

<b>table_ column ddl</b>	<b>Extrac Description of columns</b>
p_ads_ad_gr CREA	descri  The ID of the ad group.
p_ads_camp CREA	descri  The ID of the campaign.
p_ads_custor CREA	descri  The ID of the customer.
p_ads_ad_gr CREA	(descr For draft or experiment ad groups, this field is the resource name of the base ad group
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p_ads_segme CREA	(descr Conversion action name.
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ads_Asegme CREA	descri Date to which metrics apply. yyyy-MM-dd format, e.g., 2018-04-17.

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Field Name	Data Type	Description
p_ads_ad_group_id	CRA	The ID of the ad group.
p_ads_campaign_id	CRA	The ID of the campaign.
p_ads_customer_id	CRA	The ID of the customer.
p_ads_ad_group_name	CRA	(descr For draft or experiment ad groups, this field is the resource name of the base ad group.
p_ads_campaign_name	CRA	(descr The resource name of the base campaign of a draft or experiment campaign. For base
p_ads_metric_1	CRA	
p_ads_metric_2	CRA	
p_ads_metric_3	CRA	
p_ads_metric_4	CRA	
p_ads_metric_5	CRA	
p_ads_metric_6	CRA	
p_ads_metric_7	CRA	
p_ads_metric_8	CRA	
p_ads_metric_9	CRA	
p_ads_metric_10	CRA	
p_ads_metric_11	CRA	
p_ads_metric_12	CRA	
p_ads_metric_13	CRA	
p_ads_metric_14	CRA	
p_ads_metric_15	CRA	
p_ads_metric_16	CRA	
p_ads_metric_17	CRA	
p_ads_metric_18	CRA	
p_ads_metric_19	CRA	
p_ads_metric_20	CRA	
p_ads_metric_21	CRA	
p_ads_metric_22	CRA	
p_ads_metric_23	CRA	
p_ads_metric_24	CRA	
p_ads_metric_25	CRA	
p_ads_metric_26	CRA	
p_ads_metric_27	CRA	
p_ads_metric_28	CRA	
p_ads_metric_29	CRA	
p_ads_metric_30	CRA	
p_ads_metric_31	CRA	
p_ads_metric_32	CRA	
p_ads_metric_33	CRA	
p_ads_metric_34	CRA	
p_ads_metric_35	CRA	
p_ads_metric_36	CRA	
p_ads_metric_37	CRA	
p_ads_metric_38	CRA	
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p_ads_metric_96	CRA	
p_ads_metric_97	CRA	
p_ads_metric_98	CRA	
p_ads_metric_99	CRA	
p_ads_metric_100	CRA	
p_ads_network_type	CRA	(descr Ad network type.
p_ads_start_date	CRA	escrip Date to which metrics apply. yyyy-MM-dd format, e.g., 2018-04-17.
p_ads_day_of_week	CRA	(descr Day of the week, e.g., MONDAY.
p_ads_month	CRA	escrip Month as represented by the date of the first day of a month. Formatted as yyyy-MM-
p_ads_quarter	CRA	escrip Quarter as represented by the date of the first day of a quarter. Uses the calendar yea
p_ads_week	CRA	escrip Week as defined as Monday through Sunday, and represented by the date of Monday
p_ads_year	CRA	descri Year, formatted as yyyy.
p_ads_part	CRA	
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ads_Kc ad_gr CREA	descri  The ID of the ad group.
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p_ads_ad_gr CREA  The ID of the ad group.
p_ads_campa CREA  The ID of the campaign.
p_ads_custor CREA  The ID of the customer.
p_ads_metric CREA
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p_ads__PART CREA	
ads_Pad_gr CREA	descri  The ID of the ad group.
ads_Pad_camp CREA	descri  The ID of the campaign.
ads_Pad_custor CREA	descri  The ID of the customer.
ads_Pad_metric CREA	
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ads_Pad_segme CREA	descri  Date to which metrics apply. yyyy-MM-dd format, e.g., 2018-04-17.
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ads_Pad_segme CREA	descri  Year, formatted as yyyy.
ads_Pad_LATE CREA	
ads_Pad_DATA CREA	
ads_Diad_gr CREA	descri  The ID of the ad group.
ads_Diad_camp CREA	descri  The ID of the campaign.
ads_Diad_custor CREA	descri  The ID of the customer.
ads_Diad_gr CREA	
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ads_Diad_segme CREA	(descr Day of the week, e.g., MONDAY.
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ads_Diad_segme CREA	descri  Quarter as represented by the date of the first day of a quarter. Uses the calendar yea
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ads_Diad_LATE CREA	
ads_Diad_DATA CREA	

p_ads_ad_group CREA	
p_ads_ad_group CREA	descri  The ID of the ad group.
p_ads_campaign CREA	descri  The ID of the campaign.
p_ads_customer CREA	descri  The ID of the customer.
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p_ads_metric CREA	
p_ads_segment CREA	(descr Ad network type.
p_ads_segment CREA	
p_ads_segment CREA	descri  Date to which metrics apply. yyyy-MM-dd format, e.g., 2018-04-17.
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p_ads_segment CREA	descri  Quarter as represented by the date of the first day of a quarter. Uses the calendar yea
p_ads_segment CREA	descri  Week as defined as Monday through Sunday, and represented by the date of Monday.
p_ads_segment CREA	descri  Year, formatted as yyyy.
p_ads__PART CREA	



