



# TIBCO® Data Virtualization

## Google Ads Adapter Guide

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# Contents

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# Google Ads Adapter

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## Google Ads Version Support

The adapter provides a relational view of Google Ads data for your Google account or Google Apps domain. The adapter includes tables containing often-used dimensions and metrics; additionally, you can customize the table schemas or write your own to combine any valid set of dimensions and metrics. The adapter surfaces the columns available through the v201809 version of the AdWords API.

## SQL Compliance

The [SQL Compliance](#) section shows the SQL syntax supported by the adapter and points out any limitations.

## Getting Started

## Connecting to Google Ads

[Basic Tab](#) shows how to authenticate to Google Ads and configure any necessary connection properties. Additional adapter capabilities can be configured using the available [Connection](#) properties on the Advanced tab. The Advanced Settings section shows how to set up more advanced configurations and troubleshoot connection errors.

## Deploying the Google Ads Adapter

To deploy the adapter, you can execute the `server_util` utility via the command line by

1. Unzip the `tdv.googleads.zip` file to the location of your choice.
2. Open a command prompt window.

3. Navigate to the <TDV\_install\_dir>/bin
4. Enter the server\_util command with the -deploy option:

```
server_util -server <hostname> [-port <port>] -user <user> -  
password <password> -deploy -package <TDV_install_  
dir>/adapters/tdv.googleads/tdv.googleads.jar
```

Note: When deploying a build of an existing adapter, you will need to undeploy the existing adapter using the server\_util command with the -undeploy option.

```
server_util -server <hostname> [-port <port>] -user <user> -password  
<password> -undeploy -version 1 -name GoogleAdWords
```

## Basic Tab

## Authenticate via OAuth Authentication

Use the OAuth authentication standard to connect to Google Ads. You can authenticate with a user account or with a service account. A service account is required to grant organization-wide access scopes to the adapter. The adapter facilitates these authentication flows as described below.

### Authenticate with a User Account

### Authenticate with a Service Account

Service accounts have silent authentication, without user authentication in the browser. You can also use a service account to delegate enterprise-wide access scopes to the adapter.

You need to create an OAuth application in this flow. See [Creating a Custom OAuth App](#) in the Getting Started section to create and authorize an app. You can then connect to Google Ads data that the service account has permission to access.

After setting the following connection properties, you are ready to connect:

- InitiateOAuth: Set this to GETANDREFRESH.
- OAuthJWTCertType: Set this to "PFXFILE".
- OAuthJWTCert: Set this to the path to the .p12 file you generated.
- OAuthJWTCertPassword: Set this to the password of the .pem file.
- OAuthJWTCertSubject: Set this to "\*" to pick the first certificate in the certificate store.
- OAuthJWTIssuer: In the service accounts section, click Manage Service Accounts and set this field to the email address displayed in the service account Id field.
- OAuthJWTSubject (Optional): Set this to the email address of the user for whom the application is requesting delegate access. Note that delegate access must be granted by an administrator.
- DeveloperToken: Set this to the developer token of the AdWords account. You can get a developer token by signing up for the AdWords API. To do this, log in to the AdWords site with your MCC account and navigate to Settings -> Account Settings -> AdWords API Center. Apply for API access and wait for Google to contact you via email with more instructions. You should receive a token with a pending status. This token is only for testing and does not allow you to connect to live data. Google should contact you to fill out a questionnaire and once this has been received and approved by Google, you will receive your active developer token.
- ClientCustomerId: Set this to the client customer Id of the AdWords account. You can find this value in your AdWords account. This value is not the same as the Id of the MCC account. You need to provide the lowest-level Ids to retrieve data.

When you connect the adapter completes the OAuth flow for a service account.

1. Creates and signs the JWT with the claim set required by the adapter.
2. Exchanges the JWT for the access token.
3. Saves OAuth values in OAuthSettingsLocation to be persisted across connections.
4. Submits the JWT for a new access token when the token expires.

## Logging

The adapter uses log4j to generate log files. The settings within the log4j configuration file are used by the adapter to determine the type of messages to log. The following categories can be specified:

- Error: Only error messages are logged.
- Info: Both Error and Info messages are logged.
- Debug: Error, Info, and Debug messages are logged.

The Other property of the adapter can be used to set Verbosity to specify the amount of detail to be included in the log file, that is:

```
Verbosity=4;
```

You can use Verbosity to specify the amount of detail to include in the log within a category. The following verbosity levels are mapped to the log4j categories:

- 0 = Error
- 1-2 = Info
- 3-5 = Debug

For example, if the log4j category is set to DEBUG, the Verbosity option can be set to 3 for the minimum amount of debug information or 5 for the maximum amount of debug information.

Note that the log4j settings override the Verbosity level specified. The adapter never logs at a Verbosity level greater than what is configured in the log4j properties. In addition, if Verbosity is set to a level less than the log4j category configured, Verbosity defaults to the minimum value for that particular category. For example, if Verbosity is set to a value less than 3 and the Debug category is specified, the Verbosity defaults to 3.

The following list is a breakdown of the Verbosity levels and the information that they log.

- 1 - Will log the query, the number of rows returned by it, the start of execution and the time taken, and any errors.
- 2 - Will log everything included in Verbosity 1 and HTTP headers.
- 3 - Will additionally log the body of the HTTP requests.
- 4 - Will additionally log transport-level communication with the data source. This includes SSL negotiation.
- 5 - Will additionally log communication with the data source and additional details that may be helpful in troubleshooting problems. This includes interface commands.

## Configure Logging for the Google Ads Adapter

By default, logging is turned on without debugging. If debugging information is desired, uncomment the following line in the TDV Server's log4j.properties file (default location of this file is: C:\Program Files\TIBCO\TDV Server <version>\conf\server):

```
log4j.logger.com.cdata=DEBUG
```

The TDV Server must be restarted after changing the log4j.properties file, which can be accomplished by running the composite.bat script located at: C:\Program Files\TIBCO\TDV Server <version>\bin. Note that reauthenticating to the TDV Studio is required after restarting the server.

Here is an example of the calls:

```
.\composite.bat monitor restart
```

All logs for the adapter are written to the "cs\_cdata.log" file as specified in the log4j properties.

**Note:** The "log4j.logger.com.cdata=DEBUG" option is not required if the **Debug Output Enabled** option is set to true within the TDV Studio. To set this option, navigate to **Administrator > Configuration**. Select **Server > Configuration > Debugging** and set the Debug Output Enabled option to **True**.

## Using OAuth Authentication

Use the OAuth authentication standard to connect to Google Ads. You can authenticate with a user account or a service account. The adapter facilitates this as described below.

### Using a User Account to Authenticate to Google Ads

The user account flow requires the authenticating user to interact with Google Ads via the browser.

### Embedded Credentials

See [Embedded Credentials](#) to connect with the adapter's embedded credentials and skip creating a custom OAuth app.

## Custom Credentials

Instead of connecting with the adapter's embedded credentials, you can register an app to obtain the [OAuthClientId](#) and [OAuthClientSecret](#).

### When to Create a Custom OAuth App

Creating a custom OAuth app is optional as the adapter is already registered with Google Ads and you can connect with its embedded credentials. You might want to create a custom OAuth app to change the information displayed when users log into the Google Ads OAuth endpoint to grant permissions to the adapter.

## Using a Service Account to Connect to Google Ads

Service accounts have silent authentication, without user authentication in the browser. You can also use a service account to delegate enterprise-wide access scopes to the adapter.

You need to create an OAuth application in this flow. You can then connect to Google Ads data that the service account has permission to access. See [Custom Credentials](#) for an authentication guide.

## Creating a Custom OAuth App

See [Creating a Custom OAuth App](#) for a procedure.

## Embedded Credentials

## Authenticate using the Embedded OAuth Credentials

### Desktop Authentication with the Embedded OAuth App

You can connect without setting any connection properties for your user credentials. After setting the following, you are ready to connect:

- [InitiateOAuth](#): Set this to GETANDREFRESH. You can use InitiateOAuth to avoid

repeating the OAuth exchange and manually setting the OAuthAccessToken.

- DeveloperToken: Set this to the developer token of the AdWords account. You can get a developer token by signing up for the AdWords API. To do this, log in to the AdWords site with your MCC account and navigate to Settings -> Account Settings -> AdWords API Center. Apply for API access and wait for Google to contact you via email with more instructions. You should receive a token with a pending status. This token is only for testing and does not allow you to connect to live data. Google should contact you to fill out a questionnaire and once this has been received and approved by Google, you will receive your active developer token.
- ClientCustomerId: Set this to the client customer Id of the AdWords account. You can find this value in your AdWords account. This value is not the same as the Id of the MCC account. You need to provide the lowest-level Ids to retrieve data.

When you connect the adapter opens the OAuth endpoint in your default browser. Log in and grant permissions to the application. The adapter then completes the OAuth process.

1. Extracts the access token from the callback URL and authenticates requests.
2. Obtains a new access token when the old one expires.
3. Saves OAuth values in OAuthSettingsLocation to be persisted across connections.

## Custom Credentials

You can use a custom OAuth app to authenticate with a service account or a user account. See [Using OAuth Authentication](#) for more information.

## Authenticate with a User Account

### Desktop Authentication with a Custom OAuth App

Follow the steps below to authenticate with the credentials for a custom OAuth app. See [Creating a Custom OAuth App](#).

#### Get and Refresh the OAuth Access Token

After setting the following, you are ready to connect:

- OAuthClientId: Set this to the client Id assigned when you registered your app.
- OAuthClientSecret: Set this to the client secret assigned when you registered your app.

- InitiateOAuth: Set this to GETANDREFRESH. You can use InitiateOAuth to avoid repeating the OAuth exchange and manually setting the OAuthAccessToken.
- DeveloperToken: Set this to the developer token of the AdWords account. You can get a developer token by signing up for the AdWords API. To do this, log in to the AdWords site with your MCC account and navigate to Settings -> Account Settings -> AdWords API Center. Apply for API access and wait for Google to contact you via email with more instructions. You should receive a token with a pending status. This token is only for testing and does not allow you to connect to live data. Google should contact you to fill out a questionnaire and once this has been received and approved by Google, you will receive your active developer token.
- ClientCustomerId: Set this to the client customer Id of the AdWords account. You can find this value in your AdWords account. This value is not the same as the Id of the MCC account. You need to provide the lowest-level Ids to retrieve data.

When you connect the adapter opens the OAuth endpoint in your default browser. Log in and grant permissions to the application. The adapter then completes the OAuth process:

1. Extracts the access token from the callback URL and authenticates requests.
2. Refreshes the access token when it expires.
3. Saves OAuth values in OAuthSettingsLocation to be persisted across connections.

## Authenticate with a Service Account

Service accounts have silent authentication, without user authentication in the browser. You can also use a service account to delegate enterprise-wide access scopes to the adapter.

You need to create an OAuth application in this flow. See [Creating a Custom OAuth App](#) to create and authorize an app. You can then connect to Google Ads data that the service account has permission to access.

After setting the following connection properties, you are ready to connect:

- InitiateOAuth: Set this to GETANDREFRESH.
- OAuthJWTCertType: Set this to "PFXFILE".
- OAuthJWTCert: Set this to the path to the .p12 file you generated.
- OAuthJWTCertPassword: Set this to the password of the .pem file.



- OAuthJWTSubject: Set this to "" to pick the first certificate in the certificate store.
- OAuthJWTIssuer: In the service accounts section, click Manage Service Accounts and set this field to the email address displayed in the service account Id field.
- OAuthJWTSubject (Optional): Set this to the email address of the user for whom the application is requesting delegate access. Note that delegate access must be granted by an administrator.
- DeveloperToken: Set this to the developer token of the AdWords account. You can get a developer token by signing up for the AdWords API. To do this, log in to the AdWords site with your MCC account and navigate to Settings -> Account Settings -> AdWords API Center. Apply for API access and wait for Google to contact you via email with more instructions. You should receive a token with a pending status. This token is only for testing and does not allow you to connect to live data. Google should contact you to fill out a questionnaire and once this has been received and approved by Google, you will receive your active developer token.
- ClientCustomerId: Set this to the client customer Id of the AdWords account. You can find this value in your AdWords account. This value is not the same as the Id of the MCC account. You need to provide the lowest-level Ids to retrieve data.

When you connect the adapter completes the OAuth flow for a service account.

1. Creates and signs the JWT with the claim set required by the adapter.
2. Exchanges the JWT for the access token.
3. Saves OAuth values in OAuthSettingsLocation to be persisted across connections.
4. Submits the JWT for a new access token when the token expires.

## Headless Machines

### Using OAuth on a Headless Machine

The following sections show how to authenticate a headless server or another machine on which the adapter cannot open a browser. You can authenticate with a user account or with a service account.

### Authenticate with a User Account

To authenticate with a user account, you need to authenticate from another machine.

Authentication is a two-step process.

1. Instead of installing the adapter on another machine, you can follow the steps below to obtain the OAuthVerifier value. Or, you can install the adapter on another machine and transfer the OAuth authentication values, after you authenticate through the usual browser-based flow.
2. You can then configure the adapter to automatically refresh the access token from the headless machine.

You can follow the headless OAuth authentication flow using the adapter's embedded OAuth credentials or using the OAuth credentials for your custom OAuth app.

## Using the Embedded OAuth Credentials

### Obtain a Verifier Code

Follow the steps below to authenticate from another machine and obtain the OAuthVerifier connection property:

1. Click the following link to open the [Google Ads OAuth endpoint](#) in your browser.
2. Log in and grant permissions to the adapter. You are then redirected to the callback URL, which contains the verifier code.
3. Save the value of the verifier code. You will set this in the OAuthVerifier connection property.

On the headless machine, set the following connection properties to obtain the OAuth authentication values.

- DeveloperToken: Set this to the developer token of the AdWords account. You can get a developer token by signing up for the AdWords API. To do this, log in to the AdWords site with your MCC account and navigate to Settings -> Account Settings -> AdWords API Center. Apply for API access and wait for Google to contact you via email with more instructions. You should receive a token with a pending status. This token is only for testing and does not allow you to connect to live data. Google should contact you to fill out a questionnaire and once this has been received and approved by Google, you will receive your active developer token.
- ClientCustomerId: Set this to the client customer Id of the AdWords account. You can find this value in your AdWords account. This value is not the same as the Id of the MCC account. You need to provide the lowest-level Ids to retrieve data.

- OAuthVerifier: Set this to the verifier code.
- InitiateOAuth: Set this to REFRESH.
- OAuthSettingsLocation: Set this to persist the encrypted OAuth authentication values to the specified file.

After the OAuth settings file is generated, set the following properties to connect to data:

- DeveloperToken: Set this to the developer token of the AdWords account. You can get a developer token by signing up for the AdWords API. To do this, log in to the AdWords site with your MCC account and navigate to Settings -> Account Settings -> AdWords API Center. Apply for API access and wait for Google to contact you via email with more instructions. You should receive a token with a pending status. This token is only for testing and does not allow you to connect to live data. Google should contact you to fill out a questionnaire and once this has been received and approved by Google, you will receive your active developer token.
- ClientCustomerId: Set this to the client customer Id of the AdWords account. You can find this value in your AdWords account. This value is not the same as the Id of the MCC account. You need to provide the lowest-level Ids to retrieve data.
- OAuthSettingsLocation: Set this to the file containing the encrypted OAuth authentication values. Make sure this file gives read and write permissions to the adapter to enable the automatic refreshing of the access token.
- InitiateOAuth: Set this to REFRESH.

### Transfer OAuth Settings

Follow the steps below to install the adapter on another machine, authenticate, and then transfer the resulting OAuth values.

On a second machine, install the adapter and connect with the following properties set:

- DeveloperToken: Set this to the developer token of the AdWords account. You can get a developer token by signing up for the AdWords API. To do this, log in to the AdWords site with your MCC account and navigate to Settings -> Account Settings -> AdWords API Center. Apply for API access and wait for Google to contact you via email with more instructions. You should receive a token with a pending status. This token is only for testing and does not allow you to connect to live data. Google should contact you to fill out a questionnaire and once this has been received and approved by Google, you will receive your active developer token.
- ClientCustomerId: Set this to the client customer Id of the AdWords account. You can

find this value in your AdWords account. This value is not the same as the Id of the MCC account. You need to provide the lowest-level Ids to retrieve data.

- OAuthSettingsLocation: Set this to a writable text file.
- InitiateOAuth: Set this to GETANDREFRESH.

Test the connection to authenticate in the browser. The resulting authentication values are written, encrypted, to the path specified by OAuthSettingsLocation. Once you have successfully tested the connection, copy the OAuth settings file to your headless machine.

On the headless machine, set the following connection properties to connect to data:

- DeveloperToken: Set this to the developer token of the AdWords account. You can get a developer token by signing up for the AdWords API. To do this, log in to the AdWords site with your MCC account and navigate to Settings -> Account Settings -> AdWords API Center. Apply for API access and wait for Google to contact you via email with more instructions. You should receive a token with a pending status. This token is only for testing and does not allow you to connect to live data. Google should contact you to fill out a questionnaire and once this has been received and approved by Google, you will receive your active developer token.
- ClientCustomerId: Set this to the client customer Id of the AdWords account. You can find this value in your AdWords account. This value is not the same as the Id of the MCC account. You need to provide the lowest-level Ids to retrieve data.
- InitiateOAuth: Set this to REFRESH.
- OAuthSettingsLocation: Set this to the path to your OAuth settings file. Make sure this file gives read and write permissions to the adapter to enable the automatic refreshing of the access token.

## Using the Credentials for a Custom OAuth App

### Create a Custom OAuth App

Creating a custom OAuth app is optional in the headless OAuth flow; you can skip creating an app by connecting with the adapter's embedded OAuth credentials. You might want to create a custom OAuth app to change the information displayed when users log into Google Ads to grant permissions to the adapter.

See [Creating a Custom OAuth App](#) for a procedure. You can then follow the procedures below to authenticate and connect to data.

### Obtain a Verifier Code

Set the following properties on the headless machine:

- InitiateOAuth: Set this to OFF.
- OAuthClientId: Set this to the Client Id in your app settings.
- OAuthClientSecret: Set this to the Client Secret in your app settings.
- DeveloperToken: Set this to the developer token of the AdWords account. You can get a developer token by signing up for the AdWords API. To do this, log in to the AdWords site with your MCC account and navigate to Settings -> Account Settings -> AdWords API Center. Apply for API access and wait for Google to contact you via email with more instructions. You should receive a token with a pending status. This token is only for testing and does not allow you to connect to live data. Google should contact you to fill out a questionnaire and once this has been received and approved by Google, you will receive your active developer token.
- ClientCustomerId: Set this to the client customer Id of the AdWords account. You can find this value in your AdWords account. This value is not the same as the Id of the MCC account. You need to provide the lowest-level Ids to retrieve data.

You can then follow the steps below to authenticate from another machine and obtain the OAuthVerifier connection property.

1. Call the [GetOAuthAuthorizationURL](#) stored procedure with the CallbackURL input parameter set to the exact Redirect URI you specified in your app settings.
2. Open the returned URL in a browser. Log in and grant permissions to the adapter. You are then redirected to the callback URL, which contains the verifier code.
3. Save the value of the verifier code. You will set this in the OAuthVerifier connection property.

On the headless machine, set the following connection properties to obtain the OAuth authentication values:

- OAuthVerifier: Set this to the verifier code.
- OAuthSettingsLocation: Set this to persist the encrypted OAuth authentication values to the specified file.
- InitiateOAuth: Set this to REFRESH.
- DeveloperToken: Set this to the developer token of the AdWords account. You can get a developer token by signing up for the AdWords API. To do this, log in to the AdWords site with your MCC account and navigate to Settings -> Account Settings ->

AdWords API Center. Apply for API access and wait for Google to contact you via email with more instructions. You should receive a token with a pending status. This token is only for testing and does not allow you to connect to live data. Google should contact you to fill out a questionnaire and once this has been received and approved by Google, you will receive your active developer token.

- ClientCustomerId: Set this to the client customer Id of the AdWords account. You can find this value in your AdWords account. This value is not the same as the Id of the MCC account. You need to provide the lowest-level Ids to retrieve data.

After the OAuth settings file is generated, set the following properties to connect to data:

- OAuthSettingsLocation: Set this to the file containing the encrypted OAuth authentication values. Make sure this file gives read and write permissions to the provider to enable the automatic refreshing of the access token.
- InitiateOAuth: Set this to REFRESH.
- DeveloperToken: Set this to the developer token of the AdWords account. You can get a developer token by signing up for the AdWords API. To do this, log in to the AdWords site with your MCC account and navigate to Settings -> Account Settings -> AdWords API Center. Apply for API access and wait for Google to contact you via email with more instructions. You should receive a token with a pending status. This token is only for testing and does not allow you to connect to live data. Google should contact you to fill out a questionnaire and once this has been received and approved by Google, you will receive your active developer token.
- ClientCustomerId: Set this to the client customer Id of the AdWords account. You can find this value in your AdWords account. This value is not the same as the Id of the MCC account. You need to provide the lowest-level Ids to retrieve data.

## Transfer OAuth Settings

Follow the steps below to install the adapter on another machine, authenticate, and then transfer the resulting OAuth values.

On a second machine, install the adapter and connect with the following properties set:

- OAuthSettingsLocation: Set this to a writable text file.
- InitiateOAuth: Set this to GETANDREFRESH.
- OAuthClientId: Set this to the client Id assigned when you registered your app.
- OAuthClientSecret: Set this to the client secret assigned when you registered your

app.

- DeveloperToken: Set this to the developer token of the AdWords account. You can get a developer token by signing up for the AdWords API. To do this, log in to the AdWords site with your MCC account and navigate to Settings -> Account Settings -> AdWords API Center. Apply for API access and wait for Google to contact you via email with more instructions. You should receive a token with a pending status. This token is only for testing and does not allow you to connect to live data. Google should contact you to fill out a questionnaire and once this has been received and approved by Google, you will receive your active developer token.
- ClientCustomerId: Set this to the client customer Id of the AdWords account. You can find this value in your AdWords account. This value is not the same as the Id of the MCC account. You need to provide the lowest-level Ids to retrieve data.

Test the connection to authenticate. The resulting authentication values are written, encrypted, to the path specified by OAuthSettingsLocation. Once you have successfully tested the connection, copy the OAuth settings file to your headless machine. On the headless machine, set the following connection properties to connect to data:

- InitiateOAuth: Set this to REFRESH.
- OAuthSettingsLocation: Set this to the path to your OAuth settings file. Make sure this file gives read and write permissions to the adapter to enable the automatic refreshing of the access token.
- DeveloperToken: Set this to the developer token of the AdWords account. You can get a developer token by signing up for the AdWords API. To do this, log in to the AdWords site with your MCC account and navigate to Settings -> Account Settings -> AdWords API Center. Apply for API access and wait for Google to contact you via email with more instructions. You should receive a token with a pending status. This token is only for testing and does not allow you to connect to live data. Google should contact you to fill out a questionnaire and once this has been received and approved by Google, you will receive your active developer token.
- ClientCustomerId: Set this to the client customer Id of the AdWords account. You can find this value in your AdWords account. This value is not the same as the Id of the MCC account. You need to provide the lowest-level Ids to retrieve data.

## Authenticate with a Service Account

Service accounts have silent authentication, without user authentication in the browser. You can also use a service account to delegate enterprise-wide access scopes to the adapter.

You need to create an OAuth application in this flow. See [Creating a Custom OAuth App](#) to create and authorize an app. You can then connect to Google Ads data that the service account has permission to access.

After setting the following connection properties, you are ready to connect:

- InitiateOAuth: Set this to GETANDREFRESH.
- OAuthJWTCertType: Set this to "PFXFILE".
- OAuthJWTCert: Set this to the path to the .p12 file you generated.
- OAuthJWTCertPassword: Set this to the password of the .pem file.
- OAuthJWTCertSubject: Set this to "\*" to pick the first certificate in the certificate store.
- OAuthJWTIssuer: In the service accounts section, click Manage Service Accounts and set this field to the email address displayed in the service account Id field.
- OAuthJWTSubject (Optional): Set this to the email address of the user for whom the application is requesting delegate access. Note that delegate access must be granted by an administrator.
- DeveloperToken: Set this to the developer token of the AdWords account. You can get a developer token by signing up for the AdWords API. To do this, log in to the AdWords site with your MCC account and navigate to Settings -> Account Settings -> AdWords API Center. Apply for API access and wait for Google to contact you via email with more instructions. You should receive a token with a pending status. This token is only for testing and does not allow you to connect to live data. Google should contact you to fill out a questionnaire and once this has been received and approved by Google, you will receive your active developer token.
- ClientCustomerId: Set this to the client customer Id of the AdWords account. You can find this value in your AdWords account. This value is not the same as the Id of the MCC account. You need to provide the lowest-level Ids to retrieve data.

When you connect the adapter completes the OAuth flow for a service account.

1. Creates and signs the JWT with the claim set required by the adapter.



2. Exchanges the JWT for the access token.
3. Saves OAuth values in OAuthSettingsLocation to be persisted across connections.
4. Submits the JWT for a new access token when the token expires.

## Creating a Custom OAuth App

You can use a custom OAuth app to authenticate a service account or a user account. See [Using OAuth Authentication](#) for more information.

### Create an OAuth App for User Account Authentication

Follow the procedure below to register an app and obtain the OAuthClientId and OAuthClientSecret.

#### Create a Custom OAuth App: Desktop

1. Log into the Google API Console and open a project. Select the API Manager from the main menu.
2. Click Credentials -> Create Credentials -> OAuth Client Id. Click Other.

### Create an OAuth App for Service Account Authentication

Follow the steps below to create an OAuth application and generate a private key. You will then authorize the service account.

1. Log into the Google API Console and open a project. Select the API Manager from the main menu.
2. Click Create Credentials -> Service Account Key.
3. In the Service Account menu, select New Service Account or select an existing service account.
4. If you are creating a new service account, additionally select one or more roles. You can assign primitive roles at the project level in the IAM and Admin section; other roles enable you to further customize access to Google APIs.

5. In the Key Type section, select the P12 key type.
6. Create the app to download the key pair. The private key's password is displayed: Set this in OAuthJWTCertPassword.
7. In the service accounts section, click Manage Service Accounts and set OAuthJWTIssuer to the email address displayed in the service account Id field.

## Retrieving Google AdWords data

Google AdWords data is organized into various metrics (for example, Conversions, Impressions, and InvalidClicks), which can be grouped by various segments (for example, Date and Device). Additionally, there are attributes that represent fixed data or account settings (for example, CampaignName, AdType, and AdGroupStatus). These are called the Behavior for the field. There are many valid combinations of metrics, segments, and attributes. The adapter surfaces each separate report type in AdWords as a table.

## Selecting Data

Unlike most database tables, it is not very helpful to select all metrics, segments, and attributes in a given table. In some cases, it is not even possible to do this since some data conflict with each other when selected. As a result, the adapter thus interprets the SELECT \* query to mean a default set of metrics, segments, and attributes are requested. This includes queries that explicitly select all columns to account for tools that use projection when returning results. These default fields represent the default columns exposed through the Google AdWords console. To select nondefault columns, simply explicitly select these columns in the query rather than issuing a SELECT \* query. Finally, it is important to note that at least one metric must be included in the request for any data to be returned.

By default, the column names are the values used by the API.

## Other Considerations

Certain percentage fields can return the values '< 10%' or '> 90 %'. In order to allow you to use this column as a numeric field, these values are reported as exactly '10' and '90' respectively.

## Advanced Settings

---

# Google Ads

## Selecting the API Version

The Google Ads AdWords API adheres to a deprecation schedule of approximately every 10 months. For backwards compatibility, the adapter maintains APIs that have been deprecated but not sunset; if your application requires a deprecated API, you can set it in the Schema property.

## Connecting Through a Firewall or Proxy

To connect through the Windows system proxy, set only the connection properties needed to authenticate and to connect. To connect to other proxies, set ProxyAutoDetect to false and in addition set the following.

To authenticate to an HTTP proxy, set ProxyAuthScheme, ProxyUser, and ProxyPassword, in addition to ProxyServer and ProxyPort.

To connect to other proxies, set FirewallType, FirewallServer, and FirewallPort. To tunnel the connection, set FirewallType to TUNNEL. To authenticate to a SOCKS proxy, set FirewallType to SOCKS5. Additionally, specify FirewallUser and FirewallPassword.

## Troubleshooting the Connection

To show adapter activity from query execution to HTTP calls, use Logfile and Verbosity. The examples of common connection errors below show how to use these properties to get more context. Contact the support team for help tracing the source of an error or circumventing a performance issue.

- **Authentication errors:** Typically, recording a Logfile at Verbosity 4 is necessary to get full details on an authentication error.
- **Queries time out:** A server that takes too long to respond will exceed the adapter's client-side timeout. Often, setting the Timeout property to a higher value will avoid a connection error. Another option is to disable the timeout by setting the property to 0. Setting Verbosity to 2 will show where the time is being spent.

# Google Ads V3

## Fine-Tuning Data Access

You can use the following properties to gain greater control over Google Ads API features and the strategies the adapter uses to surface them:

- IncludeZeroImpressions: This property controls whether records with zero impressions are included in reports.

## Customizing the SSL Configuration

By default, the adapter attempts to negotiate SSL/TLS by checking the server's certificate against the system's trusted certificate store. To specify another certificate, see the SSLServerCert property for the available formats to do so.

## Connecting Through a Firewall or Proxy

### HTTP Proxies

To connect through the Windows system proxy, you do not need to set any additional connection properties. To connect to other proxies, set ProxyAutoDetect to false.

In addition, to authenticate to an HTTP proxy, set ProxyAuthScheme, ProxyUser, and ProxyPassword, in addition to ProxyServer and ProxyPort.

### Other Proxies

Set the following properties:

- To use a proxy-based firewall, set FirewallType, FirewallServer, and FirewallPort.
- To tunnel the connection, set FirewallType to TUNNEL.
- To authenticate, specify FirewallUser and FirewallPassword.

- To authenticate to a SOCKS proxy, additionally set [FirewallType](#) to SOCKS5.

## Troubleshooting the Connection

To show adapter activity from query execution to network traffic, use [Logfile](#) and [Verbosity](#). The examples of common connection errors below show how to use these properties to get more context. Contact the support team for help tracing the source of an error or circumventing a performance issue.

- **Authentication errors:** Typically, recording a [Logfile](#) at [Verbosity](#) 4 is necessary to get full details on an authentication error.
- **Queries time out:** A server that takes too long to respond will exceed the adapter's client-side timeout. Often, setting the [Timeout](#) property to a higher value will avoid a connection error. Another option is to disable the timeout by setting the property to 0. Setting [Verbosity](#) to 2 will show where the time is being spent.
- **The certificate presented by the server cannot be validated:** This error indicates that the adapter cannot validate the server's certificate through the chain of trust. If you are using a self-signed certificate, there is only one certificate in the chain.

To resolve this error, you must verify yourself that the certificate can be trusted and specify to the adapter that you trust the certificate. One way you can specify that you trust a certificate is to add the certificate to the trusted system store; another is to set [SSLServerCert](#).

## SQL Compliance

### SELECT Statements

See [SELECT Statements](#) for a syntax reference and examples.

See [Data Model](#) for information on the capabilities of the Google Ads API.

## EXECUTE Statements

Use EXECUTE or EXEC statements to execute stored procedures. See [EXECUTE Statements](#) for a syntax reference and examples.

## Names and Quoting

- Table and column names are considered identifier names; as such, they are restricted to the following characters: [A-Z, a-z, 0-9, \_:@].
- To use a table or column name with characters not listed above, the name must be quoted using double quotes ("name") in any SQL statement.
- Strings must be quoted using single quotes (e.g., 'John Doe').

## Transactions and Batching

Transactions are not currently supported.

Additionally, the adapter does not support batching of SQL statements. To execute multiple commands, you can create multiple instances and execute each separately.

## SELECT Statements

A SELECT statement can consist of the following basic clauses.

- SELECT
- INTO
- FROM
- JOIN
- WHERE
- GROUP BY
- HAVING
- UNION

- ORDER BY
- LIMIT

## SELECT Syntax

The following syntax diagram outlines the syntax supported by the Google Ads adapter:

```

SELECT {
  [ TOP <numeric_literal> ]
  {
    *
    | {
        <expression> [ [ AS ] <column_reference> ]
        | { <table_name> | <correlation_name> } .*
      } [ , ... ]
    }
  [ INTO csv:// [ filename= ] <file_path> [ ;delimiter=tab ] ]
  {
    FROM <table_reference> [ [ AS ] <identifier> ]
  }
  [ WHERE <search_condition> ]
  [
    LIMIT <expression>
  ]
}

<expression> ::=
  | <column_reference>
  | @ <parameter>
  | ?
  | COUNT( * | { [ DISTINCT ] <expression> } )
  | { AVG | MAX | MIN | SUM | COUNT } ( <expression> )
  | NULLIF ( <expression> , <expression> )
  | COALESCE ( <expression> , ... )
  | CASE <expression>
      WHEN { <expression> | <search_condition> } THEN { <expression> |
NULL } [ ... ]
  [ ELSE { <expression> | NULL } ]
  END
  | <literal>
  | <sql_function>
<search_condition> ::=
  {
    <expression> { = | > | < | >= | <= | <> | != | IN | NOT IN | AND }
  [ <expression> ]
  } [ { AND | OR } ... ]

```

## Examples

1. Return all columns:

```
SELECT * FROM CampaignPerformance
```

2. Rename a column:

```
SELECT "Device" AS MY_Device FROM CampaignPerformance
```

3. Cast a column's data as a different data type:

```
SELECT CAST(AnnualRevenue AS VARCHAR) AS Str_AnnualRevenue FROM CampaignPerformance
```

4. Search data:

```
SELECT * FROM CampaignPerformance WHERE Device = 'Mobile devices with full browsers';
```

5. The Google Ads APIs support the following operators in the WHERE clause: =, >, <, >=, <=, <>, !=, IN, NOT IN, AND.

```
SELECT * FROM CampaignPerformance WHERE Device = 'Mobile devices with full browsers';
```

## SELECT INTO Statements

You can use the SELECT INTO statement to export formatted data to a file.

## Data Export with an SQL Query

The following query exports data into a file formatted in comma-separated values (CSV):

```
boolean ret = stat.execute("SELECT Clicks, Device INTO \"csv://c:/CampaignPerformance.txt\" FROM \"CampaignPerformance\" WHERE
```



```
Device = 'Mobile devices with full browsers');
System.out.println(stat.getUpdateCount()+" rows affected");
```

You can specify other file formats in the URI. The following example exports tab-separated values:

```
Statement stat = conn.createStatement();
boolean ret = stat.execute("SELECT * INTO "CampaignPerformance" IN
'csv://filename=c:/CampaignPerformance.csv;delimiter=tab' FROM
"CampaignPerformance" WHERE Device = 'Mobile devices with full
browsers'");
System.out.println(stat.getUpdateCount()+" rows affected");
```

## EXECUTE Statements

To execute stored procedures, you can use EXECUTE or EXEC statements.

EXEC and EXECUTE assign stored procedure inputs, referenced by name, to values or parameter names.

## Stored Procedure Syntax

To execute a stored procedure as an SQL statement, use the following syntax:

```
{ EXECUTE | EXEC } <stored_proc_name>
{
  [ @ ] <input_name> = <expression>
} [ , ... ]
<expression> ::=
  | @ <parameter>
  | ?
  | <literal>
```

## Example Statements

Reference stored procedure inputs by name:

```
EXECUTE my_proc @second = 2, @first = 1, @third = 3;
```

Execute a parameterized stored procedure statement:

```
EXECUTE my_proc second = @p1, first = @p2, third = @p3;
```

## Data Model

The Google Ads Adapter exposes the Alfresco Search SQL API through the "alfresco" table, documented below. Note that the schema exposed for the Alfresco table can be modified with the connection property.

### v201809 Data Model

The Google Ads Adapter models Google Ads entities in relational views and stored procedures. The provided views will give you access to your Google AdWords report data using v201809 of the Google AdWords Reporting API.

## Views

[Views](#) are tables that cannot be modified. Typically, data that are read-only and cannot be updated are shown as views. Additionally, API limitations and requirements are documented in this section.

## Stored Procedures

[Stored Procedures](#) are function-like interfaces to the data source. They can be used to search, update, and modify information in the data source.

## Views

Views are composed of columns and pseudo columns. Views are similar to tables in the way that data is represented; however, views do not support updates. Entities that are represented as views are typically read-only entities. Often, a stored procedure is available to update the data if such functionality is applicable to the data source.

Queries can be executed against a view as if it were a normal table, and the data that comes back is similar in that regard. To find out more about tables and stored procedures, please navigate to their corresponding entries in this help document.

## Google Ads Adapter Views

Name	Description
<a href="#">AccountPerformance</a>	The Account Performance report includes all statistics aggregated by default at the account level, one row per account.
<a href="#">AdCustomizersFeedItem</a>	The Ad Customizers Feed Item report provides statistics for feed items used in Ad Customizers. Statistics are aggregated at the feed item level, one row per feed item.
<a href="#">AdGroupBidLandscape</a>	Represents data about a bidlandscape for an adgroup.
<a href="#">AdgroupPerformance</a>	The Ad Group Performance report includes all statistics aggregated by default at the ad group level, one row per ad group.
<a href="#">AdGroups</a>	Service to access details about any ad groups.
<a href="#">AdPerformance</a>	The Ad Performance report includes all statistics aggregated at the ad level, one row per ad.
<a href="#">AgeRangePerformance</a>	The Age Range Performance report includes all display network statistics aggregated by age range. It also includes automatic audience performance.
<a href="#">AudiencePerformance</a>	The Audience Performance report includes performance data from interests and remarketing lists for display ads, and remarketing lists for search ads (RLSA), aggregated at the audience level one row per audience.

<a href="#">AutomaticPlacementsPerformance</a>	The Automatic Placements Performance report includes all statistics aggregated at the placement level, one row per placement.
<a href="#">BidGoalPerformance</a>	The Bid Goal Performance report includes statistics for your bid strategies.
<a href="#">BudgetPerformance</a>	The Budget Performance report includes all statistics aggregated by default at the budget level, one row per budget.
<a href="#">CallMetricsCallDetails</a>	The Call Metrics Call Details report includes call details for your call extension including call duration and the caller's area code.
<a href="#">CampaignAdScheduleTarget</a>	The Campaign Ad Schedule Target report summarizes the performance of campaigns by AdSchedule criteria.
<a href="#">CampaignCriteria</a>	The Campaign Criteria report is a structure report that allows you to efficiently retrieve campaign-level criteria.
<a href="#">CampaignCriterionBidLandscape</a>	The bid landscape for a criterion. A bid landscape estimates how a criterion will perform based on different bid amounts.
<a href="#">CampaignGroupPerformance</a>	The Campaign Group Performance report includes the overall performance statistics of campaigns that you have included in campaign groups. Statistics are aggregated by default at the campaign group level.
<a href="#">CampaignLocationTarget</a>	The Campaign Location Target Report summarizes the performance of campaigns by location-based CampaignCriterion.
<a href="#">CampaignNegativeKeywordsPerformance</a>	Although negative keywords do not hold statistics, you can use this structured report to efficiently retrieve attributes of keyword-

	based NegativeCampaignCriterion objects.
CampaignNegativeLocations	Although negative locations do not hold statistics, you can use this structured report to efficiently retrieve attributes of location-based NegativeCampaignCriterion objects.
CampaignNegativePlacementsPerformance	Although negative placements do not hold statistics, you can use this structured report to efficiently retrieve attributes of placement-based NegativeCampaignCriterion objects.
CampaignPerformance	The Campaigns Performance report includes all statistics aggregated by default at the campaign level, one row per campaign.
Campaigns	Service to access details about any campaign.
CampaignSharedSet	The Campaign Shared Set report includes all relationships between SharedSets and campaigns.
ClickPerformance	The Click Performance report includes stats aggregated at each click level, and includes both valid and invalid clicks. The KeywordId field will return any criteria that triggered the click, not just keywords.
ConversionTrackers	Service to access details about any conversion tracker.
CreativeConversion	Free clicks are interactions that take place before a clickthrough for video ads, display ads, product extensions and location extensions, interactions like a Video play or a Get directions.
CriteriaPerformance	The Criteria Performance report includes statistics aggregated at the ad group criteria

	level, one row per ad group and criteria combination.
<a href="#">CriterionBidLandscape</a>	The bid landscape for a criterion. A bid landscape estimates how a criterion will perform based on different bid amounts.
<a href="#">Customers</a>	Service to access basic details about any customer.
<a href="#">DisplayKeywordPerformance</a>	The Display Keyword Performance report includes all display network statistics aggregated at the keyword level, one row per keyword.
<a href="#">DisplayTopicsPerformance</a>	The Display Topics Performance report includes all display network statistics aggregated at the topic level, one row per topic.
<a href="#">FinalUrl</a>	The Final URL report includes all statistics aggregated at the final URL level, one row per final URL. If other segment fields are used, you may get more than one row per final URL.
<a href="#">GenderPerformance</a>	The Gender Performance report includes all statistics aggregated by gender. It also includes automatic audience performance.
<a href="#">GeoPerformance</a>	The Geo Performance report includes all statistics aggregated at the country/territory level, one row per country/territory.
<a href="#">KeywordlessCategory</a>	The Keywordless Category Performance report includes keywordless ads (dynamic search ads) statistics aggregated by category.
<a href="#">KeywordlessQuery</a>	The Keywordless Query report includes keywordless ads (dynamic search ads)

	statistics based on search terms.
<a href="#">KeywordsPerformance</a>	The Keywords Performance report includes all statistics aggregated at the keyword level, one row per keyword.
<a href="#">Label</a>	The Label report is a structure report that lists all labels for your account.
<a href="#">LandingPage</a>	The Landing Page report includes all statistics aggregated by default by the UnexpandedFinalUrlString, one row per the URL string.
<a href="#">LocationCriterion</a>	Represents data that encapsulates a location criterion.
<a href="#">ManagedCustomers</a>	Service to access basic details about any customer.
<a href="#">ManagedCustomersLinks</a>	Service to access basic details about any customer links.
<a href="#">MarketplacePerformance</a>	The Marketplace Performance report includes all statistics of ads displayed on the Marketplace, aggregated by default at the account level.
<a href="#">PaidOrganicQuery</a>	The Paid and Organic Query report provides a holistic view of your search stats across ads and organic listings at the query level. This lets you analyze strengths and gaps in your overall search presence, and gives insight into how your paid and organic search listings work together to connect your business with people searching on Google.
<a href="#">ParentalStatusPerformance</a>	The Parental Status Performance report includes statistics aggregated at the parental status level, one row per parental status

Placeholder	The Placeholder Report provides statistics for feed-based ad extensions, one row per placeholder type.
PlaceholderFeedItem	The Placeholder Feed Item report includes all statistics at the feed-item level (e.g., a single sitelink).
PlacementPerformance	The Placements Performance report includes all statistics aggregated at the placement level, one row per placement.
ProductPartition	The Product Partition report provides shopping campaign statistics aggregated at the product partition (Id field) level.
SearchQueryPerformance	The Search Terms report includes all statistics aggregated at the search terms level, one row per combination of search terms.
SharedSet	The Shared Set report includes all SharedSets that can be shareable across campaigns.
SharedSetCriteria	The Shared Set Criteria report includes criteria for each SharedSet.
ShoppingPerformance	The Shopping Performance report provides shopping campaign statistics aggregated at the product (OfferId field) level.
TopContentPerformance	Retrieves TopContentPerformance report data.
UrlPerformance	The URL Performance report includes all statistics aggregated at the URL and criterion level.
UserAdDistance	The User Ad Distance Report provides statistics aggregated by the user's distance from your location extensions.



[VideoPerformance](#)

The Video Performance report includes statistics for your account's upgraded AdWords for Video campaigns.

## AccountPerformance

The Account Performance report includes all statistics aggregated by default at the account level, one row per account.

## Columns

Name	Type	Behavior	DisplayName	Description
AccountCurrencyCode	String	Attribute	Currency	Currency for the AccountPerformance report.
AccountDescriptiveName	String	Attribute	Account	Account for the AccountPerformance report.
AccountTimeZone	String	Attribute	Time Zone	Time Zone for the AccountPerformance report.
CanManageClients	String	Attribute	Can Manage Clients	Can Manage Clients for the AccountPerformance report.  The allowed values are <i>TRUE</i> , <i>FALSE</i> .
ConversionAdjustment	String	Attribute	Conversion Adjustment	Conversion Adjustment for the

				<p>AccountPerformance report.</p> <p>The allowed values are <i>TRUE</i>, <i>FALSE</i>.</p>
CustomerDescriptiveName	<i>String</i>	Attribute	Client Name	Client Name for the AccountPerformance report.
ExternalCustomerId	<i>Long</i>	Attribute	Customer ID	Customer ID for the AccountPerformance report.
IsAutoTaggingEnabled	<i>String</i>	Attribute	Auto Tagging Enabled	<p>Auto Tagging Enabled for the AccountPerformance report.</p> <p>The allowed values are <i>TRUE</i>, <i>FALSE</i>.</p>
IsTestAccount	<i>String</i>	Attribute	Test Account	<p>Test Account for the AccountPerformance report.</p> <p>The allowed values are <i>TRUE</i>, <i>FALSE</i>.</p>
AdNetworkType1	<i>String</i>	Segment	Network	<p>Network for the AccountPerformance report.</p> <p>The allowed values are <i>UNKNOWN</i>, <i>SEARCH</i>, <i>CONTENT</i>, <i>YOUTUBE_SEARCH</i>, <i>YOUTUBE_WATCH</i>, <i>MIXED</i>.</p>

AdNetworkType2	String	Segment	Network (with Search Partners)	<p>Network (with Search Partners) for the AccountPerformance report.</p> <p>The allowed values are <i>UNKNOWN</i>, <i>SEARCH</i>, <i>SEARCH_PARTNERS</i>, <i>CONTENT</i>, <i>YOUTUBE_SEARCH</i>, <i>YOUTUBE_WATCH</i>, <i>MIXED</i>.</p>
ClickType	String	Segment	Click Type	<p>Click Type for the AccountPerformance report.</p> <p>The allowed values are <i>URL_CLICKS</i>, <i>CALLS</i>, <i>OTHER</i>, <i>PRODUCT_EXTENSION_CLICKS</i>, <i>SITELINKS</i>, <i>PRODUCT_LISTING_AD_CLICKS</i>, <i>GET_DIRECTIONS</i>, <i>OFFER_PRINTS</i>, <i>BREADCRUMBS</i>, <i>CALL_TRACKING</i>, <i>MOBILE_CALL_TRACKING</i>, <i>LOCATION_EXPANSION</i>, <i>STORE_LOCATOR</i>, <i>PRODUCT_LISTING_</i></p>

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AD\_LOCAL, APP\_  
DEEPLINK,  
PRODUCT\_LISTING\_  
AD\_  
MULTICHANNEL\_  
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LISTING\_AD\_  
MULTICHANNEL\_  
ONLINE, PRODUCT\_  
LISTING\_ADS\_  
COUPON,  
PRODUCT\_LISTING\_  
AD\_TRANSACTABLE,  
PRODUCT\_AD\_APP\_  
DEEPLINK,  
SHOWCASE\_AD\_  
CATEGORY\_LINK,  
SHOWCASE\_AD\_  
LOCAL\_  
STOREFRONT\_LINK,  
SHOWCASE\_AD\_  
ONLINE\_PRODUCT\_  
LINK, SHOWCASE\_  
AD\_LOCAL\_  
PRODUCT\_LINK,  
PRICE\_EXTENSION,  
VIDEO\_WEBSITE\_  
CLICKS, VIDEO\_  
CALL\_TO\_ACTION\_  
CLICKS, VIDEO\_  
APP\_STORE\_  
CLICKS, VIDEO\_  
CARD\_ACTION\_  
HEADLINE\_CLICKS,  
VIDEO\_END\_CAP\_  
CLICKS, CLICK\_ON\_  
ENGAGEMENT\_AD,  
LOCATION\_

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<div> <div>ION_EXTENSION,</div> <div>SWIPEABLE_</div> <div>GALLERY_AD_</div> <div>HEADLINE,</div> <div>SWIPEABLE_</div> <div>GALLERY_AD_</div> <div>SWIPES,</div> <div>SWIPEABLE_</div> <div>GALLERY_AD_SEE_</div> <div>MORE, SWIPEABLE_</div> <div>GALLERY_AD_</div> <div>SITELINK_ONE,</div> <div>SWIPEABLE_</div> <div>GALLERY_AD_</div> <div>SITELINK_TWO,</div> <div>SWIPEABLE_</div> <div>GALLERY_AD_</div> <div>SITELINK_THREE,</div> <div>SWIPEABLE_</div> <div>GALLERY_AD_</div> <div>SITELINK_FOUR,</div> <div>SWIPEABLE_</div> <div>GALLERY_AD_</div> <div>SITELINK_FIVE,</div> <div>UNKNOWN.</div> </div>				
ConversionAdjustmentLagBucket	String	Segment	Days To Conversion Or Adjustment	<div> <div>Days To Conversion Or Adjustment for the AccountPerforman ce report.</div> <div>The allowed values are UNKNOWN, CONVERSION_0_ TO_1_DAY, CONVERSION_1_</div> </div>

---

*TO\_2\_DAYS,  
CONVERSION\_2\_  
TO\_3\_DAYS,  
CONVERSION\_3\_  
TO\_4\_DAYS,  
CONVERSION\_4\_  
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CONVERSION\_13\_  
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CONVERSION\_14\_  
TO\_21\_DAYS,  
CONVERSION\_21\_  
TO\_30\_DAYS,  
CONVERSION\_30\_  
TO\_45\_DAYS,  
CONVERSION\_45\_  
TO\_60\_DAYS,  
CONVERSION\_60\_  
TO\_90\_DAYS,  
ADJUSTMENT\_0\_  
TO\_1\_DAY,  
ADJUSTMENT\_1\_*

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				AccountPerformance report.
ConversionLagBucket	String	Segment	Days To Conversion	Days To Conversion for the AccountPerformance report.  The allowed values are <i>UNKNOWN</i> , <i>CONVERSION_0_TO_1_DAY</i> , <i>CONVERSION_1_TO_2_DAYS</i> , <i>CONVERSION_2_TO_3_DAYS</i> , <i>CONVERSION_3_TO_4_DAYS</i> , <i>CONVERSION_4_TO_5_DAYS</i> , <i>CONVERSION_5_TO_6_DAYS</i> , <i>CONVERSION_6_TO_7_DAYS</i> , <i>CONVERSION_7_TO_8_DAYS</i> , <i>CONVERSION_8_TO_9_DAYS</i> , <i>CONVERSION_9_TO_10_DAYS</i> , <i>CONVERSION_10_TO_11_DAYS</i> , <i>CONVERSION_11_TO_12_DAYS</i> , <i>CONVERSION_12_TO_13_DAYS</i> , <i>CONVERSION_13_TO_14_DAYS</i> , <i>CONVERSION_14_TO_21_DAYS</i> ,



				<i>CONVERSION_21_TO_30_DAYS,</i> <i>CONVERSION_30_TO_45_DAYS,</i> <i>CONVERSION_45_TO_60_DAYS,</i> <i>CONVERSION_60_TO_90_DAYS.</i>
ConversionTrackerId	<i>Long</i>	Segment	Conversion Tracker Id	Conversion Tracker Id for the AccountPerformance report.
ConversionTypeName	<i>String</i>	Segment	Conversion Name	Conversion Name for the AccountPerformance report.
Date	<i>Date</i>	Segment	Day	Day for the AccountPerformance report.
DayOfWeek	<i>String</i>	Segment	Day Of Week	Day Of Week for the AccountPerformance report.  The allowed values are <i>MONDAY</i> , <i>TUESDAY</i> , <i>WEDNESDAY</i> , <i>THURSDAY</i> , <i>FRIDAY</i> , <i>SATURDAY</i> , <i>SUNDAY</i> .
Device	<i>String</i>	Segment	Device	Device for the AccountPerformance report.  The allowed values are <i>UNKNOWN</i> ,

				DESKTOP, HIGH_END_MOBILE, TABLET.
ExternalConversionSource	String	Segment	Conversion Source	<p>Conversion Source for the AccountPerformance report.</p> <p>The allowed values are UNKNOWN, WEBPAGE, ANALYTICS, UPLOAD, AD_CALL_METRICS, OFFERS, ENGAGEMENT, WEBSITE_CALL_METRICS, STORE_VISITS, ANDROID_IN_APP, ANDROID_DOWNLOAD, IOS_IN_APP, IOS_FIRST_OPEN, APP_UNSPECIFIED, ANDROID_FIRST_OPEN, UPLOAD_CALLS, FIREBASE, CLICK_TO_CALL, SALESFORCE, STORE_SALES_CRM, STORE_SALES_PAYMENT_NETWORK, GOOGLE_PLAY, THIRD_PARTY_APP_ANALYTICS, GOOGLE_ATTRIBUTION, STORE_SALES_DIRECT.</p>

HourOfDay	<i>Integer</i>	Segment	Hour Of Day	Hour Of Day for the AccountPerformance report.
Month	<i>String</i>	Segment	Month	Month for the AccountPerformance report.
MonthOfYear	<i>String</i>	Segment	Month Of Year	<p>Month Of Year for the AccountPerformance report.</p> <p>The allowed values are JANUARY, FEBRUARY, MARCH, APRIL, MAY, JUNE, JULY, AUGUST, SEPTEMBER, OCTOBER, NOVEMBER, DECEMBER.</p>
Quarter	<i>String</i>	Segment	Quarter	Quarter for the AccountPerformance report.
Slot	<i>String</i>	Segment	Top Vs Other	<p>Top Vs Other for the AccountPerformance report.</p> <p>The allowed values are SEARCHRHS, SEARCHTOP, SEARCHOTHER, CONTENT, AFSTOP, AFSOTHER, MIXED, UNKNOWN.</p>
Week	<i>String</i>	Segment	Week	Week for the

				AccountPerformance report.
Year	Integer	Segment	Year	Year for the AccountPerformance report.
ActiveViewCpm	Decimal	Metric	Active View Avg CPM	Active View Avg CPM for the AccountPerformance report.
ActiveViewCtr	Double	Metric	Active View Viewable CTR	Active View Viewable CTR for the AccountPerformance report.
ActiveViewImpressions	Long	Metric	Active View Viewable Impressions	Active View Viewable Impressions for the AccountPerformance report.
ActiveViewMeasurability	Double	Metric	Active View Measurable Impr Per Impr	Active View Measurable Impr Per Impr for the AccountPerformance report.
ActiveViewMeasurableCost	Decimal	Metric	Active View Measurable Cost	Active View Measurable Cost for the AccountPerformance report.
ActiveViewMeasurableImpressions	Long	Metric	Active View Measurable Impr	Active View Measurable Impr for the AccountPerformance

				ce report.
ActiveViewViewability	Double	Metric	Active View Viewable Impr Per Measurable Impr	Active View Viewable Impr Per Measurable Impr for the AccountPerforman ce report.
AllConversionRate	Double	Metric	All Conv Rate	All Conv Rate for the AccountPerforman ce report.
AllConversions	Double	Metric	All Conv	All Conv for the AccountPerforman ce report.
AllConversionValue	Double	Metric	All Conv Value	All Conv Value for the AccountPerforman ce report.
AverageCost	Decimal	Metric	Avg Cost	Avg Cost for the AccountPerforman ce report.
AverageCpc	Decimal	Metric	Avg CPC	Avg CPC for the AccountPerforman ce report.
AverageCpe	Double	Metric	Avg CPE	Avg CPE for the AccountPerforman ce report.
AverageCpm	Decimal	Metric	Avg CPM	Avg CPM for the AccountPerforman ce report.
AverageCpv	Double	Metric	Avg CPV	Avg CPV for the

				AccountPerformance report.
AveragePosition	Double	Metric	Avg Position	Avg Position for the AccountPerformance report.
Clicks	Long	Metric	Clicks	Clicks for the AccountPerformance report.
ContentBudgetLostImpressionShare	Double	Metric	Content Lost IS (budget)	Content Lost IS (budget) for the AccountPerformance report.
ContentImpressionShare	Double	Metric	Content Impr Share	Content Impr Share for the AccountPerformance report.
ContentRankLostImpressionShare	Double	Metric	Content Lost IS (rank)	Content Lost IS (rank) for the AccountPerformance report.
ConversionRate	Double	Metric	Conv Rate	Conv Rate for the AccountPerformance report.
Conversions	Double	Metric	Conversions	Conversions for the AccountPerformance report.
ConversionValue	Double	Metric	Total Conv Value	Total Conv Value for the AccountPerformance report.

Cost	<i>Decimal</i>	Metric	Cost	Cost for the AccountPerformance report.
CostPerAllConversion	<i>Decimal</i>	Metric	Cost Per All Conv	Cost Per All Conv for the AccountPerformance report.
CostPerConversion	<i>Decimal</i>	Metric	Cost Per Conv	Cost Per Conv for the AccountPerformance report.
CrossDeviceConversions	<i>Double</i>	Metric	Cross-device Conv	Cross-device Conv for the AccountPerformance report.
Ctr	<i>Double</i>	Metric	CTR	CTR for the AccountPerformance report.
EngagementRate	<i>Double</i>	Metric	Engagement Rate	Engagement Rate for the AccountPerformance report.
Engagements	<i>Long</i>	Metric	Engagements	Engagements for the AccountPerformance report.
Impressions	<i>Long</i>	Metric	Impressions	Impressions for the AccountPerformance report.
InteractionRate	<i>Double</i>	Metric	Interaction Rate	Interaction Rate for the AccountPerformance

				ce report.
Interactions	<i>Long</i>	Metric	Interactions	Interactions for the AccountPerformance report.
InteractionTypes	<i>String</i>	Metric	Interaction Types	Interaction Types for the AccountPerformance report.
InvalidClickRate	<i>Double</i>	Metric	Invalid Click Rate	Invalid Click Rate for the AccountPerformance report.
InvalidClicks	<i>Long</i>	Metric	Invalid Clicks	Invalid Clicks for the AccountPerformance report.
SearchBudgetLostImpressionShare	<i>Double</i>	Metric	Search Lost IS (budget)	Search Lost IS (budget) for the AccountPerformance report.
SearchExactMatchImpressionShare	<i>Double</i>	Metric	Search Exact Match IS	Search Exact Match IS for the AccountPerformance report.
SearchImpressionShare	<i>Double</i>	Metric	Search Impr Share	Search Impr Share for the AccountPerformance report.
SearchRankLostImpressionShare	<i>Double</i>	Metric	Search Lost IS (rank)	Search Lost IS (rank) for the AccountPerformance report.



ValuePerAllConversion	<i>Double</i>	Metric	Value Per All Conv	Value Per All Conv for the AccountPerformance report.
ValuePerConversion	<i>Double</i>	Metric	Value Per Conv	Value Per Conv for the AccountPerformance report.
VideoViewRate	<i>Double</i>	Metric	View Rate	View Rate for the AccountPerformance report.
VideoViews	<i>Long</i>	Metric	Views	Views for the AccountPerformance report.
ViewThroughConversions	<i>Long</i>	Metric	View-through Conv	View-through Conv for the AccountPerformance report.

## Pseudo-Columns

Pseudo column fields are used in the WHERE clause of SELECT statements and offer a more granular control over the tuples that are returned from the data source.

<b>Name</b>	<b>Type</b>	<b>Description</b>
StartDate	<i>String</i>	Start date for fetching AdWords data. Both StartDate and EndDate must be set to specify a custom date range. The default range in the last seven days.
EndDate	<i>String</i>	End date for fetching AdWords data. Both StartDate and EndDate must be set to specify a custom date range. The default range in the last seven days.

## AdCustomizersFeedItem

The Ad Customizers Feed Item report provides statistics for feed items used in Ad Customizers. Statistics are aggregated at the feed item level, one row per feed item.

### Columns

Name	Type	Behavior	DisplayName	Description
AccountDescriptiveName	String	Attribute	Account	Account for the AdCustomizersFeedItem report.
AdGroupId	Long	Attribute	Ad Group ID	Ad Group ID for the AdCustomizersFeedItem report.
AdGroupName	String	Attribute	Ad Group	Ad Group for the AdCustomizersFeedItem report.
AdId	Long	Attribute	Ad ID	Ad ID for the AdCustomizersFeedItem report.
CampaignId	Long	Attribute	Campaign ID	Campaign ID for the AdCustomizersFeedItem report.
CampaignName	String	Attribute	Campaign	Campaign for the AdCustomizersFeedItem report.
ExternalCustomerId	Long	Attribute	Customer ID	Customer ID for the AdCustomizersFeedItem report.

FeedId	Long	Attribute	Feed ID	Feed ID for the AdCustomizersFeedItem report.
FeedItemAttributes	String	Attribute	Attribute Values	Attribute Values for the AdCustomizersFeedItem report.
FeedItemEndTime	Long	Attribute	End Date	End Date for the AdCustomizersFeedItem report.
FeedItemId	Long	Attribute	Item ID	Item ID for the AdCustomizersFeedItem report.
FeedItemStartTime	Long	Attribute	Start Date	Start Date for the AdCustomizersFeedItem report.
FeedItemStatus	String	Attribute	Item State	Item State for the AdCustomizersFeedItem report.  The allowed values are <i>ENABLED</i> , <i>REMOVED</i> , <i>UNKNOWN</i> .
GeoTargetingCriterionId	Long	Attribute	Target Location	Target Location for the AdCustomizersFeedItem report.
KeywordTargetingId	Long	Attribute	Keyword ID	Keyword ID for the AdCustomizersFeedItem report.
KeywordTargetingMatchType	String	Attribute	Target Keyword Match Type	Target Keyword Match Type for the AdCustomizersFeedItem report.

				m report.
KeywordTargetingText	String	Attribute	Target Keyword Text	Target Keyword Text for the AdCustomizersFeedItem report.
TargetingAdGroupId	Long	Attribute	Target Ad Group ID	Target Ad Group ID for the AdCustomizersFeedItem report.
TargetingCampaignId	Long	Attribute	Target Campaign ID	Target Campaign ID for the AdCustomizersFeedItem report.
AdNetworkType1	String	Segment	Network	<p>Network for the AdCustomizersFeedItem report.</p> <p>The allowed values are UNKNOWN, SEARCH, CONTENT, YOUTUBE_SEARCH, YOUTUBE_WATCH, MIXED.</p>
AdNetworkType2	String	Segment	Network (with Search Partners)	<p>Network (with Search Partners) for the AdCustomizersFeedItem report.</p> <p>The allowed values are UNKNOWN, SEARCH, SEARCH_PARTNERS, CONTENT, YOUTUBE_SEARCH, YOUTUBE_WATCH, MIXED.</p>
ConversionCategoryName	String	Segment	Conversion Category	Conversion Category for the

				AdCustomizersFeedItem report.
ConversionTrackerId	Long	Segment	Conversion Tracker Id	Conversion Tracker Id for the AdCustomizersFeedItem report.
ConversionTypeName	String	Segment	Conversion Name	Conversion Name for the AdCustomizersFeedItem report.
Date	Date	Segment	Day	Day for the AdCustomizersFeedItem report.
DayOfWeek	String	Segment	Day Of Week	Day Of Week for the AdCustomizersFeedItem report.  The allowed values are <i>MONDAY, TUESDAY, WEDNESDAY, THURSDAY, FRIDAY, SATURDAY, SUNDAY.</i>
Device	String	Segment	Device	Device for the AdCustomizersFeedItem report.  The allowed values are <i>UNKNOWN, DESKTOP, HIGH_END_MOBILE, TABLET.</i>
ExternalConversionSource	String	Segment	Conversion Source	Conversion Source for the AdCustomizersFeedItem report.

<p>The allowed values are UNKNOWN, WEBPAGE, ANALYTICS, UPLOAD, AD_CALL_METRICS, OFFERS, ENGAGEMENT, WEBSITE_CALL_METRICS, STORE_VISITS, ANDROID_IN_APP, ANDROID_DOWNLOAD, IOS_IN_APP, IOS_FIRST_OPEN, APP_UNSPECIFIED, ANDROID_FIRST_OPEN, UPLOAD_CALLS, FIREBASE, CLICK_TO_CALL, SALESFORCE, STORE_SALES_CRM, STORE_SALES_PAYMENT_NETWORK, GOOGLE_PLAY, THIRD_PARTY_APP_ANALYTICS, GOOGLE_ATTRIBUTION, STORE_SALES_DIRECT.</p>				
Month	String	Segment	Month	Month for the AdCustomizersFeedItem report.
MonthOfYear	String	Segment	Month Of Year	<p>Month Of Year for the AdCustomizersFeedItem report.</p> <p>The allowed values are JANUARY, FEBRUARY, MARCH, APRIL, MAY, JUNE, JULY, AUGUST, SEPTEMBER, OCTOBER, NOVEMBER, DECEMBER.</p>
Quarter	String	Segment	Quarter	Quarter for the

				AdCustomizersFeedItem report.
Slot	<i>String</i>	Segment	Top Vs Other	<p>Top Vs Other for the AdCustomizersFeedItem report.</p> <p>The allowed values are SEARCHRHS, SEARCHTOP, SEARCHOTHER, CONTENT, AFSTOP, AFSOTHER, MIXED, UNKNOWN.</p>
Week	<i>String</i>	Segment	Week	Week for the AdCustomizersFeedItem report.
Year	<i>Integer</i>	Segment	Year	Year for the AdCustomizersFeedItem report.
AllConversionRate	<i>Double</i>	Metric	All Conv Rate	All Conv Rate for the AdCustomizersFeedItem report.
AllConversions	<i>Double</i>	Metric	All Conv	All Conv for the AdCustomizersFeedItem report.
AllConversionValue	<i>Double</i>	Metric	All Conv Value	All Conv Value for the AdCustomizersFeedItem report.
AverageCost	<i>Decimal</i>	Metric	Avg Cost	Avg Cost for the AdCustomizersFeedItem report.
AverageCpc	<i>Decimal</i>	Metric	Avg CPC	Avg CPC for the

				AdCustomizersFeedItem report.
AverageCpe	Double	Metric	Avg CPE	Avg CPE for the AdCustomizersFeedItem report.
AverageCpm	Decimal	Metric	Avg CPM	Avg CPM for the AdCustomizersFeedItem report.
AverageCpv	Double	Metric	Avg CPV	Avg CPV for the AdCustomizersFeedItem report.
AveragePosition	Double	Metric	Avg Position	Avg Position for the AdCustomizersFeedItem report.
Clicks	Long	Metric	Clicks	Clicks for the AdCustomizersFeedItem report.
ConversionRate	Double	Metric	Conv Rate	Conv Rate for the AdCustomizersFeedItem report.
Conversions	Double	Metric	Conversions	Conversions for the AdCustomizersFeedItem report.
ConversionValue	Double	Metric	Total Conv Value	Total Conv Value for the AdCustomizersFeedItem report.
Cost	Decimal	Metric	Cost	Cost for the AdCustomizersFeedItem report.



CostPerAllConversion	<i>Decimal</i>	Metric	Cost Per All Conv	Cost Per All Conv for the AdCustomizersFeedItem report.
CostPerConversion	<i>Decimal</i>	Metric	Cost Per Conv	Cost Per Conv for the AdCustomizersFeedItem report.
CrossDeviceConversions	<i>Double</i>	Metric	Cross-device Conv	Cross-device Conv for the AdCustomizersFeedItem report.
Ctr	<i>Double</i>	Metric	CTR	CTR for the AdCustomizersFeedItem report.
EngagementRate	<i>Double</i>	Metric	Engagement Rate	Engagement Rate for the AdCustomizersFeedItem report.
Engagements	<i>Long</i>	Metric	Engagements	Engagements for the AdCustomizersFeedItem report.
Impressions	<i>Long</i>	Metric	Impressions	Impressions for the AdCustomizersFeedItem report.
InteractionRate	<i>Double</i>	Metric	Interaction Rate	Interaction Rate for the AdCustomizersFeedItem report.
Interactions	<i>Long</i>	Metric	Interactions	Interactions for the AdCustomizersFeedItem report.

InteractionTypes	<i>String</i>	Metric	Interaction Types	Interaction Types for the AdCustomizersFeedItem report.
ValuePerAllConversion	<i>Double</i>	Metric	Value Per All Conv	Value Per All Conv for the AdCustomizersFeedItem report.
ValuePerConversion	<i>Double</i>	Metric	Value Per Conv	Value Per Conv for the AdCustomizersFeedItem report.
VideoViewRate	<i>Double</i>	Metric	View Rate	View Rate for the AdCustomizersFeedItem report.
VideoViews	<i>Long</i>	Metric	Views	Views for the AdCustomizersFeedItem report.

## Pseudo-Columns

Pseudo column fields are used in the WHERE clause of SELECT statements and offer a more granular control over the tuples that are returned from the data source.

Name	Type	Description
StartDate	<i>String</i>	Start date for fetching AdWords data. Both StartDate and EndDate must be set to specify a custom date range. The default range in the last seven days.
EndDate	<i>String</i>	End date for fetching AdWords data. Both StartDate and EndDate must be set to specify a custom date range. The default range in the last seven days.

## AdGroupBidLandscape

Represents data about a bidlandscape for an adgroup.

### Columns

Name	Type	Behavior	DisplayName	Description
CampaignId	Long			ID of the campaign that contains the criterion with which this bid landscape is associated.
AdGroupId	Long			ID of the ad group that contains the criterion with which this bid landscape is associated.
StartDate	String			First day on which this landscape is based. Typically, it could be up to a week ago.
EndDate	String			Last day on which this landscape is based.

LandscapeType	<i>String</i>	The type of this landscape bid.
LandscapeCurrent	<i>Boolean</i>	If true, then this bid landscape contains the set of ad group criteria that currently do not have criterion-level bid overrides. If false, then this bid landscape was derived from an earlier snapshot of ad group criteria, so it may contain criteria to which bid overrides were recently added, and may not contain criteria from which bid overrides were recently removed.
Bid	<i>Long</i>	The bid amount used to estimate this landscape point's data.

Clicks	<i>Long</i>	Estimated number of clicks at this bid.
Cost	<i>Long</i>	Estimated cost at this bid.
Impressions	<i>Long</i>	Estimated number of impressions at this bid.
PromotedImpressions	<i>Long</i>	Estimated number of promoted impressions.
BiddableConversions	<i>Double</i>	Estimated number of biddable conversions.
BiddableConversionsValue	<i>Double</i>	Estimated biddable conversions value.

## AdgroupPerformance

The Ad Group Performance report includes all statistics aggregated by default at the ad group level, one row per ad group.

