Connecting to Google AdWords Data in Domo

Intro

This guide will walk any Domo and AdWords user through setting up an automated process, which will import updated AdWords data into Domo each morning.

This guide takes about an hour to complete and is specifically made for the AdWords Keyword Performance Report. The AdWords Keyword Performance Report contains search network data and does not include data pertaining to display (image/html) or video ads.

The last years’ worth of data will be brought into Domo using an Excel or CSV file exported from AdWords. A Google Sheet containing recent AdWords data will be generated daily from an AdWords script running on a schedule. A DataFlow in Domo will be used to combine these new DataSets, continually adding the new data, and retaining the older data.

The following tools will be used:

- Google AdWords account
- Conversion tracking
- A linked Google Analytics account
- AdWords reports
• AdWords/MCC scripts
• Google Drive
• Google Sheets
• Microsoft Excel data connector
• Google Sheets data connector
• Magic ETL DataFlow

If you get stuck during this process, Domo Support is just a Buzz message or email away. For information about contacting support, see see Technical support.

For more information and details, see the FAQ below.

Tip: You can also use Google’s BigQuery Data Transfer Service to copy data from Google Adwords to Google BigQuery then use the Domo BigQuery connector to import the data to Domo. For information about setting up the Data Transfer Service to copy data from Adwords to BigQuery, visit https://cloud.google.com/bigquery/docs/adwords-transfer.

Frequently Asked Questions

What Google AdWords data will be in Domo after following this guide?

This guide is designed to import the Google AdWords Keyword Performance report into Domo. The Keyword Performance report contains search network data (Google search ads). It does not contain display network or other ad data (e.g. AdSense, YouTube, videos, images). The Keyword Performance Report is explained in detail here: https://developers.google.com/adwords/api/docs/keyword-performance-report

Can other Google AdWords reports be imported into Domo?

The concepts of this guide can be applied to import other Google AdWords reports. However, Domo Support is limited to assisting with functionalities within the Domo product. Included with this guide are supplementary scripts guides (ScriptsGuide_BasicAdWords.pdf and ScriptsGuide_MCC.pdf), which can be followed to generate other reports. Other AdWords reports are detailed here: https://developers.google.com/adwords/api/docs/reports

Why does Domo’s Data Center not have a Google AdWords connector?

The Google AdWords API is designed for companies and individuals that directly manage AdWords campaigns or manage small apps meant for a limited number of AdWords accounts. Because of the inherent limitations created by the structure and design of the API, Domo cannot create a scalable, secure, or reliable data connector.

In the past, Domo has investigated other options for importing AdWords data (e.g. emailed reports). However, using AdWords scripts, Google Sheets, and a self-appending DataFlow (as discussed in this guide) has proven to be the most...
scalable, reliable, and flexible option for automating the importing of Google AdWords data into Domo.

**Can I import AdWords data using the Google Analytics connector in Domo?**

Yes. However, the amount and variety of AdWords data that can be pulled through the Google Analytics API (data connector) is limited. If only a few metrics are needed, it can be a good option.

**What should I do if I get stuck or run into an issue while following the guide?**

Contact Domo Support for assistance:

- Buzz: /support
- Enter a help ticket in the Domo Support Portal

**What if I get stuck while writing or editing my own script, instead of using one provided?**

AdWords and MCC scripts are written in JavaScript. Be sure to follow (ES5) JavaScript syntax and check the logs provided when previewing or running your script in the AdWords dashboard.

Google’s documentation of AdWords/MCC scripting can also be very helpful. As a paying AdWords user, Google also has support lines available for contact.

You can also contact your Domo Account Executive about setting up a consulting engagement. One of our Technical Consultants will be happy to help you customize your AdWords + Domo integration.

**Does the guide have to be repeated for each AdWords account I want in Domo?**

Multiple Google AdWords accounts can be managed under one AdWords Manager account. For more information, click here: [https://www.google.com/adwords/manager-accounts/](https://www.google.com/adwords/manager-accounts/)

The guide must be repeated completely for every separate MCC (AdWords Manager) account that needs to be imported into Domo.

**Can I have the data update more frequently than every 24 hours?**

Most AdWords metrics are updated once daily at 3 a.m. The time zone is inherited from the Google account settings of the owner of the AdWords account. Although updating the data more frequently is possible, it will not yield much as far as useful results.