p_ads_ad_gr	CREA	descri	The ID of the ad group.
p_ads_campa	CREA	descri	The ID of the campaign.
p_ads_custor	CREA	descri	The ID of the customer.
p_ads_ad_gr	CREA	(descr	For draft or experiment ad groups, this field is the resource name of the base ad group
p_ads_campa	CREA	(descr	The resource name of the base campaign of a draft or experiment campaign. For base
p_ads_metric	CREA		
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p_ads_segme	CREA	(descr	Ad network type.
p_ads_segme	CREA		
p_ads_segme	CREA	(descr	Resource name of the conversion action.
p_ads_segme	CREA	(descr	Conversion action category.
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p_ads_segme	CREA	escrip	Quarter as represented by the date of the first day of a quarter. Uses the calendar yea
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p_ads_segme	CREA	descri	Year, formatted as yyyy.
p_ads_	PART	CREA	
ads_Cl	ad_gr	CREA	descri  The ID of the ad group.
ads_Cl	campa	CREA	descri  The ID of the campaign.
ads_Cl	click_	CREA	
ads_Cl	custor	CREA	descri  The ID of the customer.
ads_Cl	ad_gr	CREA	
ads_Cl	click_	CREA	
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ads_Cl	custor	CREA	
ads_Cl	metric	CREA	
ads_Cl	segme	CREA	(descr Ad network type.
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p_ads_metric	CREA
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p_ads__PART	CREA
ads_C_campa	CREA
ads_C_campa	CREA descri The ID of the campaign.
ads_C_campa	CREA
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ads_C_campa	CREA
ads_C_campa	CREA
ads_C_LATE	CREA
ads_C_DATA	CREA
ads_A_ad_gr	CREA
ads_A_ad_gr	CREA descri The ID of the ad group.
ads_A_custor	CREA descri The ID of the customer.
ads_A_ad_gr	CREA (descr For draft or experiment ad groups, this field is the resource name of the base ad group
ads_A_ad_gr	CREA
ads_A_campa	CREA (descr The resource name of the base campaign of a draft or experiment campaign. For base
ads_A_metric	CREA
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p_ads_camp CREA	descrip  The ID of the campaign.
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 ads\_Campaign LATE CREA  
 ads\_Campaign DATA CREA  
 ads\_AdGroup CREA (descr The ID of the ad group.  
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 ads\_AdGroup CREA (descr The total value of all conversions.  
 ads\_AdGroup CREA (descr Conversions from when a customer clicks on a Google Ads ad on one device, then con  
 ads\_AdGroup CREA (descr The value of all conversions divided by the number of all conversions.  
 ads\_AdGroup CREA (descr Ad network type.  
 ads\_AdGroup CREA (descr Resource name of the conversion action.  
 ads\_AdGroup CREA (descr Conversion action category.  
 ads\_AdGroup CREA (descr Conversion action name.

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ads_A	camp	CREA	descri
ads_A	custor	CREA	descri
ads_A	ad_gr	CREA	(descr
ads_A	ad_gr	CREA	
ads_A	ad_gr	CREA	
ads_A	ad_gr	CREA	
ads_A	ad_gr	CREA	
ads_A	ad_gr	CREA	
ads_A	ad_gr	CREA	
ads_A	ad_gr	CREA	
ads_A	ad_gr	CREA	
ads_A	ad_gr	CREA	
ads_A	ad_gr	CREA	
ads_A	ad_gr	CREA	
ads_A	camp	CREA	(descr
ads_A	camp	CREA	
ads_A	camp	CREA	
ads_A	_LATE	CREA	
ads_A	_DATA	CREA	
ads_P	ad_gr	CREA	

[illegible]

ads\_Hi metric CREA  
ads\_Hi metric CREA  
ads\_Hi metric CREA  
ads\_Hi metric CREA  
ads\_Hi metric CREA  
ads\_Hi metric CREA  
ads\_Hi metric CREA  
ads\_Hi metric CREA  
ads\_Hi metric CREA  
ads\_Hi segme CREA (descr Ad network type.  
ads\_Hi segme CREA  
ads\_Hi segme CREA descri Date to which metrics apply. yyyy-MM-dd format, e.g., 2018-04-17.  
ads\_Hi segme CREA (descr Day of the week, e.g., MONDAY.  
ads\_Hi segme CREA  
ads\_Hi segme CREA  
ads\_Hi segme CREA descri Month as represented by the date of the first day of a month. Formatted as yyyy-MM-  
ads\_Hi segme CREA descri Quarter as represented by the date of the first day of a quarter. Uses the calendar yea  
ads\_Hi segme CREA descri Week as defined as Monday through Sunday, and represented by the date of Monday.  
ads\_Hi segme CREA descri Year, formatted as yyyy.  
ads\_Hi \_LATE CREA  
ads\_Hi \_DATA CREA  
ads\_Bi biddin CREA  
ads\_Bi custor CREA descri The ID of the customer.  
ads\_Bi biddin CREA  
ads\_Bi biddin CREA  
ads\_Bi biddin CREA  
ads\_Bi biddin CREA  
ads\_Bi biddin CREA  
ads\_Bi biddin CREA  
ads\_Bi biddin CREA  
ads\_Bi biddin CREA  
ads\_Bi biddin CREA  
ads\_Bi biddin CREA  
ads\_Bi biddin CREA  
ads\_Bi custor CREA  
ads\_Bi \_LATE CREA  
ads\_Bi \_DATA CREA  
ads\_A: asset\_ CREA  
ads\_A: asset\_ CREA  
ads\_A: asset\_ CREA  
ads\_A: \_LATE CREA  
ads\_A: \_DATA CREA  
p\_ads\_ad\_gr CREA  
p\_ads\_ad\_gr CREA descri The ID of the ad group.  
p\_ads\_camp CREA descri The ID of the campaign.  
p\_ads\_custor CREA descri The ID of the customer.  
p\_ads\_ad\_gr CREA (descr For draft or experiment ad groups, this field is the resource name of the base ad group

[illegible]

ads_Pf_segme CREA	escrip	Date to which metrics apply. yyyy-MM-dd format, e.g., 2018-04-17.
ads_Pf_segme CREA	(descr	Day of the week, e.g., MONDAY.
ads_Pf_segme CREA	escrip	Month as represented by the date of the first day of a month. Formatted as yyyy-MM-
ads_Pf_segme CREA	escrip	Quarter as represented by the date of the first day of a quarter. Uses the calendar yea
ads_Pf_segme CREA	escrip	Week as defined as Monday through Sunday, and represented by the date of Monday
ads_Pf_segme CREA	descri	Year, formatted as yyyy.
ads_Pf_LATE CREA		
ads_Pf_DATA CREA		
p_ads_asset_ CREA		
p_ads_asset_ CREA		
p_ads_asset_ CREA		
p_ads_metric CREA		
p_ads_metric CREA		
p_ads_metric CREA		
p_ads_metric CREA		
p_ads_metric CREA		
p_ads_metric CREA		
p_ads_metric CREA		
p_ads_metric CREA		
p_ads_metric CREA		
p_ads_segme CREA	(descr	Ad network type.
p_ads_segme CREA	escrip	Date to which metrics apply. yyyy-MM-dd format, e.g., 2018-04-17.
p_ads_segme CREA	(descr	Day of the week, e.g., MONDAY.
p_ads_segme CREA		
p_ads_segme CREA	escrip	Month as represented by the date of the first day of a month. Formatted as yyyy-MM-
p_ads_segme CREA	escrip	Quarter as represented by the date of the first day of a quarter. Uses the calendar yea
p_ads_segme CREA	escrip	Week as defined as Monday through Sunday, and represented by the date of Monday
p_ads_segme CREA	descri	Year, formatted as yyyy.
p_ads_PART CREA		
p_ads_custor CREA	descri	The ID of the customer.
p_ads_metric CREA	S(desc	The total number of conversions. This only includes conversion actions which include_
p_ads_metric CREA		
p_ads_metric CREA	S(desc	The total value of all conversions.
p_ads_metric CREA		
p_ads_metric CREA		
p_ads_metric CREA		
p_ads_metric CREA		
p_ads_metric CREA		
p_ads_metric CREA	S(desc	Conversions from when a customer clicks on a Google Ads ad on one device, then conv
p_ads_metric CREA		
p_ads_metric CREA		
p_ads_metric CREA		
p_ads_metric CREA		
p_ads_metric CREA		

