

# Supermetrics for Azure Synapse

March 2021



# You're in good company

**500,000+**

users

**17,000+**

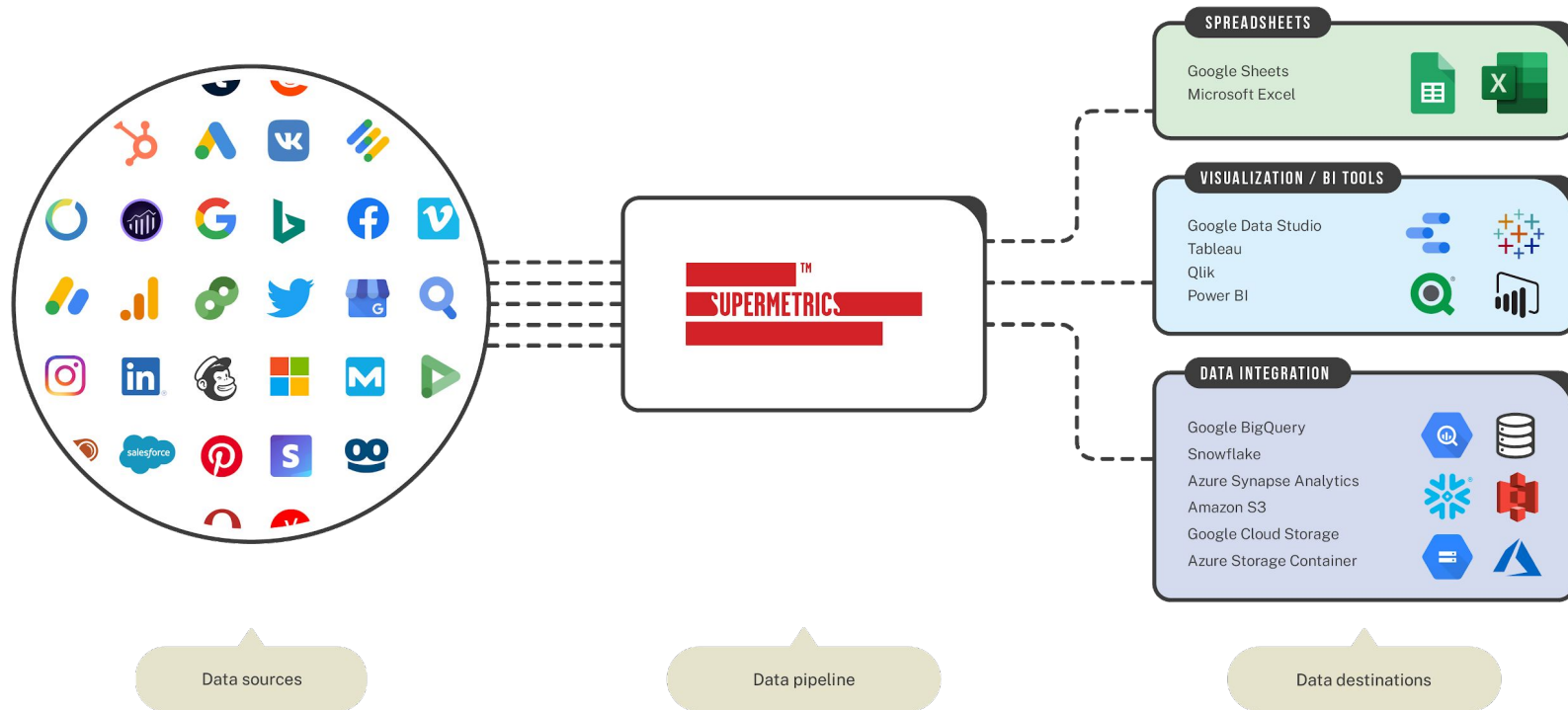
customer companies

**15%**

of global online ad spend  
reported through  
Supermetrics



# Supermetrics in a nutshell




# Agenda

- Supermetrics Teams site
- Configuring your destination
- Schemas
- Configuring transfers
- Managing transfers
- Monitoring transfers
- Renewing tokens
- Data preview
- Query Manager



# Welcome to the Teams Site!



Help & Support

Logged in: milja.nevalainen@supermetrics.com  
Team: Team SUPERMETRICS DEMO

GET DATA

- Data sources
- Query manager (API)

TUNE DATA

- Custom fields

TRANSFER DATA

- Destinations
- Transfers
- Monitoring





## Licenses

Current team:  
Team SUPERMETRICS DEMO

Paid Trials Expired

Buy license

Search

License	Expires on	Details
 HubSpot Enterprise License ID: 676932	2030-12-08	Supermetrics API Assigned to all team members <a href="#">Manage</a>
 Supermetrics API License ID: 633712	2030-09-30	Assigned to all team members <a href="#">Manage</a>
 Supermetrics API License ID: 634352	2030-09-30	Adobe Analytics Assigned to all team members <a href="#">Manage</a>
 Supermetrics for AWS S3 Storage License ID: 673634	2030-12-31	Instagram Insights - Pro Assigned to all team members <a href="#">Manage</a>



# One place to manage everything Supermetrics

- Manage team member access
- Check on billing
- Monitor product usage
- Create support tickets
- Refresh expired data source tokens
- Create, manage and monitor your data transfers



