GA4Dataform
by Superform Labs

GA4Dataform: Google Ads BigQuery Data Transfer Webinar & Q&A

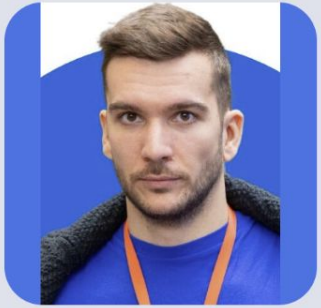
Agenda

- Quick intro
- Pros and Cons of the data transfer
- How to create the transfer (+ nuances)?
- What the tables/views look like and their nuances (data modelling)
- How does GA4Dataform Premium help?
- Q&A (preselected from registration + chat)

Who are we?

Jules Stuifbergen

DATA ANALYST



Krisztián Korpa

ANALYTICS ENGINEER

Artem Korneev

ANALYTICS DEVELOPER

Simon Breton

ANALYTICS ENGINEER

Johan van de Werken

DATA ANALYST

Superform Labs

+ Pros

8 items

+ **Free.** No transfer fee; you only pay BigQuery storage/compute.
+ **Decently granular.** GCLID-level click data, not just aggregates.
+ **Managed transfer.** No pipeline to build or babysit.
+ **GCP native.** IAM, logging, scheduling all in one place.
+ **Backfills supported.** Matters — GCLIDs are only exposed for 90 days.
+ **Custom reports.** Any GAQL query can be added to the transfer.
+ **Handles MCCs cleanly.** One transfer covers all sub-accounts.
+ **Connects to GA4.** Join on GCLID to attribute Ads clicks to GA4 sessions and events.