**How long does it take to complete the guide?**

The guide is designed to be helpful even for new Domo and AdWords users, so it is very thorough. If you are relatively familiar with Domo and AdWords, it will likely take about 75 minutes to complete the guide.
Will this create a DataSet that powers the AdWords App in the AppStore?


Because AdWords data can vary greatly, the schema of your new AdWords DataSet may not exactly match what the AdWords App requires. However, by replacing some values and changing data types using a DataFlow, you can format your data such that it is compatible with the AdWords App.

Identifying the Account Type

To identify the account type,


2. Using the screenshots below, identify if you are working with a single AdWords account or an AdWords manager account (MCC). See the previous page of this guide for information on what an AdWords manager account is and how to obtain one.

Single Account

Manager Account
Generating a Historical Report

In this section you will learn how to generate historical reports with Single and MCC AdWords accounts and pull your historical data into Domo.

Generating a historical report with a Single AdWords account

For AdWords Manager Account (MCC) instructions, skip to the next section.

To generate a historical report for a single AdWords account,

1. Ensure that Campaigns is selected in the topmost navigation menu.

2. Ensure that All Campaigns is selected in the left navigation menu.

3. Click on the Keywords tab in the main navigation menu.

4. Click the date dropdown menu in the upper right corner.

5. In the date dropdown menu, do the following:
   a. Select Custom.
   b. In the first text box, type today's date, minus one year. For example, if today was May 5th 2017, you would select May 5th 2016.
   c. In the second text box, select today's date.
   d. Ensure Compare to is set to OFF.
   e. Click Apply.
6. Click on the **Columns** dropdown in the center of the page.

7. Click **Customize columns** or **Modify columns** (whichever is available).

8. In the **Drag and drop to reorder** column list, remove all column labels that are already there. (Some default, grayed-out columns will remain.)

9. Under the **Select metrics** heading, click the >> button next to the column names. They will then appear as labels under **Drag and drop to reorder**, indicating that they've been added to the report.
   
a. Under **Select metrics**, click on **Attributes**, then add the following columns:
   
   • Qual. Score

b. Under **Select metrics**, click on **Performance**, then add the following:
   
   • Clicks
   • Impr.
   • CTR
   • Avg. CPC
   • Avg. CPM
   • Cost
   • Avg. Pos.

c. Under **Select metrics**, click on **Conversions**, then add the following:
   
   • Conversions
   • View-through conv.
   • Cost / converted click
   • Click conversion rate

   **Note:** If **Conversions** is not an option, skip to **Tracking Notes** at the end of this section.

d. Under **Select metrics**, click on **Google Analytics**, then add the following:
   
   • Bounce rate
   • Pages / session
• Avg. session duration (seconds)

**Note:** If Google Analytics is not an option, skip to Tracking Notes at the end of this section.

e. Click Apply.

10. Click the download button (the arrow pointing downward onto a line, next to the Find keywords search box) at the top.

11. Select Download in the dropdown.

12. Ensure Format is set to .xlsx.

13. Click + Add segment and leave it set to Day.

14. Click Download.

If no download appears, the page is not actively downloading the report. If 15-30 minutes pass during the download, the report is likely too large and has timed out. If this is occurring, follow these steps:

a. In the upper right corner of the page, change the start date to six months before today’s date.

b. Click Download again.

c. If necessary, continue to shorten the time period until a download completes successfully.

15. Using your computer’s File Explorer or Finder, find and open your downloaded **Keyword report.xlsx** file with Microsoft Excel.

**Tracking Notes**

• To use the Keywords Performance Report, conversion tracking must be enabled. This is usually something you will want to enable regardless of Domo integration. Instructions from Google to enable conversion tracking can be found here: [https://support.google.com/adwords/answer/6095821](https://support.google.com/adwords/answer/6095821)

• To effectively use the Keywords Performance Report, you will want to link your AdWords and Google Analytics accounts. This is usually something you will want to do regardless of Domo integration. Instructions from Google to link your AdWords and Analytics accounts can be found here: [https://support.google.com/adwords/answer/1704341](https://support.google.com/adwords/answer/1704341)

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**Generating a historical report with an MCC account**

For AdWords Single Account instructions, see the previous section.