p_ads_metric	CREA	
p_ads_metric	CREA	
p_ads_metric	CREA	S(desc The value of all conversions divided by the number of all conversions.
p_ads_metric	CREA	
p_ads_metric	CREA	
p_ads_segme	CREA	(descr Ad network type.
p_ads_segme	CREA	escrip Date to which metrics apply. yyyy-MM-dd format, e.g., 2018-04-17.
p_ads_segme	CREA	(descr Day of the week, e.g., MONDAY.
p_ads_segme	CREA	escrip Month as represented by the date of the first day of a month. Formatted as yyyy-MM-
p_ads_segme	CREA	escrip Quarter as represented by the date of the first day of a quarter. Uses the calendar yea
p_ads_segme	CREA	escrip Week as defined as Monday through Sunday, and represented by the date of Monday.
p_ads_segme	CREA	descri Year, formatted as yyyy.
p_ads_	_PART	CREA
p_ads_asset_	CREA	
p_ads_asset_	CREA	
p_ads_asset_	CREA	
p_ads_asset_	CREA	
p_ads_asset_	CREA	
p_ads_asset_	CREA	
p_ads_asset_	CREA	
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p_ads_asset_	CREA	
p_ads_asset_	CREA	
p_ads_asset_	CREA	
p_ads_asset_	CREA	
p_ads_asset_	CREA	
p_ads_asset_	CREA	
p_ads_asset_	CREA	
p_ads_	_PART	CREA
ads_H	biddin	CREA
ads_H	custor	CREA descri The ID of the customer.
ads_H	biddin	CREA
ads_H	biddin	CREA
ads_H	metric	CREA
ads_H	metric	CREA
ads_H	metric	CREA
ads_H	metric	CREA
ads_H	metric	CREA
ads_H	metric	CREA
ads_H	metric	CREA
ads_H	metric	CREA
ads_H	metric	CREA
ads_H	metric	CREA
ads_H	metric	CREA
ads_H	metric	CREA
ads_H	metric	CREA
ads_H	segme	CREA escrip Date to which metrics apply. yyyy-MM-dd format, e.g., 2018-04-17.
ads_H	segme	CREA (descr Day of the week, e.g., MONDAY.
ads_H	segme	CREA

[illegible]

p\_ads\_ad\_gr CREA  
 p\_ads\_ad\_gr CREA  
 p\_ads\_ad\_gr CREA  
 p\_ads\_biddin CREA  
 p\_ads\_biddin CREA  
 p\_ads\_camp CREA (descr The resource name of the base campaign of a draft or experiment campaign. For base  
 p\_ads\_camp CREA  
 p\_ads\_\_PART CREA  
 p\_ads\_ad\_gr CREA descri The ID of the ad group.  
 p\_ads\_camp CREA descri The ID of the campaign.  
 p\_ads\_custor CREA descri The ID of the customer.  
 p\_ads\_ad\_gr CREA (descr For draft or experiment ad groups, this field is the resource name of the base ad group  
 p\_ads\_camp CREA (descr The resource name of the base campaign of a draft or experiment campaign. For base  
 p\_ads\_metric CREA  
 p\_ads\_metric CREA  
 p\_ads\_metric CREA  
 p\_ads\_segme CREA (descr Ad network type.  
 p\_ads\_segme CREA  
 p\_ads\_segme CREA (descr Resource name of the conversion action.  
 p\_ads\_segme CREA (descr Conversion action category.  
 p\_ads\_segme CREA (descr Conversion action name.  
 p\_ads\_segme CREA descri Date to which metrics apply. yyyy-MM-dd format, e.g., 2018-04-17.  
 p\_ads\_segme CREA (descr Day of the week, e.g., MONDAY.  
 p\_ads\_segme CREA  
 p\_ads\_segme CREA descri Month as represented by the date of the first day of a month. Formatted as yyyy-MM-  
 p\_ads\_segme CREA descri Quarter as represented by the date of the first day of a quarter. Uses the calendar yea  
 p\_ads\_segme CREA  
 p\_ads\_segme CREA descri Week as defined as Monday through Sunday, and represented by the date of Monday.  
 p\_ads\_segme CREA descri Year, formatted as yyyy.  
 p\_ads\_\_PART CREA  
 ads\_C\_camp CREA descri The ID of the campaign.  
 ads\_C\_custor CREA descri The ID of the customer.  
 ads\_C\_camp CREA (descr The resource name of the base campaign of a draft or experiment campaign. For base  
 ads\_C\_metric CREA S(desc The total number of conversions. This only includes conversion actions which include\_  
 ads\_C\_metric CREA S(desc The total value of all conversions.  
 ads\_C\_metric CREA S(desc Conversions from when a customer clicks on a Google Ads ad on one device, then con  
 ads\_C\_metric CREA S(desc The value of all conversions divided by the number of all conversions.  
 ads\_C\_segme CREA (descr Ad network type.  
 ads\_C\_segme CREA (descr Resource name of the conversion action.  
 ads\_C\_segme CREA (descr Conversion action category.  
 ads\_C\_segme CREA (descr Conversion action name.  
 ads\_C\_segme CREA  
 ads\_C\_segme CREA descri Date to which metrics apply. yyyy-MM-dd format, e.g., 2018-04-17.  
 ads\_C\_segme CREA (descr Day of the week, e.g., MONDAY.  
 ads\_C\_segme CREA descri Month as represented by the date of the first day of a month. Formatted as yyyy-MM-  
 ads\_C\_segme CREA descri Quarter as represented by the date of the first day of a quarter. Uses the calendar yea  
 ads\_C\_segme CREA descri Week as defined as Monday through Sunday, and represented by the date of Monday.