## Columns

Name	Type	Behavi	DisplayNa	Description
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		<b>or</b>	<b>me</b>	
AccountCurrencyCode	<i>String</i>	Attribut e	Currency	Currency for the AdgroupPerfor mance report.
AccountDescriptiveName	<i>String</i>	Attribut e	Account	Account for the AdgroupPerfor mance report.
AccountTimeZone	<i>String</i>	Attribut e	Time Zone	Time Zone for the AdgroupPerfor mance report.
AdGroupDesktopBidModifier	<i>Double</i>	Attribut e	Desktop Bid Adj	Desktop Bid Adj for the AdgroupPerfor mance report.
AdGroupId	<i>Long</i>	Attribut e	Ad Group ID	Ad Group ID for the AdgroupPerfor mance report.
AdGroupMobileBidModifier	<i>Double</i>	Attribut e	Mobile Bid Adj	Mobile Bid Adj for the AdgroupPerfor mance report.
AdGroupName	<i>String</i>	Attribut e	Ad Group	Ad Group for the AdgroupPerfor mance report.
AdGroupStatus	<i>String</i>	Attribut e	Ad Group State	Ad Group State for the AdgroupPerfor mance report.

				The allowed values are <i>UNKNOWN</i> , <i>ENABLED</i> , <i>PAUSED</i> , <i>REMOVED</i> .
AdGroupTabletBidModifier	Double	Attribute	Tablet Bid Adj	Tablet Bid Adj for the AdgroupPerformance report.
AdGroupType	String	Attribute	Ad Group Type	Ad Group Type for the AdgroupPerformance report.  The allowed values are <i>UNKNOWN</i> , <i>SEARCH_STANDARD</i> , <i>SEARCH_DYNAMIC_ADS</i> , <i>DISPLAY_STANDARD</i> , <i>DISPLAY_ENGAGEMENT</i> , <i>SHOPPING_PRODUCT_ADS</i> , <i>SHOPPING_SHOWCASE_ADS</i> , <i>SHOPPING_GOAL</i> , <i>OPTIMIZED_ADS</i> , <i>VIDEO_TRUE_VIEW_IN_STREAM</i> , <i>VIDEO_TRUE_VIEW_IN_DISPLAY</i> , <i>VIDEO_</i>

				<i>BUMPER, VIDEO_NON_ SKIPPABLE_IN_ STREAM, HOTEL_ADS.</i>
AdRotationMode	<i>String</i>	Attribute	Ad Rotation Mode	Ad Rotation Mode for the AdgroupPerformance report.  The allowed values are <i>UNKNOWN, OPTIMIZE, ROTATE_FOREVER.</i>
BaseAdGroupId	<i>Long</i>	Attribute	Base Ad Group ID	Base Ad Group ID for the AdgroupPerformance report.
BaseCampaignId	<i>Long</i>	Attribute	Base Campaign ID	Base Campaign ID for the AdgroupPerformance report.
BiddingStrategyId	<i>Long</i>	Attribute	Bid Strategy ID	Bid Strategy ID for the AdgroupPerformance report.
BiddingStrategyName	<i>String</i>	Attribute	Bid Strategy Name	Bid Strategy Name for the AdgroupPerformance report.
BiddingStrategySource	<i>String</i>	Attribute	Bidding Strategy	Bidding Strategy Source



			Source	for the AdgroupPerformance report.  The allowed values are <i>CAMPAIGN</i> , <i>ADGROUP</i> , <i>CRITERION</i> .
BiddingStrategyType	String	Attribute	Bid Strategy Type	Bid Strategy Type for the AdgroupPerformance report.  The allowed values are <i>MANUAL_CPC</i> , <i>MANUAL_CPV</i> , <i>MANUAL_CPM</i> , <i>PAGE_ONE_PROMOTED</i> , <i>TARGET_SPEND</i> , <i>TARGET_CPA</i> , <i>TARGET_ROAS</i> , <i>MAXIMIZE_CONVERSIONS</i> , <i>MAXIMIZE_CONVERSION_VALUE</i> , <i>TARGET_OUTRANK_SHARE</i> , <i>NONE</i> , <i>UNKNOWN</i> .
CampaignId	Long	Attribute	Campaign ID	Campaign ID for the AdgroupPerformance report.
CampaignName	String	Attribute	Campaign	Campaign for the

				AdgroupPerformance report.
CampaignStatus	String	Attribute	Campaign State	<p>Campaign State for the AdgroupPerformance report.</p> <p>The allowed values are <i>UNKNOWN</i>, <i>ENABLED</i>, <i>PAUSED</i>, <i>REMOVED</i>.</p>
ContentBidCriterionTypeGroup	String	Attribute	Content Network Bid Dimension	<p>Content Network Bid Dimension for the AdgroupPerformance report.</p> <p>The allowed values are <i>KEYWORD</i>, <i>USER_INTEREST_AND_LIST</i>, <i>VERTICAL</i>, <i>GENDER</i>, <i>AGE_RANGE</i>, <i>PLACEMENT</i>, <i>PARENT</i>, <i>INCOME_RANGE</i>, <i>NONE</i>, <i>UNKNOWN</i>.</p>
ConversionAdjustment	String	Attribute	Conversion Adjustment	Conversion Adjustment for the AdgroupPerformance report.

				The allowed values are <i>TRUE, FALSE</i> .
CpcBid	<i>Decimal</i>	Attribute	Default Max CPC	Default Max CPC for the AdgroupPerformance report.
CpmBid	<i>Decimal</i>	Attribute	Max CPM	Max CPM for the AdgroupPerformance report.
CpvBid	<i>Decimal</i>	Attribute	Max CPV	Max CPV for the AdgroupPerformance report.
CustomerDescriptiveName	<i>String</i>	Attribute	Client Name	Client Name for the AdgroupPerformance report.
EffectiveTargetRoas	<i>Double</i>	Attribute	Target ROAS	Target ROAS for the AdgroupPerformance report.
EffectiveTargetRoasSource	<i>String</i>	Attribute	Target ROAS Source	Target ROAS Source for the AdgroupPerformance report.  The allowed values are <i>UNKNOWN, ADGROUP, ADGROUP_CRITERION, ADGROUP_BIDDING_</i>

				<i>STRATEGY, CAMPAIGN_BIDDING_STRATEGY.</i>
EnhancedCpcEnabled	<i>String</i>	Attribute	Enhanced CPC Enabled	Enhanced CPC Enabled for the AdgroupPerformance report.  The allowed values are <i>TRUE, FALSE</i> .
ExternalCustomerId	<i>Long</i>	Attribute	Customer ID	Customer ID for the AdgroupPerformance report.
FinalUrlSuffix	<i>String</i>	Attribute	Final URL Suffix	Final URL Suffix for the AdgroupPerformance report.
LabelIds	<i>String</i>	Attribute	Label IDs	Label IDs for the AdgroupPerformance report.
Labels	<i>String</i>	Attribute	Labels	Labels for the AdgroupPerformance report.
TargetCpa	<i>Decimal</i>	Attribute	Target CPA	Target CPA for the AdgroupPerformance report.
TargetCpaBidSource	<i>String</i>	Attribute	Target CPA Source	Target CPA Source for the

				<p>AdgroupPerformance report.</p> <p>The allowed values are <i>ADGROUP</i>, <i>CRITERION</i>, <i>ADGROUP_BIDDING_STRATEGY</i>, <i>CAMPAIGN_BIDDING_STRATEGY</i>.</p>
TrackingUrlTemplate	String	Attribute	Tracking Template	Tracking Template for the AdgroupPerformance report.
UrlCustomParameters	String	Attribute	Custom Parameter	Custom Parameter for the AdgroupPerformance report.
AdNetworkType1	String	Segment	Network	<p>Network for the AdgroupPerformance report.</p> <p>The allowed values are <i>UNKNOWN</i>, <i>SEARCH</i>, <i>CONTENT</i>, <i>YOUTUBE_SEARCH</i>, <i>YOUTUBE_WATCH</i>, <i>MIXED</i>.</p>
AdNetworkType2	String	Segment	Network	Network (with

		nt	(with Search Partners)	Search Partners) for the AdgroupPerfor mance report.  The allowed values are <i>UNKNOWN,</i> <i>SEARCH,</i> <i>SEARCH_</i> <i>PARTNERS,</i> <i>CONTENT,</i> <i>YOUTUBE_</i> <i>SEARCH,</i> <i>YOUTUBE_</i> <i>WATCH, MIXED.</i>
ClickType	String	Segme nt	Click Type	Click Type for the AdgroupPerfor mance report.  The allowed values are <i>URL_</i> <i>CLICKS, CALLS,</i> <i>OTHER,</i> <i>PRODUCT_</i> <i>EXTENSION_</i> <i>CLICKS,</i> <i>SITELINKS,</i> <i>PRODUCT_</i> <i>LISTING_AD_</i> <i>CLICKS, GET_</i> <i>DIRECTIONS,</i> <i>OFFER_PRINTS,</i>

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BREADCRUMBS,  
CALL\_TRACKING,  
MOBILE\_CALL\_  
TRACKING,  
LOCATION\_  
EXPANSION,  
STORE\_  
LOCATOR,  
PRODUCT\_  
LISTING\_AD\_  
LOCAL, APP\_  
DEEPLINK,  
PRODUCT\_  
LISTING\_AD\_  
MULTICHANNEL\_  
LOCAL,  
PRODUCT\_  
LISTING\_AD\_  
MULTICHANNEL\_  
ONLINE,  
PRODUCT\_  
LISTING\_ADS\_  
COUPON,  
PRODUCT\_  
LISTING\_AD\_  
TRANSACTABLE,  
PRODUCT\_AD\_  
APP\_DEEPLINK,  
SHOWCASE\_AD\_  
CATEGORY\_LINK,  
SHOWCASE\_AD\_  
LOCAL\_  
STOREFRONT\_  
LINK,  
SHOWCASE\_AD\_  
ONLINE\_  
PRODUCT\_LINK,

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KS, VIDEO\_  
CARD\_ACTION\_  
HEADLINE\_  
CLICKS, VIDEO\_  
END\_CAP\_  
CLICKS, CLICK\_  
ON\_  
ENGAGEMENT\_  
AD, LOCATION\_  
FORMAT\_MAP,  
LOCATION\_  
FORMAT\_  
LANDING\_PAGE,  
LOCATION\_  
FORMAT\_  
STORE\_INFO,  
LOCATION\_  
FORMAT\_  
DIRECTIONS,  
LOCATION\_  
FORMAT\_CALL,  
LOCATION\_  
FORMAT\_TEXT,  
LOCATION\_  
FORMAT\_IMAGE,  
BROADBAND\_  
PLAN,  
WIRELESS\_PLAN,  
VISUAL\_  
SITELINKS,  
PROMOTION\_  
EXTENSION,  
SWIPEABLE\_  
GALLERY\_AD\_  
HEADLINE,  
SWIPEABLE\_  
GALLERY\_AD\_  
SWIPES,  
SWIPEABLE\_

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ConversionAdjustmentLagBucket	String	Segment	Days To Conversion Or Adjustment	Days To Conversion Or Adjustment for the AdgroupPerformance report.  The allowed values are UNKNOWN, CONVERSION_0_TO_1_DAY, CONVERSION_1_TO_2_DAYS, CONVERSION_2_TO_3_DAYS, CONVERSION_3_TO_4_DAYS, CONVERSION_4_TO_5_DAYS, CONVERSION_5_TO_6_DAYS, CONVERSION_6_TO_7_DAYS, CONVERSION_7_TO_8_DAYS, CONVERSION_8_TO_9_DAYS, CONVERSION_9_TO_10_DAYS, CONVERSION_10_TO_11_DAYS, CONVERSION_11_TO_12_DAYS, CONVERSION_12_TO_13_DAYS,
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CONVERSION\_  
13\_TO\_14\_DAYS,  
CONVERSION\_  
14\_TO\_21\_DAYS,  
CONVERSION\_  
21\_TO\_30\_DAYS,  
CONVERSION\_  
30\_TO\_45\_DAYS,  
CONVERSION\_  
45\_TO\_60\_DAYS,  
CONVERSION\_  
60\_TO\_90\_DAYS,  
ADJUSTMENT\_0\_  
TO\_1\_DAY,  
ADJUSTMENT\_1\_  
TO\_2\_DAYS,  
ADJUSTMENT\_2\_  
TO\_3\_DAYS,  
ADJUSTMENT\_3\_  
TO\_4\_DAYS,  
ADJUSTMENT\_4\_  
TO\_5\_DAYS,  
ADJUSTMENT\_5\_  
TO\_6\_DAYS,  
ADJUSTMENT\_6\_  
TO\_7\_DAYS,  
ADJUSTMENT\_7\_  
TO\_8\_DAYS,  
ADJUSTMENT\_8\_  
TO\_9\_DAYS,  
ADJUSTMENT\_9\_  
TO\_10\_DAYS,  
ADJUSTMENT\_  
10\_TO\_11\_DAYS,  
ADJUSTMENT\_  
11\_TO\_12\_DAYS,  
ADJUSTMENT\_  
12\_TO\_13\_DAYS,  
ADJUSTMENT\_

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ConversionCategoryName	String	Segment	Conversion Category	Conversion Category for the AdgroupPerformance report.
ConversionLagBucket	String	Segment	Days To Conversion	<p>Days To Conversion for the AdgroupPerformance report.</p> <p>The allowed values are  UNKNOWN,  CONVERSION_0_TO_1_DAY,  CONVERSION_1_TO_2_DAYS,  CONVERSION_2_TO_3_DAYS,  CONVERSION_3_TO_4_DAYS,  CONVERSION_4_TO_5_DAYS,  CONVERSION_5_TO_6_DAYS,  CONVERSION_6_TO_7_DAYS,  CONVERSION_7_TO_8_DAYS,  CONVERSION_8_TO_9_DAYS,  CONVERSION_9_TO_10_DAYS,  CONVERSION_10_TO_11_DAYS,  CONVERSION_11_TO_12_DAYS,</p>

				CONVERSION_ 12_TO_13_DAYS, CONVERSION_ 13_TO_14_DAYS, CONVERSION_ 14_TO_21_DAYS, CONVERSION_ 21_TO_30_DAYS, CONVERSION_ 30_TO_45_DAYS, CONVERSION_ 45_TO_60_DAYS, CONVERSION_ 60_TO_90_DAYS.
ConversionTrackerId	Long	Segment	Conversion Tracker Id	Conversion Tracker Id for the AdgroupPerformance report.
ConversionTypeName	String	Segment	Conversion Name	Conversion Name for the AdgroupPerformance report.
Date	Date	Segment	Day	Day for the AdgroupPerformance report.
DayOfWeek	String	Segment	Day Of Week	Day Of Week for the AdgroupPerformance report.  The allowed values are MONDAY, TUESDAY, WEDNESDAY,

				THURSDAY, FRIDAY, SATURDAY, SUNDAY.
Device	String	Segment	Device	Device for the AdgroupPerformance report.  The allowed values are UNKNOWN, DESKTOP, HIGH_END_MOBILE, TABLET.
ExternalConversionSource	String	Segment	Conversion Source	Conversion Source for the AdgroupPerformance report.  The allowed values are UNKNOWN, WEBPAGE, ANALYTICS, UPLOAD, AD_CALL_METRICS, OFFERS, ENGAGEMENT, WEBSITE_CALL_METRICS, STORE_VISITS, ANDROID_IN_APP, ANDROID_DOWNLOAD, IOS_IN_APP, IOS_FIRST_OPEN, APP_UNSPECIFIED,

				ANDROID_ FIRST_OPEN, UPLOAD_CALLS, FIREBASE, CLICK_TO_CALL, SALESFORCE, STORE_SALES_ CRM, STORE_ SALES_ PAYMENT_ NETWORK, GOOGLE_PLAY, THIRD_PARTY_ APP_ANALYTICS, GOOGLE_ ATTRIBUTION, STORE_SALES_ DIRECT.
HourOfDay	Integer	Segment	Hour Of Day	Hour Of Day for the AdgroupPerformance report.
Month	String	Segment	Month	Month for the AdgroupPerformance report.
MonthOfYear	String	Segment	Month Of Year	Month Of Year for the AdgroupPerformance report.  The allowed values are JANUARY, FEBRUARY, MARCH, APRIL, MAY, JUNE, JULY, AUGUST,

				SEPTEMBER, OCTOBER, NOVEMBER, DECEMBER.
Quarter	String	Segment	Quarter	Quarter for the AdgroupPerformance report.
Slot	String	Segment	Top Vs Other	Top Vs Other for the AdgroupPerformance report.  The allowed values are SEARCHRHS, SEARCHTOP, SEARCHOTHER, CONTENT, AFSTOP, AFSOTHER, MIXED, UNKNOWN.
Week	String	Segment	Week	Week for the AdgroupPerformance report.
Year	Integer	Segment	Year	Year for the AdgroupPerformance report.
AbsoluteTopImpressionPercentage	Double	Metric	Impr Abs Top	The percent of add impressions shown as the very first ad.
ActiveViewCpm	Decimal	Metric	Active View Avg	Active View Avg CPM for the

			CPM	AdgroupPerformance report.
ActiveViewCtr	Double	Metric	Active View Viewable CTR	Active View Viewable CTR for the AdgroupPerformance report.
ActiveViewImpressions	Long	Metric	Active View Viewable Impressions	Active View Viewable Impressions for the AdgroupPerformance report.
ActiveViewMeasurability	Double	Metric	Active View Measurable Impr Per Impr	Active View Measurable Impr Per Impr for the AdgroupPerformance report.
ActiveViewMeasurableCost	Decimal	Metric	Active View Measurable Cost	Active View Measurable Cost for the AdgroupPerformance report.
ActiveViewMeasurableImpressions	Long	Metric	Active View Measurable Impr	Active View Measurable Impr for the AdgroupPerformance report.
ActiveViewViewability	Double	Metric	Active View Viewable Impr Per Measurable	Active View Viewable Impr Per Measurable Impr for the AdgroupPerformance



			e Impr	mance report.
AllConversionRate	Double	Metric	All Conv Rate	All Conv Rate for the AdgroupPerformance report.
AllConversions	Double	Metric	All Conv	All Conv for the AdgroupPerformance report.
AllConversionValue	Double	Metric	All Conv Value	All Conv Value for the AdgroupPerformance report.
AverageCost	Decimal	Metric	Avg Cost	Avg Cost for the AdgroupPerformance report.
AverageCpc	Decimal	Metric	Avg CPC	Avg CPC for the AdgroupPerformance report.
AverageCpe	Double	Metric	Avg CPE	Avg CPE for the AdgroupPerformance report.
AverageCpm	Decimal	Metric	Avg CPM	Avg CPM for the AdgroupPerformance report.
AverageCpv	Double	Metric	Avg CPV	Avg CPV for the AdgroupPerformance report.
AveragePageviews	Double	Metric	Pages Per Session	Pages Per Session for the AdgroupPerformance report.

AveragePosition	Double	Metric	Avg Position	Avg Position for the AdgroupPerformance report.
AverageTimeOnSite	Double	Metric	Avg Session Duration (seconds)	Avg Session Duration (seconds) for the AdgroupPerformance report.
BounceRate	Double	Metric	Bounce Rate	Bounce Rate for the AdgroupPerformance report.
ClickAssistedConversions	Long	Metric	Click Assisted Conv	Click Assisted Conv for the AdgroupPerformance report.
ClickAssistedConversionsOverLastClickConversion	Double	Metric	Click Assisted Conv Per Last Click Conv	Click Assisted Conv Per Last Click Conv for the AdgroupPerformance report.
ClickAssistedConversionValue	Double	Metric	Click Assisted Conv Value	Click Assisted Conv Value for the AdgroupPerformance report.
Clicks	Long	Metric	Clicks	Clicks for the AdgroupPerformance report.
ContentImpressionShare	Double	Metric	Content	Content Impr

			Impr Share	Share for the AdgroupPerformance report.
ContentRankLostImpressionShare	Double	Metric	Content Lost IS (rank)	Content Lost IS (rank) for the AdgroupPerformance report.
ConversionRate	Double	Metric	Conv Rate	Conv Rate for the AdgroupPerformance report.
Conversions	Double	Metric	Conversions	Conversions for the AdgroupPerformance report.
ConversionValue	Double	Metric	Total Conv Value	Total Conv Value for the AdgroupPerformance report.
Cost	Decimal	Metric	Cost	Cost for the AdgroupPerformance report.
CostPerAllConversion	Decimal	Metric	Cost Per All Conv	Cost Per All Conv for the AdgroupPerformance report.
CostPerConversion	Decimal	Metric	Cost Per Conv	Cost Per Conv for the AdgroupPerformance report.
CostPerCurrentModelAttributedConversion	Double	Metric	Cost Per Conv	Cost Per Conv (current Model)

			(current Model)	for the AdgroupPerformance report.
CrossDeviceConversions	Double	Metric	Cross-device Conv	Cross-device Conv for the AdgroupPerformance report.
Ctr	Double	Metric	CTR	CTR for the AdgroupPerformance report.
CurrentModelAttributedConversions	Double	Metric	Conversions (current Model)	Conversions (current Model) for the AdgroupPerformance report.
CurrentModelAttributedConversionValue	Double	Metric	Conv Value (current Model)	Conv Value (current Model) for the AdgroupPerformance report.
EngagementRate	Double	Metric	Engagement Rate	Engagement Rate for the AdgroupPerformance report.
Engagements	Long	Metric	Engagements	Engagements for the AdgroupPerformance report.
GmailForwards	Long	Metric	Gmail Forwards	Gmail Forwards for the AdgroupPerformance report.

GmailSaves	Long	Metric	Gmail Saves	Gmail Saves for the AdgroupPerformance report.
GmailSecondaryClicks	Long	Metric	Gmail Clicks To Website	Gmail Clicks To Website for the AdgroupPerformance report.
ImpressionAssistedConversions	Long	Metric	Impr Assisted Conv	Impr Assisted Conv for the AdgroupPerformance report.
ImpressionAssistedConversionsOverLastClickConversion	Double	Metric	Impr Assisted Conv Per Last Click Conv	Impr Assisted Conv Per Last Click Conv for the AdgroupPerformance report.
ImpressionAssistedConversionValue	Double	Metric	Impr Assisted Conv Value	Impr Assisted Conv Value for the AdgroupPerformance report.
Impressions	Long	Metric	Impressions	Impressions for the AdgroupPerformance report.
InteractionRate	Double	Metric	Interaction Rate	Interaction Rate for the AdgroupPerformance report.
Interactions	Long	Metric	Interactions	Interactions for the

				AdgroupPerformance report.
InteractionTypes	String	Metric	Interaction Types	Interaction Types for the AdgroupPerformance report.
NumOfflineImpressions	Long	Metric	Phone Impressions	Phone Impressions for the AdgroupPerformance report.
NumOfflineInteractions	Long	Metric	Phone Calls	Phone Calls for the AdgroupPerformance report.
OfflineInteractionRate	Double	Metric	PTR	PTR for the AdgroupPerformance report.
PercentNewVisitors	Double	Metric	Percent New Sessions	Percent New Sessions for the AdgroupPerformance report.
RelativeCtr	Double	Metric	Relative CTR	Relative CTR for the AdgroupPerformance report.
SearchAbsoluteTopImpressionShare	Double	Metric	Search Abs Top IS	Search Abs Top IS for the AdgroupPerformance report.
SearchExactMatchImpressionShare	Double	Metric	Search Exact	Search Exact Match IS for the

			Match IS	AdgroupPerformance report.
SearchImpressionShare	Double	Metric	Search Impr Share	Search Impr Share for the AdgroupPerformance report.
SearchRankLostImpressionShare	Double	Metric	Search Lost IS (rank)	Search Lost IS (rank) for the AdgroupPerformance report.
TopImpressionPercentage	Double	Metric	Impr Top	The percent of add impressions that are shown anywhere above the organic search results.
ValuePerAllConversion	Double	Metric	Value Per All Conv	Value Per All Conv for the AdgroupPerformance report.
ValuePerConversion	Double	Metric	Value Per Conv	Value Per Conv for the AdgroupPerformance report.
ValuePerCurrentModelAttributedConversion	Double	Metric	Value Per Conv (current Model)	Value Per Conv (current Model) for the AdgroupPerformance report.
VideoQuartile100Rate	Double	Metric	Video Played To 100Percent	Video Played To 100Percent for the AdgroupPerformance report.

				mance report.
VideoQuartile25Rate	<i>Double</i>	Metric	Video Played To 25Percent	Video Played To 25Percent for the AdgroupPerformance report.
VideoQuartile50Rate	<i>Double</i>	Metric	Video Played To 50Percent	Video Played To 50Percent for the AdgroupPerformance report.
VideoQuartile75Rate	<i>Double</i>	Metric	Video Played To 75Percent	Video Played To 75Percent for the AdgroupPerformance report.
VideoViewRate	<i>Double</i>	Metric	View Rate	View Rate for the AdgroupPerformance report.
VideoViews	<i>Long</i>	Metric	Views	Views for the AdgroupPerformance report.
ViewThroughConversions	<i>Long</i>	Metric	View-through Conv	View-through Conv for the AdgroupPerformance report.

## Pseudo-Columns

Pseudo column fields are used in the WHERE clause of SELECT statements and offer a more granular control over the tuples that are returned from the data source.



Name	Type	Description
StartDate	<i>String</i>	Start date for fetching AdWords data. Both StartDate and EndDate must be set to specify a custom date range. The default range in the last seven days.
EndDate	<i>String</i>	End date for fetching AdWords data. Both StartDate and EndDate must be set to specify a custom date range. The default range in the last seven days.

## AdGroups

Service to access details about any ad groups.

## Columns

Name	Type	Behavior	DisplayName	Description
Id [KEY]	<i>Long</i>			ID of this ad group.
CampaignId	<i>Long</i>			ID of the campaign with which this ad group is associated.
CampaignName	<i>String</i>			Name of the campaign with which this ad group is associated.
Name	<i>String</i>			Name of this ad group (at most 255 UTF-8 full-width characters).

Status	<i>String</i>	Status of this ad group.
ContentBidCriterionTypeGroup	<i>String</i>	Allows advertisers to specify a criteria dimension on which to place absolute bids.
BaseCampaignId	<i>Long</i>	ID of the base campaign from which this draft/trial adgroup was created.
BaseAdGroupId	<i>Long</i>	ID of the base adgroup from which this draft/trial adgroup was created.
TrackingUrlTemplate	<i>String</i>	URL template for constructing a tracking URL.
FinalUrlSuffix	<i>String</i>	URL template for appending params to Final URL.
UrlCustomParameters	<i>String</i>	A list of mappings to be used for substituting URL custom parameter tags in the trackingUrlTemplate, finalUrls, and/or finalMobileUrls.
AdGroupType	<i>String</i>	The type of the Ad Group.

BiddingStrategyId	Long	Id of the bidding strategy to be associated with the campaign, ad group or ad group criteria.
BiddingStrategyName	String	Name of the bidding strategy.
BiddingStrategyType	String	The type of the bidding strategy to be attached.
BiddingStrategySource	String	Indicates where the bidding strategy is associated i.e. campaign, ad group or ad group criterion.
AdRotationMode	String	The ad rotation mode to specify how often the ads in the ad group will be served relative to one another.

## AdPerformance

The Ad Performance report includes all statistics aggregated at the ad level, one row per ad.

## Columns

Name	Type	Behavior	Display Name	Description
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AccentColor	String	Attribute	Accent Color (responsive)	Accent Color (responsive) for the AdPerformance report.
AccountCurrencyCode	String	Attribute	Currency	Currency for the AdPerformance report.
AccountDescriptiveName	String	Attribute	Account	Account for the AdPerformance report.
AccountTimeZone	String	Attribute	Time Zone	Time Zone for the AdPerformance report.
AdGroupId	Long	Attribute	Ad Group ID	Ad Group ID for the AdPerformance report.
AdGroupName	String	Attribute	Ad Group	Ad Group for the AdPerformance report.
AdGroupStatus	String	Attribute	Ad Group State	Ad Group State for the AdPerformance report.  The allowed values are <i>UNKNOWN</i> , <i>ENABLED</i> ,

				<i>PAUSED, REMOVED.</i>
AdStrengthInfo	<i>String</i>	Attribute	Ad Strength	Ad Strength for the AdPerformance report.
AdType	<i>String</i>	Attribute	Ad Type	<p>Ad Type for the AdPerformance report.</p> <p>The allowed values are <i>DEPRECATE_D_AD</i>, <i>IMAGE_AD</i>, <i>PRODUCT_AD</i>, <i>TEMPLATE_AD</i>, <i>TEXT_AD</i>, <i>THIRD_PARTY_REDIRECT_AD</i>, <i>DYNAMIC_SEARCH_AD</i>, <i>CALL_ONLY_AD</i>, <i>EXPANDED_TEXT_AD</i>, <i>RESPONSIVE_DISPLAY_AD</i>, <i>SHOWCASE_AD</i>, <i>GOAL_OPTIMIZED_SHOPPING_AD</i>, <i>EXPANDED_</i></p>

				DYNAMIC_SEARCH_AD, GMAIL_AD, RESPONSIVE_SEARCH_AD, MULTI_ASSET_RESPONSIVE_DISPLAY_AD, UNKNOWN.
AllowFlexibleColor	String	Attribute	Allow Flexible Color (responsive)	Allow Flexible Color (responsive) for the AdPerformance report.  The allowed values are <i>TRUE</i> , <i>FALSE</i> .
Automated	String	Attribute	Auto-applied Ad Suggestion	Auto-applied Ad Suggestion for the AdPerformance report.  The allowed values are <i>TRUE</i> , <i>FALSE</i> .
BaseAdGroupId	Long	Attribute	Base Ad Group ID	Base Ad Group ID for the AdPerformance report.
BaseCampaignId	Long	Attribute	Base	Base

		e	Campaign ID	Campaign ID for the AdPerformance report.
BusinessName	String	Attribute	Business Name	Business Name for the AdPerformance report.
CallOnlyPhoneNumber	String	Attribute	Call-only Ad Phone Number	Call-only Ad Phone Number for the AdPerformance report.
CallToActionText	String	Attribute	Call To Action Text (responsive)	Call To Action Text (responsive) for the AdPerformance report.
CampaignId	Long	Attribute	Campaign ID	Campaign ID for the AdPerformance report.
CampaignName	String	Attribute	Campaign	Campaign for the AdPerformance report.
CampaignStatus	String	Attribute	Campaign State	Campaign State for the AdPerformance report.  The allowed

				values are <i>UNKNOWN</i> , <i>ENABLED</i> , <i>PAUSED</i> , <i>REMOVED</i> .
CombinedApprovalStatus	<i>String</i>	Attribute	Approval Status	Approval Status for the AdPerformance report.  The allowed values are <i>UNKNOWN</i> , <i>APPROVED</i> , <i>APPROVED_LIMITED</i> , <i>ELIGIBLE</i> , <i>UNDER_REVIEW</i> , <i>DISAPPROVED</i> , <i>SITE_SUSPENDED</i> .
ConversionAdjustment	<i>String</i>	Attribute	Conversion Adjustment	Conversion Adjustment for the AdPerformance report.  The allowed values are <i>TRUE</i> , <i>FALSE</i> .
CreativeDestinationUrl	<i>String</i>	Attribute	Destination URL	Destination URL for the AdPerformance report.
CreativeFinalAppUrls	<i>String</i>	Attribute	App Final	App Final



		e	URL	URL for the AdPerformance report.
CreativeFinalMobileUrls	<i>String</i>	Attribute	Mobile Final URL	Mobile Final URL for the AdPerformance report.
CreativeFinalUrls	<i>String</i>	Attribute	Final URL	Final URL for the AdPerformance report.
CreativeFinalUrlSuffix	<i>String</i>	Attribute	Final URL Suffix	Final URL Suffix for the AdPerformance report.
CreativeTrackingUrlTemplate	<i>String</i>	Attribute	Tracking Template	Tracking Template for the AdPerformance report.
CreativeUrlCustomParameters	<i>String</i>	Attribute	Custom Parameter	Custom Parameter for the AdPerformance report.
CriterionType	<i>String</i>	Attribute	Criteria Type	Criteria Type for the AdPerformance report.  The allowed values are

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UNKNOWN,  
AD\_  
SCHEDULE,  
AGE\_RANGE,  
APP\_  
PAYMENT\_  
MODEL,  
CARRIER,  
CONTENT\_  
LABEL,  
CUSTOM\_  
AFFINITY,  
GENDER,  
LOCATION\_  
GROUPS, IP\_  
BLOCK,  
KEYWORD,  
LANGUAGE,  
LOCATION,  
MOBILE\_  
APPLICATION,  
MOBILE\_  
APP\_  
CATEGORY,  
MOBILE\_  
DEVICE,  
OPERATING\_  
SYSTEM\_  
VERSION,  
PARENT,  
PLACEMENT,  
PLATFORM,  
PREFERRED\_  
CONTENT,  
PRODUCT\_  
PARTITION,  
PRODUCT\_  
SCOPE,  
PROXIMITY,  
USER\_

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				<i>INTEREST, USER_LIST, VERTICAL, WEBPAGE, YOUTUBE_ CHANNEL, YOUTUBE_ VIDEO, CUSTOM_IN_ MARKET.</i>
CustomerDescriptiveName	<i>String</i>	Attribute	Client Name	Client Name for the AdPerformance report.
Description	<i>String</i>	Attribute	Description	Description for the AdPerformance report.
Description1	<i>String</i>	Attribute	Description Line 1	Description Line 1 for the AdPerformance report.
Description2	<i>String</i>	Attribute	Description Line 2	Description Line 2 for the AdPerformance report.
DevicePreference	<i>Long</i>	Attribute	Device Preference	Device Preference for the AdPerformance report.
DisplayUrl	<i>String</i>	Attribute	Display	Display URL

		e	URL	for the AdPerformance report.
EnhancedDisplayCreativeLandscapeLogoImageMediaId		Attribute	Landscape Logo ID (responsive)	Landscape Logo ID (responsive) for the AdPerformance report.
EnhancedDisplayCreativeLogoImageMediaId	Long	Attribute	Logo ID (responsive)	Logo ID (responsive) for the AdPerformance report.
EnhancedDisplayCreativeMarketingImageMediaId	Long	Attribute	Image ID (responsive)	Image ID (responsive) for the AdPerformance report.
EnhancedDisplayCreativeMarketingImageSquareMediaId	Long	Attribute	Square Image ID (responsive)	Square Image ID (responsive) for the AdPerformance report.
ExpandedDynamicSearchCreativeDescription2	String	Attribute	Expanded Dynamic Search Ad Description 2	Expanded Dynamic Search Ad Description 2 for the AdPerformance report.
ExpandedTextAdDescription2	String	Attribute	Expanded Text Ad	Expanded Text Ad

			Description 2	Description 2 for the AdPerformance report.
ExpandedTextAdHeadlinePart3	String	Attribute	Expanded Text Ad Headline 3	Expanded Text Ad Headline 3 for the AdPerformance report.
ExternalCustomerId	Long	Attribute	Customer ID	Customer ID for the AdPerformance report.
FormatSetting	String	Attribute	Ad Format Preference (responsive)	Ad Format Preference (responsive) for the AdPerformance report.  The allowed values are <i>UNKNOWN</i> , <i>ALL_FORMATS</i> , <i>NON_NATIVE</i> , <i>NATIVE</i> .
GmailCreativeHeaderImageMediaId	Long	Attribute	Gmail Ad Header Image Media Id	Gmail Ad Header Image Media Id for the AdPerformance report.
GmailCreativeLogoImageMediaId	Long	Attribute	Gmail Ad	Gmail Ad

		e	Logo Image Media Id	Logo Image Media Id for the AdPerformance report.
GmailCreativeMarketingImageMediaId	Long	Attribute	Gmail Ad Marketing Image Media Id	Gmail Ad Marketing Image Media Id for the AdPerformance report.
GmailTeaserBusinessName	String	Attribute	Gmail Ad Business Name	Gmail Ad Business Name for the AdPerformance report.
GmailTeaserDescription	String	Attribute	Gmail Ad Description	Gmail Ad Description for the AdPerformance report.
GmailTeaserHeadline	String	Attribute	Gmail Ad Headline	Gmail Ad Headline for the AdPerformance report.
Headline	String	Attribute	Ad	Ad for the AdPerformance report.
HeadlinePart1	String	Attribute	Headline 1	Headline 1 for the AdPerformance report.

HeadlinePart2	<i>String</i>	Attribute	Headline 2	Headline 2 for the AdPerformance report.
Id	<i>Long</i>	Attribute	Ad ID	Ad ID for the AdPerformance report.
ImageAdUrl	<i>String</i>	Attribute	Image Ad URL	Image Ad URL for the AdPerformance report.
ImageCreativeImageHeight	<i>Integer</i>	Attribute	Image Height	Image Height for the AdPerformance report.
ImageCreativeImageWidth	<i>Integer</i>	Attribute	Image Width	Image Width for the AdPerformance report.
ImageCreativeMimeType	<i>String</i>	Attribute	Image Mime Type	Image Mime Type for the AdPerformance report.
ImageCreativeName	<i>String</i>	Attribute	Image Ad Name	Image Ad Name for the AdPerformance report.
IsNegative	<i>String</i>	Attribute	Is Negative	Is Negative for the AdPerformance report.

				The allowed values are <i>TRUE</i> , <i>FALSE</i> .
LabelIds	<i>String</i>	Attribute	Label IDs	Label IDs for the AdPerformance report.
Labels	<i>String</i>	Attribute	Labels	Labels for the AdPerformance report.
LongHeadline	<i>String</i>	Attribute	Long Headline	Long Headline for the AdPerformance report.
MainColor	<i>String</i>	Attribute	Main Color (responsive)	Main Color (responsive) for the AdPerformance report.
MarketingImageCallToActionText	<i>String</i>	Attribute	Gmail Ad Marketing Image Call To Action Text	Gmail Ad Marketing Image Call To Action Text for the AdPerformance report.
MarketingImageCallToActionTextColor	<i>String</i>	Attribute	Gmail Ad Marketing Image Call To Action Text Color	Gmail Ad Marketing Image Call To Action Text Color for the



				AdPerformance report.
MarketingImageDescription	String	Attribute	Gmail Ad Marketing Image Description	Gmail Ad Marketing Image Description for the AdPerformance report.
MarketingImageHeadline	String	Attribute	Gmail Ad Marketing Image Headline	Gmail Ad Marketing Image Headline for the AdPerformance report.
MultiAssetResponsiveDisplayAdAccentColor	String	Attribute	Accent Color (multi Asset Responsive Display)	Accent Color (multi Asset Responsive Display) for the AdPerformance report.
MultiAssetResponsiveDisplayAdAllowFlexibleColor	String	Attribute	Allow Flexible Color (multi Asset Responsive Display)	Allow Flexible Color (multi Asset Responsive Display) for the AdPerformance report.  The allowed values are <i>TRUE</i> , <i>FALSE</i> .

MultiAssetResponsiveDisplayAdBusinessName	String	Attribute	Business Name (multi Asset Responsive Display)	Business Name (multi Asset Responsive Display) for the AdPerformance report.
MultiAssetResponsiveDisplayAdCallToActionText	String	Attribute	Call To Action Text (multi Asset Responsive Display)	Call To Action Text (multi Asset Responsive Display) for the AdPerformance report.
MultiAssetResponsiveDisplayAdDescriptions	String	Attribute	Descriptions (multi Asset Responsive Display)	Descriptions (multi Asset Responsive Display) for the AdPerformance report.
MultiAssetResponsiveDisplayAdDynamicSettingsPricePrefix	String	Attribute	Price Prefix (multi Asset Responsive Display)	Price Prefix (multi Asset Responsive Display) for the AdPerformance report.
MultiAssetResponsiveDisplayAdDynamicSettingsPromotionText	String	Attribute	Promotion Text (multi Asset Responsive Display)	Promotion Text (multi Asset Responsive Display) for the

				AdPerformance report.
MultiAssetResponsiveDisplayAdFormatSetting	String	Attribute	Ad Format Preference (multi Asset Responsive Display)	Ad Format Preference (multi Asset Responsive Display) for the AdPerformance report.  The allowed values are <i>UNKNOWN</i> , <i>ALL_FORMATS</i> , <i>NON_NATIVE</i> , <i>NATIVE</i> .
MultiAssetResponsiveDisplayAdHeadlines	String	Attribute	Headlines (multi Asset Responsive Display)	Headlines (multi Asset Responsive Display) for the AdPerformance report.
MultiAssetResponsiveDisplayAdLandscapeLogos	String	Attribute	Landscape Logos (multi Asset Responsive Display)	Landscape Logos (multi Asset Responsive Display) for the AdPerformance report.
MultiAssetResponsiveDisplayAdLogoImages	String	Attribute	Logos (multi Asset	Logos (multi Asset Responsive

			Responsive Display)	Display) for the AdPerformance report.
MultiAssetResponsiveDisplayAdLongHeadline	String	Attribute	Long Headline (multi Asset Responsive Display)	Long Headline (multi Asset Responsive Display) for the AdPerformance report.
MultiAssetResponsiveDisplayAdMainColor	String	Attribute	Main Color (multi Asset Responsive Display)	Main Color (multi Asset Responsive Display) for the AdPerformance report.
MultiAssetResponsiveDisplayAdMarketingImageString	String	Attribute	Images (multi Asset Responsive Display)	Images (multi Asset Responsive Display) for the AdPerformance report.
MultiAssetResponsiveDisplayAdSquareMarketingImageString	String	Attribute	Square Images (multi Asset Responsive Display)	Square Images (multi Asset Responsive Display) for the AdPerformance report.
MultiAssetResponsiveDisplayAdYouTubeVideos	String	Attribute	Youtube	Youtube

		e	Videos (multi Asset Responsive Display)	Videos (multi Asset Responsive Display) for the AdPerformance report.
Path1	String	Attribute	Path 1	Path 1 for the AdPerformance report.
Path2	String	Attribute	Path 2	Path 2 for the AdPerformance report.
PolicySummary	String	Attribute	Policy	Policy for the AdPerformance report.
PricePrefix	String	Attribute	Price Prefix (responsive)	Price Prefix (responsive) for the AdPerformance report.
PromoText	String	Attribute	Promotion Text (responsive)	Promotion Text (responsive) for the AdPerformance report.
ResponsiveSearchAdDescriptions	String	Attribute	Responsive Search Ad Descriptions	Responsive Search Ad Descriptions for the

				AdPerformance report.
ResponsiveSearchAdHeadlines	String	Attribute	Responsive Search Ad Headlines	Responsive Search Ad Headlines for the AdPerformance report.
ResponsiveSearchAdPath1	String	Attribute	Responsive Search Ad Path 1	Responsive Search Ad Path 1 for the AdPerformance report.
ResponsiveSearchAdPath2	String	Attribute	Responsive Search Ad Path 2	Responsive Search Ad Path 2 for the AdPerformance report.
ShortHeadline	String	Attribute	Short Headline	Short Headline for the AdPerformance report.
Status	String	Attribute	Ad State	Ad State for the AdPerformance report.  The allowed values are <i>ENABLED</i> , <i>PAUSED</i> , <i>DISABLED</i> .

SystemManagedEntitySource	String	Attribute	System Managed Entity Source	<p>System Managed Entity Source for the AdPerformance report.</p> <p>The allowed values are <i>UNKNOWN</i>, <i>AD_VARIATIONS</i>.</p>
AdNetworkType1	String	Segment	Network	<p>Network for the AdPerformance report.</p> <p>The allowed values are <i>UNKNOWN</i>, <i>SEARCH</i>, <i>CONTENT</i>, <i>YOUTUBE_SEARCH</i>, <i>YOUTUBE_WATCH</i>, <i>MIXED</i>.</p>
AdNetworkType2	String	Segment	Network (with Search Partners)	<p>Network (with Search Partners) for the AdPerformance report.</p> <p>The allowed values are <i>UNKNOWN</i>, <i>SEARCH</i>,</p>

				SEARCH_ PARTNERS, CONTENT, YOUTUBE_ SEARCH, YOUTUBE_ WATCH, MIXED.
ClickType	String	Segment	Click Type	<div>Click Type for the AdPerformance report.</div> <div>The allowed values are URL_CLICKS, CALLS, OTHER, PRODUCT_EXTENSION_CLICKS, SITESLINKS, PRODUCT_LISTING_AD_CLICKS, GET_DIRECTIONS, OFFER_PRINTS, BREADCRUMBS, CALL_TRACKING, MOBILE_CALL_</div>



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TRACKING,  
LOCATION\_  
EXPANSION,  
STORE\_  
LOCATOR,  
PRODUCT\_  
LISTING\_AD\_  
LOCAL, APP\_  
DEEPLINK,  
PRODUCT\_  
LISTING\_AD\_  
MULTICHANN  
EL\_LOCAL,  
PRODUCT\_  
LISTING\_AD\_  
MULTICHANN  
EL\_ONLINE,  
PRODUCT\_  
LISTING\_  
ADS\_  
COUPON,  
PRODUCT\_  
LISTING\_AD\_  
TRANSACTAB  
LE,  
PRODUCT\_  
AD\_APP\_  
DEEPLINK,  
SHOWCASE\_  
AD\_  
CATEGORY\_  
LINK,  
SHOWCASE\_  
AD\_LOCAL\_  
STOREFRON  
T\_LINK,

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EO\_CARD\_  
ACTION\_  
HEADLINE\_  
CLICKS,  
VIDEO\_END\_  
CAP\_CLICKS,  
CLICK\_ON\_  
ENGAGEMENT\_  
T\_AD,  
LOCATION\_  
FORMAT\_  
MAP,  
LOCATION\_  
FORMAT\_  
LANDING\_  
PAGE,  
LOCATION\_  
FORMAT\_  
STORE\_INFO,  
LOCATION\_  
FORMAT\_  
DIRECTIONS,  
LOCATION\_  
FORMAT\_  
CALL,  
LOCATION\_  
FORMAT\_  
TEXT,  
LOCATION\_  
FORMAT\_  
IMAGE,  
BROADBAND\_  
PLAN,  
WIRELESS\_  
PLAN,  
VISUAL\_  
SITELINKS,  
PROMOTION\_  
EXTENSION,

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ConversionAdjustmentLagBucket	String	Segment	Days To Conversion Or Adjustment	Days To Conversion Or Adjustment for the AdPerformance report.  The allowed values are UNKNOWN, CONVERSION_0_TO_1_DAYS, CONVERSION_1_TO_2_DAYS, CONVERSION_2_TO_3_DAYS, CONVERSION_3_TO_4_DAYS, CONVERSION_4_TO_5_DAYS, CONVERSION_5_TO_6_DAYS, CONVERSION_6_TO_7_DAYS, CONVERSION
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N\_7\_TO\_8\_  
DAYS,  
CONVERSIO  
N\_8\_TO\_9\_  
DAYS,  
CONVERSIO  
N\_9\_TO\_10\_  
DAYS,  
CONVERSIO  
N\_10\_TO\_11\_  
DAYS,  
CONVERSIO  
N\_11\_TO\_12\_  
DAYS,  
CONVERSIO  
N\_12\_TO\_13\_  
DAYS,  
CONVERSIO  
N\_13\_TO\_14\_  
DAYS,  
CONVERSIO  
N\_14\_TO\_21\_  
DAYS,  
CONVERSIO  
N\_21\_TO\_30\_  
DAYS,  
CONVERSIO  
N\_30\_TO\_45\_  
DAYS,  
CONVERSIO  
N\_45\_TO\_60\_  
DAYS,  
CONVERSIO  
N\_60\_TO\_90\_  
DAYS,  
ADJUSTMEN  
T\_0\_TO\_1\_

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8\_TO\_9\_  
DAYS,  
ADJUSTMEN  
T\_9\_TO\_10\_  
DAYS,  
ADJUSTMEN  
T\_10\_TO\_11\_  
DAYS,  
ADJUSTMEN  
T\_11\_TO\_12\_  
DAYS,  
ADJUSTMEN  
T\_12\_TO\_13\_  
DAYS,  
ADJUSTMEN  
T\_13\_TO\_14\_  
DAYS,  
ADJUSTMEN  
T\_14\_TO\_21\_  
DAYS,  
ADJUSTMEN  
T\_21\_TO\_30\_  
DAYS,  
ADJUSTMEN  
T\_30\_TO\_45\_  
DAYS,  
ADJUSTMEN  
T\_45\_TO\_60\_  
DAYS,  
ADJUSTMEN  
T\_60\_TO\_90\_  
DAYS,  
ADJUSTMEN  
T\_90\_TO\_  
145\_DAY,  
CONVERSIO  
N\_  
UNKNOWN,  
ADJUSTMEN  
T\_

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ConversionCategoryName	String	Segment	Conversion Category	Conversion Category for the AdPerformance report.
ConversionLagBucket	String	Segment	Days To Conversion	<div>Days To Conversion for the AdPerformance report.</div> <div>The allowed values are UNKNOWN, CONVERSION_0_TO_1_DAYS, CONVERSION_1_TO_2_DAYS, CONVERSION_2_TO_3_DAYS, CONVERSION_3_TO_4_DAYS, CONVERSION_4_TO_5_DAYS, CONVERSION_5_TO_6_DAYS, CONVERSION_6_TO_7_DAYS, CONVERSION</div>

<div>N_7_TO_8_ DAYS, CONVERSIO N_8_TO_9_ DAYS, CONVERSIO N_9_TO_10_ DAYS, CONVERSIO N_10_TO_11_ DAYS, CONVERSIO N_11_TO_12_ DAYS, CONVERSIO N_12_TO_13_ DAYS, CONVERSIO N_13_TO_14_ DAYS, CONVERSIO N_14_TO_21_ DAYS, CONVERSIO N_21_TO_30_ DAYS, CONVERSIO N_30_TO_45_ DAYS, CONVERSIO N_45_TO_60_ DAYS, CONVERSIO N_60_TO_90_ DAYS.</div>				
ConversionTrackerId	Long	Segment	Conversion Tracker Id	Conversion Tracker Id for the AdPerforma

				nce report.
ConversionTypeName	String	Segment	Conversion Name	Conversion Name for the AdPerformance report.
CriterionId	Long	Segment	Keyword ID	Keyword ID for the AdPerformance report.
Date	Date	Segment	Day	Day for the AdPerformance report.
DayOfWeek	String	Segment	Day Of Week	Day Of Week for the AdPerformance report.  The allowed values are MONDAY, TUESDAY, WEDNESDAY, THURSDAY, FRIDAY, SATURDAY, SUNDAY.
Device	String	Segment	Device	Device for the AdPerformance report.  The allowed values are UNKNOWN, DESKTOP, HIGH_END_



				MOBILE, TABLET.
ExternalConversionSource	String	Segment	Conversion Source	<div>Conversion Source for the AdPerformance report.</div> <div>The allowed values are UNKNOWN, WEBPAGE, ANALYTICS, UPLOAD, AD_CALL_METRICS, OFFERS, ENGAGEMENT, WEBSITE_CALL_METRICS, STORE_VISITS, ANDROID_IN_APP, ANDROID_DOWNLOAD, IOS_IN_APP, IOS_FIRST_OPEN, APP_UNSPECIFIED, ANDROID_FIRST_OPEN, UPLOAD_CALLS, FIREBASE_CLICK_TO_CALL, SALESFORCE,</div>

				STORE_ SALES_CRM, STORE_ SALES_ PAYMENT_ NETWORK, GOOGLE_ PLAY, THIRD_ PARTY_APP_ ANALYTICS, GOOGLE_ ATTRIBUTIO N, STORE_ SALES_ DIRECT.
Month	String	Segment	Month	Month for the AdPerformance report.
MonthOfYear	String	Segment	Month Of Year	Month Of Year for the AdPerformance report.  The allowed values are JANUARY, FEBRUARY, MARCH, APRIL, MAY, JUNE, JULY, AUGUST, SEPTEMBER, OCTOBER, NOVEMBER, DECEMBER.
Quarter	String	Segment	Quarter	Quarter for

		nt		the AdPerforma nce report.
Slot	<i>String</i>	Segme nt	Top Vs Other	Top Vs Other for the AdPerforma nce report.  The allowed values are <i>SEARCHRHS</i> , <i>SEARCHTOP</i> , <i>SEARCHOTHE R</i> , <i>CONTENT</i> , <i>AFSTOP</i> , <i>AFSOTHER</i> , <i>MIXED</i> , <i>UNKNOWN</i> .
Week	<i>String</i>	Segme nt	Week	Week for the AdPerforma nce report.
Year	<i>Integer</i>	Segme nt	Year	Year for the AdPerforma nce report.
AbsoluteTopImpressionPercentage	<i>Double</i>	Metric	Impr Abs Top	The percent of add impressions shown as the very first ad.
ActiveViewCpm	<i>Decim al</i>	Metric	Active View Avg CPM	Active View Avg CPM for the AdPerforma nce report.

ActiveViewCtr	<i>Double</i>	Metric	Active View Viewable CTR	Active View Viewable CTR for the AdPerformance report.
ActiveViewImpressions	<i>Long</i>	Metric	Active View Viewable Impressions	Active View Viewable Impressions for the AdPerformance report.
ActiveViewMeasurability	<i>Double</i>	Metric	Active View Measurable Impr Per Impr	Active View Measurable Impr Per Impr for the AdPerformance report.
ActiveViewMeasurableCost	<i>Decimal</i>	Metric	Active View Measurable Cost	Active View Measurable Cost for the AdPerformance report.
ActiveViewMeasurableImpressions	<i>Long</i>	Metric	Active View Measurable Impr	Active View Measurable Impr for the AdPerformance report.
ActiveViewViewability	<i>Double</i>	Metric	Active View Viewable Impr Per Measurable Impr	Active View Viewable Impr Per Measurable Impr for the AdPerformance report.

AllConversionRate	<i>Double</i>	Metric	All Conv Rate	All Conv Rate for the AdPerformance report.
AllConversions	<i>Double</i>	Metric	All Conv	All Conv for the AdPerformance report.
AllConversionValue	<i>Double</i>	Metric	All Conv Value	All Conv Value for the AdPerformance report.
AverageCost	<i>Decimal</i>	Metric	Avg Cost	Avg Cost for the AdPerformance report.
AverageCpc	<i>Decimal</i>	Metric	Avg CPC	Avg CPC for the AdPerformance report.
AverageCpe	<i>Double</i>	Metric	Avg CPE	Avg CPE for the AdPerformance report.
AverageCpm	<i>Decimal</i>	Metric	Avg CPM	Avg CPM for the AdPerformance report.
AverageCpv	<i>Double</i>	Metric	Avg CPV	Avg CPV for the AdPerformance report.

AveragePageviews	Double	Metric	Pages Per Session	Pages Per Session for the AdPerformance report.
AveragePosition	Double	Metric	Avg Position	Avg Position for the AdPerformance report.
AverageTimeOnSite	Double	Metric	Avg Session Duration (seconds)	Avg Session Duration (seconds) for the AdPerformance report.
BounceRate	Double	Metric	Bounce Rate	Bounce Rate for the AdPerformance report.
ClickAssistedConversions	Long	Metric	Click Assisted Conv	Click Assisted Conv for the AdPerformance report.
ClickAssistedConversionsOverLastClickConversion	Double	Metric	Click Assisted Conv Per Last Click Conv	Click Assisted Conv Per Last Click Conv for the AdPerformance report.
ClickAssistedConversionValue	Double	Metric	Click Assisted Conv Value	Click Assisted Conv Value

				for the AdPerformance report.
Clicks	<i>Long</i>	Metric	Clicks	Clicks for the AdPerformance report.
ConversionRate	<i>Double</i>	Metric	Conv Rate	Conv Rate for the AdPerformance report.
Conversions	<i>Double</i>	Metric	Conversions	Conversions for the AdPerformance report.
ConversionValue	<i>Double</i>	Metric	Total Conv Value	Total Conv Value for the AdPerformance report.
Cost	<i>Decimal</i>	Metric	Cost	Cost for the AdPerformance report.
CostPerAllConversion	<i>Decimal</i>	Metric	Cost Per All Conv	Cost Per All Conv for the AdPerformance report.
CostPerConversion	<i>Decimal</i>	Metric	Cost Per Conv	Cost Per Conv for the AdPerformance report.
CostPerCurrentModelAttributedConversion	<i>Double</i>	Metric	Cost Per Conv (current	Cost Per Conv (current

			Model)	Model) for the AdPerformance report.
CrossDeviceConversions	Double	Metric	Cross-device Conv	Cross-device Conv for the AdPerformance report.
Ctr	Double	Metric	CTR	CTR for the AdPerformance report.
CurrentModelAttributedConversions	Double	Metric	Conversions (current Model)	Conversions (current Model) for the AdPerformance report.
CurrentModelAttributedConversionValue	Double	Metric	Conv Value (current Model)	Conv Value (current Model) for the AdPerformance report.
EngagementRate	Double	Metric	Engagement Rate	Engagement Rate for the AdPerformance report.
Engagements	Long	Metric	Engagements	Engagements for the AdPerformance report.
GmailForwards	Long	Metric	Gmail Forwards	Gmail Forwards for



				the AdPerformance report.
GmailSaves	Long	Metric	Gmail Saves	Gmail Saves for the AdPerformance report.
GmailSecondaryClicks	Long	Metric	Gmail Clicks To Website	Gmail Clicks To Website for the AdPerformance report.
ImpressionAssistedConversions	Long	Metric	Impr Assisted Conv	Impr Assisted Conv for the AdPerformance report.
ImpressionAssistedConversionsOverLastClickConversions	Double	Metric	Impr Assisted Conv Per Last Click Conv	Impr Assisted Conv Per Last Click Conv for the AdPerformance report.
ImpressionAssistedConversionValue	Double	Metric	Impr Assisted Conv Value	Impr Assisted Conv Value for the AdPerformance report.
Impressions	Long	Metric	Impressions	Impressions for the AdPerformance report.

InteractionRate	<i>Double</i>	Metric	Interaction Rate	Interaction Rate for the AdPerformance report.
Interactions	<i>Long</i>	Metric	Interactions	Interactions for the AdPerformance report.
InteractionTypes	<i>String</i>	Metric	Interaction Types	Interaction Types for the AdPerformance report.
PercentNewVisitors	<i>Double</i>	Metric	Percent New Sessions	Percent New Sessions for the AdPerformance report.
TopImpressionPercentage	<i>Double</i>	Metric	Impr Top	The percent of add impressions that are shown anywhere above the organic search results.
ValuePerAllConversion	<i>Double</i>	Metric	Value Per All Conv	Value Per All Conv for the AdPerformance report.
ValuePerConversion	<i>Double</i>	Metric	Value Per Conv	Value Per Conv for the AdPerformance

				nce report.
ValuePerCurrentModelAttributedConversion	<i>Double</i>	Metric	Value Per Conv (current Model)	Value Per Conv (current Model) for the AdPerformance report.
VideoQuartile100Rate	<i>Double</i>	Metric	Video Played To 100Percent	Video Played To 100Percent for the AdPerformance report.
VideoQuartile25Rate	<i>Double</i>	Metric	Video Played To 25Percent	Video Played To 25Percent for the AdPerformance report.
VideoQuartile50Rate	<i>Double</i>	Metric	Video Played To 50Percent	Video Played To 50Percent for the AdPerformance report.
VideoQuartile75Rate	<i>Double</i>	Metric	Video Played To 75Percent	Video Played To 75Percent for the AdPerformance report.
VideoViewRate	<i>Double</i>	Metric	View Rate	View Rate for the AdPerformance report.

VideoViews	<i>Long</i>	Metric	Views	Views for the AdPerformance report.
ViewThroughConversions	<i>Long</i>	Metric	View-through Conv	View-through Conv for the AdPerformance report.

## Pseudo-Columns

Pseudo column fields are used in the WHERE clause of SELECT statements and offer a more granular control over the tuples that are returned from the data source.

Name	Type	Description
StartDate	<i>String</i>	Start date for fetching AdWords data. Both StartDate and EndDate must be set to specify a custom date range. The default range is in the last seven days.
EndDate	<i>String</i>	End date for fetching AdWords data. Both StartDate and EndDate must be set to specify a custom date range. The default range is in the last seven days.

## AgeRangePerformance

The Age Range Performance report includes all display network statistics aggregated by age range. It also includes automatic audience performance.

## Columns

Name	Type	Behavior	Display Name	Description
AccountCurrencyCode	String	Attribute	Currency	Currency for the AgeRangePerformance report.
AccountDescriptiveName	String	Attribute	Account	Account for the AgeRangePerformance report.
AccountTimeZone	String	Attribute	Time Zone	Time Zone for the AgeRangePerformance report.
AdGroupId	Long	Attribute	Ad Group ID	Ad Group ID for the AgeRangePerformance report.
AdGroupName	String	Attribute	Ad Group	Ad Group for the AgeRangePerformance report.
AdGroupStatus	String	Attribute	Ad Group State	Ad Group State for the AgeRangePerformance report.  The allowed values are <i>UNKNOWN</i> , <i>ENABLED</i> , <i>PAUSED</i> , <i>REMOVED</i> .
BaseAdGroupId	Long	Attribute	Base Ad Group ID	Base Ad Group ID for the AgeRangePerformance report.
BaseCampaignId	Long	Attribute	Base Campaign ID	Base Campaign ID for the

				AgeRangePerformance report.
BiddingStrategyId	Long	Attribute	Bid Strategy ID	Bid Strategy ID for the AgeRangePerformance report.
BiddingStrategyName	String	Attribute	Bid Strategy Name	Bid Strategy Name for the AgeRangePerformance report.
BiddingStrategyType	String	Attribute	Bid Strategy Type	<p>Bid Strategy Type for the AgeRangePerformance report.</p> <p>The allowed values are <i>MANUAL_CPC</i>, <i>MANUAL_CPV</i>, <i>MANUAL_CPM</i>, <i>PAGE_ONE_PROMOTED</i>, <i>TARGET_SPEND</i>, <i>TARGET_CPA</i>, <i>TARGET_ROAS</i>, <i>MAXIMIZE_CONVERSIONS</i>, <i>MAXIMIZE_CONVERSION_VALUE</i>, <i>TARGET_OUTRANK_SHARE</i>, <i>NONE</i>, <i>UNKNOWN</i>.</p>
BidModifier	Double	Attribute	Bid Adj	Bid Adj for the AgeRangePerformance report.
CampaignId	Long	Attribute	Campaign ID	Campaign ID for the AgeRangePerformance

				ce report.
CampaignName	<i>String</i>	Attribute	Campaign	Campaign for the AgeRangePerformance report.
CampaignStatus	<i>String</i>	Attribute	Campaign State	Campaign State for the AgeRangePerformance report.  The allowed values are <i>UNKNOWN</i> , <i>ENABLED</i> , <i>PAUSED</i> , <i>REMOVED</i> .
CpcBid	<i>Decimal</i>	Attribute	Max CPC	Max CPC for the AgeRangePerformance report.
CpcBidSource	<i>String</i>	Attribute	Max CPC Source	Max CPC Source for the AgeRangePerformance report.  The allowed values are <i>ADGROUP</i> , <i>CRITERION</i> , <i>ADGROUP_BIDDING_STRATEGY</i> , <i>CAMPAIGN_BIDDING_STRATEGY</i> .
CpmBid	<i>Decimal</i>	Attribute	Max CPM	Max CPM for the AgeRangePerformance report.
CpmBidSource	<i>String</i>	Attribute	Max CPM Source	Max CPM Source for the AgeRangePerformance report.

				The allowed values are <i>ADGROUP</i> , <i>CRITERION</i> , <i>ADGROUP_BIDDING_STRATEGY</i> , <i>CAMPAIGN_BIDDING_STRATEGY</i> .
Criteria	<i>String</i>	Attribute	Age Range	Age Range for the AgeRangePerformance report.
CriteriaDestinationUrl	<i>String</i>	Attribute	Destination URL	Destination URL for the AgeRangePerformance report.
CustomerDescriptiveName	<i>String</i>	Attribute	Client Name	Client Name for the AgeRangePerformance report.
ExternalCustomerId	<i>Long</i>	Attribute	Customer ID	Customer ID for the AgeRangePerformance report.
FinalAppUrls	<i>String</i>	Attribute	App Final URL	App Final URL for the AgeRangePerformance report.
FinalMobileUrls	<i>String</i>	Attribute	Mobile Final URL	Mobile Final URL for the AgeRangePerformance report.
FinalUrls	<i>String</i>	Attribute	Final URL	Final URL for the AgeRangePerformance report.
Id	<i>Long</i>	Attribute	Criterion ID	Criterion ID for the



				AgeRangePerformance report.
IsNegative	<i>String</i>	Attribute	Is Negative	Is Negative for the AgeRangePerformance report.  The allowed values are <i>TRUE</i> , <i>FALSE</i> .
IsRestrict	<i>String</i>	Attribute	Is Restricting	Is Restricting for the AgeRangePerformance report.  The allowed values are <i>TRUE</i> , <i>FALSE</i> .
Status	<i>String</i>	Attribute	Age Range State	Age Range State for the AgeRangePerformance report.  The allowed values are <i>ENABLED</i> , <i>REMOVED</i> , <i>PAUSED</i> .
TrackingUrlTemplate	<i>String</i>	Attribute	Tracking Template	Tracking Template for the AgeRangePerformance report.
UrlCustomParameters	<i>String</i>	Attribute	Custom Parameter	Custom Parameter for the AgeRangePerformance report.
AdNetworkType1	<i>String</i>	Segment	Network	Network for the AgeRangePerformance report.  The allowed values are <i>UNKNOWN</i> ,

				<p><i>SEARCH, CONTENT, YOUTUBE_SEARCH, YOUTUBE_WATCH, MIXED.</i></p>
AdNetworkType2	<i>String</i>	Segment	Network (with Search Partners)	<p>Network (with Search Partners) for the AgeRangePerformance report.</p> <p>The allowed values are <i>UNKNOWN, SEARCH, SEARCH_PARTNERS, CONTENT, YOUTUBE_SEARCH, YOUTUBE_WATCH, MIXED.</i></p>
ClickType	<i>String</i>	Segment	Click Type	<p>Click Type for the AgeRangePerformance report.</p> <p>The allowed values are <i>URL_CLICKS, CALLS, OTHER, PRODUCT_EXTENSION_CLICKS, SITELINKS, PRODUCT_LISTING_AD_CLICKS, GET_DIRECTIONS, OFFER_PRINTS, BREADCRUMBS, CALL_TRACKING, MOBILE_CALL_TRACKING,</i></p>

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LOCATION\_  
EXPANSION, STORE\_  
LOCATOR, PRODUCT\_  
LISTING\_AD\_LOCAL,  
APP\_DEEPLINK,  
PRODUCT\_LISTING\_  
AD\_MULTICHANNEL\_  
LOCAL, PRODUCT\_  
LISTING\_AD\_  
MULTICHANNEL\_  
ONLINE, PRODUCT\_  
LISTING\_ADS\_  
COUPON, PRODUCT\_  
LISTING\_AD\_  
TRANSACTABLE,  
PRODUCT\_AD\_APP\_  
DEEPLINK,  
SHOWCASE\_AD\_  
CATEGORY\_LINK,  
SHOWCASE\_AD\_  
LOCAL\_  
STOREFRONT\_LINK,  
SHOWCASE\_AD\_  
ONLINE\_PRODUCT\_  
LINK, SHOWCASE\_  
AD\_LOCAL\_  
PRODUCT\_LINK,  
PRICE\_EXTENSION,  
VIDEO\_WEBSITE\_  
CLICKS, VIDEO\_CALL\_  
TO\_ACTION\_CLICKS,  
VIDEO\_APP\_STORE\_  
CLICKS, VIDEO\_  
CARD\_ACTION\_  
HEADLINE\_CLICKS,  
VIDEO\_END\_CAP\_  
CLICKS, CLICK\_ON\_  
ENGAGEMENT\_AD,

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GE, BROADBAND\_  
 PLAN, WIRELESS\_  
 PLAN, VISUAL\_  
 SITES, LINKS,  
 PROMOTION\_  
 EXTENSION,  
 SWIPEABLE\_  
 GALLERY\_AD\_  
 HEADLINE,  
 SWIPEABLE\_  
 GALLERY\_AD\_SWIPES,  
 SWIPEABLE\_  
 GALLERY\_AD\_SEE\_  
 MORE, SWIPEABLE\_  
 GALLERY\_AD\_  
 SITES, LINK\_ONE,  
 SWIPEABLE\_  
 GALLERY\_AD\_  
 SITES, LINK\_TWO,  
 SWIPEABLE\_  
 GALLERY\_AD\_  
 SITES, LINK\_THREE,  
 SWIPEABLE\_  
 GALLERY\_AD\_  
 SITES, LINK\_FOUR,  
 SWIPEABLE\_  
 GALLERY\_AD\_  
 SITES, LINK\_FIVE,  
 UNKNOWN.

ConversionCategoryName	String	Segment	Conversion Category	Conversion Category for the AgeRangePerformance report.
ConversionTrackerId	Long	Segment	Conversion Tracker Id	Conversion Tracker Id for the AgeRangePerformance report.

ConversionTypeName	<i>String</i>	Segment	Conversion Name	Conversion Name for the AgeRangePerformance report.
Date	<i>Date</i>	Segment	Day	Day for the AgeRangePerformance report.
DayOfWeek	<i>String</i>	Segment	Day Of Week	Day Of Week for the AgeRangePerformance report.  The allowed values are <i>MONDAY</i> , <i>TUESDAY</i> , <i>WEDNESDAY</i> , <i>THURSDAY</i> , <i>FRIDAY</i> , <i>SATURDAY</i> , <i>SUNDAY</i> .
Device	<i>String</i>	Segment	Device	Device for the AgeRangePerformance report.  The allowed values are <i>UNKNOWN</i> , <i>DESKTOP</i> , <i>HIGH_END_MOBILE</i> , <i>TABLET</i> .
ExternalConversionSource	<i>String</i>	Segment	Conversion Source	Conversion Source for the AgeRangePerformance report.  The allowed values are <i>UNKNOWN</i> , <i>WEBPAGE</i> , <i>ANALYTICS</i> , <i>UPLOAD</i> , <i>AD_CALL_METRICS</i> ,

OFFERS,  
 ENGAGEMENT,  
 WEBSITE\_CALL\_  
 METRICS, STORE\_  
 VISITS, ANDROID\_IN\_  
 APP, ANDROID\_  
 DOWNLOAD, IOS\_IN\_  
 APP, IOS\_FIRST\_  
 OPEN, APP\_  
 UNSPECIFIED,  
 ANDROID\_FIRST\_  
 OPEN, UPLOAD\_  
 CALLS, FIREBASE,  
 CLICK\_TO\_CALL,  
 SALESFORCE, STORE\_  
 SALES\_CRM, STORE\_  
 SALES\_PAYMENT\_  
 NETWORK, GOOGLE\_  
 PLAY, THIRD\_PARTY\_  
 APP\_ANALYTICS,  
 GOOGLE\_  
 ATTRIBUTION,  
 STORE\_SALES\_  
 DIRECT.

