUE POST_CLICK_REGISTRATIONS POST_VIEW_JOB_APPLICATIONS POST_VIEW_JOB_APPLY_CLICKS POST_VIEW_REGISTRATIONS REACTIONS REGISTRATIONS SENDS SHARES TALENT_LEADS TEXT_URL_CLICKS TOTAL_ENGAGEMENTS VIDEO_COMPLETIONS VIDEO_FIRST_QUARTILE_COMPLETIONS VIDEO_MIDPOINT_COMPLETIONS VIDEO_STARTS VIDEO_THIRD_QUARTILE_COMPLETIONS VIDEO_VIEWS VIRAL_CARD_IMPRESSIONS VIRAL_CLICKS VIRAL_COMMENTS VIRAL_COMMENT_LIKES VIRAL_COMPANY_PAGE_CLICKS VIRAL_DOCUMENT_COMPLETIONS VIRAL_DOCUMENT_FIRST_QUARTILE_COMPLETIONS VIRAL_DOCUMENT_MIDPOINT_COMPLETIONS VIRAL_DOCUMENT_THIRD_QUARTILE_COMPLETIONS VIRAL_EXTERNAL_WEBSITE_CONVERSIONS VIRAL_EXTERNAL_WEBSITE_POST_CLICK_CONVERSIONS VIRAL_EXTERNAL_WEBSITE_POST_VIEW_CONVERSIONS VIRAL_FOLLOWS VIRAL_FULL_SCREEN_PLAYS VIRAL_IMPRESSIONS VIRAL_JOB_APPLY_CLICKS VIRAL_LANDING_PAGE_CLICKS VIRAL_LIKES VIRAL_ONE_CLICK_LEADS VIRAL_ONE_CLICK_LEAD_FORM_OPENS VIRAL_OTHER_ENGAGEMENTS VIRAL_POST_CLICK_JOB_APPLICATIONS VIRAL_POST_CLICK_JOB_APPLY_CLICKS VIRAL_POST_CLICK_REGISTRATIONS VIRAL_POST_VIEW_JOB_APPLICATIONS VIRAL_POST_VIEW_JOB_APPLY_CLICKS VIRAL_POST_VIEW_REGISTRATIONS VIRAL_REACTIONS VIRAL_REGISTRATIONS VIRAL_SHARES VIRAL_TOTAL_ENGAGEMENTS VIRAL_VIDEO_COMPLETIONS VIRAL_VIDEO_FIRST_QUARTILE_COMPLETIONS VIRAL_VIDEO_MIDPOINT_COMPLETIONS VIRAL_VIDEO_STARTS VIRAL_VIDEO_THIRD_QUARTILE_COMPLETIONS _SDC_BATCHED_AT _SDC_EXTRACTED_AT _SDC_RECEIVED_AT _SDC_SEQUENCE _SDC_TABLE_VERSION VIRAL_CARD_CLICKS POST_CLICK_JOB_APPLY_CLICKS ONE_CLICK_LEADS VIRAL_DOWNLOAD_CLICKS PIVOT_VALUES DOWNLOAD_CLICKS POST_CLICK_JOB_APPLICATIONS COMMENT_LIKES VIRAL_JOB_APPLICATIONS DOCUMENT_FIRST_QUARTILE_COMPLETIONS VIRAL_VIDEO_VIEWS

CAMPAIGNS	
PK	ID
	ACCOUNT ACCOUNT_ID ASSOCIATED_ENTITY AUDIENCE_EXPANSION_ENABLED CAMPAIGN_GROUP CAMPAIGN_GROUP_ID CHANGE_AUDIT_STAMPS COST_TYPE CREATED_TIME CONVERSION_SELECTION DAILY_BUDGET FORMAT LAST_MODIFIED_TIME LOCALE NAME OBJECTIVE_TYPE OFFSITE_DELIVERY_ENABLED OFFSITE_PREFERENCES OPTIMIZATION_TARGET_TYPE RUN_SCHEDULE SERVING_STATUSES STATUS TARGETING_CRITERIA TEST TOTAL_BUDGET TYPE UNIT_COST VERSION _SDC_BATCHED_AT _SDC_EXTRACTED_AT _SDC_RECEIVED_AT _SDC_SEQUENCE _SDC_TABLE_VERSION