# Configuring destinations

1. Navigate to “Destinations”
2. Create a new Transfer
3. Select Azure Synapse as your destination

The screenshot displays the SUPERMETRICS application interface. On the left, a dark sidebar contains navigation options: GET DATA (Data sources, Query manager (API)), TUNE DATA (Custom fields), and TRANSFER DATA (Destinations, Transfers, Monitoring). The 'Destinations' option is highlighted with a red box and a '1.' callout. In the main area, a 'Create destination' dialog box is open, showing a search bar and a list of destination types. The 'Azure Synapse [early access]' option is highlighted with a red box and a '3.' callout. A 'Create new' button is highlighted with a red box and a '2.' callout. The top right of the interface shows 'Help & Support', 'Logged in: milja.nevalainen@supermetrics.com', and 'Team: Team SUPERMETRICS DEMO'.




# Filling instructions

- **Display name:** Display name used for managing the transfer in the teams site
- **Hostname:** The hostname of your Azure Synapse Analytics workspace
- **Database name:** The name of your dedicated SQL pool
- **Database schema:** The name of the schema inside your dedicated SQL pool
- **Username/Password:** The username and password of an account authorized to access Azure Synapse.


More information can be [found here](#).

### Create destination ✕

 Azure Synapse [early access]

1 Select

2 Configure

[Need help?](#) 

Display name

Hostname

Database name

Database schema

Username

Password

[Back](#) [Test](#) [Save](#)





# Schemas

## STANDARD Schemas:

- Most common metric and dimensions based on our users
- 1-click transfers to your destination
- Fully denormalized and optimized for NoSQL analytical performance
- Fully-documented at [Supermetrics docs](#)
- Supports *most* analysis tasks right away

## Custom Schemas:

- Exactly the metrics and dimensions you want
- Can be configured from the “top down” using our STANDARD schema as the base
- Or configured from the “bottom up” by hand-selecting metrics and dimensions
- Modifications are automatically reflected in your data destination on next transfer
- Ability to access metrics/dimensions outside the STANDARD schemas



# Configuring transfers

1. New transfers are initiated from the “Transfers” tab
2. Create new transfer
3. Select your data source to begin the transfer configuration

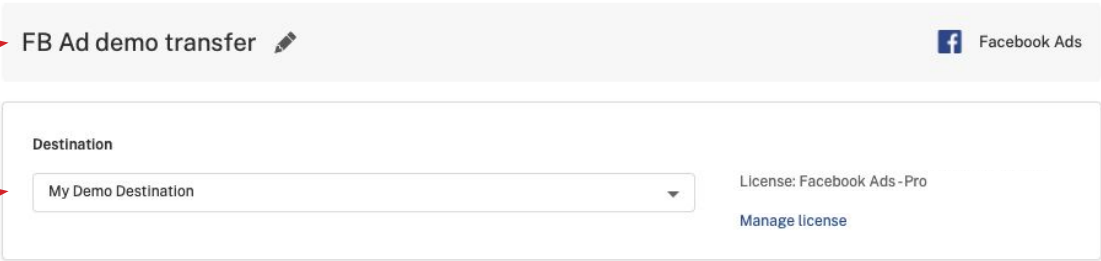
The screenshot displays the SUPERMETRICS dashboard. On the left sidebar, the 'Transfers' tab is highlighted with a red box and labeled '1.'. In the top right corner, a 'Create new' button is highlighted with a red box and labeled '2.'. A modal dialog titled 'Select data source' is open in the center, showing a search bar with 'face|' and a list of results. 'Facebook Ads' is highlighted with a red box and labeled '3.'. The background shows a table of data sources and transfers.

Data source	Transfer name	Frequency	Destination	Status	Action
Facebook Ads	lee test 20210921	every day 16:00	1_SNO_SALES_DEMO	●	ⓘ
Google Analytics	1_AZS_DEMO_GA	every 8th of the month 18:00	1_AZURE_SALES_DEMO	●	✔



# Configuring transfers (cont.)

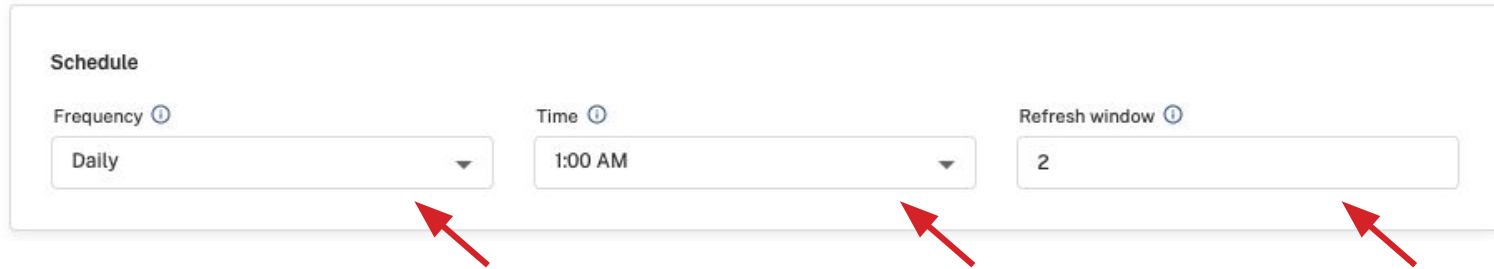
- Give your transfer a memorable name
- Select the destination that you configured in the previous step



The screenshot shows a configuration interface for a Facebook Ads transfer. At the top, there is a header bar with the text "FB Ad demo transfer" and a pencil icon for editing. To the right of the header is the Facebook Ads logo. Below the header is a form area with a "Destination" label and a dropdown menu. The dropdown menu is currently set to "My Demo Destination". To the right of the dropdown, the text "License: Facebook Ads - Pro" is displayed, along with a "Manage license" link. Two red arrows point from the text in the list on the left to the "FB Ad demo transfer" text and the "My Demo Destination" dropdown menu.