Month	String	Segment	Month	Month for the AgeRangePerformance report.
MonthOfYear	String	Segment	Month Of Year	Month Of Year for the AgeRangePerformance report.  The allowed values are JANUARY, FEBRUARY, MARCH, APRIL, MAY, JUNE, JULY, AUGUST, SEPTEMBER,

				OCTOBER, NOVEMBER, DECEMBER.
Quarter	String	Segment	Quarter	Quarter for the AgeRangePerformance report.
Week	String	Segment	Week	Week for the AgeRangePerformance report.
Year	Integer	Segment	Year	Year for the AgeRangePerformance report.
ActiveViewCpm	Decimal	Metric	Active View Avg CPM	Active View Avg CPM for the AgeRangePerformance report.
ActiveViewCtr	Double	Metric	Active View Viewable CTR	Active View Viewable CTR for the AgeRangePerformance report.
ActiveViewImpressions	Long	Metric	Active View Viewable Impressions	Active View Viewable Impressions for the AgeRangePerformance report.
ActiveViewMeasurability	Double	Metric	Active View Measurable Impr Per Impr	Active View Measurable Impr Per Impr for the AgeRangePerformance report.
ActiveViewMeasurableCost	Decimal	Metric	Active View Measurable Cost	Active View Measurable Cost for the

				AgeRangePerformance report.
ActiveViewMeasurableImpressionsLong		Metric	Active View Measurable Impr	Active View Measurable Impr for the AgeRangePerformance report.
ActiveViewViewability	Double	Metric	Active View Viewable Impr Per Measurable Impr	Active View Viewable Impr Per Measurable Impr for the AgeRangePerformance report.
AllConversionRate	Double	Metric	All Conv Rate	All Conv Rate for the AgeRangePerformance report.
AllConversions	Double	Metric	All Conv	All Conv for the AgeRangePerformance report.
AllConversionValue	Double	Metric	All Conv Value	All Conv Value for the AgeRangePerformance report.
AverageCost	Decimal	Metric	Avg Cost	Avg Cost for the AgeRangePerformance report.
AverageCpc	Decimal	Metric	Avg CPC	Avg CPC for the AgeRangePerformance report.
AverageCpe	Double	Metric	Avg CPE	Avg CPE for the AgeRangePerformance report.



AverageCpm	<i>Decimal</i>	Metric	Avg CPM	Avg CPM for the AgeRangePerformance report.
AverageCpv	<i>Double</i>	Metric	Avg CPV	Avg CPV for the AgeRangePerformance report.
Clicks	<i>Long</i>	Metric	Clicks	Clicks for the AgeRangePerformance report.
ConversionRate	<i>Double</i>	Metric	Conv Rate	Conv Rate for the AgeRangePerformance report.
Conversions	<i>Double</i>	Metric	Conversions	Conversions for the AgeRangePerformance report.
ConversionValue	<i>Double</i>	Metric	Total Conv Value	Total Conv Value for the AgeRangePerformance report.
Cost	<i>Decimal</i>	Metric	Cost	Cost for the AgeRangePerformance report.
CostPerAllConversion	<i>Decimal</i>	Metric	Cost Per All Conv	Cost Per All Conv for the AgeRangePerformance report.
CostPerConversion	<i>Decimal</i>	Metric	Cost Per Conv	Cost Per Conv for the AgeRangePerformance report.
CrossDeviceConversions	<i>Double</i>	Metric	Cross-device	Cross-device Conv

			Conv	for the AgeRangePerforman ce report.
Ctr	<i>Double</i>	Metric	CTR	CTR for the AgeRangePerforman ce report.
EngagementRate	<i>Double</i>	Metric	Engagement Rate	Engagement Rate for the AgeRangePerforman ce report.
Engagements	<i>Long</i>	Metric	Engagements	Engagements for the AgeRangePerforman ce report.
GmailForwards	<i>Long</i>	Metric	Gmail Forwards	Gmail Forwards for the AgeRangePerforman ce report.
GmailSaves	<i>Long</i>	Metric	Gmail Saves	Gmail Saves for the AgeRangePerforman ce report.
GmailSecondaryClicks	<i>Long</i>	Metric	Gmail Clicks To Website	Gmail Clicks To Website for the AgeRangePerforman ce report.
Impressions	<i>Long</i>	Metric	Impressions	Impressions for the AgeRangePerforman ce report.
InteractionRate	<i>Double</i>	Metric	Interaction Rate	Interaction Rate for the AgeRangePerforman ce report.

Interactions	<i>Long</i>	Metric	Interactions	Interactions for the AgeRangePerformance report.
InteractionTypes	<i>String</i>	Metric	Interaction Types	Interaction Types for the AgeRangePerformance report.
ValuePerAllConversion	<i>Double</i>	Metric	Value Per All Conv	Value Per All Conv for the AgeRangePerformance report.
ValuePerConversion	<i>Double</i>	Metric	Value Per Conv	Value Per Conv for the AgeRangePerformance report.
VideoQuartile100Rate	<i>Double</i>	Metric	Video Played To 100Percent	Video Played To 100Percent for the AgeRangePerformance report.
VideoQuartile25Rate	<i>Double</i>	Metric	Video Played To 25Percent	Video Played To 25Percent for the AgeRangePerformance report.
VideoQuartile50Rate	<i>Double</i>	Metric	Video Played To 50Percent	Video Played To 50Percent for the AgeRangePerformance report.
VideoQuartile75Rate	<i>Double</i>	Metric	Video Played To 75Percent	Video Played To 75Percent for the AgeRangePerformance report.
VideoViewRate	<i>Double</i>	Metric	View Rate	View Rate for the

				AgeRangePerformance report.
VideoViews	<i>Long</i>	Metric	Views	Views for the AgeRangePerformance report.
ViewThroughConversions	<i>Long</i>	Metric	View-through Conv	View-through Conv for the AgeRangePerformance report.

## Pseudo-Columns

Pseudo column fields are used in the WHERE clause of SELECT statements and offer a more granular control over the tuples that are returned from the data source.

Name	Type	Description
StartDate	<i>String</i>	Start date for fetching AdWords data. Both StartDate and EndDate must be set to specify a custom date range. The default range in the last seven days.
EndDate	<i>String</i>	End date for fetching AdWords data. Both StartDate and EndDate must be set to specify a custom date range. The default range in the last seven days.

## AudiencePerformance

The Audience Performance report includes performance data from interests and remarketing lists for display ads, and remarketing lists for search ads (RLSA), aggregated at the audience level one row per audience.

## Columns

Name	Type	Behavior	DisplayName	Description
AccountCurrencyCode	String	Attribute	Currency	Currency for the AudiencePerformance report.
AccountDescriptiveName	String	Attribute	Account	Account for the AudiencePerformance report.
AccountTimeZone	String	Attribute	Time Zone	Time Zone for the AudiencePerformance report.
BaseAdGroupId	Long	Attribute	Base Ad Group ID	Base Ad Group ID for the AudiencePerformance report.
BaseCampaignId	Long	Attribute	Base Campaign ID	Base Campaign ID for the AudiencePerformance report.
BiddingStrategyId	Long	Attribute	Bid Strategy ID	Bid Strategy ID for the AudiencePerformance report.
BiddingStrategyName	String	Attribute	Bid Strategy Name	Bid Strategy Name for the AudiencePerformance report.
BiddingStrategyType	String	Attribute	Bid Strategy Type	Bid Strategy Type for the AudiencePerformance

				<p>ce report.</p> <p>The allowed values are <i>MANUAL_CPC</i>, <i>MANUAL_CPV</i>, <i>MANUAL_CPM</i>, <i>PAGE_ONE_PROMOTED</i>, <i>TARGET_SPEND</i>, <i>TARGET_CPA</i>, <i>TARGET_ROAS</i>, <i>MAXIMIZE_CONVERSIONS</i>, <i>MAXIMIZE_CONVERSION_VALUE</i>, <i>TARGET_OUTRANK_SHARE</i>, <i>NONE</i>, <i>UNKNOWN</i>.</p>
BidModifier	<i>Double</i>	Attribute	Bid Adj	Bid Adj for the AudiencePerformance report.
CampaignId	<i>Long</i>	Attribute	Campaign ID	Campaign ID for the AudiencePerformance report.
CampaignName	<i>String</i>	Attribute	Campaign	Campaign for the AudiencePerformance report.
CampaignStatus	<i>String</i>	Attribute	Campaign State	<p>Campaign State for the AudiencePerformance report.</p> <p>The allowed values are <i>UNKNOWN</i>, <i>ENABLED</i>, <i>PAUSED</i>, <i>REMOVED</i>.</p>

CpcBid	<i>Decimal</i>	Attribute	Max CPC	Max CPC for the AudiencePerformance report.
CpcBidSource	<i>String</i>	Attribute	Max CPC Source	<p>Max CPC Source for the AudiencePerformance report.</p> <p>The allowed values are <i>ADGROUP</i>, <i>CRITERION</i>, <i>ADGROUP_BIDDING_STRATEGY</i>, <i>CAMPAIGN_BIDDING_STRATEGY</i>.</p>
CpmBid	<i>Decimal</i>	Attribute	Max CPM	Max CPM for the AudiencePerformance report.
CpmBidSource	<i>String</i>	Attribute	Max CPM Source	<p>Max CPM Source for the AudiencePerformance report.</p> <p>The allowed values are <i>ADGROUP</i>, <i>CRITERION</i>, <i>ADGROUP_BIDDING_STRATEGY</i>, <i>CAMPAIGN_BIDDING_STRATEGY</i>.</p>
Criteria	<i>String</i>	Attribute	Audience	Audience for the AudiencePerformance report.
CriteriaDestinationUrl	<i>String</i>	Attribute	Destination URL	Destination URL for the AudiencePerformance

				ce report.
CriterionAttachmentLevel	<i>String</i>	Attribute	Level	Level for the AudiencePerformance report.  The allowed values are <i>UNKNOWN</i> , <i>ADGROUP</i> , <i>CAMPAIGN</i> , <i>CUSTOMER</i> .
CustomerDescriptiveName	<i>String</i>	Attribute	Client Name	Client Name for the AudiencePerformance report.
ExternalCustomerId	<i>Long</i>	Attribute	Customer ID	Customer ID for the AudiencePerformance report.
FinalAppUrls	<i>String</i>	Attribute	App Final URL	App Final URL for the AudiencePerformance report.
FinalMobileUrls	<i>String</i>	Attribute	Mobile Final URL	Mobile Final URL for the AudiencePerformance report.
FinalUrls	<i>String</i>	Attribute	Final URL	Final URL for the AudiencePerformance report.
Id	<i>Long</i>	Attribute	Criterion ID	Criterion ID for the AudiencePerformance report.
IsRestrict	<i>String</i>	Attribute	Is Restricting	Is Restricting for the AudiencePerformance



				<p>ce report.</p> <p>The allowed values are <i>TRUE</i>, <i>FALSE</i>.</p>
Status	<i>String</i>	Attribute	Audience State	<p>Audience State for the AudiencePerformance report.</p> <p>The allowed values are <i>ENABLED</i>, <i>REMOVED</i>, <i>PAUSED</i>.</p>
TrackingUrlTemplate	<i>String</i>	Attribute	Tracking Template	Tracking Template for the AudiencePerformance report.
UrlCustomParameters	<i>String</i>	Attribute	Custom Parameter	Custom Parameter for the AudiencePerformance report.
UserListName	<i>String</i>	Attribute	User List Name	User List Name for the AudiencePerformance report.
AdGroupId	<i>Long</i>	Segment	Ad Group ID	Ad Group ID for the AudiencePerformance report.
AdGroupName	<i>String</i>	Segment	Ad Group	Ad Group for the AudiencePerformance report.
AdGroupStatus	<i>String</i>	Segment	Ad Group State	Ad Group State for the AudiencePerformance report.

				The allowed values are <i>UNKNOWN</i> , <i>ENABLED</i> , <i>PAUSED</i> , <i>REMOVED</i> .
AdNetworkType1	<i>String</i>	Segment	Network	<p>Network for the AudiencePerformance report.</p> <p>The allowed values are <i>UNKNOWN</i>, <i>SEARCH</i>, <i>CONTENT</i>, <i>YOUTUBE_SEARCH</i>, <i>YOUTUBE_WATCH</i>, <i>MIXED</i>.</p>
AdNetworkType2	<i>String</i>	Segment	Network (with Search Partners)	<p>Network (with Search Partners) for the AudiencePerformance report.</p> <p>The allowed values are <i>UNKNOWN</i>, <i>SEARCH</i>, <i>SEARCH_PARTNERS</i>, <i>CONTENT</i>, <i>YOUTUBE_SEARCH</i>, <i>YOUTUBE_WATCH</i>, <i>MIXED</i>.</p>
ClickType	<i>String</i>	Segment	Click Type	<p>Click Type for the AudiencePerformance report.</p> <p>The allowed values are <i>URL_CLICKS</i>,</p>

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*CALLS, OTHER,  
PRODUCT\_  
EXTENSION\_CLICKS,  
SITELINKS,  
PRODUCT\_LISTING\_  
AD\_CLICKS, GET\_  
DIRECTIONS, OFFER\_  
PRINTS,  
BREADCRUMBS,  
CALL\_TRACKING,  
MOBILE\_CALL\_  
TRACKING,  
LOCATION\_  
EXPANSION, STORE\_  
LOCATOR,  
PRODUCT\_LISTING\_  
AD\_LOCAL, APP\_  
DEEPLINK,  
PRODUCT\_LISTING\_  
AD\_MULTICHANNEL\_  
LOCAL, PRODUCT\_  
LISTING\_AD\_  
MULTICHANNEL\_  
ONLINE, PRODUCT\_  
LISTING\_ADS\_  
COUPON, PRODUCT\_  
LISTING\_AD\_  
TRANSACTABLE,  
PRODUCT\_AD\_APP\_  
DEEPLINK,  
SHOWCASE\_AD\_  
CATEGORY\_LINK,  
SHOWCASE\_AD\_  
LOCAL\_  
STOREFRONT\_LINK,  
SHOWCASE\_AD\_  
ONLINE\_PRODUCT\_*

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ASE\_AD\_LOCAL\_  
PRODUCT\_LINK,  
PRICE\_EXTENSION,  
VIDEO\_WEBSITE\_  
CLICKS, VIDEO\_  
CALL\_TO\_ACTION\_  
CLICKS, VIDEO\_APP\_  
STORE\_CLICKS,  
VIDEO\_CARD\_  
ACTION\_HEADLINE\_  
CLICKS, VIDEO\_END\_  
CAP\_CLICKS, CLICK\_  
ON\_ENGAGEMENT\_  
AD, LOCATION\_  
FORMAT\_MAP,  
LOCATION\_FORMAT\_  
LANDING\_PAGE,  
LOCATION\_FORMAT\_  
STORE\_INFO,  
LOCATION\_FORMAT\_  
DIRECTIONS,  
LOCATION\_FORMAT\_  
CALL, LOCATION\_  
FORMAT\_TEXT,  
LOCATION\_FORMAT\_  
IMAGE, BROADBAND\_  
PLAN, WIRELESS\_  
PLAN, VISUAL\_  
SITELINKS,  
PROMOTION\_  
EXTENSION,  
SWIPEABLE\_  
GALLERY\_AD\_  
HEADLINE,  
SWIPEABLE\_  
GALLERY\_AD\_  
SWIPES, SWIPEABLE\_  
GALLERY\_AD\_SEE\_  
MORE, SWIPEABLE\_

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				.
ConversionCategoryName	String	Segment	Conversion Category	Conversion Category for the AudiencePerformance report.
ConversionTrackerId	Long	Segment	Conversion Tracker Id	Conversion Tracker Id for the AudiencePerformance report.
ConversionTypeName	String	Segment	Conversion Name	Conversion Name for the AudiencePerformance report.
Date	Date	Segment	Day	Day for the AudiencePerformance report.
DayOfWeek	String	Segment	Day Of Week	Day Of Week for the AudiencePerformance report.  The allowed values are MONDAY, TUESDAY, WEDNESDAY, THURSDAY, FRIDAY, SATURDAY, SUNDAY.
Device	String	Segment	Device	Device for the AudiencePerformance report.  The allowed values are UNKNOWN, DESKTOP, HIGH_END_MOBILE, TABLET.

ExternalConversionSource	<i>String</i>	Segment	Conversion Source	<p>Conversion Source for the AudiencePerformance report.</p> <p>The allowed values are <i>UNKNOWN</i>, <i>WEBPAGE</i>, <i>ANALYTICS</i>, <i>UPLOAD</i>, <i>AD_CALL_METRICS</i>, <i>OFFERS</i>, <i>ENGAGEMENT</i>, <i>WEBSITE_CALL_METRICS</i>, <i>STORE_VISITS</i>, <i>ANDROID_IN_APP</i>, <i>ANDROID_DOWNLOAD</i>, <i>IOS_IN_APP</i>, <i>IOS_FIRST_OPEN</i>, <i>APP_UNSPECIFIED</i>, <i>ANDROID_FIRST_OPEN</i>, <i>UPLOAD_CALLS</i>, <i>FIREBASE_CLICK_TO_CALL</i>, <i>SALESFORCE</i>, <i>STORE_SALES_CRM</i>, <i>STORE_SALES_PAYMENT_NETWORK</i>, <i>GOOGLE_PLAY</i>, <i>THIRD_PARTY_APP_ANALYTICS</i>, <i>GOOGLE_ATTRIBUTION</i>, <i>STORE_SALES_DIRECT</i>.</p>
Month	<i>String</i>	Segment	Month	Month for the AudiencePerformance report.
MonthOfYear	<i>String</i>	Segment	Month Of	Month Of Year for

			Year	the AudiencePerformance report.  The allowed values are JANUARY, FEBRUARY, MARCH, APRIL, MAY, JUNE, JULY, AUGUST, SEPTEMBER, OCTOBER, NOVEMBER, DECEMBER.
Quarter	String	Segment	Quarter	Quarter for the AudiencePerformance report.
Slot	String	Segment	Top Vs Other	Top Vs Other for the AudiencePerformance report.  The allowed values are SEARCHRHS, SEARCHTOP, SEARCHOTHER, CONTENT, AFSTOP, AFSOTHER, MIXED, UNKNOWN.
Week	String	Segment	Week	Week for the AudiencePerformance report.
Year	Integer	Segment	Year	Year for the AudiencePerformance report.
ActiveViewCpm	Decimal	Metric	Active View Avg CPM	Active View Avg CPM for the AudiencePerformance

				ce report.
ActiveViewCtr	Double	Metric	Active View Viewable CTR	Active View Viewable CTR for the AudiencePerformance report.
ActiveViewImpressions	Long	Metric	Active View Viewable Impressions	Active View Viewable Impressions for the AudiencePerformance report.
ActiveViewMeasurability	Double	Metric	Active View Measurable Impr Per Impr	Active View Measurable Impr Per Impr for the AudiencePerformance report.
ActiveViewMeasurableCost	Decimal	Metric	Active View Measurable Cost	Active View Measurable Cost for the AudiencePerformance report.
ActiveViewMeasurableImpressions	Long	Metric	Active View Measurable Impr	Active View Measurable Impr for the AudiencePerformance report.
ActiveViewViewability	Double	Metric	Active View Viewable Impr Per Measurable Impr	Active View Viewable Impr Per Measurable Impr for the AudiencePerformance report.
AllConversionRate	Double	Metric	All Conv Rate	All Conv Rate for the



				AudiencePerformance report.
AllConversions	Double	Metric	All Conv	All Conv for the AudiencePerformance report.
AllConversionValue	Double	Metric	All Conv Value	All Conv Value for the AudiencePerformance report.
AverageCost	Decimal	Metric	Avg Cost	Avg Cost for the AudiencePerformance report.
AverageCpc	Decimal	Metric	Avg CPC	Avg CPC for the AudiencePerformance report.
AverageCpe	Double	Metric	Avg CPE	Avg CPE for the AudiencePerformance report.
AverageCpm	Decimal	Metric	Avg CPM	Avg CPM for the AudiencePerformance report.
AverageCpv	Double	Metric	Avg CPV	Avg CPV for the AudiencePerformance report.
AveragePosition	Double	Metric	Avg Position	Avg Position for the AudiencePerformance report.
Clicks	Long	Metric	Clicks	Clicks for the AudiencePerformance report.

ConversionRate	Double	Metric	Conv Rate	Conv Rate for the AudiencePerformance report.
Conversions	Double	Metric	Conversions	Conversions for the AudiencePerformance report.
ConversionValue	Double	Metric	Total Conv Value	Total Conv Value for the AudiencePerformance report.
Cost	Decimal	Metric	Cost	Cost for the AudiencePerformance report.
CostPerAllConversion	Decimal	Metric	Cost Per All Conv	Cost Per All Conv for the AudiencePerformance report.
CostPerConversion	Decimal	Metric	Cost Per Conv	Cost Per Conv for the AudiencePerformance report.
CrossDeviceConversions	Double	Metric	Cross-device Conv	Cross-device Conv for the AudiencePerformance report.
Ctr	Double	Metric	CTR	CTR for the AudiencePerformance report.
EngagementRate	Double	Metric	Engagement Rate	Engagement Rate for the AudiencePerformance report.

Engagements	<i>Long</i>	Metric	Engagements	Engagements for the Audience Performance report.
GmailForwards	<i>Long</i>	Metric	Gmail Forwards	Gmail Forwards for the Audience Performance report.
GmailSaves	<i>Long</i>	Metric	Gmail Saves	Gmail Saves for the Audience Performance report.
GmailSecondaryClicks	<i>Long</i>	Metric	Gmail Clicks To Website	Gmail Clicks To Website for the Audience Performance report.
Impressions	<i>Long</i>	Metric	Impressions	Impressions for the Audience Performance report.
InteractionRate	<i>Double</i>	Metric	Interaction Rate	Interaction Rate for the Audience Performance report.
Interactions	<i>Long</i>	Metric	Interactions	Interactions for the Audience Performance report.
InteractionTypes	<i>String</i>	Metric	Interaction Types	Interaction Types for the Audience Performance report.
ValuePerAllConversion	<i>Double</i>	Metric	Value Per All Conv	Value Per All Conv for the Audience Performance report.

				ce report.
ValuePerConversion	Double	Metric	Value Per Conv	Value Per Conv for the AudiencePerformance report.
VideoQuartile100Rate	Double	Metric	Video Played To 100Percent	Video Played To 100Percent for the AudiencePerformance report.
VideoQuartile25Rate	Double	Metric	Video Played To 25Percent	Video Played To 25Percent for the AudiencePerformance report.
VideoQuartile50Rate	Double	Metric	Video Played To 50Percent	Video Played To 50Percent for the AudiencePerformance report.
VideoQuartile75Rate	Double	Metric	Video Played To 75Percent	Video Played To 75Percent for the AudiencePerformance report.
VideoViewRate	Double	Metric	View Rate	View Rate for the AudiencePerformance report.
VideoViews	Long	Metric	Views	Views for the AudiencePerformance report.
ViewThroughConversions	Long	Metric	View-through Conv	View-through Conv for the AudiencePerformance report.

## Pseudo-Columns

Pseudo column fields are used in the WHERE clause of SELECT statements and offer a more granular control over the tuples that are returned from the data source.

Name	Type	Description
StartDate	<i>String</i>	Start date for fetching AdWords data. Both StartDate and EndDate must be set to specify a custom date range. The default range is in the last seven days.
EndDate	<i>String</i>	End date for fetching AdWords data. Both StartDate and EndDate must be set to specify a custom date range. The default range is in the last seven days.

## AutomaticPlacementsPerformance

The Automatic Placements Performance report includes all statistics aggregated at the placement level, one row per placement.

## Columns

Name	Type	Behavior	Display Name	Description
AccountCurrencyCode	<i>String</i>	Attribute	Currency	Currency for the AutomaticPlacementsPerformance report.
AccountDescriptiveName	<i>String</i>	Attribute	Account	Account for the AutomaticPlacementsPerformance report.
AccountTimeZone	<i>String</i>	Attribute	Time Zone	Time Zone for the

		e		AutomaticPlacementsPerformance report.
AdGroupId	Long	Attribute	Ad Group ID	Ad Group ID for the AutomaticPlacementsPerformance report.
AdGroupName	String	Attribute	Ad Group	Ad Group for the AutomaticPlacementsPerformance report.
AdGroupStatus	String	Attribute	Ad Group State	Ad Group State for the AutomaticPlacementsPerformance report.  The allowed values are <i>UNKNOWN, ENABLED, PAUSED, REMOVED</i> .
CampaignId	Long	Attribute	Campaign ID	Campaign ID for the AutomaticPlacementsPerformance report.
CampaignName	String	Attribute	Campaign	Campaign for the AutomaticPlacementsPerformance report.
CampaignStatus	String	Attribute	Campaign State	Campaign State for the AutomaticPlacementsPerformance report.  The allowed values are <i>UNKNOWN, ENABLED, PAUSED, REMOVED</i> .
CriteriaParameters	String	Attribute	URL	URL for the AutomaticPlacementsPerformance report.
CustomerDescriptiveName	String	Attribute	Client Name	Client Name for the AutomaticPlacementsPerformance report.

				mance report.
DisplayName	String	Attribute	Criteria Display Name	Criteria Display Name for the AutomaticPlacementsPerformance report.
Domain	String	Attribute	Domain	Domain for the AutomaticPlacementsPerformance report.
ExternalCustomerId	Long	Attribute	Customer ID	Customer ID for the AutomaticPlacementsPerformance report.
IsBidOnPath	String	Attribute	Added	Added for the AutomaticPlacementsPerformance report.
IsPathExcluded	String	Attribute	Excluded	Excluded for the AutomaticPlacementsPerformance report.
AdFormat	String	Segment	Ad Type	<p>Ad Type for the AutomaticPlacementsPerformance report.</p> <p>The allowed values are UNKNOWN, TEXT, IMAGE, DYNAMIC_IMAGE, FLASH, VIDEO, HTML, AUDIO, COMPOSITE, PRINT.</p>
AdNetworkType1	String	Segment	Network	<p>Network for the AutomaticPlacementsPerformance report.</p> <p>The allowed values are UNKNOWN, SEARCH, CONTENT, YOUTUBE_SEARCH, YOUTUBE_WATCH,</p>

				<i>MIXED.</i>
AdNetworkType2	<i>String</i>	Segment	Network (with Search Partners)	<p>Network (with Search Partners) for the AutomaticPlacementsPerformance report.</p> <p>The allowed values are <i>UNKNOWN, SEARCH, SEARCH_PARTNERS, CONTENT, YOUTUBE_SEARCH, YOUTUBE_WATCH, MIXED.</i></p>
ConversionCategoryName	<i>String</i>	Segment	Conversion Category	Conversion Category for the AutomaticPlacementsPerformance report.
ConversionTrackerId	<i>Long</i>	Segment	Conversion Tracker Id	Conversion Tracker Id for the AutomaticPlacementsPerformance report.
ConversionTypeName	<i>String</i>	Segment	Conversion Name	Conversion Name for the AutomaticPlacementsPerformance report.
Date	<i>Date</i>	Segment	Day	Day for the AutomaticPlacementsPerformance report.
DayOfWeek	<i>String</i>	Segment	Day Of Week	<p>Day Of Week for the AutomaticPlacementsPerformance report.</p> <p>The allowed values are <i>MONDAY, TUESDAY, WEDNESDAY, THURSDAY, FRIDAY, SATURDAY, SUNDAY.</i></p>
ExternalConversionSource	<i>String</i>	Segment	Conversion	Conversion Source for the



		t	Source	AutomaticPlacementsPerformance report.  The allowed values are <i>UNKNOWN, WEBPAGE, ANALYTICS, UPLOAD, AD_CALL_METRICS, OFFERS, ENGAGEMENT, WEBSITE_CALL_METRICS, STORE_VISITS, ANDROID_IN_APP, ANDROID_DOWNLOAD, IOS_IN_APP, IOS_FIRST_OPEN, APP_UNSPECIFIED, ANDROID_FIRST_OPEN, UPLOAD_CALLS, FIREBASE, CLICK_TO_CALL, SALESFORCE, STORE_SALES_CRM, STORE_SALES_PAYMENT_NETWORK, GOOGLE_PLAY, THIRD_PARTY_APP_ANALYTICS, GOOGLE_ATTRIBUTION, STORE_SALES_DIRECT.</i>
IsAutoOptimized	String	Segment	Targeting Mode	Targeting Mode for the AutomaticPlacementsPerformance report.  The allowed values are <i>TRUE, FALSE.</i>
Month	String	Segment	Month	Month for the AutomaticPlacementsPerformance report.
MonthOfYear	String	Segment	Month Of Year	Month Of Year for the AutomaticPlacementsPerformance report.  The allowed values are <i>JANUARY, FEBRUARY,</i>

				MARCH, APRIL, MAY, JUNE, JULY, AUGUST, SEPTEMBER, OCTOBER, NOVEMBER, DECEMBER.
Quarter	String	Segment	Quarter	Quarter for the AutomaticPlacementsPerformance report.
Week	String	Segment	Week	Week for the AutomaticPlacementsPerformance report.
Year	Integer	Segment	Year	Year for the AutomaticPlacementsPerformance report.
ActiveViewCpm	Decimal	Metric	Active View Avg CPM	Active View Avg CPM for the AutomaticPlacementsPerformance report.
ActiveViewCtr	Double	Metric	Active View Viewable CTR	Active View Viewable CTR for the AutomaticPlacementsPerformance report.
ActiveViewImpressions	Long	Metric	Active View Viewable Impressions	Active View Viewable Impressions for the AutomaticPlacementsPerformance report.
ActiveViewMeasurability	Double	Metric	Active View Measurable Impr Per Impr	Active View Measurable Impr Per Impr for the AutomaticPlacementsPerformance report.
ActiveViewMeasurableCost	Decimal	Metric	Active View Measurable Cost	Active View Measurable Cost for the AutomaticPlacementsPerformance report.

ActiveViewMeasurableImpressions	Double	Metric	Active View Measurable Impr	Active View Measurable Impr for the Automatic Placements Performance report.
ActiveViewViewability	Double	Metric	Active View Viewable Impr Per Measurable Impr	Active View Viewable Impr Per Measurable Impr for the Automatic Placements Performance report.
AllConversionRate	Double	Metric	All Conv Rate	All Conv Rate for the Automatic Placements Performance report.
AllConversions	Double	Metric	All Conv	All Conv for the Automatic Placements Performance report.
AllConversionValue	Double	Metric	All Conv Value	All Conv Value for the Automatic Placements Performance report.
AverageCost	Decimal	Metric	Avg Cost	Avg Cost for the Automatic Placements Performance report.
AverageCpc	Decimal	Metric	Avg CPC	Avg CPC for the Automatic Placements Performance report.
AverageCpe	Double	Metric	Avg CPE	Avg CPE for the Automatic Placements Performance report.
AverageCpm	Decimal	Metric	Avg CPM	Avg CPM for the Automatic Placements Performance report.
AverageCpv	Double	Metric	Avg CPV	Avg CPV for the

				AutomaticPlacementsPerfor mance report.
Clicks	<i>Long</i>	Metric	Clicks	Clicks for the AutomaticPlacementsPerfor mance report.
ConversionRate	<i>Double</i>	Metric	Conv Rate	Conv Rate for the AutomaticPlacementsPerfor mance report.
Conversions	<i>Double</i>	Metric	Conversions	Conversions for the AutomaticPlacementsPerfor mance report.
ConversionValue	<i>Double</i>	Metric	Total Conv Value	Total Conv Value for the AutomaticPlacementsPerfor mance report.
Cost	<i>Decima l</i>	Metric	Cost	Cost for the AutomaticPlacementsPerfor mance report.
CostPerAllConversion	<i>Decima l</i>	Metric	Cost Per All Conv	Cost Per All Conv for the AutomaticPlacementsPerfor mance report.
CostPerConversion	<i>Decima l</i>	Metric	Cost Per Conv	Cost Per Conv for the AutomaticPlacementsPerfor mance report.
CrossDeviceConversions	<i>Double</i>	Metric	Cross- device Conv	Cross-device Conv for the AutomaticPlacementsPerfor mance report.
Ctr	<i>Double</i>	Metric	CTR	CTR for the AutomaticPlacementsPerfor mance report.
EngagementRate	<i>Double</i>	Metric	Engagemen	Engagement Rate for the

			t Rate	AutomaticPlacementsPerfor mance report.
Engagements	<i>Long</i>	Metric	Engagemen ts	Engagements for the AutomaticPlacementsPerfor mance report.
Impressions	<i>Long</i>	Metric	Impressions	Impressions for the AutomaticPlacementsPerfor mance report.
InteractionRate	<i>Double</i>	Metric	Interaction Rate	Interaction Rate for the AutomaticPlacementsPerfor mance report.
Interactions	<i>Long</i>	Metric	Interactions	Interactions for the AutomaticPlacementsPerfor mance report.
InteractionTypes	<i>String</i>	Metric	Interaction Types	Interaction Types for the AutomaticPlacementsPerfor mance report.
ValuePerAllConversion	<i>Double</i>	Metric	Value Per All Conv	Value Per All Conv for the AutomaticPlacementsPerfor mance report.
ValuePerConversion	<i>Double</i>	Metric	Value Per Conv	Value Per Conv for the AutomaticPlacementsPerfor mance report.
VideoViewRate	<i>Double</i>	Metric	View Rate	View Rate for the AutomaticPlacementsPerfor mance report.
VideoViews	<i>Long</i>	Metric	Views	Views for the AutomaticPlacementsPerfor mance report.
ViewThroughConversions	<i>Long</i>	Metric	View-	View-through Conv for the

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through Conv	AutomaticPlacementsPerfor mance report.
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## Pseudo-Columns

Pseudo column fields are used in the WHERE clause of SELECT statements and offer a more granular control over the tuples that are returned from the data source.

Name	Type	Description
StartDate	<i>String</i>	Start date for fetching AdWords data. Both StartDate and EndDate must be set to specify a custom date range. The default range in the last seven days.
EndDate	<i>String</i>	End date for fetching AdWords data. Both StartDate and EndDate must be set to specify a custom date range. The default range in the last seven days.

## BidGoalPerformance

The Bid Goal Performance report includes statistics for your bid strategies.

## Columns

Name	Type	Behavi or	DisplayNa me	Description
AccountDescriptiveName	<i>String</i>	Attribut e	Account	Account for the BidGoalPerform ance report.

ExternalCustomerId	Long	Attribute	Customer ID	Customer ID for the BidGoalPerformance report.
Id	Long	Attribute	Bid Strategy ID	Bid Strategy ID for the BidGoalPerformance report.
Name	String	Attribute	Bid Strategy Name	Bid Strategy Name for the BidGoalPerformance report.
PageOnePromotedBidCeiling	Decimal	Attribute	Bid Limit (Target Search Page Location)	Bid Limit (Target Search Page Location) for the BidGoalPerformance report.
PageOnePromotedBidChangesForRaisesOnly	String	Attribute	Bid Automation (Target Search Page Location)	Bid Automation (Target Search Page Location) for the BidGoalPerformance report.  The allowed values are <i>TRUE</i> , <i>FALSE</i> .
PageOnePromotedBidModifier	Double	Attribute	Bid Adjustment (Target Search Page Location)	Bid Adjustment (Target Search Page Location) for the BidGoalPerformance report.

PageOnePromotedRaiseBidWhenBudgetConstrained	String	Attribute	Limited Budgets (Target Search Page Location)	Limited Budgets (Target Search Page Location) for the BidGoalPerformance report.  The allowed values are <i>TRUE</i> , <i>FALSE</i> .
PageOnePromotedRaiseBidWhenLowQualityScore	String	Attribute	Low Quality Keywords (Target Search Page Location)	Low Quality Keywords (Target Search Page Location) for the BidGoalPerformance report.  The allowed values are <i>TRUE</i> , <i>FALSE</i> .
PageOnePromotedStrategyGoal	String	Attribute	Location (Target Search Page Location)	Location (Target Search Page Location) for the BidGoalPerformance report.
Status	String	Attribute	State	State for the BidGoalPerformance report.  The allowed values are <i>ENABLED</i> , <i>REMOVED</i> , <i>UNKNOWN</i> .
TargetCpa	Decimal	Attribute	Target CPA	Target CPA for the



				BidGoalPerformance report.
TargetCpaMaxCpcBidCeiling	Decimal	Attribute	Upper Bid Limit (Target CPA)	Upper Bid Limit (Target CPA) for the BidGoalPerformance report.
TargetCpaMaxCpcBidFloor	Decimal	Attribute	Lower Bid Limit (Target CPA)	Lower Bid Limit (Target CPA) for the BidGoalPerformance report.
TargetOutrankShare	Double	Attribute	Target Outranking Share	Target Outranking Share for the BidGoalPerformance report.
TargetOutrankShareBidChangesForRaisesOnly	String	Attribute	Bid Automation (Target Outranking Share)	Bid Automation (Target Outranking Share) for the BidGoalPerformance report.  The allowed values are <i>TRUE</i> , <i>FALSE</i> .
TargetOutrankShareCompetitorDomain	String	Attribute	Competitor Domain (Target Outranking Share)	Competitor Domain (Target Outranking Share) for the BidGoalPerformance report.
TargetOutrankShareMaxCpcBidCeiling	Decimal	Attribute	Upper Max	Upper Max Cpc

	<i>al</i>	e	Cpc Bid Limit (Target Outranking Share)	Bid Limit (Target Outranking Share) for the BidGoalPerformance report.
TargetOutrankShareRaiseBidWhenLowQualityScore		Attribute	Low Quality Keywords (Target Outranking Share)	Low Quality Keywords (Target Outranking Share) for the BidGoalPerformance report.  The allowed values are <i>TRUE</i> , <i>FALSE</i> .
TargetRoas	<i>Double</i>	Attribute	Target ROAS	Target ROAS for the BidGoalPerformance report.
TargetRoasBidCeiling	<i>Decimal</i>	Attribute	Upper Bid Limit (Target ROAS)	Upper Bid Limit (Target ROAS) for the BidGoalPerformance report.
TargetRoasBidFloor	<i>Decimal</i>	Attribute	Lower Bid Limit (Target ROAS)	Lower Bid Limit (Target ROAS) for the BidGoalPerformance report.
TargetSpendBidCeiling	<i>Decimal</i>	Attribute	Bid Limit (Maximize Clicks)	Bid Limit (Maximize Clicks) for the BidGoalPerformance report.

				ance report.
TargetSpendSpendTarget	<i>Decimal</i>	Attribute	Target Spend (Maximize Clicks)	Target Spend (Maximize Clicks) for the BidGoalPerformance report.
Type	<i>String</i>	Attribute	Bid Strategy Type	<p>Bid Strategy Type for the BidGoalPerformance report.</p> <p>The allowed values are  <i>MANUAL_CPC</i>,  <i>MANUAL_CPV</i>,  <i>MANUAL_CPM</i>,  <i>PAGE_ONE_PROMOTED</i>,  <i>TARGET_SPEND</i>,  <i>TARGET_CPA</i>,  <i>TARGET_ROAS</i>,  <i>MAXIMIZE_CONVERSIONS</i>,  <i>MAXIMIZE_CONVERSION_VALUE</i>,  <i>TARGET_OUTRANK_SHARE</i>,  <i>NONE</i>,  <i>UNKNOWN</i>.</p>
ConversionCategoryName	<i>String</i>	Segment	Conversion Category	Conversion Category for the BidGoalPerformance report.
ConversionTrackerId	<i>Long</i>	Segment	Conversion Tracker Id	Conversion Tracker Id for the

				BidGoalPerformance report.
ConversionTypeName	String	Segment	Conversion Name	Conversion Name for the BidGoalPerformance report.
Date	Date	Segment	Day	Day for the BidGoalPerformance report.
DayOfWeek	String	Segment	Day Of Week	Day Of Week for the BidGoalPerformance report.  The allowed values are MONDAY, TUESDAY, WEDNESDAY, THURSDAY, FRIDAY, SATURDAY, SUNDAY.
Device	String	Segment	Device	Device for the BidGoalPerformance report.  The allowed values are UNKNOWN, DESKTOP, HIGH_END_MOBILE, TABLET.
ExternalConversionSource	String	Segment	Conversion Source	Conversion Source for the BidGoalPerformance report.

ance report.

The allowed values are  
*UNKNOWN,*  
*WEBPAGE,*  
*ANALYTICS,*  
*UPLOAD, AD\_*  
*CALL\_METRICS,*  
*OFFERS,*  
*ENGAGEMENT,*  
*WEBSITE\_CALL\_*  
*METRICS,*  
*STORE\_VISITS,*  
*ANDROID\_IN\_*  
*APP, ANDROID\_*  
*DOWNLOAD,*  
*IOS\_IN\_APP,*  
*IOS\_FIRST\_*  
*OPEN, APP\_*  
*UNSPECIFIED,*  
*ANDROID\_FIRST\_*  
*OPEN, UPLOAD\_*  
*CALLS,*  
*FIREBASE,*  
*CLICK\_TO\_CALL,*  
*SALESFORCE,*  
*STORE\_SALES\_*  
*CRM, STORE\_*  
*SALES\_*  
*PAYMENT\_*  
*NETWORK,*  
*GOOGLE\_PLAY,*  
*THIRD\_PARTY\_*  
*APP\_ANALYTICS,*  
*GOOGLE\_*  
*ATTRIBUTION,*  
*STORE\_SALES\_*  
*DIRECT.*

HourOfDay	<i>Integer</i>	Segment	Hour Of Day	Hour Of Day for the BidGoalPerformance report.
Month	<i>String</i>	Segment	Month	Month for the BidGoalPerformance report.
MonthOfYear	<i>String</i>	Segment	Month Of Year	Month Of Year for the BidGoalPerformance report.  The allowed values are JANUARY, FEBRUARY, MARCH, APRIL, MAY, JUNE, JULY, AUGUST, SEPTEMBER, OCTOBER, NOVEMBER, DECEMBER.
Quarter	<i>String</i>	Segment	Quarter	Quarter for the BidGoalPerformance report.
Week	<i>String</i>	Segment	Week	Week for the BidGoalPerformance report.
Year	<i>Integer</i>	Segment	Year	Year for the BidGoalPerformance report.
AdGroupCount	<i>Integer</i>	Metric	Ad Groups	Ad Groups for the

				BidGoalPerformance report.
AdGroupCriteriaCount	Integer	Metric	Keywords	Keywords for the BidGoalPerformance report.
AllConversionRate	Double	Metric	All Conv Rate	All Conv Rate for the BidGoalPerformance report.
AllConversions	Double	Metric	All Conv	All Conv for the BidGoalPerformance report.
AllConversionValue	Double	Metric	All Conv Value	All Conv Value for the BidGoalPerformance report.
AverageCpc	Decimal	Metric	Avg CPC	Avg CPC for the BidGoalPerformance report.
AverageCpm	Decimal	Metric	Avg CPM	Avg CPM for the BidGoalPerformance report.
AveragePosition	Double	Metric	Avg Position	Avg Position for the BidGoalPerformance report.
CampaignCount	Integer	Metric	Campaigns	Campaigns for the BidGoalPerformance report.

Clicks	<i>Long</i>	Metric	Clicks	Clicks for the BidGoalPerformance report.
ConversionRate	<i>Double</i>	Metric	Conv Rate	Conv Rate for the BidGoalPerformance report.
Conversions	<i>Double</i>	Metric	Conversion s	Conversions for the BidGoalPerformance report.
ConversionValue	<i>Double</i>	Metric	Total Conv Value	Total Conv Value for the BidGoalPerformance report.
Cost	<i>Decimal</i>	Metric	Cost	Cost for the BidGoalPerformance report.
CostPerAllConversion	<i>Decimal</i>	Metric	Cost Per All Conv	Cost Per All Conv for the BidGoalPerformance report.
CostPerConversion	<i>Decimal</i>	Metric	Cost Per Conv	Cost Per Conv for the BidGoalPerformance report.
CrossDeviceConversions	<i>Double</i>	Metric	Cross- device Conv	Cross-device Conv for the BidGoalPerformance report.
Ctr	<i>Double</i>	Metric	CTR	CTR for the BidGoalPerformance



				ance report.
Impressions	<i>Long</i>	Metric	Impressions	Impressions for the BidGoalPerformance report.
NonRemovedAdGroupCount	<i>Long</i>	Metric	Non-Removed Ad Groups	Non-Removed Ad Groups for the BidGoalPerformance report.
NonRemovedAdGroupCriteriaCount	<i>Long</i>	Metric	Non-Removed Keywords	Non-Removed Keywords for the BidGoalPerformance report.
NonRemovedCampaignCount	<i>Long</i>	Metric	Non-Removed Campaigns	Non-Removed Campaigns for the BidGoalPerformance report.
ValuePerAllConversion	<i>Double</i>	Metric	Value Per All Conv	Value Per All Conv for the BidGoalPerformance report.
ValuePerConversion	<i>Double</i>	Metric	Value Per Conv	Value Per Conv for the BidGoalPerformance report.
ViewThroughConversions	<i>Long</i>	Metric	View-through Conv	View-through Conv for the BidGoalPerformance report.

## Pseudo-Columns

Pseudo column fields are used in the WHERE clause of SELECT statements and offer a more granular control over the tuples that are returned from the data source.

Name	Type	Description
StartDate	<i>String</i>	Start date for fetching AdWords data. Both StartDate and EndDate must be set to specify a custom date range. The default range is in the last seven days.
EndDate	<i>String</i>	End date for fetching AdWords data. Both StartDate and EndDate must be set to specify a custom date range. The default range is in the last seven days.

## BudgetPerformance

The Budget Performance report includes all statistics aggregated by default at the budget level, one row per budget.

## Columns

Name	Type	Behavior	Display Name	Description
AccountDescriptiveName	<i>String</i>	Attribute	Account	Account for the BudgetPerformance report.
Amount	<i>Decimal</i>	Attribute	Budget	Budget for the BudgetPerformance report.

BudgetId	Long	Attribute	Budget ID	Budget ID for the BudgetPerformance report.
BudgetName	String	Attribute	Budget Name	Budget Name for the BudgetPerformance report.
BudgetReferenceCount	Integer	Attribute	# Campaigns	# Campaigns for the BudgetPerformance report.
BudgetStatus	String	Attribute	Budget State	Budget State for the BudgetPerformance report.  The allowed values are <i>ENABLED</i> , <i>REMOVED</i> , <i>UNKNOWN</i> .
DeliveryMethod	String	Attribute	Delivery Method	Delivery Method for the BudgetPerformance report.
ExternalCustomerId	Long	Attribute	Customer ID	Customer ID for the BudgetPerformance report.
HasRecommendedBudget	String	Attribute	Has Recommended Budget	Has Recommended Budget for the BudgetPerformance report.

				<p>mance report.</p> <p>The allowed values are <i>TRUE, FALSE</i>.</p>
IsBudgetExplicitlyShared	<i>String</i>	Attribute	Explicitly Shared	<p>Explicitly Shared for the BudgetPerformance report.</p> <p>The allowed values are <i>TRUE, FALSE</i>.</p>
Period	<i>String</i>	Attribute	Budget Period	Budget Period for the BudgetPerformance report.
RecommendedBudgetAmount	<i>Decimal</i>	Attribute	Recommended Budget Amount	Recommended Budget Amount for the BudgetPerformance report.
TotalAmount	<i>Decimal</i>	Attribute	Total Budget Amount	Total Budget Amount for the BudgetPerformance report.
AssociatedCampaignId	<i>Long</i>	Segment	Campaign ID	Campaign ID for the BudgetPerformance report.
AssociatedCampaignName	<i>String</i>	Segment	Campaign	Campaign for the BudgetPerformance

				mance report.
AssociatedCampaignStatus	<i>String</i>	Segment	Campaign State	<p>Campaign State for the BudgetPerformance report.</p> <p>The allowed values are <i>ENABLED</i>, <i>PAUSED</i>, <i>REMOVED</i>, <i>UNKNOWN</i>.</p>
BudgetCampaignAssociationStatus	<i>String</i>	Segment	Budget Usage	<p>Budget Usage for the BudgetPerformance report.</p> <p>The allowed values are <i>ENABLED</i>, <i>REMOVED</i>, <i>UNKNOWN</i>.</p>
ConversionCategoryName	<i>String</i>	Segment	Conversion Category	Conversion Category for the BudgetPerformance report.
ConversionTrackerId	<i>Long</i>	Segment	Conversion Tracker Id	Conversion Tracker Id for the BudgetPerformance report.
ConversionTypeName	<i>String</i>	Segment	Conversion Name	Conversion Name for the BudgetPerformance report.

ExternalConversionSource	String	Segment	Conversion Source	Conversion Source for the BudgetPerformance report.  The allowed values are UNKNOWN, WEBPAGE, ANALYTICS, UPLOAD, AD_CALL_METRICS, OFFERS, ENGAGEMENT, WEBSITE_CALL_METRICS, STORE_VISITS, ANDROID_IN_APP, ANDROID_DOWNLOAD, IOS_IN_APP, IOS_FIRST_OPEN, APP_UNSPECIFIED, ANDROID_FIRST_OPEN, UPLOAD_CALLS, FIREBASE, CLICK_TO_CALL, SALESFORCE, STORE_SALES_CRM, STORE_SALES_PAYMENT_NETWORK, GOOGLE_PLAY, THIRD_PARTY_APP_
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				ANALYTICS, GOOGLE_ ATTRIBUTION, STORE_SALES_ DIRECT.
AllConversionRate	<i>Double</i>	Metric	All Conv Rate	All Conv Rate for the BudgetPerformance report.
AllConversions	<i>Double</i>	Metric	All Conv	All Conv for the BudgetPerformance report.
AllConversionValue	<i>Double</i>	Metric	All Conv Value	All Conv Value for the BudgetPerformance report.
AverageCost	<i>Decimal</i>	Metric	Avg Cost	Avg Cost for the BudgetPerformance report.
AverageCpc	<i>Decimal</i>	Metric	Avg CPC	Avg CPC for the BudgetPerformance report.
AverageCpe	<i>Double</i>	Metric	Avg CPE	Avg CPE for the BudgetPerformance report.
AverageCpm	<i>Decimal</i>	Metric	Avg CPM	Avg CPM for the BudgetPerformance report.

AverageCpv	<i>Double</i>	Metric	Avg CPV	Avg CPV for the BudgetPerformance report.
AveragePosition	<i>Double</i>	Metric	Avg Position	Avg Position for the BudgetPerformance report.
Clicks	<i>Long</i>	Metric	Clicks	Clicks for the BudgetPerformance report.
ConversionRate	<i>Double</i>	Metric	Conv Rate	Conv Rate for the BudgetPerformance report.
Conversions	<i>Double</i>	Metric	Conversions	Conversions for the BudgetPerformance report.
ConversionValue	<i>Double</i>	Metric	Total Conv Value	Total Conv Value for the BudgetPerformance report.
Cost	<i>Decimal</i>	Metric	Cost	Cost for the BudgetPerformance report.
CostPerAllConversion	<i>Decimal</i>	Metric	Cost Per All Conv	Cost Per All Conv for the BudgetPerformance report.
CostPerConversion	<i>Decimal</i>	Metric	Cost Per Conv	Cost Per Conv for the



				BudgetPerformance report.
CrossDeviceConversions	Double	Metric	Cross-device Conv	Cross-device Conv for the BudgetPerformance report.
Ctr	Double	Metric	CTR	CTR for the BudgetPerformance report.
EngagementRate	Double	Metric	Engagement Rate	Engagement Rate for the BudgetPerformance report.
Engagements	Long	Metric	Engagements	Engagements for the BudgetPerformance report.
Impressions	Long	Metric	Impressions	Impressions for the BudgetPerformance report.
InteractionRate	Double	Metric	Interaction Rate	Interaction Rate for the BudgetPerformance report.
Interactions	Long	Metric	Interactions	Interactions for the BudgetPerformance report.
InteractionTypes	String	Metric	Interaction Types	Interaction Types for the BudgetPerformance report.

					mance report.	
RecommendedBudget	EstimatedChangeInWeeklyClicks	Metric	Estimated Change In Weekly Clicks At Recommended Budget	Estimated Change In Weekly Clicks At Recommended Budget for the BudgetPerfor	mance report.	
RecommendedBudget	EstimatedChangeInWeeklyCost	Metric	Estimated Change In Weekly Cost At Recommended Budget	Estimated Change In Weekly Cost At Recommended Budget for the BudgetPerfor	mance report.	
RecommendedBudget	EstimatedChangeInWeeklyInteractions	Metric	Estimated Change In Weekly Interactions At Recommended Budget	Estimated Change In Weekly Interactions At Recommended Budget for the BudgetPerfor	mance report.	
RecommendedBudget	EstimatedChangeInWeeklyViews	Metric	Estimated Change In Weekly Views At Recommended Budget	Estimated Change In Weekly Views At Recommended Budget for the BudgetPerfor	mance report.	
ValuePerAllConversion	Double	Metric	Value Per All Conv	Value Per All Conv for the BudgetPerfor		

				mance report.
ValuePerConversion	<i>Double</i>	Metric	Value Per Conv	Value Per Conv for the BudgetPerformance report.
VideoViewRate	<i>Double</i>	Metric	View Rate	View Rate for the BudgetPerformance report.
VideoViews	<i>Long</i>	Metric	Views	Views for the BudgetPerformance report.
ViewThroughConversions	<i>Long</i>	Metric	View-through Conv	View-through Conv for the BudgetPerformance report.

## Pseudo-Columns

Pseudo column fields are used in the WHERE clause of SELECT statements and offer a more granular control over the tuples that are returned from the data source.

Name	Type	Description
StartDate	<i>String</i>	Start date for fetching AdWords data. Both StartDate and EndDate must be set to specify a custom date range. The default range in the last seven days.
EndDate	<i>String</i>	End date for fetching AdWords data. Both StartDate and EndDate must be set to specify a custom date range. The default range in the last seven days.

## CallMetricsCallDetails

The Call Metrics Call Details report includes call details for your call extension including call duration and the caller's area code.

### Columns

Name	Type	Behavior	DisplayName	Description
AccountCurrencyCode	String	Attribute	Currency	Currency for the CallMetricsCallDetails report.
AccountDescriptiveName	String	Attribute	Account	Account for the CallMetricsCallDetails report.
AccountTimeZone	String	Attribute	Time Zone	Time Zone for the CallMetricsCallDetails report.
AdGroupId	Long	Attribute	Ad Group ID	Ad Group ID for the CallMetricsCallDetails report.
AdGroupName	String	Attribute	Ad Group	Ad Group for the CallMetricsCallDetails report.
AdGroupStatus	String	Attribute	Ad Group State	Ad Group State for the CallMetricsCallDetails report.  The allowed values are <i>UNKNOWN</i> , <i>ENABLED</i> , <i>PAUSED</i> , <i>REMOVED</i> .

CallDuration	Long	Attribute	Duration (seconds)	Duration (seconds) for the CallMetricsCallDetails report.
CallEndTime	Long	Attribute	End Time	End Time for the CallMetricsCallDetails report.
CallerCountryCallingCode	String	Attribute	Caller Country Code	Caller Country Code for the CallMetricsCallDetails report.
CallerNationalDesignatedCode	String	Attribute	Caller Area Code	Caller Area Code for the CallMetricsCallDetails report.
CallStartTime	Long	Attribute	Start Time	Start Time for the CallMetricsCallDetails report.
CallStatus	String	Attribute	Status	Status for the CallMetricsCallDetails report.  The allowed values are <i>RECEIVED</i> , <i>MISSED</i> , <i>UNKNOWN</i> .
CallTrackingDisplayLocation	String	Attribute	Call Source	Call Source for the CallMetricsCallDetails report.  The allowed values are <i>UNKNOWN</i> , <i>AD</i> , <i>LANDING_PAGE</i> .
CallType	String	Attribute	Call Type	Call Type for the CallMetricsCallDetail

				s report.  The allowed values are <i>GOOGLE_SEARCH</i> , <i>HIGH_END_MOBILE_SEARCH</i> , <i>UNKNOWN</i> .
CampaignId	<i>Long</i>	Attribute	Campaign ID	Campaign ID for the CallMetricsCallDetails report.
CampaignName	<i>String</i>	Attribute	Campaign	Campaign for the CallMetricsCallDetails report.
CampaignStatus	<i>String</i>	Attribute	Campaign State	Campaign State for the CallMetricsCallDetails report.  The allowed values are <i>UNKNOWN</i> , <i>ENABLED</i> , <i>PAUSED</i> , <i>REMOVED</i> .
CustomerDescriptiveName	<i>String</i>	Attribute	Client Name	Client Name for the CallMetricsCallDetails report.
Date	<i>Date</i>	Attribute	Day	Day for the CallMetricsCallDetails report.
DayOfWeek	<i>String</i>	Attribute	Day Of Week	Day Of Week for the CallMetricsCallDetails report.  The allowed values are <i>MONDAY</i> , <i>TUESDAY</i> , <i>WEDNESDAY</i> ,

				<i>THURSDAY, FRIDAY, SATURDAY, SUNDAY.</i>
ExternalCustomerId	<i>Long</i>	Attribute	Customer ID	Customer ID for the CallMetricsCallDetails report.
HourOfDay	<i>Integer</i>	Attribute	Hour Of Day	Hour Of Day for the CallMetricsCallDetails report.
Month	<i>String</i>	Attribute	Month	Month for the CallMetricsCallDetails report.
MonthOfYear	<i>String</i>	Attribute	Month Of Year	Month Of Year for the CallMetricsCallDetails report.  The allowed values are <i>JANUARY, FEBRUARY, MARCH, APRIL, MAY, JUNE, JULY, AUGUST, SEPTEMBER, OCTOBER, NOVEMBER, DECEMBER.</i>
Quarter	<i>String</i>	Attribute	Quarter	Quarter for the CallMetricsCallDetails report.
Week	<i>String</i>	Attribute	Week	Week for the CallMetricsCallDetails report.
Year	<i>Integer</i>	Attribute	Year	Year for the CallMetricsCallDetails report.

## Pseudo-Columns

Pseudo column fields are used in the WHERE clause of SELECT statements and offer a more granular control over the tuples that are returned from the data source.

Name	Type	Description
StartDate	<i>String</i>	Start date for fetching AdWords data. Both StartDate and EndDate must be set to specify a custom date range. The default range in the last seven days.
EndDate	<i>String</i>	End date for fetching AdWords data. Both StartDate and EndDate must be set to specify a custom date range. The default range in the last seven days.

## CampaignAdScheduleTarget

The Campaign Ad Schedule Target report summarizes the performance of campaigns by AdSchedule criteria.

## Columns

Name	Type	Behavior	DisplayName	Description
AccountCurrencyCode	<i>String</i>	Attribute	Currency	Currency for the CampaignAdScheduleTarget report.
AccountDescriptiveName	<i>String</i>	Attribute	Account	Account for the CampaignAdScheduleTarget report.



AccountTimeZone	<i>String</i>	Attribute	Time Zone	Time Zone for the CampaignAdScheduleTarget report.
BidModifier	<i>Double</i>	Attribute	Bid Adj	Bid Adj for the CampaignAdScheduleTarget report.
CampaignId	<i>Long</i>	Attribute	Campaign ID	Campaign ID for the CampaignAdScheduleTarget report.
CampaignName	<i>String</i>	Attribute	Campaign	Campaign for the CampaignAdScheduleTarget report.
CampaignStatus	<i>String</i>	Attribute	Campaign State	Campaign State for the CampaignAdScheduleTarget report.  The allowed values are <i>UNKNOWN, ENABLED, PAUSED, REMOVED</i> .
CustomerDescriptiveName	<i>String</i>	Attribute	Client Name	Client Name for the CampaignAdScheduleTarget report.
ExternalCustomerId	<i>Long</i>	Attribute	Customer ID	Customer ID for the CampaignAdScheduleTarget report.
Id	<i>Long</i>	Attribute	Ad Schedule	Ad Schedule for the CampaignAdScheduleTarget report.
ConversionCategoryName	<i>String</i>	Segment	Conversion Category	Conversion Category for the CampaignAdScheduleTarget report.

ConversionTrackerId	Long	Segment	Conversion Tracker Id	Conversion Tracker Id for the CampaignAdScheduleTarget report.
ConversionTypeName	String	Segment	Conversion Name	Conversion Name for the CampaignAdScheduleTarget report.
Date	Date	Segment	Day	Day for the CampaignAdScheduleTarget report.
ExternalConversionSource	String	Segment	Conversion Source	<p>Conversion Source for the CampaignAdScheduleTarget report.</p> <p>The allowed values are UNKNOWN, WEBPAGE, ANALYTICS, UPLOAD, AD_CALL_METRICS, OFFERS, ENGAGEMENT, WEBSITE_CALL_METRICS, STORE_VISITS, ANDROID_IN_APP, ANDROID_DOWNLOAD, IOS_IN_APP, IOS_FIRST_OPEN, APP_UNSPECIFIED, ANDROID_FIRST_OPEN, UPLOAD_CALLS, FIREBASE, CLICK_TO_CALL, SALESFORCE, STORE_SALES_CRM, STORE_SALES_PAYMENT_NETWORK, GOOGLE_PLAY, THIRD_PARTY_APP_ANALYTICS, GOOGLE_ATTRIBUTION, STORE_SALES_DIRECT.</p>
Month	String	Segment	Month	Month for the

				CampaignAdScheduleTarget report.
MonthOfYear	<i>String</i>	Segment	Month Of Year	Month Of Year for the CampaignAdScheduleTarget report.  The allowed values are <i>JANUARY, FEBRUARY, MARCH, APRIL, MAY, JUNE, JULY, AUGUST, SEPTEMBER, OCTOBER, NOVEMBER, DECEMBER.</i>
Quarter	<i>String</i>	Segment	Quarter	Quarter for the CampaignAdScheduleTarget report.
Week	<i>String</i>	Segment	Week	Week for the CampaignAdScheduleTarget report.
Year	<i>Integer</i>	Segment	Year	Year for the CampaignAdScheduleTarget report.
AllConversionRate	<i>Double</i>	Metric	All Conv Rate	All Conv Rate for the CampaignAdScheduleTarget report.
AllConversions	<i>Double</i>	Metric	All Conv	All Conv for the CampaignAdScheduleTarget report.
AllConversionValue	<i>Double</i>	Metric	All Conv Value	All Conv Value for the CampaignAdScheduleTarget report.
AverageCost	<i>Decimal</i>	Metric	Avg Cost	Avg Cost for the CampaignAdScheduleTarget

				et report.
AverageCpc	<i>Decimal</i>	Metric	Avg CPC	Avg CPC for the CampaignAdScheduleTarget report.
AverageCpe	<i>Double</i>	Metric	Avg CPE	Avg CPE for the CampaignAdScheduleTarget report.
AverageCpm	<i>Decimal</i>	Metric	Avg CPM	Avg CPM for the CampaignAdScheduleTarget report.
AverageCpv	<i>Double</i>	Metric	Avg CPV	Avg CPV for the CampaignAdScheduleTarget report.
AveragePosition	<i>Double</i>	Metric	Avg Position	Avg Position for the CampaignAdScheduleTarget report.
Clicks	<i>Long</i>	Metric	Clicks	Clicks for the CampaignAdScheduleTarget report.
ConversionRate	<i>Double</i>	Metric	Conv Rate	Conv Rate for the CampaignAdScheduleTarget report.
Conversions	<i>Double</i>	Metric	Conversions	Conversions for the CampaignAdScheduleTarget report.
ConversionValue	<i>Double</i>	Metric	Total Conv Value	Total Conv Value for the CampaignAdScheduleTarget report.
Cost	<i>Decimal</i>	Metric	Cost	Cost for the CampaignAdScheduleTarget

				et report.
CostPerAllConversion	<i>Decimal</i>	Metric	Cost Per All Conv	Cost Per All Conv for the CampaignAdScheduleTarget report.
CostPerConversion	<i>Decimal</i>	Metric	Cost Per Conv	Cost Per Conv for the CampaignAdScheduleTarget report.
CrossDeviceConversions	<i>Double</i>	Metric	Cross-device Conv	Cross-device Conv for the CampaignAdScheduleTarget report.
Ctr	<i>Double</i>	Metric	CTR	CTR for the CampaignAdScheduleTarget report.
EngagementRate	<i>Double</i>	Metric	Engagement Rate	Engagement Rate for the CampaignAdScheduleTarget report.
Engagements	<i>Long</i>	Metric	Engagements	Engagements for the CampaignAdScheduleTarget report.
Impressions	<i>Long</i>	Metric	Impressions	Impressions for the CampaignAdScheduleTarget report.
InteractionRate	<i>Double</i>	Metric	Interaction Rate	Interaction Rate for the CampaignAdScheduleTarget report.
Interactions	<i>Long</i>	Metric	Interactions	Interactions for the CampaignAdScheduleTarget report.
InteractionTypes	<i>String</i>	Metric	Interaction Types	Interaction Types for the CampaignAdScheduleTarget

				et report.
ValuePerAllConversion	Double	Metric	Value Per All Conv	Value Per All Conv for the CampaignAdScheduleTarget report.
ValuePerConversion	Double	Metric	Value Per Conv	Value Per Conv for the CampaignAdScheduleTarget report.
VideoQuartile100Rate	Double	Metric	Video Played To 100Percent	Video Played To 100Percent for the CampaignAdScheduleTarget report.
VideoQuartile25Rate	Double	Metric	Video Played To 25Percent	Video Played To 25Percent for the CampaignAdScheduleTarget report.
VideoQuartile50Rate	Double	Metric	Video Played To 50Percent	Video Played To 50Percent for the CampaignAdScheduleTarget report.
VideoQuartile75Rate	Double	Metric	Video Played To 75Percent	Video Played To 75Percent for the CampaignAdScheduleTarget report.
VideoViewRate	Double	Metric	View Rate	View Rate for the CampaignAdScheduleTarget report.
VideoViews	Long	Metric	Views	Views for the CampaignAdScheduleTarget report.
ViewThroughConversions	Long	Metric	View-through Conv	View-through Conv for the CampaignAdScheduleTarget report.

## Pseudo-Columns

Pseudo column fields are used in the WHERE clause of SELECT statements and offer a more granular control over the tuples that are returned from the data source.

Name	Type	Description
StartDate	<i>String</i>	Start date for fetching AdWords data. Both StartDate and EndDate must be set to specify a custom date range. The default range in the last seven days.
EndDate	<i>String</i>	End date for fetching AdWords data. Both StartDate and EndDate must be set to specify a custom date range. The default range in the last seven days.

## CampaignCriteria

The Campaign Criteria report is a structure report that allows you to efficiently retrieve campaign-level criteria.

## Columns

Name	Type	Behavior	DisplayName	Description
AccountCurrencyCode	<i>String</i>	Attribute	Currency	Currency for the CampaignCriteria report.
AccountDescriptiveName	<i>String</i>	Attribute	Account	Account for the CampaignCriteria report.

AccountTimeZone	<i>String</i>	Attribute	Time Zone	Time Zone for the CampaignCriteria report.
BaseCampaignId	<i>Long</i>	Attribute	Base Campaign ID	Base Campaign ID for the CampaignCriteria report.
CampaignId	<i>Long</i>	Attribute	Campaign ID	Campaign ID for the CampaignCriteria report.
CampaignName	<i>String</i>	Attribute	Campaign	Campaign for the CampaignCriteria report.
CampaignStatus	<i>String</i>	Attribute	Campaign State	<p>Campaign State for the CampaignCriteria report.</p> <p>The allowed values are <i>UNKNOWN</i>, <i>ENABLED</i>, <i>PAUSED</i>, <i>REMOVED</i>.</p>
Criteria	<i>String</i>	Attribute	Criterion	Criterion for the CampaignCriteria report.
CriteriaType	<i>String</i>	Attribute	Criteria Type	<p>Criteria Type for the CampaignCriteria report.</p> <p>The allowed values are <i>CONTENT_</i></p>



LABEL, KEYWORD,  
 PLACEMENT,  
 VERTICAL, USER\_  
 LIST, USER\_  
 INTEREST, MOBILE\_  
 APPLICATION,  
 MOBILE\_APP\_  
 CATEGORY,  
 PRODUCT\_  
 PARTITION, IP\_  
 BLOCK, WEBPAGE,  
 LANGUAGE,  
 LOCATION, AGE\_  
 RANGE, CARRIER,  
 OPERATING\_  
 SYSTEM\_VERSION,  
 MOBILE\_DEVICE,  
 GENDER, PARENT,  
 PROXIMITY,  
 PLATFORM,  
 PREFERRED\_  
 CONTENT, AD\_  
 SCHEDULE,  
 LOCATION\_  
 GROUPS,  
 PRODUCT\_SCOPE,  
 RUN\_OF\_NETWORK,  
 CUSTOM\_AFFINITY,  
 CUSTOM\_INTENT,  
 YOUTUBE\_VIDEO,  
 YOUTUBE\_  
 CHANNEL, APP\_  
 PAYMENT\_MODEL,  
 INCOME\_RANGE,  
 INTERACTION\_TYPE,  
 UNKNOWN.

CustomerDescriptiveName	String	Attribute	Client Name	Client Name for the CampaignCriteria
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				report.
ExternalCustomerId	Long	Attribute	Customer ID	Customer ID for the CampaignCriteria report.
Id	Long	Attribute	Criterion ID	Criterion ID for the CampaignCriteria report.
IsNegative	String	Attribute	Is Negative	Is Negative for the CampaignCriteria report.  The allowed values are <i>TRUE</i> , <i>FALSE</i> .

## Pseudo-Columns

Pseudo column fields are used in the WHERE clause of SELECT statements and offer a more granular control over the tuples that are returned from the data source.

Name	Type	Description
StartDate	String	Start date for fetching AdWords data. Both StartDate and EndDate must be set to specify a custom date range. The default range in the last seven days.
EndDate	String	End date for fetching AdWords data. Both StartDate and EndDate must be set to specify a custom date range. The default range in the last seven days.

## CampaignCriterionBidLandscape

The bid landscape for a criterion. A bid landscape estimates how a criterion will perform based on different bid amounts.

## Columns

Name	Type	Behavior	DisplayName	Description
CampaignId	Long			ID of the campaign that contains the criterion with which this bid landscape is associated.
StartDate	String			First day on which this landscape is based. Typically, it could be up to a week ago.
EndDate	String			Last day on which this landscape is based.
CriterionId	Long			ID of the criterion associated with this landscape.
Clicks	Long			Estimated number of clicks at this

		bid.
Cost	<i>Long</i>	Estimated cost at this bid.
Impressions	<i>Long</i>	Estimated number of impressions at this bid.
PromotedImpressions	<i>Long</i>	Estimated number of promoted impressions.
RequiredBudget	<i>Long</i>	Required daily budget to achieve the predicted stats at this bid.
BidModifier	<i>Double</i>	The bid modifier value of this point.
TotalLocalImpressions	<i>Long</i>	Estimated total impressions for all devices in mobile bid modifier landscape.
TotalLocalClicks	<i>Long</i>	Estimated total clicks for all devices in mobile bid modifier

		landscape.
TotalLocalCost	Long	Estimated total cost for all devices in mobile bid modifier landscape.
TotalLocalPromotedImpressions	Long	Estimated total promoted impressions for all devices in mobile bid modifier landscape.

## CampaignGroupPerformance

The Campaign Group Performance report includes the overall performance statistics of campaigns that you have included in campaign groups. Statistics are aggregated by default at the campaign group level.

