Issue 1. Dimensions include request parameters / response envelope / config knobs

Right now `dimensions` contains fields like:

- `action_attribution_windows`

- `action_breakdowns`

- `fields`

- `filtering`

- `limit`

- `time_range`

- `time_ranges`

- `use_account_attribution_setting`

- `data`

- `paging`

- `date_preset`

- `level`

- `return_type.report_run_id` (also: invalid key format)

These are **not analytical dimensions**. They are:

- API request parameters (`time_range`, `action_breakdowns`, `time_increment`, `level`)

- API control flags (`use_account_attribution_setting`, `default_summary`)

- Pagination wrapper (`paging`)

- Whole response container (`data`)

- Export metadata (`export_format`, `export_name`, `sort`)

- Internal run_id

These should NOT show up in Looker Studio as selectable dimensions. They will confuse every marketer, and most aren't even stable per row.

👉 Action:

- Remove all non-business fields from `dimensions`.

- Keep only real analytical / grouping fields:

  - time (`date_start` / `date_stop`),

  - entity identifiers (account_id, campaign_id, adset_id, ad_id…),

  - entity names,

  - objective / buying_type / optimization_goal,

  - placement/device breakdown fields (publisher_platform, platform_position, device_platform, impression_device, country, dma, age, gender, etc.).

Everything else should move to a new block like `request_meta` or `response_meta` (not exposed to Looker Studio at all).

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Issue 2. There is no clean primary date dimension

You defined `time.primary_date_key = "day"` in metadata, but `dimensions` does not actually include a `day` field. Instead you have `date_start` and `date_stop` as `data_type: "string"` and `is_primary_time: false`.

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Looker Studio needs exactly one date dimension like this:

```
{
  "key": "day",
  "label": "Date",
  "raw_name": "date_start",
  "data_type": "date",
  "is_primary_time": true,
  "filterable": true,
  "supported_levels": ["account","campaign","adset","ad"],
  "description": "Start date for this row."
}
```

👉 Action:

- Add that field to `dimensions`.

- Mark only that dimension `is_primary_time: true`.

- Do NOT mark `time_range` or `time_ranges` as primary time (those are request inputs, not per-row dates).

Issue 3. Some `data_type` values are not valid / not Looker Studio-friendly

Examples in `dimensions`:

- `"data_type": "string"`

- `"data_type": "list<string>"`

- `"data_type": "object"`

- `"data_type": "enum"`

- `"data_type": "numeric string"`

Looker Studio expects (and we agreed on):

`text | number | percent | date | currency | boolean`

Anything array-like or object-like will need to be treated as `text` (serialized JSON) if we expose it at all. For example:

- `rule_asset` is now `object` → should be either dropped (best) or exposed as `text` if you insist.

- `title_asset`, `video_asset` similarly.

- `time_range` should not be a dimension at all (drop from dimensions completely, see Issue 1).

- `date_preset` and `level` should not be in dimensions either (Issue 1), but just in case they ever are, they'd have to be `text`.

👉 Action:

- Replace all non-Looker types with one of the approved types.

- But really, most of these admin/config fields should be removed entirely from `dimensions`, so the type problem goes away.

Same problem inside `metrics`:

- Metrics like `ctr`, `inline_link_click_ctr`, `outbound_clicks_ctr`, `website_ctr`, `result_rate`, `marketing_messages_delivery_rate` are RATES. They are being declared with `"data_type": "number"` and `"default_aggregation": "SUM"`. schemaa

  That is wrong for Looker Studio.

Correct spec for a rate is:

```
{
  "key": "ctr",
  "label": "CTR",
  "raw_name": "ctr",
```

```
    "data_type": "percent",
    "default_aggregation": "AVG",
    "description": "Click-through rate."
}
```

Same applies to:

- `inline_link_click_ctr`

- `outbound_clicks_ctr`

- `website_ctr`

- `objective_result_rate`

- `result_rate`

- `qualifying_question_qualify_answer_rate`

- `marketing_messages_delivery_rate`

👉 Action:

- Change these to `"data_type": "percent"` and `"default_aggregation": "AVG"`.

Issue 4. Currency / cost metrics are not typed as currency, and most cost metrics are using SUM

You have cost-style metrics like:

- `cpc`

- `cpm`

- cpp

- cost_per_inline_link_click

- cost_per_outbound_click

- cost_per_thruplay

- cost_per_unique_click

- purchase_roas

- website_purchase_roas

- etc.

Right now they're all `"data_type": "number"` with `"default_aggregation": "SUM"`. That's not correct for reporting.

These are unit costs or ratios. In Looker Studio:

- Unit cost / ROAS should aggregate as `AVG`.

- Currency-like values should be marked as `"data_type": "currency"`.

For example:

```
{
  "key": "cpc",
  "label": "CPC",
  "raw_name": "cpc",
  "data_type": "currency",
  "default_aggregation": "AVG",
  "description": "Average cost per click."
}
```

cpm → same pattern
cpp → same pattern

`cost_per_inline_link_click` → same pattern
`purchase_roas` → actually a ratio/return; treat it as `"data_type": "percent"` OR `"data_type": "number"` with `"default_aggregation": "AVG"`. But do **not** SUM ROAS.

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👉 Action:

- For all cost-per-X and ROAS-style metrics:

    - set `"default_aggregation": "AVG"`

    - set `"data_type": "currency"` if it's a monetary unit (CPC, CPM, CPP, cost_per_...),
      OR `"percent"` if it's a ratio like ROAS/Rate.

Issue 5. Frequency is wrong

`frequency` is the average number of times a person saw an ad. In the file it's:

`{ "key":"frequency","data_type":"number","default_aggregation":"SUM" }`

That will be wrong in dashboards.

👉 Action:

```
{
  "key": "frequency",
  "label": "Frequency",
  "raw_name": "frequency",
  "data_type": "number",
  "default_aggregation": "AVG",
  "description": "Average number of times each person saw your ad
(estimated)."
}
```

Same story for anything clearly labeled "rate," "average," or "per" in its description.

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Issue 6. Lots of extremely niche / internal metrics are still in the list

Examples:

- `hsid`

- `gen_ai_asset_type`

- `fidelity_type`

- `interactive_component_tap`

- `wish_bid`

- `dda_countby_convs`, `dda_results`

- Extremely granular video retention curve fields like
  `video_play_retention_20_to_60s_actions`,
  `video_play_retention_graph_actions`

- Product breakdown keys `product_custom_label_0_breakdown`, etc., which are not
  standard per-row dimensions for most accounts.

These will:

- Confuse 95% of marketers;

- Blow up our public connector surface;

- Increase support burden.

We should keep the schema opinionated.

👉 Action:

- Mark these as "internal / not for public connector" and remove them from the public `dimensions` / `metrics` unless you're absolutely sure we will expose them in v1.

Keep the core set we discussed earlier: delivery, spend, click/CTR, landing page quality, video milestones, conversions, ROAS. That's what marketers expect.