

Google Ads transfers

The BigQuery Data Transfer Service for Google Ads connector (formerly known as Google AdWords) lets you automatically schedule and manage recurring load jobs for Google Ads reporting data.

Supported reports

The BigQuery Data Transfer Service for Google Ads supports Google Ads API v16:

- Google Ads v16 reports
(<https://developers.google.com/google-ads/api/reference/rpc/v16/overview>)

For information about how Google Ads reports are transformed into BigQuery Data Transfer Service tables and views, see Google Ads report transformations ([/bigquery/docs/google-ads-transformation](https://bigquery/docs/google-ads-transformation)).

To map Google Ads reports to what you see in the Google Ads UI, see Mapping reports to the Google Ads UI (<https://developers.google.com/google-ads/api/docs/conversions/ui-mapping>).

Reporting option	Support
Supported API version	API <u>v16</u> (https://developers.google.com/google-ads/api/reference/rpc/v16/overview)
Schedule	Daily, at the time the data transfer is first created (default) You can configure the time of day.
Refresh window	Last 7 days (default) Configurable up to 30 days
<div>★ Snapshots of <u>Match Tables</u> (/bigquery/docs/google-ads-transformation#google_ads_match_tables) are taken once a day and stored in the partition for the last run date. Match Table snapshots are not updated for backfills or for days loaded using the refresh window.</div>	

Maximum backfill duration	<p>No limit</p> <p>While Google Ads has no known data retention limits except Click Performance Report (https://developers.google.com/google-ads/api/reference/rpc/v16/ClickView), the BigQuery Data Transfer Service has limits on how many days can be requested in a single backfill. For information about backfills, see Set up a backfill (/bigquery/docs/working-with-transfers#backfilling).</p>
Number of Customer IDs per manager account	<p>8,000</p> <p>The BigQuery Data Transfer Service supports a maximum of 8000 Customer IDs for each Google Ads manager account (https://support.google.com/adwords/answer/6139186) (MCC).</p>

Data ingestion from Google Ads transfers

When you transfer data from Google Ads into BigQuery, the data is loaded into BigQuery tables that are partitioned by date. The table partition that the data is loaded into corresponds to the date from the data source. If you schedule multiple transfers for the same date, BigQuery Data Transfer Service overwrites the partition for that specific date with the latest data. Multiple transfers in the same day or running backfills don't result in duplicate data, and partitions for other dates are not affected.

Limitations

- The maximum frequency that you can configure a Google Ads data transfer for is once every 24 hours. By default, a transfer starts at the time that you create the transfer. However, you can configure the transfer start time when you [create your transfer](/bigquery/docs/google-ads-transfer#setup-data-transfer) (</bigquery/docs/google-ads-transfer#setup-data-transfer>).
- The BigQuery Data Transfer Service does not support incremental data transfers during a Google Ads transfer. When you specify a date for a data transfer, all of the data that is available for that date is transferred.

Before you begin

Before you create a Google Ads data transfer, do the following:

- Verify that you have completed all actions required to [enable the BigQuery Data Transfer Service](/bigquery/docs/enable-transfer-service) (/bigquery/docs/enable-transfer-service).
- [Create a BigQuery Data Transfer Service dataset](/bigquery/docs/datasets) (/bigquery/docs/datasets) to store the Google Ads data.
- If you intend to set up transfer run notifications for Pub/Sub, ensure that you have the `pubsub.topics.setIamPolicy` permission. Pub/Sub permissions are not required if you set up email notifications. For more information, see [BigQuery Data Transfer Service run notifications](/bigquery/docs/transfer-run-notifications) (/bigquery/docs/transfer-run-notifications).

Required permissions

Ensure that the person creating the data transfer has the following required permissions:

- **BigQuery Data Transfer Service:**
 - `bigquery.transfers.update` permissions to create the data transfer
 - Both `bigquery.datasets.get` and `bigquery.datasets.update` permissions on the target dataset

The `bigquery.admin` predefined IAM role includes `bigquery.transfers.update`, `bigquery.datasets.update` and `bigquery.datasets.get` permissions. For more information about IAM roles in BigQuery Data Transfer Service, see [Access control reference](/bigquery/docs/access-control) (/bigquery/docs/access-control).

- **Google Ads:** Read access to the Google Ads Customer ID or [manager account](https://support.google.com/google-ads/answer/6139186) (https://support.google.com/google-ads/answer/6139186) (MCC) that is used in the transfer configuration.