ads_C:segme	CREA	descri	Year, formatted as yyyy.
ads_C:_LATE	CREA		
ads_C:_DATA	CREA		
ads_C:camp	CREA	descri	The ID of the campaign.
ads_C:custor	CREA	descri	The ID of the customer.
ads_C:biddin	CREA		
ads_C:camp	CREA		
ads_C:camp	CREA		
ads_C:camp	CREA		
ads_C:camp	CREA		
ads_C:camp	CREA		
ads_C:camp	CREA		
ads_C:camp	CREA		
ads_C:camp	CREA		
ads_C:camp	CREA		
ads_C:camp	CREA		
ads_C:camp	CREA		
ads_C:camp	CREA		
ads_C:camp	CREA		
ads_C:camp	CREA		
ads_C:camp	CREA		
ads_C:camp	CREA		
ads_C:camp	CREA		
ads_C:camp	CREA		
ads_C:_LATE	CREA		
ads_C:_DATA	CREA		
p_ads_camp	CREA		
p_ads_custor	CREA	descri	The ID of the customer.
p_ads_camp	CREA	(descr	The resource name of the base campaign of a draft or experiment campaign. For base
p_ads_metric	CREA		
p_ads_metric	CREA		
p_ads_metric	CREA		
p_ads_metric	CREA		
p_ads_metric	CREA		
p_ads_segme	CREA	(descr	Ad network type.
p_ads_segme	CREA	escrip	Date to which metrics apply. yyyy-MM-dd format, e.g., 2018-04-17.
p_ads_segme	CREA	(descr	Day of the week, e.g., MONDAY.
p_ads_segme	CREA		
p_ads_segme	CREA	escrip	Month as represented by the date of the first day of a month. Formatted as yyyy-MM-
p_ads_segme	CREA	escrip	Quarter as represented by the date of the first day of a quarter. Uses the calendar yea
p_ads_segme	CREA	escrip	Week as defined as Monday through Sunday, and represented by the date of Monday
p_ads_segme	CREA	descri	Year, formatted as yyyy.

p\_ads\_\_PART CREA  
 p\_ads\_ad\_gr CREA  
 p\_ads\_ad\_gr CREA descrip| The ID of the ad group.  
 p\_ads\_campa CREA descrip| The ID of the campaign.  
 p\_ads\_custor CREA descrip| The ID of the customer.  
 p\_ads\_ad\_gr CREA (descr For draft or experiment ad groups, this field is the resource name of the base ad group  
 p\_ads\_campa CREA (descr The resource name of the base campaign of a draft or experiment campaign. For base  
 p\_ads\_metric CREA  
 p\_ads\_metric CREA  
 p\_ads\_metric CREA  
 p\_ads\_metric CREA  
 p\_ads\_metric CREA S(desc The total number of conversions. This only includes conversion actions which include\_  
 p\_ads\_metric CREA S(desc The total value of all conversions.  
 p\_ads\_metric CREA  
 p\_ads\_metric CREA  
 p\_ads\_metric CREA  
 p\_ads\_metric CREA  
 p\_ads\_metric CREA S(desc Conversions from when a customer clicks on a Google Ads ad on one device, then con  
 p\_ads\_metric CREA  
 p\_ads\_metric CREA  
 p\_ads\_metric CREA  
 p\_ads\_metric CREA  
 p\_ads\_segme CREA (descr Ad network type.  
 p\_ads\_segme CREA descrip| Date to which metrics apply. yyyy-MM-dd format, e.g., 2018-04-17.  
 p\_ads\_segme CREA  
 p\_ads\_\_PART CREA  
 ads\_Campa CREA descrip| The ID of the campaign.  
 ads\_Ca\_label\_ CREA  
 ads\_Ca\_campa CREA  
 ads\_Ca\_campa CREA  
 ads\_Ca\_campa CREA  
 ads\_Ca\_campa CREA  
 ads\_Ca\_label\_ CREA  
 ads\_Ca\_label\_ CREA  
 ads\_Ca\_LATE CREA  
 ads\_Ca\_DATA CREA  
 p\_ads\_ad\_gr CREA  
 p\_ads\_ad\_gr CREA descrip| The ID of the ad group.  
 p\_ads\_custor CREA descrip| The ID of the customer.  
 p\_ads\_ad\_gr CREA (descr For draft or experiment ad groups, this field is the resource name of the base ad group  
 p\_ads\_ad\_gr CREA  
 p\_ads\_campa CREA (descr The resource name of the base campaign of a draft or experiment campaign. For base  
 p\_ads\_metric CREA S(desc The total number of conversions. This only includes conversion actions which include\_  
 p\_ads\_metric CREA S(desc The total value of all conversions.  
 p\_ads\_metric CREA  
 p\_ads\_metric CREA

[illegible]