## Configuring transfers (cont.)



The image shows a configuration panel titled "Schedule" with three input fields. The first field is "Frequency" with a dropdown menu currently set to "Daily". The second field is "Time" with a dropdown menu currently set to "1:00 AM". The third field is "Refresh window" with a text input box containing the number "2". Three red arrows point to the bottom of each of these three fields.

**Frequency:** Daily, weekly or monthly are our current offerings

**Time:** Time of day your transfers will run. Make sure to check your timezone using the tooltip above.

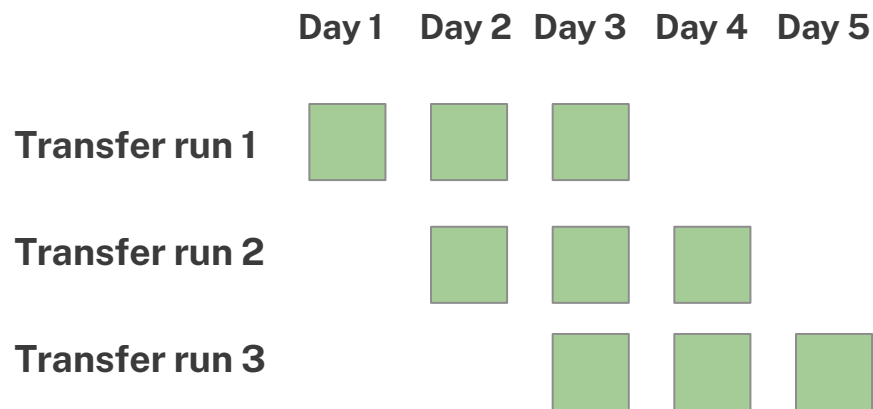
**Refresh window:** The number of days of data transferred per transfer run. Extend this for data sources with long API delays or data sources with long conversion windows. 7 is usually sufficient, but the higher the number, the slower transfers complete.



## Configuring transfers (cont.)

### Refresh window:

- The number of days of data that are refreshed every time the transfer runs
- This should be greater than or equal to the attribution window for your advertising data sources
- General rule of thumb is 3 days is sufficient, but can be extended to 7 or 30 depending on your pricing package



## Configuring transfers (cont.)

- Select the data you want to move to your destination
- STANDARD schemas are available by default, custom schemas can be added with paid Query Manager add-on
- Preview data fields, types and descriptions

Schema

STANDARD

FBADS_AD	Ad-level performance	▼
FBADS_VIDEO	Video ad stats	▼
FBADS_CAMPAIGN	Campaign-level performance and camp...	▼
FBADS_CONVERSION	Conversions and other actions split by t...	▼
FBADS_GEO	Ad statistics by location	▼

Schema

custom\_schema

FBADS\_IMPRESSIONS\_BY\_DMA

<b>dma</b>	STRING	Designated Market Area
<b>cost</b>	FLOAT	
<b>impressions</b>	INTEGER	The number of times your ads were on screen
<b>reach</b>	INTEGER	The number of people who saw your ads at least once. Rea...

FBADS\_CUSTOM\_QUERY



# Configuring transfers (cont.)

- Authenticate with your data source if you have not already
- Select the accounts you want included in the transfer

**Sources**

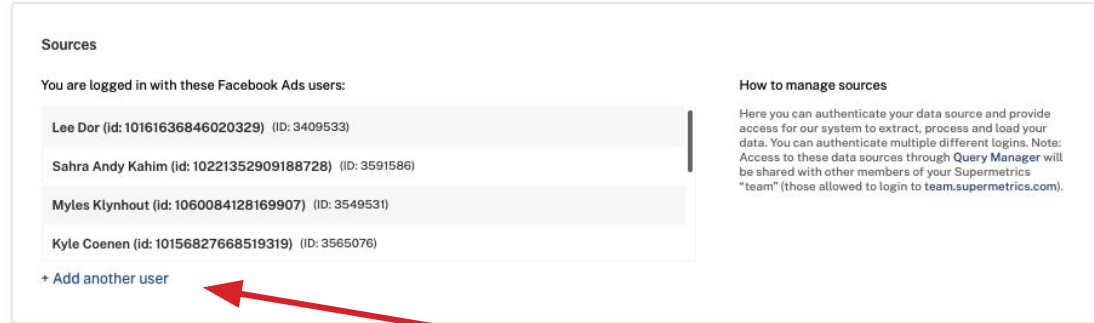
You are logged in with these Facebook Ads users:

Lee Dor (id: 10161636846020329) (ID: 3409533)
Sahra Andy Kahim (id: 10221352909188728) (ID: 3591586)
Myles Klynhout (id: 1060084128169907) (ID: 3549531)
Kyle Coenen (id: 10156827668519319) (ID: 3565076)

+ Add another user

**How to manage sources**

Here you can authenticate your data source and provide access for our system to extract, process and load your data. You can authenticate multiple different logins. Note: Access to these data sources through Query Manager will be shared with other members of your Supermetrics "team" (those allowed to login to team.supermetrics.com).



