What we have chosen:

Ad Delivery Status

Not Delivering

Delivering

Automatically Set Bid

False

True

Bid Type

CPA

Cost Per Action

Not CPA – Needs more categories

Budget Pacing

False

True

Exact Values for the following :

* Max Bid
* Paid Initiative Daily Budget
* Paid Initiative Lifetime Budget
* Clicks/Impressions

Not Chosen Yet but to be done:

* Age
* Ad Set Time Start,
* Ad Set Time Stop,
* Campaign Time Start,
* Campaign Time Stop

Not Chosen:

* Ad Account Id,
* Ad Account Name,
* Channel Type,
* Social Channel Type,
* Ad Id, for tracking the result
* Ad Set Id,
* Campaign Id,
* Paid Initiative Id,
* Ad Name,
* Ad Set Name,
* Campaign Name,
* Ad Set Delivery Status,
* Campaign Delivery Status,
* Ad Objective – for each there needs to be a separate model
* Campaign Objective,
* Frequency Control,
* Page Types,
* Promoted Account Id,
* User Name,
* Conversion Target Per Action,
* Funding Instrument Id,
* Sprinklr Budget Id,
* Billing Event,
* Optimization Goal –reason for not including yet – coke always uses the same value;
* Application ID,
* Call To Action, is it necessary to include
* Link Object Id,
* Tweet Ids,
* Ad Permalink,
* Countries, to be included, segregated country wise.
* Locales,
* Locations,
* Regions, - not grabbed yet
* Zip, - not grabbed
* Age Range, to be included
* App Store Category,
* App Store Category Expanded,
* App Store Category Lookalike,
* Behaviors,
* Behaviors Expanded,
* Campaign Engagement, to be discussed
* Cities,
* Engagement Type,
* Event,
* Exact Keywords, on hold
* Exclude people who first used twitter on a new device within,
* Excluded Content Publisher User,
* Gender,
* Match Relevant Topics,
* Mobile Custom audiences,
* Negative Behaviors,
* Negative Exact Keywords,
* Network Operators,
* Positive Sentiment, read up
* Similar to Followers of User,
* Sprinklr Targeting Id,
* TV Genre,
* TV Markets,
* TV Networks,
* TV Shows,
* TV Shows Restricted,
* Target Your Followers,
* Target people who first used twitter on a new device within,
* Unified Interests,
* User Device,
* User Engagement,
* User OS Version,
* User Operating System,
* Wireless Carrier,
* Keywords,
* Negative Phrase Keywords,
* Negative Unordered Keywords,
* Phrase Keywords,
* Unordered Keywords,
* Advertiser Domain,
* Excluded Apps List Id,
* IAB Categories,
* Custom audiences,
* Excluded custom audiences,
* Flexible custom audiences,
* Lookalike audiences,
* Application UserId,
* Dcm Ad Id,
* Dcm Advertiser Id,
* Dcm Alpha Enabled,
* Dcm Campaign End Time,
* Dcm Campaign Id,
* Dcm Campaign Name,
* Dcm Campaign Start Time,
* Dcm Enabled,
* Dcm Landing Page Name,
* Dcm Landing Page Url,
* Dcm Payment Source,
* Dcm Placement Compatibility,
* Dcm Placement End Time,
* Dcm Placement Height,
* Dcm Placement Id,
* Dcm Placement Name,
* Dcm Placement Start Time,
* Dcm Placement Width,
* Dcm Pricing Type,
* Dcm Profile Id,
* Dcm Set View Tags,
* Dcm Site Id,
* Dcm Site Name,
* Dcm Site Url,
* Dcm Tracking Entity Level,
* Tracking Type,
* Ad Set Errors,
* Ad Variant Errors,
* Paid Initiative Errors,
* Review Feedback, what is it?
* Ad Creative Tag List,
* Ad Set Tags,
* Paid Initiative Tags,
* Ad Set:Brand,
* Ad Set:Campaign Name,
* Ad Set:Communication pillar,
* Ad Set:One Brand,
* Ad Set:Summer Identifier,
* Ad Variant:Brand,
* Ad Variant:Campaign Name,
* Ad Variant:Communication pillar,
* Ad Variant:Creative Name,
* Ad Variant:One Brand,
* Ad Variant:UC,
* Ad Variant:UI,
* Ad Variant:UK,
* Ad Variant:USF,
* Paid Initiative:Brand,
* Paid Initiative:Campaign Name,
* Paid Initiative:Communication pillar,
* Paid Initiative:Creative Name,
* Ad Set Buying Type,
* Campaign Buying Type,
* Clicks,
* Conversion Specs,
* Conversion Tracking Pixels,
* Created Time,
* Install App Click Button Tracking URLs,
* Modified Time,
* Target CPA,
* Tracking Specs,
* Twitter Cost Per Link Click,
* Video View Tracking URLs,
* View Tags