### Columns

Name	Type	Behavior	Display Name	Description
Id	Long	Attribute	Campaign Group ID	Campaign Group ID for the CampaignGroupPerformance report.
Name	String	Attribute	Campaign Group	Campaign Group Name for the

			Name	CampaignGroupPerformance report.
Status	String	Attribute	Campaign Group Status	<p>Campaign Group Status for the CampaignGroupPerformance report.</p> <p>The allowed values are <i>UNKNOWN</i>, <i>ENABLED</i>, <i>REMOVED</i>.</p>
ConversionCategoryName	String	Segment	Conversion Category	Conversion Category for the CampaignGroupPerformance report.
ConversionTrackerId	Long	Segment	Conversion Tracker Id	Conversion Tracker Id for the CampaignGroupPerformance report.
ConversionTypeName	String	Segment	Conversion Name	Conversion Name for the CampaignGroupPerformance report.
ExternalConversionSource	String	Segment	Conversion Source	<p>Conversion Source for the CampaignGroupPerformance report.</p> <p>The allowed values are <i>UNKNOWN</i>, <i>WEBPAGE</i>, <i>ANALYTICS</i>, <i>UPLOAD</i>, <i>AD_CALL_METRICS</i>, <i>OFFERS</i>, <i>ENGAGEMENT</i>, <i>WEBSITE_CALL_METRICS</i>, <i>STORE</i></p>

				VISITS, ANDROID_IN_APP, ANDROID_DOWNLOAD, IOS_IN_APP, IOS_FIRST_OPEN, APP_UNSPECIFIED, ANDROID_FIRST_OPEN, UPLOAD_CALLS, FIREBASE, CLICK_TO_CALL, SALESFORCE, STORE_SALES_CRM, STORE_SALES_PAYMENT_NETWORK, GOOGLE_PLAY, THIRD_PARTY_APP_ANALYTICS, GOOGLE_ATTRIBUTION, STORE_SALES_DIRECT.
ActiveViewCpm	<i>Decimal</i>	Metric	Active View Avg CPM	Active View Avg CPM for the CampaignGroupPerformance report.
ActiveViewCtr	<i>Double</i>	Metric	Active View Viewable CTR	Active View Viewable CTR for the CampaignGroupPerformance report.
ActiveViewImpressions	<i>Long</i>	Metric	Active View Viewable Impressions	Active View Viewable Impressions for the CampaignGroupPerformance report.
ActiveViewMeasurability	<i>Double</i>	Metric	Active View Measurable Impr Per Impr	Active View Measurable Impr Per Impr for the CampaignGroupPerformance report.
ActiveViewMeasurableCost	<i>Decimal</i>	Metric	Active View	Active View

	<i>al</i>		Measurable Cost	Measurable Cost for the CampaignGroupPerformance report.
ActiveViewMeasurableImpressions	<i>Long</i>	Metric	Active View Measurable Impr	Active View Measurable Impr for the CampaignGroupPerformance report.
ActiveViewViewability	<i>Double</i>	Metric	Active View Viewable Impr Per Measurable Impr	Active View Viewable Impr Per Measurable Impr for the CampaignGroupPerformance report.
AllConversionRate	<i>Double</i>	Metric	All Conv Rate	All Conv Rate for the CampaignGroupPerformance report.
AllConversions	<i>Double</i>	Metric	All Conv	All Conv for the CampaignGroupPerformance report.
AllConversionValue	<i>Double</i>	Metric	All Conv Value	All Conv Value for the CampaignGroupPerformance report.
AverageCost	<i>Decimal</i>	Metric	Avg Cost	Avg Cost for the CampaignGroupPerformance report.
AverageCpe	<i>Double</i>	Metric	Avg CPE	Avg CPE for the CampaignGroupPerformance report.
AverageCpv	<i>Double</i>	Metric	Avg CPV	Avg CPV for the CampaignGroupPerformance report.



ConversionRate	Double	Metric	Conv Rate	Conv Rate for the CampaignGroupPerformance report.
Conversions	Double	Metric	Conversions	Conversions for the CampaignGroupPerformance report.
ConversionValue	Double	Metric	Total Conv Value	Total Conv Value for the CampaignGroupPerformance report.
CostPerAllConversion	Decimal	Metric	Cost Per All Conv	Cost Per All Conv for the CampaignGroupPerformance report.
CostPerConversion	Decimal	Metric	Cost Per Conv	Cost Per Conv for the CampaignGroupPerformance report.
CostPerCurrentModelAttributedConversions	Decimal	Metric	Cost Per Conv (current Model)	Cost Per Conv (current Model) for the CampaignGroupPerformance report.
CrossDeviceConversions	Double	Metric	Cross-device Conv	Cross-device Conv for the CampaignGroupPerformance report.
CurrentModelAttributedConversions	Double	Metric	Conversions (current Model)	Conversions (current Model) for the CampaignGroupPerformance report.
CurrentModelAttributedConversionValue	Double	Metric	Conv Value (current Model)	Conv Value (current Model) for the CampaignGroupPerformance report.

				mance report.
EngagementRate	Double	Metric	Engagement Rate	Engagement Rate for the CampaignGroupPerformance report.
Engagements	Long	Metric	Engagements	Engagements for the CampaignGroupPerformance report.
InteractionRate	Double	Metric	Interaction Rate	Interaction Rate for the CampaignGroupPerformance report.
Interactions	Long	Metric	Interactions	Interactions for the CampaignGroupPerformance report.
InteractionTypes	String	Metric	Interaction Types	Interaction Types for the CampaignGroupPerformance report.
ValuePerAllConversion	Double	Metric	Value Per All Conv	Value Per All Conv for the CampaignGroupPerformance report.
ValuePerCurrentModelAttributedConversions	Double	Metric	Value Per Conv (current Model)	Value Per Conv (current Model) for the CampaignGroupPerformance report.
VideoViewRate	Double	Metric	View Rate	View Rate for the CampaignGroupPerformance report.
VideoViews	Long	Metric	Views	Views for the

				CampaignGroupPerformance report.
ViewThroughConversions	Long	Metric	View-through Conv	View-through Conv for the CampaignGroupPerformance report.

## Pseudo-Columns

Pseudo column fields are used in the WHERE clause of SELECT statements and offer a more granular control over the tuples that are returned from the data source.

Name	Type	Description
StartDate	String	Start date for fetching AdWords data. Both StartDate and EndDate must be set to specify a custom date range. The default range in the last seven days.
EndDate	String	End date for fetching AdWords data. Both StartDate and EndDate must be set to specify a custom date range. The default range in the last seven days.

## CampaignLocationTarget

The Campaign Location Target Report summarizes the performance of campaigns by location-based CampaignCriterion.

## Columns

Name	Type	Behavior	DisplayName	Description
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AccountCurrencyCode	<i>String</i>	Attribute	Currency	Currency for the CampaignLocationTarget report.
AccountDescriptiveName	<i>String</i>	Attribute	Account	Account for the CampaignLocationTarget report.
AccountTimeZone	<i>String</i>	Attribute	Time Zone	Time Zone for the CampaignLocationTarget report.
BidModifier	<i>Double</i>	Attribute	Bid Adj	Bid Adj for the CampaignLocationTarget report.
CampaignId	<i>Long</i>	Attribute	Campaign ID	Campaign ID for the CampaignLocationTarget report.
CampaignName	<i>String</i>	Attribute	Campaign	Campaign for the CampaignLocationTarget report.
CampaignStatus	<i>String</i>	Attribute	Campaign State	Campaign State for the CampaignLocationTarget report.  The allowed values are <i>UNKNOWN</i> , <i>ENABLED</i> , <i>PAUSED</i> , <i>REMOVED</i> .
CustomerDescriptiveName	<i>String</i>	Attribute	Client Name	Client Name for the CampaignLocationTarget report.
ExternalCustomerId	<i>Long</i>	Attribute	Customer ID	Customer ID for the CampaignLocationTarget report.

Id	Long	Attribute	Location	Location for the CampaignLocationTarget report.
IsNegative	String	Attribute	Is Negative	Is Negative for the CampaignLocationTarget report.  The allowed values are <i>TRUE</i> , <i>FALSE</i> .
ConversionCategoryName	String	Segment	Conversion Category	Conversion Category for the CampaignLocationTarget report.
ConversionTrackerId	Long	Segment	Conversion Tracker Id	Conversion Tracker Id for the CampaignLocationTarget report.
ConversionTypeName	String	Segment	Conversion Name	Conversion Name for the CampaignLocationTarget report.
Date	Date	Segment	Day	Day for the CampaignLocationTarget report.
ExternalConversionSource	String	Segment	Conversion Source	Conversion Source for the CampaignLocationTarget report.  The allowed values are <i>UNKNOWN</i> , <i>WEBPAGE</i> , <i>ANALYTICS</i> , <i>UPLOAD</i> , <i>AD_CALL_METRICS</i> , <i>OFFERS</i> , <i>ENGAGEMENT</i> , <i>WEBSITE_</i>

<p>CALL_METRICS, STORE_VISITS, ANDROID_IN_APP, ANDROID_DOWNLOAD, IOS_IN_APP, IOS_FIRST_OPEN, APP_UNSPECIFIED, ANDROID_FIRST_OPEN, UPLOAD_CALLS, FIREBASE, CLICK_TO_CALL, SALESFORCE, STORE_SALES_CRM, STORE_SALES_PAYMENT_NETWORK, GOOGLE_PLAY, THIRD_PARTY_APP_ANALYTICS, GOOGLE_ATTRIBUTION, STORE_SALES_DIRECT.</p>				
Month	String	Segment	Month	Month for the CampaignLocationTarget report.
MonthOfYear	String	Segment	Month Of Year	<p>Month Of Year for the CampaignLocationTarget report.</p> <p>The allowed values are JANUARY, FEBRUARY, MARCH, APRIL, MAY, JUNE, JULY, AUGUST, SEPTEMBER, OCTOBER, NOVEMBER, DECEMBER.</p>
Quarter	String	Segment	Quarter	Quarter for the CampaignLocationTarget report.
Week	String	Segment	Week	Week for the CampaignLocationTarget report.

Year	<i>Integer</i>	Segment	Year	Year for the CampaignLocationTarget report.
AllConversionRate	<i>Double</i>	Metric	All Conv Rate	All Conv Rate for the CampaignLocationTarget report.
AllConversions	<i>Double</i>	Metric	All Conv	All Conv for the CampaignLocationTarget report.
AllConversionValue	<i>Double</i>	Metric	All Conv Value	All Conv Value for the CampaignLocationTarget report.
AverageCost	<i>Decimal</i>	Metric	Avg Cost	Avg Cost for the CampaignLocationTarget report.
AverageCpc	<i>Decimal</i>	Metric	Avg CPC	Avg CPC for the CampaignLocationTarget report.
AverageCpe	<i>Double</i>	Metric	Avg CPE	Avg CPE for the CampaignLocationTarget report.
AverageCpm	<i>Decimal</i>	Metric	Avg CPM	Avg CPM for the CampaignLocationTarget report.
AverageCpv	<i>Double</i>	Metric	Avg CPV	Avg CPV for the CampaignLocationTarget report.
AveragePosition	<i>Double</i>	Metric	Avg Position	Avg Position for the CampaignLocationTarget report.

Clicks	<i>Long</i>	Metric	Clicks	Clicks for the CampaignLocationTarget report.
ConversionRate	<i>Double</i>	Metric	Conv Rate	Conv Rate for the CampaignLocationTarget report.
Conversions	<i>Double</i>	Metric	Conversions	Conversions for the CampaignLocationTarget report.
ConversionValue	<i>Double</i>	Metric	Total Conv Value	Total Conv Value for the CampaignLocationTarget report.
Cost	<i>Decimal</i>	Metric	Cost	Cost for the CampaignLocationTarget report.
CostPerAllConversion	<i>Decimal</i>	Metric	Cost Per All Conv	Cost Per All Conv for the CampaignLocationTarget report.
CostPerConversion	<i>Decimal</i>	Metric	Cost Per Conv	Cost Per Conv for the CampaignLocationTarget report.
CrossDeviceConversions	<i>Double</i>	Metric	Cross-device Conv	Cross-device Conv for the CampaignLocationTarget report.
Ctr	<i>Double</i>	Metric	CTR	CTR for the CampaignLocationTarget report.
EngagementRate	<i>Double</i>	Metric	Engagement Rate	Engagement Rate for the



				CampaignLocationTarget report.
Engagements	<i>Long</i>	Metric	Engagements	Engagements for the CampaignLocationTarget report.
Impressions	<i>Long</i>	Metric	Impressions	Impressions for the CampaignLocationTarget report.
InteractionRate	<i>Double</i>	Metric	Interaction Rate	Interaction Rate for the CampaignLocationTarget report.
Interactions	<i>Long</i>	Metric	Interactions	Interactions for the CampaignLocationTarget report.
InteractionTypes	<i>String</i>	Metric	Interaction Types	Interaction Types for the CampaignLocationTarget report.
ValuePerAllConversion	<i>Double</i>	Metric	Value Per All Conv	Value Per All Conv for the CampaignLocationTarget report.
ValuePerConversion	<i>Double</i>	Metric	Value Per Conv	Value Per Conv for the CampaignLocationTarget report.
VideoViewRate	<i>Double</i>	Metric	View Rate	View Rate for the CampaignLocationTarget report.
VideoViews	<i>Long</i>	Metric	Views	Views for the CampaignLocationTarget report.

ViewThroughConversions	Long	Metric	View-through Conv	View-through Conv for the CampaignLocationTarget report.
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## Pseudo-Columns

Pseudo column fields are used in the WHERE clause of SELECT statements and offer a more granular control over the tuples that are returned from the data source.

Name	Type	Description
StartDate	String	Start date for fetching AdWords data. Both StartDate and EndDate must be set to specify a custom date range. The default range in the last seven days.
EndDate	String	End date for fetching AdWords data. Both StartDate and EndDate must be set to specify a custom date range. The default range in the last seven days.

## CampaignNegativeKeywordsPerformance

Although negative keywords do not hold statistics, you can use this structured report to efficiently retrieve attributes of keyword-based NegativeCampaignCriterion objects.

## Columns

Name	Type	Behavior	Display Name	Description
AccountCurrencyCode	String	Attribute	Currency	Currency for the

				CampaignNegativeKeywordsPerformance report.
AccountDescriptiveName	String	Attribute	Account	Account for the CampaignNegativeKeywordsPerformance report.
AccountTimeZone	String	Attribute	Time Zone	Time Zone for the CampaignNegativeKeywordsPerformance report.
BaseCampaignId	Long	Attribute	Base Campaign ID	Base Campaign ID for the CampaignNegativeKeywordsPerformance report.
CampaignId	Long	Attribute	Campaign ID	Campaign ID for the CampaignNegativeKeywordsPerformance report.
CampaignName	String	Attribute	Campaign	Campaign for the CampaignNegativeKeywordsPerformance report.
CampaignStatus	String	Attribute	Campaign State	<p>Campaign State for the CampaignNegativeKeywordsPerformance report.</p> <p>The allowed values are <i>UNKNOWN</i>, <i>ENABLED</i>, <i>PAUSED</i>, <i>REMOVED</i>.</p>
Criteria	String	Attribute	Negative Keyword	Negative Keyword for the CampaignNegativeKeywordsPerformance report.
CustomerDescriptiveName	String	Attribute	Client Name	Client Name for the CampaignNegativeKeywordsPerformance report.
ExternalCustomerId	Long	Attribute	Customer ID	Customer ID for the

				CampaignNegativeKeywordsPerformance report.
Id	Long	Attribute	Keyword ID	Keyword ID for the CampaignNegativeKeywordsPerformance report.
IsNegative	String	Attribute	Is Negative	Is Negative for the CampaignNegativeKeywordsPerformance report.  The allowed values are <i>TRUE</i> , <i>FALSE</i> .
KeywordMatchType	String	Attribute	Match Type	Match Type for the CampaignNegativeKeywordsPerformance report.  The allowed values are <i>EXACT</i> , <i>PHRASE</i> , <i>BROAD</i> .

## Pseudo-Columns

Pseudo column fields are used in the WHERE clause of SELECT statements and offer a more granular control over the tuples that are returned from the data source.

Name	Type	Description
StartDate	String	Start date for fetching AdWords data. Both StartDate and EndDate must be set to specify a custom date range. The default range in the last seven days.
EndDate	String	End date for fetching AdWords data. Both StartDate and EndDate must be set to specify a custom date range. The default range in the last seven days.

## CampaignNegativeLocations

Although negative locations do not hold statistics, you can use this structured report to efficiently retrieve attributes of location-based NegativeCampaignCriterion objects.

### Columns

Name	Type	Behavior	DisplayName	Description
AccountCurrencyCode	String	Attribute	Currency	Currency for the CampaignNegativeLocations report.
AccountDescriptiveName	String	Attribute	Account	Account for the CampaignNegativeLocations report.
AccountTimeZone	String	Attribute	Time Zone	Time Zone for the CampaignNegativeLocations report.
BaseCampaignId	Long	Attribute	Base Campaign ID	Base Campaign ID for the CampaignNegativeLocations report.
CampaignId	Long	Attribute	Campaign ID	Campaign ID for the CampaignNegativeLocations report.
CampaignName	String	Attribute	Campaign	Campaign for the CampaignNegativeLocations report.
CampaignStatus	String	Attribute	Campaign State	Campaign State for the CampaignNegativeLocations report.

				The allowed values are <i>UNKNOWN, ENABLED, PAUSED, REMOVED</i> .
CustomerDescriptiveName	String	Attribute	Client Name	Client Name for the CampaignNegativeLocations report.
ExternalCustomerId	Long	Attribute	Customer ID	Customer ID for the CampaignNegativeLocations report.
Id	Long	Attribute	Location	Location for the CampaignNegativeLocations report.
IsNegative	String	Attribute	Is Negative	Is Negative for the CampaignNegativeLocations report.  The allowed values are <i>TRUE, FALSE</i> .

## Pseudo-Columns

Pseudo column fields are used in the WHERE clause of SELECT statements and offer a more granular control over the tuples that are returned from the data source.

Name	Type	Description
StartDate	String	Start date for fetching AdWords data. Both StartDate and EndDate must be set to specify a custom date range. The default range in the last seven days.
EndDate	String	End date for fetching AdWords data. Both StartDate and EndDate must be set to specify a custom date range. The default range in the last seven days.

## CampaignNegativePlacementsPerformance

Although negative placements do not hold statistics, you can use this structured report to efficiently retrieve attributes of placement-based NegativeCampaignCriterion objects.

### Columns

Name	Type	Behavior	Display Name	Description
AccountCurrencyCode	String	Attribute	Currency	Currency for the CampaignNegativePlacementsPerformance report.
AccountDescriptiveNameString		Attribute	Account	Account for the CampaignNegativePlacementsPerformance report.
AccountTimeZone	String	Attribute	Time Zone	Time Zone for the CampaignNegativePlacementsPerformance report.
BaseCampaignId	Long	Attribute	Base Campaign ID	Base Campaign ID for the CampaignNegativePlacementsPerformance report.
CampaignId	Long	Attribute	Campaign ID	Campaign ID for the CampaignNegativePlacementsPerformance report.
CampaignName	String	Attribute	Campaign	Campaign for the CampaignNegativePlacementsPerformance report.
CampaignStatus	String	Attribute	Campaign State	Campaign State for the CampaignNegativePlacementsPerformance report.

				The allowed values are <i>UNKNOWN</i> , <i>ENABLED</i> , <i>PAUSED</i> , <i>REMOVED</i> .
Criteria	String	Attribute	Exclusion	Exclusion for the CampaignNegativePlacementsPerformance report.
CustomerDescriptiveName	String	Attribute	Client Name	Client Name for the CampaignNegativePlacementsPerformance report.
DisplayName	String	Attribute	Criteria Display Name	Criteria Display Name for the CampaignNegativePlacementsPerformance report.
ExternalCustomerId	Long	Attribute	Customer ID	Customer ID for the CampaignNegativePlacementsPerformance report.
Id	Long	Attribute	Keyword ID	Keyword ID for the CampaignNegativePlacementsPerformance report.
IsNegative	String	Attribute	Is Negative	Is Negative for the CampaignNegativePlacementsPerformance report.  The allowed values are <i>TRUE</i> , <i>FALSE</i> .
KeywordMatchType	String	Attribute	Match Type	Match Type for the CampaignNegativePlacementsPerformance report.  The allowed values are <i>EXACT</i> , <i>PHRASE</i> , <i>BROAD</i> .
VerticalId	Long	Attribute	Vertical ID	Vertical ID for the CampaignNegativePlacementsPerformance report.



## Pseudo-Columns

Pseudo column fields are used in the WHERE clause of SELECT statements and offer a more granular control over the tuples that are returned from the data source.

Name	Type	Description
StartDate	<i>String</i>	Start date for fetching AdWords data. Both StartDate and EndDate must be set to specify a custom date range. The default range is in the last seven days.
EndDate	<i>String</i>	End date for fetching AdWords data. Both StartDate and EndDate must be set to specify a custom date range. The default range is in the last seven days.

## CampaignPerformance

The Campaigns Performance report includes all statistics aggregated by default at the campaign level, one row per campaign.

## Columns

Name	Type	Behavior	Display Name	Description
AccountCurrencyCode	<i>String</i>	Attribute	Currency	Currency for the CampaignPerformance report.
AccountDescriptiveName	<i>String</i>	Attribute	Account	Account for the CampaignPerformance report.
AccountTimeZone	<i>String</i>	Attribute	Time Zone	Time Zone for

		te		the CampaignPerfor mance report.
AdvertisingChannelSubType	String	Attribu te	Advertising Sub Channel	Advertising Sub Channel for the CampaignPerfor mance report.  The allowed values are UNKNOWN, SEARCH_ MOBILE_APP, DISPLAY_ MOBILE_APP, SEARCH_ EXPRESS, DISPLAY_ EXPRESS, UNIVERSAL_APP_ CAMPAIGN, DISPLAY_SMART_ CAMPAIGN, SHOPPING_ GOAL_ OPTIMIZED_ADS, DISPLAY_GMAIL_ AD.
AdvertisingChannelType	String	Attribu te	Advertising Channel	Advertising Channel for the CampaignPerfor mance report.  The allowed values are UNKNOWN, SEARCH, DISPLAY, SHOPPING,

				<i>VIDEO, MULTI_CHANNEL, EXPRESS.</i>
Amount	<i>Decimal</i>	Attribute	Budget	Budget for the CampaignPerformance report.
BaseCampaignId	<i>Long</i>	Attribute	Base Campaign ID	Base Campaign ID for the CampaignPerformance report.
BiddingStrategyId	<i>Long</i>	Attribute	Bid Strategy ID	Bid Strategy ID for the CampaignPerformance report.
BiddingStrategyName	<i>String</i>	Attribute	Bid Strategy Name	Bid Strategy Name for the CampaignPerformance report.
BiddingStrategyType	<i>String</i>	Attribute	Bid Strategy Type	<p>Bid Strategy Type for the CampaignPerformance report.</p> <p>The allowed values are  <i>MANUAL_CPC,</i>  <i>MANUAL_CPV,</i>  <i>MANUAL_CPM,</i>  <i>PAGE_ONE_PROMOTED,</i>  <i>TARGET_SPEND,</i>  <i>TARGET_CPA,</i>  <i>TARGET_ROAS,</i>  <i>MAXIMIZE_CONVERSIONS,</i></p>

				MAXIMIZE_ CONVERSION_ VALUE, TARGET_ OUTRANK_ SHARE, NONE, UNKNOWN.
BudgetId	Long	Attribute	Budget ID	Budget ID for the CampaignPerformance report.
CampaignDesktopBidModifier	Double	Attribute	Desktop Bid Adj	Desktop Bid Adj for the CampaignPerformance report.
CampaignGroupId	Long	Attribute	Campaign Group ID	Campaign Group ID for the CampaignPerformance report.
CampaignId	Long	Attribute	Campaign ID	Campaign ID for the CampaignPerformance report.
CampaignMobileBidModifier	Double	Attribute	Mobile Bid Adj	Mobile Bid Adj for the CampaignPerformance report.
CampaignName	String	Attribute	Campaign	Campaign for the CampaignPerformance report.
CampaignStatus	String	Attribute	Campaign State	Campaign State for the CampaignPerformance

				<p>mance report.</p> <p>The allowed values are <i>UNKNOWN</i>, <i>ENABLED</i>, <i>PAUSED</i>, <i>REMOVED</i>.</p>
CampaignTabletBidModifier	<i>Double</i>	Attribute	Tablet Bid Adj	Tablet Bid Adj for the CampaignPerformance report.
CampaignTrialType	<i>String</i>	Attribute	Campaign Trial Type	<p>Campaign Trial Type for the CampaignPerformance report.</p> <p>The allowed values are <i>UNKNOWN</i>, <i>BASE</i>, <i>DRAFT</i>, <i>TRIAL</i>.</p>
ConversionAdjustment	<i>String</i>	Attribute	Conversion Adjustment	<p>Conversion Adjustment for the CampaignPerformance report.</p> <p>The allowed values are <i>TRUE</i>, <i>FALSE</i>.</p>
CustomerDescriptiveName	<i>String</i>	Attribute	Client Name	Client Name for the CampaignPerformance report.
EndDate	<i>Date</i>	Attribute	End Date	End Date for the CampaignPerformance

				mance report.
EnhancedCpcEnabled	<i>String</i>	Attribute	Enhanced CPC Enabled	Enhanced CPC Enabled for the CampaignPerformance report.  The allowed values are <i>TRUE</i> , <i>FALSE</i> .
ExternalCustomerId	<i>Long</i>	Attribute	Customer ID	Customer ID for the CampaignPerformance report.
FinalUrlSuffix	<i>String</i>	Attribute	Final URL Suffix	Final URL Suffix for the CampaignPerformance report.
HasRecommendedBudget	<i>String</i>	Attribute	Has Recommended Budget	Has Recommended Budget for the CampaignPerformance report.  The allowed values are <i>TRUE</i> , <i>FALSE</i> .
IsBudgetExplicitlyShared	<i>String</i>	Attribute	Budget Explicitly Shared	Budget Explicitly Shared for the CampaignPerformance report.  The allowed values are <i>TRUE</i> , <i>FALSE</i> .
LabelIds	<i>String</i>	Attribute	Label IDs	Label IDs for the

		te		CampaignPerfor mance report.
Labels	<i>String</i>	Attribu te	Labels	Labels for the CampaignPerfor mance report.
MaximizeConversionValueTargetRoas	<i>Double</i>	Attribu te	Target ROAS (Maximize Conversion Value)	Target ROAS (Maximize Conversion Value) for the CampaignPerfor mance report.
Period	<i>String</i>	Attribu te	Budget Period	Budget Period for the CampaignPerfor mance report.
RecommendedBudgetAmount	<i>Decimal</i>	Attribu te	Recommen ded Budget Amount	Recommended Budget Amount for the CampaignPerfor mance report.
ServingStatus	<i>String</i>	Attribu te	Campaign Serving Status	Campaign Serving Status for the CampaignPerfor mance report.  The allowed values are <i>SERVING, NONE, ENDED, PENDING, SUSPENDED.</i>
StartDate	<i>Date</i>	Attribu te	Start Date	Start Date for the

				CampaignPerformance report.
TotalAmount	Decimal	Attribute	Total Budget Amount	Total Budget Amount for the CampaignPerformance report.
TrackingUrlTemplate	String	Attribute	Tracking Template	Tracking Template for the CampaignPerformance report.
UrlCustomParameters	String	Attribute	Custom Parameter	Custom Parameter for the CampaignPerformance report.
AdNetworkType1	String	Segment	Network	<p>Network for the CampaignPerformance report.</p> <p>The allowed values are UNKNOWN, SEARCH, CONTENT, YOUTUBE_SEARCH, YOUTUBE_WATCH, MIXED.</p>
AdNetworkType2	String	Segment	Network (with Search Partners)	<p>Network (with Search Partners) for the CampaignPerformance report.</p> <p>The allowed</p>



				values are UNKNOWN, SEARCH, SEARCH_ PARTNERS, CONTENT, YOUTUBE_ SEARCH, YOUTUBE_ WATCH, MIXED.
ClickType	String	Segment	Click Type	Click Type for the CampaignPerformance report.  The allowed values are URL_ CLICKS, CALLS, OTHER, PRODUCT_ EXTENSION_ CLICKS, SITELINKS, PRODUCT_ LISTING_AD_ CLICKS, GET_ DIRECTIONS, OFFER_PRINTS, BREADCRUMBS, CALL_TRACKING, MOBILE_CALL_ TRACKING, LOCATION_ EXPANSION, STORE_

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LOCATOR,  
PRODUCT\_  
LISTING\_AD\_  
LOCAL, APP\_  
DEEPLINK,  
PRODUCT\_  
LISTING\_AD\_  
MULTICHANNEL\_  
LOCAL,  
PRODUCT\_  
LISTING\_AD\_  
MULTICHANNEL\_  
ONLINE,  
PRODUCT\_  
LISTING\_ADS\_  
COUPON,  
PRODUCT\_  
LISTING\_AD\_  
TRANSACTABLE,  
PRODUCT\_AD\_  
APP\_DEEPLINK,  
SHOWCASE\_AD\_  
CATEGORY\_LINK,  
SHOWCASE\_AD\_  
LOCAL\_  
STOREFRONT\_  
LINK,  
SHOWCASE\_AD\_  
ONLINE\_  
PRODUCT\_LINK,  
SHOWCASE\_AD\_  
LOCAL\_  
PRODUCT\_LINK,  
PRICE\_  
EXTENSION,  
VIDEO\_WEBSITE\_  
CLICKS, VIDEO\_

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TORE\_INFO,  
LOCATION\_  
FORMAT\_  
DIRECTIONS,  
LOCATION\_  
FORMAT\_CALL,  
LOCATION\_  
FORMAT\_TEXT,  
LOCATION\_  
FORMAT\_IMAGE,  
BROADBAND\_  
PLAN, WIRELESS\_  
PLAN, VISUAL\_  
SITELINKS,  
PROMOTION\_  
EXTENSION,  
SWIPEABLE\_  
GALLERY\_AD\_  
HEADLINE,  
SWIPEABLE\_  
GALLERY\_AD\_  
SWIPES,  
SWIPEABLE\_  
GALLERY\_AD\_  
SEE\_MORE,  
SWIPEABLE\_  
GALLERY\_AD\_  
SITELINK\_ONE,  
SWIPEABLE\_  
GALLERY\_AD\_  
SITELINK\_TWO,  
SWIPEABLE\_  
GALLERY\_AD\_  
SITELINK\_THREE,  
SWIPEABLE\_  
GALLERY\_AD\_  
SITELINK\_FOUR,  
SWIPEABLE\_  
GALLERY\_AD\_  
SITELINK\_FIVE,

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ConversionAdjustmentLagBucket	String	Segment	Days To Conversion Or Adjustment	Days To Conversion Or Adjustment for the CampaignPerformance report.  The allowed values are UNKNOWN, CONVERSION_0_TO_1_DAY, CONVERSION_1_TO_2_DAYS, CONVERSION_2_TO_3_DAYS, CONVERSION_3_TO_4_DAYS, CONVERSION_4_TO_5_DAYS, CONVERSION_5_TO_6_DAYS, CONVERSION_6_TO_7_DAYS, CONVERSION_7_TO_8_DAYS, CONVERSION_8_TO_9_DAYS, CONVERSION_9_TO_10_DAYS, CONVERSION_10_TO_11_DAYS, CONVERSION_11_TO_12_DAYS, CONVERSION_12_TO_13_DAYS,
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CONVERSION\_  
13\_TO\_14\_DAYS,  
CONVERSION\_  
14\_TO\_21\_DAYS,  
CONVERSION\_  
21\_TO\_30\_DAYS,  
CONVERSION\_  
30\_TO\_45\_DAYS,  
CONVERSION\_  
45\_TO\_60\_DAYS,  
CONVERSION\_  
60\_TO\_90\_DAYS,  
ADJUSTMENT\_0\_  
TO\_1\_DAY,  
ADJUSTMENT\_1\_  
TO\_2\_DAYS,  
ADJUSTMENT\_2\_  
TO\_3\_DAYS,  
ADJUSTMENT\_3\_  
TO\_4\_DAYS,  
ADJUSTMENT\_4\_  
TO\_5\_DAYS,  
ADJUSTMENT\_5\_  
TO\_6\_DAYS,  
ADJUSTMENT\_6\_  
TO\_7\_DAYS,  
ADJUSTMENT\_7\_  
TO\_8\_DAYS,  
ADJUSTMENT\_8\_  
TO\_9\_DAYS,  
ADJUSTMENT\_9\_  
TO\_10\_DAYS,  
ADJUSTMENT\_  
10\_TO\_11\_DAYS,  
ADJUSTMENT\_  
11\_TO\_12\_DAYS,  
ADJUSTMENT\_  
12\_TO\_13\_DAYS,  
ADJUSTMENT\_

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ConversionAttributionEventType	String	Segment	Ad Event Type	Ad Event Type for the CampaignPerformance report.  The allowed values are UNKNOWN, IMPRESSION, INTERACTION.
ConversionCategoryName	String	Segment	Conversion Category	Conversion Category for the CampaignPerformance report.
ConversionLagBucket	String	Segment	Days To Conversion	Days To Conversion for the CampaignPerformance report.  The allowed values are UNKNOWN, CONVERSION_0_TO_1_DAY, CONVERSION_1_TO_2_DAYS, CONVERSION_2_TO_3_DAYS, CONVERSION_3_TO_4_DAYS, CONVERSION_4_TO_5_DAYS, CONVERSION_5_TO_6_DAYS, CONVERSION_6_

				TO_7_DAYS, CONVERSION_7_ TO_8_DAYS, CONVERSION_8_ TO_9_DAYS, CONVERSION_9_ TO_10_DAYS, CONVERSION_ 10_TO_11_DAYS, CONVERSION_ 11_TO_12_DAYS, CONVERSION_ 12_TO_13_DAYS, CONVERSION_ 13_TO_14_DAYS, CONVERSION_ 14_TO_21_DAYS, CONVERSION_ 21_TO_30_DAYS, CONVERSION_ 30_TO_45_DAYS, CONVERSION_ 45_TO_60_DAYS, CONVERSION_ 60_TO_90_DAYS.
ConversionTrackerId	Long	Segment	Conversion Tracker Id	Conversion Tracker Id for the CampaignPerformance report.
ConversionTypeName	String	Segment	Conversion Name	Conversion Name for the CampaignPerformance report.
Date	Date	Segment	Day	Day for the CampaignPerformance report.

DayOfWeek	<i>String</i>	Segment	Day Of Week	<p>Day Of Week for the CampaignPerformance report.</p> <p>The allowed values are <i>MONDAY, TUESDAY, WEDNESDAY, THURSDAY, FRIDAY, SATURDAY, SUNDAY.</i></p>
Device	<i>String</i>	Segment	Device	<p>Device for the CampaignPerformance report.</p> <p>The allowed values are <i>UNKNOWN, DESKTOP, HIGH_END_MOBILE, TABLET.</i></p>
ExternalConversionSource	<i>String</i>	Segment	Conversion Source	<p>Conversion Source for the CampaignPerformance report.</p> <p>The allowed values are <i>UNKNOWN, WEBPAGE, ANALYTICS, UPLOAD, AD_CALL_METRICS, OFFERS, ENGAGEMENT,</i></p>



				WEBSITE_CALL_ METRICS, STORE_ VISITS, ANDROID_ IN_APP, ANDROID_ DOWNLOAD, IOS_ IN_APP, IOS_ FIRST_OPEN, APP_ UNSPECIFIED, ANDROID_FIRST_ OPEN, UPLOAD_ CALLS, FIREBASE, CLICK_TO_CALL, SALESFORCE, STORE_SALES_ CRM, STORE_ SALES_ PAYMENT_ NETWORK, GOOGLE_PLAY, THIRD_PARTY_ APP_ANALYTICS, GOOGLE_ ATTRIBUTION, STORE_SALES_ DIRECT.
HourOfDay	<i>Integer</i>	Segment	Hour Of Day	Hour Of Day for the CampaignPerformance report.
Month	<i>String</i>	Segment	Month	Month for the CampaignPerformance report.
MonthOfYear	<i>String</i>	Segment	Month Of Year	Month Of Year for the CampaignPerfor

				<p>mance report.</p> <p>The allowed values are  <i>JANUARY, FEBRUARY, MARCH, APRIL, MAY, JUNE, JULY, AUGUST, SEPTEMBER, OCTOBER, NOVEMBER, DECEMBER.</i></p>
Quarter	<i>String</i>	Segment	Quarter	Quarter for the CampaignPerformance report.
Slot	<i>String</i>	Segment	Top Vs Other	<p>Top Vs Other for the CampaignPerformance report.</p> <p>The allowed values are  <i>SEARCHRHS, SEARCHTOP, SEARCHOTHER, CONTENT, AFSTOP, AFSOTHER, MIXED, UNKNOWN.</i></p>
Week	<i>String</i>	Segment	Week	Week for the CampaignPerformance report.
Year	<i>Integer</i>	Segment	Year	Year for the CampaignPerformance report.

AbsoluteTopImpressionPercentage	<i>Double</i>	Metric	Impr Abs Top	The percent of add impressions shown as the very first ad.
ActiveViewCpm	<i>Decimal</i>	Metric	Active View Avg CPM	Active View Avg CPM for the CampaignPerformance report.
ActiveViewCtr	<i>Double</i>	Metric	Active View Viewable CTR	Active View Viewable CTR for the CampaignPerformance report.
ActiveViewImpressions	<i>Long</i>	Metric	Active View Viewable Impressions	Active View Viewable Impressions for the CampaignPerformance report.
ActiveViewMeasurability	<i>Double</i>	Metric	Active View Measurable Impr Per Impr	Active View Measurable Impr Per Impr for the CampaignPerformance report.
ActiveViewMeasurableCost	<i>Decimal</i>	Metric	Active View Measurable Cost	Active View Measurable Cost for the CampaignPerformance report.
ActiveViewMeasurableImpressions	<i>Long</i>	Metric	Active View Measurable Impr	Active View Measurable Impr for the CampaignPerformance report.

ActiveViewViewability	<i>Double</i>	Metric	Active View Viewable Impr Per Measurable Impr	Active View Viewable Impr Per Measurable Impr for the CampaignPerformance report.
AllConversionRate	<i>Double</i>	Metric	All Conv Rate	All Conv Rate for the CampaignPerformance report.
AllConversions	<i>Double</i>	Metric	All Conv	All Conv for the CampaignPerformance report.
AllConversionValue	<i>Double</i>	Metric	All Conv Value	All Conv Value for the CampaignPerformance report.
AverageCost	<i>Decimal</i>	Metric	Avg Cost	Avg Cost for the CampaignPerformance report.
AverageCpc	<i>Decimal</i>	Metric	Avg CPC	Avg CPC for the CampaignPerformance report.
AverageCpe	<i>Double</i>	Metric	Avg CPE	Avg CPE for the CampaignPerformance report.
AverageCpm	<i>Decimal</i>	Metric	Avg CPM	Avg CPM for the CampaignPerformance report.
AverageCpv	<i>Double</i>	Metric	Avg CPV	Avg CPV for the CampaignPerformance report.

AverageFrequency	Double	Metric	Avg Impr Freq Per Cookie	Avg Impr Freq Per Cookie for the CampaignPerformance report.
AveragePageviews	Double	Metric	Pages Per Session	Pages Per Session for the CampaignPerformance report.
AveragePosition	Double	Metric	Avg Position	Avg Position for the CampaignPerformance report.
AverageTimeOnSite	Double	Metric	Avg Session Duration (seconds)	Avg Session Duration (seconds) for the CampaignPerformance report.
BounceRate	Double	Metric	Bounce Rate	Bounce Rate for the CampaignPerformance report.
ClickAssistedConversions	Long	Metric	Click Assisted Conv	Click Assisted Conv for the CampaignPerformance report.
ClickAssistedConversionsOverLastClickConversions	Double	Metric	Click Assisted Conv Per Last Click Conv	Click Assisted Conv Per Last Click Conv for the CampaignPerformance report.
ClickAssistedConversionValue	Double	Metric	Click	Click Assisted

	<i>e</i>		Assisted Conv Value	Conv Value for the CampaignPerfor mance report.
Clicks	<i>Long</i>	Metric	Clicks	Clicks for the CampaignPerfor mance report.
ContentBudgetLostImpressionShare	<i>Doubl e</i>	Metric	Content Lost IS (budget)	Content Lost IS (budget) for the CampaignPerfor mance report.
ContentImpressionShare	<i>Doubl e</i>	Metric	Content Impr Share	Content Impr Share for the CampaignPerfor mance report.
ContentRankLostImpressionShare	<i>Doubl e</i>	Metric	Content Lost IS (rank)	Content Lost IS (rank) for the CampaignPerfor mance report.
ConversionRate	<i>Doubl e</i>	Metric	Conv Rate	Conv Rate for the CampaignPerfor mance report.
Conversions	<i>Doubl e</i>	Metric	Conversion s	Conversions for the CampaignPerfor mance report.
ConversionValue	<i>Doubl e</i>	Metric	Total Conv Value	Total Conv Value for the CampaignPerfor mance report.
Cost	<i>Decim</i>	Metric	Cost	Cost for the

	<i>al</i>			CampaignPerformance report.
CostPerAllConversion	<i>Decimal</i>	Metric	Cost Per All Conv	Cost Per All Conv for the CampaignPerformance report.
CostPerConversion	<i>Decimal</i>	Metric	Cost Per Conv	Cost Per Conv for the CampaignPerformance report.
CostPerCurrentModelAttributedConversion	<i>Double</i>	Metric	Cost Per Conv (current Model)	Cost Per Conv (current Model) for the CampaignPerformance report.
CrossDeviceConversions	<i>Double</i>	Metric	Cross-device Conv	Cross-device Conv for the CampaignPerformance report.
Ctr	<i>Double</i>	Metric	CTR	CTR for the CampaignPerformance report.
CurrentModelAttributedConversions	<i>Double</i>	Metric	Conversions (current Model)	Conversions (current Model) for the CampaignPerformance report.
CurrentModelAttributedConversionValue	<i>Double</i>	Metric	Conv Value (current Model)	Conv Value (current Model) for the CampaignPerformance report.

EngagementRate	<i>Double</i>	Metric	Engagement Rate	Engagement Rate for the CampaignPerformance report.
Engagements	<i>Long</i>	Metric	Engagements	Engagements for the CampaignPerformance report.
GmailForwards	<i>Long</i>	Metric	Gmail Forwards	Gmail Forwards for the CampaignPerformance report.
GmailSaves	<i>Long</i>	Metric	Gmail Saves	Gmail Saves for the CampaignPerformance report.
GmailSecondaryClicks	<i>Long</i>	Metric	Gmail Clicks To Website	Gmail Clicks To Website for the CampaignPerformance report.
ImpressionAssistedConversions	<i>Long</i>	Metric	Impr Assisted Conv	Impr Assisted Conv for the CampaignPerformance report.
ImpressionAssistedConversionsOverLastClickConversion	<i>Double</i>	Metric	Impr Assisted Conv Per Last Click Conv	Impr Assisted Conv Per Last Click Conv for the CampaignPerformance report.
ImpressionAssistedConversionValue	<i>Double</i>	Metric	Impr Assisted Conv Value	Impr Assisted Conv Value for the



				CampaignPerformance report.
ImpressionReach	Long	Metric	Unique Cookies	Unique Cookies for the CampaignPerformance report.
Impressions	Long	Metric	Impressions	Impressions for the CampaignPerformance report.
InteractionRate	Double	Metric	Interaction Rate	Interaction Rate for the CampaignPerformance report.
Interactions	Long	Metric	Interactions	Interactions for the CampaignPerformance report.
InteractionTypes	String	Metric	Interaction Types	Interaction Types for the CampaignPerformance report.
InvalidClickRate	Double	Metric	Invalid Click Rate	Invalid Click Rate for the CampaignPerformance report.
InvalidClicks	Long	Metric	Invalid Clicks	Invalid Clicks for the CampaignPerformance report.
NumOfflineImpressions	Long	Metric	Phone Impression	Phone Impressions for

			s	the CampaignPerformance report.
NumOfflineInteractions	Long	Metric	Phone Calls	Phone Calls for the CampaignPerformance report.
OfflineInteractionRate	Double	Metric	PTR	PTR for the CampaignPerformance report.
PercentNewVisitors	Double	Metric	Percent New Sessions	Percent New Sessions for the CampaignPerformance report.
RelativeCtr	Double	Metric	Relative CTR	Relative CTR for the CampaignPerformance report.
SearchAbsoluteTopImpressionShare	Double	Metric	Search Abs Top IS	Search Abs Top IS for the CampaignPerformance report.
SearchBudgetLostImpressionShare	Double	Metric	Search Lost IS (budget)	Search Lost IS (budget) for the CampaignPerformance report.
SearchClickShare	Double	Metric	Click Share	Click Share for the CampaignPerformance report.
SearchExactMatchImpressionShare	Double	Metric	Search Exact	Search Exact Match IS for the

			Match IS	CampaignPerformance report.
SearchImpressionShare	Double	Metric	Search Impr Share	Search Impr Share for the CampaignPerformance report.
SearchRankLostImpressionShare	Double	Metric	Search Lost IS (rank)	Search Lost IS (rank) for the CampaignPerformance report.
SearchTopImpressionShare	Double	Metric	Search top IS	Search Top IS for the CampaignPerformance report.
TopImpressionPercentage	Double	Metric	Impr Top	The percent of add impressions that are shown anywhere above the organic search results.
ValuePerAllConversion	Double	Metric	Value Per All Conv	Value Per All Conv for the CampaignPerformance report.
ValuePerConversion	Double	Metric	Value Per Conv	Value Per Conv for the CampaignPerformance report.
ValuePerCurrentModelAttributedConversion	Double	Metric	Value Per Conv (current Model)	Value Per Conv (current Model) for the CampaignPerformance report.

VideoQuartile100Rate	<i>Double</i>	Metric	Video Played To 100Percent	Video Played To 100Percent for the CampaignPerformance report.
VideoQuartile25Rate	<i>Double</i>	Metric	Video Played To 25Percent	Video Played To 25Percent for the CampaignPerformance report.
VideoQuartile50Rate	<i>Double</i>	Metric	Video Played To 50Percent	Video Played To 50Percent for the CampaignPerformance report.
VideoQuartile75Rate	<i>Double</i>	Metric	Video Played To 75Percent	Video Played To 75Percent for the CampaignPerformance report.
VideoViewRate	<i>Double</i>	Metric	View Rate	View Rate for the CampaignPerformance report.
VideoViews	<i>Long</i>	Metric	Views	Views for the CampaignPerformance report.
ViewThroughConversions	<i>Long</i>	Metric	View-through Conv	View-through Conv for the CampaignPerformance report.

## Campaigns

Service to access details about any campaign.

## Columns

Name	Type	Behavior	DisplayName	Description
Id [KEY]	Long			ID of this campaign.
CampaignGroupId	Long			Id of the campaign group this campaign belongs to.
Name	String			Name of this campaign.
Status	String			Status of this campaign.
ServingStatus	String			Serving status.
StartDate	String			Date the campaign begins.
EndDate	String			Date the campaign ends.
AdServingOptimizationStatus	String			Ad serving optimization status.
AdvertisingChannelType	String			The primary serving target for ads within this campaign.
AdvertisingChannelSubType	String			Optional refinement of advertisingChannelType.
CampaignTrialType	String			Indicates if this

		campaign is a normal campaign, a draft campaign, or a trial campaign.
BaseCampaignId	Long	ID of the base campaign of the draft or trial campaign.
TrackingUrlTemplate	String	URL template for constructing a tracking URL.
FinalUrlSuffix	String	URL template for appending params to Final URL.
UrlCustomParameters	String	A list of mappings to be used for substituting URL custom parameter tags in the trackingUrlTemplate, finalUrls, and/or finalMobileUrls.
SelectiveOptimization	String	Selective optimization setting for this campaign, which includes a set of conversion types to optimize this campaign towards.
BudgetId	Long	A Budget is created using the BudgetService ADD operation and is assigned a BudgetId.

BudgetName	<i>String</i>	Name of the Budget.
Amount	<i>Long</i>	Amount of budget in the local currency for the account.
DeliveryMethod	<i>String</i>	Delivery method for the Budget which determines the rate at which the Budget is spent.
BudgetReferenceCount	<i>Int</i>	Number of campaigns actively using this budget.
IsBudgetExplicitlyShared	<i>Boolean</i>	If true, this budget was created with the purpose of sharing this budget across one or more campaigns.
BudgetStatus	<i>String</i>	Status of the budget.
Eligible	<i>Boolean</i>	If the campaign is eligible to enter conversion optimizer.
FrequencyCapMaxImpressions	<i>Long</i>	Maximum number of impressions allowed during the time range by this cap.
TimeUnit	<i>String</i>	Unit of time the cap is defined at.
Level	<i>String</i>	The level on which the cap is to be applied

		(creative/adgroup).
TargetGoogleSearch	<i>Boolean</i>	Ads will be served with Google.com search results.
TargetSearchNetwork	<i>Boolean</i>	Ads will be served on partner sites in the Google Search Network
TargetContentNetwork	<i>Boolean</i>	Ads will be served on specified placements in the Google Display Network.
TargetPartnerSearchNetwork	<i>Boolean</i>	Ads will be served on the Google Partner Network.
BiddingStrategyId	<i>Long</i>	Id of the bidding strategy to be associated with the campaign, ad group or ad group criteria.
BiddingStrategyName	<i>String</i>	Name of the bidding strategy.
BiddingStrategyType	<i>String</i>	The type of the bidding strategy to be attached.
BiddingStrategySource	<i>String</i>	Indicates where the bidding strategy is associated i.e. campaign, ad group or ad group criterion.
TargetRoasOverride	<i>Double</i>	The target return on



		average spend (ROAS).
VanityPharmaDisplayUrlMode	<i>String</i>	The display mode for vanity pharma URLs.
VanityPharmaText	<i>String</i>	The text that will be displayed in display URL of the text ad when website description is the selected display mode for vanity pharma URLs.
BiddingStrategyGoalType	<i>String</i>	Represents the goal which the bidding strategy of this app campaign should optimize towards.
AppId	<i>String</i>	A string that uniquely identifies a mobile application.
AppVendor	<i>String</i>	The vendor, i.e. application store that distributes this specific app.

## CampaignSharedSet

The Campaign Shared Set report includes all relationships between SharedSets and campaigns.

## Columns

Name	Type	Behavior	DisplayName	Description
AccountDescriptiveName	String	Attribute	Account	Account for the CampaignSharedSet report.
CampaignId	Long	Attribute	Campaign ID	Campaign ID for the CampaignSharedSet report.
CampaignName	String	Attribute	Campaign	Campaign for the CampaignSharedSet report.
CampaignStatus	String	Attribute	Campaign State	<p>Campaign State for the CampaignSharedSet report.</p> <p>The allowed values are <i>UNKNOWN</i>, <i>ENABLED</i>, <i>PAUSED</i>, <i>REMOVED</i>.</p>
ExternalCustomerId	Long	Attribute	Customer ID	Customer ID for the CampaignSharedSet report.
SharedSetId	Long	Attribute	Shared Set ID	Shared Set ID for the CampaignSharedSet report.
SharedSetName	String	Attribute	Shared Set Name	Shared Set Name for the CampaignSharedSet report.
SharedSetType	String	Attribute	Shared Set Type	Shared Set Type for the CampaignSharedSet

				report.  The allowed values are <i>NEGATIVE_KEYWORDS</i> , <i>NEGATIVE_PLACEMENTS</i> , <i>UNKNOWN</i> .
Status	<i>String</i>	Attribute	State	State for the CampaignSharedSet report.  The allowed values are <i>ENABLED</i> , <i>REMOVED</i> , <i>UNKNOWN</i> .

## Pseudo-Columns

Pseudo column fields are used in the WHERE clause of SELECT statements and offer a more granular control over the tuples that are returned from the data source.

Name	Type	Description
StartDate	<i>String</i>	Start date for fetching AdWords data. Both StartDate and EndDate must be set to specify a custom date range. The default range in the last seven days.
EndDate	<i>String</i>	End date for fetching AdWords data. Both StartDate and EndDate must be set to specify a custom date range. The default range in the last seven days.

## ClickPerformance

The Click Performance report includes stats aggregated at each click level, and includes both valid and invalid clicks. The KeywordId field will return any criteria that triggered the

click, not just keywords.

## Columns

Name	Type	Behavior	DisplayName	Description
AccountDescriptiveName	String	Attribute	Account	Account for the ClickPerformance report.
AdFormat	String	Attribute	Ad Type	Ad Type for the ClickPerformance report.  The allowed values are UNKNOWN, TEXT, IMAGE, DYNAMIC_IMAGE, FLASH, VIDEO, HTML, AUDIO, COMPOSITE, PRINT.
AdGroupId	Long	Attribute	Ad Group ID	Ad Group ID for the ClickPerformance report.
AdGroupName	String	Attribute	Ad Group	Ad Group for the ClickPerformance report.
AdGroupStatus	String	Attribute	Ad Group State	Ad Group State for the ClickPerformance report.  The allowed

				values are <i>UNKNOWN</i> , <i>ENABLED</i> , <i>PAUSED</i> , <i>REMOVED</i> .
AdNetworkType1	<i>String</i>	Attribute	Network	<p>Network for the ClickPerformance report.</p> <p>The allowed values are <i>UNKNOWN</i>, <i>SEARCH</i>, <i>CONTENT</i>, <i>YOUTUBE_SEARCH</i>, <i>YOUTUBE_WATCH</i>, <i>MIXED</i>.</p>
AdNetworkType2	<i>String</i>	Attribute	Network (with Search Partners)	<p>Network (with Search Partners) for the ClickPerformance report.</p> <p>The allowed values are <i>UNKNOWN</i>, <i>SEARCH</i>, <i>SEARCH_PARTNERS</i>, <i>CONTENT</i>, <i>YOUTUBE_SEARCH</i>, <i>YOUTUBE_WATCH</i>, <i>MIXED</i>.</p>
AdVariationControlTrialArmId	<i>Long</i>	Attribute	Ad Variation Control Trial Arm ID	Ad Variation Control Trial Arm ID for the ClickPerformance

				report.
AdVariationTreatmentTrialArmId	Long	Attribute	Ad Variation Treatment Trial Arm ID	Ad Variation Treatment Trial Arm ID for the ClickPerformance report.
AdVariationTrialId	Long	Attribute	Ad Variation Trial ID	Ad Variation Trial ID for the ClickPerformance report.
AoiCityCriteriaId	Integer	Attribute	City (Location Of Interest)	City (Location Of Interest) for the ClickPerformance report.
AoiCountryCriteriaId	Integer	Attribute	Country Per Territory (Location Of Interest)	Country Per Territory (Location Of Interest) for the ClickPerformance report.
AoiMetroCriteriaId	Integer	Attribute	Metro Area (Location Of Interest)	Metro Area (Location Of Interest) for the ClickPerformance report.
AoiMostSpecificTargetId	Long	Attribute	Most Specific Location Target (Location Of Interest)	Most Specific Location Target (Location Of Interest) for the ClickPerformance report.
AoiRegionCriteriaId	Integer	Attribute	Region (Location Of Interest)	Region (Location Of Interest) for

			Interest)	the ClickPerformance report.
CampaignId	Long	Attribute	Campaign ID	Campaign ID for the ClickPerformance report.
CampaignLocationTargetId	Long	Attribute	Campaign Location Target	Campaign Location Target for the ClickPerformance report.
CampaignName	String	Attribute	Campaign	Campaign for the ClickPerformance report.
CampaignStatus	String	Attribute	Campaign State	Campaign State for the ClickPerformance report.  The allowed values are <i>UNKNOWN</i> , <i>ENABLED</i> , <i>PAUSED</i> , <i>REMOVED</i> .
Clicks	Long	Attribute	Clicks	Clicks for the ClickPerformance report.
ClickType	String	Attribute	Click Type	Click Type for the ClickPerformance report.

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The allowed values are *URL\_CLICKS*, *CALLS*, *OTHER*, *PRODUCT\_EXTENSION\_CLICKS*, *SITELINKS*, *PRODUCT\_LISTING\_AD\_CLICKS*, *GET\_DIRECTIONS*, *OFFER\_PRINTS*, *BREADCRUMBS*, *CALL\_TRACKING*, *MOBILE\_CALL\_TRACKING*, *LOCATION\_EXPANSION*, *STORE\_LOCATOR*, *PRODUCT\_LISTING\_AD\_LOCAL*, *APP\_DEEPLINK*, *PRODUCT\_LISTING\_AD\_MULTICHANNEL\_LOCAL*, *PRODUCT\_LISTING\_AD\_MULTICHANNEL\_ONLINE*, *PRODUCT\_LISTING\_ADS\_COUPON*, *PRODUCT\_LISTING\_AD\_*

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TRANSACTABLE,  
PRODUCT\_AD\_  
APP\_DEEPLINK,  
SHOWCASE\_AD\_  
CATEGORY\_LINK,  
SHOWCASE\_AD\_  
LOCAL\_  
STOREFRONT\_  
LINK, SHOWCASE\_  
AD\_ONLINE\_  
PRODUCT\_LINK,  
SHOWCASE\_AD\_  
LOCAL\_PRODUCT\_  
LINK, PRICE\_  
EXTENSION,  
VIDEO\_WEBSITE\_  
CLICKS, VIDEO\_  
CALL\_TO\_ACTION\_  
CLICKS, VIDEO\_  
APP\_STORE\_  
CLICKS, VIDEO\_  
CARD\_ACTION\_  
HEADLINE\_CLICKS,  
VIDEO\_END\_CAP\_  
CLICKS, CLICK\_  
ON\_  
ENGAGEMENT\_AD,  
LOCATION\_  
FORMAT\_MAP,  
LOCATION\_  
FORMAT\_  
LANDING\_PAGE,  
LOCATION\_  
FORMAT\_STORE\_  
INFO, LOCATION\_  
FORMAT\_  
DIRECTIONS,  
LOCATION\_

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				<i>_GALLERY_AD_, SITELINK_FIVE, UNKNOWN.</i>
CreativeId	<i>Long</i>	Attribute	Ad ID	Ad ID for the ClickPerformance report.
CriteriaId	<i>Long</i>	Attribute	Keyword ID	Keyword ID for the ClickPerformance report.
CriteriaParameters	<i>String</i>	Attribute	Keyword Per Placement	Keyword Per Placement for the ClickPerformance report.
Date	<i>Date</i>	Attribute	Day	Day for the ClickPerformance report.
Device	<i>String</i>	Attribute	Device	Device for the ClickPerformance report.  The allowed values are <i>UNKNOWN, DESKTOP, HIGH_END_MOBILE, TABLET.</i>
ExternalCustomerId	<i>Long</i>	Attribute	Customer ID	Customer ID for the ClickPerformance report.
Gclid	<i>String</i>	Attribute	Google Click ID	Google Click ID for the

				ClickPerformance report.
KeywordMatchType	String	Attribute	Match Type	Match Type for the ClickPerformance report.  The allowed values are <i>UNKNOWN</i> , <i>EXACT</i> , <i>PHRASE</i> , <i>BROAD</i> .
LopCityCriteriaId	Integer	Attribute	City (Physical Location)	City (Physical Location) for the ClickPerformance report.
LopCountryCriteriaId	Integer	Attribute	Country Per Territory (Physical Location)	Country Per Territory (Physical Location) for the ClickPerformance report.
LopMetroCriteriaId	Integer	Attribute	Metro Area (Physical Location)	Metro Area (Physical Location) for the ClickPerformance report.
LopMostSpecificTargetId	Long	Attribute	Most Specific Location Target (Physical Location)	Most Specific Location Target (Physical Location) for the ClickPerformance report.
LopRegionCriteriaId	Integer	Attribute	Region (Physical Location)	Region (Physical Location) for the ClickPerformance

				report.
MonthOfYear	<i>String</i>	Attribute	Month Of Year	<p>Month Of Year for the ClickPerformance report.</p> <p>The allowed values are  <i>JANUARY, FEBRUARY, MARCH, APRIL, MAY, JUNE, JULY, AUGUST, SEPTEMBER, OCTOBER, NOVEMBER, DECEMBER.</i></p>
Page	<i>Integer</i>	Attribute	Page	Page for the ClickPerformance report.
Slot	<i>String</i>	Attribute	Top Vs Other	<p>Top Vs Other for the ClickPerformance report.</p> <p>The allowed values are  <i>SEARCHRHS, SEARCHTOP, SEARCHOTHER, CONTENT, AFSTOP, AFSOTHER, MIXED, UNKNOWN.</i></p>
UserListId	<i>Long</i>	Attribute	User List ID	User List ID for the ClickPerformance report.

## Pseudo-Columns

Pseudo column fields are used in the WHERE clause of SELECT statements and offer a more granular control over the tuples that are returned from the data source.

Name	Type	Description
StartDate	<i>String</i>	Start date for fetching AdWords data. Both StartDate and EndDate must be set to specify a custom date range. The default range in the last seven days.
EndDate	<i>String</i>	End date for fetching AdWords data. Both StartDate and EndDate must be set to specify a custom date range. The default range in the last seven days.

## ConversionTrackers

Service to access details about any conversion tracker.

## Columns

Name	Type	Behavior	Display Name	Description
Id [KEY]	<i>Long</i>			ID of this conversion tracker, null when creating a new one.
OriginalConversionTypeId	<i>Long</i>			The ID of the original conversion type on which this ConversionType is based.

Name	<i>String</i>	Name of this conversion tracker.
Status	<i>String</i>	Status of this conversion tracker.
Category	<i>String</i>	The category of conversion that is being tracked.
GoogleEventSnippet	<i>String</i>	The event snippet that works with the global site tag to track actions that should be counted as conversions.
GoogleGlobalSiteTag	<i>String</i>	The global site tag that adds visitors to your basic remarketing lists and sets new cookies on your domain, which will store information about the ad click that brought a user to your website.
DataDrivenModelStatus	<i>String</i>	The status of the data-driven attribution model for the conversion type.
ConversionTypeOwnerCustomerId	<i>Long</i>	The external customer ID of the conversion type owner, or 0 if this is a system-defined conversion type.
ViewthroughLookbackWindow	<i>Int</i>	Lookback window for view-through conversions in days.
CtcLookbackWindow	<i>Int</i>	The click-through conversion (ctc) lookback window is the maximum number of days between the time a conversion event happens and the previous corresponding ad click.

CountingType	String	How to count events for this conversion tracker.
DefaultRevenueValue	Double	The value to use when the tag for this conversion tracker sends conversion events without values.
DefaultRevenueCurrencyCode	String	The currency code to use when the tag for this conversion tracker sends conversion events without currency codes.
AlwaysUseDefaultRevenueValue	Boolean	Controls whether conversion event values and currency codes are taken from the tag snippet or from ConversionTracker.defaultRevenueValue and ConversionTracker.defaultRevenueCurrencyCode.
ExcludeFromBidding	Boolean	Whether this conversion tracker should be excluded from the
AttributionModelType	String	Attribution models describing how to distribute credit for a particular conversion across potentially many prior interactions.
MostRecentConversionDate	String	The date of the most recent ad click that led to a conversion of this conversion type.
LastReceivedRequestTime	String	The last time a conversion tag for this conversion type successfully fired and was seen by AdWords.
ConversionTrackerType	String	Indicates that this instance is a subtype of ConversionTracker.
PhoneCallDuration	Long	The phone-call duration (in

		seconds) after which a conversion should be reported
TrackingCodeType	<i>String</i>	Tracking code to use for the conversion type.
AppId	<i>String</i>	App ID of the app conversion tracker.
AppPlatform	<i>String</i>	App platform of the app conversion tracker.
AppConversionType	<i>String</i>	The type of AppConversion, which identifies a conversion as being either download or in-app purchase.
AppPostbackUrl	<i>String</i>	The postback URL.
Snippet	<i>String</i>	The generated snippet for this conversion tracker.
IsExternallyAttributed	<i>Boolean</i>	Whether this conversion is using an external attribution model.

## CreativeConversion

Free clicks are interactions that take place before a clickthrough for video ads, display ads, product extensions and location extensions, interactions like a Video play or a Get directions.

## Columns

Name	Type	Behavior	DisplayName	Description
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AccountCurrencyCode	<i>String</i>	Attribute	Currency	Currency for the CreativeConversion report.
AccountDescriptiveName	<i>String</i>	Attribute	Account	Account for the CreativeConversion report.
AccountTimeZone	<i>String</i>	Attribute	Time Zone	Time Zone for the CreativeConversion report.
AdGroupId	<i>Long</i>	Attribute	Ad Group ID	Ad Group ID for the CreativeConversion report.
AdGroupName	<i>String</i>	Attribute	Ad Group	Ad Group for the CreativeConversion report.
AdGroupStatus	<i>String</i>	Attribute	Ad Group State	Ad Group State for the CreativeConversion report.  The allowed values are <i>UNKNOWN</i> , <i>ENABLED</i> , <i>PAUSED</i> , <i>REMOVED</i> .
CampaignId	<i>Long</i>	Attribute	Campaign ID	Campaign ID for the CreativeConversion report.
CampaignName	<i>String</i>	Attribute	Campaign	Campaign for the CreativeConversion report.
CampaignStatus	<i>String</i>	Attribute	Campaign State	Campaign State for the

				<p>CreativeConversion report.</p> <p>The allowed values are <i>UNKNOWN</i>, <i>ENABLED</i>, <i>PAUSED</i>, <i>REMOVED</i>.</p>
CreativeId	Long	Attribute	Ad ID	Ad ID for the CreativeConversion report.
CriteriaParameters	String	Attribute	Keyword Per Placement	Keyword Per Placement for the CreativeConversion report.
CriteriaTypeName	String	Attribute	Match Type	Match Type for the CreativeConversion report.
CriterionId	Long	Attribute	Keyword ID	Keyword ID for the CreativeConversion report.
CustomerDescriptiveName	String	Attribute	Client Name	Client Name for the CreativeConversion report.
ExternalCustomerId	Long	Attribute	Customer ID	Customer ID for the CreativeConversion report.
AdNetworkType1	String	Segment	Network	<p>Network for the CreativeConversion report.</p> <p>The allowed values are <i>UNKNOWN</i>, <i>SEARCH</i>, <i>CONTENT</i>, <i>YOUTUBE_SEARCH</i>,</p>

				<i>YOUTUBE_WATCH, MIXED.</i>
AdNetworkType2	<i>String</i>	Segment	Network (with Search Partners)	<p>Network (with Search Partners) for the CreativeConversion report.</p> <p>The allowed values are <i>UNKNOWN, SEARCH, SEARCH_PARTNERS, CONTENT, YOUTUBE_SEARCH, YOUTUBE_WATCH, MIXED.</i></p>
ConversionTrackerId	<i>Long</i>	Segment	Free Click Type	Free Click Type for the CreativeConversion report.
Date	<i>Date</i>	Segment	Day	Day for the CreativeConversion report.
DayOfWeek	<i>String</i>	Segment	Day Of Week	<p>Day Of Week for the CreativeConversion report.</p> <p>The allowed values are <i>MONDAY, TUESDAY, WEDNESDAY, THURSDAY, FRIDAY, SATURDAY, SUNDAY.</i></p>
Month	<i>String</i>	Segment	Month	Month for the CreativeConversion report.

Quarter	<i>String</i>	Segment	Quarter	Quarter for the CreativeConversion report.
Week	<i>String</i>	Segment	Week	Week for the CreativeConversion report.
Year	<i>Integer</i>	Segment	Year	Year for the CreativeConversion report.
CreativeConversionRate	<i>Double</i>	Metric	Free Click Rate	Free Click Rate for the CreativeConversion report.
CreativeConversions	<i>Long</i>	Metric	Free Clicks	Free Clicks for the CreativeConversion report.
Impressions	<i>Long</i>	Metric	Impressions	Impressions for the CreativeConversion report.

## Pseudo-Columns

Pseudo column fields are used in the WHERE clause of SELECT statements and offer a more granular control over the tuples that are returned from the data source.

Name	Type	Description
StartDate	<i>String</i>	Start date for fetching AdWords data. Both StartDate and EndDate must be set to specify a custom date range. The default range in the last seven days.

EndDate	<i>String</i>	End date for fetching AdWords data. Both StartDate and EndDate must be set to specify a custom date range. The default range is in the last seven days.
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## CriteriaPerformance

The Criteria Performance report includes statistics aggregated at the ad group criteria level, one row per ad group and criteria combination.

## Columns

Name	Type	Behavior	Display Name	Description
AccountCurrencyCode	<i>String</i>	Attribute	Currency	Currency for the CriteriaPerformance report.
AccountDescriptiveName	<i>String</i>	Attribute	Account	Account for the CriteriaPerformance report.
AccountTimeZone	<i>String</i>	Attribute	Time Zone	Time Zone for the CriteriaPerformance report.
AdGroupId	<i>Long</i>	Attribute	Ad Group ID	Ad Group ID for the CriteriaPerformance report.
AdGroupName	<i>String</i>	Attribute	Ad Group	Ad Group for the CriteriaPerformance report.