Create Google Ads data transfer

To create a data transfer for Google Ads reporting, you need either your Google Ads customer ID or your manager account (MCC). For information about retrieving your Google Ads customer ID, see [Find your Customer ID](https://support.google.com/google-ads/answer/1704344) (https://support.google.com/google-ads/answer/1704344).

To create a data transfer for Google Ads reporting, select one of the following options:

[Console](#) [bq. \(#bq\)](#) [API \(#api\)](#) [Java \(#java\)](#)
(#console)

1. Go to the Data transfers page in the Google Cloud console.

[Go to Data transfers](https://console.cloud.google.com/bigquery/transfers) (https://console.cloud.google.com/bigquery/transfers)

2. Click **+ Create transfer**.

3. In the **Source type** section, for **Source**, choose **Google Ads**.

4. In the **Transfer config name** section, for **Display name**, enter a name for the data transfer such as **My Transfer**. The transfer name can be any value that lets you identify the transfer if you need to modify it later.

5. In the **Schedule options** section:

- For **Repeat frequency**, choose an option for how often to run the data transfer. If you select **Days**, provide a valid time in UTC.
 - Hours
 - Days
 - On-demand
- If applicable, select either **Start now** or **Start at set time** and provide a start date and run time.

6. In the **Destination settings** section, for **Dataset**, select the dataset that you created to store your data.

7. In the **Data source details** section:

- a. For **Customer ID**, enter your Google Ads customer ID:

Data source details

Customer ID *

123-45-6789



☐ Exclude removed/disabled items

☐ Include Tables new to Google Ads (and not present in Google Adwords)

Refresh window

- b. Optional: Select options to exclude removed or deactivated items and include tables new to Google Ads.
 - c. Optional: Enter a comma-separated list of tables to include, for example Campaign, AdGroup. Prefix this list with the - character to exclude certain tables, for example -Campaign, AdGroup. All tables are included by default.
 - d. Optional: Select the option to include tables specific to PMax reports. For more information about PMax support, see [PMax support](#) (#pmax-support).
 - e. Optional: For **Refresh window**, enter a value between 1 and 30.
8. In the **Service Account** menu, select a [service account](#) (/iam/docs/service-account-overview) from the service accounts associated with your Google Cloud project. You can associate a service account with your data transfer instead of using your user credentials. For more information about using service accounts with data transfers, see [Use service accounts](#) (/bigquery/docs/use-service-accounts).
- If you signed in with a [federated identity](#) (/iam/docs/workforce-identity-federation), then a service account is required to create a transfer. If you signed in with a [Google Account](#) (/iam/docs/overview#google_account), then a service account for the transfer is optional.
 - The service account must have the [required permissions](#) (#required_permissions).
9. Optional: In the **Notification options** section:

- Click the toggle to enable email notifications. When you enable this option, the transfer administrator receives an email notification if a transfer run fails.
- Click the toggle to enable Pub/Sub notifications. For **Select a Cloud Pub/Sub topic**, choose your topic (/pubsub/docs/overview#types) name or click **Create a topic**. This option configures Pub/Sub run notifications (/bigquery/docs/transfer-run-notifications) for your transfer.

Notification options

☒ Email notifications
When enabled, the transfer administrator will receive e-mail notifications on transfer run failures.

☒ Pub/Sub notifications
When enabled, a message will be published to the selected Pub/Sub topic on transfer run completions. Please make sure the selected Pub/Sub topic has no custom schema set.

10. Click **Save**.

Manually trigger a Google Ads transfer

When you manually trigger a transfer

(/bigquery/docs/working-with-transfers#manually_trigger_a_transfer/) for Google Ads, snapshots of Match Tables are taken once a day and stored in the partition for the latest run date. When you trigger a manual transfer, Match Table snapshots for the following tables are not updated:

- Ad
- AdGroup
- AdGroupAudience
- AdGroupBidModifier
- AdGroupAdLabel
- AdGroupCriterion

- AdGroupCriterionLabel
- AdGroupLabel
- AgeRange
- Asset
- AssetGroup
- AssetGroupAsset
- AssetGroupListingGroupFilter
- AssetGroupSignal
- Audience
- BidGoal
- Budget
- Campaign
- CampaignAudience
- CampaignCriterion
- CampaignLabel
- Customer
- Gender
- Keyword
- LocationBasedCampaignCriterion
- ParentalStatus
- Placement
- Video

PMax support

The Google Ads connector lets you export PMax campaigns (<https://support.google.com/google-ads/answer/10724817>) data. You must select the **Include PMax Campaign Tables** checkbox when creating a data transfer (#setup-data-transfer), as PMax data is not exported by default.