ads_St_segme	CREA	
ads_St_segme	CREA	
ads_St_segme	CREA	
ads_St_segme	CREA	
ads_St_segme	CREA	
ads_St_segme	CREA	
ads_St_segme	CREA	
ads_St_segme	CREA	
ads_St_segme	CREA	
ads_St_segme	CREA	
ads_St_segme	CREA	
ads_St_segme	CREA	descri Quarter as represented by the date of the first day of a quarter. Uses the calendar year.
ads_St_segme	CREA	descri Week as defined as Monday through Sunday, and represented by the date of Monday.
ads_St_segme	CREA	descri Year, formatted as yyyy.
ads_St_LATE	CREA	
ads_St_DATA	CREA	
ads_A_ad_gr	CREA	
ads_A_ad_gr	CREA	descri The ID of the ad group.
ads_A_ad_gr	CREA	
ads_A_ad_gr	CREA	
ads_A_ad_gr	CREA	
ads_A_ad_gr	CREA	
ads_A_ad_gr	CREA	
ads_A_ad_gr	CREA	
ads_A_ad_gr	CREA	
ads_A_ad_gr	CREA	
ads_A_LATE	CREA	
ads_A_DATA	CREA	
ads_Lc_custor	CREA	descri The ID of the customer.
ads_Lc_distan	CREA	
ads_Lc_metric	CREA	
ads_Lc_metric	CREA	
ads_Lc_metric	CREA	
ads_Lc_metric	CREA	
ads_Lc_metric	CREA	
ads_Lc_metric	CREA	
ads_Lc_metric	CREA	
ads_Lc_metric	CREA	
ads_Lc_segme	CREA	descri Date to which metrics apply. yyyy-MM-dd format, e.g., 2018-04-17.
ads_Lc_segme	CREA	(descr Day of the week, e.g., MONDAY.
ads_Lc_segme	CREA	descri Month as represented by the date of the first day of a month. Formatted as yyyy-MM-
ads_Lc_segme	CREA	descri Quarter as represented by the date of the first day of a quarter. Uses the calendar year.
ads_Lc_segme	CREA	descri Week as defined as Monday through Sunday, and represented by the date of Monday.
ads_Lc_segme	CREA	descri Year, formatted as yyyy.
ads_Lc_LATE	CREA	
ads_Lc_DATA	CREA	
p_ads_ad_gr	CREA	

p_ads_ad_group	CREA	descri	The ID of the ad group.
p_ads_campaign	CREA	descri	The ID of the campaign.
p_ads_customer	CREA	descri	The ID of the customer.
p_ads_ad_group	CREA	(descr	For draft or experiment ad groups, this field is the resource name of the base ad group
p_ads_campaign	CREA	(descr	The resource name of the base campaign of a draft or experiment campaign. For base
p_ads_metric	CREA		
p_ads_metric	CREA		
p_ads_metric	CREA		
p_ads_metric	CREA		
p_ads_metric	CREA	S(descr	The total number of conversions. This only includes conversion actions which include_
p_ads_metric	CREA	S(descr	The total value of all conversions.
p_ads_metric	CREA		
p_ads_metric	CREA		
p_ads_metric	CREA		
p_ads_metric	CREA	S(descr	Conversions from when a customer clicks on a Google Ads ad on one device, then con
p_ads_metric	CREA		
p_ads_metric	CREA		
p_ads_metric	CREA		
p_ads_metric	CREA		
p_ads_segment	CREA	(descr	Ad network type.
p_ads_segment	CREA	descri	Date to which metrics apply. yyyy-MM-dd format, e.g., 2018-04-17.
p_ads_segment	CREA		
p_ads__PART	CREA		
ads_A:asset_	CREA		
ads_A:asset_	CREA		
ads_A:asset_	CREA		
ads_A:asset_	CREA		
ads_A:asset_	CREA		
ads_A:asset_	CREA		
ads_A:asset_	CREA		
ads_A:asset_	CREA		
ads_A:asset_	CREA		
ads_A:asset_	CREA		
ads_A:asset_	CREA		
ads_A:asset_	CREA		
ads_A:asset_	CREA		
ads_A:asset_	CREA		
ads_A:_LATE	CREA		
ads_A:_DATA	CREA		
p_ads_campaign	CREA	descri	The ID of the campaign.
p_ads_customer	CREA	descri	The ID of the customer.
p_ads_biddin	CREA		
p_ads_campaign	CREA		
p_ads_campaign	CREA		

[illegible]

[illegible]

[illegible]



p\_ads\_metric CREA  
 p\_ads\_metric CREA  
 p\_ads\_segme CREA (descr Ad network type.  
 p\_ads\_segme CREA  
 p\_ads\_segme CREA descri Date to which metrics apply. yyyy-MM-dd format, e.g., 2018-04-17.  
 p\_ads\_segme CREA (descr Day of the week, e.g., MONDAY.  
 p\_ads\_segme CREA  
 p\_ads\_segme CREA  
 p\_ads\_segme CREA descri Month as represented by the date of the first day of a month. Formatted as yyyy-MM-  
 p\_ads\_segme CREA descri Quarter as represented by the date of the first day of a quarter. Uses the calendar yea  
 p\_ads\_segme CREA descri Week as defined as Monday through Sunday, and represented by the date of Monday.  
 p\_ads\_segme CREA descri Year, formatted as yyyy.  
 p\_ads\_\_PART CREA  
 p\_ads\_ad\_gr CREA  
 p\_ads\_ad\_gr CREA descri The ID of the ad group.  
 p\_ads\_campa CREA descri The ID of the campaign.  
 p\_ads\_custor CREA descri The ID of the customer.  
 p\_ads\_ad\_gr CREA (descr For draft or experiment ad groups, this field is the resource name of the base ad group  
 p\_ads\_campa CREA (descr The resource name of the base campaign of a draft or experiment campaign. For base  
 p\_ads\_metric CREA  
 p\_ads\_metric CREA  
 p\_ads\_metric CREA  
 p\_ads\_metric CREA  
 p\_ads\_metric CREA  
 p\_ads\_metric CREA  
 p\_ads\_metric CREA  
 p\_ads\_metric CREA  
 p\_ads\_metric CREA  
 p\_ads\_segme CREA (descr Ad network type.  
 p\_ads\_segme CREA descri Date to which metrics apply. yyyy-MM-dd format, e.g., 2018-04-17.  
 p\_ads\_segme CREA (descr Day of the week, e.g., MONDAY.  
 p\_ads\_segme CREA  
 p\_ads\_segme CREA descri Month as represented by the date of the first day of a month. Formatted as yyyy-MM-  
 p\_ads\_segme CREA descri Quarter as represented by the date of the first day of a quarter. Uses the calendar yea  
 p\_ads\_segme CREA descri Week as defined as Monday through Sunday, and represented by the date of Monday.  
 p\_ads\_segme CREA descri Year, formatted as yyyy.  
 p\_ads\_\_PART CREA  
 p\_ads\_asset\_ CREA  
 p\_ads\_asset\_ CREA  
 p\_ads\_asset\_ CREA  
 p\_ads\_asset\_ CREA  
 p\_ads\_segme CREA (descr Resource name of the conversion action.  
 p\_ads\_\_PART CREA  
 ads\_Bi biddin CREA  
 ads\_Bi custor CREA descri The ID of the customer.  
 ads\_Bi biddin CREA