AdGroupStatus	String	Attribute	Ad Group State	Ad Group State for the CriteriaPerformance report.  The allowed values are UNKNOWN, ENABLED, PAUSED, REMOVED.
ApprovalStatus	String	Attribute	Approval Status	Approval Status for the CriteriaPerformance report.  The allowed values are APPROVED, PENDING_REVIEW, UNDER_REVIEW, DISAPPROVED.
BaseAdGroupId	Long	Attribute	Base Ad Group ID	Base Ad Group ID for the CriteriaPerformance report.
BaseCampaignId	Long	Attribute	Base Campaign ID	Base Campaign ID for the CriteriaPerformance report.
BidModifier	Double	Attribute	Bid Adj	Bid Adj for the CriteriaPerformance report.
CampaignId	Long	Attribute	Campaign ID	Campaign ID for the CriteriaPerformance

				nce report.
CampaignName	String	Attribute	Campaign	Campaign for the CriteriaPerformance report.
CampaignStatus	String	Attribute	Campaign State	<p>Campaign State for the CriteriaPerformance report.</p> <p>The allowed values are <i>UNKNOWN</i>, <i>ENABLED</i>, <i>PAUSED</i>, <i>REMOVED</i>.</p>
ConversionAdjustment	String	Attribute	Conversion Adjustment	<p>Conversion Adjustment for the CriteriaPerformance report.</p> <p>The allowed values are <i>TRUE</i>, <i>FALSE</i>.</p>
CpcBid	Decimal	Attribute	Max CPC	Max CPC for the CriteriaPerformance report.
CpcBidSource	String	Attribute	Max CPC Source	<p>Max CPC Source for the CriteriaPerformance report.</p> <p>The allowed values are <i>ADGROUP</i>, <i>CRITERION</i>,</p>

				<i>ADGROUP_BIDDING_STRATEGY, CAMPAIGN_BIDDING_STRATEGY.</i>
CpmBid	<i>Decimal</i>	Attribute	Max CPM	Max CPM for the CriteriaPerformance report.
CpvBid	<i>Decimal</i>	Attribute	Max CPV	Max CPV for the CriteriaPerformance report.
CpvBidSource	<i>String</i>	Attribute	Max CPV Source	<p>Max CPV Source for the CriteriaPerformance report.</p> <p>The allowed values are <i>ADGROUP, CRITERION, ADGROUP_BIDDING_STRATEGY, CAMPAIGN_BIDDING_STRATEGY.</i></p>
CreativeQualityScore	<i>String</i>	Attribute	Ad Relevance	<p>Ad Relevance for the CriteriaPerformance report.</p> <p>The allowed values are <i>UNKNOWN, BELOW_AVERAGE, AVERAGE, ABOVE_</i></p>



				AVERAGE.
Criteria	String	Attribute	Keyword Per Placement	Keyword Per Placement for the CriteriaPerformance report.
CriteriaDestinationUrl	String	Attribute	Keyword Per Placement Destination URL	Keyword Per Placement Destination URL for the CriteriaPerformance report.
CriteriaType	String	Attribute	Criteria Type	<p>Criteria Type for the CriteriaPerformance report.</p> <p>The allowed values are  CONTENT_LABEL,  KEYWORD,  PLACEMENT,  VERTICAL, USER_LIST, USER_INTEREST,  MOBILE_APPLICATION,  MOBILE_APP_CATEGORY,  PRODUCT_PARTITION, IP_BLOCK, WEBPAGE,  LANGUAGE,  LOCATION, AGE_RANGE, CARRIER, OPERATING_</p>

				SYSTEM_VERSION, MOBILE_DEVICE, GENDER, PARENT, PROXIMITY, PLATFORM, PREFERRED_ CONTENT, AD_ SCHEDULE, LOCATION_ GROUPS, PRODUCT_SCOPE, RUN_OF_ NETWORK, CUSTOM_ AFFINITY, CUSTOM_INTENT, YOUTUBE_VIDEO, YOUTUBE_ CHANNEL, APP_ PAYMENT_MODEL, INCOME_RANGE, INTERACTION_ TYPE, UNKNOWN.
CustomerDescriptiveName	String	Attribute	Client Name	Client Name for the CriteriaPerformance report.
DisplayName	String	Attribute	Criteria Display Name	Criteria Display Name for the CriteriaPerformance report.
EnhancedCpcEnabled	String	Attribute	Enhanced CPC Enabled	Enhanced CPC Enabled for the CriteriaPerformance report.  The allowed

				values are <i>TRUE</i> , <i>FALSE</i> .
EstimatedAddClicksAtFirstPositionCpc	<i>Long</i>	Attribute	Est Add Clicks Per wk (first Position Bid)	Est Add Clicks Per wk (first Position Bid) for the CriteriaPerformance report.
EstimatedAddCostAtFirstPositionCpc	<i>Decimal</i>	Attribute	Est Add Cost Per wk (first Position Bid)	Est Add Cost Per wk (first Position Bid) for the CriteriaPerformance report.
ExternalCustomerId	<i>Long</i>	Attribute	Customer ID	Customer ID for the CriteriaPerformance report.
FinalAppUrls	<i>String</i>	Attribute	App Final URL	App Final URL for the CriteriaPerformance report.
FinalMobileUrls	<i>String</i>	Attribute	Mobile Final URL	Mobile Final URL for the CriteriaPerformance report.
FinalUrls	<i>String</i>	Attribute	Final URL	Final URL for the CriteriaPerformance report.
FinalUrlSuffix	<i>String</i>	Attribute	Final URL Suffix	Final URL Suffix for the CriteriaPerformance report.

FirstPageCpc	<i>String</i>	Attribute	First Page CPC	First Page CPC for the CriteriaPerformance report.
FirstPositionCpc	<i>String</i>	Attribute	First Position CPC	First Position CPC for the CriteriaPerformance report.
HasQualityScore	<i>String</i>	Attribute	Has Quality Score	Has Quality Score for the CriteriaPerformance report.  The allowed values are <i>TRUE</i> , <i>FALSE</i> .
Id	<i>Long</i>	Attribute	Keyword ID	Keyword ID for the CriteriaPerformance report.
IsNegative	<i>String</i>	Attribute	Is Negative	Is Negative for the CriteriaPerformance report.  The allowed values are <i>TRUE</i> , <i>FALSE</i> .
LabelIds	<i>String</i>	Attribute	Label IDs	Label IDs for the CriteriaPerformance report.
Labels	<i>String</i>	Attribute	Labels	Labels for the CriteriaPerformance report.

Parameter	<i>String</i>	Attribute	Dynamic Ad Target	Dynamic Ad Target for the CriteriaPerformance report.
PostClickQualityScore	<i>String</i>	Attribute	Landing Page Experience	<p>Landing Page Experience for the CriteriaPerformance report.</p> <p>The allowed values are <i>UNKNOWN</i>, <i>BELOW_AVERAGE</i>, <i>AVERAGE</i>, <i>ABOVE_AVERAGE</i>.</p>
QualityScore	<i>Integer</i>	Attribute	Quality Score	Quality Score for the CriteriaPerformance report.
SearchPredictedCtr	<i>String</i>	Attribute	Expected Clickthrough Rate	<p>Expected Clickthrough Rate for the CriteriaPerformance report.</p> <p>The allowed values are <i>UNKNOWN</i>, <i>BELOW_AVERAGE</i>, <i>AVERAGE</i>, <i>ABOVE_AVERAGE</i>.</p>
Status	<i>String</i>	Attribute	Keyword Per Placement State	Keyword Per Placement State for the CriteriaPerformance report.

				The allowed values are <i>ENABLED</i> , <i>REMOVED</i> , <i>PAUSED</i> .
SystemServingStatus	<i>String</i>	Attribute	Criterion Serving Status	<p>Criterion Serving Status for the CriteriaPerformance report.</p> <p>The allowed values are <i>ELIGIBLE</i>, <i>RARELY_SERVED</i>.</p>
TopOfPageCpc	<i>String</i>	Attribute	Top Of Page CPC	Top Of Page CPC for the CriteriaPerformance report.
TrackingUrlTemplate	<i>String</i>	Attribute	Tracking Template	Tracking Template for the CriteriaPerformance report.
UrlCustomParameters	<i>String</i>	Attribute	Custom Parameter	Custom Parameter for the CriteriaPerformance report.
VerticalId	<i>Long</i>	Attribute	Vertical ID	Vertical ID for the CriteriaPerformance report.
AdNetworkType1	<i>String</i>	Segment	Network	<p>Network for the CriteriaPerformance report.</p> <p>The allowed</p>

				values are <i>UNKNOWN,</i> <i>SEARCH,</i> <i>CONTENT,</i> <i>YOUTUBE_</i> <i>SEARCH,</i> <i>YOUTUBE_</i> <i>WATCH, MIXED.</i>
AdNetworkType2	<i>String</i>	Segment	Network (with Search Partners)	Network (with Search Partners) for the CriteriaPerformance report.  The allowed values are <i>UNKNOWN,</i> <i>SEARCH, SEARCH_</i> <i>PARTNERS,</i> <i>CONTENT,</i> <i>YOUTUBE_</i> <i>SEARCH,</i> <i>YOUTUBE_</i> <i>WATCH, MIXED.</i>
ClickType	<i>String</i>	Segment	Click Type	Click Type for the CriteriaPerformance report.  The allowed values are <i>URL_</i> <i>CLICKS, CALLS,</i> <i>OTHER,</i> <i>PRODUCT_</i> <i>EXTENSION_</i>

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CLICKS,  
SITELINKS,  
PRODUCT\_  
LISTING\_AD\_  
CLICKS, GET\_  
DIRECTIONS,  
OFFER\_PRINTS,  
BREADCRUMBS,  
CALL\_TRACKING,  
MOBILE\_CALL\_  
TRACKING,  
LOCATION\_  
EXPANSION,  
STORE\_LOCATOR,  
PRODUCT\_  
LISTING\_AD\_  
LOCAL, APP\_  
DEEPLINK,  
PRODUCT\_  
LISTING\_AD\_  
MULTICHANNEL\_  
LOCAL,  
PRODUCT\_  
LISTING\_AD\_  
MULTICHANNEL\_  
ONLINE,  
PRODUCT\_  
LISTING\_ADS\_  
COUPON,  
PRODUCT\_  
LISTING\_AD\_  
TRANSACTABLE,  
PRODUCT\_AD\_  
APP\_DEEPLINK,  
SHOWCASE\_AD\_  
CATEGORY\_LINK,  
SHOWCASE\_AD\_

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ODUCT\_LINK,  
SHOWCASE\_AD\_  
LOCAL\_  
PRODUCT\_LINK,  
PRICE\_  
EXTENSION,  
VIDEO\_WEBSITE\_  
CLICKS, VIDEO\_  
CALL\_TO\_  
ACTION\_CLICKS,  
VIDEO\_APP\_  
STORE\_CLICKS,  
VIDEO\_CARD\_  
ACTION\_  
HEADLINE\_  
CLICKS, VIDEO\_  
END\_CAP\_CLICKS,  
CLICK\_ON\_  
ENGAGEMENT\_AD,  
LOCATION\_  
FORMAT\_MAP,  
LOCATION\_  
FORMAT\_  
LANDING\_PAGE,  
LOCATION\_  
FORMAT\_STORE\_  
INFO, LOCATION\_  
FORMAT\_  
DIRECTIONS,  
LOCATION\_  
FORMAT\_CALL,  
LOCATION\_  
FORMAT\_TEXT,  
LOCATION\_  
FORMAT\_IMAGE,  
BROADBAND\_  
PLAN, WIRELESS\_  
PLAN, VISUAL\_  
SITELINKS,

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ConversionAdjustmentLagBucket	String	Segment	Days To Conversion Or Adjustment	<div>Days To Conversion Or Adjustment for the CriteriaPerformance report.</div> <div>The allowed values are UNKNOWN, CONVERSION_0_TO_1_DAY, CONVERSION_1_TO_2_DAYS, CONVERSION_2_TO_3_DAYS, CONVERSION_3_TO_4_DAYS, CONVERSION_4_TO_5_DAYS, CONVERSION_5_TO_6_DAYS, CONVERSION_6_TO_7_DAYS, CONVERSION_7_TO_8_DAYS, CONVERSION_8_TO_9_DAYS, CONVERSION_9_TO_10_DAYS, CONVERSION_10_TO_11_DAYS, CONVERSION_11_TO_12_DAYS, CONVERSION_12_TO_13_DAYS,</div>

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CONVERSION\_13\_  
TO\_14\_DAYS,  
CONVERSION\_14\_  
TO\_21\_DAYS,  
CONVERSION\_21\_  
TO\_30\_DAYS,  
CONVERSION\_30\_  
TO\_45\_DAYS,  
CONVERSION\_45\_  
TO\_60\_DAYS,  
CONVERSION\_60\_  
TO\_90\_DAYS,  
ADJUSTMENT\_0\_  
TO\_1\_DAY,  
ADJUSTMENT\_1\_  
TO\_2\_DAYS,  
ADJUSTMENT\_2\_  
TO\_3\_DAYS,  
ADJUSTMENT\_3\_  
TO\_4\_DAYS,  
ADJUSTMENT\_4\_  
TO\_5\_DAYS,  
ADJUSTMENT\_5\_  
TO\_6\_DAYS,  
ADJUSTMENT\_6\_  
TO\_7\_DAYS,  
ADJUSTMENT\_7\_  
TO\_8\_DAYS,  
ADJUSTMENT\_8\_  
TO\_9\_DAYS,  
ADJUSTMENT\_9\_  
TO\_10\_DAYS,  
ADJUSTMENT\_10\_  
TO\_11\_DAYS,  
ADJUSTMENT\_11\_  
TO\_12\_DAYS,  
ADJUSTMENT\_12\_  
TO\_13\_DAYS,  
ADJUSTMENT\_13\_

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				.
ConversionCategoryName	String	Segment	Conversion Category	Conversion Category for the CriteriaPerformance report.
ConversionLagBucket	String	Segment	Days To Conversion	<p>Days To Conversion for the CriteriaPerformance report.</p> <p>The allowed values are  UNKNOWN,  CONVERSION_0_TO_1_DAY,  CONVERSION_1_TO_2_DAYS,  CONVERSION_2_TO_3_DAYS,  CONVERSION_3_TO_4_DAYS,  CONVERSION_4_TO_5_DAYS,  CONVERSION_5_TO_6_DAYS,  CONVERSION_6_TO_7_DAYS,  CONVERSION_7_TO_8_DAYS,  CONVERSION_8_TO_9_DAYS,  CONVERSION_9_TO_10_DAYS,  CONVERSION_10_TO_11_DAYS,  CONVERSION_11_TO_12_DAYS,</p>

				CONVERSION_12_ TO_13_DAYS, CONVERSION_13_ TO_14_DAYS, CONVERSION_14_ TO_21_DAYS, CONVERSION_21_ TO_30_DAYS, CONVERSION_30_ TO_45_DAYS, CONVERSION_45_ TO_60_DAYS, CONVERSION_60_ TO_90_DAYS.
ConversionTrackerId	Long	Segment	Conversion Tracker Id	Conversion Tracker Id for the CriteriaPerformance report.
ConversionTypeName	String	Segment	Conversion Name	Conversion Name for the CriteriaPerformance report.
Date	Date	Segment	Day	Day for the CriteriaPerformance report.
DayOfWeek	String	Segment	Day Of Week	Day Of Week for the CriteriaPerformance report.  The allowed values are MONDAY, TUESDAY, WEDNESDAY, THURSDAY,

				FRIDAY, SATURDAY, SUNDAY.
Device	String	Segment	Device	Device for the CriteriaPerformance report.  The allowed values are UNKNOWN, DESKTOP, HIGH_ END_MOBILE, TABLET.
ExternalConversionSource	String	Segment	Conversion Source	Conversion Source for the CriteriaPerformance report.  The allowed values are UNKNOWN, WEBPAGE, ANALYTICS, UPLOAD, AD_ CALL_METRICS, OFFERS, ENGAGEMENT, WEBSITE_CALL_ METRICS, STORE_ VISITS, ANDROID_ IN_APP, ANDROID_ DOWNLOAD, IOS_ IN_APP, IOS_ FIRST_OPEN, APP_ UNSPECIFIED, ANDROID_FIRST_

				OPEN, UPLOAD_ CALLS, FIREBASE, CLICK_TO_CALL, SALESFORCE, STORE_SALES_ CRM, STORE_ SALES_PAYMENT_ NETWORK, GOOGLE_PLAY, THIRD_PARTY_ APP_ANALYTICS, GOOGLE_ ATTRIBUTION, STORE_SALES_ DIRECT.
Month	String	Segment	Month	Month for the CriteriaPerformance report.
MonthOfYear	String	Segment	Month Of Year	Month Of Year for the CriteriaPerformance report.  The allowed values are JANUARY, FEBRUARY, MARCH, APRIL, MAY, JUNE, JULY, AUGUST, SEPTEMBER, OCTOBER, NOVEMBER, DECEMBER.
Quarter	String	Segment	Quarter	Quarter for the CriteriaPerformance report.

Slot	<i>String</i>	Segment	Top Vs Other	Top Vs Other for the CriteriaPerformance report.  The allowed values are SEARCHRHS, SEARCHTOP, SEARCHOTHER, CONTENT, AFSTOP, AFSOTHER, MIXED, UNKNOWN.
Week	<i>String</i>	Segment	Week	Week for the CriteriaPerformance report.
Year	<i>Integer</i>	Segment	Year	Year for the CriteriaPerformance report.
AbsoluteTopImpressionPercentage	<i>Double</i>	Metric	Impr Abs Top	The percent of add impressions shown as the very first ad.
ActiveViewCpm	<i>Decimal</i>	Metric	Active View Avg CPM	Active View Avg CPM for the CriteriaPerformance report.
ActiveViewCtr	<i>Double</i>	Metric	Active View Viewable CTR	Active View Viewable CTR for the CriteriaPerformance report.



ActiveViewImpressions	Long	Metric	Active View Viewable Impressions	Active View Viewable Impressions for the CriteriaPerformance report.
ActiveViewMeasurability	Double	Metric	Active View Measurable Impr Per Impr	Active View Measurable Impr Per Impr for the CriteriaPerformance report.
ActiveViewMeasurableCost	Decimal	Metric	Active View Measurable Cost	Active View Measurable Cost for the CriteriaPerformance report.
ActiveViewMeasurableImpressions	Long	Metric	Active View Measurable Impr	Active View Measurable Impr for the CriteriaPerformance report.
ActiveViewViewability	Double	Metric	Active View Viewable Impr Per Measurable Impr	Active View Viewable Impr Per Measurable Impr for the CriteriaPerformance report.
AllConversionRate	Double	Metric	All Conv Rate	All Conv Rate for the CriteriaPerformance report.
AllConversions	Double	Metric	All Conv	All Conv for the CriteriaPerformance report.

AllConversionValue	Double	Metric	All Conv Value	All Conv Value for the CriteriaPerformance report.
AverageCost	Decimal	Metric	Avg Cost	Avg Cost for the CriteriaPerformance report.
AverageCpc	Decimal	Metric	Avg CPC	Avg CPC for the CriteriaPerformance report.
AverageCpe	Double	Metric	Avg CPE	Avg CPE for the CriteriaPerformance report.
AverageCpm	Decimal	Metric	Avg CPM	Avg CPM for the CriteriaPerformance report.
AverageCpv	Double	Metric	Avg CPV	Avg CPV for the CriteriaPerformance report.
AveragePosition	Double	Metric	Avg Position	Avg Position for the CriteriaPerformance report.
Clicks	Long	Metric	Clicks	Clicks for the CriteriaPerformance report.
ConversionRate	Double	Metric	Conv Rate	Conv Rate for the CriteriaPerformance report.
Conversions	Double	Metric	Conversions	Conversions for the

				CriteriaPerformance report.
ConversionValue	Double	Metric	Total Conv Value	Total Conv Value for the CriteriaPerformance report.
Cost	Decimal	Metric	Cost	Cost for the CriteriaPerformance report.
CostPerAllConversion	Decimal	Metric	Cost Per All Conv	Cost Per All Conv for the CriteriaPerformance report.
CostPerConversion	Decimal	Metric	Cost Per Conv	Cost Per Conv for the CriteriaPerformance report.
CostPerCurrentModelAttributedConversions	Double	Metric	Cost Per Conv (current Model)	Cost Per Conv (current Model) for the CriteriaPerformance report.
CrossDeviceConversions	Double	Metric	Cross-device Conv	Cross-device Conv for the CriteriaPerformance report.
Ctr	Double	Metric	CTR	CTR for the CriteriaPerformance report.
CurrentModelAttributedConversions	Double	Metric	Conversions (current Model)	Conversions (current Model) for the

				CriteriaPerformance report.
CurrentModelAttributedConversionValue	Double	Metric	Conv Value (current Model)	Conv Value (current Model) for the CriteriaPerformance report.
EngagementRate	Double	Metric	Engagement Rate	Engagement Rate for the CriteriaPerformance report.
Engagements	Long	Metric	Engagements	Engagements for the CriteriaPerformance report.
GmailForwards	Long	Metric	Gmail Forwards	Gmail Forwards for the CriteriaPerformance report.
GmailSaves	Long	Metric	Gmail Saves	Gmail Saves for the CriteriaPerformance report.
GmailSecondaryClicks	Long	Metric	Gmail Clicks To Website	Gmail Clicks To Website for the CriteriaPerformance report.
Impressions	Long	Metric	Impressions	Impressions for the CriteriaPerformance report.
InteractionRate	Double	Metric	Interaction	Interaction Rate

			Rate	for the CriteriaPerformance report.
Interactions	<i>Long</i>	Metric	Interactions	Interactions for the CriteriaPerformance report.
InteractionTypes	<i>String</i>	Metric	Interaction Types	Interaction Types for the CriteriaPerformance report.
TopImpressionPercentage	<i>Double</i>	Metric	Impr Top	The percent of add impressions that are shown anywhere above the organic search results.
ValuePerAllConversion	<i>Double</i>	Metric	Value Per All Conv	Value Per All Conv for the CriteriaPerformance report.
ValuePerConversion	<i>Double</i>	Metric	Value Per Conv	Value Per Conv for the CriteriaPerformance report.
ValuePerCurrentModelAttributedConversion	<i>Double</i>	Metric	Value Per Conv (current Model)	Value Per Conv (current Model) for the CriteriaPerformance report.
VideoQuartile100Rate	<i>Double</i>	Metric	Video Played To 100Percent	Video Played To 100Percent for the

				CriteriaPerformance report.
VideoQuartile25Rate	Double	Metric	Video Played To 25Percent	Video Played To 25Percent for the CriteriaPerformance report.
VideoQuartile50Rate	Double	Metric	Video Played To 50Percent	Video Played To 50Percent for the CriteriaPerformance report.
VideoQuartile75Rate	Double	Metric	Video Played To 75Percent	Video Played To 75Percent for the CriteriaPerformance report.
VideoViewRate	Double	Metric	View Rate	View Rate for the CriteriaPerformance report.
VideoViews	Long	Metric	Views	Views for the CriteriaPerformance report.
ViewThroughConversions	Long	Metric	View-through Conv	View-through Conv for the CriteriaPerformance report.

## Pseudo-Columns

Pseudo column fields are used in the WHERE clause of SELECT statements and offer a more granular control over the tuples that are returned from the data source.

Name	Type	Description
StartDate	<i>String</i>	Start date for fetching AdWords data. Both StartDate and EndDate must be set to specify a custom date range. The default range is in the last seven days.
EndDate	<i>String</i>	End date for fetching AdWords data. Both StartDate and EndDate must be set to specify a custom date range. The default range is in the last seven days.

## CriterionBidLandscape

The bid landscape for a criterion. A bid landscape estimates how a criterion will perform based on different bid amounts.

## Columns

Name	Type	Behavior	DisplayName	Description
CampaignId	<i>Long</i>			ID of the campaign that contains the criterion with which this bid landscape is associated.
AdGroupId	<i>Long</i>			ID of the ad group that contains the criterion with which this bid landscape is associated.
StartDate	<i>String</i>			First day on

		which this landscape is based. Typically, it could be up to a week ago.
EndDate	String	Last day on which this landscape is based.
CriterionId	Long	ID of the criterion associated with this landscape.
Bid	Long	The bid amount used to estimate this landscape point's data.
Clicks	Long	Estimated number of clicks at this bid.
Cost	Long	Estimated cost at this bid.
Impressions	Long	Estimated number of impressions at this bid.
PromotedImpressions	Long	Estimated number of promoted impressions.



BiddableConversions	Double	Estimated number of biddable conversions.
BiddableConversionsValue	Double	Estimated biddable conversions value.

## Customers

Service to access basic details about any customer.

## Columns

Name	Type	Behavior	DisplayName	Description
CustomerId [KEY]	String			Client Customer Id.
CurrencyCode	String			CurrencyCode of the customer.
DateTimeZone	String			DateTimeZone of the customer.
DescriptiveName	String			Name of the Customer.
CanManageClients	Boolean			Boolean showing if Customer can manage clients.

TestAccount	Boolean	Boolean showing if the account is a test account.
AutoTaggingEnabled	Boolean	Boolean showing if the AutoTagging is enabled.
ParallelTrackingEnabled	Boolean	Boolean showing if the ParallelTracking is enabled.
EffectiveConversionTrackingId	Long	Id of EffectiveConversionTracking.
UsesCrossAccountConversionTracking	Boolean	Boolean showing if the UsesCrossAccountConversionTracking is enabled.
Snippet	String	Snippet.
GoogleGlobalSiteTag	String	GoogleGlobalSiteTag.

## DisplayKeywordPerformance

The Display Keyword Performance report includes all display network statistics aggregated at the keyword level, one row per keyword.

## Columns

Name	Type	Behavior	Display Name	Description
AccountCurrencyCode	String	Attribute	Currency	Currency for the DisplayKeywordPerformance

				ance report.
AccountDescriptiveName	String	Attribute	Account	Account for the DisplayKeywordPerformance report.
AccountTimeZone	String	Attribute	Time Zone	Time Zone for the DisplayKeywordPerformance report.
AdGroupId	Long	Attribute	Ad Group ID	Ad Group ID for the DisplayKeywordPerformance report.
AdGroupName	String	Attribute	Ad Group	Ad Group for the DisplayKeywordPerformance report.
AdGroupStatus	String	Attribute	Ad Group State	Ad Group State for the DisplayKeywordPerformance report.  The allowed values are <i>UNKNOWN</i> , <i>ENABLED</i> , <i>PAUSED</i> , <i>REMOVED</i> .
BaseAdGroupId	Long	Attribute	Base Ad Group ID	Base Ad Group ID for the DisplayKeywordPerformance report.
BaseCampaignId	Long	Attribute	Base Campaign ID	Base Campaign ID for the DisplayKeywordPerformance report.
BiddingStrategyId	Long	Attribute	Bid Strategy ID	Bid Strategy ID for the DisplayKeywordPerformance report.
BiddingStrategyName	String	Attribute	Bid Strategy	Bid Strategy Name for

			Name	the DisplayKeywordPerform ance report.
BiddingStrategyType	<i>String</i>	Attribute	Bid Strategy Type	<p>Bid Strategy Type for the DisplayKeywordPerform ance report.</p> <p>The allowed values are <i>MANUAL_CPC</i>, <i>MANUAL_CPV</i>, <i>MANUAL_CPM</i>, <i>PAGE_ONE_PROMOTED</i>, <i>TARGET_SPEND</i>, <i>TARGET_CPA</i>, <i>TARGET_ROAS</i>, <i>MAXIMIZE_CONVERSIONS</i>, <i>MAXIMIZE_CONVERSION_VALUE</i>, <i>TARGET_OUTRANK_SHARE</i>, <i>NONE</i>, <i>UNKNOWN</i>.</p>
CampaignId	<i>Long</i>	Attribute	Campaign ID	Campaign ID for the DisplayKeywordPerform ance report.
CampaignName	<i>String</i>	Attribute	Campaign	Campaign for the DisplayKeywordPerform ance report.
CampaignStatus	<i>String</i>	Attribute	Campaign State	<p>Campaign State for the DisplayKeywordPerform ance report.</p> <p>The allowed values are <i>UNKNOWN</i>, <i>ENABLED</i>, <i>PAUSED</i>, <i>REMOVED</i>.</p>
CpcBid	<i>Decimal</i>	Attribute	Max CPC	Max CPC for the DisplayKeywordPerform ance report.

CpcBidSource	<i>String</i>	Attribute	Max CPC Source	<p>Max CPC Source for the DisplayKeywordPerformance report.</p> <p>The allowed values are <i>ADGROUP</i>, <i>CRITERION</i>, <i>ADGROUP_BIDDING_STRATEGY</i>, <i>CAMPAIGN_BIDDING_STRATEGY</i>.</p>
CpmBid	<i>Decimal</i>	Attribute	Max CPM	<p>Max CPM for the DisplayKeywordPerformance report.</p>
CpmBidSource	<i>String</i>	Attribute	Max CPM Source	<p>Max CPM Source for the DisplayKeywordPerformance report.</p> <p>The allowed values are <i>ADGROUP</i>, <i>CRITERION</i>, <i>ADGROUP_BIDDING_STRATEGY</i>, <i>CAMPAIGN_BIDDING_STRATEGY</i>.</p>
CpvBid	<i>Decimal</i>	Attribute	Max CPV	<p>Max CPV for the DisplayKeywordPerformance report.</p>
CpvBidSource	<i>String</i>	Attribute	Max CPV Source	<p>Max CPV Source for the DisplayKeywordPerformance report.</p> <p>The allowed values are <i>ADGROUP</i>, <i>CRITERION</i>, <i>ADGROUP_BIDDING_STRATEGY</i>, <i>CAMPAIGN_BIDDING_STRATEGY</i>.</p>
Criteria	<i>String</i>	Attribute	Keyword	<p>Keyword for the DisplayKeywordPerformance report.</p>

CriteriaDestinationUrl	String	Attribute	Destination URL	Destination URL for the DisplayKeywordPerformance report.
CustomerDescriptiveName	String	Attribute	Client Name	Client Name for the DisplayKeywordPerformance report.
ExternalCustomerId	Long	Attribute	Customer ID	Customer ID for the DisplayKeywordPerformance report.
FinalAppUrls	String	Attribute	App Final URL	App Final URL for the DisplayKeywordPerformance report.
FinalMobileUrls	String	Attribute	Mobile Final URL	Mobile Final URL for the DisplayKeywordPerformance report.
FinalUrls	String	Attribute	Final URL	Final URL for the DisplayKeywordPerformance report.
Id	Long	Attribute	Keyword ID	Keyword ID for the DisplayKeywordPerformance report.
IsNegative	String	Attribute	Is Negative	Is Negative for the DisplayKeywordPerformance report.  The allowed values are <i>TRUE, FALSE</i> .
IsRestrict	String	Attribute	Is Restricting	Is Restricting for the DisplayKeywordPerformance report.  The allowed values are <i>TRUE, FALSE</i> .

Status	<i>String</i>	Attribute	Keyword State	Keyword State for the DisplayKeywordPerformance report.  The allowed values are <i>ENABLED, REMOVED, PAUSED</i> .
TrackingUrlTemplate	<i>String</i>	Attribute	Tracking Template	Tracking Template for the DisplayKeywordPerformance report.
UrlCustomParameters	<i>String</i>	Attribute	Custom Parameter	Custom Parameter for the DisplayKeywordPerformance report.
AdNetworkType1	<i>String</i>	Segment	Network	Network for the DisplayKeywordPerformance report.  The allowed values are <i>UNKNOWN, SEARCH, CONTENT, YOUTUBE_SEARCH, YOUTUBE_WATCH, MIXED</i> .
AdNetworkType2	<i>String</i>	Segment	Network (with Search Partners)	Network (with Search Partners) for the DisplayKeywordPerformance report.  The allowed values are <i>UNKNOWN, SEARCH, SEARCH_PARTNERS, CONTENT, YOUTUBE_SEARCH, YOUTUBE_WATCH, MIXED</i> .
ClickType	<i>String</i>	Segment	Click Type	Click Type for the

DisplayKeywordPerformance report.

The allowed values are  
*URL\_CLICKS, CALLS, OTHER, PRODUCT\_EXTENSION\_CLICKS, SITELINKS, PRODUCT\_LISTING\_AD\_CLICKS, GET\_DIRECTIONS, OFFER\_PRINTS, BREADCRUMBS, CALL\_TRACKING, MOBILE\_CALL\_TRACKING, LOCATION\_EXPANSION, STORE\_LOCATOR, PRODUCT\_LISTING\_AD\_LOCAL, APP\_DEEPLINK, PRODUCT\_LISTING\_AD\_MULTICHANNEL\_LOCAL, PRODUCT\_LISTING\_AD\_MULTICHANNEL\_ONLINE, PRODUCT\_LISTING\_ADS\_COUPON, PRODUCT\_LISTING\_AD\_TRANSACTABLE, PRODUCT\_AD\_APP\_DEEPLINK, SHOWCASE\_AD\_CATEGORY\_LINK, SHOWCASE\_AD\_LOCAL\_STOREFRONT\_LINK, SHOWCASE\_AD\_ONLINE\_PRODUCT\_LINK, SHOWCASE\_AD\_LOCAL\_PRODUCT\_LINK, PRICE\_EXTENSION, VIDEO\_WEBSITE\_CLICKS, VIDEO\_CALL\_TO\_ACTION\_CLICKS, VIDEO\_APP\_*



<div>STORE_CLICKS, VIDEO_CARD_ACTION_HEADLINE_CLICKS, VIDEO_END_CAP_CLICKS, CLICK_ON_ENGAGEMENT_AD, LOCATION_FORMAT_MAP, LOCATION_FORMAT_LANDING_PAGE, LOCATION_FORMAT_STORE_INFO, LOCATION_FORMAT_DIRECTIONS, LOCATION_FORMAT_CALL, LOCATION_FORMAT_TEXT, LOCATION_FORMAT_IMAGE, BROADBAND_PLAN, WIRELESS_PLAN, VISUAL_SITELINKS, PROMOTION_EXTENSION, SWIPEABLE_GALLERY_AD_HEADLINE, SWIPEABLE_GALLERY_AD_SWIPES, SWIPEABLE_GALLERY_AD_SEE_MORE, SWIPEABLE_GALLERY_AD_SITELINK_ONE, SWIPEABLE_GALLERY_AD_SITELINK_TWO, SWIPEABLE_GALLERY_AD_SITELINK_THREE, SWIPEABLE_GALLERY_AD_SITELINK_FOUR, SWIPEABLE_GALLERY_AD_SITELINK_FIVE, UNKNOWN.</div>				
ConversionCategoryName	String	Segment	Conversion Category	Conversion Category for the DisplayKeywordPerform

				ance report.
ConversionTrackerId	<i>Long</i>	Segment	Conversion Tracker Id	Conversion Tracker Id for the DisplayKeywordPerformance report.
ConversionTypeName	<i>String</i>	Segment	Conversion Name	Conversion Name for the DisplayKeywordPerformance report.
Date	<i>Date</i>	Segment	Day	Day for the DisplayKeywordPerformance report.
DayOfWeek	<i>String</i>	Segment	Day Of Week	Day Of Week for the DisplayKeywordPerformance report.  The allowed values are <i>MONDAY, TUESDAY, WEDNESDAY, THURSDAY, FRIDAY, SATURDAY, SUNDAY</i> .
Device	<i>String</i>	Segment	Device	Device for the DisplayKeywordPerformance report.  The allowed values are <i>UNKNOWN, DESKTOP, HIGH_END_MOBILE, TABLET</i> .
ExternalConversionSource	<i>String</i>	Segment	Conversion Source	Conversion Source for the DisplayKeywordPerformance report.

<p>The allowed values are  UNKNOWN, WEBPAGE,  ANALYTICS, UPLOAD, AD_  CALL_METRICS, OFFERS,  ENGAGEMENT, WEBSITE_  CALL_METRICS, STORE_  VISITS, ANDROID_IN_APP,  ANDROID_DOWNLOAD,  IOS_IN_APP, IOS_FIRST_  OPEN, APP_  UNSPECIFIED, ANDROID_  FIRST_OPEN, UPLOAD_  CALLS, FIREBASE, CLICK_  TO_CALL, SALESFORCE,  STORE_SALES_CRM,  STORE_SALES_PAYMENT_  NETWORK, GOOGLE_  PLAY, THIRD_PARTY_  APP_ANALYTICS,  GOOGLE_ATTRIBUTION,  STORE_SALES_DIRECT.</p>				
Month	String	Segment	Month	Month for the DisplayKeywordPerformance report.
MonthOfYear	String	Segment	Month Of Year	<p>Month Of Year for the DisplayKeywordPerformance report.</p> <p>The allowed values are  JANUARY, FEBRUARY,  MARCH, APRIL, MAY,  JUNE, JULY, AUGUST,  SEPTEMBER, OCTOBER,  NOVEMBER, DECEMBER.</p>
Quarter	String	Segment	Quarter	Quarter for the DisplayKeywordPerformance report.

Week	<i>String</i>	Segment	Week	Week for the DisplayKeywordPerformance report.
Year	<i>Integer</i>	Segment	Year	Year for the DisplayKeywordPerformance report.
ActiveViewCpm	<i>Decimal</i>	Metric	Active View Avg CPM	Active View Avg CPM for the DisplayKeywordPerformance report.
ActiveViewCtr	<i>Double</i>	Metric	Active View Viewable CTR	Active View Viewable CTR for the DisplayKeywordPerformance report.
ActiveViewImpressions	<i>Long</i>	Metric	Active View Viewable Impressions	Active View Viewable Impressions for the DisplayKeywordPerformance report.
ActiveViewMeasurability	<i>Double</i>	Metric	Active View Measurable Impr Per Impr	Active View Measurable Impr Per Impr for the DisplayKeywordPerformance report.
ActiveViewMeasurableCost	<i>Decimal</i>	Metric	Active View Measurable Cost	Active View Measurable Cost for the DisplayKeywordPerformance report.
ActiveViewMeasurableImpressions	<i>Long</i>	Metric	Active View Measurable Impr	Active View Measurable Impr for the DisplayKeywordPerformance report.
ActiveViewViewability	<i>Double</i>	Metric	Active View Viewable	Active View Viewable Impr Per Measurable

			Impr Per Measurable Impr	Impr for the DisplayKeywordPerformance report.
AllConversionRate	Double	Metric	All Conv Rate	All Conv Rate for the DisplayKeywordPerformance report.
AllConversions	Double	Metric	All Conv	All Conv for the DisplayKeywordPerformance report.
AllConversionValue	Double	Metric	All Conv Value	All Conv Value for the DisplayKeywordPerformance report.
AverageCost	Decimal	Metric	Avg Cost	Avg Cost for the DisplayKeywordPerformance report.
AverageCpc	Decimal	Metric	Avg CPC	Avg CPC for the DisplayKeywordPerformance report.
AverageCpe	Double	Metric	Avg CPE	Avg CPE for the DisplayKeywordPerformance report.
AverageCpm	Decimal	Metric	Avg CPM	Avg CPM for the DisplayKeywordPerformance report.
AverageCpv	Double	Metric	Avg CPV	Avg CPV for the DisplayKeywordPerformance report.
Clicks	Long	Metric	Clicks	Clicks for the DisplayKeywordPerformance report.

ConversionRate	<i>Double</i>	Metric	Conv Rate	Conv Rate for the DisplayKeywordPerformance report.
Conversions	<i>Double</i>	Metric	Conversions	Conversions for the DisplayKeywordPerformance report.
ConversionValue	<i>Double</i>	Metric	Total Conv Value	Total Conv Value for the DisplayKeywordPerformance report.
Cost	<i>Decimal</i>	Metric	Cost	Cost for the DisplayKeywordPerformance report.
CostPerAllConversion	<i>Decimal</i>	Metric	Cost Per All Conv	Cost Per All Conv for the DisplayKeywordPerformance report.
CostPerConversion	<i>Decimal</i>	Metric	Cost Per Conv	Cost Per Conv for the DisplayKeywordPerformance report.
CrossDeviceConversions	<i>Double</i>	Metric	Cross-device Conv	Cross-device Conv for the DisplayKeywordPerformance report.
Ctr	<i>Double</i>	Metric	CTR	CTR for the DisplayKeywordPerformance report.
EngagementRate	<i>Double</i>	Metric	Engagement Rate	Engagement Rate for the DisplayKeywordPerformance report.
Engagements	<i>Long</i>	Metric	Engagements	Engagements for the DisplayKeywordPerformance

				ance report.
GmailForwards	<i>Long</i>	Metric	Gmail Forwards	Gmail Forwards for the DisplayKeywordPerformance report.
GmailSaves	<i>Long</i>	Metric	Gmail Saves	Gmail Saves for the DisplayKeywordPerformance report.
GmailSecondaryClicks	<i>Long</i>	Metric	Gmail Clicks To Website	Gmail Clicks To Website for the DisplayKeywordPerformance report.
Impressions	<i>Long</i>	Metric	Impressions	Impressions for the DisplayKeywordPerformance report.
InteractionRate	<i>Double</i>	Metric	Interaction Rate	Interaction Rate for the DisplayKeywordPerformance report.
Interactions	<i>Long</i>	Metric	Interactions	Interactions for the DisplayKeywordPerformance report.
InteractionTypes	<i>String</i>	Metric	Interaction Types	Interaction Types for the DisplayKeywordPerformance report.
ValuePerAllConversion	<i>Double</i>	Metric	Value Per All Conv	Value Per All Conv for the DisplayKeywordPerformance report.
ValuePerConversion	<i>Double</i>	Metric	Value Per Conv	Value Per Conv for the DisplayKeywordPerformance report.

VideoQuartile100Rate	<i>Double</i>	Metric	Video Played To 100Percent	Video Played To 100Percent for the DisplayKeywordPerformance report.
VideoQuartile25Rate	<i>Double</i>	Metric	Video Played To 25Percent	Video Played To 25Percent for the DisplayKeywordPerformance report.
VideoQuartile50Rate	<i>Double</i>	Metric	Video Played To 50Percent	Video Played To 50Percent for the DisplayKeywordPerformance report.
VideoQuartile75Rate	<i>Double</i>	Metric	Video Played To 75Percent	Video Played To 75Percent for the DisplayKeywordPerformance report.
VideoViewRate	<i>Double</i>	Metric	View Rate	View Rate for the DisplayKeywordPerformance report.
VideoViews	<i>Long</i>	Metric	Views	Views for the DisplayKeywordPerformance report.
ViewThroughConversions	<i>Long</i>	Metric	View-through Conv	View-through Conv for the DisplayKeywordPerformance report.

## Pseudo-Columns

Pseudo column fields are used in the WHERE clause of SELECT statements and offer a more granular control over the tuples that are returned from the data source.



Name	Type	Description
StartDate	<i>String</i>	Start date for fetching AdWords data. Both StartDate and EndDate must be set to specify a custom date range. The default range is in the last seven days.
EndDate	<i>String</i>	End date for fetching AdWords data. Both StartDate and EndDate must be set to specify a custom date range. The default range is in the last seven days.

## DisplayTopicsPerformance

The Display Topics Performance report includes all display network statistics aggregated at the topic level, one row per topic.

## Columns

Name	Type	Behavior	DisplayName	Description
AccountCurrencyCode	<i>String</i>	Attribute	Currency	Currency for the DisplayTopicsPerformance report.
AccountDescriptiveName	<i>String</i>	Attribute	Account	Account for the DisplayTopicsPerformance report.
AccountTimeZone	<i>String</i>	Attribute	Time Zone	Time Zone for the DisplayTopicsPerformance report.
AdGroupId	<i>Long</i>	Attribute	Ad Group ID	Ad Group ID for the DisplayTopicsPerformance report.

AdGroupName	String	Attribute	Ad Group	Ad Group for the DisplayTopicsPerformance report.
AdGroupStatus	String	Attribute	Ad Group State	Ad Group State for the DisplayTopicsPerformance report.  The allowed values are <i>UNKNOWN</i> , <i>ENABLED</i> , <i>PAUSED</i> , <i>REMOVED</i> .
BaseAdGroupId	Long	Attribute	Base Ad Group ID	Base Ad Group ID for the DisplayTopicsPerformance report.
BaseCampaignId	Long	Attribute	Base Campaign ID	Base Campaign ID for the DisplayTopicsPerformance report.
BiddingStrategyId	Long	Attribute	Bid Strategy ID	Bid Strategy ID for the DisplayTopicsPerformance report.
BiddingStrategyName	String	Attribute	Bid Strategy Name	Bid Strategy Name for the DisplayTopicsPerformance report.
BiddingStrategyType	String	Attribute	Bid Strategy Type	Bid Strategy Type for the DisplayTopicsPerformance report.  The allowed values are <i>MANUAL_CPC</i> , <i>MANUAL_CPV</i> , <i>MANUAL_CPM</i> , <i>PAGE_ONE_PROMOTED</i> , <i>TARGET_SPEND</i> ,

				TARGET_CPA, TARGET_ROAS, MAXIMIZE_CONVERSIONS, MAXIMIZE_CONVERSION_VALUE, TARGET_OUTRANK_SHARE, NONE, UNKNOWN.
BidModifier	Double	Attribute	Bid Adj	Bid Adj for the DisplayTopicsPerformance report.
CampaignId	Long	Attribute	Campaign ID	Campaign ID for the DisplayTopicsPerformance report.
CampaignName	String	Attribute	Campaign	Campaign for the DisplayTopicsPerformance report.
CampaignStatus	String	Attribute	Campaign State	Campaign State for the DisplayTopicsPerformance report.  The allowed values are UNKNOWN, ENABLED, PAUSED, REMOVED.
CpcBid	Decimal	Attribute	Max CPC	Max CPC for the DisplayTopicsPerformance report.
CpcBidSource	String	Attribute	Max CPC Source	Max CPC Source for the DisplayTopicsPerformance report.  The allowed values are ADGROUP, CRITERION, ADGROUP_BIDDING_STRATEGY, CAMPAIGN_

				<i>BIDDING_STRATEGY.</i>
CpmBid	<i>Decimal</i>	Attribute	Max CPM	Max CPM for the DisplayTopicsPerformance report.
CpmBidSource	<i>String</i>	Attribute	Max CPM Source	Max CPM Source for the DisplayTopicsPerformance report.  The allowed values are <i>ADGROUP</i> , <i>CRITERION</i> , <i>ADGROUP_BIDDING_STRATEGY</i> , <i>CAMPAIGN_BIDDING_STRATEGY</i> .
Criteria	<i>String</i>	Attribute	Topic	Topic for the DisplayTopicsPerformance report.
CriteriaDestinationUrl	<i>String</i>	Attribute	Destination URL	Destination URL for the DisplayTopicsPerformance report.
CustomerDescriptiveName	<i>String</i>	Attribute	Client Name	Client Name for the DisplayTopicsPerformance report.
ExternalCustomerId	<i>Long</i>	Attribute	Customer ID	Customer ID for the DisplayTopicsPerformance report.
FinalAppUrls	<i>String</i>	Attribute	App Final URL	App Final URL for the DisplayTopicsPerformance report.
FinalMobileUrls	<i>String</i>	Attribute	Mobile Final URL	Mobile Final URL for the DisplayTopicsPerformance

				nce report.
FinalUrls	<i>String</i>	Attribute	Final URL	Final URL for the DisplayTopicsPerformance report.
Id	<i>Long</i>	Attribute	Criterion ID	Criterion ID for the DisplayTopicsPerformance report.
IsNegative	<i>String</i>	Attribute	Is Negative	Is Negative for the DisplayTopicsPerformance report.  The allowed values are <i>TRUE, FALSE</i> .
IsRestrict	<i>String</i>	Attribute	Is Restricting	Is Restricting for the DisplayTopicsPerformance report.  The allowed values are <i>TRUE, FALSE</i> .
Status	<i>String</i>	Attribute	Topic State	Topic State for the DisplayTopicsPerformance report.  The allowed values are <i>ENABLED, REMOVED, PAUSED</i> .
TrackingUrlTemplate	<i>String</i>	Attribute	Tracking Template	Tracking Template for the DisplayTopicsPerformance report.
UrlCustomParameters	<i>String</i>	Attribute	Custom Parameter	Custom Parameter for the DisplayTopicsPerformance report.

VerticalId	Long	Attribute	Vertical ID	Vertical ID for the DisplayTopicsPerformance report.
AdNetworkType1	String	Segment	Network	<p>Network for the DisplayTopicsPerformance report.</p> <p>The allowed values are <i>UNKNOWN, SEARCH, CONTENT, YOUTUBE_SEARCH, YOUTUBE_WATCH, MIXED</i>.</p>
AdNetworkType2	String	Segment	Network (with Search Partners)	<p>Network (with Search Partners) for the DisplayTopicsPerformance report.</p> <p>The allowed values are <i>UNKNOWN, SEARCH, SEARCH_PARTNERS, CONTENT, YOUTUBE_SEARCH, YOUTUBE_WATCH, MIXED</i>.</p>
ClickType	String	Segment	Click Type	<p>Click Type for the DisplayTopicsPerformance report.</p> <p>The allowed values are <i>URL_CLICKS, CALLS, OTHER, PRODUCT_EXTENSION_CLICKS, SITELINKS, PRODUCT_LISTING_AD_CLICKS, GET_DIRECTIONS, OFFER_PRINTS</i>,</p>

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BREADCRUMBS, CALL\_  
TRACKING, MOBILE\_  
CALL\_TRACKING,  
LOCATION\_EXPANSION,  
STORE\_LOCATOR,  
PRODUCT\_LISTING\_AD\_  
LOCAL, APP\_DEEPLINK,  
PRODUCT\_LISTING\_AD\_  
MULTICHANNEL\_LOCAL,  
PRODUCT\_LISTING\_  
AD\_MULTICHANNEL\_  
ONLINE, PRODUCT\_  
LISTING\_ADS\_COUPON,  
PRODUCT\_LISTING\_AD\_  
TRANSACTABLE,  
PRODUCT\_AD\_APP\_  
DEEPLINK, SHOWCASE\_  
AD\_CATEGORY\_LINK,  
SHOWCASE\_AD\_LOCAL\_  
STOREFRONT\_LINK,  
SHOWCASE\_AD\_  
ONLINE\_PRODUCT\_  
LINK, SHOWCASE\_AD\_  
LOCAL\_PRODUCT\_LINK,  
PRICE\_EXTENSION,  
VIDEO\_WEBSITE\_  
CLICKS, VIDEO\_CALL\_  
TO\_ACTION\_CLICKS,  
VIDEO\_APP\_STORE\_  
CLICKS, VIDEO\_CARD\_  
ACTION\_HEADLINE\_  
CLICKS, VIDEO\_END\_  
CAP\_CLICKS, CLICK\_  
ON\_ENGAGEMENT\_AD,  
LOCATION\_FORMAT\_  
MAP, LOCATION\_  
FORMAT\_LANDING\_  
PAGE, LOCATION\_  
FORMAT\_STORE\_INFO,

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				_PLAN, VISUAL_ SITELINKS, PROMOTION_ EXTENSION, SWIPEABLE_GALLERY_ AD_HEADLINE, SWIPEABLE_GALLERY_ AD_SWIPES, SWIPEABLE_GALLERY_ AD_SEE_MORE, SWIPEABLE_GALLERY_ AD_SITELINK_ONE, SWIPEABLE_GALLERY_ AD_SITELINK_TWO, SWIPEABLE_GALLERY_ AD_SITELINK_THREE, SWIPEABLE_GALLERY_ AD_SITELINK_FOUR, SWIPEABLE_GALLERY_ AD_SITELINK_FIVE, UNKNOWN.
ConversionCategoryName	String	Segment	Conversion Category	Conversion Category for the DisplayTopicsPerformance report.
ConversionTrackerId	Long	Segment	Conversion Tracker Id	Conversion Tracker Id for the DisplayTopicsPerformance report.
ConversionTypeName	String	Segment	Conversion Name	Conversion Name for the DisplayTopicsPerformance report.
Date	Date	Segment	Day	Day for the DisplayTopicsPerformance report.



DayOfWeek	<i>String</i>	Segment	Day Of Week	<p>Day Of Week for the DisplayTopicsPerformance report.</p> <p>The allowed values are <i>MONDAY, TUESDAY, WEDNESDAY, THURSDAY, FRIDAY, SATURDAY, SUNDAY.</i></p>
Device	<i>String</i>	Segment	Device	<p>Device for the DisplayTopicsPerformance report.</p> <p>The allowed values are <i>UNKNOWN, DESKTOP, HIGH_END_MOBILE, TABLET.</i></p>
ExternalConversionSource	<i>String</i>	Segment	Conversion Source	<p>Conversion Source for the DisplayTopicsPerformance report.</p> <p>The allowed values are <i>UNKNOWN, WEBPAGE, ANALYTICS, UPLOAD, AD_CALL_METRICS, OFFERS, ENGAGEMENT, WEBSITE_CALL_METRICS, STORE_VISITS, ANDROID_IN_APP, ANDROID_DOWNLOAD, IOS_IN_APP, IOS_FIRST_OPEN, APP_UNSPECIFIED, ANDROID_FIRST_OPEN, UPLOAD_CALLS, FIREBASE, CLICK_TO_CALL, SALESFORCE, STORE_SALES_CRM,</i></p>

				STORE_SALES_PAYMENT_NETWORK, GOOGLE_PLAY, THIRD_PARTY_APP_ANALYTICS, GOOGLE_ATTRIBUTION, STORE_SALES_DIRECT.
Month	<i>String</i>	Segment	Month	Month for the DisplayTopicsPerformance report.
MonthOfYear	<i>String</i>	Segment	Month Of Year	Month Of Year for the DisplayTopicsPerformance report.  The allowed values are JANUARY, FEBRUARY, MARCH, APRIL, MAY, JUNE, JULY, AUGUST, SEPTEMBER, OCTOBER, NOVEMBER, DECEMBER.
Quarter	<i>String</i>	Segment	Quarter	Quarter for the DisplayTopicsPerformance report.
Week	<i>String</i>	Segment	Week	Week for the DisplayTopicsPerformance report.
Year	<i>Integer</i>	Segment	Year	Year for the DisplayTopicsPerformance report.
ActiveViewCpm	<i>Decimal</i>	Metric	Active View Avg CPM	Active View Avg CPM for the DisplayTopicsPerformance report.
ActiveViewCtr	<i>Double</i>	Metric	Active View	Active View Viewable

			Viewable CTR	CTR for the DisplayTopicsPerformance report.
ActiveViewImpressions	Long	Metric	Active View Viewable Impressions	Active View Viewable Impressions for the DisplayTopicsPerformance report.
ActiveViewMeasurability	Double	Metric	Active View Measurable Impr Per Impr	Active View Measurable Impr Per Impr for the DisplayTopicsPerformance report.
ActiveViewMeasurableCost	Decimal	Metric	Active View Measurable Cost	Active View Measurable Cost for the DisplayTopicsPerformance report.
ActiveViewMeasurableImpressions	Long	Metric	Active View Measurable Impr	Active View Measurable Impr for the DisplayTopicsPerformance report.
ActiveViewViewability	Double	Metric	Active View Viewable Impr Per Measurable Impr	Active View Viewable Impr Per Measurable Impr for the DisplayTopicsPerformance report.
AllConversionRate	Double	Metric	All Conv Rate	All Conv Rate for the DisplayTopicsPerformance report.
AllConversions	Double	Metric	All Conv	All Conv for the DisplayTopicsPerformance report.
AllConversionValue	Double	Metric	All Conv Value	All Conv Value for the DisplayTopicsPerformance

				nce report.
AverageCost	<i>Decimal</i>	Metric	Avg Cost	Avg Cost for the DisplayTopicsPerformance report.
AverageCpc	<i>Decimal</i>	Metric	Avg CPC	Avg CPC for the DisplayTopicsPerformance report.
AverageCpe	<i>Double</i>	Metric	Avg CPE	Avg CPE for the DisplayTopicsPerformance report.
AverageCpm	<i>Decimal</i>	Metric	Avg CPM	Avg CPM for the DisplayTopicsPerformance report.
AverageCpv	<i>Double</i>	Metric	Avg CPV	Avg CPV for the DisplayTopicsPerformance report.
Clicks	<i>Long</i>	Metric	Clicks	Clicks for the DisplayTopicsPerformance report.
ConversionRate	<i>Double</i>	Metric	Conv Rate	Conv Rate for the DisplayTopicsPerformance report.
Conversions	<i>Double</i>	Metric	Conversions	Conversions for the DisplayTopicsPerformance report.
ConversionValue	<i>Double</i>	Metric	Total Conv Value	Total Conv Value for the DisplayTopicsPerformance report.
Cost	<i>Decimal</i>	Metric	Cost	Cost for the

				DisplayTopicsPerformance report.
CostPerAllConversion	<i>Decimal</i>	Metric	Cost Per All Conv	Cost Per All Conv for the DisplayTopicsPerformance report.
CostPerConversion	<i>Decimal</i>	Metric	Cost Per Conv	Cost Per Conv for the DisplayTopicsPerformance report.
CrossDeviceConversions	<i>Double</i>	Metric	Cross-device Conv	Cross-device Conv for the DisplayTopicsPerformance report.
Ctr	<i>Double</i>	Metric	CTR	CTR for the DisplayTopicsPerformance report.
EngagementRate	<i>Double</i>	Metric	Engagement Rate	Engagement Rate for the DisplayTopicsPerformance report.
Engagements	<i>Long</i>	Metric	Engagements	Engagements for the DisplayTopicsPerformance report.
GmailForwards	<i>Long</i>	Metric	Gmail Forwards	Gmail Forwards for the DisplayTopicsPerformance report.
GmailSaves	<i>Long</i>	Metric	Gmail Saves	Gmail Saves for the DisplayTopicsPerformance report.
GmailSecondaryClicks	<i>Long</i>	Metric	Gmail Clicks To Website	Gmail Clicks To Website for the

				DisplayTopicsPerformance report.
Impressions	<i>Long</i>	Metric	Impressions	Impressions for the DisplayTopicsPerformance report.
InteractionRate	<i>Double</i>	Metric	Interaction Rate	Interaction Rate for the DisplayTopicsPerformance report.
Interactions	<i>Long</i>	Metric	Interactions	Interactions for the DisplayTopicsPerformance report.
InteractionTypes	<i>String</i>	Metric	Interaction Types	Interaction Types for the DisplayTopicsPerformance report.
ValuePerAllConversion	<i>Double</i>	Metric	Value Per All Conv	Value Per All Conv for the DisplayTopicsPerformance report.
ValuePerConversion	<i>Double</i>	Metric	Value Per Conv	Value Per Conv for the DisplayTopicsPerformance report.
VideoQuartile100Rate	<i>Double</i>	Metric	Video Played To 100Percent	Video Played To 100Percent for the DisplayTopicsPerformance report.
VideoQuartile25Rate	<i>Double</i>	Metric	Video Played To 25Percent	Video Played To 25Percent for the DisplayTopicsPerformance report.
VideoQuartile50Rate	<i>Double</i>	Metric	Video Played	Video Played To

			To 50Percent	50Percent for the DisplayTopicsPerforma nce report.
VideoQuartile75Rate	<i>Double</i>	Metric	Video Played To 75Percent	Video Played To 75Percent for the DisplayTopicsPerforma nce report.
VideoViewRate	<i>Double</i>	Metric	View Rate	View Rate for the DisplayTopicsPerforma nce report.
VideoViews	<i>Long</i>	Metric	Views	Views for the DisplayTopicsPerforma nce report.
ViewThroughConversions	<i>Long</i>	Metric	View- through Conv	View-through Conv for the DisplayTopicsPerforma nce report.

## Pseudo-Columns

Pseudo column fields are used in the WHERE clause of SELECT statements and offer a more granular control over the tuples that are returned from the data source.

Name	Type	Description
StartDate	<i>String</i>	Start date for fetching AdWords data. Both StartDate and EndDate must be set to specify a custom date range. The default range in the last seven days.
EndDate	<i>String</i>	End date for fetching AdWords data. Both StartDate and EndDate must be set to specify a custom date range. The default range in the last seven days.

## FinalUrl

The Final URL report includes all statistics aggregated at the final URL level, one row per final URL. If other segment fields are used, you may get more than one row per final URL.

## Columns

Name	Type	Behavior	DisplayName	Description
AccountCurrencyCode	String	Attribute	Currency	Currency for the FinalUrl report.
AccountDescriptiveName	String	Attribute	Account	Account for the FinalUrl report.
AccountTimeZone	String	Attribute	Time Zone	Time Zone for the FinalUrl report.
AdGroupId	Long	Attribute	Ad Group ID	Ad Group ID for the FinalUrl report.
AdGroupName	String	Attribute	Ad Group	Ad Group for the FinalUrl report.
AdGroupStatus	String	Attribute	Ad Group State	Ad Group State for the FinalUrl report.  The allowed values are <i>UNKNOWN</i> , <i>ENABLED</i> , <i>PAUSED</i> , <i>REMOVED</i> .



AdvertisingChannelType	String	Attribute	Advertising Channel	Advertising Channel for the FinalUrl report.  The allowed values are UNKNOWN, SEARCH, DISPLAY, SHOPPING, VIDEO, MULTI_CHANNEL, EXPRESS.
CampaignId	Long	Attribute	Campaign ID	Campaign ID for the FinalUrl report.
CampaignName	String	Attribute	Campaign	Campaign for the FinalUrl report.
CampaignStatus	String	Attribute	Campaign State	Campaign State for the FinalUrl report.  The allowed values are UNKNOWN, ENABLED, PAUSED, REMOVED.
CriteriaTypeName	String	Attribute	Match Type	Match Type for the FinalUrl report.
CustomerDescriptiveName	String	Attribute	Client Name	Client Name for the FinalUrl report.

EffectiveFinalUrl	<i>String</i>	Attribute	Final URL	Final URL for the FinalUrl report.
EffectiveTrackingUrlTemplate	<i>String</i>	Attribute	Tracking Template	Tracking Template for the FinalUrl report.
ExternalCustomerId	<i>Long</i>	Attribute	Customer ID	Customer ID for the FinalUrl report.
AdNetworkType1	<i>String</i>	Segment	Network	<p>Network for the FinalUrl report.</p> <p>The allowed values are <i>UNKNOWN</i>, <i>SEARCH</i>, <i>CONTENT</i>, <i>YOUTUBE_SEARCH</i>, <i>YOUTUBE_WATCH</i>, <i>MIXED</i>.</p>
AdNetworkType2	<i>String</i>	Segment	Network (with Search Partners)	<p>Network (with Search Partners) for the FinalUrl report.</p> <p>The allowed values are <i>UNKNOWN</i>, <i>SEARCH</i>, <i>SEARCH_PARTNERS</i>, <i>CONTENT</i>, <i>YOUTUBE_SEARCH</i>, <i>YOUTUBE_WATCH</i>, <i>MIXED</i>.</p>

ClickType	String	Segment	Click Type	Click Type for the FinalUrl report.
				The allowed values are URL_CLICKS, CALLS, OTHER, PRODUCT_EXTENSION_CLICKS, SITELINKS, PRODUCT_LISTING_AD_CLICKS, GET_DIRECTIONS, OFFER_PRINTS, BREADCRUMBS, CALL_TRACKING, MOBILE_CALL_TRACKING, LOCATION_EXPANSION, STORE_LOCATOR, PRODUCT_LISTING_AD_LOCAL, APP_DEEPLINK, PRODUCT_LISTING_AD_MULTICHANNEL_LOCAL, PRODUCT_LISTING_AD_MULTICHANNEL_

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ONLINE,  
PRODUCT\_  
LISTING\_ADS\_  
COUPON,  
PRODUCT\_  
LISTING\_AD\_  
TRANSACTABLE,  
PRODUCT\_AD\_  
APP\_DEEPLINK,  
SHOWCASE\_AD\_  
CATEGORY\_LINK,  
SHOWCASE\_AD\_  
LOCAL\_  
STOREFRONT\_  
LINK,  
SHOWCASE\_AD\_  
ONLINE\_  
PRODUCT\_LINK,  
SHOWCASE\_AD\_  
LOCAL\_  
PRODUCT\_LINK,  
PRICE\_  
EXTENSION,  
VIDEO\_WEBSITE\_  
CLICKS, VIDEO\_  
CALL\_TO\_  
ACTION\_CLICKS,  
VIDEO\_APP\_  
STORE\_CLICKS,  
VIDEO\_CARD\_  
ACTION\_  
HEADLINE\_  
CLICKS, VIDEO\_  
END\_CAP\_  
CLICKS, CLICK\_  
ON\_  
ENGAGEMENT\_  
AD, LOCATION\_

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				SEE_MORE, SWIPEABLE_ GALLERY_AD_ SITELINK_ONE, SWIPEABLE_ GALLERY_AD_ SITELINK_TWO, SWIPEABLE_ GALLERY_AD_ SITELINK_THREE, SWIPEABLE_ GALLERY_AD_ SITELINK_FOUR, SWIPEABLE_ GALLERY_AD_ SITELINK_FIVE, UNKNOWN.
ConversionCategoryName	String	Segment	Conversion Category	Conversion Category for the FinalUrl report.
ConversionTrackerId	Long	Segment	Conversion Tracker Id	Conversion Tracker Id for the FinalUrl report.
ConversionTypeName	String	Segment	Conversion Name	Conversion Name for the FinalUrl report.
CriteriaParameters	String	Segment	Keyword Per Placement	Keyword Per Placement for the FinalUrl report.
Date	Date	Segment	Day	Day for the FinalUrl report.
DayOfWeek	String	Segment	Day Of Week	Day Of Week for

				<p>the FinalUrl report.</p> <p>The allowed values are <i>MONDAY</i>, <i>TUESDAY</i>, <i>WEDNESDAY</i>, <i>THURSDAY</i>, <i>FRIDAY</i>, <i>SATURDAY</i>, <i>SUNDAY</i>.</p>
Device	<i>String</i>	Segment	Device	<p>Device for the FinalUrl report.</p> <p>The allowed values are <i>UNKNOWN</i>, <i>DESKTOP</i>, <i>HIGH_END_MOBILE</i>, <i>TABLET</i>.</p>
ExternalConversionSource	<i>String</i>	Segment	Conversion Source	<p>Conversion Source for the FinalUrl report.</p> <p>The allowed values are <i>UNKNOWN</i>, <i>WEBPAGE</i>, <i>ANALYTICS</i>, <i>UPLOAD</i>, <i>AD_CALL_METRICS</i>, <i>OFFERS</i>, <i>ENGAGEMENT</i>, <i>WEBSITE_CALL_METRICS</i>, <i>STORE_VISITS</i>, <i>ANDROID_IN_</i></p>

APP, ANDROID\_DOWNLOAD, IOS\_IN\_APP, IOS\_FIRST\_OPEN, APP\_UNSPECIFIED, ANDROID\_FIRST\_OPEN, UPLOAD\_CALLS, FIREBASE\_CLICK\_TO\_CALL, SALESFORCE, STORE\_SALES\_CRM, STORE\_SALES\_PAYMENT\_NETWORK, GOOGLE\_PLAY, THIRD\_PARTY\_APP\_ANALYTICS, GOOGLE\_ATTRIBUTION, STORE\_SALES\_DIRECT.

Month	String	Segment	Month	Month for the FinalUrl report.
MonthOfYear	String	Segment	Month Of Year	<p>Month Of Year for the FinalUrl report.</p> <p>The allowed values are JANUARY, FEBRUARY, MARCH, APRIL, MAY, JUNE, JULY, AUGUST, SEPTEMBER, OCTOBER,</p>

				NOVEMBER, DECEMBER.
Quarter	String	Segment	Quarter	Quarter for the FinalUrl report.
Slot	String	Segment	Top Vs Other	Top Vs Other for the FinalUrl report.  The allowed values are SEARCHRHS, SEARCHTOP, SEARCHOTHER, CONTENT, AFSTOP, AFSOTHER, MIXED, UNKNOWN.
Week	String	Segment	Week	Week for the FinalUrl report.
Year	Integer	Segment	Year	Year for the FinalUrl report.
ActiveViewCpm	Decimal	Metric	Active View Avg CPM	Active View Avg CPM for the FinalUrl report.
ActiveViewCtr	Double	Metric	Active View Viewable CTR	Active View Viewable CTR for the FinalUrl report.
ActiveViewImpressions	Long	Metric	Active View Viewable Impressions	Active View Viewable Impressions for the FinalUrl



				report.
ActiveViewMeasurability	Double	Metric	Active View Measurable Impr Per Impr	Active View Measurable Impr Per Impr for the FinalUrl report.
ActiveViewMeasurableCost	Decimal	Metric	Active View Measurable Cost	Active View Measurable Cost for the FinalUrl report.
ActiveViewMeasurableImpressions	Long	Metric	Active View Measurable Impr	Active View Measurable Impr for the FinalUrl report.
ActiveViewViewability	Double	Metric	Active View Viewable Impr Per Measurable Impr	Active View Viewable Impr Per Measurable Impr for the FinalUrl report.
AllConversionRate	Double	Metric	All Conv Rate	All Conv Rate for the FinalUrl report.
AllConversions	Double	Metric	All Conv	All Conv for the FinalUrl report.
AllConversionValue	Double	Metric	All Conv Value	All Conv Value for the FinalUrl report.
AverageCost	Decimal	Metric	Avg Cost	Avg Cost for the FinalUrl report.
AverageCpc	Decimal	Metric	Avg CPC	Avg CPC for the FinalUrl report.

AverageCpe	<i>Double</i>	Metric	Avg CPE	Avg CPE for the FinalUrl report.
AverageCpm	<i>Decimal</i>	Metric	Avg CPM	Avg CPM for the FinalUrl report.
AverageCpv	<i>Double</i>	Metric	Avg CPV	Avg CPV for the FinalUrl report.
AveragePosition	<i>Double</i>	Metric	Avg Position	Avg Position for the FinalUrl report.
Clicks	<i>Long</i>	Metric	Clicks	Clicks for the FinalUrl report.
ConversionRate	<i>Double</i>	Metric	Conv Rate	Conv Rate for the FinalUrl report.
Conversions	<i>Double</i>	Metric	Conversions	Conversions for the FinalUrl report.
ConversionValue	<i>Double</i>	Metric	Total Conv Value	Total Conv Value for the FinalUrl report.
Cost	<i>Decimal</i>	Metric	Cost	Cost for the FinalUrl report.
CostPerAllConversion	<i>Decimal</i>	Metric	Cost Per All Conv	Cost Per All Conv for the FinalUrl report.
CostPerConversion	<i>Decimal</i>	Metric	Cost Per Conv	Cost Per Conv for the FinalUrl report.
CrossDeviceConversions	<i>Double</i>	Metric	Cross-device	Cross-device

			Conv	Conv for the FinalUrl report.
Ctr	Double	Metric	CTR	CTR for the FinalUrl report.
EngagementRate	Double	Metric	Engagement Rate	Engagement Rate for the FinalUrl report.
Engagements	Long	Metric	Engagements	Engagements for the FinalUrl report.
Impressions	Long	Metric	Impressions	Impressions for the FinalUrl report.
InteractionRate	Double	Metric	Interaction Rate	Interaction Rate for the FinalUrl report.
Interactions	Long	Metric	Interactions	Interactions for the FinalUrl report.
InteractionTypes	String	Metric	Interaction Types	Interaction Types for the FinalUrl report.
ValuePerAllConversion	Double	Metric	Value Per All Conv	Value Per All Conv for the FinalUrl report.
ValuePerConversion	Double	Metric	Value Per Conv	Value Per Conv for the FinalUrl report.
VideoViewRate	Double	Metric	View Rate	View Rate for the FinalUrl

				report.
VideoViews	<i>Long</i>	Metric	Views	Views for the FinalUrl report.
ViewThroughConversions	<i>Long</i>	Metric	View-through Conv	View-through Conv for the FinalUrl report.

## Pseudo-Columns

Pseudo column fields are used in the WHERE clause of SELECT statements and offer a more granular control over the tuples that are returned from the data source.

Name	Type	Description
StartDate	<i>String</i>	Start date for fetching AdWords data. Both StartDate and EndDate must be set to specify a custom date range. The default range in the last seven days.
EndDate	<i>String</i>	End date for fetching AdWords data. Both StartDate and EndDate must be set to specify a custom date range. The default range in the last seven days.

## GenderPerformance

The Gender Performance report includes all statistics aggregated by gender. It also includes automatic audience performance.