CREATIVES	
PK	ID
	ACCOUNT ACCOUNT_ID CAMPAIGN CAMPAIGN_ID CONTENT CREATED_AT CREATED_BY INTENDED_STATUS IS_SERVING IS_TEST LAST_MODIFIED_AT LAST_MODIFIED_BY SERVING_HOLD_REASONS _SDC_BATCHED_AT _SDC_EXTRACTED_AT _SDC_RECEIVED_AT _SDC_SEQUENCE _SDC_TABLE_VERSION

CAMPAIGN_GROUPS	
PK	ID
	ACCOUNT ACCOUNT_ID BACKFILLED CHANGE_AUDIT_STAMPS CREATED_TIME LAST_MODIFIED_TIME NAME RUN_SCHEDULE SERVING_STATUSES STATUS TEST _SDC_BATCHED_AT _SDC_EXTRACTED_AT _SDC_RECEIVED_AT _SDC_SEQUENCE _SDC_TABLE_VERSION

ACCOUNTS	
PK	ID
	CHANGE_AUDIT_STAMPS CREATED_TIME CURRENCY LAST_MODIFIED_TIME NAME NOTIFIED_ON_CAMPAIGN_OPTIMIZATION NOTIFIED_ON_CREATIVE_APPROVAL NOTIFIED_ON_CREATIVE_REJECTION NOTIFIED_ON_END_OF_CAMPAIGN NOTIFIED_ON_NEW_FEATURES_ENABLED REFERENCE SERVING_STATUSES STATUS TEST TYPE VERSION _SDC_BATCHED_AT _SDC_EXTRACTED_AT _SDC_RECEIVED_AT _SDC_SEQUENCE _SDC_TABLE_VERSION

Schema: DM_ADS

Dimensional Model for LINKED-IN Ads



Schema: TIKTOK_ADS

(Source tables from Stitch)

AD_INSIGHTS	
PK	ADGROUP_ID
PK	ADVERTISER_ID
PK	AD_ID
PK	CAMPAIGN_ID
PK	STAT_TIME_DAY
ADGROUP_NAME AD_NAME AD_TEXT AVERAGE_VIDEO_PLAY AVERAGE_VIDEO_PLAY_PER_USER CAMPAIGN_NAME CLICKS CLICKS_ON_MUSIC_DISC COMMENTS CONVERSION CONVERSION_RATE COST_PER_1000_REACHED COST_PER_CONVERSION COST_PER_RESULT CPC CPM CTR DPA_TARGET_AUDIENCE_TYPE FOLLOWS FREQUENCY IMPRESSIONS LIKES MOBILE_APP_ID PLACEMENT PROFILE_VISITS PROFILE_VISITS_RATE PROMOTION_TYPE REACH REAL_TIME_CONVERSION REAL_TIME_CONVERSION_RATE REAL_TIME_COST_PER_CONVERSION REAL_TIME_COST_PER_RESULT REAL_TIME_RESULT REAL_TIME_RESULT_RATE RESULT RESULT_RATE SHARES SPEND TT_APP_ID TT_APP_NAME VIDEO_PLAY_ACTIONS VIDEO_VIEWS_P100 VIDEO_VIEWS_P25 VIDEO_VIEWS_P50 VIDEO_VIEWS_P75 VIDEO_WATCHED_2S VIDEO_WATCHED_6S _SDC_BATCHED_AT _SDC_RECEIVED_AT _SDC_SEQUENCE _SDC_TABLE_VERSION	