**Accounts**

Account name ⓘ

Search

Select all

Supermetrics Ads

Lee Dor

Test Ad Account

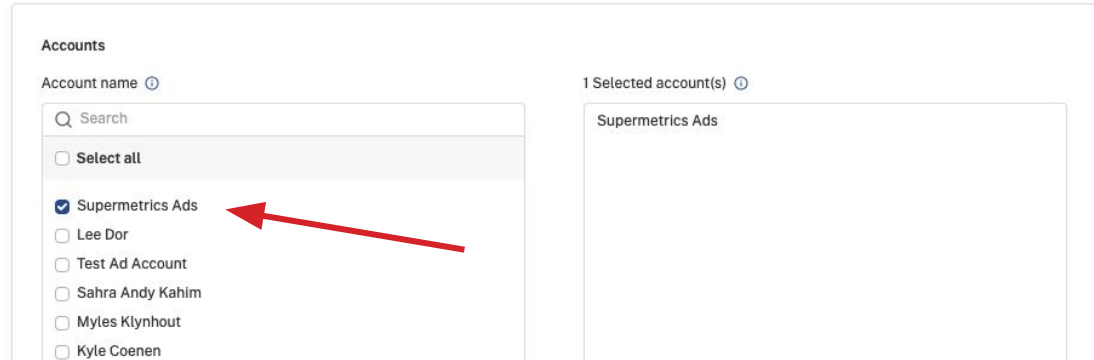
Sahra Andy Kahim

Myles Klynhout

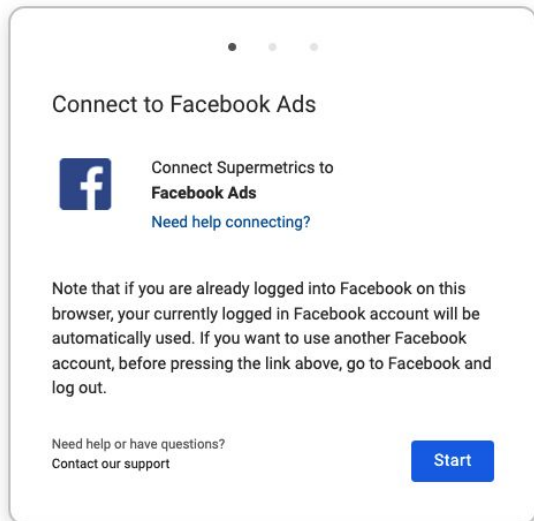
Kyle Coenen

1 Selected account(s) ⓘ

Supermetrics Ads



# Data Source Authentication



Two options for authentication:

1. Authenticate yourself by clicking “Start” and proceeding through the auth flow.
2. Copy the link and share it with your colleague/client and have them authenticate. This link will expire in 10 minutes.





# Configuring transfers (cont.)

- Some data sources have specific settings
- Fill these in if your data source requires them
- Click save, and your transfer will begin running immediately

**General Settings**

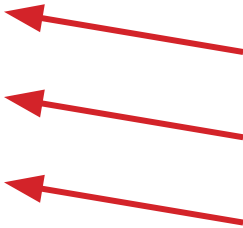
You can select additional data source specific parameters which are defining how data will be extracted. There are general settings impacting all tables and table specific settings.

Conversion window ⓘ  
Default attribution ▼

Report time of action stats ⓘ  
On conversion date (Default) ▼

Reporting timezone (optional, may have effect on some queries)  
UTC ▼

Disable unified attribution setting ⓘ



CANCEL

SAVE



# Managing transfers

- Managing transfers on the “Transfers” page is done easily by clicking the three dots next to your transfer
- Edit your existing transfer configuration or schedule a backfill

The screenshot displays the SUPERMETRICS dashboard. The left sidebar contains a menu with categories: GET DATA (Data sources, Query manager (API)), TUNE DATA (Custom fields), and TRANSFER DATA (Destinations, Transfers, Monitoring). The 'Transfers' item is highlighted with a red box, and a red arrow points to it from the bottom left. The main content area shows a table of transfers with columns: Data source, Transfer, Destination, Accounts, Status, and Action. The table lists four transfers: 'Redshift test' (Google Ads to RedShift Test), '1\_SNO\_DEMO\_FA' (Facebook Ads to 1\_SNO\_SALES\_DEMO), 'lee test 20210921' (Facebook Ads to 1\_SNO\_SALES\_DEMO), and '1\_AZS\_DEMO\_GA' (Google Analytics to 1\_AZURE\_SALES\_DEMO). A red arrow points to the three-dot menu icon next to the 'Redshift test' transfer, which has opened a context menu with options: Edit, View status, Backfill, and Delete.