## Columns

Name	Type	Behavior	DisplayName	Description
AccountCurrencyCode	String	Attribute	Currency	Currency for the GenderPerformance report.
AccountDescriptiveName	String	Attribute	Account	Account for the GenderPerformance report.
AccountTimeZone	String	Attribute	Time Zone	Time Zone for the GenderPerformance report.
AdGroupId	Long	Attribute	Ad Group ID	Ad Group ID for the GenderPerformance report.
AdGroupName	String	Attribute	Ad Group	Ad Group for the GenderPerformance report.
AdGroupStatus	String	Attribute	Ad Group State	Ad Group State for the GenderPerformance report.  The allowed values are <i>UNKNOWN</i> , <i>ENABLED</i> , <i>PAUSED</i> , <i>REMOVED</i> .
BaseAdGroupId	Long	Attribute	Base Ad Group ID	Base Ad Group ID for the GenderPerformance report.
BaseCampaignId	Long	Attribute	Base Campaign ID	Base Campaign ID for the

				GenderPerformance report.
BiddingStrategyId	Long	Attribute	Bid Strategy ID	Bid Strategy ID for the GenderPerformance report.
BiddingStrategyName	String	Attribute	Bid Strategy Name	Bid Strategy Name for the GenderPerformance report.
BiddingStrategyType	String	Attribute	Bid Strategy Type	<p>Bid Strategy Type for the GenderPerformance report.</p> <p>The allowed values are <i>MANUAL_CPC</i>, <i>MANUAL_CPV</i>, <i>MANUAL_CPM</i>, <i>PAGE_ONE_PROMOTED</i>, <i>TARGET_SPEND</i>, <i>TARGET_CPA</i>, <i>TARGET_ROAS</i>, <i>MAXIMIZE_CONVERSIONS</i>, <i>MAXIMIZE_CONVERSION_VALUE</i>, <i>TARGET_OUTRANK_SHARE</i>, <i>NONE</i>, <i>UNKNOWN</i>.</p>
BidModifier	Double	Attribute	Bid Adj	Bid Adj for the GenderPerformance report.
CampaignId	Long	Attribute	Campaign ID	Campaign ID for

				the GenderPerformance report.
CampaignName	String	Attribute	Campaign	Campaign for the GenderPerformance report.
CampaignStatus	String	Attribute	Campaign State	<p>Campaign State for the GenderPerformance report.</p> <p>The allowed values are <i>UNKNOWN</i>, <i>ENABLED</i>, <i>PAUSED</i>, <i>REMOVED</i>.</p>
CpcBid	Decimal	Attribute	Max CPC	Max CPC for the GenderPerformance report.
CpcBidSource	String	Attribute	Max CPC Source	<p>Max CPC Source for the GenderPerformance report.</p> <p>The allowed values are <i>ADGROUP</i>, <i>CRITERION</i>, <i>ADGROUP_BIDDING_STRATEGY</i>, <i>CAMPAIGN_BIDDING_STRATEGY</i>.</p>
CpmBid	Decimal	Attribute	Max CPM	Max CPM for the GenderPerformance report.

CpmBidSource	String	Attribute	Max CPM Source	Max CPM Source for the GenderPerformance report.  The allowed values are <i>ADGROUP</i> , <i>CRITERION</i> , <i>ADGROUP_BIDDING_STRATEGY</i> , <i>CAMPAIGN_BIDDING_STRATEGY</i> .
Criteria	String	Attribute	Gender	Gender for the GenderPerformance report.
CriteriaDestinationUrl	String	Attribute	Destination URL	Destination URL for the GenderPerformance report.
CustomerDescriptiveName	String	Attribute	Client Name	Client Name for the GenderPerformance report.
ExternalCustomerId	Long	Attribute	Customer ID	Customer ID for the GenderPerformance report.
FinalAppUrls	String	Attribute	App Final URL	App Final URL for the GenderPerformance report.
FinalMobileUrls	String	Attribute	Mobile Final	Mobile Final URL



			URL	for the GenderPerformance report.
FinalUrls	String	Attribute	Final URL	Final URL for the GenderPerformance report.
Id	Long	Attribute	Criterion ID	Criterion ID for the GenderPerformance report.
IsNegative	String	Attribute	Is Negative	Is Negative for the GenderPerformance report.  The allowed values are <i>TRUE</i> , <i>FALSE</i> .
IsRestrict	String	Attribute	Is Restricting	Is Restricting for the GenderPerformance report.  The allowed values are <i>TRUE</i> , <i>FALSE</i> .
Status	String	Attribute	Gender State	Gender State for the GenderPerformance report.  The allowed values are <i>ENABLED</i> , <i>REMOVED</i> , <i>PAUSED</i> .
TrackingUrlTemplate	String	Attribute	Tracking Template	Tracking Template for the GenderPerformance report.

UrlCustomParameters	<i>String</i>	Attribute	Custom Parameter	Custom Parameter for the GenderPerformance report.
AdNetworkType1	<i>String</i>	Segment	Network	<p>Network for the GenderPerformance report.</p> <p>The allowed values are <i>UNKNOWN</i>, <i>SEARCH</i>, <i>CONTENT</i>, <i>YOUTUBE_SEARCH</i>, <i>YOUTUBE_WATCH</i>, <i>MIXED</i>.</p>
AdNetworkType2	<i>String</i>	Segment	Network (with Search Partners)	<p>Network (with Search Partners) for the GenderPerformance report.</p> <p>The allowed values are <i>UNKNOWN</i>, <i>SEARCH</i>, <i>SEARCH_PARTNERS</i>, <i>CONTENT</i>, <i>YOUTUBE_SEARCH</i>, <i>YOUTUBE_WATCH</i>, <i>MIXED</i>.</p>
ClickType	<i>String</i>	Segment	Click Type	<p>Click Type for the GenderPerformance report.</p> <p>The allowed values are <i>URL_CLICKS</i>,</p>

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CALLS, OTHER,  
PRODUCT\_  
EXTENSION\_CLICKS,  
SITELINKS,  
PRODUCT\_LISTING\_  
AD\_CLICKS, GET\_  
DIRECTIONS,  
OFFER\_PRINTS,  
BREADCRUMBS,  
CALL\_TRACKING,  
MOBILE\_CALL\_  
TRACKING,  
LOCATION\_  
EXPANSION,  
STORE\_LOCATOR,  
PRODUCT\_LISTING\_  
AD\_LOCAL, APP\_  
DEEPLINK,  
PRODUCT\_LISTING\_  
AD\_  
MULTICHANNEL\_  
LOCAL, PRODUCT\_  
LISTING\_AD\_  
MULTICHANNEL\_  
ONLINE, PRODUCT\_  
LISTING\_ADS\_  
COUPON,  
PRODUCT\_LISTING\_  
AD\_TRANSACTABLE,  
PRODUCT\_AD\_APP\_  
DEEPLINK,  
SHOWCASE\_AD\_  
CATEGORY\_LINK,  
SHOWCASE\_AD\_  
LOCAL\_  
STOREFRONT\_LINK,  
SHOWCASE\_AD\_

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CT\_LINK,  
SHOWCASE\_AD\_  
LOCAL\_PRODUCT\_  
LINK, PRICE\_  
EXTENSION, VIDEO\_  
WEBSITE\_CLICKS,  
VIDEO\_CALL\_TO\_  
ACTION\_CLICKS,  
VIDEO\_APP\_STORE\_  
CLICKS, VIDEO\_  
CARD\_ACTION\_  
HEADLINE\_CLICKS,  
VIDEO\_END\_CAP\_  
CLICKS, CLICK\_ON\_  
ENGAGEMENT\_AD,  
LOCATION\_  
FORMAT\_MAP,  
LOCATION\_  
FORMAT\_LANDING\_  
PAGE, LOCATION\_  
FORMAT\_STORE\_  
INFO, LOCATION\_  
FORMAT\_  
DIRECTIONS,  
LOCATION\_  
FORMAT\_CALL,  
LOCATION\_  
FORMAT\_TEXT,  
LOCATION\_  
FORMAT\_IMAGE,  
BROADBAND\_PLAN,  
WIRELESS\_PLAN,  
VISUAL\_SITELINKS,  
PROMOTION\_  
EXTENSION,  
SWIPEABLE\_  
GALLERY\_AD\_  
HEADLINE,  
SWIPEABLE\_

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				.
ConversionCategoryName	String	Segment	Conversion Category	Conversion Category for the GenderPerformance report.
ConversionTrackerId	Long	Segment	Conversion Tracker Id	Conversion Tracker Id for the GenderPerformance report.
ConversionTypeName	String	Segment	Conversion Name	Conversion Name for the GenderPerformance report.
Date	Date	Segment	Day	Day for the GenderPerformance report.
DayOfWeek	String	Segment	Day Of Week	Day Of Week for the GenderPerformance report.  The allowed values are <i>MONDAY</i> , <i>TUESDAY</i> , <i>WEDNESDAY</i> , <i>THURSDAY</i> , <i>FRIDAY</i> , <i>SATURDAY</i> , <i>SUNDAY</i> .
Device	String	Segment	Device	Device for the GenderPerformance report.  The allowed values are <i>UNKNOWN</i> , <i>DESKTOP</i> , <i>HIGH_</i>

				<i>END_MOBILE, TABLET.</i>
ExternalConversionSource	<i>String</i>	Segment	Conversion Source	<p>Conversion Source for the GenderPerformance report.</p> <p>The allowed values are <i>UNKNOWN, WEBPAGE, ANALYTICS, UPLOAD, AD_CALL_METRICS, OFFERS, ENGAGEMENT, WEBSITE_CALL_METRICS, STORE_VISITS, ANDROID_IN_APP, ANDROID_DOWNLOAD, IOS_IN_APP, IOS_FIRST_OPEN, APP_UNSPECIFIED, ANDROID_FIRST_OPEN, UPLOAD_CALLS, FIREBASE, CLICK_TO_CALL, SALESFORCE, STORE_SALES_CRM, STORE_SALES_PAYMENT_NETWORK, GOOGLE_PLAY, THIRD_PARTY_APP_ANALYTICS, GOOGLE_ATTRIBUTION, STORE_SALES_DIRECT.</i></p>

Month	<i>String</i>	Segment	Month	Month for the GenderPerformance report.
MonthOfYear	<i>String</i>	Segment	Month Of Year	Month Of Year for the GenderPerformance report.  The allowed values are JANUARY, FEBRUARY, MARCH, APRIL, MAY, JUNE, JULY, AUGUST, SEPTEMBER, OCTOBER, NOVEMBER, DECEMBER.
Quarter	<i>String</i>	Segment	Quarter	Quarter for the GenderPerformance report.
Week	<i>String</i>	Segment	Week	Week for the GenderPerformance report.
Year	<i>Integer</i>	Segment	Year	Year for the GenderPerformance report.
ActiveViewCpm	<i>Decimal</i>	Metric	Active View Avg CPM	Active View Avg CPM for the GenderPerformance report.
ActiveViewCtr	<i>Double</i>	Metric	Active View Viewable CTR	Active View Viewable CTR for the GenderPerformance

				e report.
ActiveViewImpressions	Long	Metric	Active View Viewable Impressions	Active View Viewable Impressions for the GenderPerformance report.
ActiveViewMeasurability	Double	Metric	Active View Measurable Impr Per Impr	Active View Measurable Impr Per Impr for the GenderPerformance report.
ActiveViewMeasurableCost	Decimal	Metric	Active View Measurable Cost	Active View Measurable Cost for the GenderPerformance report.
ActiveViewMeasurableImpressions	Long	Metric	Active View Measurable Impr	Active View Measurable Impr for the GenderPerformance report.
ActiveViewViewability	Double	Metric	Active View Viewable Impr Per Measurable Impr	Active View Viewable Impr Per Measurable Impr for the GenderPerformance report.
AllConversionRate	Double	Metric	All Conv Rate	All Conv Rate for the GenderPerformance report.
AllConversions	Double	Metric	All Conv	All Conv for the GenderPerformance



				e report.
AllConversionValue	Double	Metric	All Conv Value	All Conv Value for the GenderPerformance report.
AverageCost	Decimal	Metric	Avg Cost	Avg Cost for the GenderPerformance report.
AverageCpc	Decimal	Metric	Avg CPC	Avg CPC for the GenderPerformance report.
AverageCpe	Double	Metric	Avg CPE	Avg CPE for the GenderPerformance report.
AverageCpm	Decimal	Metric	Avg CPM	Avg CPM for the GenderPerformance report.
AverageCpv	Double	Metric	Avg CPV	Avg CPV for the GenderPerformance report.
Clicks	Long	Metric	Clicks	Clicks for the GenderPerformance report.
ConversionRate	Double	Metric	Conv Rate	Conv Rate for the GenderPerformance report.
Conversions	Double	Metric	Conversions	Conversions for the GenderPerformance report.

ConversionValue	<i>Double</i>	Metric	Total Conv Value	Total Conv Value for the GenderPerformance report.
Cost	<i>Decimal</i>	Metric	Cost	Cost for the GenderPerformance report.
CostPerAllConversion	<i>Decimal</i>	Metric	Cost Per All Conv	Cost Per All Conv for the GenderPerformance report.
CostPerConversion	<i>Decimal</i>	Metric	Cost Per Conv	Cost Per Conv for the GenderPerformance report.
CrossDeviceConversions	<i>Double</i>	Metric	Cross-device Conv	Cross-device Conv for the GenderPerformance report.
Ctr	<i>Double</i>	Metric	CTR	CTR for the GenderPerformance report.
EngagementRate	<i>Double</i>	Metric	Engagement Rate	Engagement Rate for the GenderPerformance report.
Engagements	<i>Long</i>	Metric	Engagements	Engagements for the GenderPerformance report.
GmailForwards	<i>Long</i>	Metric	Gmail Forwards	Gmail Forwards for the

				GenderPerformance report.
GmailSaves	Long	Metric	Gmail Saves	Gmail Saves for the GenderPerformance report.
GmailSecondaryClicks	Long	Metric	Gmail Clicks To Website	Gmail Clicks To Website for the GenderPerformance report.
Impressions	Long	Metric	Impressions	Impressions for the GenderPerformance report.
InteractionRate	Double	Metric	Interaction Rate	Interaction Rate for the GenderPerformance report.
Interactions	Long	Metric	Interactions	Interactions for the GenderPerformance report.
InteractionTypes	String	Metric	Interaction Types	Interaction Types for the GenderPerformance report.
ValuePerAllConversion	Double	Metric	Value Per All Conv	Value Per All Conv for the GenderPerformance report.
ValuePerConversion	Double	Metric	Value Per Conv	Value Per Conv for the GenderPerformance report.

VideoQuartile100Rate	<i>Double</i>	Metric	Video Played To 100Percent	Video Played To 100Percent for the GenderPerformance report.
VideoQuartile25Rate	<i>Double</i>	Metric	Video Played To 25Percent	Video Played To 25Percent for the GenderPerformance report.
VideoQuartile50Rate	<i>Double</i>	Metric	Video Played To 50Percent	Video Played To 50Percent for the GenderPerformance report.
VideoQuartile75Rate	<i>Double</i>	Metric	Video Played To 75Percent	Video Played To 75Percent for the GenderPerformance report.
VideoViewRate	<i>Double</i>	Metric	View Rate	View Rate for the GenderPerformance report.
VideoViews	<i>Long</i>	Metric	Views	Views for the GenderPerformance report.
ViewThroughConversions	<i>Long</i>	Metric	View-through Conv	View-through Conv for the GenderPerformance report.

## Pseudo-Columns

Pseudo column fields are used in the WHERE clause of SELECT statements and offer a more granular control over the tuples that are returned from the data source.

Name	Type	Description
StartDate	<i>String</i>	Start date for fetching AdWords data. Both StartDate and EndDate must be set to specify a custom date range. The default range in the last seven days.
EndDate	<i>String</i>	End date for fetching AdWords data. Both StartDate and EndDate must be set to specify a custom date range. The default range in the last seven days.

## GeoPerformance

The Geo Performance report includes all statistics aggregated at the country/territory level, one row per country/territory.

## Columns

Name	Type	Behavior	DisplayName	Description
AccountCurrencyCode	<i>String</i>	Attribute	Currency	Currency for the GeoPerformance report.
AccountDescriptiveName	<i>String</i>	Attribute	Account	Account for the GeoPerformance report.
AccountTimeZone	<i>String</i>	Attribute	Time Zone	Time Zone for the GeoPerformance report.
CampaignId	<i>Long</i>	Attribute	Campaign ID	Campaign ID for the GeoPerformance report.

CampaignName	<i>String</i>	Attribute	Campaign	Campaign for the GeoPerformance report.
CampaignStatus	<i>String</i>	Attribute	Campaign State	<p>Campaign State for the GeoPerformance report.</p> <p>The allowed values are <i>UNKNOWN</i>, <i>ENABLED</i>, <i>PAUSED</i>, <i>REMOVED</i>.</p>
CityCriteriaId	<i>Integer</i>	Attribute	City	City for the GeoPerformance report.
CountryCriteriaId	<i>Integer</i>	Attribute	Country Per Territory	Country Per Territory for the GeoPerformance report.
CustomerDescriptiveName	<i>String</i>	Attribute	Client Name	Client Name for the GeoPerformance report.
ExternalCustomerId	<i>Long</i>	Attribute	Customer ID	Customer ID for the GeoPerformance report.
IsTargetingLocation	<i>String</i>	Attribute	Is Targetable	<p>Is Targetable for the GeoPerformance report.</p> <p>The allowed values are <i>TRUE</i>,</p>

				<i>FALSE.</i>
MetroCriteriaId	<i>Integer</i>	Attribute	Metro Area	Metro Area for the GeoPerformance report.
MostSpecificCriteriaId	<i>Long</i>	Attribute	Most Specific Location	Most Specific Location for the GeoPerformance report.
RegionCriteriaId	<i>Integer</i>	Attribute	Region	Region for the GeoPerformance report.
AdFormat	<i>String</i>	Segment	Ad Type	Ad Type for the GeoPerformance report.  The allowed values are <i>UNKNOWN, TEXT, IMAGE, DYNAMIC_IMAGE, FLASH, VIDEO, HTML, AUDIO, COMPOSITE, PRINT.</i>
AdGroupId	<i>Long</i>	Segment	Ad Group ID	Ad Group ID for the GeoPerformance report.
AdGroupName	<i>String</i>	Segment	Ad Group	Ad Group for the GeoPerformance report.
AdGroupStatus	<i>String</i>	Segment	Ad Group State	Ad Group State for the

				<p>GeoPerformance report.</p> <p>The allowed values are <i>UNKNOWN, ENABLED, PAUSED, REMOVED</i>.</p>
AdNetworkType1	<i>String</i>	Segment	Network	<p>Network for the GeoPerformance report.</p> <p>The allowed values are <i>UNKNOWN, SEARCH, CONTENT, YOUTUBE_SEARCH, YOUTUBE_WATCH, MIXED</i>.</p>
AdNetworkType2	<i>String</i>	Segment	Network (with Search Partners)	<p>Network (with Search Partners) for the GeoPerformance report.</p> <p>The allowed values are <i>UNKNOWN, SEARCH, SEARCH_PARTNERS, CONTENT, YOUTUBE_SEARCH, YOUTUBE_WATCH, MIXED</i>.</p>
ConversionCategoryName	<i>String</i>	Segment	Conversion Category	Conversion Category for the GeoPerformance



				report.
ConversionTrackerId	<i>Long</i>	Segment	Conversion Tracker Id	Conversion Tracker Id for the GeoPerformance report.
ConversionTypeName	<i>String</i>	Segment	Conversion Name	Conversion Name for the GeoPerformance report.
Date	<i>Date</i>	Segment	Day	Day for the GeoPerformance report.
DayOfWeek	<i>String</i>	Segment	Day Of Week	Day Of Week for the GeoPerformance report.  The allowed values are <i>MONDAY, TUESDAY, WEDNESDAY, THURSDAY, FRIDAY, SATURDAY, SUNDAY.</i>
Device	<i>String</i>	Segment	Device	Device for the GeoPerformance report.  The allowed values are <i>UNKNOWN, DESKTOP, HIGH_END_MOBILE, TABLET.</i>

ExternalConversionSource	String	Segment	Conversion Source	Conversion Source for the GeoPerformance report.  The allowed values are UNKNOWN, WEBPAGE, ANALYTICS, UPLOAD, AD_CALL_METRICS, OFFERS, ENGAGEMENT, WEBSITE_CALL_METRICS, STORE_VISITS, ANDROID_IN_APP, ANDROID_DOWNLOAD, IOS_IN_APP, IOS_FIRST_OPEN, APP_UNSPECIFIED, ANDROID_FIRST_OPEN, UPLOAD_CALLS, FIREBASE, CLICK_TO_CALL, SALESFORCE, STORE_SALES_CRM, STORE_SALES_PAYMENT_NETWORK, GOOGLE_PLAY, THIRD_PARTY_APP_ANALYTICS, GOOGLE_ATTRIBUTION, STORE_SALES_DIRECT.
LocationType	String	Segment	Location Type	Location Type for

				<p>the GeoPerformance report.</p> <p>The allowed values are <i>AREA_OF_INTEREST</i>, <i>LOCATION_OF_PRESENCE</i>, <i>UNKNOWN</i>.</p>
Month	<i>String</i>	Segment	Month	Month for the GeoPerformance report.
MonthOfYear	<i>String</i>	Segment	Month Of Year	<p>Month Of Year for the GeoPerformance report.</p> <p>The allowed values are <i>JANUARY</i>, <i>FEBRUARY</i>, <i>MARCH</i>, <i>APRIL</i>, <i>MAY</i>, <i>JUNE</i>, <i>JULY</i>, <i>AUGUST</i>, <i>SEPTEMBER</i>, <i>OCTOBER</i>, <i>NOVEMBER</i>, <i>DECEMBER</i>.</p>
Quarter	<i>String</i>	Segment	Quarter	Quarter for the GeoPerformance report.
Week	<i>String</i>	Segment	Week	Week for the GeoPerformance report.
Year	<i>Integer</i>	Segment	Year	Year for the

				GeoPerformance report.
AllConversionRate	<i>Double</i>	Metric	All Conv Rate	All Conv Rate for the GeoPerformance report.
AllConversions	<i>Double</i>	Metric	All Conv	All Conv for the GeoPerformance report.
AllConversionValue	<i>Double</i>	Metric	All Conv Value	All Conv Value for the GeoPerformance report.
AverageCost	<i>Decimal</i>	Metric	Avg Cost	Avg Cost for the GeoPerformance report.
AverageCpc	<i>Decimal</i>	Metric	Avg CPC	Avg CPC for the GeoPerformance report.
AverageCpm	<i>Decimal</i>	Metric	Avg CPM	Avg CPM for the GeoPerformance report.
AverageCpv	<i>Double</i>	Metric	Avg CPV	Avg CPV for the GeoPerformance report.
AveragePosition	<i>Double</i>	Metric	Avg Position	Avg Position for the GeoPerformance report.
Clicks	<i>Long</i>	Metric	Clicks	Clicks for the GeoPerformance

				report.
ConversionRate	<i>Double</i>	Metric	Conv Rate	Conv Rate for the GeoPerformance report.
Conversions	<i>Double</i>	Metric	Conversions	Conversions for the GeoPerformance report.
ConversionValue	<i>Double</i>	Metric	Total Conv Value	Total Conv Value for the GeoPerformance report.
Cost	<i>Decimal</i>	Metric	Cost	Cost for the GeoPerformance report.
CostPerAllConversion	<i>Decimal</i>	Metric	Cost Per All Conv	Cost Per All Conv for the GeoPerformance report.
CostPerConversion	<i>Decimal</i>	Metric	Cost Per Conv	Cost Per Conv for the GeoPerformance report.
CrossDeviceConversions	<i>Double</i>	Metric	Cross-device Conv	Cross-device Conv for the GeoPerformance report.
Ctr	<i>Double</i>	Metric	CTR	CTR for the GeoPerformance report.
Impressions	<i>Long</i>	Metric	Impressions	Impressions for

				the GeoPerformance report.
InteractionRate	<i>Double</i>	Metric	Interaction Rate	Interaction Rate for the GeoPerformance report.
Interactions	<i>Long</i>	Metric	Interactions	Interactions for the GeoPerformance report.
InteractionTypes	<i>String</i>	Metric	Interaction Types	Interaction Types for the GeoPerformance report.
ValuePerAllConversion	<i>Double</i>	Metric	Value Per All Conv	Value Per All Conv for the GeoPerformance report.
ValuePerConversion	<i>Double</i>	Metric	Value Per Conv	Value Per Conv for the GeoPerformance report.
VideoViewRate	<i>Double</i>	Metric	View Rate	View Rate for the GeoPerformance report.
VideoViews	<i>Long</i>	Metric	Views	Views for the GeoPerformance report.
ViewThroughConversions	<i>Long</i>	Metric	View-through Conv	View-through Conv for the GeoPerformance report.

## Pseudo-Columns

Pseudo column fields are used in the WHERE clause of SELECT statements and offer a more granular control over the tuples that are returned from the data source.

Name	Type	Description
StartDate	<i>String</i>	Start date for fetching AdWords data. Both StartDate and EndDate must be set to specify a custom date range. The default range in the last seven days.
EndDate	<i>String</i>	End date for fetching AdWords data. Both StartDate and EndDate must be set to specify a custom date range. The default range in the last seven days.

## KeywordlessCategory

The Keywordless Category Performance report includes keywordless ads (dynamic search ads) statistics aggregated by category.

## Columns

Name	Type	Behavior	DisplayName	Description
AccountCurrencyCode	<i>String</i>	Attribute	Currency	Currency for the KeywordlessCategory report.
AccountDescriptiveName	<i>String</i>	Attribute	Account	Account for the KeywordlessCategory report.

AccountTimeZone	<i>String</i>	Attribute	Time Zone	Time Zone for the KeywordlessCategory report.
AdGroupId	<i>Long</i>	Attribute	Ad Group ID	Ad Group ID for the KeywordlessCategory report.
AdGroupName	<i>String</i>	Attribute	Ad Group	Ad Group for the KeywordlessCategory report.
AdGroupStatus	<i>String</i>	Attribute	Ad Group State	Ad Group State for the KeywordlessCategory report.  The allowed values are <i>UNKNOWN</i> , <i>ENABLED</i> , <i>PAUSED</i> , <i>REMOVED</i> .
CampaignId	<i>Long</i>	Attribute	Campaign ID	Campaign ID for the KeywordlessCategory report.
CampaignName	<i>String</i>	Attribute	Campaign	Campaign for the KeywordlessCategory report.
CampaignStatus	<i>String</i>	Attribute	Campaign State	Campaign State for the KeywordlessCategory report.  The allowed values are <i>UNKNOWN</i> , <i>ENABLED</i> , <i>PAUSED</i> , <i>REMOVED</i> .
Category0	<i>String</i>	Attribute	Top Level	Top Level Categories



			Categories	for the KeywordlessCategory report.
Category1	<i>String</i>	Attribute	First Level Sub-categories	First Level Sub- categories for the KeywordlessCategory report.
Category2	<i>String</i>	Attribute	Second Level Sub-categories	Second Level Sub- categories for the KeywordlessCategory report.
CriterionId	<i>Long</i>	Attribute	Keyword ID	Keyword ID for the KeywordlessCategory report.
CustomerDescriptiveName	<i>String</i>	Attribute	Client Name	Client Name for the KeywordlessCategory report.
Domain	<i>String</i>	Attribute	Domain	Domain for the KeywordlessCategory report.
ExternalCustomerId	<i>Long</i>	Attribute	Customer ID	Customer ID for the KeywordlessCategory report.
ConversionCategoryName	<i>String</i>	Segment	Conversion Category	Conversion Category for the KeywordlessCategory report.
ConversionTrackerId	<i>Long</i>	Segment	Conversion Tracker Id	Conversion Tracker Id for the KeywordlessCategory report.

ConversionTypeName	String	Segment	Conversion Name	Conversion Name for the KeywordlessCategory report.
Date	Date	Segment	Day	Day for the KeywordlessCategory report.
DayOfWeek	String	Segment	Day Of Week	Day Of Week for the KeywordlessCategory report.  The allowed values are MONDAY, TUESDAY, WEDNESDAY, THURSDAY, FRIDAY, SATURDAY, SUNDAY.
ExternalConversionSource	String	Segment	Conversion Source	Conversion Source for the KeywordlessCategory report.  The allowed values are UNKNOWN, WEBPAGE, ANALYTICS, UPLOAD, AD_CALL_METRICS, OFFERS, ENGAGEMENT, WEBSITE_CALL_METRICS, STORE_VISITS, ANDROID_IN_APP, ANDROID_DOWNLOAD, IOS_IN_APP, IOS_FIRST_OPEN, APP_UNSPECIFIED, ANDROID_FIRST_OPEN, UPLOAD_

				CALLS, FIREBASE, CLICK_TO_CALL, SALESFORCE, STORE_SALES_CRM, STORE_SALES_PAYMENT_NETWORK, GOOGLE_PLAY, THIRD_PARTY_APP_ANALYTICS, GOOGLE_ATTRIBUTION, STORE_SALES_DIRECT.
Month	<i>String</i>	Segment	Month	Month for the KeywordlessCategory report.
MonthOfYear	<i>String</i>	Segment	Month Of Year	Month Of Year for the KeywordlessCategory report.  The allowed values are JANUARY, FEBRUARY, MARCH, APRIL, MAY, JUNE, JULY, AUGUST, SEPTEMBER, OCTOBER, NOVEMBER, DECEMBER.
Quarter	<i>String</i>	Segment	Quarter	Quarter for the KeywordlessCategory report.
Week	<i>String</i>	Segment	Week	Week for the KeywordlessCategory report.
Year	<i>Integer</i>	Segment	Year	Year for the KeywordlessCategory report.

AllConversionRate	<i>Double</i>	Metric	All Conv Rate	All Conv Rate for the KeywordlessCategory report.
AllConversions	<i>Double</i>	Metric	All Conv	All Conv for the KeywordlessCategory report.
AllConversionValue	<i>Double</i>	Metric	All Conv Value	All Conv Value for the KeywordlessCategory report.
AverageCpc	<i>Decimal</i>	Metric	Avg CPC	Avg CPC for the KeywordlessCategory report.
AverageCpm	<i>Decimal</i>	Metric	Avg CPM	Avg CPM for the KeywordlessCategory report.
Clicks	<i>Long</i>	Metric	Clicks	Clicks for the KeywordlessCategory report.
ConversionRate	<i>Double</i>	Metric	Conv Rate	Conv Rate for the KeywordlessCategory report.
Conversions	<i>Double</i>	Metric	Conversions	Conversions for the KeywordlessCategory report.
ConversionValue	<i>Double</i>	Metric	Total Conv Value	Total Conv Value for the KeywordlessCategory report.
Cost	<i>Decimal</i>	Metric	Cost	Cost for the KeywordlessCategory report.

CostPerAllConversion	<i>Decimal</i>	Metric	Cost Per All Conv	Cost Per All Conv for the KeywordlessCategory report.
CostPerConversion	<i>Decimal</i>	Metric	Cost Per Conv	Cost Per Conv for the KeywordlessCategory report.
CrossDeviceConversions	<i>Double</i>	Metric	Cross-device Conv	Cross-device Conv for the KeywordlessCategory report.
Ctr	<i>Double</i>	Metric	CTR	CTR for the KeywordlessCategory report.
Impressions	<i>Long</i>	Metric	Impressions	Impressions for the KeywordlessCategory report.
ValuePerAllConversion	<i>Double</i>	Metric	Value Per All Conv	Value Per All Conv for the KeywordlessCategory report.
ValuePerConversion	<i>Double</i>	Metric	Value Per Conv	Value Per Conv for the KeywordlessCategory report.

## Pseudo-Columns

Pseudo column fields are used in the WHERE clause of SELECT statements and offer a more granular control over the tuples that are returned from the data source.

Name	Type	Description
StartDate	String	Start date for fetching AdWords data. Both StartDate and EndDate must be set to specify a custom date range. The default range in the last seven days.
EndDate	String	End date for fetching AdWords data. Both StartDate and EndDate must be set to specify a custom date range. The default range in the last seven days.

## KeywordlessQuery

The Keywordless Query report includes keywordless ads (dynamic search ads) statistics based on search terms.

## Columns

Name	Type	Behavior	DisplayName	Description
AccountCurrencyCode	String	Attribute	Currency	Currency for the KeywordlessQuery report.
AccountDescriptiveName	String	Attribute	Account	Account for the KeywordlessQuery report.
AccountTimeZone	String	Attribute	Time Zone	Time Zone for the KeywordlessQuery report.
AdGroupId	Long	Attribute	Ad Group ID	Ad Group ID for the KeywordlessQuery report.
AdGroupName	String	Attribute	Ad Group	Ad Group for the

				KeywordlessQuery report.
AdGroupStatus	String	Attribute	Ad Group State	Ad Group State for the KeywordlessQuery report.  The allowed values are <i>UNKNOWN</i> , <i>ENABLED</i> , <i>PAUSED</i> , <i>REMOVED</i> .
CampaignId	Long	Attribute	Campaign ID	Campaign ID for the KeywordlessQuery report.
CampaignName	String	Attribute	Campaign	Campaign for the KeywordlessQuery report.
CampaignStatus	String	Attribute	Campaign State	Campaign State for the KeywordlessQuery report.  The allowed values are <i>UNKNOWN</i> , <i>ENABLED</i> , <i>PAUSED</i> , <i>REMOVED</i> .
CategoryPaths	String	Attribute	Categories	Categories for the KeywordlessQuery report.
CriterionId	Long	Attribute	Keyword ID	Keyword ID for the KeywordlessQuery report.
CustomerDescriptiveName	String	Attribute	Client Name	Client Name for the

				KeywordlessQuery report.
Domain	<i>String</i>	Attribute	Domain	Domain for the KeywordlessQuery report.
ExternalCustomerId	<i>Long</i>	Attribute	Customer ID	Customer ID for the KeywordlessQuery report.
Line1	<i>String</i>	Attribute	Dynamically Generated Headline	Dynamically Generated Headline for the KeywordlessQuery report.
Query	<i>String</i>	Attribute	Search Term	Search Term for the KeywordlessQuery report.
QueryTargetingStatus	<i>String</i>	Attribute	Added Per Excluded	<p>Added Per Excluded for the KeywordlessQuery report.</p> <p>The allowed values are <i>ADDED</i>, <i>EXCLUDED</i>, <i>BOTH</i>, <i>NONE</i>.</p>
Title	<i>String</i>	Attribute	Landing Page Title	Landing Page Title for the KeywordlessQuery report.
Url	<i>String</i>	Attribute	URL	URL for the KeywordlessQuery report.



ConversionCategoryName	String	Segment	Conversion Category	Conversion Category for the KeywordlessQuery report.
ConversionTrackerId	Long	Segment	Conversion Tracker Id	Conversion Tracker Id for the KeywordlessQuery report.
ConversionTypeName	String	Segment	Conversion Name	Conversion Name for the KeywordlessQuery report.
Date	Date	Segment	Day	Day for the KeywordlessQuery report.
DayOfWeek	String	Segment	Day Of Week	Day Of Week for the KeywordlessQuery report.  The allowed values are <i>MONDAY</i> , <i>TUESDAY</i> , <i>WEDNESDAY</i> , <i>THURSDAY</i> , <i>FRIDAY</i> , <i>SATURDAY</i> , <i>SUNDAY</i> .
ExternalConversionSource	String	Segment	Conversion Source	Conversion Source for the KeywordlessQuery report.  The allowed values are <i>UNKNOWN</i> , <i>WEBPAGE</i> , <i>ANALYTICS</i> ,

UPLOAD, AD\_CALL\_  
 METRICS, OFFERS,  
 ENGAGEMENT,  
 WEBSITE\_CALL\_  
 METRICS, STORE\_  
 VISITS, ANDROID\_  
 IN\_APP, ANDROID\_  
 DOWNLOAD, IOS\_  
 IN\_APP, IOS\_FIRST\_  
 OPEN, APP\_  
 UNSPECIFIED,  
 ANDROID\_FIRST\_  
 OPEN, UPLOAD\_  
 CALLS, FIREBASE,  
 CLICK\_TO\_CALL,  
 SALESFORCE,  
 STORE\_SALES\_CRM,  
 STORE\_SALES\_  
 PAYMENT\_  
 NETWORK,  
 GOOGLE\_PLAY,  
 THIRD\_PARTY\_APP\_  
 ANALYTICS,  
 GOOGLE\_  
 ATTRIBUTION,  
 STORE\_SALES\_  
 DIRECT.

Month	<i>String</i>	Segment	Month	Month for the KeywordlessQuery report.
MonthOfYear	<i>String</i>	Segment	Month Of Year	Month Of Year for the KeywordlessQuery report.  The allowed values are JANUARY, FEBRUARY, MARCH,

APRIL, MAY, JUNE, JULY, AUGUST, SEPTEMBER, OCTOBER, NOVEMBER, DECEMBER.				
Quarter	String	Segment	Quarter	Quarter for the KeywordlessQuery report.
Week	String	Segment	Week	Week for the KeywordlessQuery report.
Year	Integer	Segment	Year	Year for the KeywordlessQuery report.
AllConversionRate	Double	Metric	All Conv Rate	All Conv Rate for the KeywordlessQuery report.
AllConversions	Double	Metric	All Conv	All Conv for the KeywordlessQuery report.
AllConversionValue	Double	Metric	All Conv Value	All Conv Value for the KeywordlessQuery report.
AverageCpc	Decimal	Metric	Avg CPC	Avg CPC for the KeywordlessQuery report.
AverageCpm	Decimal	Metric	Avg CPM	Avg CPM for the KeywordlessQuery report.

Clicks	<i>Long</i>	Metric	Clicks	Clicks for the KeywordlessQuery report.
ConversionRate	<i>Double</i>	Metric	Conv Rate	Conv Rate for the KeywordlessQuery report.
Conversions	<i>Double</i>	Metric	Conversions	Conversions for the KeywordlessQuery report.
ConversionValue	<i>Double</i>	Metric	Total Conv Value	Total Conv Value for the KeywordlessQuery report.
Cost	<i>Decimal</i>	Metric	Cost	Cost for the KeywordlessQuery report.
CostPerAllConversion	<i>Decimal</i>	Metric	Cost Per All Conv	Cost Per All Conv for the KeywordlessQuery report.
CostPerConversion	<i>Decimal</i>	Metric	Cost Per Conv	Cost Per Conv for the KeywordlessQuery report.
CrossDeviceConversions	<i>Double</i>	Metric	Cross-device Conv	Cross-device Conv for the KeywordlessQuery report.
Ctr	<i>Double</i>	Metric	CTR	CTR for the KeywordlessQuery report.

Impressions	<i>Long</i>	Metric	Impressions	Impressions for the KeywordlessQuery report.
ValuePerAllConversion	<i>Double</i>	Metric	Value Per All Conv	Value Per All Conv for the KeywordlessQuery report.
ValuePerConversion	<i>Double</i>	Metric	Value Per Conv	Value Per Conv for the KeywordlessQuery report.

## Pseudo-Columns

Pseudo column fields are used in the WHERE clause of SELECT statements and offer a more granular control over the tuples that are returned from the data source.

Name	Type	Description
StartDate	<i>String</i>	Start date for fetching AdWords data. Both StartDate and EndDate must be set to specify a custom date range. The default range in the last seven days.
EndDate	<i>String</i>	End date for fetching AdWords data. Both StartDate and EndDate must be set to specify a custom date range. The default range in the last seven days.

## KeywordsPerformance

The Keywords Performance report includes all statistics aggregated at the keyword level, one row per keyword.

## Columns

Name	Type	Behavior	Display Name	Description
AccountCurrencyCode	String	Attribute	Currency	Currency for the KeywordsPerformance report.
AccountDescriptiveName	String	Attribute	Account	Account for the KeywordsPerformance report.
AccountTimeZone	String	Attribute	Time Zone	Time Zone for the KeywordsPerformance report.
AdGroupId	Long	Attribute	Ad Group ID	Ad Group ID for the KeywordsPerformance report.
AdGroupName	String	Attribute	Ad Group	Ad Group for the KeywordsPerformance report.
AdGroupStatus	String	Attribute	Ad Group State	Ad Group State for the KeywordsPerformance report.  The allowed values are <i>UNKNOWN</i> , <i>ENABLED</i> , <i>PAUSED</i> , <i>REMOVED</i> .
ApprovalStatus	String	Attribute	Approval	Approval Status

		e	Status	for the KeywordsPerfor mance report.  The allowed values are <i>APPROVED</i> , <i>PENDING_</i> <i>REVIEW</i> , <i>UNDER_</i> <i>REVIEW</i> , <i>DISAPPROVED</i> .
BaseAdGroupId	Long	Attribut e	Base Ad Group ID	Base Ad Group ID for the KeywordsPerfor mance report.
BaseCampaignId	Long	Attribut e	Base Campaign ID	Base Campaign ID for the KeywordsPerfor mance report.
BiddingStrategyId	Long	Attribut e	Bid Strategy ID	Bid Strategy ID for the KeywordsPerfor mance report.
BiddingStrategyName	String	Attribut e	Bid Strategy Name	Bid Strategy Name for the KeywordsPerfor mance report.
BiddingStrategySource	String	Attribut e	Bidding Strategy Source	Bidding Strategy Source for the KeywordsPerfor mance report.  The allowed values are <i>CAMPAIGN</i> , <i>ADGROUP</i> ,

				CRITERION.
BiddingStrategyType	String	Attribute	Bid Strategy Type	<p>Bid Strategy Type for the KeywordsPerformance report.</p> <p>The allowed values are  MANUAL_CPC,  MANUAL_CPV,  MANUAL_CPM,  PAGE_ONE_PROMOTED,  TARGET_SPEND,  TARGET_CPA,  TARGET_ROAS,  MAXIMIZE_CONVERSIONS,  MAXIMIZE_CONVERSION_VALUE, TARGET_OUTRANK_SHARE, NONE, UNKNOWN.</p>
CampaignId	Long	Attribute	Campaign ID	Campaign ID for the KeywordsPerformance report.
CampaignName	String	Attribute	Campaign	Campaign for the KeywordsPerformance report.
CampaignStatus	String	Attribute	Campaign State	Campaign State for the KeywordsPerformance report.



				The allowed values are <i>UNKNOWN</i> , <i>ENABLED</i> , <i>PAUSED</i> , <i>REMOVED</i> .
ConversionAdjustment	<i>String</i>	Attribute	Conversion Adjustment	Conversion Adjustment for the KeywordsPerformance report.  The allowed values are <i>TRUE</i> , <i>FALSE</i> .
CpcBid	<i>Decimal</i>	Attribute	Max CPC	Max CPC for the KeywordsPerformance report.
CpcBidSource	<i>String</i>	Attribute	Max CPC Source	Max CPC Source for the KeywordsPerformance report.  The allowed values are <i>ADGROUP</i> , <i>CRITERION</i> , <i>ADGROUP_BIDDING_STRATEGY</i> , <i>CAMPAIGN_BIDDING_STRATEGY</i> .
CpmBid	<i>Decimal</i>	Attribute	Max CPM	Max CPM for the KeywordsPerformance report.

CreativeQualityScore	String	Attribute	Ad Relevance	Ad Relevance for the KeywordsPerformance report.  The allowed values are UNKNOWN, BELOW_AVERAGE, AVERAGE, ABOVE_AVERAGE.
Criteria	String	Attribute	Keyword	Keyword for the KeywordsPerformance report.
CriteriaDestinationUrl	String	Attribute	Destination URL	Destination URL for the KeywordsPerformance report.
CustomerDescriptiveName	String	Attribute	Client Name	Client Name for the KeywordsPerformance report.
EnhancedCpcEnabled	String	Attribute	Enhanced CPC Enabled	Enhanced CPC Enabled for the KeywordsPerformance report.  The allowed values are TRUE, FALSE.
EstimatedAddClicksAtFirstPositionCpc	Long	Attribute	Est Add Clicks Per wk (first Position Bid)	Est Add Clicks Per wk (first Position Bid) for the KeywordsPerformance report.

				mance report.
EstimatedAddCostAtFirstPositionCpc	<i>Decimal</i>	Attribute	Est Add Cost Per wk (first Position Bid)	Est Add Cost Per wk (first Position Bid) for the KeywordsPerformance report.
ExternalCustomerId	<i>Long</i>	Attribute	Customer ID	Customer ID for the KeywordsPerformance report.
FinalAppUrls	<i>String</i>	Attribute	App Final URL	App Final URL for the KeywordsPerformance report.
FinalMobileUrls	<i>String</i>	Attribute	Mobile Final URL	Mobile Final URL for the KeywordsPerformance report.
FinalUrls	<i>String</i>	Attribute	Final URL	Final URL for the KeywordsPerformance report.
FinalUrlSuffix	<i>String</i>	Attribute	Final URL Suffix	Final URL Suffix for the KeywordsPerformance report.
FirstPageCpc	<i>String</i>	Attribute	First Page CPC	First Page CPC for the KeywordsPerformance report.
FirstPositionCpc	<i>String</i>	Attribute	First Position CPC	First Position CPC for the KeywordsPerformance report.

				mance report.
HasQualityScore	<i>String</i>	Attribute	Has Quality Score	Has Quality Score for the KeywordsPerformance report.  The allowed values are <i>TRUE</i> , <i>FALSE</i> .
Id	<i>Long</i>	Attribute	Keyword ID	Keyword ID for the KeywordsPerformance report.
IsNegative	<i>String</i>	Attribute	Is Negative	Is Negative for the KeywordsPerformance report.  The allowed values are <i>TRUE</i> , <i>FALSE</i> .
KeywordMatchType	<i>String</i>	Attribute	Match Type	Match Type for the KeywordsPerformance report.  The allowed values are <i>EXACT</i> , <i>PHRASE</i> , <i>BROAD</i> .
LabelIds	<i>String</i>	Attribute	Label IDs	Label IDs for the KeywordsPerformance report.
Labels	<i>String</i>	Attribute	Labels	Labels for the KeywordsPerformance report.

				mance report.
PostClickQualityScore	<i>String</i>	Attribute	Landing Page Experience	<p>Landing Page Experience for the KeywordsPerformance report.</p> <p>The allowed values are <i>UNKNOWN</i>, <i>BELOW_AVERAGE</i>, <i>AVERAGE</i>, <i>ABOVE_AVERAGE</i>.</p>
QualityScore	<i>Integer</i>	Attribute	Quality Score	Quality Score for the KeywordsPerformance report.
SearchPredictedCtr	<i>String</i>	Attribute	Expected Clickthrough Rate	<p>Expected Clickthrough Rate for the KeywordsPerformance report.</p> <p>The allowed values are <i>UNKNOWN</i>, <i>BELOW_AVERAGE</i>, <i>AVERAGE</i>, <i>ABOVE_AVERAGE</i>.</p>
Status	<i>String</i>	Attribute	Keyword State	<p>Keyword State for the KeywordsPerformance report.</p> <p>The allowed</p>

				values are <i>ENABLED</i> , <i>REMOVED</i> , <i>PAUSED</i> .
SystemServingStatus	<i>String</i>	Attribute	Criterion Serving Status	Criterion Serving Status for the KeywordsPerfor mance report.  The allowed values are <i>ELIGIBLE</i> , <i>RARELY_SERVED</i> .
TopOfPageCpc	<i>String</i>	Attribute	Top Of Page CPC	Top Of Page CPC for the KeywordsPerfor mance report.
TrackingUrlTemplate	<i>String</i>	Attribute	Tracking Template	Tracking Template for the KeywordsPerfor mance report.
UrlCustomParameters	<i>String</i>	Attribute	Custom Parameter	Custom Parameter for the KeywordsPerfor mance report.
VerticalId	<i>Long</i>	Attribute	Vertical ID	Vertical ID for the KeywordsPerfor mance report.
AdNetworkType1	<i>String</i>	Segment	Network	Network for the KeywordsPerfor mance report.  The allowed

				values are <i>UNKNOWN</i> , <i>SEARCH</i> , <i>CONTENT</i> , <i>YOUTUBE_</i> <i>SEARCH</i> , <i>YOUTUBE_</i> <i>WATCH</i> , <i>MIXED</i> .
AdNetworkType2	<i>String</i>	Segment	Network (with Search Partners)	<p>Network (with Search Partners) for the KeywordsPerfor mance report.</p> <p>The allowed values are <i>UNKNOWN</i>, <i>SEARCH</i>, <i>SEARCH_</i> <i>PARTNERS</i>, <i>CONTENT</i>, <i>YOUTUBE_</i> <i>SEARCH</i>, <i>YOUTUBE_</i> <i>WATCH</i>, <i>MIXED</i>.</p>
ClickType	<i>String</i>	Segment	Click Type	<p>Click Type for the KeywordsPerfor mance report.</p> <p>The allowed values are <i>URL_</i> <i>CLICKS</i>, <i>CALLS</i>,</p>

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OTHER,  
PRODUCT\_  
EXTENSION\_  
CLICKS,  
SITELINKS,  
PRODUCT\_  
LISTING\_AD\_  
CLICKS, GET\_  
DIRECTIONS,  
OFFER\_PRINTS,  
BREADCRUMBS,  
CALL\_TRACKING,  
MOBILE\_CALL\_  
TRACKING,  
LOCATION\_  
EXPANSION,  
STORE\_LOCATOR,  
PRODUCT\_  
LISTING\_AD\_  
LOCAL, APP\_  
DEEPLINK,  
PRODUCT\_  
LISTING\_AD\_  
MULTICHANNEL\_  
LOCAL,  
PRODUCT\_  
LISTING\_AD\_  
MULTICHANNEL\_  
ONLINE,  
PRODUCT\_  
LISTING\_ADS\_  
COUPON,  
PRODUCT\_  
LISTING\_AD\_  
TRANSACTABLE,  
PRODUCT\_AD\_

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ASE\_AD\_  
CATEGORY\_LINK,  
SHOWCASE\_AD\_  
LOCAL\_  
STOREFRONT\_  
LINK,  
SHOWCASE\_AD\_  
ONLINE\_  
PRODUCT\_LINK,  
SHOWCASE\_AD\_  
LOCAL\_  
PRODUCT\_LINK,  
PRICE\_  
EXTENSION,  
VIDEO\_WEBSITE\_  
CLICKS, VIDEO\_  
CALL\_TO\_  
ACTION\_CLICKS,  
VIDEO\_APP\_  
STORE\_CLICKS,  
VIDEO\_CARD\_  
ACTION\_  
HEADLINE\_  
CLICKS, VIDEO\_  
END\_CAP\_  
CLICKS, CLICK\_  
ON\_  
ENGAGEMENT\_  
AD, LOCATION\_  
FORMAT\_MAP,  
LOCATION\_  
FORMAT\_  
LANDING\_PAGE,  
LOCATION\_  
FORMAT\_STORE\_  
INFO, LOCATION\_  
FORMAT\_  
DIRECTIONS,

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ConversionAdjustmentLagBucket	String	Segment	Days To Conversion Or Adjustment	<div>Days To Conversion Or Adjustment for the KeywordsPerformance report.</div> <div>The allowed values are UNKNOWN, CONVERSION_0_TO_1_DAY, CONVERSION_1_TO_2_DAYS, CONVERSION_2_TO_3_DAYS, CONVERSION_3_TO_4_DAYS, CONVERSION_4_TO_5_DAYS, CONVERSION_5_TO_6_DAYS, CONVERSION_6_TO_7_DAYS, CONVERSION_7_TO_8_DAYS, CONVERSION_8_TO_9_DAYS, CONVERSION_9_TO_10_DAYS, CONVERSION_10_TO_11_DAYS, CONVERSION_11_TO_12_DAYS, CONVERSION_12_TO_13_DAYS,</div>
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CONVERSION\_  
13\_TO\_14\_DAYS,  
CONVERSION\_  
14\_TO\_21\_DAYS,  
CONVERSION\_  
21\_TO\_30\_DAYS,  
CONVERSION\_  
30\_TO\_45\_DAYS,  
CONVERSION\_  
45\_TO\_60\_DAYS,  
CONVERSION\_  
60\_TO\_90\_DAYS,  
ADJUSTMENT\_0\_  
TO\_1\_DAY,  
ADJUSTMENT\_1\_  
TO\_2\_DAYS,  
ADJUSTMENT\_2\_  
TO\_3\_DAYS,  
ADJUSTMENT\_3\_  
TO\_4\_DAYS,  
ADJUSTMENT\_4\_  
TO\_5\_DAYS,  
ADJUSTMENT\_5\_  
TO\_6\_DAYS,  
ADJUSTMENT\_6\_  
TO\_7\_DAYS,  
ADJUSTMENT\_7\_  
TO\_8\_DAYS,  
ADJUSTMENT\_8\_  
TO\_9\_DAYS,  
ADJUSTMENT\_9\_  
TO\_10\_DAYS,  
ADJUSTMENT\_  
10\_TO\_11\_DAYS,  
ADJUSTMENT\_  
11\_TO\_12\_DAYS,  
ADJUSTMENT\_  
12\_TO\_13\_DAYS,  
ADJUSTMENT\_

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ConversionCategoryName	String	Segment	Conversion Category	Conversion Category for the KeywordsPerformance report.
ConversionLagBucket	String	Segment	Days To Conversion	<p>Days To Conversion for the KeywordsPerformance report.</p> <p>The allowed values are  UNKNOWN,  CONVERSION_0_TO_1_DAY,  CONVERSION_1_TO_2_DAYS,  CONVERSION_2_TO_3_DAYS,  CONVERSION_3_TO_4_DAYS,  CONVERSION_4_TO_5_DAYS,  CONVERSION_5_TO_6_DAYS,  CONVERSION_6_TO_7_DAYS,  CONVERSION_7_TO_8_DAYS,  CONVERSION_8_TO_9_DAYS,  CONVERSION_9_TO_10_DAYS,  CONVERSION_10_TO_11_DAYS,  CONVERSION_11_TO_12_DAYS,</p>

				CONVERSION_ 12_TO_13_DAYS, CONVERSION_ 13_TO_14_DAYS, CONVERSION_ 14_TO_21_DAYS, CONVERSION_ 21_TO_30_DAYS, CONVERSION_ 30_TO_45_DAYS, CONVERSION_ 45_TO_60_DAYS, CONVERSION_ 60_TO_90_DAYS.
ConversionTrackerId	Long	Segment	Conversion Tracker Id	Conversion Tracker Id for the KeywordsPerformance report.
ConversionTypeName	String	Segment	Conversion Name	Conversion Name for the KeywordsPerformance report.
Date	Date	Segment	Day	Day for the KeywordsPerformance report.
DayOfWeek	String	Segment	Day Of Week	Day Of Week for the KeywordsPerformance report.  The allowed values are MONDAY, TUESDAY, WEDNESDAY,

				THURSDAY, FRIDAY, SATURDAY, SUNDAY.
Device	String	Segment	Device	Device for the KeywordsPerformance report.  The allowed values are UNKNOWN, DESKTOP, HIGH_ END_MOBILE, TABLET.
ExternalConversionSource	String	Segment	Conversion Source	Conversion Source for the KeywordsPerformance report.  The allowed values are UNKNOWN, WEBPAGE, ANALYTICS, UPLOAD, AD_ CALL_METRICS, OFFERS, ENGAGEMENT, WEBSITE_CALL_ METRICS, STORE_ VISITS, ANDROID_ IN_APP, ANDROID_ DOWNLOAD, IOS_ IN_APP, IOS_ FIRST_OPEN, APP_ UNSPECIFIED,

<p> <i>ANDROID_FIRST_OPEN, UPLOAD_CALLS, FIREBASE, CLICK_TO_CALL, SALESFORCE, STORE_SALES_CRM, STORE_SALES_PAYMENT_NETWORK, GOOGLE_PLAY, THIRD_PARTY_APP_ANALYTICS, GOOGLE_ATTRIBUTION, STORE_SALES_DIRECT.</i> </p>				
Month	<i>String</i>	Segment	Month	Month for the KeywordsPerformance report.
MonthOfYear	<i>String</i>	Segment	Month Of Year	<p>Month Of Year for the KeywordsPerformance report.</p> <p>The allowed values are  <i>JANUARY, FEBRUARY, MARCH, APRIL, MAY, JUNE, JULY, AUGUST, SEPTEMBER, OCTOBER, NOVEMBER, DECEMBER.</i> </p>
Quarter	<i>String</i>	Segment	Quarter	Quarter for the

		nt		KeywordsPerfor mance report.
Slot	<i>String</i>	Segme nt	Top Vs Other	Top Vs Other for the KeywordsPerfor mance report.  The allowed values are <i>SEARCHRHS</i> , <i>SEARCHTOP</i> , <i>SEARCHOTHER</i> , <i>CONTENT</i> , <i>AFSTOP</i> , <i>AFSOTHER</i> , <i>MIXED</i> , <i>UNKNOWN</i> .
Week	<i>String</i>	Segme nt	Week	Week for the KeywordsPerfor mance report.
Year	<i>Intege r</i>	Segme nt	Year	Year for the KeywordsPerfor mance report.
AbsoluteTopImpressionPercentage	<i>Doubl e</i>	Metric	Impr Abs Top	The percent of add impressions shown as the very first ad.
ActiveViewCpm	<i>Decim al</i>	Metric	Active View Avg CPM	Active View Avg CPM for the KeywordsPerfor mance report.
ActiveViewCtr	<i>Doubl e</i>	Metric	Active View Viewable	Active View Viewable CTR for the



			CTR	KeywordsPerformance report.
ActiveViewImpressions	Long	Metric	Active View Viewable Impressions	Active View Viewable Impressions for the KeywordsPerformance report.
ActiveViewMeasurability	Double	Metric	Active View Measurable Impressions Per Impressions	Active View Measurable Impressions Per Impressions for the KeywordsPerformance report.
ActiveViewMeasurableCost	Decimal	Metric	Active View Measurable Cost	Active View Measurable Cost for the KeywordsPerformance report.
ActiveViewMeasurableImpressions	Long	Metric	Active View Measurable Impressions	Active View Measurable Impressions for the KeywordsPerformance report.
ActiveViewViewability	Double	Metric	Active View Viewable Impressions Per Measurable Impressions	Active View Viewable Impressions Per Measurable Impressions for the KeywordsPerformance report.
AllConversionRate	Double	Metric	All Conversion Rate	All Conversion Rate for the KeywordsPerformance report.

AllConversions	<i>Double</i>	Metric	All Conv	All Conv for the KeywordsPerformance report.
AllConversionValue	<i>Double</i>	Metric	All Conv Value	All Conv Value for the KeywordsPerformance report.
AverageCost	<i>Decimal</i>	Metric	Avg Cost	Avg Cost for the KeywordsPerformance report.
AverageCpc	<i>Decimal</i>	Metric	Avg CPC	Avg CPC for the KeywordsPerformance report.
AverageCpe	<i>Double</i>	Metric	Avg CPE	Avg CPE for the KeywordsPerformance report.
AverageCpm	<i>Decimal</i>	Metric	Avg CPM	Avg CPM for the KeywordsPerformance report.
AverageCpv	<i>Double</i>	Metric	Avg CPV	Avg CPV for the KeywordsPerformance report.
AveragePageviews	<i>Double</i>	Metric	Pages Per Session	Pages Per Session for the KeywordsPerformance report.
AveragePosition	<i>Double</i>	Metric	Avg Position	Avg Position for the KeywordsPerformance report.
AverageTimeOnSite	<i>Double</i>	Metric	Avg	Avg Session

	e		Session Duration (seconds)	Duration (seconds) for the KeywordsPerfor mance report.
BounceRate	Double	Metric	Bounce Rate	Bounce Rate for the KeywordsPerfor mance report.
ClickAssistedConversions	Long	Metric	Click Assisted Conv	Click Assisted Conv for the KeywordsPerfor mance report.
ClickAssistedConversionsOverLastClickConversions	Double	Metric	Click Assisted Conv Per Last Click Conv	Click Assisted Conv Per Last Click Conv for the KeywordsPerfor mance report.
ClickAssistedConversionValue	Double	Metric	Click Assisted Conv Value	Click Assisted Conv Value for the KeywordsPerfor mance report.
Clicks	Long	Metric	Clicks	Clicks for the KeywordsPerfor mance report.
ConversionRate	Double	Metric	Conv Rate	Conv Rate for the KeywordsPerfor mance report.
Conversions	Double	Metric	Conversions	Conversions for the KeywordsPerfor

mance report.				
ConversionValue	<i>Double</i>	Metric	Total Conv Value	Total Conv Value for the KeywordsPerformance report.
Cost	<i>Decimal</i>	Metric	Cost	Cost for the KeywordsPerformance report.
CostPerAllConversion	<i>Decimal</i>	Metric	Cost Per All Conv	Cost Per All Conv for the KeywordsPerformance report.
CostPerConversion	<i>Decimal</i>	Metric	Cost Per Conv	Cost Per Conv for the KeywordsPerformance report.
CostPerCurrentModelAttributedConversion	<i>Double</i>	Metric	Cost Per Conv (current Model)	Cost Per Conv (current Model) for the KeywordsPerformance report.
CrossDeviceConversions	<i>Double</i>	Metric	Cross-device Conv	Cross-device Conv for the KeywordsPerformance report.
Ctr	<i>Double</i>	Metric	CTR	CTR for the KeywordsPerformance report.
CurrentModelAttributedConversions	<i>Double</i>	Metric	Conversions (current Model)	Conversions (current Model) for the KeywordsPerformance report.

				mance report.
CurrentModelAttributedConversionValue	Double	Metric	Conv Value (current Model)	Conv Value (current Model) for the KeywordsPerformance report.
EngagementRate	Double	Metric	Engagement Rate	Engagement Rate for the KeywordsPerformance report.
Engagements	Long	Metric	Engagements	Engagements for the KeywordsPerformance report.
GmailForwards	Long	Metric	Gmail Forwards	Gmail Forwards for the KeywordsPerformance report.
GmailSaves	Long	Metric	Gmail Saves	Gmail Saves for the KeywordsPerformance report.
GmailSecondaryClicks	Long	Metric	Gmail Clicks To Website	Gmail Clicks To Website for the KeywordsPerformance report.
HistoricalCreativeQualityScore	String	Metric	Ad Relevance (hist)	Ad Relevance (hist) for the KeywordsPerformance report.  The allowed values are

				UNKNOWN, BELOW_ AVERAGE, AVERAGE, ABOVE_AVERAGE.
HistoricalLandingPageQualityScore	String	Metric	Landing Page Experience (hist)	Landing Page Experience (hist) for the KeywordsPerformance report.  The allowed values are UNKNOWN, BELOW_AVERAGE, AVERAGE, ABOVE_AVERAGE.
HistoricalQualityScore	Integer	Metric	Qual Score (hist)	Qual Score (hist) for the KeywordsPerformance report.
HistoricalSearchPredictedCtr	String	Metric	Expected Clickthrough Rate (hist)	Expected Clickthrough Rate (hist) for the KeywordsPerformance report.  The allowed values are UNKNOWN, BELOW_AVERAGE, AVERAGE, ABOVE_AVERAGE.
ImpressionAssistedConversions	Long	Metric	Impr	Impr Assisted

			Assisted Conv	Conv for the KeywordsPerfor mance report.
ImpressionAssistedConversionsOverLastClickConversionMetric	Double	Metric	Impr Assisted Conv Per Last Click Conv	Impr Assisted Conv Per Last Click Conv for the KeywordsPerfor mance report.
ImpressionAssistedConversionValue	Double	Metric	Impr Assisted Conv Value	Impr Assisted Conv Value for the KeywordsPerfor mance report.
Impressions	Long	Metric	Impressio ns	Impressions for the KeywordsPerfor mance report.
InteractionRate	Double	Metric	Interaction Rate	Interaction Rate for the KeywordsPerfor mance report.
Interactions	Long	Metric	Interactio ns	Interactions for the KeywordsPerfor mance report.
InteractionTypes	String	Metric	Interaction Types	Interaction Types for the KeywordsPerfor mance report.
PercentNewVisitors	Double	Metric	Percent New Sessions	Percent New Sessions for the KeywordsPerfor

				mance report.
SearchAbsoluteTopImpressionShare	Double	Metric	Search Abs Top IS	Search Abs Top IS for the KeywordsPerformance report.
SearchExactMatchImpressionShare	Double	Metric	Search Exact Match IS	Search Exact Match IS for the KeywordsPerformance report.
SearchImpressionShare	Double	Metric	Search Impr Share	Search Impr Share for the KeywordsPerformance report.
SearchRankLostImpressionShare	Double	Metric	Search Lost IS (rank)	Search Lost IS (rank) for the KeywordsPerformance report.
SearchTopImpressionShare	Double	Metric	Search top IS	Search Top IS for the KeywordsPerformance report.
TopImpressionPercentage	Double	Metric	Impr Top	The percent of add impressions that are shown anywhere above the organic search results.
ValuePerAllConversion	Double	Metric	Value Per All Conv	Value Per All Conv for the KeywordsPerformance report.
ValuePerConversion	Double	Metric	Value Per	Value Per Conv



	e		Conv	for the KeywordsPerfor mance report.
ValuePerCurrentModelAttributedConversion	<i>Doubl e</i>	Metric	Value Per Conv (current Model)	Value Per Conv (current Model) for the KeywordsPerfor mance report.
VideoQuartile100Rate	<i>Doubl e</i>	Metric	Video Played To 100Percen t	Video Played To 100Percent for the KeywordsPerfor mance report.
VideoQuartile25Rate	<i>Doubl e</i>	Metric	Video Played To 25Percent	Video Played To 25Percent for the KeywordsPerfor mance report.
VideoQuartile50Rate	<i>Doubl e</i>	Metric	Video Played To 50Percent	Video Played To 50Percent for the KeywordsPerfor mance report.
VideoQuartile75Rate	<i>Doubl e</i>	Metric	Video Played To 75Percent	Video Played To 75Percent for the KeywordsPerfor mance report.
VideoViewRate	<i>Doubl e</i>	Metric	View Rate	View Rate for the KeywordsPerfor mance report.
VideoViews	<i>Long</i>	Metric	Views	Views for the KeywordsPerfor

				mance report.
ViewThroughConversions	<i>Long</i>	Metric	View-through Conv	View-through Conv for the KeywordsPerformance report.

## Pseudo-Columns

Pseudo column fields are used in the WHERE clause of SELECT statements and offer a more granular control over the tuples that are returned from the data source.

Name	Type	Description
StartDate	<i>String</i>	Start date for fetching AdWords data. Both StartDate and EndDate must be set to specify a custom date range. The default range in the last seven days.
EndDate	<i>String</i>	End date for fetching AdWords data. Both StartDate and EndDate must be set to specify a custom date range. The default range in the last seven days.

## Label

The Label report is a structure report that lists all labels for your account.

## Columns

Name	Type	Behavior	DisplayName	Description
AccountDescriptiveName	<i>String</i>	Attribute	Account	Account for the

				Label report.
ExternalCustomerId	Long	Attribute	Customer ID	Customer ID for the Label report.
LabelId	Long	Attribute	Label ID	Label ID for the Label report.
LabelName	String	Attribute	Label Name	Label Name for the Label report.
AdGroupCreativesCount	Long	Metric	Ad Group Creatives Count	Ad Group Creatives Count for the Label report.
AdGroupCriteriaCount	Long	Metric	Ad Group Criteria Count	Ad Group Criteria Count for the Label report.
AdGroupsCount	Long	Metric	Ad Groups Count	Ad Groups Count for the Label report.
CampaignsCount	Long	Metric	Campaigns Count	Campaigns Count for the Label report.
UserListsCount	Long	Metric	User Lists Count	User Lists Count for the Label report.

## Pseudo-Columns

Pseudo column fields are used in the WHERE clause of SELECT statements and offer a more granular control over the tuples that are returned from the data source.

Name	Type	Description
StartDate	<i>String</i>	Start date for fetching AdWords data. Both StartDate and EndDate must be set to specify a custom date range. The default range is in the last seven days.
EndDate	<i>String</i>	End date for fetching AdWords data. Both StartDate and EndDate must be set to specify a custom date range. The default range is in the last seven days.

## LandingPage

The Landing Page report includes all statistics aggregated by default by the UnexpandedFinalUrlString, one row per the URL string.

## Columns

Name	Type	Behavior	DisplayName	Description
AdGroupId	<i>Long</i>	Attribute	Ad Group ID	Ad Group ID for the LandingPage report.
AdGroupName	<i>String</i>	Attribute	Ad Group	Ad Group for the LandingPage report.
CampaignId	<i>Long</i>	Attribute	Campaign ID	Campaign ID for the LandingPage report.
CampaignName	<i>String</i>	Attribute	Campaign	Campaign for

				the LandingPage report.
ExpandedFinalUrlString	<i>String</i>	Attribute	Expanded Landing Page	Expanded Landing Page for the LandingPage report.
UnexpandedFinalUrlString	<i>String</i>	Attribute	Landing Page	Landing Page for the LandingPage report.
AdNetworkType1	<i>String</i>	Segment	Network	<p>Network for the LandingPage report.</p> <p>The allowed values are <i>UNKNOWN</i>, <i>SEARCH</i>, <i>CONTENT</i>, <i>YOUTUBE_SEARCH</i>, <i>YOUTUBE_WATCH</i>, <i>MIXED</i>.</p>
AdNetworkType2	<i>String</i>	Segment	Network (with Search Partners)	<p>Network (with Search Partners) for the LandingPage report.</p> <p>The allowed values are</p>

				UNKNOWN, SEARCH, SEARCH_ PARTNERS, CONTENT, YOUTUBE_ SEARCH, YOUTUBE_ WATCH, MIXED.
Date	Date	Segment	Day	Day for the LandingPage report.
DayOfWeek	String	Segment	Day Of Week	Day Of Week for the LandingPage report.  The allowed values are MONDAY, TUESDAY, WEDNESDAY, THURSDAY, FRIDAY, SATURDAY, SUNDAY.
Device	String	Segment	Device	Device for the LandingPage report.  The allowed values are UNKNOWN, DESKTOP, HIGH_END_ MOBILE, TABLET.

Month	<i>String</i>	Segment	Month	Month for the LandingPage report.
MonthOfYear	<i>String</i>	Segment	Month Of Year	<p>Month Of Year for the LandingPage report.</p> <p>The allowed values are JANUARY, FEBRUARY, MARCH, APRIL, MAY, JUNE, JULY, AUGUST, SEPTEMBER, OCTOBER, NOVEMBER, DECEMBER.</p>
Quarter	<i>String</i>	Segment	Quarter	Quarter for the LandingPage report.
Slot	<i>String</i>	Segment	Top Vs Other	<p>Top Vs Other for the LandingPage report.</p> <p>The allowed values are SEARCHRHS, SEARCHTOP, SEARCHOTHER, CONTENT, AFSTOP, AFSOTHER, MIXED,</p>

UNKNOWN.				
Week	String	Segment	Week	Week for the LandingPage report.
Year	Integer	Segment	Year	Year for the LandingPage report.
ActiveViewCpm	Decimal	Metric	Active View Avg CPM	Active View Avg CPM for the LandingPage report.
ActiveViewCtr	Double	Metric	Active View Viewable CTR	Active View Viewable CTR for the LandingPage report.
ActiveViewImpressions	Long	Metric	Active View Viewable Impressions	Active View Viewable Impressions for the LandingPage report.
ActiveViewMeasurability	Double	Metric	Active View Measurable Impr Per Impr	Active View Measurable Impr Per Impr for the LandingPage report.
ActiveViewMeasurableCost	Decimal	Metric	Active View Measurable Cost	Active View Measurable Cost for the LandingPage



				report.
ActiveViewMeasurableImpressions	<i>Long</i>	Metric	Active View Measurable Impr	Active View Measurable Impr for the LandingPage report.
ActiveViewViewability	<i>Double</i>	Metric	Active View Viewable Impr Per Measurable Impr	Active View Viewable Impr Per Measurable Impr for the LandingPage report.
AverageCost	<i>Decimal</i>	Metric	Avg Cost	Avg Cost for the LandingPage report.
AverageCpc	<i>Decimal</i>	Metric	Avg CPC	Avg CPC for the LandingPage report.
AverageCpm	<i>Decimal</i>	Metric	Avg CPM	Avg CPM for the LandingPage report.
AveragePosition	<i>Double</i>	Metric	Avg Position	Avg Position for the LandingPage report.
Clicks	<i>Long</i>	Metric	Clicks	Clicks for the LandingPage report.