AD_INSIGHTS_BY_AGE_AND_GENDER	
PK	ADGROUP_ID
PK	ADVERTISER_ID
PK	AD_ID
PK	AGE
PK	CAMPAIGN_ID
PK	GENDER
PK	STAT_TIME_DAY
ADGROUP_NAME AD_NAME AD_TEXT CAMPAIGN_NAME CLICKS CONVERSION CONVERSION_RATE COST_PER_CONVERSION COST_PER_RESULT CPC CPM CTR DPA_TARGET_AUDIENCE_TYPE IMPRESSIONS MOBILE_APP_ID PROMOTION_TYPE REAL_TIME_CONVERSION REAL_TIME_CONVERSION_RATE REAL_TIME_COST_PER_CONVERSION REAL_TIME_COST_PER_RESULT REAL_TIME_RESULT REAL_TIME_RESULT_RATE RESULT RESULT_RATE SPEND TT_APP_ID TT_APP_NAME _SDC_BATCHED_AT _SDC_RECEIVED_AT _SDC_SEQUENCE _SDC_TABLE_VERSION	

ADS	
PK	ADGROUP_ID
PK	ADVERTISER_ID
PK	AD_ID
PK	CAMPAIGN_ID
PK	MODIFY_TIME
ADGROUP_NAME AD_FORMAT AD_NAME AD_TEXT APP_NAME CAMPAIGN_NAME CREATE_TIME DISPLAY_NAME IMAGE_IDS IS_ACO IS_CREATIVE_AUTHORIZED IS_NEW_STRUCTURE LANDING_PAGE_URL OPEN_URL OPEN_URL_TYPE OPT_STATUS PLAYABLE_URL PROFILE_IMAGE PROMOTIONAL_MUSIC_DISABLED STATUS TIKTOK_ITEM_ID VAST_MOAT _SDC_BATCHED_AT _SDC_RECEIVED_AT _SDC_SEQUENCE _SDC_TABLE_VERSION	

ADGROUPS	
PK	ADGROUP_ID
PK	ADVERTISER_ID
PK	CAMPAIGN_ID
PK	MODIFY_TIME
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CAMPAIGNS	
PK	ADVERTISER_ID
PK	CAMPAIGN_ID
PK	MODIFY_TIME
BUDGET BUDGET_MODE CAMPAIGN_NAME CAMPAIGN_TYPE CREATE_TIME IS_NEW_STRUCTURE OBJECTIVE OBJECTIVE_TYPE OPT_STATUS STATUS _SDC_BATCHED_AT _SDC_RECEIVED_AT _SDC_SEQUENCE _SDC_TABLE_VERSION	

AD_INSIGHTS_BY_COUNTRY	
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PK	ADVERTISER_ID
PK	AD_ID
PK	CAMPAIGN_ID
PK	COUNTRY_CODE
PK	STAT_TIME_DAY
ADGROUP_NAME AD_NAME AD_TEXT CAMPAIGN_NAME CLICKS CONVERSION CONVERSION_RATE COST_PER_CONVERSION COST_PER_RESULT CPC CPM CTR DPA_TARGET_AUDIENCE_TYPE IMPRESSIONS MOBILE_APP_ID PROMOTION_TYPE REAL_TIME_CONVERSION REAL_TIME_CONVERSION_RATE REAL_TIME_COST_PER_CONVERSION REAL_TIME_COST_PER_RESULT REAL_TIME_RESULT REAL_TIME_RESULT_RATE RESULT RESULT_RATE SPEND TT_APP_ID TT_APP_NAME _SDC_BATCHED_AT _SDC_RECEIVED_AT _SDC_SEQUENCE _SDC_TABLE_VERSION	

ADVERTISERS	
PK	CREATE_TIME
PK	ID
ADDRESS BALANCE COMPANY CONTACTER COUNTRY CURRENCY DESCRIPTION EMAIL INDUSTRY LANGUAGE LICENSE_NO NAME PHONENUMBER PROMOTION_AREA REASON ROLE STATUS TELEPHONE TIMEZONE _SDC_BATCHED_AT _SDC_RECEIVED_AT _SDC_SEQUENCE _SDC_TABLE_VERSION	