ads_Bi biddin CREA	
ads_Bi metric CREA	
ads_Bi metric CREA	
ads_Bi metric CREA	
ads_Bi metric CREA	
ads_Bi metric CREA	
ads_Bi metric CREA	
ads_Bi metric CREA	
ads_Bi metric CREA	
ads_Bi metric CREA	
ads_Bi metric CREA	
ads_Bi metric CREA	
ads_Bi metric CREA	
ads_Bi metric CREA	
ads_Bi segme CREA	descrip Date to which metrics apply. yyyy-MM-dd format, e.g., 2018-04-17.
ads_Bi segme CREA	(descr Day of the week, e.g., MONDAY.
ads_Bi segme CREA	
ads_Bi segme CREA	descrip Month as represented by the date of the first day of a month. Formatted as yyyy-MM-
ads_Bi segme CREA	descrip Quarter as represented by the date of the first day of a quarter. Uses the calendar yea
ads_Bi segme CREA	descrip Week as defined as Monday through Sunday, and represented by the date of Monday.
ads_Bi segme CREA	descrip Year, formatted as yyyy.
ads_Bi _LATE CREA	
ads_Bi _DATA CREA	
p_ads_campa CREA	descrip The ID of the campaign.
p_ads_custor CREA	descrip The ID of the customer.
p_ads_campa CREA	(descr The resource name of the base campaign of a draft or experiment campaign. For base
p_ads_metric CREA	S(desc The total number of conversions. This only includes conversion actions which include_
p_ads_metric CREA	S(desc The total value of all conversions.
p_ads_metric CREA	S(desc Conversions from when a customer clicks on a Google Ads ad on one device, then con
p_ads_metric CREA	S(desc The value of all conversions divided by the number of all conversions.
p_ads_segme CREA	(descr Ad network type.
p_ads_segme CREA	(descr Resource name of the conversion action.
p_ads_segme CREA	(descr Conversion action category.
p_ads_segme CREA	(descr Conversion action name.
p_ads_segme CREA	
p_ads_segme CREA	descrip Date to which metrics apply. yyyy-MM-dd format, e.g., 2018-04-17.
p_ads_segme CREA	(descr Day of the week, e.g., MONDAY.
p_ads_segme CREA	descrip Month as represented by the date of the first day of a month. Formatted as yyyy-MM-
p_ads_segme CREA	descrip Quarter as represented by the date of the first day of a quarter. Uses the calendar yea
p_ads_segme CREA	descrip Week as defined as Monday through Sunday, and represented by the date of Monday.
p_ads_segme CREA	descrip Year, formatted as yyyy.
p_ads__PART CREA	
p_ads_ad_gr CREA	
p_ads_ad_gr CREA	descrip The ID of the ad group.
p_ads_campa CREA	descrip The ID of the campaign.
p_ads_custor CREA	descrip The ID of the customer.
p_ads_ad_gr CREA	(descr For draft or experiment ad groups, this field is the resource name of the base ad group

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p_ads_ad_gr	CREA	
p_ads_ad_gr	CREA	
p_ads_ad_gr	CREA	
p_ads_ad_gr	CREA	
p_ads_ad_gr	CREA	
p_ads_ad_gr	CREA	
p_ads_ad_gr	CREA	
p_ads_metric	CREA	
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p_ads_segme	CREA	descrip Date to which metrics apply. yyyy-MM-dd format, e.g., 2018-04-17.
p_ads_segme	CREA	(descr Day of the week, e.g., MONDAY.
p_ads_segme	CREA	descrip Month as represented by the date of the first day of a month. Formatted as yyyy-MM-
p_ads_segme	CREA	descrip Quarter as represented by the date of the first day of a quarter. Uses the calendar yea
p_ads_segme	CREA	descrip Week as defined as Monday through Sunday, and represented by the date of Monday.
p_ads_segme	CREA	descrip Year, formatted as yyyy.
p_ads__PART	CREA	
p_ads_ad_gr	CREA	descrip The ID of the ad group.
p_ads_campa	CREA	descrip The ID of the campaign.
p_ads_custor	CREA	descrip The ID of the customer.
p_ads_ad_gr	CREA	
p_ads_campa	CREA	
p_ads_group_	CREA	
p_ads_group_	CREA	
p_ads_metric	CREA	
p_ads_metric	CREA	
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p_ads_metric	CREA	
p_ads_segme	CREA	descrip Date to which metrics apply. yyyy-MM-dd format, e.g., 2018-04-17.
p_ads_segme	CREA	(descr Day of the week, e.g., MONDAY.
p_ads_segme	CREA	descrip Month as represented by the date of the first day of a month. Formatted as yyyy-MM-
p_ads_segme	CREA	descrip Quarter as represented by the date of the first day of a quarter. Uses the calendar yea
p_ads_segme	CREA	descrip Week as defined as Monday through Sunday, and represented by the date of Monday.
p_ads_segme	CREA	descrip Year, formatted as yyyy.
p_ads__PART	CREA	
ads_Di ad_gr	CREA	descrip The ID of the ad group.
ads_Di camp	CREA	descrip The ID of the campaign.
ads_Di custor	CREA	descrip The ID of the customer.
ads_Di ad_gr	CREA	