ConversionRate	<i>Double</i>	Metric	Conv Rate	Conv Rate for the LandingPage report.
Conversions	<i>Double</i>	Metric	Conversions	Conversions for the LandingPage report.
ConversionValue	<i>Double</i>	Metric	Total Conv Value	Total Conv Value for the LandingPage report.
Cost	<i>Decimal</i>	Metric	Cost	Cost for the LandingPage report.
CostPerConversion	<i>Decimal</i>	Metric	Cost Per Conv	Cost Per Conv for the LandingPage report.
Ctr	<i>Double</i>	Metric	CTR	CTR for the LandingPage report.
Impressions	<i>Long</i>	Metric	Impressions	Impressions for the LandingPage report.
InteractionRate	<i>Double</i>	Metric	Interaction Rate	Interaction Rate for the LandingPage report.
Interactions	<i>Long</i>	Metric	Interactions	Interactions for the

				LandingPage report.
InteractionTypes	String	Metric	Interaction Types	Interaction Types for the LandingPage report.
PercentageMobileFriendlyClicks	Double	Metric	Mobile-friendly Click Rate	Mobile-friendly Click Rate for the LandingPage report.
PercentageValidAcceleratedMobilePagesClicks	Double	Metric	Valid AMP Click Rate	Valid AMP Click Rate for the LandingPage report.
SpeedScore	Long	Metric	Mobile Speed Score	Mobile Speed Score for the LandingPage report.
ValuePerConversion	Double	Metric	Value Per Conv	Value Per Conv for the LandingPage report.

## Pseudo-Columns

Pseudo column fields are used in the WHERE clause of SELECT statements and offer a more granular control over the tuples that are returned from the data source.

Name	Type	Description

StartDate	<i>String</i>	Start date for fetching AdWords data. Both StartDate and EndDate must be set to specify a custom date range. The default range is in the last seven days.
EndDate	<i>String</i>	End date for fetching AdWords data. Both StartDate and EndDate must be set to specify a custom date range. The default range is in the last seven days.

## LocationCriterion

Represents data that encapsulates a location criterion.

## Columns

Name	Type	Behavior	DisplayName	Description
CriterionId	<i>String</i>			ID of this criterion.
CriterionType	<i>String</i>			Indicates that this instance is a subtype of Criterion.
DisplayType	<i>String</i>			Display type of the location criterion.
TargetingStatus	<i>String</i>			The targeting status of the location criterion.
CanonicalName	<i>String</i>			Canonical name of the location criterion.
Reach	<i>Long</i>			Approximate user population that will be targeted, rounded to the nearest 100.

SearchTerm	<i>String</i>	Original search term, as specified in the input request for search by name.
CountryCode	<i>String</i>	This is used as a hint and suggestions are restricted to this country when applicable.
Locale	<i>String</i>	Preferred locale to be used as a hint for determining the list of locations to return.

## Pseudo-Columns

Pseudo column fields are used in the WHERE clause of SELECT statements and offer a more granular control over the tuples that are returned from the data source.

Name	Type	Description
LocationName	<i>String</i>	Name of the location criterion.

## ManagedCustomers

Service to access basic details about any customer.

## Columns

Name	Type	Behavior	DisplayName	Description
ParentCustomerId [KEY]	String			Management Customer Id.
CustomerId	String			Client Customer Id.
Name	String			Name of the Customer.
CanManageClients	String			Boolean showing if Customer can manage clients.
CurrencyCode	String			CurrencyCode of the customer.
DateTimeZone	String			DateTimeZone
TestAccount	Boolean			Boolean showing if the account is a test account.

## Pseudo-Columns

Pseudo column fields are used in the WHERE clause of SELECT statements and offer a more granular control over the tuples that are returned from the data source.

Name	Type	Description
ExcludeHiddenAccounts	Boolean	Name of the place.

## ManagedCustomersLinks

Service to access basic details about any customer links.

### Columns

Name	Type	Behavior	DisplayName	Description
ParentCustomerId [KEY]	String			Management Customer Id.
ManagerCustomerId	String			linked ManagerCustomer Id.
ClientCustomerId	String			linked Client Customer Id.
IsHidden	Boolean			Boolean showing if is hidden.

### Pseudo-Columns

Pseudo column fields are used in the WHERE clause of SELECT statements and offer a more granular control over the tuples that are returned from the data source.

Name	Type	Description
CustomerId	String	Client Customer Id. Used as input for api calling

Name	<i>String</i>	Name of the Customer. Used as input for api calling
CanManageClients	<i>String</i>	Boolean showing if Customer can manage clients. Used as input for api calling
CurrencyCode	<i>String</i>	CurrencyCode of the customer. Used as input for api calling
DateTimeZone	<i>String</i>	DateTimeZone Used as input for api calling
TestAccount	<i>Boolean</i>	Boolean showing if the account is a test account. Used as input for api calling
ExcludeHiddenAccounts	<i>Boolean</i>	Name of the place. Used as input for api calling

## MarketplacePerformance

The Marketplace Performance report includes all statistics of ads displayed on the Marketplace, aggregated by default at the account level.

## Columns

Name	Type	Behavior	DisplayName	Description
AdGroupId	<i>Long</i>	Attribute	Ad Group ID	Ad Group ID for the MarketplacePerformance report.
CampaignId	<i>Long</i>	Attribute	Campaign ID	Campaign ID for the MarketplacePerformance report.
Date	<i>Date</i>	Segment	Day	Day for the



				MarketplacePerformance report.
DayOfWeek	String	Segment	Day Of Week	Day Of Week for the MarketplacePerformance report.  The allowed values are MONDAY, TUESDAY, WEDNESDAY, THURSDAY, FRIDAY, SATURDAY, SUNDAY.
Month	String	Segment	Month	Month for the MarketplacePerformance report.
MonthOfYear	String	Segment	Month Of Year	Month Of Year for the MarketplacePerformance report.  The allowed values are JANUARY, FEBRUARY, MARCH, APRIL, MAY, JUNE, JULY, AUGUST, SEPTEMBER, OCTOBER, NOVEMBER, DECEMBER.
Quarter	String	Segment	Quarter	Quarter for the MarketplacePerformance report.
Week	String	Segment	Week	Week for the MarketplacePerformance report.
Year	Integer	Segment	Year	Year for the MarketplacePerformance report.
AverageCpc	Decimal	Metric	Avg CPC	Avg CPC for the

				MarketplacePerformance report.
AverageCpm	<i>Decimal</i>	Metric	Avg CPM	Avg CPM for the MarketplacePerformance report.
Clicks	<i>Long</i>	Metric	Clicks	Clicks for the MarketplacePerformance report.
ConversionRate	<i>Double</i>	Metric	Conv Rate	Conv Rate for the MarketplacePerformance report.
Conversions	<i>Double</i>	Metric	Conversions	Conversions for the MarketplacePerformance report.
ConversionValue	<i>Double</i>	Metric	Total Conv Value	Total Conv Value for the MarketplacePerformance report.
Cost	<i>Decimal</i>	Metric	Cost	Cost for the MarketplacePerformance report.
CostPerConversion	<i>Decimal</i>	Metric	Cost Per Conv	Cost Per Conv for the MarketplacePerformance report.
Ctr	<i>Double</i>	Metric	CTR	CTR for the MarketplacePerformance report.
Impressions	<i>Long</i>	Metric	Impressions	Impressions for the MarketplacePerformance report.
ValuePerConversion	<i>Double</i>	Metric	Value Per Conv	Value Per Conv for the

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MarketplacePerformance  
report.

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## Pseudo-Columns

Pseudo column fields are used in the WHERE clause of SELECT statements and offer a more granular control over the tuples that are returned from the data source.

Name	Type	Description
StartDate	<i>String</i>	Start date for fetching AdWords data. Both StartDate and EndDate must be set to specify a custom date range. The default range in the last seven days.
EndDate	<i>String</i>	End date for fetching AdWords data. Both StartDate and EndDate must be set to specify a custom date range. The default range in the last seven days.

## PaidOrganicQuery

The Paid and Organic Query report provides a holistic view of your search stats across ads and organic listings at the query level. This lets you analyze strengths and gaps in your overall search presence, and gives insight into how your paid and organic search listings work together to connect your business with people searching on Google.

## Columns

Name	Type	Behavior	DisplayName	Description
AccountCurrencyCode	<i>String</i>	Attribute	Currency	Currency for the PaidOrganicQuer

				y report.
AccountDescriptiveName	String	Attribute	Account	Account for the PaidOrganicQuery report.
AccountTimeZone	String	Attribute	Time Zone	Time Zone for the PaidOrganicQuery report.
AdGroupId	Long	Attribute	Ad Group ID	Ad Group ID for the PaidOrganicQuery report.
AdGroupName	String	Attribute	Ad Group	Ad Group for the PaidOrganicQuery report.
AdGroupStatus	String	Attribute	Ad Group State	Ad Group State for the PaidOrganicQuery report.  The allowed values are UNKNOWN, ENABLED, PAUSED, REMOVED.
CampaignId	Long	Attribute	Campaign ID	Campaign ID for the PaidOrganicQuery report.
CampaignName	String	Attribute	Campaign	Campaign for the PaidOrganicQuery report.

CampaignStatus	<i>String</i>	Attribute	Campaign State	Campaign State for the PaidOrganicQuery report.  The allowed values are <i>UNKNOWN</i> , <i>ENABLED</i> , <i>PAUSED</i> , <i>REMOVED</i> .
CustomerDescriptiveName	<i>String</i>	Attribute	Client Name	Client Name for the PaidOrganicQuery report.
ExternalCustomerId	<i>Long</i>	Attribute	Customer ID	Customer ID for the PaidOrganicQuery report.
KeywordId	<i>Long</i>	Attribute	Keyword ID	Keyword ID for the PaidOrganicQuery report.
KeywordTextMatchingQuery	<i>String</i>	Attribute	Keyword	Keyword for the PaidOrganicQuery report.
SearchQuery	<i>String</i>	Attribute	Query	Query for the PaidOrganicQuery report.
Date	<i>Date</i>	Segment	Day	Day for the PaidOrganicQuery report.
DayOfWeek	<i>String</i>	Segment	Day Of Week	Day Of Week for

				<p>the PaidOrganicQuery report.</p> <p>The allowed values are  MONDAY,  TUESDAY,  WEDNESDAY,  THURSDAY,  FRIDAY,  SATURDAY,  SUNDAY.</p>
Month	String	Segment	Month	Month for the PaidOrganicQuery report.
MonthOfYear	String	Segment	Month Of Year	<p>Month Of Year for the PaidOrganicQuery report.</p> <p>The allowed values are  JANUARY,  FEBRUARY,  MARCH, APRIL,  MAY, JUNE, JULY,  AUGUST,  SEPTEMBER,  OCTOBER,  NOVEMBER,  DECEMBER.</p>
Quarter	String	Segment	Quarter	Quarter for the PaidOrganicQuery report.
QueryMatchType	String	Segment	Match Type	Match Type for the

				<p>PaidOrganicQuery report.</p> <p>The allowed values are <i>AUTO</i>, <i>BROAD</i>, <i>EXACT</i>, <i>EXPANDED</i>, <i>PHRASE</i>.</p>
SerpType	<i>String</i>	Segment	Search Result Type	<p>Search Result Type for the PaidOrganicQuery report.</p> <p>The allowed values are <i>UNKNOWN</i>, <i>ADS_ONLY</i>, <i>ORGANIC_ONLY</i>, <i>ADS_AND_ORGANIC</i>.</p>
Week	<i>String</i>	Segment	Week	Week for the PaidOrganicQuery report.
Year	<i>Integer</i>	Segment	Year	Year for the PaidOrganicQuery report.
AverageCpc	<i>Decimal</i>	Metric	Ad Avg CPC	Ad Avg CPC for the PaidOrganicQuery report.
AveragePosition	<i>Double</i>	Metric	Ad Avg Position	Ad Avg Position for the PaidOrganicQuery report.
Clicks	<i>Long</i>	Metric	Ad Clicks	Ad Clicks for the PaidOrganicQuery

				y report.
CombinedAdsOrganicClicks	Long	Metric	Combined Clicks	Combined Clicks for the PaidOrganicQuery report.
CombinedAdsOrganicClicksPerQuery	Double	Metric	Combined Clicks Per Query	Combined Clicks Per Query for the PaidOrganicQuery report.
CombinedAdsOrganicQueries	Long	Metric	Combined Queries	Combined Queries for the PaidOrganicQuery report.
Ctr	Double	Metric	Ad CTR	Ad CTR for the PaidOrganicQuery report.
Impressions	Long	Metric	Ad Impressions	Ad Impressions for the PaidOrganicQuery report.
OrganicAveragePosition	Double	Metric	Organic Average Position	Organic Average Position for the PaidOrganicQuery report.
OrganicClicks	Long	Metric	Organic Clicks	Organic Clicks for the PaidOrganicQuery report.
OrganicClicksPerQuery	Double	Metric	Organic Clicks Per Query	Organic Clicks Per Query for the PaidOrganicQuery report.



OrganicImpressions	<i>Long</i>	Metric	Organic Listings	Organic Listings for the PaidOrganicQuery report.
OrganicImpressionsPerQuery	<i>Double</i>	Metric	Organic Listings Per Query	Organic Listings Per Query for the PaidOrganicQuery report.
OrganicQueries	<i>Long</i>	Metric	Organic Queries	Organic Queries for the PaidOrganicQuery report.

## Pseudo-Columns

Pseudo column fields are used in the WHERE clause of SELECT statements and offer a more granular control over the tuples that are returned from the data source.

Name	Type	Description
StartDate	<i>String</i>	Start date for fetching AdWords data. Both StartDate and EndDate must be set to specify a custom date range. The default range in the last seven days.
EndDate	<i>String</i>	End date for fetching AdWords data. Both StartDate and EndDate must be set to specify a custom date range. The default range in the last seven days.

## ParentalStatusPerformance

The Parental Status Performance report includes statistics aggregated at the parental status level, one row per parental status

## Columns

Name	Type	Behavior	Display Name	Description
AccountCurrencyCode	String	Attribute	Currency	Currency for the ParentalStatusPerformance report.
AccountDescriptiveName	String	Attribute	Account	Account for the ParentalStatusPerformance report.
AccountTimeZone	String	Attribute	Time Zone	Time Zone for the ParentalStatusPerformance report.
AdGroupId	Long	Attribute	Ad Group ID	Ad Group ID for the ParentalStatusPerformance report.
AdGroupName	String	Attribute	Ad Group	Ad Group for the ParentalStatusPerformance report.
AdGroupStatus	String	Attribute	Ad Group State	Ad Group State for the ParentalStatusPerformance report.  The allowed values are <i>UNKNOWN</i> , <i>ENABLED</i> , <i>PAUSED</i> , <i>REMOVED</i> .
BaseAdGroupId	Long	Attribute	Base Ad Group ID	Base Ad Group ID for the ParentalStatusPerformance report.
BaseCampaignId	Long	Attribute	Base Campaign ID	Base Campaign ID for the

				ParentalStatusPerformance report.
BiddingStrategyId	<i>Long</i>	Attribute	Bid Strategy ID	Bid Strategy ID for the ParentalStatusPerformance report.
BiddingStrategyName	<i>String</i>	Attribute	Bid Strategy Name	Bid Strategy Name for the ParentalStatusPerformance report.
BiddingStrategyType	<i>String</i>	Attribute	Bid Strategy Type	<p>Bid Strategy Type for the ParentalStatusPerformance report.</p> <p>The allowed values are <i>MANUAL_CPC</i>, <i>MANUAL_CPV</i>, <i>MANUAL_CPM</i>, <i>PAGE_ONE_PROMOTED</i>, <i>TARGET_SPEND</i>, <i>TARGET_CPA</i>, <i>TARGET_ROAS</i>, <i>MAXIMIZE_CONVERSIONS</i>, <i>MAXIMIZE_CONVERSION_VALUE</i>, <i>TARGET_OUTRANK_SHARE</i>, <i>NONE</i>, <i>UNKNOWN</i>.</p>
BidModifier	<i>Double</i>	Attribute	Bid Adj	Bid Adj for the ParentalStatusPerformance report.
CampaignId	<i>Long</i>	Attribute	Campaign ID	Campaign ID for the ParentalStatusPerformance report.
CampaignName	<i>String</i>	Attribute	Campaign	Campaign for the

				ParentalStatusPerformance report.
CampaignStatus	String	Attribute	Campaign State	<p>Campaign State for the ParentalStatusPerformance report.</p> <p>The allowed values are <i>UNKNOWN, ENABLED, PAUSED, REMOVED</i>.</p>
CpcBid	Decimal	Attribute	Max CPC	Max CPC for the ParentalStatusPerformance report.
CpcBidSource	String	Attribute	Max CPC Source	<p>Max CPC Source for the ParentalStatusPerformance report.</p> <p>The allowed values are <i>ADGROUP, CRITERION, ADGROUP_BIDDING_STRATEGY, CAMPAIGN_BIDDING_STRATEGY</i>.</p>
CpmBid	Decimal	Attribute	Max CPM	Max CPM for the ParentalStatusPerformance report.
CpmBidSource	String	Attribute	Max CPM Source	<p>Max CPM Source for the ParentalStatusPerformance report.</p> <p>The allowed values are <i>ADGROUP, CRITERION, ADGROUP_BIDDING_STRATEGY, CAMPAIGN_BIDDING_STRATEGY</i>.</p>
Criteria	String	Attribute	Parental Status	Parental Status for the ParentalStatusPerformance

				nce report.
CriteriaDestinationUrl	<i>String</i>	Attribute	Destination URL	Destination URL for the ParentalStatusPerformance report.
CustomerDescriptiveName	<i>String</i>	Attribute	Client Name	Client Name for the ParentalStatusPerformance report.
ExternalCustomerId	<i>Long</i>	Attribute	Customer ID	Customer ID for the ParentalStatusPerformance report.
FinalAppUrls	<i>String</i>	Attribute	App Final URL	App Final URL for the ParentalStatusPerformance report.
FinalMobileUrls	<i>String</i>	Attribute	Mobile Final URL	Mobile Final URL for the ParentalStatusPerformance report.
FinalUrls	<i>String</i>	Attribute	Final URL	Final URL for the ParentalStatusPerformance report.
Id	<i>Long</i>	Attribute	Criterion ID	Criterion ID for the ParentalStatusPerformance report.
IsNegative	<i>String</i>	Attribute	Is Negative	Is Negative for the ParentalStatusPerformance report.  The allowed values are <i>TRUE</i> , <i>FALSE</i> .
IsRestrict	<i>String</i>	Attribute	Is Restricting	Is Restricting for the ParentalStatusPerformance report.

				The allowed values are <i>TRUE, FALSE</i> .
Status	<i>String</i>	Attribute	Parental Status State	<p>Parental Status State for the ParentalStatusPerformance report.</p> <p>The allowed values are <i>ENABLED, REMOVED, PAUSED</i>.</p>
TrackingUrlTemplate	<i>String</i>	Attribute	Tracking Template	Tracking Template for the ParentalStatusPerformance report.
UrlCustomParameters	<i>String</i>	Attribute	Custom Parameter	Custom Parameter for the ParentalStatusPerformance report.
AdNetworkType1	<i>String</i>	Segment	Network	<p>Network for the ParentalStatusPerformance report.</p> <p>The allowed values are <i>UNKNOWN, SEARCH, CONTENT, YOUTUBE_SEARCH, YOUTUBE_WATCH, MIXED</i>.</p>
AdNetworkType2	<i>String</i>	Segment	Network (with Search Partners)	<p>Network (with Search Partners) for the ParentalStatusPerformance report.</p> <p>The allowed values are <i>UNKNOWN, SEARCH, SEARCH_PARTNERS, CONTENT, YOUTUBE_</i></p>

				SEARCH, YOUTUBE_WATCH, MIXED.
ClickType	String	Segment	Click Type	<p>Click Type for the ParentalStatusPerformance report.</p> <p>The allowed values are  URL_CLICKS, CALLS,  OTHER, PRODUCT_EXTENSION_CLICKS,  SITELINKS, PRODUCT_LISTING_AD_CLICKS,  GET_DIRECTIONS,  OFFER_PRINTS,  BREADCRUMBS, CALL_TRACKING, MOBILE_CALL_TRACKING,  LOCATION_EXPANSION,  STORE_LOCATOR,  PRODUCT_LISTING_AD_LOCAL, APP_DEEPLINK,  PRODUCT_LISTING_AD_MULTICHANNEL_LOCAL,  PRODUCT_LISTING_AD_MULTICHANNEL_ONLINE,  PRODUCT_LISTING_ADS_COUPON,  PRODUCT_LISTING_AD_TRANSACTABLE,  PRODUCT_AD_APP_DEEPLINK, SHOWCASE_AD_CATEGORY_LINK,  SHOWCASE_AD_LOCAL_STOREFRONT_LINK,  SHOWCASE_AD_ONLINE_PRODUCT_LINK,  SHOWCASE_AD_LOCAL_</p>

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PRODUCT\_LINK, PRICE\_  
EXTENSION, VIDEO\_  
WEBSITE\_CLICKS,  
VIDEO\_CALL\_TO\_  
ACTION\_CLICKS, VIDEO\_  
APP\_STORE\_CLICKS,  
VIDEO\_CARD\_ACTION\_  
HEADLINE\_CLICKS,  
VIDEO\_END\_CAP\_  
CLICKS, CLICK\_ON\_  
ENGAGEMENT\_AD,  
LOCATION\_FORMAT\_  
MAP, LOCATION\_  
FORMAT\_LANDING\_  
PAGE, LOCATION\_  
FORMAT\_STORE\_INFO,  
LOCATION\_FORMAT\_  
DIRECTIONS, LOCATION\_  
FORMAT\_CALL,  
LOCATION\_FORMAT\_  
TEXT, LOCATION\_  
FORMAT\_IMAGE,  
BROADBAND\_PLAN,  
WIRELESS\_PLAN,  
VISUAL\_SITELINKS,  
PROMOTION\_  
EXTENSION,  
SWIPEABLE\_GALLERY\_  
AD\_HEADLINE,  
SWIPEABLE\_GALLERY\_  
AD\_SWIPES,  
SWIPEABLE\_GALLERY\_  
AD\_SEE\_MORE,  
SWIPEABLE\_GALLERY\_  
AD\_SITELINK\_ONE,  
SWIPEABLE\_GALLERY\_  
AD\_SITELINK\_TWO,  
SWIPEABLE\_GALLERY\_  
AD\_SITELINK\_THREE,  
SWIPEABLE\_GALLERY\_

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				.
ConversionCategoryName	<i>String</i>	Segment	Conversion Category	Conversion Category for the ParentalStatusPerformance report.
ConversionTrackerId	<i>Long</i>	Segment	Conversion Tracker Id	Conversion Tracker Id for the ParentalStatusPerformance report.
ConversionTypeName	<i>String</i>	Segment	Conversion Name	Conversion Name for the ParentalStatusPerformance report.
Date	<i>Date</i>	Segment	Day	Day for the ParentalStatusPerformance report.
DayOfWeek	<i>String</i>	Segment	Day Of Week	Day Of Week for the ParentalStatusPerformance report.  The allowed values are <i>MONDAY, TUESDAY, WEDNESDAY, THURSDAY, FRIDAY, SATURDAY, SUNDAY</i> .
Device	<i>String</i>	Segment	Device	Device for the ParentalStatusPerformance report.  The allowed values are <i>UNKNOWN, DESKTOP, HIGH_END_MOBILE, TABLET</i> .
ExternalConversionSource	<i>String</i>	Segment	Conversion	Conversion Source for

			Source	<p>the ParentalStatusPerformance report.</p> <p>The allowed values are UNKNOWN, WEBPAGE, ANALYTICS, UPLOAD, AD_CALL_METRICS, OFFERS, ENGAGEMENT, WEBSITE_CALL_METRICS, STORE_VISITS, ANDROID_IN_APP, ANDROID_DOWNLOAD, IOS_IN_APP, IOS_FIRST_OPEN, APP_UNSPECIFIED, ANDROID_FIRST_OPEN, UPLOAD_CALLS, FIREBASE, CLICK_TO_CALL, SALESFORCE, STORE_SALES_CRM, STORE_SALES_PAYMENT_NETWORK, GOOGLE_PLAY, THIRD_PARTY_APP_ANALYTICS, GOOGLE_ATTRIBUTION, STORE_SALES_DIRECT.</p>
Month	String	Segment	Month	Month for the ParentalStatusPerformance report.
MonthOfYear	String	Segment	Month Of Year	<p>Month Of Year for the ParentalStatusPerformance report.</p> <p>The allowed values are JANUARY, FEBRUARY, MARCH, APRIL, MAY, JUNE, JULY, AUGUST, SEPTEMBER, OCTOBER,</p>

NOVEMBER, DECEMBER.				
Quarter	String	Segment	Quarter	Quarter for the ParentalStatusPerformance report.
Week	String	Segment	Week	Week for the ParentalStatusPerformance report.
Year	Integer	Segment	Year	Year for the ParentalStatusPerformance report.
ActiveViewCpm	Decimal	Metric	Active View Avg CPM	Active View Avg CPM for the ParentalStatusPerformance report.
ActiveViewCtr	Double	Metric	Active View Viewable CTR	Active View Viewable CTR for the ParentalStatusPerformance report.
ActiveViewImpressions	Long	Metric	Active View Viewable Impressions	Active View Viewable Impressions for the ParentalStatusPerformance report.
ActiveViewMeasurability	Double	Metric	Active View Measurable Impr Per Impr	Active View Measurable Impr Per Impr for the ParentalStatusPerformance report.
ActiveViewMeasurableCost	Decimal	Metric	Active View Measurable Cost	Active View Measurable Cost for the ParentalStatusPerformance report.
ActiveViewMeasurableImpressions	Long	Metric	Active View	Active View Measurable

			Measurable Impr	Impr for the ParentalStatusPerformance report.
ActiveViewViewability	Double	Metric	Active View Viewable Impr Per Measurable Impr	Active View Viewable Impr Per Measurable Impr for the ParentalStatusPerformance report.
AllConversionRate	Double	Metric	All Conv Rate	All Conv Rate for the ParentalStatusPerformance report.
AllConversions	Double	Metric	All Conv	All Conv for the ParentalStatusPerformance report.
AllConversionValue	Double	Metric	All Conv Value	All Conv Value for the ParentalStatusPerformance report.
AverageCost	Decimal	Metric	Avg Cost	Avg Cost for the ParentalStatusPerformance report.
AverageCpc	Decimal	Metric	Avg CPC	Avg CPC for the ParentalStatusPerformance report.
AverageCpe	Double	Metric	Avg CPE	Avg CPE for the ParentalStatusPerformance report.
AverageCpm	Decimal	Metric	Avg CPM	Avg CPM for the ParentalStatusPerformance report.
AverageCpv	Double	Metric	Avg CPV	Avg CPV for the ParentalStatusPerformance

				nce report.
Clicks	<i>Long</i>	Metric	Clicks	Clicks for the ParentalStatusPerformance report.
ConversionRate	<i>Double</i>	Metric	Conv Rate	Conv Rate for the ParentalStatusPerformance report.
Conversions	<i>Double</i>	Metric	Conversions	Conversions for the ParentalStatusPerformance report.
ConversionValue	<i>Double</i>	Metric	Total Conv Value	Total Conv Value for the ParentalStatusPerformance report.
Cost	<i>Decimal</i>	Metric	Cost	Cost for the ParentalStatusPerformance report.
CostPerAllConversion	<i>Decimal</i>	Metric	Cost Per All Conv	Cost Per All Conv for the ParentalStatusPerformance report.
CostPerConversion	<i>Decimal</i>	Metric	Cost Per Conv	Cost Per Conv for the ParentalStatusPerformance report.
CrossDeviceConversions	<i>Double</i>	Metric	Cross-device Conv	Cross-device Conv for the ParentalStatusPerformance report.
Ctr	<i>Double</i>	Metric	CTR	CTR for the ParentalStatusPerformance report.

EngagementRate	Double	Metric	Engagement Rate	Engagement Rate for the ParentalStatusPerformance report.
Engagements	Long	Metric	Engagements	Engagements for the ParentalStatusPerformance report.
GmailForwards	Long	Metric	Gmail Forwards	Gmail Forwards for the ParentalStatusPerformance report.
GmailSaves	Long	Metric	Gmail Saves	Gmail Saves for the ParentalStatusPerformance report.
GmailSecondaryClicks	Long	Metric	Gmail Clicks To Website	Gmail Clicks To Website for the ParentalStatusPerformance report.
Impressions	Long	Metric	Impressions	Impressions for the ParentalStatusPerformance report.
InteractionRate	Double	Metric	Interaction Rate	Interaction Rate for the ParentalStatusPerformance report.
Interactions	Long	Metric	Interactions	Interactions for the ParentalStatusPerformance report.
InteractionTypes	String	Metric	Interaction Types	Interaction Types for the ParentalStatusPerformance report.
ValuePerAllConversion	Double	Metric	Value Per All	Value Per All Conv for

			Conv	the ParentalStatusPerformance report.
ValuePerConversion	Double	Metric	Value Per Conv	Value Per Conv for the ParentalStatusPerformance report.
VideoQuartile100Rate	Double	Metric	Video Played To 100Percent	Video Played To 100Percent for the ParentalStatusPerformance report.
VideoQuartile25Rate	Double	Metric	Video Played To 25Percent	Video Played To 25Percent for the ParentalStatusPerformance report.
VideoQuartile50Rate	Double	Metric	Video Played To 50Percent	Video Played To 50Percent for the ParentalStatusPerformance report.
VideoQuartile75Rate	Double	Metric	Video Played To 75Percent	Video Played To 75Percent for the ParentalStatusPerformance report.
VideoViewRate	Double	Metric	View Rate	View Rate for the ParentalStatusPerformance report.
VideoViews	Long	Metric	Views	Views for the ParentalStatusPerformance report.
ViewThroughConversions	Long	Metric	View-through Conv	View-through Conv for the ParentalStatusPerformance report.

## Pseudo-Columns

Pseudo column fields are used in the WHERE clause of SELECT statements and offer a more granular control over the tuples that are returned from the data source.

Name	Type	Description
StartDate	<i>String</i>	Start date for fetching AdWords data. Both StartDate and EndDate must be set to specify a custom date range. The default range is in the last seven days.
EndDate	<i>String</i>	End date for fetching AdWords data. Both StartDate and EndDate must be set to specify a custom date range. The default range is in the last seven days.

## Placeholder

The Placeholder Report provides statistics for feed-based ad extensions, one row per placeholder type.

## Columns

Name	Type	Behavior	DisplayName	Description
AccountDescriptiveName	<i>String</i>	Attribute	Account	Account for the Placeholder report.
AdGroupId	<i>Long</i>	Attribute	Ad Group ID	Ad Group ID for the Placeholder report.
AdGroupName	<i>String</i>	Attribute	Ad Group	Ad Group for the Placeholder



				report.
AdGroupStatus	String	Attribute	Ad Group State	Ad Group State for the Placeholder report.  The allowed values are <i>UNKNOWN</i> , <i>ENABLED</i> , <i>PAUSED</i> , <i>REMOVED</i> .
CampaignId	Long	Attribute	Campaign ID	Campaign ID for the Placeholder report.
CampaignName	String	Attribute	Campaign	Campaign for the Placeholder report.
CampaignStatus	String	Attribute	Campaign State	Campaign State for the Placeholder report.  The allowed values are <i>UNKNOWN</i> , <i>ENABLED</i> , <i>PAUSED</i> , <i>REMOVED</i> .
ExtensionPlaceholderCreativeld	Long	Attribute	Ad ID	Ad ID for the Placeholder report.
ExtensionPlaceholderType	String	Attribute	Feed Placeholder Type	Feed Placeholder Type for the Placeholder

				report.
ExternalCustomerId	<i>Long</i>	Attribute	Customer ID	Customer ID for the Placeholder report.
AdNetworkType1	<i>String</i>	Segment	Network	<p>Network for the Placeholder report.</p> <p>The allowed values are <i>UNKNOWN</i>, <i>SEARCH</i>, <i>CONTENT</i>, <i>YOUTUBE_SEARCH</i>, <i>YOUTUBE_WATCH</i>, <i>MIXED</i>.</p>
AdNetworkType2	<i>String</i>	Segment	Network (with Search Partners)	<p>Network (with Search Partners) for the Placeholder report.</p> <p>The allowed values are <i>UNKNOWN</i>, <i>SEARCH</i>, <i>SEARCH_PARTNERS</i>, <i>CONTENT</i>, <i>YOUTUBE_SEARCH</i>, <i>YOUTUBE_WATCH</i>, <i>MIXED</i>.</p>
ClickType	<i>String</i>	Segment	Click Type	Click Type for the Placeholder report.

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The allowed values are *URL\_CLICKS*, *CALLS*, *OTHER*, *PRODUCT\_EXTENSION\_CLICKS*, *SITELINKS*, *PRODUCT\_LISTING\_AD\_CLICKS*, *GET\_DIRECTIONS*, *OFFER\_PRINTS*, *BREADCRUMBS*, *CALL\_TRACKING*, *MOBILE\_CALL\_TRACKING*, *LOCATION\_EXPANSION*, *STORE\_LOCATOR*, *PRODUCT\_LISTING\_AD\_LOCAL*, *APP\_DEEPLINK*, *PRODUCT\_LISTING\_AD\_MULTICHANNEL\_LOCAL*, *PRODUCT\_LISTING\_AD\_MULTICHANNEL\_ONLINE*, *PRODUCT\_LISTING\_ADS\_COUPON*, *PRODUCT\_*

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*LISTING\_AD\_  
TRANSACTABLE,  
PRODUCT\_AD\_  
APP\_DEEPLINK,  
SHOWCASE\_AD\_  
CATEGORY\_LINK,  
SHOWCASE\_AD\_  
LOCAL\_  
STOREFRONT\_  
LINK,  
SHOWCASE\_AD\_  
ONLINE\_  
PRODUCT\_LINK,  
SHOWCASE\_AD\_  
LOCAL\_  
PRODUCT\_LINK,  
PRICE\_  
EXTENSION,  
VIDEO\_WEBSITE\_  
CLICKS, VIDEO\_  
CALL\_TO\_  
ACTION\_CLICKS,  
VIDEO\_APP\_  
STORE\_CLICKS,  
VIDEO\_CARD\_  
ACTION\_  
HEADLINE\_  
CLICKS, VIDEO\_  
END\_CAP\_  
CLICKS, CLICK\_  
ON\_  
ENGAGEMENT\_  
AD, LOCATION\_  
FORMAT\_MAP,  
LOCATION\_  
FORMAT\_  
LANDING\_PAGE,  
LOCATION\_*

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				RY_AD_SITELINK_THREE, SWIPEABLE_GALLERY_AD_SITELINK_FOUR, SWIPEABLE_GALLERY_AD_SITELINK_FIVE, UNKNOWN.
ConversionCategoryName	String	Segment	Conversion Category	Conversion Category for the Placeholder report.
ConversionTrackerId	Long	Segment	Conversion Tracker Id	Conversion Tracker Id for the Placeholder report.
ConversionTypeName	String	Segment	Conversion Name	Conversion Name for the Placeholder report.
Date	Date	Segment	Day	Day for the Placeholder report.
DayOfWeek	String	Segment	Day Of Week	Day Of Week for the Placeholder report.  The allowed values are MONDAY, TUESDAY, WEDNESDAY, THURSDAY, FRIDAY,

				<i>SATURDAY, SUNDAY.</i>
Device	<i>String</i>	Segment	Device	<p>Device for the Placeholder report.</p> <p>The allowed values are <i>UNKNOWN, DESKTOP, HIGH_END_MOBILE, TABLET.</i></p>
ExternalConversionSource	<i>String</i>	Segment	Conversion Source	<p>Conversion Source for the Placeholder report.</p> <p>The allowed values are <i>UNKNOWN, WEBPAGE, ANALYTICS, UPLOAD, AD_CALL_METRICS, OFFERS, ENGAGEMENT, WEBSITE_CALL_METRICS, STORE_VISITS, ANDROID_IN_APP, ANDROID_DOWNLOAD, IOS_IN_APP, IOS_FIRST_OPEN, APP_UNSPECIFIED, ANDROID_FIRST_OPEN, UPLOAD_</i></p>

<p><i>CALLS, FIREBASE, CLICK_TO_CALL, SALESFORCE, STORE_SALES_CRM, STORE_SALES_PAYMENT_NETWORK, GOOGLE_PLAY, THIRD_PARTY_APP_ANALYTICS, GOOGLE_ATTRIBUTION, STORE_SALES_DIRECT.</i></p>				
Month	<i>String</i>	Segment	Month	Month for the Placeholder report.
MonthOfYear	<i>String</i>	Segment	Month Of Year	<p>Month Of Year for the Placeholder report.</p> <p>The allowed values are  <i>JANUARY, FEBRUARY, MARCH, APRIL, MAY, JUNE, JULY, AUGUST, SEPTEMBER, OCTOBER, NOVEMBER, DECEMBER.</i></p>
Quarter	<i>String</i>	Segment	Quarter	Quarter for the Placeholder report.

Slot	<i>String</i>	Segment	Top Vs Other	Top Vs Other for the Placeholder report.  The allowed values are <i>SEARCHRHS</i> , <i>SEARCHTOP</i> , <i>SEARCHOTHER</i> , <i>CONTENT</i> , <i>AFSTOP</i> , <i>AFSOTHER</i> , <i>MIXED</i> , <i>UNKNOWN</i> .
Week	<i>String</i>	Segment	Week	Week for the Placeholder report.
Year	<i>Integer</i>	Segment	Year	Year for the Placeholder report.
AllConversionRate	<i>Double</i>	Metric	All Conv Rate	All Conv Rate for the Placeholder report.
AllConversions	<i>Double</i>	Metric	All Conv	All Conv for the Placeholder report.
AllConversionValue	<i>Double</i>	Metric	All Conv Value	All Conv Value for the Placeholder report.
AverageCost	<i>Decimal</i>	Metric	Avg Cost	Avg Cost for the Placeholder report.



AverageCpc	<i>Decimal</i>	Metric	Avg CPC	Avg CPC for the Placeholder report.
AverageCpe	<i>Double</i>	Metric	Avg CPE	Avg CPE for the Placeholder report.
AverageCpm	<i>Decimal</i>	Metric	Avg CPM	Avg CPM for the Placeholder report.
AverageCpv	<i>Double</i>	Metric	Avg CPV	Avg CPV for the Placeholder report.
AveragePosition	<i>Double</i>	Metric	Avg Position	Avg Position for the Placeholder report.
Clicks	<i>Long</i>	Metric	Clicks	Clicks for the Placeholder report.
ConversionRate	<i>Double</i>	Metric	Conv Rate	Conv Rate for the Placeholder report.
Conversions	<i>Double</i>	Metric	Conversions	Conversions for the Placeholder report.
ConversionValue	<i>Double</i>	Metric	Total Conv Value	Total Conv Value for the Placeholder report.
Cost	<i>Decimal</i>	Metric	Cost	Cost for the Placeholder report.

CostPerAllConversion	<i>Decimal</i>	Metric	Cost Per All Conv	Cost Per All Conv for the Placeholder report.
CostPerConversion	<i>Decimal</i>	Metric	Cost Per Conv	Cost Per Conv for the Placeholder report.
CrossDeviceConversions	<i>Double</i>	Metric	Cross-device Conv	Cross-device Conv for the Placeholder report.
Ctr	<i>Double</i>	Metric	CTR	CTR for the Placeholder report.
EngagementRate	<i>Double</i>	Metric	Engagement Rate	Engagement Rate for the Placeholder report.
Engagements	<i>Long</i>	Metric	Engagements	Engagements for the Placeholder report.
Impressions	<i>Long</i>	Metric	Impressions	Impressions for the Placeholder report.
InteractionRate	<i>Double</i>	Metric	Interaction Rate	Interaction Rate for the Placeholder report.
Interactions	<i>Long</i>	Metric	Interactions	Interactions for the Placeholder report.

InteractionTypes	<i>String</i>	Metric	Interaction Types	Interaction Types for the Placeholder report.
ValuePerAllConversion	<i>Double</i>	Metric	Value Per All Conv	Value Per All Conv for the Placeholder report.
ValuePerConversion	<i>Double</i>	Metric	Value Per Conv	Value Per Conv for the Placeholder report.
VideoViewRate	<i>Double</i>	Metric	View Rate	View Rate for the Placeholder report.
VideoViews	<i>Long</i>	Metric	Views	Views for the Placeholder report.
ViewThroughConversions	<i>Long</i>	Metric	View-through Conv	View-through Conv for the Placeholder report.

## Pseudo-Columns

Pseudo column fields are used in the WHERE clause of SELECT statements and offer a more granular control over the tuples that are returned from the data source.

Name	Type	Description
StartDate	<i>String</i>	Start date for fetching AdWords data. Both StartDate and

		EndDate must be set to specify a custom date range. The default range in the last seven days.
EndDate	<i>String</i>	End date for fetching AdWords data. Both StartDate and EndDate must be set to specify a custom date range. The default range in the last seven days.

## PlaceholderFeedItem

The Placeholder Feed Item report includes all statistics at the feed-item level (e.g., a single sitelink).

## Columns

Name	Type	Behavior	DisplayName	Description
AccountCurrencyCode	<i>String</i>	Attribute	Currency	Currency for the PlaceholderFeedItem report.
AccountDescriptiveName	<i>String</i>	Attribute	Account	Account for the PlaceholderFeedItem report.
AccountTimeZone	<i>String</i>	Attribute	Time Zone	Time Zone for the PlaceholderFeedItem report.
AdId	<i>Long</i>	Attribute	Ad ID	Ad ID for the PlaceholderFeedItem report.
AttributeValues	<i>String</i>	Attribute	Attribute Values	Attribute Values for the PlaceholderFeedItem report.

Criteria	<i>String</i>	Attribute	Target Keyword Text	Target Keyword Text for the PlaceholderFeedItem report.
CustomerDescriptiveName	<i>String</i>	Attribute	Client Name	Client Name for the PlaceholderFeedItem report.
DevicePreference	<i>String</i>	Attribute	Device Preference	Device Preference for the PlaceholderFeedItem report.
DisapprovalShortNames	<i>String</i>	Attribute	Disapproval Reasons	Disapproval Reasons for the PlaceholderFeedItem report.
EndTime	<i>String</i>	Attribute	End Date	End Date for the PlaceholderFeedItem report.
ExternalCustomerId	<i>Long</i>	Attribute	Customer ID	Customer ID for the PlaceholderFeedItem report.
FeedId	<i>Long</i>	Attribute	Feed ID	Feed ID for the PlaceholderFeedItem report.
FeedItemId	<i>Long</i>	Attribute	Item ID	Item ID for the PlaceholderFeedItem report.
GeoTargetingCriterionId	<i>Long</i>	Attribute	Target Location	Target Location for the PlaceholderFeedItem report.

GeoTargetingRestriction	String	Attribute	Target Location Restriction	Target Location Restriction for the PlaceholderFeedItem report.  The allowed values are <i>UNKNOWN</i> , <i>LOCATION_OF_PRESENCE</i> .
IsSelfAction	String	Attribute	This Extension Vs Other	This Extension Vs Other for the PlaceholderFeedItem report.  The allowed values are <i>TRUE</i> , <i>FALSE</i> .
KeywordMatchType	String	Attribute	Target Keyword Match Type	Target Keyword Match Type for the PlaceholderFeedItem report.  The allowed values are <i>EXACT</i> , <i>PHRASE</i> , <i>BROAD</i> .
KeywordTargetingId	Long	Attribute	Keyword ID	Keyword ID for the PlaceholderFeedItem report.
PlaceholderType	Integer	Attribute	Feed Placeholder Type	Feed Placeholder Type for the PlaceholderFeedItem report.
Scheduling	String	Attribute	Scheduling	Scheduling for the PlaceholderFeedItem report.
StartTime	String	Attribute	Start Date	Start Date for the

				PlaceholderFeedItem report.
Status	String	Attribute	Item State	Item State for the PlaceholderFeedItem report.  The allowed values are <i>ENABLED</i> , <i>REMOVED</i> , <i>UNKNOWN</i> .
TargetingAdGroupId	Long	Attribute	Target Ad Group ID	Target Ad Group ID for the PlaceholderFeedItem report.
TargetingCampaignId	Long	Attribute	Target Campaign ID	Target Campaign ID for the PlaceholderFeedItem report.
UrlCustomParameters	String	Attribute	Custom Parameter	Custom Parameter for the PlaceholderFeedItem report.
ValidationDetails	String	Attribute	Approval Status	Approval Status for the PlaceholderFeedItem report.
AdGroupId	Long	Segment	Ad Group ID	Ad Group ID for the PlaceholderFeedItem report.
AdGroupName	String	Segment	Ad Group	Ad Group for the PlaceholderFeedItem report.
AdGroupStatus	String	Segment	Ad Group	Ad Group State for

			State	the PlaceholderFeedItem report.  The allowed values are <i>UNKNOWN</i> , <i>ENABLED</i> , <i>PAUSED</i> , <i>REMOVED</i> .
AdNetworkType1	<i>String</i>	Segment	Network	Network for the PlaceholderFeedItem report.  The allowed values are <i>UNKNOWN</i> , <i>SEARCH</i> , <i>CONTENT</i> , <i>YOUTUBE_SEARCH</i> , <i>YOUTUBE_WATCH</i> , <i>MIXED</i> .
AdNetworkType2	<i>String</i>	Segment	Network (with Search Partners)	Network (with Search Partners) for the PlaceholderFeedItem report.  The allowed values are <i>UNKNOWN</i> , <i>SEARCH</i> , <i>SEARCH_PARTNERS</i> , <i>CONTENT</i> , <i>YOUTUBE_SEARCH</i> , <i>YOUTUBE_WATCH</i> , <i>MIXED</i> .
CampaignId	<i>Long</i>	Segment	Campaign ID	Campaign ID for the PlaceholderFeedItem report.
CampaignName	<i>String</i>	Segment	Campaign	Campaign for the PlaceholderFeedItem report.



CampaignStatus	String	Segment	Campaign State	<p>Campaign State for the PlaceholderFeedItem report.</p> <p>The allowed values are <i>UNKNOWN</i>, <i>ENABLED</i>, <i>PAUSED</i>, <i>REMOVED</i>.</p>
ClickType	String	Segment	Click Type	<p>Click Type for the PlaceholderFeedItem report.</p> <p>The allowed values are <i>URL_CLICKS</i>, <i>CALLS</i>, <i>OTHER</i>, <i>PRODUCT_EXTENSION_CLICKS</i>, <i>SITELINKS</i>, <i>PRODUCT_LISTING_AD_CLICKS</i>, <i>GET_DIRECTIONS</i>, <i>OFFER_PRINTS</i>, <i>BREADCRUMBS</i>, <i>CALL_TRACKING</i>, <i>MOBILE_CALL_TRACKING</i>, <i>LOCATION_EXPANSION</i>, <i>STORE_LOCATOR</i>, <i>PRODUCT_LISTING_AD_LOCAL</i>, <i>APP_DEEPLINK</i>, <i>PRODUCT_LISTING_AD_MULTICHANNEL_LOCAL</i>, <i>PRODUCT_LISTING_AD_MULTICHANNEL_ONLINE</i>, <i>PRODUCT_LISTING_ADS</i>.</p>

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COUPON, PRODUCT\_  
LISTING\_AD\_  
TRANSACTABLE,  
PRODUCT\_AD\_APP\_  
DEEPLINK,  
SHOWCASE\_AD\_  
CATEGORY\_LINK,  
SHOWCASE\_AD\_  
LOCAL\_STOREFRONT\_  
LINK, SHOWCASE\_AD\_  
ONLINE\_PRODUCT\_  
LINK, SHOWCASE\_AD\_  
LOCAL\_PRODUCT\_  
LINK, PRICE\_  
EXTENSION, VIDEO\_  
WEBSITE\_CLICKS,  
VIDEO\_CALL\_TO\_  
ACTION\_CLICKS,  
VIDEO\_APP\_STORE\_  
CLICKS, VIDEO\_CARD\_  
ACTION\_HEADLINE\_  
CLICKS, VIDEO\_END\_  
CAP\_CLICKS, CLICK\_  
ON\_ENGAGEMENT\_AD,  
LOCATION\_FORMAT\_  
MAP, LOCATION\_  
FORMAT\_LANDING\_  
PAGE, LOCATION\_  
FORMAT\_STORE\_  
INFO, LOCATION\_  
FORMAT\_DIRECTIONS,  
LOCATION\_FORMAT\_  
CALL, LOCATION\_  
FORMAT\_TEXT,  
LOCATION\_FORMAT\_  
IMAGE, BROADBAND\_  
PLAN, WIRELESS\_  
PLAN, VISUAL\_  
SITELINKS,

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				.
ConversionCategoryName	String	Segment	Conversion Category	Conversion Category for the PlaceholderFeedItem report.
ConversionTrackerId	Long	Segment	Conversion Tracker Id	Conversion Tracker Id for the PlaceholderFeedItem report.
ConversionTypeName	String	Segment	Conversion Name	Conversion Name for the PlaceholderFeedItem report.
Date	Date	Segment	Day	Day for the PlaceholderFeedItem report.
DayOfWeek	String	Segment	Day Of Week	Day Of Week for the PlaceholderFeedItem report.  The allowed values are <i>MONDAY</i> , <i>TUESDAY</i> , <i>WEDNESDAY</i> , <i>THURSDAY</i> , <i>FRIDAY</i> , <i>SATURDAY</i> , <i>SUNDAY</i> .
Device	String	Segment	Device	Device for the PlaceholderFeedItem report.  The allowed values are <i>UNKNOWN</i> , <i>DESKTOP</i> , <i>HIGH_END_MOBILE</i> , <i>TABLET</i> .

ExternalConversionSource	String	Segment	Conversion Source	<p>Conversion Source for the PlaceholderFeedItem report.</p> <p>The allowed values are <i>UNKNOWN</i>, <i>WEBPAGE</i>, <i>ANALYTICS</i>, <i>UPLOAD</i>, <i>AD_CALL_METRICS</i>, <i>OFFERS</i>, <i>ENGAGEMENT</i>, <i>WEBSITE_CALL_METRICS</i>, <i>STORE_VISITS</i>, <i>ANDROID_IN_APP</i>, <i>ANDROID_DOWNLOAD</i>, <i>IOS_IN_APP</i>, <i>IOS_FIRST_OPEN</i>, <i>APP_UNSPECIFIED</i>, <i>ANDROID_FIRST_OPEN</i>, <i>UPLOAD_CALLS</i>, <i>FIREBASE_CLICK_TO_CALL</i>, <i>SALESFORCE</i>, <i>STORE_SALES_CRM</i>, <i>STORE_SALES_PAYMENT_NETWORK</i>, <i>GOOGLE_PLAY</i>, <i>THIRD_PARTY_APP_ANALYTICS</i>, <i>GOOGLE_ATTRIBUTION</i>, <i>STORE_SALES_DIRECT</i>.</p>
Month	String	Segment	Month	Month for the PlaceholderFeedItem report.
MonthOfYear	String	Segment	Month Of Year	Month Of Year for the PlaceholderFeedItem report.

				The allowed values are JANUARY, FEBRUARY, MARCH, APRIL, MAY, JUNE, JULY, AUGUST, SEPTEMBER, OCTOBER, NOVEMBER, DECEMBER.
Quarter	String	Segment	Quarter	Quarter for the PlaceholderFeedItem report.
Slot	String	Segment	Top Vs Other	Top Vs Other for the PlaceholderFeedItem report.  The allowed values are SEARCHRHS, SEARCHTOP, SEARCHOTHER, CONTENT, AFSTOP, AFSOTHER, MIXED, UNKNOWN.
Week	String	Segment	Week	Week for the PlaceholderFeedItem report.
Year	Integer	Segment	Year	Year for the PlaceholderFeedItem report.
AllConversionRate	Double	Metric	All Conv Rate	All Conv Rate for the PlaceholderFeedItem report.
AllConversions	Double	Metric	All Conv	All Conv for the PlaceholderFeedItem

				report.
AllConversionValue	<i>Double</i>	Metric	All Conv Value	All Conv Value for the PlaceholderFeedItem report.
AverageCost	<i>Decimal</i>	Metric	Avg Cost	Avg Cost for the PlaceholderFeedItem report.
AverageCpc	<i>Decimal</i>	Metric	Avg CPC	Avg CPC for the PlaceholderFeedItem report.
AverageCpe	<i>Double</i>	Metric	Avg CPE	Avg CPE for the PlaceholderFeedItem report.
AverageCpm	<i>Decimal</i>	Metric	Avg CPM	Avg CPM for the PlaceholderFeedItem report.
AverageCpv	<i>Double</i>	Metric	Avg CPV	Avg CPV for the PlaceholderFeedItem report.
AveragePosition	<i>Double</i>	Metric	Avg Position	Avg Position for the PlaceholderFeedItem report.
Clicks	<i>Long</i>	Metric	Clicks	Clicks for the PlaceholderFeedItem report.
ConversionRate	<i>Double</i>	Metric	Conv Rate	Conv Rate for the PlaceholderFeedItem report.
Conversions	<i>Double</i>	Metric	Conversions	Conversions for the PlaceholderFeedItem

				report.
ConversionValue	<i>Double</i>	Metric	Total Conv Value	Total Conv Value for the PlaceholderFeedItem report.
Cost	<i>Decimal</i>	Metric	Cost	Cost for the PlaceholderFeedItem report.
CostPerAllConversion	<i>Decimal</i>	Metric	Cost Per All Conv	Cost Per All Conv for the PlaceholderFeedItem report.
CostPerConversion	<i>Decimal</i>	Metric	Cost Per Conv	Cost Per Conv for the PlaceholderFeedItem report.
CrossDeviceConversions	<i>Double</i>	Metric	Cross-device Conv	Cross-device Conv for the PlaceholderFeedItem report.
Ctr	<i>Double</i>	Metric	CTR	CTR for the PlaceholderFeedItem report.
EngagementRate	<i>Double</i>	Metric	Engagement Rate	Engagement Rate for the PlaceholderFeedItem report.
Engagements	<i>Long</i>	Metric	Engagements	Engagements for the PlaceholderFeedItem report.
Impressions	<i>Long</i>	Metric	Impressions	Impressions for the PlaceholderFeedItem

				report.
InteractionRate	<i>Double</i>	Metric	Interaction Rate	Interaction Rate for the PlaceholderFeedItem report.
Interactions	<i>Long</i>	Metric	Interactions	Interactions for the PlaceholderFeedItem report.
InteractionTypes	<i>String</i>	Metric	Interaction Types	Interaction Types for the PlaceholderFeedItem report.
ValuePerAllConversion	<i>Double</i>	Metric	Value Per All Conv	Value Per All Conv for the PlaceholderFeedItem report.
ValuePerConversion	<i>Double</i>	Metric	Value Per Conv	Value Per Conv for the PlaceholderFeedItem report.
VideoViewRate	<i>Double</i>	Metric	View Rate	View Rate for the PlaceholderFeedItem report.
VideoViews	<i>Long</i>	Metric	Views	Views for the PlaceholderFeedItem report.

## Pseudo-Columns

Pseudo column fields are used in the WHERE clause of SELECT statements and offer a more granular control over the tuples that are returned from the data source.



Name	Type	Description
StartDate	String	Start date for fetching AdWords data. Both StartDate and EndDate must be set to specify a custom date range. The default range in the last seven days.
EndDate	String	End date for fetching AdWords data. Both StartDate and EndDate must be set to specify a custom date range. The default range in the last seven days.

## PlacementPerformance

The Placements Performance report includes all statistics aggregated at the placement level, one row per placement.

## Columns

Name	Type	Behavior	DisplayName	Description
AccountCurrencyCode	String	Attribute	Currency	Currency for the PlacementPerformance report.
AccountDescriptiveName	String	Attribute	Account	Account for the PlacementPerformance report.
AccountTimeZone	String	Attribute	Time Zone	Time Zone for the PlacementPerformance report.
AdGroupId	Long	Attribute	Ad Group ID	Ad Group ID for the PlacementPerformance report.

AdGroupName	String	Attribute	Ad Group	Ad Group for the PlacementPerformance report.
AdGroupStatus	String	Attribute	Ad Group State	Ad Group State for the PlacementPerformance report.  The allowed values are <i>UNKNOWN</i> , <i>ENABLED</i> , <i>PAUSED</i> , <i>REMOVED</i> .
BaseAdGroupId	Long	Attribute	Base Ad Group ID	Base Ad Group ID for the PlacementPerformance report.
BaseCampaignId	Long	Attribute	Base Campaign ID	Base Campaign ID for the PlacementPerformance report.
BiddingStrategyId	Long	Attribute	Bid Strategy ID	Bid Strategy ID for the PlacementPerformance report.
BiddingStrategyName	String	Attribute	Bid Strategy Name	Bid Strategy Name for the PlacementPerformance report.
BiddingStrategyType	String	Attribute	Bid Strategy Type	Bid Strategy Type for the PlacementPerformance report.  The allowed values

				are <i>MANUAL_CPC</i> , <i>MANUAL_CPV</i> , <i>MANUAL_CPM</i> , <i>PAGE_</i> <i>ONE_PROMOTED</i> , <i>TARGET_SPEND</i> , <i>TARGET_CPA</i> , <i>TARGET_ROAS</i> , <i>MAXIMIZE_</i> <i>CONVERSIONS</i> , <i>MAXIMIZE_</i> <i>CONVERSION_VALUE</i> , <i>TARGET_OUTRANK_</i> <i>SHARE</i> , <i>NONE</i> , <i>UNKNOWN</i> .
BidModifier	<i>Double</i>	Attribute	Bid Adj	Bid Adj for the PlacementPerforman ce report.
CampaignId	<i>Long</i>	Attribute	Campaign ID	Campaign ID for the PlacementPerforman ce report.
CampaignName	<i>String</i>	Attribute	Campaign	Campaign for the PlacementPerforman ce report.
CampaignStatus	<i>String</i>	Attribute	Campaign State	Campaign State for the PlacementPerforman ce report.  The allowed values are <i>UNKNOWN</i> , <i>ENABLED</i> , <i>PAUSED</i> , <i>REMOVED</i> .
CpcBid	<i>Decimal</i>	Attribute	Max CPC	Max CPC for the PlacementPerforman ce report.

CpcBidSource	<i>String</i>	Attribute	Max CPC Source	<p>Max CPC Source for the PlacementPerformance report.</p> <p>The allowed values are <i>ADGROUP</i>, <i>CRITERION</i>, <i>ADGROUP_BIDDING_STRATEGY</i>, <i>CAMPAIGN_BIDDING_STRATEGY</i>.</p>
CpmBid	<i>Decimal</i>	Attribute	Max CPM	Max CPM for the PlacementPerformance report.
CpmBidSource	<i>String</i>	Attribute	Max CPM Source	<p>Max CPM Source for the PlacementPerformance report.</p> <p>The allowed values are <i>ADGROUP</i>, <i>CRITERION</i>, <i>ADGROUP_BIDDING_STRATEGY</i>, <i>CAMPAIGN_BIDDING_STRATEGY</i>.</p>
Criteria	<i>String</i>	Attribute	Placement	Placement for the PlacementPerformance report.
CriteriaDestinationUrl	<i>String</i>	Attribute	Destination URL	Destination URL for the PlacementPerformance report.
CustomerDescriptiveName	<i>String</i>	Attribute	Client Name	Client Name for the PlacementPerformance

				ce report.
DisplayName	String	Attribute	Criteria Display Name	Criteria Display Name for the PlacementPerformance report.
ExternalCustomerId	Long	Attribute	Customer ID	Customer ID for the PlacementPerformance report.
FinalAppUrls	String	Attribute	App Final URL	App Final URL for the PlacementPerformance report.
FinalMobileUrls	String	Attribute	Mobile Final URL	Mobile Final URL for the PlacementPerformance report.
FinalUrls	String	Attribute	Final URL	Final URL for the PlacementPerformance report.
Id	Long	Attribute	Criterion ID	Criterion ID for the PlacementPerformance report.
IsNegative	String	Attribute	Is Negative	Is Negative for the PlacementPerformance report.  The allowed values are <i>TRUE</i> , <i>FALSE</i> .
IsRestrict	String	Attribute	Is Restricting	Is Restricting for the PlacementPerformance report.  The allowed values are <i>TRUE</i> , <i>FALSE</i> .

Status	<i>String</i>	Attribute	Placement State	<p>Placement State for the PlacementPerformance report.</p> <p>The allowed values are <i>ENABLED</i>, <i>REMOVED</i>, <i>PAUSED</i>.</p>
TrackingUrlTemplate	<i>String</i>	Attribute	Tracking Template	<p>Tracking Template for the PlacementPerformance report.</p>
UrlCustomParameters	<i>String</i>	Attribute	Custom Parameter	<p>Custom Parameter for the PlacementPerformance report.</p>
AdNetworkType1	<i>String</i>	Segment	Network	<p>Network for the PlacementPerformance report.</p> <p>The allowed values are <i>UNKNOWN</i>, <i>SEARCH</i>, <i>CONTENT</i>, <i>YOUTUBE_SEARCH</i>, <i>YOUTUBE_WATCH</i>, <i>MIXED</i>.</p>
AdNetworkType2	<i>String</i>	Segment	Network (with Search Partners)	<p>Network (with Search Partners) for the PlacementPerformance report.</p> <p>The allowed values are <i>UNKNOWN</i>, <i>SEARCH</i>, <i>SEARCH_PARTNERS</i>, <i>CONTENT</i>, <i>YOUTUBE_SEARCH</i>, <i>YOUTUBE_WATCH</i>,</p>

				MIXED.
ClickType	String	Segment	Click Type	<p>Click Type for the Placement Performance report.</p> <p>The allowed values are <i>URL_CLICKS</i>, <i>CALLS</i>, <i>OTHER</i>, <i>PRODUCT_EXTENSION_CLICKS</i>, <i>SITELINKS</i>, <i>PRODUCT_LISTING_AD_CLICKS</i>, <i>GET_DIRECTIONS</i>, <i>OFFER_PRINTS</i>, <i>BREADCRUMBS</i>, <i>CALL_TRACKING</i>, <i>MOBILE_CALL_TRACKING</i>, <i>LOCATION_EXPANSION</i>, <i>STORE_LOCATOR</i>, <i>PRODUCT_LISTING_AD_LOCAL</i>, <i>APP_DEEPLINK</i>, <i>PRODUCT_LISTING_AD_MULTICHANNEL_LOCAL</i>, <i>PRODUCT_LISTING_AD_MULTICHANNEL_ONLINE</i>, <i>PRODUCT_LISTING_ADS_COUPON</i>, <i>PRODUCT_LISTING_AD_TRANSactable</i>, <i>PRODUCT_AD_APP_DEEPLINK</i>, <i>SHOWCASE_AD_CATEGORY_LINK</i>,</p>

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SHOWCASE\_AD\_  
LOCAL\_STOREFRONT\_  
LINK, SHOWCASE\_AD\_  
ONLINE\_PRODUCT\_  
LINK, SHOWCASE\_AD\_  
LOCAL\_PRODUCT\_  
LINK, PRICE\_  
EXTENSION, VIDEO\_  
WEBSITE\_CLICKS,  
VIDEO\_CALL\_TO\_  
ACTION\_CLICKS,  
VIDEO\_APP\_STORE\_  
CLICKS, VIDEO\_CARD\_  
ACTION\_HEADLINE\_  
CLICKS, VIDEO\_END\_  
CAP\_CLICKS, CLICK\_  
ON\_ENGAGEMENT\_  
AD, LOCATION\_  
FORMAT\_MAP,  
LOCATION\_FORMAT\_  
LANDING\_PAGE,  
LOCATION\_FORMAT\_  
STORE\_INFO,  
LOCATION\_FORMAT\_  
DIRECTIONS,  
LOCATION\_FORMAT\_  
CALL, LOCATION\_  
FORMAT\_TEXT,  
LOCATION\_FORMAT\_  
IMAGE, BROADBAND\_  
PLAN, WIRELESS\_  
PLAN, VISUAL\_  
SITELINKS,  
PROMOTION\_  
EXTENSION,  
SWIPEABLE\_GALLERY\_  
AD\_HEADLINE,  
SWIPEABLE\_GALLERY\_  
AD\_SWIPES,

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				.
ConversionCategoryName	String	Segment	Conversion Category	Conversion Category for the PlacementPerformance report.
ConversionTrackerId	Long	Segment	Conversion Tracker Id	Conversion Tracker Id for the PlacementPerformance report.
ConversionTypeName	String	Segment	Conversion Name	Conversion Name for the PlacementPerformance report.
Date	Date	Segment	Day	Day for the PlacementPerformance report.
DayOfWeek	String	Segment	Day Of Week	Day Of Week for the PlacementPerformance report.  The allowed values are <i>MONDAY</i> , <i>TUESDAY</i> , <i>WEDNESDAY</i> , <i>THURSDAY</i> , <i>FRIDAY</i> , <i>SATURDAY</i> , <i>SUNDAY</i> .
Device	String	Segment	Device	Device for the PlacementPerformance report.  The allowed values are <i>UNKNOWN</i> , <i>DESKTOP</i> , <i>HIGH_END_MOBILE</i> , <i>TABLET</i> .

ExternalConversionSource	<i>String</i>	Segment	Conversion Source	<p>Conversion Source for the PlacementPerformance report.</p> <p>The allowed values are <i>UNKNOWN</i>, <i>WEBPAGE</i>, <i>ANALYTICS</i>, <i>UPLOAD</i>, <i>AD_CALL_METRICS</i>, <i>OFFERS</i>, <i>ENGAGEMENT</i>, <i>WEBSITE_CALL_METRICS</i>, <i>STORE_VISITS</i>, <i>ANDROID_IN_APP</i>, <i>ANDROID_DOWNLOAD</i>, <i>IOS_IN_APP</i>, <i>IOS_FIRST_OPEN</i>, <i>APP_UNSPECIFIED</i>, <i>ANDROID_FIRST_OPEN</i>, <i>UPLOAD_CALLS</i>, <i>FIREBASE_CLICK_TO_CALL</i>, <i>SALESFORCE</i>, <i>STORE_SALES_CRM</i>, <i>STORE_SALES_PAYMENT_NETWORK</i>, <i>GOOGLE_PLAY</i>, <i>THIRD_PARTY_APP_ANALYTICS</i>, <i>GOOGLE_ATTRIBUTION</i>, <i>STORE_SALES_DIRECT</i>.</p>
Month	<i>String</i>	Segment	Month	Month for the PlacementPerformance report.
MonthOfYear	<i>String</i>	Segment	Month Of Year	Month Of Year for the PlacementPerformance

				ce report.  The allowed values are <i>JANUARY, FEBRUARY, MARCH, APRIL, MAY, JUNE, JULY, AUGUST, SEPTEMBER, OCTOBER, NOVEMBER, DECEMBER.</i>
Quarter	<i>String</i>	Segment	Quarter	Quarter for the PlacementPerformance report.
Week	<i>String</i>	Segment	Week	Week for the PlacementPerformance report.
Year	<i>Integer</i>	Segment	Year	Year for the PlacementPerformance report.
ActiveViewCpm	<i>Decimal</i>	Metric	Active View Avg CPM	Active View Avg CPM for the PlacementPerformance report.
ActiveViewCtr	<i>Double</i>	Metric	Active View Viewable CTR	Active View Viewable CTR for the PlacementPerformance report.
ActiveViewImpressions	<i>Long</i>	Metric	Active View Viewable Impressions	Active View Viewable Impressions for the PlacementPerformance report.
ActiveViewMeasurability	<i>Double</i>	Metric	Active View	Active View

			Measurable Impr Per Impr	Measurable Impr Per Impr for the PlacementPerforman ce report.
ActiveViewMeasurableCost	Decimal	Metric	Active View Measurable Cost	Active View Measurable Cost for the PlacementPerforman ce report.
ActiveViewMeasurableImpression	Long	Metric	Active View Measurable Impr	Active View Measurable Impr for the PlacementPerforman ce report.
ActiveViewViewability	Double	Metric	Active View Viewable Impr Per Measurable Impr	Active View Viewable Impr Per Measurable Impr for the PlacementPerforman ce report.
AllConversionRate	Double	Metric	All Conv Rate	All Conv Rate for the PlacementPerforman ce report.
AllConversions	Double	Metric	All Conv	All Conv for the PlacementPerforman ce report.
AllConversionValue	Double	Metric	All Conv Value	All Conv Value for the PlacementPerforman ce report.
AverageCost	Decimal	Metric	Avg Cost	Avg Cost for the PlacementPerforman ce report.
AverageCpc	Decimal	Metric	Avg CPC	Avg CPC for the

				PlacementPerformance report.
AverageCpe	Double	Metric	Avg CPE	Avg CPE for the PlacementPerformance report.
AverageCpm	Decimal	Metric	Avg CPM	Avg CPM for the PlacementPerformance report.
AverageCpv	Double	Metric	Avg CPV	Avg CPV for the PlacementPerformance report.
Clicks	Long	Metric	Clicks	Clicks for the PlacementPerformance report.
ConversionRate	Double	Metric	Conv Rate	Conv Rate for the PlacementPerformance report.
Conversions	Double	Metric	Conversions	Conversions for the PlacementPerformance report.
ConversionValue	Double	Metric	Total Conv Value	Total Conv Value for the PlacementPerformance report.
Cost	Decimal	Metric	Cost	Cost for the PlacementPerformance report.
CostPerAllConversion	Decimal	Metric	Cost Per All Conv	Cost Per All Conv for the PlacementPerformance report.

CostPerConversion	<i>Decimal</i>	Metric	Cost Per Conv	Cost Per Conv for the PlacementPerformance report.
CrossDeviceConversions	<i>Double</i>	Metric	Cross-device Conv	Cross-device Conv for the PlacementPerformance report.
Ctr	<i>Double</i>	Metric	CTR	CTR for the PlacementPerformance report.
EngagementRate	<i>Double</i>	Metric	Engagement Rate	Engagement Rate for the PlacementPerformance report.
Engagements	<i>Long</i>	Metric	Engagements	Engagements for the PlacementPerformance report.
GmailForwards	<i>Long</i>	Metric	Gmail Forwards	Gmail Forwards for the PlacementPerformance report.
GmailSaves	<i>Long</i>	Metric	Gmail Saves	Gmail Saves for the PlacementPerformance report.
GmailSecondaryClicks	<i>Long</i>	Metric	Gmail Clicks To Website	Gmail Clicks To Website for the PlacementPerformance report.
Impressions	<i>Long</i>	Metric	Impressions	Impressions for the PlacementPerformance report.

