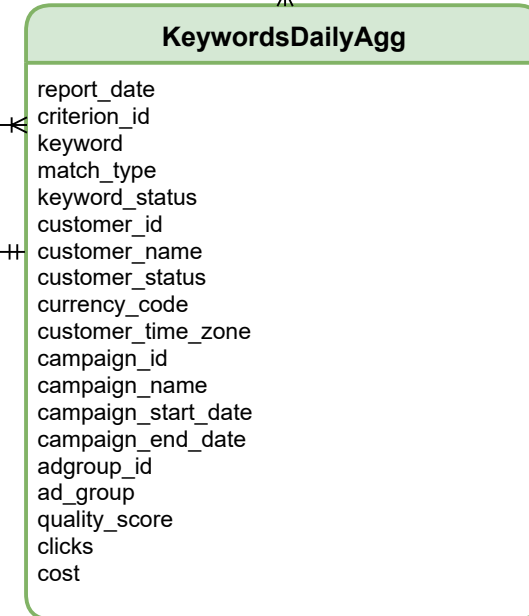
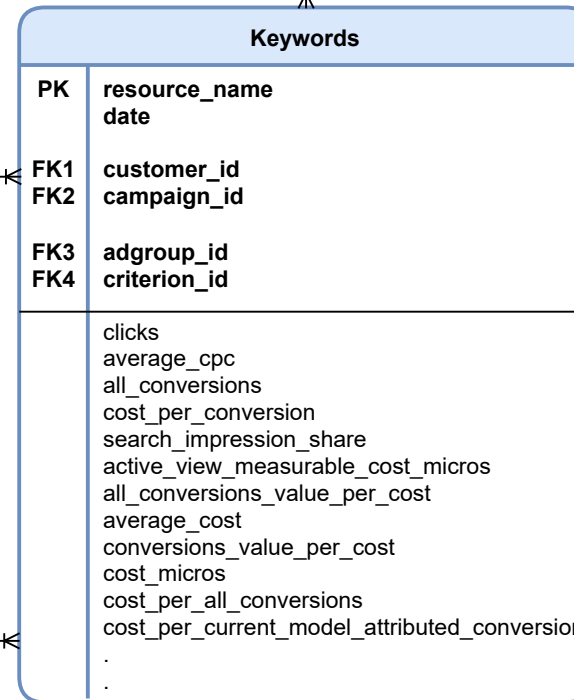
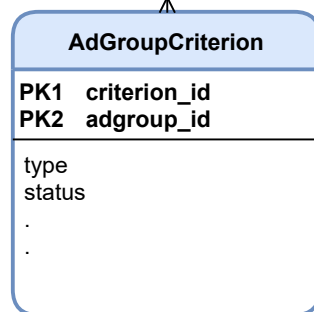
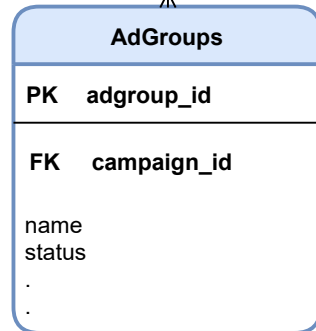
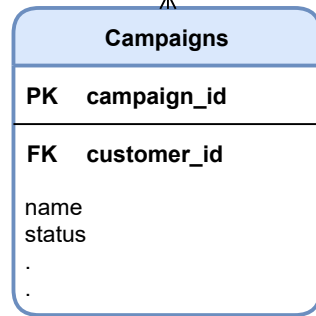
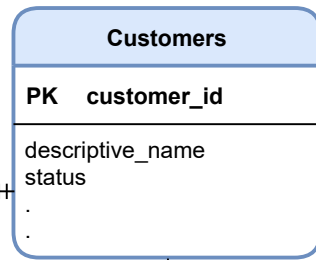
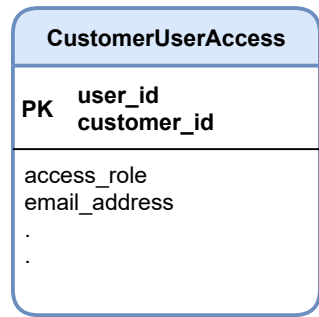


Google Ads - Reporting Data Model



keyword level entities/data:
Attributes level: customer, campaign, ad_group & ad_group_criterion
Metrics: Scoped for MVP

LEGEND

Base Reporting Views
connected to CDC final
sink

Reporting View for
Consumers

Notes