ads_Di ad_gr	CREA	
ads_Di camp	CREA	
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ads_Di segme	CREA	descri Date to which metrics apply. yyyy-MM-dd format, e.g., 2018-04-17.
ads_Di segme	CREA	(descr Day of the week, e.g., MONDAY.
ads_Di segme	CREA	descri Month as represented by the date of the first day of a month. Formatted as yyyy-MM-
ads_Di segme	CREA	descri Quarter as represented by the date of the first day of a quarter. Uses the calendar yea
ads_Di segme	CREA	descri Week as defined as Monday through Sunday, and represented by the date of Monday.
ads_Di segme	CREA	descri Year, formatted as yyyy.
ads_Di _LATE	CREA	
ads_Di _DATA	CREA	
ads_Ai ad_gr	CREA	
ads_Ai ad_gr	CREA	descri The ID of the ad group.
ads_Ai camp	CREA	descri The ID of the campaign.
ads_Ai custor	CREA	descri The ID of the customer.
ads_Ai ad_gr	CREA	
ads_Ai ad_gr	CREA	(descr For draft or experiment ad groups, this field is the resource name of the base ad group
ads_Ai camp	CREA	(descr The resource name of the base campaign of a draft or experiment campaign. For base
ads_Ai metric	CREA	
ads_Ai metric	CREA	
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ads_Ai segme	CREA	(descr Ad network type.
ads_Ai segme	CREA	
ads_Ai segme	CREA	(descr Resource name of the conversion action.
ads_Ai segme	CREA	(descr Conversion action category.
ads_Ai segme	CREA	(descr Conversion action name.
ads_Ai segme	CREA	descri Date to which metrics apply. yyyy-MM-dd format, e.g., 2018-04-17.
ads_Ai segme	CREA	(descr Day of the week, e.g., MONDAY.
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ads_Ai segme	CREA	descri Month as represented by the date of the first day of a month. Formatted as yyyy-MM-
ads_Ai segme	CREA	descri Quarter as represented by the date of the first day of a quarter. Uses the calendar yea
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 p\_ads\_segme CREA descrip Quarter as represented by the date of the first day of a quarter. Uses the calendar yea  
 p\_ads\_segme CREA descrip Week as defined as Monday through Sunday, and represented by the date of Monday.  
 p\_ads\_segme CREA descrip Year, formatted as yyyy.  
 p\_ads\_\_PART CREA  
 ads\_Sead\_gr CREA  
 ads\_Sead\_gr CREA descrip The ID of the ad group.  
 ads\_Secamp CREA descrip The ID of the campaign.  
 ads\_Secustor CREA descrip The ID of the customer.  
 ads\_Semetric CREA S(desc The total number of conversions. This only includes conversion actions which include\_  
 ads\_Semetric CREA S(desc The total value of all conversions.  
 ads\_Semetric CREA  
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 ads\_Semetric CREA S(desc Conversions from when a customer clicks on a Google Ads ad on one device, then con  
 ads\_Semetric CREA S(desc The value of all conversions divided by the number of all conversions.  
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 p\_ads\_custor CREA descrip The ID of the customer.  
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 p\_ads\_\_PART CREA  
 ads\_Ccamp CREA  
 ads\_Ccustor CREA descrip The ID of the customer.  
 ads\_Ccamp CREA (descr The resource name of the base campaign of a draft or experiment campaign. For base  
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p_ads_ad_gr	CREA
p_ads__PART	CREA
ads_Lc campæ	CREA    descri  The ID of the campaign.
ads_Lc custor	CREA    descri  The ID of the customer.
ads_Lc user_I	CREA
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ads_Lc segme	CREA    escripi Date to which metrics apply. yyyy-MM-dd format, e.g., 2018-04-17.
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ads_Lc segme	CREA    escripi Week as defined as Monday through Sunday, and represented by the date of Monday,
ads_Lc segme	CREA    descri Year, formatted as yyyy.
ads_Lc user_I	CREA
ads_Lc _LATE	CREA
ads_Lc _DATA	CREA
ads_Aiad_gr	CREA    descri The ID of the ad group.
ads_Alabel_	CREA
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 p\_ads\_ad\_gr| CREA (descr For draft or experiment ad groups, this field is the resource name of the base ad group  
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 p\_ads\_metric CREA S(desc The total number of conversions. This only includes conversion actions which include\_  
 p\_ads\_metric CREA S(desc The total value of all conversions.  
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p_ads_segme	CREA	(descr Ad network type.
p_ads_segme	CREA	escrip Date to which metrics apply. yyyy-MM-dd format, e.g., 2018-04-17.
p_ads_segme	CREA	(descr Day of the week, e.g., MONDAY.
p_ads_segme	CREA	escrip Month as represented by the date of the first day of a month. Formatted as yyyy-MM-
p_ads_segme	CREA	escrip Quarter as represented by the date of the first day of a quarter. Uses the calendar yea
p_ads_segme	CREA	escrip Week as defined as Monday through Sunday, and represented by the date of Monday.
p_ads_segme	CREA	descri Year, formatted as yyyy.
p_ads__PART	CREA	
ads_Vi ad_gr	CREA	
ads_Vi ad_gr	CREA	descri The ID of the ad group.
ads_Vi camp	CREA	descri The ID of the campaign.
ads_Vi custor	CREA	descri The ID of the customer.

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ads_Ca metric CREA	
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ads_Ca metric CREA	
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ads_Ca segme CREA	(descr Ad network type.
ads_Ca segme CREA	escrip Date to which metrics apply. yyyy-MM-dd format, e.g., 2018-04-17.
ads_Ca segme CREA	(descr Day of the week, e.g., MONDAY.
ads_Ca segme CREA	escrip Month as represented by the date of the first day of a month. Formatted as yyyy-MM-
ads_Ca segme CREA	escrip Quarter as represented by the date of the first day of a quarter. Uses the calendar yea
ads_Ca segme CREA	escrip Week as defined as Monday through Sunday, and represented by the date of Monday.
ads_Ca segme CREA	descri Year, formatted as yyyy.
ads_Ca _LATE CREA	
ads_Ca _DATA CREA	
p_ads_custor CREA	descri The ID of the customer.
p_ads_metric CREA	
p_ads_metric CREA	
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p_ads_segme CREA	(descr Ad network type.
p_ads_segme CREA	escrip Date to which metrics apply. yyyy-MM-dd format, e.g., 2018-04-17.
p_ads_segme CREA	
p_ads_segme CREA	
p_ads__PART CREA	
ads_Ca campæ CREA	descri The ID of the campaign.
ads_Ca custor CREA	descri The ID of the customer.
ads_Ca campæ CREA	(descr The resource name of the base campaign of a draft or experiment campaign. For base
ads_Ca metric CREA	
ads_Ca metric CREA	
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ads_Ca metric CREA	