Data source	Transfer	Destination	Accounts	Status	Action
Google Ads	Redshift test every 21st of the month 09:00	RedShift Test sm_redshift	873319771	● !	⋮
Facebook Ads	1_SNO_DEMO_FA every 8th of the month 10:00	1_SNO_SALES_DEMO	act_917809321688850	● ✓	⋮
Facebook Ads	lee test 20210921 every day 16:00	1_SNO_SALES_DEMO	act_917809321688850	● ✓	⋮
Google Analytics	1_AZS_DEMO_GA every 8th of the month 18:00	1_AZURE_SALES_DEMO	51137652	● ✓	⋮



# Managing transfers (cont.)

- Backfills are one-time historical loads of data
- They are completely independent of the refresh window
- Depending on data volume, these can take a few hours or a few days

**Backfill** [X]

2021-01-01 [Calendar Icon] 2022-03-31 [Calendar Icon]

**i** Set the start and end date for when you'd like the data already exists within a given date range, they will be updated with the latest data extracted from the data source. Start date is inclusive.

March 2022

SU	MO	TU	WE	TH	FR	SA
27	28	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31	1	2

Close

Accounts

lee test 20210921  
every day 16:00

1\_AZS\_DEMO\_GA  
every 8th of the month 18:00

Google Analytics





# Monitoring transfers (cont.)

- Click into an individual transfer run to view its details
- If a transfer fails, click “Details” to view a full log of the error
- Most commonly this is due to an expired token

DWH HUBSPOT

Monitoring 14 days REFRESH

Data source Transfer Destination Last 14 days Hide data sources with no transfers

Data source	Transfer	Destination	Last 14 days
Capterra PPC	Evan CAP Test every day 15:32	BigQuery	
Clockify	Clockify Evan Test every day 20:00	Snowflake Data Warehouse	
	Lee clockify sample every day 14:06	BigQuery	
	Evan Clockify Test every day 21:17	BigQuery	

TRANSFER DAY: 2021-12-27

DATA SOURCE: Clockify

TRANSFER: Clockify Evan Test every day

Started: 2021-12-27 8:00:12 PM  
Ended: 2021-12-27 8:00:57 PM

Status: 2 jobs  
Total rows: 0  
Total duration: 1s

Status	Job	Rows	Duration
OK	CLKFY_TIME_20211227	0	1s
OK	Writing data to the destination	0	0s

Details

TRANSFER DAY: 2021-12-27

DATA SOURCE: Facebook Ads

TRANSFER: test\_transfer every day 12:18

Started: 2021-12-27 3:01:15 PM  
Ended: 2021-12-27 3:08:18 PM

**ERROR:**  
Data source access token revoked. Please re-authenticate to data source.  
Run ID: 17766485

Status: 2 jobs, 2 failed  
Total rows: 0  
Total duration: 0s

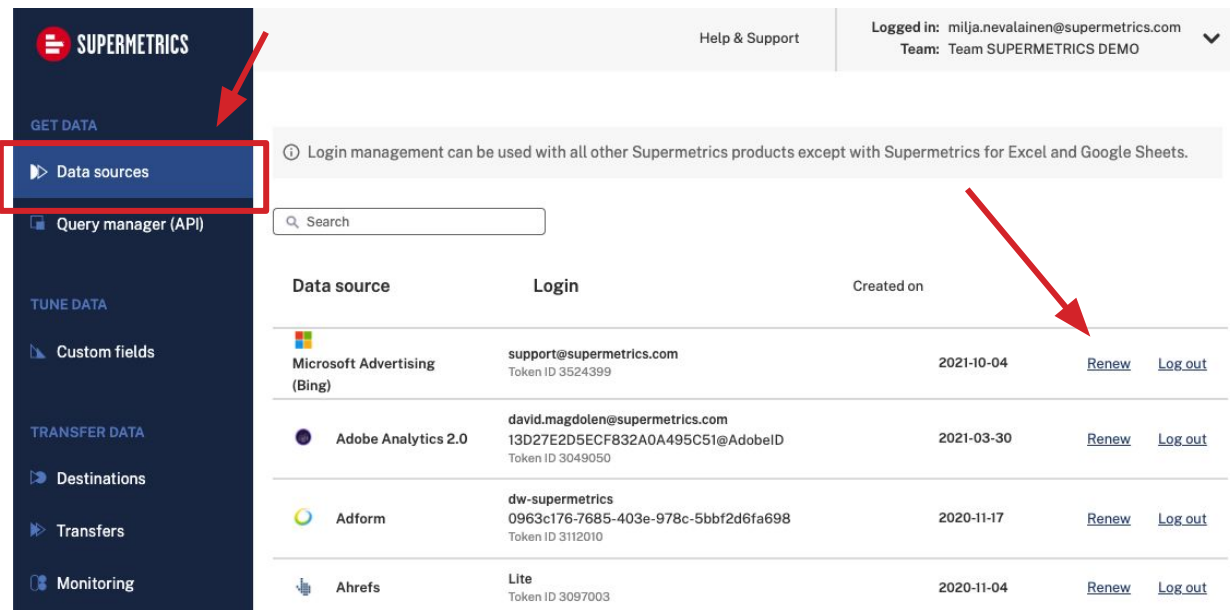
Status	Job	Rows	Duration
ERROR	FBADS_AD_20211227	0	0s
ERROR	Writing data to the destination	0	0s

Details







# Renewing tokens

- Tokens will need to be refreshed periodically
- Supermetrics does not have any control over this, some tokens are long-lived and others are not
- Navigate to “Sources” and find your token to renew if your transfer fails



The screenshot shows the Supermetrics dashboard interface. The sidebar on the left contains navigation options under 'GET DATA', 'TUNE DATA', 'TRANSFER DATA', and 'Monitoring'. The 'Data sources' option is highlighted with a red box. The main content area displays a table of data sources with columns for 'Data source', 'Login', and 'Created on'. A red arrow points to the 'Renew' link for the Microsoft Advertising (Bing) data source.