Including PMax data removes ad_group fields from certain tables and includes new tables. You cannot include ad_group fields because the Google Ads API filters the PMax data.

The following tables exclude ad_group related columns when the **Include PMax Campaign Tables** checkbox is selected:

- GeoStats
- GeoConversionStats
- ShoppingProductConversionStats
- ShoppingProductStats
- LocationsUserLocationsStats

The following tables are added when the **Include PMax Campaign Tables** checkbox is selected:

- Asset
- AssetGroup
- AssetGroupAsset
- AssetGroupListingGroupFilter
- AssetGroupSignal
- Audience
- AssetGroupProductGroupStats
- CampaignAssetStats

Support for Google Ads manager accounts

Existing customers who have multiple Customer ID-specific Google Ads Transfers are encouraged to set up a single Google Ads Transfer at the Manager Account (MCC) level, schedule a backfill, and disable individual Customer ID-specific Google Ads Transfers.

Using Google Ads manager accounts provides several benefits over using individual Customer IDs:

- You no longer need to manage multiple data transfers to report on multiple Customer IDs.
- Cross-customer queries are much simpler to write because all the Customer IDs are stored in the same table.
- Using MCCs alleviates BigQuery Data Transfer Service load quota issues because multiple Customer IDs are loaded in the same job.

For more information about Google Ads manager accounts (MCCs), see [Working with managed accounts](https://support.google.com/google-ads/topic/7554359) (https://support.google.com/google-ads/topic/7554359) and [About linking accounts to your manager account](https://support.google.com/google-ads/answer/7456530) (https://support.google.com/google-ads/answer/7456530).

Note: The BigQuery Data Transfer Service pulls reports for all listed Customer IDs, but you may not see Customer IDs in your reports if they don't report activity for the requested day.

Example

The following list shows the Customer IDs linked to particular Google Ads manager accounts:

- 1234567890 – root manager account
 - 1234 – sub-manager account
 - 1111 – Customer ID
 - 2222 – Customer ID
 - 3333 – Customer ID
 - 4444 – Customer ID
 - 567 – sub-manager account
 - 5555 – Customer ID

- 6666 – Customer ID
- 7777 – Customer ID
- 89 – sub-manager account
 - 8888 – Customer ID
 - 9999 – Customer ID
- 0000 – Customer ID

Each Customer ID linked to a manager account appears in each report. For more information about the Google Ads reporting structure in BigQuery Data Transfer Service, see [Google Ads report transformation](https://bigquery/docs/google-ads-transformation) (/bigquery/docs/google-ads-transformation).

Transfer configuration for Customer ID 1234567890

A transfer configuration for the root manager account (Customer ID 1234567890) would generate data transfer runs that include the following Customer IDs:

- 1111 (via sub-manager account 1234)
- 2222 (via sub-manager account 1234)
- 3333 (via sub-manager account 1234)
- 4444 (via sub-manager account 1234)
- 5555 (via sub-manager account 567 and sub-manager account 1234)
- 6666 (via sub-manager account 567 and sub-manager account 1234)
- 7777 (via sub-manager account 567 and sub-manager account 1234)
- 8888 (via sub-manager account 89)
- 9999 (via sub-manager account 89)
- 0000 (individual Customer ID)

Transfer configuration for Customer ID 1234

A transfer configuration for sub-manager account 123 (Customer ID 1234) would generate data transfer runs that include the following Customer IDs:

- 1111
- 2222
- 3333
- 4444
- 5555 (via sub-manager account 567)
- 6666 (via sub-manager account 567)
- 7777 (via sub-manager account 567)

Transfer configuration for Customer ID 567

A transfer configuration for sub-manager account 567 (Customer ID 567) would generate data transfer runs that include the following Customer IDs:

- 5555
- 6666
- 7777

Transfer configuration for Customer ID 89

A transfer configuration for sub-manager account 89 (Customer ID 89) would generate data transfer runs that include the following Customer IDs:

- 8888
- 9999

Transfer configuration for Customer ID 0000

A transfer configuration for Customer ID 0000 would generate data transfer runs that include only the individual Customer ID:

- 0000

Migrate Google Ads data to MCCs

To migrate your existing Google Ads data in BigQuery Data Transfer Service to the MCC structure, you can [set up a backfill](/bigquery/docs/working-with-transfers#backfilling) (/bigquery/docs/working-with-transfers#backfilling) to add your existing data to the tables created by the transfer configuration linked to the manager account. Note that when you schedule a backfill, match tables are not updated.