**To generate a historical report for a single AdWords account,**

1. Click on Reports at the top of the page.
2. Click **Create Report**.

3. Fill out the information as follows:

   ◦ **Report type** — Select **Keyword Performance**.

   ◦ **Name** — Type **AdWords Keyword Report (Historical)**

   ◦ **Format** — Select **Excel.csv**

   ◦ **Date Range** — Do the following:

     i. Select **Custom**.

     ii. In the first text box, enter today’s date, minus one year. For example, if today was May 5th 2017, you would select May 5th 2016.

     iii. In the second text box, select today’s date.

     iv. Ensure **Compared to** is set to **None**.

   ◦ **Segments** — Do the following:

     i. Click **+Add segment**.

     ii. Select **Day**.

   ◦ **Accounts and campaigns** — Select **All accounts and campaigns** or choose **Select accounts and campaigns** to specify which accounts and campaigns to include in the report for Domo.

   ◦ **Columns** — Do the following:

     i. Click **Select columns**.

     ii. Under the **Columns added** section, click the X on the white labels to remove any already added columns. (A few grayed-out default columns will remain.)

     iii. Select **Level of Detail** in the dropdown on the left.

     iv. Add the **Ad group** column by clicking the >> button to the right of the column’s title.

     v. Change the dropdown from **Level of Detail** to **Attributes** and add these columns:

        ▪ Keyword state

        ▪ Quality score

        ▪ Max CPC
vi. Change the dropdown to **Performance** and add these columns:

- Clicks
- Impressions
- CTR
- Avg. CPC
- Avg. CPM
- Cost
- Avg. Position
- Bounce rate
- Pages / session
- Avg. session duration (seconds)

vii. Change the dropdown to **Conversions** and add these columns:

- Click conversion rate
- Cost / converted click
- View-through conv.
- Conversions

4. Leave **Filters** set to **Keyword state matches any 3 selected**.

5. Leave **Include zero impressions** unchecked.

6. Click **Create** (or **Save**).

   If the download does not begin after 60 seconds, click **Run** on the line for AdWords Keyword Report (Historical) under the Actions column. If there are a large number of inactive campaigns, there may be an error indicating the 2,000,000 cell limit has been exceeded. The error only appears briefly. If you have waited 15-30 minutes and there is still no download, this is likely the issue. If this occurs, click **Edit** under **Actions** on the line pertaining to your newly created report. Then return to step 3 above. Select all of the needed campaigns individually, ensuring that the first listed campaign is active. Then return to the beginning of step 4. This should avoid the error.

7. Using your computer’s File Explorer or Finder, find and open your downloaded AdWords Keyword Report (Historical).csv file with Microsoft Excel.
8. (Conditional) Upon opening the file, if an error appears stating *File not loaded completely*...
   a. In your web browser, click **Edit** under **Actions** on the line pertaining to your newly created report.
   b. In the **Date range** section, change the first date to six months later than it is currently set (which should be six months before today’s date).
   c. Ensure that the **Include zero impressions** checkbox at the bottom of the page is unchecked.
   d. Click **Save**.

9. (Conditional) If the download does not begin after 30 seconds...
   a. Click **Run** on the line for "AdWords Keyword Report (Historical)" under **Actions**.
   b. Using your computer’s File Explorer or Finder, find and open your downloaded *AdWords Keyword Report (Historical) (1).csv* file with Microsoft Excel.
   c. If the **File not loaded completely** error reappears, repeat the steps above, shortening the time of the report by 3 more months.

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**Uploading your historical data into Domo**

**To upload your historical data into Domo,**

1. In the Excel sheet with your historical data, do the following:
   a. Find where the column headers and data actually begin (usually row 2 for single AdWords accounts and row 6 for MCC accounts).
   b. Delete the row(s) before that, which don’t span the columns that the rest of the data does.
   c. Scroll to the end of the data in the sheet.
   d. Delete any total rows. These usually say “Total” in column A and have “--” in many of the other columns.
   e. Select **File > Save As**.
   f. Set the **File Format** to Excel Workbook (.xlsx)
   g. Click **Save**, and select **Replace** if prompted.

2. In Domo, do the following:
   a. Click **Overview**.
   b. Click **Add Card**.
c. Click **Design**.

d. Click **Excel**.

e. Click **Chose Excel File** or the ellipsis (...).

f. Locate the new **Keyword report.xlsx** or **AdWords Keywords Report (Historical).xlsx** file, select it, and click **Open**.

g. When Domo has finished loading the data, click **Visualize Your Data**.

h. Wait for the Analyzer to load, then click **Cancel** in the upper-right corner.

i. Click **OK** in the pop-up warning, if it appears.