Data source	Login	Created on	
 Microsoft Advertising (Bing)	support@supermetrics.com Token ID 3524399	2021-10-04	<a href="#">Renew</a> <a href="#">Log out</a>
 Adobe Analytics 2.0	david.magdolen@supermetrics.com 13D27E2D5ECF832A0A495C51@AdobelD Token ID 3049050	2021-03-30	<a href="#">Renew</a> <a href="#">Log out</a>
 Adform	dw-supermetrics 0963c176-7685-403e-978c-5bbf2d6fa698 Token ID 3112010	2020-11-17	<a href="#">Renew</a> <a href="#">Log out</a>
 Ahrefs	Lite Token ID 3097003	2020-11-04	<a href="#">Renew</a> <a href="#">Log out</a>



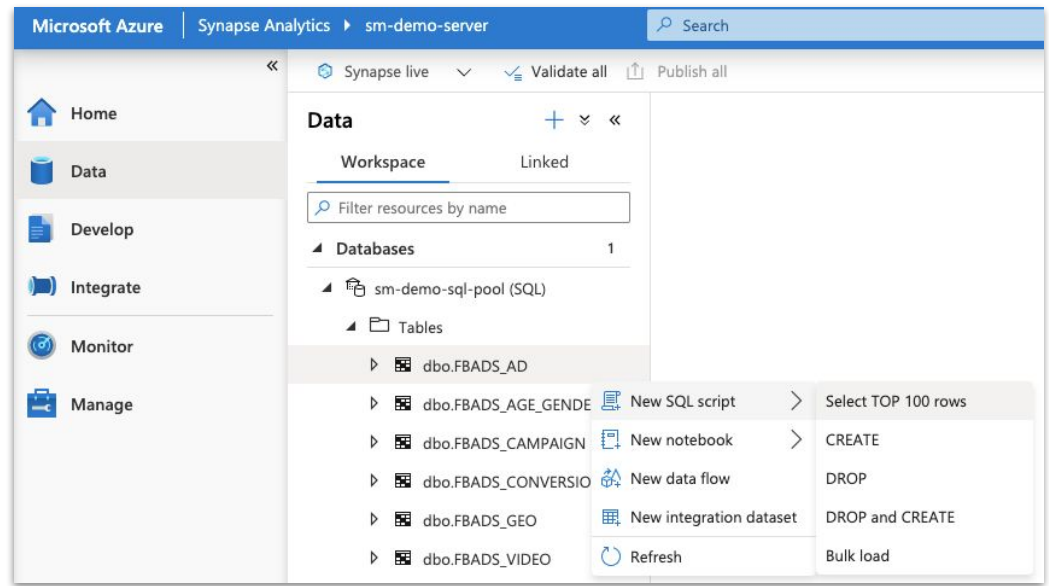
## Renewing tokens (cont.)

- Tokens are isolated for specific products in Supermetrics
- I.e. authenticating once in Query Manager does not authorize you to use that same token for configuring a transfer
- Tokens for other products (Google Sheets, Data Studio and BigQuery) can be renewed and revoked in the “Sources” section, but do not automatically work between products

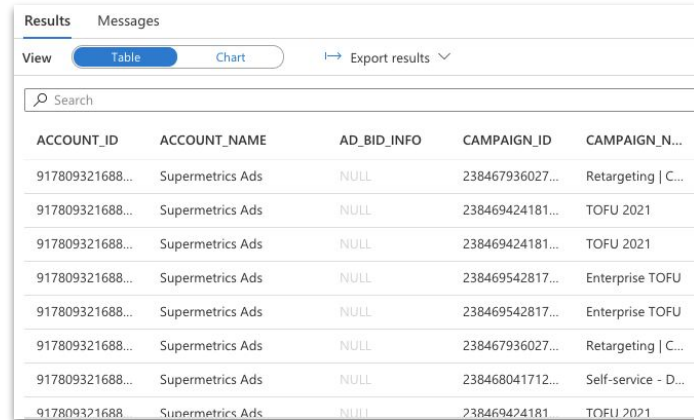


# Data preview

- Your tables live inside of your dedicated SQL pool
- Data from the entire date range of your transfer lives inside these tables
- Your data can be used in many ways in the Synapse ecosystem



The screenshot shows the Microsoft Azure Synapse Analytics interface. The top navigation bar includes "Microsoft Azure", "Synapse Analytics", and "sm-demo-server". The left sidebar contains navigation options: Home, Data, Develop, Integrate, Monitor, and Manage. The main area displays the "Data" workspace, which is linked. A search bar for "Filter resources by name" is present. Under "Databases", there is one database named "sm-demo-sql-pool (SQL)". Inside this database, there is a folder for "Tables" containing several tables: "dbo.FBADS\_AD", "dbo.FBADS\_AGE\_GENDE", "dbo.FBADS\_CAMPAIGN", "dbo.FBADS\_CONVERSI", "dbo.FBADS\_GEO", and "dbo.FBADS\_VIDEO". A context menu is open over the "dbo.FBADS\_VIDEO" table, showing options: "New SQL script" (Select TOP 100 rows), "New notebook" (CREATE), "New data flow" (DROP), "New integration dataset" (DROP and CREATE), and "Refresh" (Bulk load).



