

**TWITTER ADS SETUP GUIDE**

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

**Prerequisites**

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To connect Twitter Ads to Fivetran, you need a Twitter account with access to at least one active Twitter Ads account with ACCOUNT\_ADMIN, AD\_MANAGER, or CAMPAIGN\_ANALYST permissions. Learn more about authenticated user access in Twitter Ads' campaign management documentation.  
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A Twitter app with access to the Twitter Ads API.

**Setup Guide**

* In the connector setup form, enter the Destination schema name of your choice.
* Click Authorize. You will be redirected to Twitter, which will ask permission for Fivetran to access your account. Click Authorize app. You will be redirected back to Fivetran.
* Choose your Sync Mode: Sync All Accounts or Sync Specific Accounts. If you select Sync Specific Accounts, then select the accounts you want to sync.
* Select how many months of reporting data you'd like to include in your initial sync.
* Click Save & Test. Fivetran will take it from here and sync your Twitter Ads data.

1. Setup instructions for custom API credentials

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* A Twitter account with access to at least one active Twitter Ads account with ACCOUNT\_ADMIN, AD\_MANAGER, or CAMPAIGN\_ANALYST permissions. Learn more about authenticated user access in Twitter Ads' campaign management documentation.
* A Twitter app with access to the Twitter Ads API.

1. Apply for a developer account

* If you already have a developer account, skip ahead to Step 2.
* Go to Twitter's Apply for access page.
* Click Apply for a developer account.
* Select Build customized solutions in-house.
* Input your organization details and explain how you intend to use the Twitter data in subsequent application screens. For the use case description field, we recommend using the following paragraph:
* "I will use the data from the Twitter API to pull my advertising data and load it into my data warehouse for internal analytics. The types of questions that I will answer using this data are as follows: 1) What types of ads are performing best? 2) What ads are resonating most with my audience? 3) How are my ads on Twitter performing relative to the other publishers? This type of analysis is essential to optimizing my ad spend. I am only planning to use the data for the advertising campaigns that I run on the platform and will not be using the API to trigger actions on the platform, such as Tweets or liking content. I am not planning to use any of the data that I pull externally."
* Note: Twitter may take a few days to approve your developer account.

1. Create a Twitter application

* If you already have an application that you want to use to connect to Fivetran, skip ahead to Step 3.
* After your developer account is approved, log in to the Developer Portal.
* On the Overview page, go to the Standalone Apps section.
* Click Create App.
* Enter the name of your app, then click Complete.
* Make a note of the API key and API secret key. You will need them to configure Fivetran.
* You can also find the keys in the Keys and tokens tab of your app dashboard.

1. Submit Ads API application form

* Go to the Twitter Ads API application form.
* Fill out and submit the form.

1. Set permissions for your app

* Go to your Twitter app dashboard.
* Select the app that you created in Step 2. If you already have an app that you want to use to connect to Fivetran, select that app.
* In the app dashboard, go to the Settings tab.
* In the App permissions section, click Edit.
* Set the permissions to Read and click Save.

1. Generate access token and secret

* In the app dashboard, go to the Keys and tokens tab.
* In the Authentication Tokens section, generate your access token and secret.
* Make a note of the Access Token and Access Token Secret. You will need them to configure Fivetran.

1. Finish Fivetran Configuration

* In the connector setup form, enter the Destination schema name of your choice.
* Set the Custom API credentials toggle to ON
* Enter the Consumer Key and the Consumer Secret you found in Step 2.
* Enter the Access Token and the Access Token Secret you created in Step 5.
* Choose your Sync Mode: Sync All Accounts or Sync Specific Accounts. If you select Sync Specific Accounts, then select the accounts you want to sync.
* Select how many months of reporting data you'd like to include in your initial sync.
* Click Save & Test. Fivetran will take it from here and sync your Twitter Ads data.

