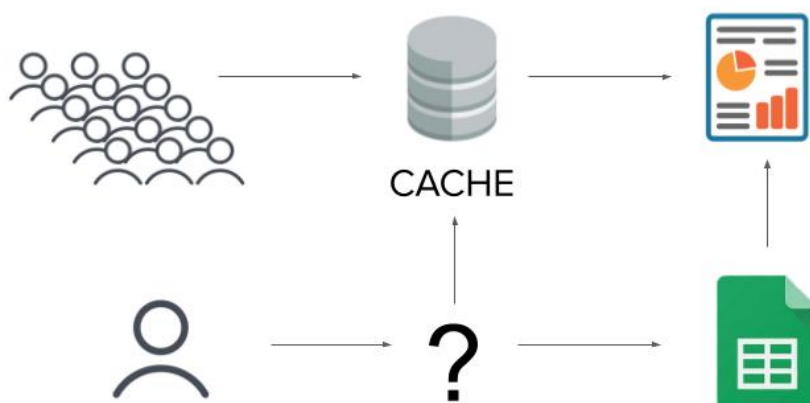


2.6 LESSON NOTES

DATA FRESHNESS

- Results of queries are stored in a cache
- Data Freshness is how long the results are stored before cache is emptied
- Data Studio will always check the cache first to see if the results of a query are already in there



Data refresh rates by connector

Different connectors support different data refresh rates, as follows. Note that Google marketing and measurement products, such as Google Ads, Google Analytics, Campaign Manager, Search Console, YouTube Analytics, and others, refresh every 12 hours. That rate can't be changed.

Connector	Freshness options
Google measurement products	Every 12 hours
Google Sheets	Every 15 minutes* Every 4 hours Every 12 hours
BigQuery	Every 1 hour Every 4 hours Every 12 hours*
Cloud and SQL connectors	Every 1 hour* Every 4 hours Every 12 hours
Community connectors	Varies
Other connectors	Varies

* Default refresh rate