If you do not have access to Microsoft Excel, use any other spreadsheet editor to delete the rows above the column headers and the total rows at the bottom of the report. Save the file as a CSV file. Then upload the file into Domo using Domo Workbench or another data connector such as Box, Dropbox, CSV (via FTP), or Google Sheets.

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**Generating a Daily Report**

In this section you will learn how to generate daily reports with Single and MCC AdWords accounts and pull your daily data into Domo.

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**Generating daily reports with a basic AdWords script**

For AdWords Manager Account (MCC) instructions, skip to the next section.

**To generate daily reports with an AdWords script,**

1. In your AdWords dashboard, , click **Bulk operations** in the left navigation bar.

2. Click **Scripts** (under the **Bulk operations** heading).

3. Click **+ SCRIPT**.

4. (Conditional) If a yellow box pops up saying "Action not permitted," verify that you have full permissions for that AdWords account.

5. In the first text box, name the script "AdWords Keyword Report (Recent)."

6. In the yellow bar, click **Authorize now**, then click **Allow in the pop-up window**. Ignore any errors or warnings that appear.

7. Delete the text in the code editor area.
8. Copy the code found at https://adwords.domosoftware.net/kpr_single.html.

9. Paste the code into the empty code editor area in AdWords.

10. Verify that the pasted text begins with //** and ends with **/>. Delete any text that may have been pasted erroneously.
    
    a. (Conditional) If this is not the first Domo AdWords implementation for this Google account, locate the text "AdWords Keyword Report (Recent)" and change it to "AdWords Keyword Report (Recent) 2."

11. Click Run script now, then click Run without previewing.

12. Click Authorize now, then click Allow in the pop-up window.

13. Click Run script now, then click Run without previewing.

14. If the script again prompts you to authorize it...
    
    a. Click the Save button in the upper right corner of the code editor.
    
    b. Clear all of your web browser's cache and cookies (or use a new incognito or private viewing session).
    
    
    d. Under Actions, click Run, then authorize the script.

15. On the main Scripts page, if the script is still running, wait for it to finish. If it has completed, the status under Summary will read "Completed." If the script failed, do the following:
    
    a. Click the green dot just below the + SCRIPT button.
    
    b. Select x Removed.
    
    c. Repeat steps 3 to 14 above.


17. Verify that the AdWords Keyword Report (Recent) Google Sheet file is there.

18. Double-click the file to open it, and ensure that data is in the sheet. If the sheet is empty, repeat steps 3 to 17 above.


20. Take note of the time zone under "Frequency."

21. Under the dropdown to the right, select Daily.
22. Using the dropdown next to that, select **4 AM**.

23. Leave the **Email me if my authorization expires** box checked.

24. Click **Save**.

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**Generating daily reports with an MCC script**

For AdWords Single Account instructions, see the previous section.

**To generate a daily report with an MCC script,**

1. In adwords.google.com, click on the **Accounts** tab.

2. In the left navigation bar, click **Bulk operations**, then click **Scripts** under that.

3. Click the **+ SCRIPT** button.

4. In the first text box, name the script "AdWords Keyword Report (Recent)."

5. Click **Authorize now**.

6. Click **Allow** in the new window. Ignore any errors that occur.

7. Replace all of the existing text in the code editor area with the code from one of the links below:

   a. If you selected **All accounts and campaigns** when generating your historical report, use the code found at [https://adwords.domosoftwa...](https://adwords.domosoftware.net/kpr_mcc.html).

   b. If you selected individual accounts when generating your historical report, use the code found at [https://adwords.domosoftware.net/kpr_mcc_select.html](https://adwords.domosoftware.net/kpr_mcc_select.html).

8. After pasting the code into the AdWords code editor area, replace the example account numbers (000-000-0000) with the account numbers that correspond to the accounts you selected previously. You can find the account numbers by clicking on the MCC account name (found between the Google AdWords logo and the Accounts tab at the top of the AdWords page). Also remove any of the ###-###-#### lines that are not used, or add additional ###-###-#### lines if more account numbers are needed.