The screenshot shows the "Results" pane in Microsoft Azure Synapse Analytics. The view is set to "Table" and "Export results" is available. The table contains the following data:

ACCOUNT_ID	ACCOUNT_NAME	AD_BID_INFO	CAMPAIGN_ID	CAMPAIGN_N...
917809321688...	Supermetrics Ads	NULL	238467936027...	Retargeting   C...
917809321688...	Supermetrics Ads	NULL	238469424181...	TOFU 2021
917809321688...	Supermetrics Ads	NULL	238469424181...	TOFU 2021
917809321688...	Supermetrics Ads	NULL	238469542817...	Enterprise TOFU
917809321688...	Supermetrics Ads	NULL	238469542817...	Enterprise TOFU
917809321688...	Supermetrics Ads	NULL	238467936027...	Retargeting   C...
917809321688...	Supermetrics Ads	NULL	238468041712...	Self-service - D...
917809321688...	Supermetrics Ads	NULL	238469424181	TOFU 2021





# Query Manager

- A single place for managing your custom schemas
- Queries and schemas can be shared among team members
- A single “Query” will show up as a single table in your destination
- When you configure transfers, you select schemas, not queries

## Key Concepts:

**Query:** A specific set of metrics and dimensions for a given data source

**Schema:** A group of queries within the same data source



# Query Manager (cont.)

The screenshot displays the Supermetrics Query Manager interface. On the left is a dark blue sidebar with navigation options: GET DATA (Data sources, Query manager (API)), TUNE DATA (Custom fields), TRANSFER DATA (Destinations, Transfers), and Monitoring. The main area is titled 'Supermetrics Query manager' and includes a search bar, a list of 'MY DATA SOURCES' (Adform, Adobe Analytics, Adobe Analytics 2.0, Ahrefs Lite, Criteo, Facebook Ads), and an 'ADD DATA SOURCE' section. At the top right, it shows 'Logged in: milja.nevalainen@supermetrics.com' and 'Team: Team SUPERMETRICS DEMO'. Below this is a row of data source type buttons: JSON, K-JSON, POWER BI, QLIK, TABLEAU, and DWH. The DWH button is highlighted with a red box and a red arrow. Below the buttons are 'Dimensions' and 'Metrics' selection boxes, both containing the text 'No dimensions were chosen.' and 'No metrics were chosen.' respectively. A 'RUN' button and an 'ADD TO SCHEMA' button are located at the bottom right. A red arrow points to the 'RUN' button.

Help & Support

Logged in: milja.nevalainen@supermetrics.com  
Team: Team SUPERMETRICS DEMO

### Supermetrics Query manager

Pick a data source below to get started

JSON K-JSON POWER BI QLIK TABLEAU **DWH**

Dimensions: No dimensions were chosen.

Metrics: No metrics were chosen.

**RUN**

ADD TO SCHEMA

MY DATA SOURCES

- Adform dw-supermetrics
- Adobe Analytics exchangesupermetricscommercesuite
- Adobe Analytics 2.0 david.magdolen@supermetrics.com
- Ahrefs Lite
- Criteo CRP Test for CTS
- Facebook Ads Dawson Peiro-Evans (id: 418099761193...
- Facebook Ads Sahra Andy Kahim (id: 10221352909188...
- Facebook Ads

ADD DATA SOURCE

- Adform



# “Bottom up” Query

- Hand select your metrics and dimensions
- Pick a date range for the data preview (this does not impact your destination)
- Set options

The screenshot displays the Supermetrics Query Manager interface. The left sidebar contains navigation options: GET DATA (Data sources, Query manager (API)), TUNE DATA (Custom fields), TRANSFER DATA (Destinations, Transfers), and Monitoring. The main area shows a query configuration for Facebook Ads. The 'Selected data source' is Facebook Ads (Milja Nevalainen). The 'QUERY' tab is active, showing a list of configuration steps: Select account (Supermetrics ...), Select dates (Last month), Select metrics (Impressions, Lin...), Split by (Country, Campaign nam...), Filter, and Options. Red arrows point to the 'Select metrics', 'Split by', and 'Options' steps. The 'Dimensions' field contains 'Country, Campaign name, Date'. The 'Metrics' field contains 'Impressions, Link clicks, Amount spent (EUR), Three-second video views, Estimated ad recall lift rate (%), Website conversions'. The 'DWH' destination is selected, and the license is 'Supermetrics API - Supermetrics API' with 3198 days remaining. A 'RUN' button and an 'ADD TO SCHEMA' button are visible at the bottom right.



# “Top down” Query

Selected data source

Facebook Ads  
Mijja Nevalainen (id: 1015854970892...)

QUERY SCHEMAS

> LeeTest2

> CampaignReach

STANDARD

AD

VIDEO

CAMPAIGN

CONVERSION

GEO

AGE\_GENDER

> ENHANCED

- Click the “SCHEMAS” tab to reveal the pre-configured schemas
- Select a table to preview its fields
- Add or remove fields based on your preference

> Select account

Account ID, Account name, Campaign ID, Campaign name, Ad set ID, Ad set name, Ad status (effective status), Ad ID, Ad name,

> Select dates Yesterday

Three-second video views, Ten-second video views, 15-second video views (Deprecated), 30-second video views, Video

RUN

ADD TO SCHEMA

> Select metrics Three-second vi...

