

**APPLE SEARCH ADS SETUP GUIDE**

**The Below requirements are needed to establish a connection apple search ads.**

**Prerequisites**

Prerequisiteslink  
To connect Apple Search Ads to Fivetran, you need:  
  
An Apple Search Ads account associated with your Apple ID.  
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To connect Apple Search Ads to Fivetran, you need:  
  
An Apple Search Ads account with the account admin role. The account must be associated with your Apple ID.

**Setup Guide**

1. Download certificates

* Log in to Apple Search Ads.
* Click the Account Settings in the top right corner.
* Click Actions, then select Download certificate from the drop-down list.
* The certificates will be downloaded in a .zip file that contains 2 separate files, certificate\_name.pem and certificate\_name.key.

1. Finish Fivetran configuration

* Enter your chosen destination schema name in the connector setup form.
* Upload your PEM File that you downloaded in Step 1.
* Upload your Key File that you downloaded in Step 1.
* Click Validate to save and test your credentials.
* Choose the sync mode: Sync All Organizations or Sync Specific Organizations. If you choose Sync Specific Organizations, select which specific organizations you'd like to sync.
* Select how many months of reporting data you'd like to include in your initial sync.
* Click Save and Test. Fivetran will take it from here and sync data from your Apple Search Ads account.

1. Setup instructions for OAuth 2

* Prerequisiteslink
* To connect Apple Search Ads to Fivetran, you need:
* An Apple Search Ads account with the account admin role. The account must be associated with your Apple ID.

1. To use Search Ads, you must your account-associated Apple ID to your iTunes Connect account.
2. Invite users

* NOTE: Each API user account can only be invited to one connector.
* Log in to Apple Search Ads. Select Sign In > Advanced and log in as an account administrator.
* In the Users menu in the top-right corner, select the account that you want to invite users to.
* Select Account Settings > User Management.
* Click Invite Users to invite a user to your Apple Search Ads organization.
* In the User Details section, enter the user’s first name, last name, and Apple ID.
* In the User Access and Role section, select an API user role.
* Click Send Invite. The invited user receives an email with a secure code. The user can then sign in to the secure Apple URL in the email and input the provided code to activate their account.

1. Upload a public key

* In your connector setup form, set the OAuth 2 toggle to ON and copy the automatically-generated public key.
* In the Search Ads dashboard, choose Account Settings > API for the user you invited in Step 1.
* In the Public Key field, paste the public key you copied from the connector setup form.
* Click Save. A group of credentials displays as a code block above the Public Key field. Copy the clientId, teamId, and keyId values. You will need them to configure Fivetran.

1. Finish Fivetran configuration

* In the connector setup form, enter your chosen destination schema name.
* Enter the clientId that you found in Step 2.
* Enter the teamId that you found in Step 2.
* Enter the keyId that you found in Step 2.
* Click Validate to save and test your credentials.
* Choose the sync mode: Sync All Organizations or Sync Specific Organizations. If you choose Sync Specific Organizations, select which specific organizations you'd like to sync.
* Select how many months of reporting data you'd like to include in your initial sync.
* Click Save and Test. Fivetran will take it from here and sync data from your Apple Search Ads account.