9. Verify that the pasted text begins with //*** and ends with ***/>. Delete any text that may have been pasted erroneously.

10. Click **Run script now**, then click **Run without previewing**.

11. Click **Authorize now**, then click **Allow in the pop-up window**. Ignore any errors that appear initially.

12. Click **Run script now**, then click **Run without previewing**.
13. If the script again prompts you to authorize it...
   a. Click the Save button in the upper right corner of the code editor.
   b. Clear your all of web browser's cache and cookies (or begin working in a new incognito or private browsing session).
   d. Find the row pertaining to the AdWords Keyword Report (Recent).
   e. Under Actions, click Run, then Run script, then Authorize now.
   f. Back on the Scripts page, click Run, then click Run Now.

14. On the main Scripts page, if the script is still running, wait for it to finish. If it has completed, the status under Summary will read "Completed." If the script failed, do the following:
   a. Click the green dot just below the + SCRIPT button.
   b. Select x Removed.
   c. Repeat steps 3 to 13 above.

15. In a separate browser tab, navigate to https://drive.google.com.

16. Verify that the AdWords Keyword Report (Recent) Google Sheet file is there.

17. Double-click the file to open it, and ensure that data is in the sheet. If the sheet is empty, repeat steps 3 to 16 above.


19. Take note of the time zone under "Frequency."

20. Under the dropdown to the right, select Daily.

21. Using the dropdown next to that, select 4 AM.

22. Leave the Email me if my authorization expires box checked.

23. Click Save.

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**Importing your daily data into Domo**

To import your daily data into Domo,
1. In your Domo instance, open the Overview page.

2. Click **Add Card**.

3. Click **Design**.

4. Click **Google Sheets**.

5. Under the first section of the connector, **Credentials**, do the following:
   
   a. Click on the dropdown and select the Google account that corresponds to the AdWords account you are working with, or click **Add account**.
   
   b. Click **Allow**.
   
   c. Click **Next** to save and proceed.

6. Under the **Details** section, click **Choose a File** then locate and select the AdWords Keyword Report (Recent) sheet.

7. Click **Next** on the connector page.

8. Under the **Scheduling** section, do the following:

   a. Leave the first dropdown set to **Every day**.

   b. Referencing the time zone of the Google AdWords account you found in step Q of the previous section, find what 5:30 a.m. would be when converted to UTC, then enter this time into the **Time Zone** field.

   ⚠️ **Tip:** You can use Google to quickly find times converted to UTC. For example, "5:30 a.m. eastern time to UTC."

   For example, if you AdWords account used Eastern time, you would enter **9:30 AM** in the field.

9. Under **Change retry settings**, do the following:

   a. Set the radio button to **Retry if the update is unsuccessful**.

   b. Change the second dropdown from **Make selection** to **2**.

   c. Click **Save**.

   d. Click **Next**.

10. Under **Name & Describe Your DataSet**, name your DataSet "AdWords Keyword Report (Recent)."

11. Click **Visualize Your Data**.

    The Analyzer may take a while to load. If it never appears, repeat all of the preceding steps.
12. Click **Cancel** in the upper-right corner of the Analyzer.

13. Click **OK** in the pop-up warning.

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**Combining Your Historical and Daily Data in Domo**

These steps show you how to combine the data you have pulled into Domo using the steps in the previous sections.

**To combine your historical and daily data in Domo,**

1. In Domo, click **Data** in the toolbar at the top of the screen.

2. Click the **DataFlows** icon.

3. Click **New** to start a new ETL DataFlow.

4. Click the pencil in the upper left corner of the ETL window.

5. Rename the DataFlow to "AdWords Keyword Report (DataFlow)."

6. Using the menu on the left panel, find, place, and link the tiles as shown below:

    ![Diagram of ETL DataFlow](https://knowledge.domo.com/Connect/Connecting_to_Data_Using_Other_Methods/Connecting_to_Google_AdWords_Data_i...)

    The subsequent steps will reference the tiles in the screenshot above using a letter : number format. All the tiles along the top are considered part of the "A" row; all the ones along the middle are part of the "B" row; and so on. Likewise, both tiles on the left are considered part of the "1" column; the next "Select Columns" tile is part of the "2" column; and so on. For example, the "Select Columns 2" tile would be referenced using "C:5."