Troubleshoot Google Ads transfer setup

If you are having issues setting up your data transfer, see [Google Ads transfer issues](/bigquery/docs/transfer-troubleshooting#google_ads_transfer_issues) (/bigquery/docs/transfer-troubleshooting#google_ads_transfer_issues) in [Troubleshooting transfer configurations](/bigquery/docs/transfer-troubleshooting) (/bigquery/docs/transfer-troubleshooting).

Query your data

When your data is transferred to BigQuery Data Transfer Service, the data is written to ingestion-time partitioned tables. For more information, see [Introduction to partitioned tables](/bigquery/docs/partitioned-tables) (/bigquery/docs/partitioned-tables).

If you query your tables directly instead of using the auto-generated views, you must use the `_PARTITIONTIME` pseudocolumn in your query. For more information, see [Querying partitioned tables](/bigquery/docs/querying-partitioned-tables) (/bigquery/docs/querying-partitioned-tables).

Google Ads sample queries

You can use the following Google Ads sample queries to analyze your transferred data. You can also use the queries in a visualization tool such as [Looker Studio](https://www.google.com/analytics/data-studio/) (https://www.google.com/analytics/data-studio/). These queries are provided to help you get started on querying your Google Ads data with BigQuery Data Transfer Service. For additional questions about what you can do with these reports, contact your Google Ads technical representative.

In each of the following queries, replace ***dataset*** with your dataset name. Replace ***customer_id*** with your Google Ads Customer ID.

If you query your tables directly instead of using the auto-generated views, you must use the `_PARTITIONTIME` pseudocolumn in your query. For more information, see [Querying partitioned tables](/bigquery/docs/querying-partitioned-tables) (/bigquery/docs/querying-partitioned-tables).

[tables](#) (/bigquery/docs/querying-partitioned-tables).

Campaign performance

The following sample query analyzes Google Ads campaign performance for the past 30 days.

Console `bq` (#bq)
(#console)

```
SELECT
  c.customer_id,
  c.campaign_name,
  c.campaign_status,
  SUM(cs.metrics_impressions) AS Impressions,
  SUM(cs.metrics_interactions) AS Interactions,
  (SUM(cs.metrics_cost_micros) / 1000000) AS Cost
FROM
  `DATASET .ads_Campaign_CUSTOMER_ID` c
LEFT JOIN
  `DATASET .ads_CampaignBasicStats_CUSTOMER_ID` cs
ON
  (c.campaign_id = cs.campaign_id
   AND cs._DATA_DATE BETWEEN
     DATE_ADD(CURRENT_DATE(), INTERVAL -31 DAY) AND DATE_ADD(CURRENT_DATE(),
WHERE
  c._DATA_DATE = c._LATEST_DATE
GROUP BY
  1, 2, 3
ORDER BY
  Impressions DESC
```

Count of keywords

The following sample query analyzes keywords by campaign, ad group, and keyword status. This query uses the `KeywordMatchType` function. Keyword match types help control which searches can trigger your ad. For more information about keyword matching options, see [About keyword matching options](https://support.google.com/google-ads/answer/2497836) (https://support.google.com/google-ads/answer/2497836).

```

SELECT
  c.campaign_status AS CampaignStatus,
  a.ad_group_status AS AdGroupStatus,
  k.ad_group_criterion_status AS KeywordStatus,
  k.ad_group_criterion_keyword_match_type AS KeywordMatchType,
  COUNT(*) AS count
FROM
  `DATASET` .ads_Keyword_`CUSTOMER_ID` k
JOIN
  `DATASET` .ads_Campaign_`CUSTOMER_ID` c
ON
  (k.campaign_id = c.campaign_id AND k._DATA_DATE = c._DATA_DATE)
JOIN
  `DATASET` .ads_AdGroup_`CUSTOMER_ID` a
ON
  (k.ad_group_id = a.ad_group_id AND k._DATA_DATE = a._DATA_DATE)
WHERE
  k._DATA_DATE = k._LATEST_DATE
GROUP BY
  1, 2, 3, 4

```

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Last updated 2024-08-23 UTC.