AD_INSIGHTS_BY_PLATFORM	
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PK	ADVERTISER_ID
PK	AD_ID
PK	CAMPAIGN_ID
PK	PLATFORM
PK	STAT_TIME_DAY
ADGROUP_NAME AD_NAME AD_TEXT CAMPAIGN_NAME CLICKS CONVERSION CONVERSION_RATE COST_PER_CONVERSION COST_PER_RESULT CPC CPM CTR DPA_TARGET_AUDIENCE_TYPE IMPRESSIONS MOBILE_APP_ID PROMOTION_TYPE REAL_TIME_CONVERSION REAL_TIME_CONVERSION_RATE REAL_TIME_COST_PER_CONVERSION REAL_TIME_COST_PER_RESULT REAL_TIME_RESULT REAL_TIME_RESULT_RATE RESULT RESULT_RATE SPEND TT_APP_ID TT_APP_NAME _SDC_BATCHED_AT _SDC_RECEIVED_AT _SDC_SEQUENCE _SDC_TABLE_VERSION	

CAMPAIGN_INSIGHTS_BY_PROVINCE	
PK	ADVERTISER_ID
PK	CAMPAIGN_ID
PK	PROVINCE_ID
PK	STAT_TIME_DAY
CAMPAIGN_BUDGET CAMPAIGN_DEDICATE_TYPE CAMPAIGN_NAME CLICKS CONVERSION CONVERSION_RATE CONVERSION_RATE_V2 COST_PER_CONVERSION COST_PER_RESULT CPC CPM CTR GROSS_IMPRESSIONS IMPRESSIONS OBJECTIVE_TYPE REAL_TIME_CONVERSION REAL_TIME_CONVERSION_RATE REAL_TIME_CONVERSION_RATE_V2 REAL_TIME_COST_PER_CONVERSION REAL_TIME_COST_PER_RESULT REAL_TIME_RESULT REAL_TIME_RESULT_RATE RESULT RESULT_RATE RF_CAMPAIGN_TYPE SPEND SPLIT_TEST _SDC_BATCHED_AT _SDC_RECEIVED_AT _SDC_SEQUENCE _SDC_TABLE_VERSION	

AD_INSIGHTS	
PK	ADGROUP_ID
PK	ADVERTISER_ID
PK	AD_ID
PK	CAMPAIGN_ID
PK	STAT_TIME_DAY
ADGROUP_NAME AD_NAME AD_TEXT AVERAGE_VIDEO_PLAY AVERAGE_VIDEO_PLAY_PER_USER CAMPAIGN_NAME CLICKS CLICKS_ON_MUSIC_DISC COMMENTS CONVERSION CONVERSION_RATE COST_PER_1000_REACHED COST_PER_CONVERSION COST_PER_RESULT CPC CPM CTR DPA_TARGET_AUDIENCE_TYPE FOLLOWS FREQUENCY IMPRESSIONS LIKES MOBILE_APP_ID PLACEMENT PROFILE_VISITS PROFILE_VISITS_RATE PROMOTION_TYPE REACH REAL_TIME_CONVERSION REAL_TIME_CONVERSION_RATE REAL_TIME_COST_PER_CONVERSION REAL_TIME_COST_PER_RESULT REAL_TIME_RESULT REAL_TIME_RESULT_RATE RESULT RESULT_RATE SHARES SPEND TT_APP_ID TT_APP_NAME VIDEO_PLAY_ACTIONS VIDEO_VIEWS_P100 VIDEO_VIEWS_P25 VIDEO_VIEWS_P50 VIDEO_VIEWS_P75 VIDEO_WATCHED_2S VIDEO_WATCHED_6S _SDC_BATCHED_AT _SDC_RECEIVED_AT _SDC_SEQUENCE _SDC_TABLE_VERSION	

Schema: DM_ADS

TIKTOK DIMENSIONAL MODEL