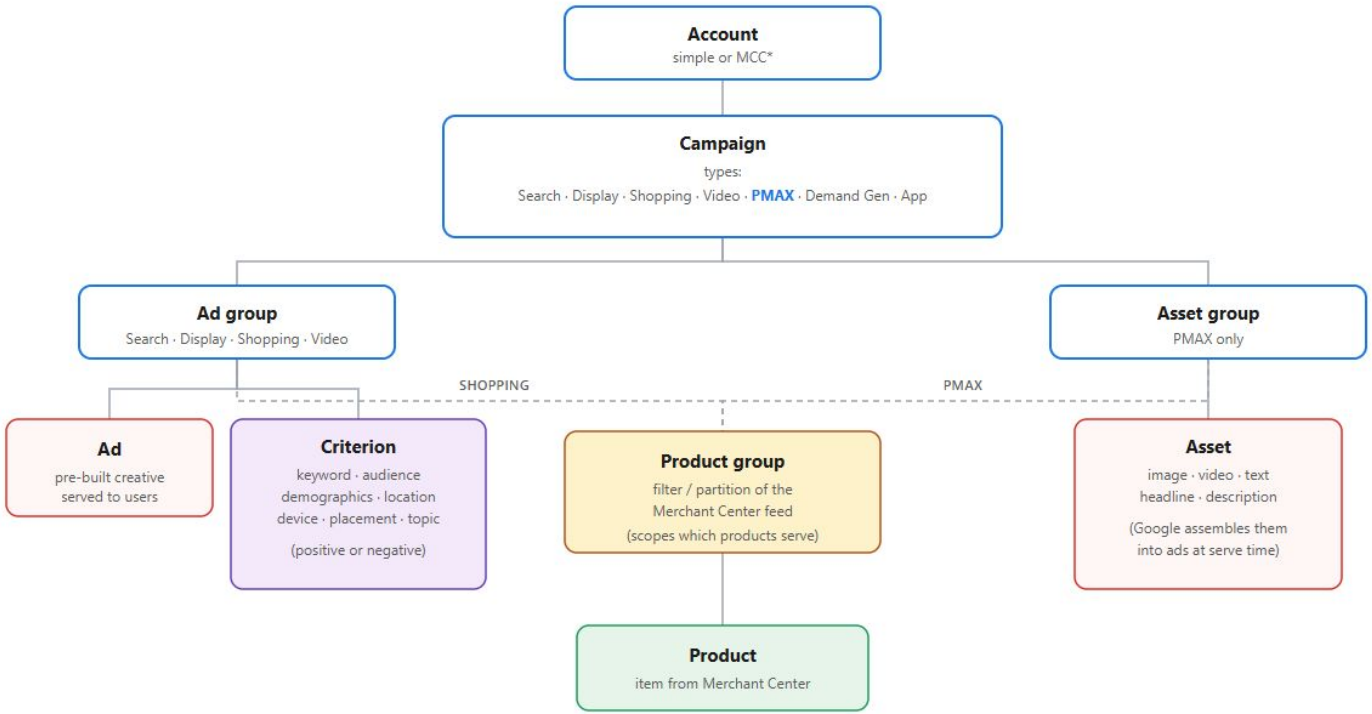
– Cons

6 items

– **Complex schema.** Many tables, mixed granularities, unusual data modelling.
– **Requires Google Ads domain knowledge.** Entities (campaigns, ad groups, assets, labels) leak into every query.
– **Retroactive data changes.** Conversions and click-fraud adjustments update history — 30-day refresh window often isn't enough.
– **Gaps by default.** e.g. secondary conversions missing from most Conversion tables.
– **Thin official docs.** Few query examples, minimal guidance on joins.
– **Scarce community content.** Hard to find real-world usage patterns.

Google Ads Entity Hierarchy

What lives under what — and where PMAX breaks the pattern.



Container (has children) · Creative · Targeting · Filter / partition · Data (Merchant Center)

Ad ↔ Criterion sit side-by-side under an Ad group but are *not linked 1:1*. Google picks which eligible ad to serve for each eligible criterion match at auction time.

* MCC (manager) accounts can contain sub-accounts, including other MCCs — one BigQuery transfer covers the whole tree.

Data transfer setup

1. Runs every **24 hours** (fixed)
2. **Refresh window**: set it to **30 days** (max)
3. **Service account** usage is now possible! (and recommended)
4. “Include PMax Campaign Tables” **changes the outputs**
5. You can create “custom reports” and **write your own GAQL**
6. Backfill available (GCLID: only 90 days, everything else: 37 months)

How to set up the BigQuery Google Ads Data Transfer? (demo)

Google Ads tables/views

1. **p_ads_***: table **ads_***: view (what's the diff?)
2. Stats tables: metrics + IDs
3. Match tables: IDs + readable values + **status changes**
4. **p_ads_ClickStats_***: has the GCLIDs
5. Campaign**Basic**Stats vs CampaignStats?
6. What the hell is a **Criterion**?

Custom GAQL reports

[Link to docs]

Caveat: you cannot use WHERE, ORDER BY, LIMIT in the transfer

API query

GAQL curl

```
SELECT campaign.name,
  campaign_budget.amount_micros,
  campaign.status,
  campaign.optimization_score,
  campaign.advertising_channel_type,
  metrics.clicks,
  metrics.impressions,
  metrics.ctr,
  metrics.average_cpc,
  metrics.cost_micros,
  campaign.bidding_strategy_type
FROM campaign
WHERE segments.date DURING LAST_7_DAYS
  AND campaign.status != 'REMOVED'
```

Bonus exercise: check the table grain!

```sql
-- Identify which column combinations have duplicates
select
  segments_date, campaign_id, customer_id, segments_slot,
segments_ad_network_type, segments_device,
  count(*) as row_count
from `ga4dataform-demo.google_ads_sample.p_ads_CampaignBasicStats_1234567890`
group by all
having count(*) > 1
order by row_count desc
```

GA4Dataform Premium: Google Ads module

1. Creates “dim” tables where **1 entity (i.e. campaign) is 1 row**
2. Creates reporting tables with **readable values**
3. Handles potentially large tables **incrementally**
4. Deduplicated, incremental **GCLID table** ready to be joined
5. Easy **conversion handling** (just list them in config)
6. **Copy-pasteable code** to expand the use cases
7. Direct **support**, feature requests