7. Click on the top-left **Input DataSet (A:1)** tile shown above then do the following:

   a. Select the "Keyword report.xlsx - Page 1" or "AdWords Keyword Report.(Historical).xlsx" DataSet.

   b. Click **Done**.

8. Click on the bottom-left **Input DataSet (C:1)** tile shown above, then do the following:

   a. Select the "AdWords Keyword Report (Recent)" DataSet.

   b. Click **Done**.
9. Click on the left **Select Columns** (B:2) tile shown above, then do the following:
   
a. Click the Add Column drop-down.

   b. Find and click on the **Date** column.

   c. In the Rename to field, type "Recent Dates."

   d. Click Done.

10. Click on the **Join Data** (A:3) tile, then do the following:

   a. In the first (1) section, click on the first dropdown and select "AdWords Keyword Report (Recent) [Select Columns]."

   b. Click on the second dropdown, and select Recent Dates.

   c. Under the second (2) section, click on the second dropdown and select Day.

   d. Click on the Venn diagram between the two inputs and select Right Outer.

   e. Click Done.

11. Click on the **Filter Rows** (A:4) tile, then do the following:

   a. In the first section, select Recent Dates in the dropdown.

   b. In the second section, select is null in the dropdown.

   c. Click Done.

12. Click on the **Select Columns** (A:5) tile, then do the following:

   a. Click Add All Columns.

   b. Find Recent Dates in the list of columns.

   c. Click the gray X to remove the Recent Dates column.

   d. For Single AdWords accounts only, also click the gray X to remove the Status column.

   e. Click Done.

13. Click on the **Select Columns** (C:5) tile, then do the following:

   a. Click Add All Columns.

   b. Rename the columns as follows (names are case-sensitive and must have exact punctuation):
<table>
<thead>
<tr>
<th>Original Column Name</th>
<th>Rename to...</th>
</tr>
</thead>
<tbody>
<tr>
<td>Date</td>
<td>Day</td>
</tr>
<tr>
<td>CampaignName</td>
<td>Campaign</td>
</tr>
<tr>
<td>Criteria</td>
<td>Keyword</td>
</tr>
<tr>
<td>AdGroupName</td>
<td>Ad group</td>
</tr>
<tr>
<td>Status</td>
<td>Keyword state</td>
</tr>
<tr>
<td>QualityScore</td>
<td>Quality score</td>
</tr>
<tr>
<td>Clicks</td>
<td>DO NOT RENAME</td>
</tr>
<tr>
<td>Impressions</td>
<td>DO NOT RENAME</td>
</tr>
<tr>
<td>Ctr</td>
<td>CTR</td>
</tr>
<tr>
<td>AverageCpc</td>
<td>Avg. CPC</td>
</tr>
<tr>
<td>AverageCpm</td>
<td>Avg. CPM</td>
</tr>
<tr>
<td>CpcBid</td>
<td>Max. CPC</td>
</tr>
<tr>
<td>Cost</td>
<td>DO NOT RENAME</td>
</tr>
<tr>
<td>AveragePosition</td>
<td>Avg. position</td>
</tr>
<tr>
<td>Original Column Name</td>
<td>Rename to...</td>
</tr>
<tr>
<td>---------------------</td>
<td>--------------</td>
</tr>
<tr>
<td>ConversionRate</td>
<td>Click conversion rate</td>
</tr>
<tr>
<td>CostPerConversion</td>
<td>Cost / converted click</td>
</tr>
<tr>
<td>ViewThroughConversions</td>
<td>View-through conv.</td>
</tr>
<tr>
<td>Conversions</td>
<td>DO NOT RENAME</td>
</tr>
<tr>
<td>AverageTimeOnSite</td>
<td>Avg. session duration (seconds)</td>
</tr>
<tr>
<td>AveragePageviews</td>
<td>Pages / session</td>
</tr>
<tr>
<td>BounceRate</td>
<td>Bounce rate</td>
</tr>
<tr>
<td>AccountDescriptiveName (MCC accounts only)</td>
<td>Account</td>
</tr>
</tbody>
</table>

c. Double-check the renamed columns above, ensuring that the new names are capitalized and punctuated exactly as shown.

d. Click Done.

0. Click on one of the Set Column Type tiles (A:6, C:6).

a. Under the first section, click on the Select column drop-down and then click on Quality score.