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p_ads_campaign CREA	(desc The resource name of the base campaign of a draft or experiment campaign. For base
p_ads_metric CREA	
p_ads_metric CREA	
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p_ads_metric CREA	S(desc The total number of conversions. This only includes conversion actions which include_
p_ads_metric CREA	
p_ads_metric CREA	S(desc The total value of all conversions.
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p_ads_metric CREA	S(desc Conversions from when a customer clicks on a Google Ads ad on one device, then com
p_ads_metric CREA	
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p_ads_metric CREA	S(desc The value of all conversions divided by the number of all conversions.
p_ads_metric CREA	
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p_ads_segme CREA	escrip Date to which metrics apply. yyyy-MM-dd format, e.g., 2018-04-17.
p_ads_segme CREA	(desc Day of the week, e.g., MONDAY.
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p_ads_segme CREA	escrip Month as represented by the date of the first day of a month. Formatted as yyyy-MM-
p_ads_segme CREA	escrip Quarter as represented by the date of the first day of a quarter. Uses the calendar yea
p_ads_segme CREA	escrip Week as defined as Monday through Sunday, and represented by the date of Monday.
p_ads_segme CREA	descri Year, formatted as yyyy.
p_ads__PART CREA	
login{id CREA	descri The ID of the ad group.
login{date CREA	escrip Date to which metrics apply. yyyy-MM-dd format, e.g., 2018-04-17.
login{llm_n CREA	
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login{prom CREA	
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logging{respor	CREA
login{step	CREA
ads_H custor	CREA   The ID of the customer.
ads_H metric	CREA
ads_H metric	CREA
ads_H metric	CREA
ads_H segme	CREA   (descr Ad network type.
ads_H segme	CREA
ads_H segme	CREA   (descr Resource name of the conversion action.
ads_H segme	CREA   (descr Conversion action category.
ads_H segme	CREA   (descr Conversion action name.
ads_H segme	CREA   escrip Date to which metrics apply. yyyy-MM-dd format, e.g., 2018-04-17.
ads_H segme	CREA   (descr Day of the week, e.g., MONDAY.
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ads_H segme	CREA   escrip Month as represented by the date of the first day of a month. Formatted as yyyy-MM-
ads_H segme	CREA   escrip Quarter as represented by the date of the first day of a quarter. Uses the calendar yea
ads_H segme	CREA   escrip Week as defined as Monday through Sunday, and represented by the date of Monday
ads_H segme	CREA   descri Year, formatted as yyyy.
ads_H _LATE	CREA
ads_H _DATA	CREA
p_ads_ad_gr	CREA
p_ads_ad_gr	CREA   The ID of the ad group.
p_ads_custor	CREA   The ID of the customer.
p_ads_ad_gr	CREA   (descr For draft or experiment ad groups, this field is the resource name of the base ad group
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p_ads_camp	CREA   (descr The resource name of the base campaign of a draft or experiment campaign. For base
p_ads_camp	CREA
p_ads_PART	CREA
p_ads_camp	CREA   The ID of the campaign.
p_ads_custor	CREA   The ID of the customer.
p_ads_geogr	CREA
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p_ads_metric	CREA   S(desc The total number of conversions. This only includes conversion actions which include

p_ads_metric	CREA	S(descr The total value of all conversions.
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p_ads_metric	CREA	S(descr Conversions from when a customer clicks on a Google Ads ad on one device, then con
p_ads_metric	CREA	S(descr The value of all conversions divided by the number of all conversions.
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p_ads_segme	CREA	(descr Ad network type.
p_ads_segme	CREA	(descr Resource name of the conversion action.
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p_ads_segme	CREA	escripi Month as represented by the date of the first day of a month. Formatted as yyyy-MM-
p_ads_segme	CREA	escripi Quarter as represented by the date of the first day of a quarter. Uses the calendar yea
p_ads_segme	CREA	escripi Week as defined as Monday through Sunday, and represented by the date of Monday
p_ads_segme	CREA	descri Year, formatted as yyyy.
p_ads__PART	CREA	
ads_Hi campæ	CREA	descrij The ID of the campaign.
ads_Hi custor	CREA	descrij The ID of the customer.
ads_Hi campæ	CREA	(descr The resource name of the base campaign of a draft or experiment campaign. For base
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ads_Hi segme	CREA	(descr Ad network type.
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ads_H segme CREA	descrip Date to which metrics apply. yyyy-MM-dd format, e.g., 2018-04-17.
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ads_H segme CREA	descrip Quarter as represented by the date of the first day of a quarter. Uses the calendar yea
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ads_H _LATE CREA	
ads_H _DATA CREA	
p_ads_ad_gr CREA	
p_ads_ad_gr CREA	descrip The ID of the ad group.
p_ads_camp CREA	descrip The ID of the campaign.
p_ads_custor CREA	descrip The ID of the customer.
p_ads_ad_gr CREA	(descr For draft or experiment ad groups, this field is the resource name of the base ad group
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campaigns, this is equal to `resource\_name`. This field is read-only.

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from which this ad group was created. If a draft or experiment ad group does not have a base ad group, then the value is null. For campaigns, this is equal to `resource\_name`. This field is read-only.

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in\_conversions\_metric attribute is set to true.

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from which this ad group was created. If a draft or experiment ad group does not have a base ad group, then this field is equal to the resource name of the campaign. This field is read-only.

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from which this ad group was created. If a draft or experiment ad group does not have a base ad group, then this field is equal to the resource name of the parent campaign. This field is read-only.

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From which this ad group was created. If a draft or experiment ad group does not have a base ad group, then the campaigns, this is equal to `resource\_name`. This field is read-only.  
If the conversions metric attribute is set to true.

Conversions on a different device or browser. Cross-device conversions are already included in all\_conversions.

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campaigns, this is equal to `resource\_name`. This field is read-only.

from which this ad group was created. If a draft or experiment ad group does not have a base ad group, then this field is equal to the campaign's `resource_name``. This field is read-only. If the `in_conversions_metric` attribute is set to true.

Conversions that occur on a different device or browser. Cross-device conversions are already included in `all_conversions`.

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campaigns, this is equal to `resource\_name`. This field is read-only.

from which this ad group was created. If a draft or experiment ad group does not have a base ad group, then this field is equal to the base ad group. If the ad group is a campaign, this is equal to `resource\_name`. This field is read-only.

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From which this ad group was created. If a draft or experiment ad group does not have a base ad group, then the campaigns, this is equal to `resource\_name`. This field is read-only.

The `in_conversions_metric` attribute is set to true.

Conversions on a different device or browser. Cross-device conversions are already included in `all_conversions`.

From which this ad group was created. If a draft or experiment ad group does not have a base ad group, then the campaigns, this is equal to `resource\_name`. This field is read-only.  
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from which this ad group was created. If a draft or experiment ad group does not have a base ad group, then the value is equal to the campaign's resource name. This field is read-only.

The `in_conversions_metric` attribute is set to true.

Conversions that occur on a different device or browser. Cross-device conversions are already included in `all_conversions`.

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