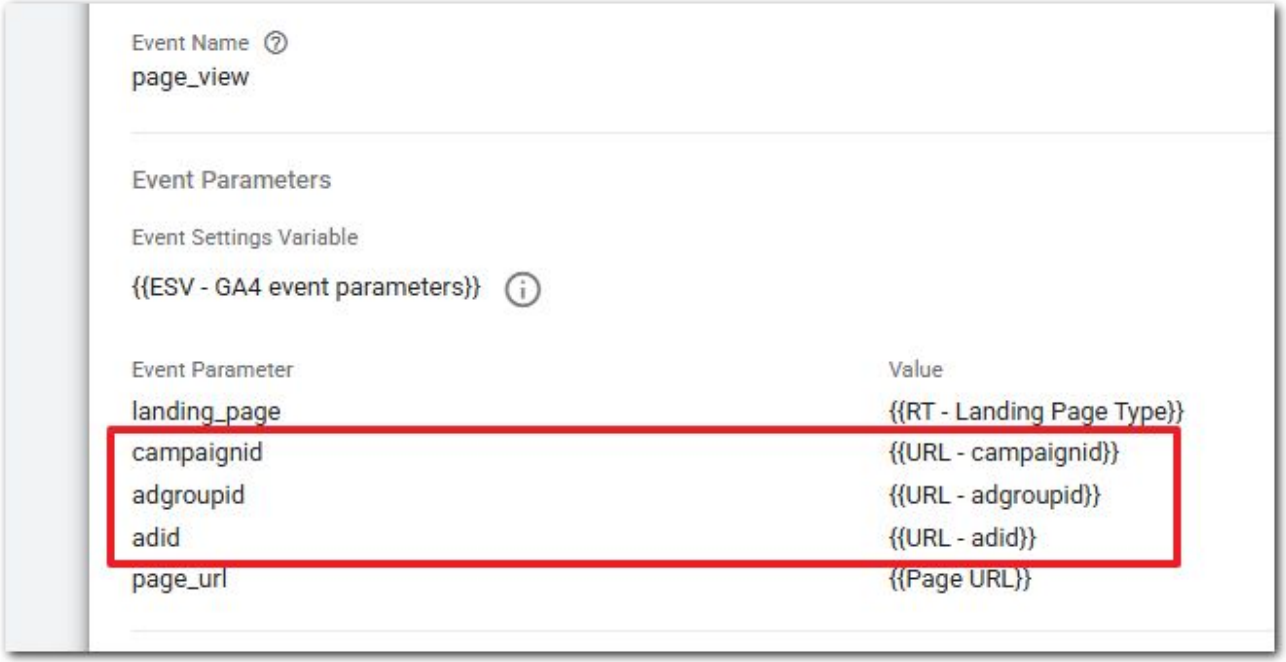
GA4Dataform Premium: Google Ads module (demo)

How to join Ads and GA4 tables with GCLID?

```
with source_sessions as (
    select * from `superform_outputs_123456790.ga4_sessions` where session_date > "2026-04-10"
),
source_gclids as (
    select * from `superform_outputs_123456790.google_ads_gclids` where segments_date >
"2026-04-10"
),
sess as (
    SELECT
        ga4.session_date as date,
        source_gclids.campaign_id,
        source_gclids.campaign_name,
        count(distinct ga4.session_id) as sessions
    FROM source_sessions as ga4
    left join source_gclids ON ga4.session_source.gclid = source_gclids.click_view_gclid
    and ga4.session_date = source_gclids.segments_date
    group by all
)

select * from sess
where campaign_id is not null
order by sessions desc
```

Alternative: join on campaign/adgroup/ad ID



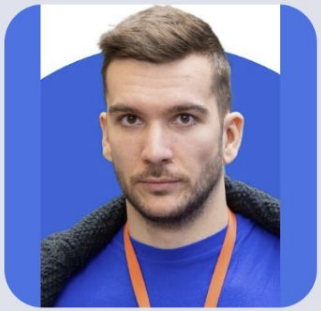
Time for Q&A

GA4Dataform
by Superform Labs

Thank you for your attention!

Jules Stuifbergen

DATA ANALYST



Krisztián Korpa

ANALYTICS ENGINEER

Artem Korneev

ANALYTICS DEVELOPER

Simon Breton

ANALYTICS ENGINEER

Johan van de Werken

DATA ANALYST

ga4dataform.com