0. Under the second section, set the drop-down to Text, if it is not already set as such.

0. Click Done.

0. Repeat the above steps for the other Set Column Type tile.

1. Click on the Append Rows (B:7) tile, then do the following:

a. In the first (1) section, set the dropdown to Include all columns.

b. Under the second (2) section, both inputs are listed. To the right of each input name, the text "No changes"
should appear. If this text reads anything other than "No changes," do the following:

i. Verify that you have followed steps 6-14 above correctly.

ii. Still in the Append Rows tile, hover over the text reading "# columns will be added."
   A. Take note of each of the columns listed in the tool-tip bubble (or take a screenshot).
   B. Click Done to the right.

iii. Click on one of the Set Column Type tiles, then do the following:
   A. Under section 1, click the Add Column button.
   B. Referencing the list of columns that appeared in the tool-tip bubble in the Append Rows tile, find and click on one of the column names which was listed.
      If the column name cannot be found in the list, check if that column exists in both the Excel sheet and the Google Sheet. If it does not exist, follow the steps to recreate the report it is missing from.
   C. Repeat the previous instruction as many times as needed, until each of the column names which were listed are added.
   D. Click Done to the right.

iv. Click on the other Set Column Type tile, then do the following:
   A. Repeat the previous instruction as many times as needed, until each of the column names which were listed are added.
   B. Referencing the list of columns that appeared in the tool-tip bubble in the Append Rows tile, find and click on one of the column names which was listed.
      If the column name cannot be found in the list, check if that column exists in both the Excel sheet and the Google Sheet. If it does not exist, follow the steps to recreate the report it is missing from.
   C. Under section 1, click the Add Column button.

v. Compare the data types which auto-populated under section 2 for each column, within each Set Column Type tile.
   i. Determine which instance of a column has the strictest listed data type shown under the Set Column Type tiles. Change the strictest data type to match the less strict data type for each column.
      Note: The hierarchy of number, percent, and text data types is as follows, from strictest to least strict: 1) Whole Number, 2) Decimal (Fixed), 3) Decimal, and 4) Text.
The hierarchy of date data types is as follows, from strictest to least strict: 1) Date and Time, 2) Date, and 3) Text.

For example, if CTR shows **Whole Number** under section 2 of one of the **Set Column Type** tiles and CTR in the other **Set Column Type** tile shows **Decimal**, change **Whole Number** to **Decimal**.

Or, if **Quality Score** shows as **Text** under one **Set Column Type** tile and it shows as **Decimal** under the other **Set Column Type** tile, change **Decimal** to **Text**.

Section 2 in the **Append Rows** tile should now read **No changes**.

vi. Each unique column should have the same data type listed under section 2 within each **Set Column Type** tile.

   c. At this point, if you have run into any additional issues, save your DataFlow as is and contact Domo Support. Otherwise, click **Done**.

2. Select the **Output DataSet** (B:7) tile, then do the following:

   a. Click the pencil icon to rename the DataSet from "Output DataSet Name" to "AdWords Keyword Report (DataFlow)."

   b. Click **Done**.

3. In the toolbar at the top of the Magic ETL window, click on **Settings**, then do the following:

   a. Check the box next to "AdWords Keyword Report (Recent)."

   b. Click **Apply**.

4. In the top-right corner of the page, click the orange **v** button next to the **Save** button, then click **Save and Run**.

5. Click the orange **Save and Run** button in the pop-up window.

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**Setting the DataFlow to Append**

**To set your DataFlow to append,**

1. In the Data Center, find "AdWords Keyword Report (DataFlow)" under the DataFlows area.

2. Wait until it has finished running (check the rightmost column for the listed DataFlow).

3. Hover over the DataFlow's name, then click on the wrench icon.

4. Click on the upper-left tile, which is the "AdWords Keyword Report (Historical)" input.

5. Click on the **Configuration** tab.
6. In the left column, select "AdWords Keyword Report (Dataflow)."

7. Ignore any warnings.

8. Click Done.

9. In the top-right corner of the page, click the orange v button next to the Save button.

10. Click Save and Run.

You can now use the AdWords Keyword Report (DataFlow) DataSet to create cards and other DataFlows with your Google AdWords data. The DataSet will update each morning and will then contain data for the previous day. If you run into any issues or have suggestions for improving this process, please contact Domo Support.