

FREE FACEBOOK ADS CONNECTOR

Transfer your Facebook Ads data into BigQuery for free — and generate new, actionable insights within minutes



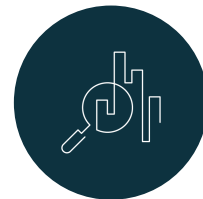
Cross-channel insights in the Cloud

The Connector transfers your raw, hit-level Facebook Ads data into BigQuery, enabling you to **tie it together with other datasets** like Google Analytics.



Quick, secure setup with total control

We'll setup a secure data pipeline based on your requirements, and you'll have **full ownership and control**. You can stop and start transfers at anytime.



Free Data Studio Template

We'll pull current and **historical data** (up to 13 months) into a Data Studio template to help you better understand your Facebook Ads spend.

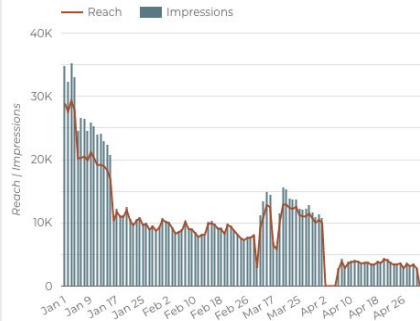


FREE DATA STUDIO TEMPLATE

Example

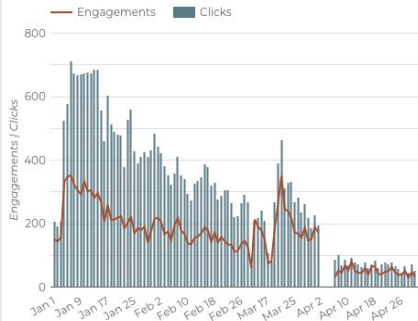
Impressions & Reach

Impressions: 1.2M ↑ 179.3%
 Reach: 1.0M ↑ 198.6%
 Total Cost: \$9.5K ↑ 115.0%
 CPM: \$8.14 ↓ -23.0%



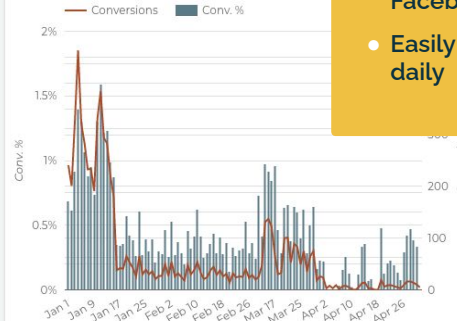
Engagement

Clicks: 31.9K ↑ 400.1%
 Engagements: 16.8K ↑ 307.0%
 CTR: 2.73% ↑ 79.0%
 CPC: \$0.30 ↓ -57.0%



Conversions

Conversions: 7.3K ↑ 55.5%
 Conv. %: 0.62% ↓ -44.3%
 Cost/Conv: \$1.30 ↑ 38.3%



DATA STUDIO TEMPLATE

- Free, pre-built dashboard
- Get an overview of how your Facebook Ads are performing
- Easily shareable and refreshed daily

Campaign Performance

Click campaign name to filter report

Campaign Name	Total Cost	Impressions	CTR	CPC	Conversions	Conv. %
DSU_2021_Local	\$3,184.15	235,785	0.68%	\$1.98	3,522	1.49%
DSU_2021_Statewide	\$2,425.24	361,593	0.56%	\$1.21	1,784	0.49%
DSU_2021_Housing_Round2	\$2,400	270,986	2.13%	\$0.42	1,033	0.38%
DSU_2021_Statewide - Music Video	\$959.01	228,376	9.35%	\$0.04	384	0.17%
DSU_2021_Men_Housing	\$318.15	43,868	1.68%	\$0.43	367	0.84%
DSU_2021_Women_Housing	\$242.9	29,870	1.39%	\$0.58	198	0.66%

Ad Performance

Click ad name to filter report

Ad Name	Total Cost	Impressions	CTR	CPC	Conversions	Conv. %
Housing_Video	\$1,720.77	185,093	2.12%	\$0.44	805	0.43%
200+ Academic Programs	\$1,434.74	204,757	0.44%	\$1.58	1,179	0.58%
Master's Degrees	\$1,063.61	89,439	0.67%	\$1.77	1,251	1.4%
Scholarships	\$1,037.58	76,262	0.64%	\$2.13	1,350	1.77%
Housing_SingleImage	\$700.01	90,497	2.1%	\$0.37	456	0.5%
5th Most Affordable	\$699.84	107,438	0.61%	\$1.06	441	0.41%
Housing_Carsouel	\$540.27	69,134	1.58%	\$0.49	337	0.49%
Pool	\$451.55	98,131	9.97%	\$0.05	137	0.14%
DSU Cares Scholarship Video	\$365.96	21,122	0.73%	\$2.38	287	1.36%
DSU CARES	\$318.56	23,708	0.72%	\$1.87	216	0.91%
Basketball	\$291.1	80,784	9.27%	\$0.04	189	0.23%

More about Adswerve's Data Transfer Services

Adswerve's Data Transfer is an automated, reliable monthly service that imports marketing data — like Facebook Ads — into BigQuery. With this service, Adswerve also provides a free dashboard to view the current status of each data transfer configured.

Unlike other solutions, Adswerve's Data Transfer allows you to keep your data within your own environment — without flowing it through Adswerve or any other providers' infrastructures.

More Adswerve Data Transfer Connectors

- Facebook Ads (free!)
- Bing Ads
- Google Search Console
- Hubspot
- Klaviyo
- Recharge
- Shopify
- Amazon AWS
- Mailchimp
- Currency Exchange Rates
- Salesforce CRM
- And more

Reach out to sales@adswerve.com more information

CLIENT SUCCESS STORY: LOVE COMMUNICATIONS**LOVE**
COMMUNICATIONS**Challenge:**

Advertising and marketing firm Love Communications needed an easy, cost-effective way to transfer its 50+ clients' Facebook Ads data to its data warehouse for advanced analysis and dashboarding.

Approach:

After attempting to build a custom API and sampling cost-prohibitive ETL connectors, Love implemented Adswerve's Data Transfer Tool to quickly and cost-effectively copy data into its warehouse.

Results:

Loves' team transferred more than 30 clients into its data warehouse and dashboarding ecosystem resulting in:

- 50+ more dashboard views
- 65% less time setting up a Facebook Ads data pipeline
- 5x more clients onboarded in the data warehouse
- More time for advanced analysis and increased client value