Three-second video views X

Ten-second video views X

15-second video views (Depreca... X

30-second video views X

Video average watch time X

Video watches at 100% X

> Split by Account ID, Account na...



# Query Manager (cont.)

- Click “Run” to generate a data preview
- Add or remove metrics to your query, testing frequently to avoid “Illegal metric/dimension combinations”

Selected data source: Facebook Ads (Mija Nevalainen)

License: Supermetrics API - Supermetrics API (3198 days remaining)

Table name: basic\_stats

Dimensions: Date, Account name, Campaign name

Metrics: Reach, Frequency, Impressions

Status: 200 OK | Time: 2.22s | Size: 2.702 KB | Rows: 36

DATE	ACCOUNT	CAMPAIGN NAME	REACH	FREQ
2021-12-19	Supermetrics Ads	Affiliate retargeting - Traffic	2976	2.65
2021-12-19	Supermetrics Ads	BOFU - MVP site - Canada	40	1.92
2021-12-19	Supermetrics Ads	MOFU - MVP site - Canada	1064	1.17
2021-12-19	Supermetrics Ads	Retargeting   Case Studies	10042	2.15
2021-12-19	Supermetrics Ads	TOFU - MVP site - Canada	2284	1.24
2021-12-20	Supermetrics Ads	Affiliate retargeting - Traffic	3210	2.54
2021-12-20	Supermetrics Ads	BOFU - MVP site - Canada	54	2.35



# Query Manager (cont.)

- When you're satisfied, click the "SAVE AS" button
- Give your query a name and save it to a schema

License: Supermetrics API - Supermetrics API  
3198 days remaining  
Manage license

JSON K-JSON POWER BI QLIK TABLEAU **DWH**

Table name: basic\_stats (changes weren't saved)

Dimensions: Date, Campaign name

Metrics: Reach, Impressions, Amount spent (EUR)

RUN

SAVE AS SAVE

**SAVE AS NEW QUERY**

Status: 200 OK Time: 2.22s Size: 2.702 KB Rows: 36

1.

Selected data source: Facebook Ads

License: Supermetrics API - Supermetrics API  
3198 days remaining  
Manage license

Save query

Query name: custom\_table

custom\_schema

Metrics and dimensions

D: Date, Campaign name

M: Reach, Impressions, Amount spent (EUR)

Cancel OK

campaign name	Reach	Freq
affiliate retargeting - Traffic	2976	2.65
MOFU - MVP site - Canada	40	1.92
MOFU - MVP site - Canada	1064	1.17



# Query Manager (cont.)

- Your custom schema and associated tables now show up under “SCHEMAS”
- Modifications to your schema will show up on the next data transfer run

The screenshot displays the Supermetrics Query Manager interface. The left sidebar contains navigation options: GET DATA (Data sources, Query manager (API)), TUNE DATA (Custom fields), TRANSFER DATA (Destinations, Transfers), and Monitoring. The main content area shows the 'SCHEMAS' section, which is highlighted with a red box and an arrow. Below this, a list of schemas is shown, including 'demo', 'new\_schema', and 'custom\_schema'. A red arrow points to the 'custom\_table' entry, which has a context menu with 'Edit', 'Rename', and 'Delete' options. The right side of the interface shows the query configuration for 'basic\_stats', including dimensions (Date, Campaign name) and metrics (Reach, Impressions, Amount spent). A 'RUN' button is visible, along with status information (Status: 200 OK, Time: 2.22s, Size: 2.702 KB, Rows: 36). Below the query configuration, there is a 'PREVIEW' tab showing a table of data with columns: Date, Account, Campaign name, Reach, and Freq. The table contains 10 rows of data. At the bottom, there are buttons for 'EXPORT CSV', 'CONFIGURE BIGQUERY TRANSFER', and 'CONFIGURE OTHER TRANSFER'. The footer includes the Supermetrics logo and the text 'SUPERMETRICS LTD.'.

Selected data source: Facebook Ads (Miija Nevalainen (id: 1015854970892...))

License: Supermetrics API - Supermetrics API (3198 days remaining)

Table name: basic\_stats (changes weren't saved)

Dimensions: Date, Campaign name

Metrics: Reach, Impressions, Amount spent (EUR)

Status: 200 OK | Time: 2.22s | Size: 2.702 KB | Rows: 36

DATE	ACCOUNT	CAMPAIGN NAME	REACH	FREQ
2021-12-19	Supermetrics Ads	Affiliate retargeting - Traffic	2976	2.65
2021-12-19	Supermetrics Ads	BOFU - MVP site - Canada	40	1.92
2021-12-19	Supermetrics Ads	MOFU - MVP site - Canada	1064	1.17
2021-12-19	Supermetrics Ads	Retargeting   Case Studies	10042	2.15
2021-12-19	Supermetrics Ads	TOFU - MVP site - Canada	2284	1.24
2021-12-20	Supermetrics Ads	Affiliate retargeting - Traffic	3210	2.54
2021-12-20	Supermetrics Ads	BOFU - MVP site - Canada	54	2.35



