

Google Ad Manager Data Transfer Reports via Google Cloud Storage Import Integration



Google has rebranded and folded DoubleClick for Publishers into Google Ad Manager.

This connector was renamed from "Google DoubleClick for Advertiser" to "Google Ad Manager Data Transfer Reports via Google Cloud Storage".

Learn more about [Google Cloud Storage Import Integration](#).

Google/DFA provides access to Data Transfer reports that contain non-aggregated event level data for your ad campaigns directly from the DoubleClick ad server logs. These reports can now be seamlessly integrated into Treasure Data enabling you to unlock deep insights about your campaign performance from these raw impressions, click, and conversion logs. Some common analytical use cases include,

- Reach and Frequency Analysis
- In house Attribution Modeling
- Audience Insights

Learn how to configure your Google account to enable Data Transfer Reports by referring to [Overview of Data Transfer Reports](#)

After you enable data transfer on the Google side, you can use Treasure Data's pre-built data connector to access your files from Google Cloud Storage.

[Contact us](#) for details.