InteractionRate	<i>Double</i>	Metric	Interaction Rate	Interaction Rate for the PlacementPerformance report.
Interactions	<i>Long</i>	Metric	Interactions	Interactions for the PlacementPerformance report.
InteractionTypes	<i>String</i>	Metric	Interaction Types	Interaction Types for the PlacementPerformance report.
ValuePerAllConversion	<i>Double</i>	Metric	Value Per All Conv	Value Per All Conv for the PlacementPerformance report.
ValuePerConversion	<i>Double</i>	Metric	Value Per Conv	Value Per Conv for the PlacementPerformance report.
VideoQuartile100Rate	<i>Double</i>	Metric	Video Played To 100Percent	Video Played To 100Percent for the PlacementPerformance report.
VideoQuartile25Rate	<i>Double</i>	Metric	Video Played To 25Percent	Video Played To 25Percent for the PlacementPerformance report.
VideoQuartile50Rate	<i>Double</i>	Metric	Video Played To 50Percent	Video Played To 50Percent for the PlacementPerformance report.
VideoQuartile75Rate	<i>Double</i>	Metric	Video Played	Video Played To

			To 75Percent	75Percent for the PlacementPerformance report.
VideoViewRate	Double	Metric	View Rate	View Rate for the PlacementPerformance report.
VideoViews	Long	Metric	Views	Views for the PlacementPerformance report.
ViewThroughConversions	Long	Metric	View-through Conv	View-through Conv for the PlacementPerformance report.

## Pseudo-Columns

Pseudo column fields are used in the WHERE clause of SELECT statements and offer a more granular control over the tuples that are returned from the data source.

Name	Type	Description
StartDate	String	Start date for fetching AdWords data. Both StartDate and EndDate must be set to specify a custom date range. The default range in the last seven days.
EndDate	String	End date for fetching AdWords data. Both StartDate and EndDate must be set to specify a custom date range. The default range in the last seven days.

## ProductPartition



The Product Partition report provides shopping campaign statistics aggregated at the product partition (Id field) level.

## Columns

Name	Type	Behavior	DisplayName	Description
AccountDescriptiveName	String	Attribute	Account	Account for the ProductPartition report.
AdGroupId	Long	Attribute	Ad Group ID	Ad Group ID for the ProductPartition report.
AdGroupName	String	Attribute	Ad Group	Ad Group for the ProductPartition report.
AdGroupStatus	String	Attribute	Ad Group State	Ad Group State for the ProductPartition report.  The allowed values are <i>UNKNOWN</i> , <i>ENABLED</i> , <i>PAUSED</i> , <i>REMOVED</i> .
BiddingStrategyType	String	Attribute	Bid Strategy Type	Bid Strategy Type for the ProductPartition report.

				<p>The allowed values are  <i>MANUAL_CPC</i>,  <i>MANUAL_CPV</i>,  <i>MANUAL_CPM</i>,  <i>PAGE_ONE_PROMOTED</i>,  <i>TARGET_SPEND</i>,  <i>TARGET_CPA</i>,  <i>TARGET_ROAS</i>,  <i>MAXIMIZE_CONVERSIONS</i>,  <i>MAXIMIZE_CONVERSION_VALUE</i>,  <i>TARGET_OUTRANK_SHARE</i>,  <i>NONE</i>,  <i>UNKNOWN</i>.</p>
CampaignId	Long	Attribute	Campaign ID	Campaign ID for the ProductPartition report.
CampaignName	String	Attribute	Campaign	Campaign for the ProductPartition report.
CampaignStatus	String	Attribute	Campaign State	<p>Campaign State for the ProductPartition report.</p> <p>The allowed values are  <i>UNKNOWN</i>,  <i>ENABLED</i>,  <i>PAUSED</i>,  <i>REMOVED</i>.</p>

CpcBid	<i>Decimal</i>	Attribute	Max CPC	Max CPC for the ProductPartition report.
CriteriaDestinationUrl	<i>String</i>	Attribute	Keyword Per Placement Destination URL	Keyword Per Placement Destination URL for the ProductPartition report.
ExternalCustomerId	<i>Long</i>	Attribute	Customer ID	Customer ID for the ProductPartition report.
FinalUrlSuffix	<i>String</i>	Attribute	Final URL Suffix	Final URL Suffix for the ProductPartition report.
Id	<i>Long</i>	Attribute	Criterion ID	Criterion ID for the ProductPartition report.
IsNegative	<i>String</i>	Attribute	Is Negative	Is Negative for the ProductPartition report.  The allowed values are <i>TRUE</i> , <i>FALSE</i> .
ParentCriterionId	<i>Long</i>	Attribute	Parent Criterion ID	Parent Criterion ID for the ProductPartition report.

ProductGroup	<i>String</i>	Attribute	Product Group	Product Group for the ProductPartition report.
TrackingUrlTemplate	<i>String</i>	Attribute	Tracking Template	Tracking Template for the ProductPartition report.
UrlCustomParameters	<i>String</i>	Attribute	Custom Parameter	Custom Parameter for the ProductPartition report.
AdNetworkType1	<i>String</i>	Segment	Network	<p>Network for the ProductPartition report.</p> <p>The allowed values are <i>UNKNOWN</i>, <i>SEARCH</i>, <i>CONTENT</i>, <i>YOUTUBE_SEARCH</i>, <i>YOUTUBE_WATCH</i>, <i>MIXED</i>.</p>
AdNetworkType2	<i>String</i>	Segment	Network (with Search Partners)	<p>Network (with Search Partners) for the ProductPartition report.</p> <p>The allowed values are <i>UNKNOWN</i>, <i>SEARCH</i>,</p>

				SEARCH_ PARTNERS, CONTENT, YOUTUBE_ SEARCH, YOUTUBE_ WATCH, MIXED.
ClickType	String	Segment	Click Type	Click Type for the ProductPartition report.  The allowed values are URL_ CLICKS, CALLS, OTHER, PRODUCT_ EXTENSION_ CLICKS, SITELINKS, PRODUCT_ LISTING_AD_ CLICKS, GET_ DIRECTIONS, OFFER_PRINTS, BREADCRUMBS, CALL_TRACKING, MOBILE_CALL_ TRACKING, LOCATION_ EXPANSION, STORE_ LOCATOR, PRODUCT_ LISTING_AD_

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LOCAL, APP\_  
DEEPLINK,  
PRODUCT\_  
LISTING\_AD\_  
MULTICHANNEL\_  
LOCAL,  
PRODUCT\_  
LISTING\_AD\_  
MULTICHANNEL\_  
ONLINE,  
PRODUCT\_  
LISTING\_ADS\_  
COUPON,  
PRODUCT\_  
LISTING\_AD\_  
TRANSACTABLE,  
PRODUCT\_AD\_  
APP\_DEEPLINK,  
SHOWCASE\_AD\_  
CATEGORY\_LINK,  
SHOWCASE\_AD\_  
LOCAL\_  
STOREFRONT\_  
LINK,  
SHOWCASE\_AD\_  
ONLINE\_  
PRODUCT\_LINK,  
SHOWCASE\_AD\_  
LOCAL\_  
PRODUCT\_LINK,  
PRICE\_  
EXTENSION,  
VIDEO\_WEBSITE\_  
CLICKS, VIDEO\_  
CALL\_TO\_  
ACTION\_CLICKS,  
VIDEO\_APP\_

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				LOCATION_ FORMAT_TEXT, LOCATION_ FORMAT_IMAGE, BROADBAND_ PLAN, WIRELESS_PLAN, VISUAL_ SITELINKS, PROMOTION_ EXTENSION, SWIPEABLE_ GALLERY_AD_ HEADLINE, SWIPEABLE_ GALLERY_AD_ SWIPES, SWIPEABLE_ GALLERY_AD_ SEE_MORE, SWIPEABLE_ GALLERY_AD_ SITELINK_ONE, SWIPEABLE_ GALLERY_AD_ SITELINK_TWO, SWIPEABLE_ GALLERY_AD_ SITELINK_THREE, SWIPEABLE_ GALLERY_AD_ SITELINK_FOUR, SWIPEABLE_ GALLERY_AD_ SITELINK_FIVE, UNKNOWN.
ConversionCategoryName	String	Segment	Conversion Category	Conversion Category for the ProductPartition

				report.
ConversionTrackerId	<i>Long</i>	Segment	Conversion Tracker Id	Conversion Tracker Id for the ProductPartition report.
ConversionTypeName	<i>String</i>	Segment	Conversion Name	Conversion Name for the ProductPartition report.
Date	<i>Date</i>	Segment	Day	Day for the ProductPartition report.
DayOfWeek	<i>String</i>	Segment	Day Of Week	Day Of Week for the ProductPartition report.  The allowed values are <i>MONDAY, TUESDAY, WEDNESDAY, THURSDAY, FRIDAY, SATURDAY, SUNDAY.</i>
Device	<i>String</i>	Segment	Device	Device for the ProductPartition report.  The allowed values are <i>UNKNOWN, DESKTOP, HIGH_END_MOBILE,</i>



				TABLET.
ExternalConversionSource	String	Segment	Conversion Source	<p>Conversion Source for the ProductPartition report.</p> <p>The allowed values are  UNKNOWN,  WEBPAGE,  ANALYTICS,  UPLOAD, AD_  CALL_METRICS,  OFFERS,  ENGAGEMENT,  WEBSITE_CALL_  METRICS,  STORE_VISITS,  ANDROID_IN_  APP, ANDROID_  DOWNLOAD,  IOS_IN_APP,  IOS_FIRST_  OPEN, APP_  UNSPECIFIED,  ANDROID_FIRST_  OPEN, UPLOAD_  CALLS,  FIREBASE,  CLICK_TO_CALL,  SALESFORCE,  STORE_SALES_  CRM, STORE_  SALES_  PAYMENT_  NETWORK,  GOOGLE_PLAY,  THIRD_PARTY_  APP_ANALYTICS,</p>

				<i>GOOGLE_ ATTRIBUTION, STORE_SALES_ DIRECT.</i>
Month	<i>String</i>	Segment	Month	Month for the ProductPartition report.
MonthOfYear	<i>String</i>	Segment	Month Of Year	Month Of Year for the ProductPartition report.  The allowed values are <i>JANUARY, FEBRUARY, MARCH, APRIL, MAY, JUNE, JULY, AUGUST, SEPTEMBER, OCTOBER, NOVEMBER, DECEMBER.</i>
PartitionType	<i>String</i>	Segment	Partition Type	Partition Type for the ProductPartition report.  The allowed values are <i>UNKNOWN, SUBDIVISION, UNIT.</i>
Quarter	<i>String</i>	Segment	Quarter	Quarter for the ProductPartition report.

Week	<i>String</i>	Segment	Week	Week for the ProductPartition report.
Year	<i>Integer</i>	Segment	Year	Year for the ProductPartition report.
AllConversionRate	<i>Double</i>	Metric	All Conv Rate	All Conv Rate for the ProductPartition report.
AllConversions	<i>Double</i>	Metric	All Conv	All Conv for the ProductPartition report.
AllConversionValue	<i>Double</i>	Metric	All Conv Value	All Conv Value for the ProductPartition report.
AverageCpc	<i>Decimal</i>	Metric	Avg CPC	Avg CPC for the ProductPartition report.
AverageCpm	<i>Decimal</i>	Metric	Avg CPM	Avg CPM for the ProductPartition report.
BenchmarkAverageMaxCpc	<i>Decimal</i>	Metric	Benchmark Max CPC	Benchmark Max CPC for the ProductPartition report.
BenchmarkCtr	<i>Double</i>	Metric	Benchmark CTR	Benchmark CTR for the ProductPartition report.

Clicks	<i>Long</i>	Metric	Clicks	Clicks for the ProductPartition report.
ConversionRate	<i>Double</i>	Metric	Conv Rate	Conv Rate for the ProductPartition report.
Conversions	<i>Double</i>	Metric	Conversions	Conversions for the ProductPartition report.
ConversionValue	<i>Double</i>	Metric	Total Conv Value	Total Conv Value for the ProductPartition report.
Cost	<i>Decimal</i>	Metric	Cost	Cost for the ProductPartition report.
CostPerAllConversion	<i>Decimal</i>	Metric	Cost Per All Conv	Cost Per All Conv for the ProductPartition report.
CostPerConversion	<i>Decimal</i>	Metric	Cost Per Conv	Cost Per Conv for the ProductPartition report.
CrossDeviceConversions	<i>Double</i>	Metric	Cross-device Conv	Cross-device Conv for the ProductPartition report.
Ctr	<i>Double</i>	Metric	CTR	CTR for the ProductPartition

				report.
Impressions	<i>Long</i>	Metric	Impressions	Impressions for the ProductPartition report.
SearchAbsoluteTopImpressionShare	<i>Double</i>	Metric	Search Abs Top IS	Search Abs Top IS for the ProductPartition report.
SearchClickShare	<i>Double</i>	Metric	Click Share	Click Share for the ProductPartition report.
SearchImpressionShare	<i>Double</i>	Metric	Search Impr Share	Search Impr Share for the ProductPartition report.
ValuePerAllConversion	<i>Double</i>	Metric	Value Per All Conv	Value Per All Conv for the ProductPartition report.
ValuePerConversion	<i>Double</i>	Metric	Value Per Conv	Value Per Conv for the ProductPartition report.
ViewThroughConversions	<i>Long</i>	Metric	View-through Conv	View-through Conv for the ProductPartition report.

## Pseudo-Columns

Pseudo column fields are used in the WHERE clause of SELECT statements and offer a more granular control over the tuples that are returned from the data source.

Name	Type	Description
StartDate	<i>String</i>	Start date for fetching AdWords data. Both StartDate and EndDate must be set to specify a custom date range. The default range in the last seven days.
EndDate	<i>String</i>	End date for fetching AdWords data. Both StartDate and EndDate must be set to specify a custom date range. The default range in the last seven days.

## SearchQueryPerformance

The Search Terms report includes all statistics aggregated at the search terms level, one row per combination of search terms.

## Columns

Name	Type	Behavior	Display Name	Description
AccountCurrencyCode	<i>String</i>	Attribute	Currency	Currency for the SearchQueryPerformance report.
AccountDescriptiveName	<i>String</i>	Attribute	Account	Account for the SearchQueryPerformance report.
AccountTimeZone	<i>String</i>	Attribute	Time Zone	Time Zone for the SearchQueryPerformance report.

AdGroupId	Long	Attribute	Ad Group ID	Ad Group ID for the SearchQueryPerformance report.
AdGroupName	String	Attribute	Ad Group	Ad Group for the SearchQueryPerformance report.
AdGroupStatus	String	Attribute	Ad Group State	Ad Group State for the SearchQueryPerformance report.  The allowed values are <i>UNKNOWN</i> , <i>ENABLED</i> , <i>PAUSED</i> , <i>REMOVED</i> .
CampaignId	Long	Attribute	Campaign ID	Campaign ID for the SearchQueryPerformance report.
CampaignName	String	Attribute	Campaign	Campaign for the SearchQueryPerformance report.
CampaignStatus	String	Attribute	Campaign State	Campaign State for the SearchQueryPerformance report.  The allowed values are <i>UNKNOWN</i> , <i>ENABLED</i> , <i>PAUSED</i> , <i>REMOVED</i> .
CreativeId	Long	Attribute	Ad ID	Ad ID for the SearchQueryPerformance report.
CustomerDescriptiveName	String	Attribute	Client Name	Client Name for the SearchQueryPerformance

				nance report.
DestinationUrl	<i>String</i>	Attribute	Destination URL	Destination URL for the SearchQueryPerformance report.
ExternalCustomerId	<i>Long</i>	Attribute	Customer ID	Customer ID for the SearchQueryPerformance report.
FinalUrl	<i>String</i>	Attribute	Final URL	Final URL for the SearchQueryPerformance report.
KeywordId	<i>Long</i>	Attribute	Keyword ID	Keyword ID for the SearchQueryPerformance report.
KeywordTextMatchingQuery	<i>String</i>	Attribute	Keyword	Keyword for the SearchQueryPerformance report.
Query	<i>String</i>	Attribute	Search Term	Search Term for the SearchQueryPerformance report.
QueryTargetingStatus	<i>String</i>	Attribute	Added Per Excluded	Added Per Excluded for the SearchQueryPerformance report.  The allowed values are <i>ADDED</i> , <i>EXCLUDED</i> , <i>BOTH</i> , <i>NONE</i> .
TrackingUrlTemplate	<i>String</i>	Attribute	Tracking Template	Tracking Template for the SearchQueryPerformance report.



AdFormat	String	Segment	Ad Type	<p>Ad Type for the SearchQueryPerformance report.</p> <p>The allowed values are <i>UNKNOWN</i>, <i>TEXT</i>, <i>IMAGE</i>, <i>DYNAMIC_IMAGE</i>, <i>FLASH</i>, <i>VIDEO</i>, <i>HTML</i>, <i>AUDIO</i>, <i>COMPOSITE</i>, <i>PRINT</i>.</p>
AdNetworkType1	String	Segment	Network	<p>Network for the SearchQueryPerformance report.</p> <p>The allowed values are <i>UNKNOWN</i>, <i>SEARCH</i>, <i>CONTENT</i>, <i>YOUTUBE_SEARCH</i>, <i>YOUTUBE_WATCH</i>, <i>MIXED</i>.</p>
AdNetworkType2	String	Segment	Network (with Search Partners)	<p>Network (with Search Partners) for the SearchQueryPerformance report.</p> <p>The allowed values are <i>UNKNOWN</i>, <i>SEARCH</i>, <i>SEARCH_PARTNERS</i>, <i>CONTENT</i>, <i>YOUTUBE_SEARCH</i>, <i>YOUTUBE_WATCH</i>, <i>MIXED</i>.</p>
ConversionCategoryName	String	Segment	Conversion Category	<p>Conversion Category for the SearchQueryPerformance report.</p>
ConversionTrackerId	Long	Segment	Conversion	Conversion Tracker Id

			Tracker Id	for the SearchQueryPerformance report.
ConversionTypeName	<i>String</i>	Segment	Conversion Name	Conversion Name for the SearchQueryPerformance report.
Date	<i>Date</i>	Segment	Day	Day for the SearchQueryPerformance report.
DayOfWeek	<i>String</i>	Segment	Day Of Week	Day Of Week for the SearchQueryPerformance report.  The allowed values are <i>MONDAY, TUESDAY, WEDNESDAY, THURSDAY, FRIDAY, SATURDAY, SUNDAY.</i>
Device	<i>String</i>	Segment	Device	Device for the SearchQueryPerformance report.  The allowed values are <i>UNKNOWN, DESKTOP, HIGH_END_MOBILE, TABLET.</i>
ExternalConversionSource	<i>String</i>	Segment	Conversion Source	Conversion Source for the SearchQueryPerformance report.  The allowed values are <i>UNKNOWN, WEBPAGE, ANALYTICS,</i>

UPLOAD, AD\_CALL\_  
 METRICS, OFFERS,  
 ENGAGEMENT,  
 WEBSITE\_CALL\_  
 METRICS, STORE\_  
 VISITS, ANDROID\_IN\_  
 APP, ANDROID\_  
 DOWNLOAD, IOS\_IN\_  
 APP, IOS\_FIRST\_OPEN,  
 APP\_UNSPECIFIED,  
 ANDROID\_FIRST\_OPEN,  
 UPLOAD\_CALLS,  
 FIREBASE, CLICK\_TO\_  
 CALL, SALESFORCE,  
 STORE\_SALES\_CRM,  
 STORE\_SALES\_  
 PAYMENT\_NETWORK,  
 GOOGLE\_PLAY, THIRD\_  
 PARTY\_APP\_  
 ANALYTICS, GOOGLE\_  
 ATTRIBUTION, STORE\_  
 SALES\_DIRECT.

Month	String	Segment	Month	Month for the SearchQueryPerformance report.
MonthOfYear	String	Segment	Month Of Year	Month Of Year for the SearchQueryPerformance report.  The allowed values are JANUARY, FEBRUARY, MARCH, APRIL, MAY, JUNE, JULY, AUGUST, SEPTEMBER, OCTOBER, NOVEMBER, DECEMBER.

Quarter	<i>String</i>	Segment	Quarter	Quarter for the SearchQueryPerformance report.
QueryMatchTypeWithVariant	<i>String</i>	Segment	Match Type	Match Type for the SearchQueryPerformance report.  The allowed values are <i>AUTO</i> , <i>BROAD</i> , <i>EXACT</i> , <i>EXPANDED</i> , <i>PHRASE</i> , <i>NEAR_EXACT</i> , <i>NEAR_PHRASE</i> .
Week	<i>String</i>	Segment	Week	Week for the SearchQueryPerformance report.
Year	<i>Integer</i>	Segment	Year	Year for the SearchQueryPerformance report.
AbsoluteTopImpressionPercentage	<i>Double</i>	Metric	Impr Abs Top	The percent of add impressions shown as the very first ad.
AllConversionRate	<i>Double</i>	Metric	All Conv Rate	All Conv Rate for the SearchQueryPerformance report.
AllConversions	<i>Double</i>	Metric	All Conv	All Conv for the SearchQueryPerformance report.
AllConversionValue	<i>Double</i>	Metric	All Conv Value	All Conv Value for the SearchQueryPerformance report.
AverageCost	<i>Decimal</i>	Metric	Avg Cost	Avg Cost for the SearchQueryPerformance

				nce report.
AverageCpc	<i>Decimal</i>	Metric	Avg CPC	Avg CPC for the SearchQueryPerformance report.
AverageCpe	<i>Double</i>	Metric	Avg CPE	Avg CPE for the SearchQueryPerformance report.
AverageCpm	<i>Decimal</i>	Metric	Avg CPM	Avg CPM for the SearchQueryPerformance report.
AverageCpv	<i>Double</i>	Metric	Avg CPV	Avg CPV for the SearchQueryPerformance report.
AveragePosition	<i>Double</i>	Metric	Avg Position	Avg Position for the SearchQueryPerformance report.
Clicks	<i>Long</i>	Metric	Clicks	Clicks for the SearchQueryPerformance report.
ConversionRate	<i>Double</i>	Metric	Conv Rate	Conv Rate for the SearchQueryPerformance report.
Conversions	<i>Double</i>	Metric	Conversions	Conversions for the SearchQueryPerformance report.
ConversionValue	<i>Double</i>	Metric	Total Conv Value	Total Conv Value for the SearchQueryPerformance report.
Cost	<i>Decimal</i>	Metric	Cost	Cost for the

				SearchQueryPerformance report.
CostPerAllConversion	<i>Decimal</i>	Metric	Cost Per All Conv	Cost Per All Conv for the SearchQueryPerformance report.
CostPerConversion	<i>Decimal</i>	Metric	Cost Per Conv	Cost Per Conv for the SearchQueryPerformance report.
CrossDeviceConversions	<i>Double</i>	Metric	Cross-device Conv	Cross-device Conv for the SearchQueryPerformance report.
Ctr	<i>Double</i>	Metric	CTR	CTR for the SearchQueryPerformance report.
EngagementRate	<i>Double</i>	Metric	Engagement Rate	Engagement Rate for the SearchQueryPerformance report.
Engagements	<i>Long</i>	Metric	Engagements	Engagements for the SearchQueryPerformance report.
Impressions	<i>Long</i>	Metric	Impressions	Impressions for the SearchQueryPerformance report.
InteractionRate	<i>Double</i>	Metric	Interaction Rate	Interaction Rate for the SearchQueryPerformance report.
Interactions	<i>Long</i>	Metric	Interactions	Interactions for the

				SearchQueryPerformance report.
InteractionTypes	String	Metric	Interaction Types	Interaction Types for the SearchQueryPerformance report.
TopImpressionPercentage	Double	Metric	Impr Top	The percent of add impressions that are shown anywhere above the organic search results.
ValuePerAllConversion	Double	Metric	Value Per All Conv	Value Per All Conv for the SearchQueryPerformance report.
ValuePerConversion	Double	Metric	Value Per Conv	Value Per Conv for the SearchQueryPerformance report.
VideoQuartile100Rate	Double	Metric	Video Played To 100Percent	Video Played To 100Percent for the SearchQueryPerformance report.
VideoQuartile25Rate	Double	Metric	Video Played To 25Percent	Video Played To 25Percent for the SearchQueryPerformance report.
VideoQuartile50Rate	Double	Metric	Video Played To 50Percent	Video Played To 50Percent for the SearchQueryPerformance report.
VideoQuartile75Rate	Double	Metric	Video Played To 75Percent	Video Played To 75Percent for the

			75Percent	SearchQueryPerformance report.
VideoViewRate	Double	Metric	View Rate	View Rate for the SearchQueryPerformance report.
VideoViews	Long	Metric	Views	Views for the SearchQueryPerformance report.
ViewThroughConversions	Long	Metric	View-through Conv	View-through Conv for the SearchQueryPerformance report.

## Pseudo-Columns

Pseudo column fields are used in the WHERE clause of SELECT statements and offer a more granular control over the tuples that are returned from the data source.

Name	Type	Description
StartDate	String	Start date for fetching AdWords data. Both StartDate and EndDate must be set to specify a custom date range. The default range in the last seven days.
EndDate	String	End date for fetching AdWords data. Both StartDate and EndDate must be set to specify a custom date range. The default range in the last seven days.

## SharedSet

The Shared Set report includes all SharedSets that can be shareable across campaigns.



## Columns

Name	Type	Behavior	DisplayName	Description
AccountDescriptiveName	String	Attribute	Account	Account for the SharedSet report.
ExternalCustomerId	Long	Attribute	Customer ID	Customer ID for the SharedSet report.
Name	String	Attribute	Shared Set Name	Shared Set Name for the SharedSet report.
SharedSetId	Long	Attribute	Shared Set ID	Shared Set ID for the SharedSet report.
Status	String	Attribute	State	<p>State for the SharedSet report.</p> <p>The allowed values are <i>ENABLED</i>, <i>REMOVED</i>, <i>UNKNOWN</i>.</p>
Type	String	Attribute	Shared Set Type	<p>Shared Set Type for the SharedSet report.</p> <p>The allowed values are <i>NEGATIVE_KEYWORDS</i>, <i>NEGATIVE_PLACEMENTS</i>, <i>UNKNOWN</i>.</p>

MemberCount	<i>String</i>	Metric	Member Count	Member Count for the SharedSet report.
ReferenceCount	<i>String</i>	Metric	Reference Count	Reference Count for the SharedSet report.

## Pseudo-Columns

Pseudo column fields are used in the WHERE clause of SELECT statements and offer a more granular control over the tuples that are returned from the data source.

Name	Type	Description
StartDate	<i>String</i>	Start date for fetching AdWords data. Both StartDate and EndDate must be set to specify a custom date range. The default range in the last seven days.
EndDate	<i>String</i>	End date for fetching AdWords data. Both StartDate and EndDate must be set to specify a custom date range. The default range in the last seven days.

## SharedSetCriteria

The Shared Set Criteria report includes criteria for each SharedSet.

## Columns

Name	Type	Behavior	DisplayName	Description
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AccountDescriptiveName	<i>String</i>	Attribute	Account	Account for the SharedSetCriteria report.
Criteria	<i>String</i>	Attribute	Negative Keyword	Negative Keyword for the SharedSetCriteria report.
ExternalCustomerId	<i>Long</i>	Attribute	Customer ID	Customer ID for the SharedSetCriteria report.
Id	<i>Long</i>	Attribute	Keyword ID	Keyword ID for the SharedSetCriteria report.
KeywordMatchType	<i>String</i>	Attribute	Match Type	Match Type for the SharedSetCriteria report.  The allowed values are <i>EXACT</i> , <i>PHRASE</i> , <i>BROAD</i> .
SharedSetId	<i>Long</i>	Attribute	Shared Set ID	Shared Set ID for the SharedSetCriteria report.

## Pseudo-Columns

Pseudo column fields are used in the WHERE clause of SELECT statements and offer a more granular control over the tuples that are returned from the data source.

Name	Type	Description

StartDate	<i>String</i>	Start date for fetching AdWords data. Both StartDate and EndDate must be set to specify a custom date range. The default range in the last seven days.
EndDate	<i>String</i>	End date for fetching AdWords data. Both StartDate and EndDate must be set to specify a custom date range. The default range in the last seven days.

## ShoppingPerformance

The Shopping Performance report provides shopping campaign statistics aggregated at the product (OfferId field) level.

### Columns

Name	Type	Behavior	DisplayName	Description
AccountDescriptiveName	<i>String</i>	Attribute	Account	Account for the ShoppingPerformance report.
AdGroupId	<i>Long</i>	Attribute	Ad Group ID	Ad Group ID for the ShoppingPerformance report.
AdGroupName	<i>String</i>	Attribute	Ad Group	Ad Group for the ShoppingPerformance report.
AggregatorId	<i>Long</i>	Attribute	MCA Id	MCA Id for the ShoppingPerformance report.
Brand	<i>String</i>	Attribute	Brand	Brand for the ShoppingPerformance

				ce report.
CampaignId	<i>Long</i>	Attribute	Campaign ID	Campaign ID for the ShoppingPerformance report.
CampaignName	<i>String</i>	Attribute	Campaign	Campaign for the ShoppingPerformance report.
CategoryL1	<i>String</i>	Attribute	Category (1st Level)	Category (1st Level) for the ShoppingPerformance report.
CategoryL2	<i>String</i>	Attribute	Category (2nd Level)	Category (2nd Level) for the ShoppingPerformance report.
CategoryL3	<i>String</i>	Attribute	Category (3rd Level)	Category (3rd Level) for the ShoppingPerformance report.
CategoryL4	<i>String</i>	Attribute	Category (4th Level)	Category (4th Level) for the ShoppingPerformance report.
CategoryL5	<i>String</i>	Attribute	Category (5th Level)	Category (5th Level) for the ShoppingPerformance report.
CountryCriteriaId	<i>Integer</i>	Attribute	Country Per Territory	Country Per Territory for the ShoppingPerformance report.

CustomAttribute0	<i>String</i>	Attribute	Custom Label 0	Custom Label 0 for the ShoppingPerformance report.
CustomAttribute1	<i>String</i>	Attribute	Custom Label 1	Custom Label 1 for the ShoppingPerformance report.
CustomAttribute2	<i>String</i>	Attribute	Custom Label 2	Custom Label 2 for the ShoppingPerformance report.
CustomAttribute3	<i>String</i>	Attribute	Custom Label 3	Custom Label 3 for the ShoppingPerformance report.
CustomAttribute4	<i>String</i>	Attribute	Custom Label 4	Custom Label 4 for the ShoppingPerformance report.
ExternalCustomerId	<i>Long</i>	Attribute	Customer ID	Customer ID for the ShoppingPerformance report.
LanguageCriteriaId	<i>Integer</i>	Attribute	Language	Language for the ShoppingPerformance report.
MerchantId	<i>Long</i>	Attribute	MC Id	MC Id for the ShoppingPerformance report.
OfferId	<i>String</i>	Attribute	Item Id	Item Id for the ShoppingPerformance report.

ProductTitle	<i>String</i>	Attribute	Product Title	Product Title for the ShoppingPerformance report.
ProductTypeL1	<i>String</i>	Attribute	Product Type (1st Level)	Product Type (1st Level) for the ShoppingPerformance report.
ProductTypeL2	<i>String</i>	Attribute	Product Type (2nd Level)	Product Type (2nd Level) for the ShoppingPerformance report.
ProductTypeL3	<i>String</i>	Attribute	Product Type (3rd Level)	Product Type (3rd Level) for the ShoppingPerformance report.
ProductTypeL4	<i>String</i>	Attribute	Product Type (4th Level)	Product Type (4th Level) for the ShoppingPerformance report.
ProductTypeL5	<i>String</i>	Attribute	Product Type (5th Level)	Product Type (5th Level) for the ShoppingPerformance report.
StoreId	<i>String</i>	Attribute	Store Id	Store Id for the ShoppingPerformance report.
AdGroupStatus	<i>String</i>	Segment	Ad Group State	Ad Group State for the ShoppingPerformance report.  The allowed values are <i>UNKNOWN</i> ,

				<i>ENABLED, PAUSED, REMOVED.</i>
AdNetworkType1	<i>String</i>	Segment	Network	<p>Network for the ShoppingPerformance report.</p> <p>The allowed values are <i>UNKNOWN, SEARCH, CONTENT, YOUTUBE_SEARCH, YOUTUBE_WATCH, MIXED.</i></p>
AdNetworkType2	<i>String</i>	Segment	Network (with Search Partners)	<p>Network (with Search Partners) for the ShoppingPerformance report.</p> <p>The allowed values are <i>UNKNOWN, SEARCH, SEARCH_PARTNERS, CONTENT, YOUTUBE_SEARCH, YOUTUBE_WATCH, MIXED.</i></p>
CampaignStatus	<i>String</i>	Segment	Campaign State	<p>Campaign State for the ShoppingPerformance report.</p> <p>The allowed values are <i>UNKNOWN, ENABLED, PAUSED, REMOVED.</i></p>
Channel	<i>String</i>	Segment	Channel	Channel for the ShoppingPerformance



				<p>ce report.</p> <p>The allowed values are <i>UNKNOWN</i>, <i>ONLINE</i>, <i>LOCAL</i>.</p>
ChannelExclusivity	<i>String</i>	Segment	Channel Exclusivity	<p>Channel Exclusivity for the ShoppingPerformance report.</p> <p>The allowed values are <i>UNKNOWN</i>, <i>SINGLE_CHANNEL</i>, <i>MULTI_CHANNEL</i>.</p>
ClickType	<i>String</i>	Segment	Click Type	<p>Click Type for the ShoppingPerformance report.</p> <p>The allowed values are <i>URL_CLICKS</i>, <i>CALLS</i>, <i>OTHER</i>, <i>PRODUCT_EXTENSION_CLICKS</i>, <i>SITELINKS</i>, <i>PRODUCT_LISTING_AD_CLICKS</i>, <i>GET_DIRECTIONS</i>, <i>OFFER_PRINTS</i>, <i>BREADCRUMBS</i>, <i>CALL_TRACKING</i>, <i>MOBILE_CALL_TRACKING</i>, <i>LOCATION_EXPANSION</i>, <i>STORE_LOCATOR</i>, <i>PRODUCT_LISTING_</i></p>

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AD\_LOCAL, APP\_  
DEEPLINK,  
PRODUCT\_LISTING\_  
AD\_MULTICHANNEL\_  
LOCAL, PRODUCT\_  
LISTING\_AD\_  
MULTICHANNEL\_  
ONLINE, PRODUCT\_  
LISTING\_ADS\_  
COUPON, PRODUCT\_  
LISTING\_AD\_  
TRANSACTABLE,  
PRODUCT\_AD\_APP\_  
DEEPLINK,  
SHOWCASE\_AD\_  
CATEGORY\_LINK,  
SHOWCASE\_AD\_  
LOCAL\_  
STOREFRONT\_LINK,  
SHOWCASE\_AD\_  
ONLINE\_PRODUCT\_  
LINK, SHOWCASE\_  
AD\_LOCAL\_  
PRODUCT\_LINK,  
PRICE\_EXTENSION,  
VIDEO\_WEBSITE\_  
CLICKS, VIDEO\_  
CALL\_TO\_ACTION\_  
CLICKS, VIDEO\_APP\_  
STORE\_CLICKS,  
VIDEO\_CARD\_  
ACTION\_HEADLINE\_  
CLICKS, VIDEO\_END\_  
CAP\_CLICKS, CLICK\_  
ON\_ENGAGEMENT\_  
AD, LOCATION\_  
FORMAT\_MAP,  
LOCATION\_FORMAT\_

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				ERY_AD_HEADLINE, SWIPEABLE_ GALLERY_AD_ SWIPES, SWIPEABLE_ GALLERY_AD_SEE_ MORE, SWIPEABLE_ GALLERY_AD_ SITELINK_ONE, SWIPEABLE_ GALLERY_AD_ SITELINK_TWO, SWIPEABLE_ GALLERY_AD_ SITELINK_THREE, SWIPEABLE_ GALLERY_AD_ SITELINK_FOUR, SWIPEABLE_ GALLERY_AD_ SITELINK_FIVE, UNKNOWN.
ConversionCategoryName	String	Segment	Conversion Category	Conversion Category for the ShoppingPerformance report.
ConversionTrackerId	Long	Segment	Conversion Tracker Id	Conversion Tracker Id for the ShoppingPerformance report.
ConversionTypeName	String	Segment	Conversion Name	Conversion Name for the ShoppingPerformance report.
Date	Date	Segment	Day	Day for the ShoppingPerformance report.

DayOfWeek	<i>String</i>	Segment	Day Of Week	<p>Day Of Week for the ShoppingPerformance report.</p> <p>The allowed values are <i>MONDAY</i>, <i>TUESDAY</i>, <i>WEDNESDAY</i>, <i>THURSDAY</i>, <i>FRIDAY</i>, <i>SATURDAY</i>, <i>SUNDAY</i>.</p>
Device	<i>String</i>	Segment	Device	<p>Device for the ShoppingPerformance report.</p> <p>The allowed values are <i>UNKNOWN</i>, <i>DESKTOP</i>, <i>HIGH_END_MOBILE</i>, <i>TABLET</i>.</p>
ExternalConversionSource	<i>String</i>	Segment	Conversion Source	<p>Conversion Source for the ShoppingPerformance report.</p> <p>The allowed values are <i>UNKNOWN</i>, <i>WEBPAGE</i>, <i>ANALYTICS</i>, <i>UPLOAD</i>, <i>AD_CALL_METRICS</i>, <i>OFFERS</i>, <i>ENGAGEMENT</i>, <i>WEBSITE_CALL_METRICS</i>, <i>STORE_VISITS</i>, <i>ANDROID_IN_APP</i>, <i>ANDROID_DOWNLOAD</i>, <i>IOS_IN_APP</i>, <i>IOS_FIRST_OPEN</i>, <i>APP_UNSPECIFIED</i>,</p>

				ANDROID_FIRST_OPEN, UPLOAD_CALLS, FIREBASE, CLICK_TO_CALL, SALESFORCE, STORE_SALES_CRM, STORE_SALES_PAYMENT_NETWORK, GOOGLE_PLAY, THIRD_PARTY_APP_ANALYTICS, GOOGLE_ATTRIBUTION, STORE_SALES_DIRECT.
Month	<i>String</i>	Segment	Month	Month for the ShoppingPerformance report.
ProductCondition	<i>String</i>	Segment	Condition	Condition for the ShoppingPerformance report.  The allowed values are <i>UNKNOWN</i> , <i>NEW</i> , <i>REFURBISHED</i> , <i>USED</i> .
Quarter	<i>String</i>	Segment	Quarter	Quarter for the ShoppingPerformance report.
Week	<i>String</i>	Segment	Week	Week for the ShoppingPerformance report.
Year	<i>Integer</i>	Segment	Year	Year for the ShoppingPerformance report.

AllConversionRate	<i>Double</i>	Metric	All Conv Rate	All Conv Rate for the ShoppingPerformance report.
AllConversions	<i>Double</i>	Metric	All Conv	All Conv for the ShoppingPerformance report.
AllConversionValue	<i>Double</i>	Metric	All Conv Value	All Conv Value for the ShoppingPerformance report.
AverageCpc	<i>Decimal</i>	Metric	Avg CPC	Avg CPC for the ShoppingPerformance report.
Clicks	<i>Long</i>	Metric	Clicks	Clicks for the ShoppingPerformance report.
ConversionRate	<i>Double</i>	Metric	Conv Rate	Conv Rate for the ShoppingPerformance report.
Conversions	<i>Double</i>	Metric	Conversions	Conversions for the ShoppingPerformance report.
ConversionValue	<i>Double</i>	Metric	Total Conv Value	Total Conv Value for the ShoppingPerformance report.
Cost	<i>Decimal</i>	Metric	Cost	Cost for the ShoppingPerformance report.
CostPerAllConversion	<i>Decimal</i>	Metric	Cost Per All	Cost Per All Conv

			Conv	for the Shopping Performance report.
CostPerConversion	<i>Decimal</i>	Metric	Cost Per Conv	Cost Per Conv for the Shopping Performance report.
CrossDeviceConversions	<i>Double</i>	Metric	Cross-device Conv	Cross-device Conv for the Shopping Performance report.
Ctr	<i>Double</i>	Metric	CTR	CTR for the Shopping Performance report.
Impressions	<i>Long</i>	Metric	Impressions	Impressions for the Shopping Performance report.
SearchAbsoluteTopImpressionShare	<i>Double</i>	Metric	Search Abs Top IS	Search Abs Top IS for the Shopping Performance report.
SearchClickShare	<i>Double</i>	Metric	Click Share	Click Share for the Shopping Performance report.
SearchImpressionShare	<i>Double</i>	Metric	Search Impr Share	Search Impr Share for the Shopping Performance report.
ValuePerAllConversion	<i>Double</i>	Metric	Value Per All Conv	Value Per All Conv for the Shopping Performance report.

ValuePerConversion	<i>Double</i>	Metric	Value Per Conv	Value Per Conv for the ShoppingPerformance report.
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## Pseudo-Columns

Pseudo column fields are used in the WHERE clause of SELECT statements and offer a more granular control over the tuples that are returned from the data source.

Name	Type	Description
StartDate	<i>String</i>	Start date for fetching AdWords data. Both StartDate and EndDate must be set to specify a custom date range. The default range in the last seven days.
EndDate	<i>String</i>	End date for fetching AdWords data. Both StartDate and EndDate must be set to specify a custom date range. The default range in the last seven days.

## TopContentPerformance

Retrieves TopContentPerformance report data.

## Columns

Name	Type	Behavior	DisplayName	Description
AdGroupId	<i>Long</i>	Attribute	Ad Group ID	Ad Group ID for the TopContentPerformance report.



AdGroupName	<i>String</i>	Attribute	Ad Group	Ad Group for the TopContentPerformance report.
BidModifier	<i>Double</i>	Attribute	Bid Adj	Bid Adj for the TopContentPerformance report.
CampaignId	<i>Long</i>	Attribute	Campaign ID	Campaign ID for the TopContentPerformance report.
CampaignName	<i>String</i>	Attribute	Campaign	Campaign for the TopContentPerformance report.
Id	<i>Long</i>	Attribute	Criterion ID	Criterion ID for the TopContentPerformance report.
Date	<i>Date</i>	Segment	Day	Day for the TopContentPerformance report.
ActiveViewCpm	<i>Decimal</i>	Metric	Active View Avg CPM	Active View Avg CPM for the TopContentPerformance report.
ActiveViewCtr	<i>Double</i>	Metric	Active View Viewable CTR	Active View Viewable CTR for the TopContentPerformance report.
ActiveViewImpressions	<i>Long</i>	Metric	Active View Viewable Impressions	Active View Viewable Impressions for the TopContentPerformance report.
AverageCost	<i>Decimal</i>	Metric	Avg Cost	Avg Cost for the

				TopContentPerformance report.
AverageCpc	<i>Decimal</i>	Metric	Avg CPC	Avg CPC for the TopContentPerformance report.
AverageCpe	<i>Double</i>	Metric	Avg CPE	Avg CPE for the TopContentPerformance report.
AverageCpm	<i>Decimal</i>	Metric	Avg CPM	Avg CPM for the TopContentPerformance report.
AverageCpv	<i>Double</i>	Metric	Avg CPV	Avg CPV for the TopContentPerformance report.
Clicks	<i>Long</i>	Metric	Clicks	Clicks for the TopContentPerformance report.
Cost	<i>Decimal</i>	Metric	Cost	Cost for the TopContentPerformance report.
Ctr	<i>Double</i>	Metric	CTR	CTR for the TopContentPerformance report.
EngagementRate	<i>Double</i>	Metric	Engagement Rate	Engagement Rate for the TopContentPerformance report.
Engagements	<i>Long</i>	Metric	Engagements	Engagements for the TopContentPerformance report.
Impressions	<i>Long</i>	Metric	Impressions	Impressions for the

				TopContentPerformance report.
InteractionRate	<i>Double</i>	Metric	Interaction Rate	Interaction Rate for the TopContentPerformance report.
Interactions	<i>Long</i>	Metric	Interactions	Interactions for the TopContentPerformance report.
InteractionTypes	<i>String</i>	Metric	Interaction Types	Interaction Types for the TopContentPerformance report.
VideoViewRate	<i>Double</i>	Metric	View Rate	View Rate for the TopContentPerformance report.
VideoViews	<i>Long</i>	Metric	Views	Views for the TopContentPerformance report.

## Pseudo-Columns

Pseudo column fields are used in the WHERE clause of SELECT statements and offer a more granular control over the tuples that are returned from the data source.

Name	Type	Description
StartDate	<i>String</i>	Start date for fetching AdWords data. Both StartDate and EndDate must be set to specify a custom date range. The default range in the last seven days.
EndDate	<i>String</i>	End date for fetching AdWords data. Both StartDate and EndDate must be set to specify a custom date range. The default range in the last seven days.

## UrlPerformance

The URL Performance report includes all statistics aggregated at the URL and criterion level.

### Columns

Name	Type	Behavior	DisplayName	Description
AccountCurrencyCode	String	Attribute	Currency	Currency for the UrlPerformance report.
AccountDescriptiveName	String	Attribute	Account	Account for the UrlPerformance report.
AccountTimeZone	String	Attribute	Time Zone	Time Zone for the UrlPerformance report.
AdGroupCriterionStatus	String	Attribute	Keyword Per Placement State	<p>Keyword Per Placement State for the UrlPerformance report.</p> <p>The allowed values are <i>ENABLED</i>, <i>REMOVED</i>, <i>PAUSED</i>.</p>
AdGroupId	Long	Attribute	Ad Group ID	Ad Group ID for the UrlPerformance report.

AdGroupName	String	Attribute	Ad Group	Ad Group for the UrlPerformance report.
AdGroupStatus	String	Attribute	Ad Group State	Ad Group State for the UrlPerformance report.  The allowed values are <i>UNKNOWN</i> , <i>ENABLED</i> , <i>PAUSED</i> , <i>REMOVED</i> .
CampaignId	Long	Attribute	Campaign ID	Campaign ID for the UrlPerformance report.
CampaignName	String	Attribute	Campaign	Campaign for the UrlPerformance report.
CampaignStatus	String	Attribute	Campaign State	Campaign State for the UrlPerformance report.  The allowed values are <i>UNKNOWN</i> , <i>ENABLED</i> , <i>PAUSED</i> , <i>REMOVED</i> .
CriteriaParameters	String	Attribute	Keyword Per Placement	Keyword Per Placement for

				the UrlPerformance report.
CustomerDescriptiveName	<i>String</i>	Attribute	Client Name	Client Name for the UrlPerformance report.
DisplayName	<i>String</i>	Attribute	Criteria Display Name	Criteria Display Name for the UrlPerformance report.
Domain	<i>String</i>	Attribute	Domain	Domain for the UrlPerformance report.
ExternalCustomerId	<i>Long</i>	Attribute	Customer ID	Customer ID for the UrlPerformance report.
IsBidOnPath	<i>String</i>	Attribute	Added	Added for the UrlPerformance report.
IsPathExcluded	<i>String</i>	Attribute	Excluded	Excluded for the UrlPerformance report.
Url	<i>String</i>	Attribute	URL	URL for the UrlPerformance report.
AdFormat	<i>String</i>	Segment	Ad Type	Ad Type for the UrlPerformance report.  The allowed

				values are <i>UNKNOWN,</i> <i>TEXT, IMAGE,</i> <i>DYNAMIC_IMAGE,</i> <i>FLASH, VIDEO,</i> <i>HTML, AUDIO,</i> <i>COMPOSITE,</i> <i>PRINT.</i>
AdNetworkType1	<i>String</i>	Segment	Network	<p>Network for the UrlPerformance report.</p> <p>The allowed values are <i>UNKNOWN,</i> <i>SEARCH,</i> <i>CONTENT,</i> <i>YOUTUBE_</i> <i>SEARCH,</i> <i>YOUTUBE_</i> <i>WATCH, MIXED.</i></p>
AdNetworkType2	<i>String</i>	Segment	Network (with Search Partners)	<p>Network (with Search Partners) for the UrlPerformance report.</p> <p>The allowed values are <i>UNKNOWN,</i> <i>SEARCH,</i> <i>SEARCH_</i> <i>PARTNERS,</i> <i>CONTENT,</i> <i>YOUTUBE_</i> <i>SEARCH,</i> <i>YOUTUBE_</i> <i>WATCH, MIXED.</i></p>

ConversionCategoryName	<i>String</i>	Segment	Conversion Category	Conversion Category for the UrlPerformance report.
ConversionTrackerId	<i>Long</i>	Segment	Conversion Tracker Id	Conversion Tracker Id for the UrlPerformance report.
ConversionTypeName	<i>String</i>	Segment	Conversion Name	Conversion Name for the UrlPerformance report.
Date	<i>Date</i>	Segment	Day	Day for the UrlPerformance report.
DayOfWeek	<i>String</i>	Segment	Day Of Week	Day Of Week for the UrlPerformance report.  The allowed values are <i>MONDAY</i> , <i>TUESDAY</i> , <i>WEDNESDAY</i> , <i>THURSDAY</i> , <i>FRIDAY</i> , <i>SATURDAY</i> , <i>SUNDAY</i> .
Device	<i>String</i>	Segment	Device	Device for the UrlPerformance report.  The allowed values are



				UNKNOWN, DESKTOP, HIGH_ END_MOBILE, TABLET.
ExternalConversionSource	String	Segment	Conversion Source	<p>Conversion Source for the UrlPerformance report.</p> <p>The allowed values are UNKNOWN, WEBPAGE, ANALYTICS, UPLOAD, AD_CALL_METRICS, OFFERS, ENGAGEMENT, WEBSITE_CALL_METRICS, STORE_VISITS, ANDROID_IN_APP, ANDROID_DOWNLOAD, IOS_IN_APP, IOS_FIRST_OPEN, APP_UNSPECIFIED, ANDROID_FIRST_OPEN, UPLOAD_CALLS, FIREBASE, CLICK_TO_CALL, SALESFORCE, STORE_SALES_CRM, STORE_SALES_PAYMENT_NETWORK,</p>

				GOOGLE_PLAY, THIRD_PARTY_ APP_ANALYTICS, GOOGLE_ ATTRIBUTION, STORE_SALES_ DIRECT.
IsAutoOptimized	String	Segment	Targeting Mode	Targeting Mode for the UrlPerformance report.  The allowed values are TRUE, FALSE.
Month	String	Segment	Month	Month for the UrlPerformance report.
MonthOfYear	String	Segment	Month Of Year	Month Of Year for the UrlPerformance report.  The allowed values are JANUARY, FEBRUARY, MARCH, APRIL, MAY, JUNE, JULY, AUGUST, SEPTEMBER, OCTOBER, NOVEMBER, DECEMBER.
Quarter	String	Segment	Quarter	Quarter for the UrlPerformance report.

Week	<i>String</i>	Segment	Week	Week for the UrlPerformance report.
Year	<i>Integer</i>	Segment	Year	Year for the UrlPerformance report.
ActiveViewCpm	<i>Decimal</i>	Metric	Active View Avg CPM	Active View Avg CPM for the UrlPerformance report.
ActiveViewCtr	<i>Double</i>	Metric	Active View Viewable CTR	Active View Viewable CTR for the UrlPerformance report.
ActiveViewImpressions	<i>Long</i>	Metric	Active View Viewable Impressions	Active View Viewable Impressions for the UrlPerformance report.
ActiveViewMeasurability	<i>Double</i>	Metric	Active View Measurable Impr Per Impr	Active View Measurable Impr Per Impr for the UrlPerformance report.
ActiveViewMeasurableCost	<i>Decimal</i>	Metric	Active View Measurable Cost	Active View Measurable Cost for the UrlPerformance report.
ActiveViewMeasurableImpressions	<i>Long</i>	Metric	Active View	Active View

			Measurable Impr	Measurable Impr for the UrlPerformance report.
ActiveViewViewability	<i>Double</i>	Metric	Active View Viewable Impr Per Measurable Impr	Active View Viewable Impr Per Measurable Impr for the UrlPerformance report.
AllConversionRate	<i>Double</i>	Metric	All Conv Rate	All Conv Rate for the UrlPerformance report.
AllConversions	<i>Double</i>	Metric	All Conv	All Conv for the UrlPerformance report.
AllConversionValue	<i>Double</i>	Metric	All Conv Value	All Conv Value for the UrlPerformance report.
AverageCost	<i>Decimal</i>	Metric	Avg Cost	Avg Cost for the UrlPerformance report.
AverageCpc	<i>Decimal</i>	Metric	Avg CPC	Avg CPC for the UrlPerformance report.
AverageCpe	<i>Double</i>	Metric	Avg CPE	Avg CPE for the UrlPerformance report.
AverageCpm	<i>Decimal</i>	Metric	Avg CPM	Avg CPM for the UrlPerformance

				report.
AverageCpv	<i>Double</i>	Metric	Avg CPV	Avg CPV for the UrlPerformance report.
Clicks	<i>Long</i>	Metric	Clicks	Clicks for the UrlPerformance report.
ConversionRate	<i>Double</i>	Metric	Conv Rate	Conv Rate for the UrlPerformance report.
Conversions	<i>Double</i>	Metric	Conversions	Conversions for the UrlPerformance report.
ConversionValue	<i>Double</i>	Metric	Total Conv Value	Total Conv Value for the UrlPerformance report.
Cost	<i>Decimal</i>	Metric	Cost	Cost for the UrlPerformance report.
CostPerAllConversion	<i>Decimal</i>	Metric	Cost Per All Conv	Cost Per All Conv for the UrlPerformance report.
CostPerConversion	<i>Decimal</i>	Metric	Cost Per Conv	Cost Per Conv for the UrlPerformance report.
CrossDeviceConversions	<i>Double</i>	Metric	Cross-device	Cross-device

			Conv	Conv for the UrlPerformance report.
Ctr	<i>Double</i>	Metric	CTR	CTR for the UrlPerformance report.
EngagementRate	<i>Double</i>	Metric	Engagement Rate	Engagement Rate for the UrlPerformance report.
Engagements	<i>Long</i>	Metric	Engagements	Engagements for the UrlPerformance report.
Impressions	<i>Long</i>	Metric	Impressions	Impressions for the UrlPerformance report.
InteractionRate	<i>Double</i>	Metric	Interaction Rate	Interaction Rate for the UrlPerformance report.
Interactions	<i>Long</i>	Metric	Interactions	Interactions for the UrlPerformance report.
InteractionTypes	<i>String</i>	Metric	Interaction Types	Interaction Types for the UrlPerformance report.
ValuePerAllConversion	<i>Double</i>	Metric	Value Per All Conv	Value Per All Conv for the

				UrlPerformance report.
ValuePerConversion	<i>Double</i>	Metric	Value Per Conv	Value Per Conv for the UrlPerformance report.
VideoQuartile100Rate	<i>Double</i>	Metric	Video Played To 100Percent	Video Played To 100Percent for the UrlPerformance report.
VideoQuartile25Rate	<i>Double</i>	Metric	Video Played To 25Percent	Video Played To 25Percent for the UrlPerformance report.
VideoQuartile50Rate	<i>Double</i>	Metric	Video Played To 50Percent	Video Played To 50Percent for the UrlPerformance report.
VideoQuartile75Rate	<i>Double</i>	Metric	Video Played To 75Percent	Video Played To 75Percent for the UrlPerformance report.
VideoViewRate	<i>Double</i>	Metric	View Rate	View Rate for the UrlPerformance report.
VideoViews	<i>Long</i>	Metric	Views	Views for the UrlPerformance report.

ViewThroughConversions	<i>Long</i>	Metric	View-through Conv	View-through Conv for the UrlPerformance report.
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## Pseudo-Columns

Pseudo column fields are used in the WHERE clause of SELECT statements and offer a more granular control over the tuples that are returned from the data source.

Name	Type	Description
StartDate	<i>String</i>	Start date for fetching AdWords data. Both StartDate and EndDate must be set to specify a custom date range. The default range in the last seven days.
EndDate	<i>String</i>	End date for fetching AdWords data. Both StartDate and EndDate must be set to specify a custom date range. The default range in the last seven days.

## UserAdDistance

The User Ad Distance Report provides statistics aggregated by the user's distance from your location extensions.

## Columns

Name	Type	Behavior	DisplayName	Description
AccountCurrencyCode	<i>String</i>	Attribute	Currency	Currency for the UserAdDistance



				report.
AccountDescriptiveName	<i>String</i>	Attribute	Account	Account for the UserAdDistance report.
AccountTimeZone	<i>String</i>	Attribute	Time Zone	Time Zone for the UserAdDistance report.
CampaignId	<i>Long</i>	Attribute	Campaign ID	Campaign ID for the UserAdDistance report.
CampaignName	<i>String</i>	Attribute	Campaign	Campaign for the UserAdDistance report.
CampaignStatus	<i>String</i>	Attribute	Campaign State	<p>Campaign State for the UserAdDistance report.</p> <p>The allowed values are <i>UNKNOWN</i>, <i>ENABLED</i>, <i>PAUSED</i>, <i>REMOVED</i>.</p>
CustomerDescriptiveName	<i>String</i>	Attribute	Client Name	Client Name for the UserAdDistance report.
DistanceBucket	<i>String</i>	Attribute	Distance From Location Extensions	Distance From Location Extensions for

the  
UserAdDistance  
report.

The allowed  
values are  
*DISTANCE\_*  
*BUCKET\_WITHIN\_*  
*200M, DISTANCE\_*  
*BUCKET\_WITHIN\_*  
*500M, DISTANCE\_*  
*BUCKET\_WITHIN\_*  
*700M, DISTANCE\_*  
*BUCKET\_WITHIN\_*  
*1KM, DISTANCE\_*  
*BUCKET\_WITHIN\_*  
*5KM, DISTANCE\_*  
*BUCKET\_WITHIN\_*  
*10KM, DISTANCE\_*  
*BUCKET\_WITHIN\_*  
*15KM, DISTANCE\_*  
*BUCKET\_WITHIN\_*  
*20KM, DISTANCE\_*  
*BUCKET\_WITHIN\_*  
*25KM, DISTANCE\_*  
*BUCKET\_WITHIN\_*  
*30KM, DISTANCE\_*  
*BUCKET\_WITHIN\_*  
*35KM, DISTANCE\_*  
*BUCKET\_WITHIN\_*  
*40KM, DISTANCE\_*  
*BUCKET\_WITHIN\_*  
*45KM, DISTANCE\_*  
*BUCKET\_WITHIN\_*  
*50KM, DISTANCE\_*  
*BUCKET\_WITHIN\_*  
*55KM, DISTANCE\_*  
*BUCKET\_WITHIN\_*

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60KM, DISTANCE\_  
BUCKET\_WITHIN\_  
65KM, DISTANCE\_  
BUCKET\_  
BEYOND\_65KM,  
DISTANCE\_  
BUCKET\_WITHIN\_  
0\_2MILES,  
DISTANCE\_  
BUCKET\_WITHIN\_  
0\_5MILES,  
DISTANCE\_  
BUCKET\_WITHIN\_  
0\_7MILES,  
DISTANCE\_  
BUCKET\_WITHIN\_  
1MILE, DISTANCE\_  
BUCKET\_WITHIN\_  
5MILES,  
DISTANCE\_  
BUCKET\_WITHIN\_  
10MILES,  
DISTANCE\_  
BUCKET\_WITHIN\_  
15MILES,  
DISTANCE\_  
BUCKET\_WITHIN\_  
20MILES,  
DISTANCE\_  
BUCKET\_WITHIN\_  
25MILES,  
DISTANCE\_  
BUCKET\_WITHIN\_  
30MILES,  
DISTANCE\_  
BUCKET\_WITHIN\_  
35MILES,  
DISTANCE\_  
BUCKET\_WITHIN\_  
40MILES,

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ExternalCustomerId	Long	Attribute	Customer ID	Customer ID for the UserAdDistance report.
AdNetworkType1	String	Segment	Network	<p>Network for the UserAdDistance report.</p> <p>The allowed values are UNKNOWN, SEARCH, CONTENT, YOUTUBE_SEARCH, YOUTUBE_WATCH, MIXED.</p>
AdNetworkType2	String	Segment	Network (with Search Partners)	<p>Network (with Search Partners) for the UserAdDistance report.</p> <p>The allowed values are UNKNOWN, SEARCH, SEARCH_PARTNERS, CONTENT, YOUTUBE_SEARCH, YOUTUBE_WATCH, MIXED.</p>
ConversionCategoryName	String	Segment	Conversion Category	Conversion Category for the UserAdDistance

				report.
ConversionTrackerId	<i>Long</i>	Segment	Conversion Tracker Id	Conversion Tracker Id for the UserAdDistance report.
ConversionTypeName	<i>String</i>	Segment	Conversion Name	Conversion Name for the UserAdDistance report.
Date	<i>Date</i>	Segment	Day	Day for the UserAdDistance report.
DayOfWeek	<i>String</i>	Segment	Day Of Week	Day Of Week for the UserAdDistance report.  The allowed values are <i>MONDAY, TUESDAY, WEDNESDAY, THURSDAY, FRIDAY, SATURDAY, SUNDAY.</i>
Device	<i>String</i>	Segment	Device	Device for the UserAdDistance report.  The allowed values are <i>UNKNOWN, DESKTOP, HIGH_END_MOBILE, TABLET.</i>

ExternalConversionSource	<i>String</i>	Segment	Conversion Source	<p>Conversion Source for the UserAdDistance report.</p> <p>The allowed values are  UNKNOWN,  WEBPAGE,  ANALYTICS,  UPLOAD, AD_  CALL_METRICS,  OFFERS,  ENGAGEMENT,  WEBSITE_CALL_  METRICS, STORE_  VISITS, ANDROID_  IN_APP,  ANDROID_  DOWNLOAD, IOS_  IN_APP, IOS_  FIRST_OPEN,  APP_  UNSPECIFIED,  ANDROID_FIRST_  OPEN, UPLOAD_  CALLS, FIREBASE,  CLICK_TO_CALL,  SALESFORCE,  STORE_SALES_  CRM, STORE_  SALES_PAYMENT_  NETWORK,  GOOGLE_PLAY,  THIRD_PARTY_  APP_ANALYTICS,  GOOGLE_  ATTRIBUTION,  STORE_SALES_  DIRECT.</p>
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Month	<i>String</i>	Segment	Month	Month for the UserAdDistance report.
MonthOfYear	<i>String</i>	Segment	Month Of Year	Month Of Year for the UserAdDistance report.  The allowed values are JANUARY, FEBRUARY, MARCH, APRIL, MAY, JUNE, JULY, AUGUST, SEPTEMBER, OCTOBER, NOVEMBER, DECEMBER.
Quarter	<i>String</i>	Segment	Quarter	Quarter for the UserAdDistance report.
Week	<i>String</i>	Segment	Week	Week for the UserAdDistance report.
Year	<i>Integer</i>	Segment	Year	Year for the UserAdDistance report.
AllConversionRate	<i>Double</i>	Metric	All Conv Rate	All Conv Rate for the UserAdDistance report.
AllConversions	<i>Double</i>	Metric	All Conv	All Conv for the UserAdDistance

				report.
AllConversionValue	Double	Metric	All Conv Value	All Conv Value for the UserAdDistance report.
AverageCpc	Decimal	Metric	Avg CPC	Avg CPC for the UserAdDistance report.
AverageCpm	Decimal	Metric	Avg CPM	Avg CPM for the UserAdDistance report.
AveragePosition	Double	Metric	Avg Position	Avg Position for the UserAdDistance report.
Clicks	Long	Metric	Clicks	Clicks for the UserAdDistance report.
ConversionRate	Double	Metric	Conv Rate	Conv Rate for the UserAdDistance report.
Conversions	Double	Metric	Conversions	Conversions for the UserAdDistance report.
ConversionValue	Double	Metric	Total Conv Value	Total Conv Value for the UserAdDistance report.
Cost	Decimal	Metric	Cost	Cost for the UserAdDistance



				report.
CostPerAllConversion	<i>Decimal</i>	Metric	Cost Per All Conv	Cost Per All Conv for the UserAdDistance report.
CostPerConversion	<i>Decimal</i>	Metric	Cost Per Conv	Cost Per Conv for the UserAdDistance report.
CrossDeviceConversions	<i>Double</i>	Metric	Cross-device Conv	Cross-device Conv for the UserAdDistance report.
Ctr	<i>Double</i>	Metric	CTR	CTR for the UserAdDistance report.
Impressions	<i>Long</i>	Metric	Impressions	Impressions for the UserAdDistance report.
ValuePerAllConversion	<i>Double</i>	Metric	Value Per All Conv	Value Per All Conv for the UserAdDistance report.
ValuePerConversion	<i>Double</i>	Metric	Value Per Conv	Value Per Conv for the UserAdDistance report.
ViewThroughConversions	<i>Long</i>	Metric	View-through Conv	View-through Conv for the UserAdDistance report.

## Pseudo-Columns

Pseudo column fields are used in the WHERE clause of SELECT statements and offer a more granular control over the tuples that are returned from the data source.

Name	Type	Description
StartDate	<i>String</i>	Start date for fetching AdWords data. Both StartDate and EndDate must be set to specify a custom date range. The default range in the last seven days.
EndDate	<i>String</i>	End date for fetching AdWords data. Both StartDate and EndDate must be set to specify a custom date range. The default range in the last seven days.

## VideoPerformance

The Video Performance report includes statistics for your account's upgraded AdWords for Video campaigns.

## Columns

Name	Type	Behavior	DisplayName	Description
AccountCurrencyCode	<i>String</i>	Attribute	Currency	Currency for the VideoPerformance report.
AccountDescriptiveName	<i>String</i>	Attribute	Account	Account for the VideoPerformance report.
AccountTimeZone	<i>String</i>	Attribute	Time Zone	Time Zone for the VideoPerformance

				report.
AdGroupId	Long	Attribute	Ad Group ID	Ad Group ID for the VideoPerformance report.
AdGroupName	String	Attribute	Ad Group	Ad Group for the VideoPerformance report.
AdGroupStatus	String	Attribute	Ad Group State	Ad Group State for the VideoPerformance report.  The allowed values are <i>UNKNOWN</i> , <i>ENABLED</i> , <i>PAUSED</i> , <i>REMOVED</i> .
CampaignId	Long	Attribute	Campaign ID	Campaign ID for the VideoPerformance report.
CampaignName	String	Attribute	Campaign	Campaign for the VideoPerformance report.
CampaignStatus	String	Attribute	Campaign State	Campaign State for the VideoPerformance report.  The allowed values are <i>UNKNOWN</i> , <i>ENABLED</i> , <i>PAUSED</i> , <i>REMOVED</i> .
CreativeId	Long	Attribute	Ad ID	Ad ID for the VideoPerformance

				report.
CreativeStatus	String	Attribute	Ad State	Ad State for the VideoPerformance report.  The allowed values are <i>ENABLED</i> , <i>PAUSED</i> , <i>DISABLED</i> .
CustomerDescriptiveName	String	Attribute	Client Name	Client Name for the VideoPerformance report.
ExternalCustomerId	Long	Attribute	Customer ID	Customer ID for the VideoPerformance report.
VideoChannelId	String	Attribute	Video Channel Id	Video Channel Id for the VideoPerformance report.
VideoDuration	Long	Attribute	Video Duration	Video Duration for the VideoPerformance report.
VideoId	String	Attribute	Video Id	Video Id for the VideoPerformance report.
VideoTitle	String	Attribute	Video Title	Video Title for the VideoPerformance report.
AdNetworkType1	String	Segment	Network	Network for the VideoPerformance report.  The allowed values

				are <i>UNKNOWN</i> , <i>SEARCH</i> , <i>CONTENT</i> , <i>YOUTUBE_SEARCH</i> , <i>YOUTUBE_WATCH</i> , <i>MIXED</i> .
AdNetworkType2	<i>String</i>	Segment	Network (with Search Partners)	Network (with Search Partners) for the VideoPerformance report.  The allowed values are <i>UNKNOWN</i> , <i>SEARCH</i> , <i>SEARCH_</i> <i>PARTNERS</i> , <i>CONTENT</i> , <i>YOUTUBE_SEARCH</i> , <i>YOUTUBE_WATCH</i> , <i>MIXED</i> .
ClickType	<i>String</i>	Segment	Click Type	Click Type for the VideoPerformance report.  The allowed values are <i>URL_CLICKS</i> , <i>CALLS</i> , <i>OTHER</i> , <i>PRODUCT_</i> <i>EXTENSION_CLICKS</i> , <i>SITELINKS</i> , <i>PRODUCT_LISTING_</i> <i>AD_CLICKS</i> , <i>GET_</i> <i>DIRECTIONS</i> , <i>OFFER_PRINTS</i> , <i>BREADCRUMBS</i> , <i>CALL_TRACKING</i> ,

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MOBILE\_CALL\_  
TRACKING,  
LOCATION\_  
EXPANSION, STORE\_  
LOCATOR,  
PRODUCT\_LISTING\_  
AD\_LOCAL, APP\_  
DEEPLINK,  
PRODUCT\_LISTING\_  
AD\_  
MULTICHANNEL\_  
LOCAL, PRODUCT\_  
LISTING\_AD\_  
MULTICHANNEL\_  
ONLINE, PRODUCT\_  
LISTING\_ADS\_  
COUPON,  
PRODUCT\_LISTING\_  
AD\_TRANSACTABLE,  
PRODUCT\_AD\_APP\_  
DEEPLINK,  
SHOWCASE\_AD\_  
CATEGORY\_LINK,  
SHOWCASE\_AD\_  
LOCAL\_  
STOREFRONT\_LINK,  
SHOWCASE\_AD\_  
ONLINE\_PRODUCT\_  
LINK, SHOWCASE\_  
AD\_LOCAL\_  
PRODUCT\_LINK,  
PRICE\_EXTENSION,  
VIDEO\_WEBSITE\_  
CLICKS, VIDEO\_  
CALL\_TO\_ACTION\_  
CLICKS, VIDEO\_  
APP\_STORE\_CLICKS,  
VIDEO\_CARD\_

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				LOCATION_ FORMAT_ DIRECTIONS, LOCATION_ FORMAT_CALL, LOCATION_ FORMAT_TEXT, LOCATION_ FORMAT_IMAGE, BROADBAND_PLAN, WIRELESS_PLAN, VISUAL_SITELINKS, PROMOTION_ EXTENSION, SWIPEABLE_ GALLERY_AD_ HEADLINE, SWIPEABLE_ GALLERY_AD_ SWIPES, SWIPEABLE_ GALLERY_AD_SEE_ MORE, SWIPEABLE_ GALLERY_AD_ SITELINK_ONE, SWIPEABLE_ GALLERY_AD_ SITELINK_TWO, SWIPEABLE_ GALLERY_AD_ SITELINK_THREE, SWIPEABLE_ GALLERY_AD_ SITELINK_FOUR, SWIPEABLE_ GALLERY_AD_ SITELINK_FIVE, UNKNOWN.
ConversionCategoryName	String	Segment	Conversion	Conversion

			Category	Category for the VideoPerformance report.
ConversionTrackerId	<i>Long</i>	Segment	Conversion Tracker Id	Conversion Tracker Id for the VideoPerformance report.
ConversionTypeName	<i>String</i>	Segment	Conversion Name	Conversion Name for the VideoPerformance report.
Date	<i>Date</i>	Segment	Day	Day for the VideoPerformance report.
DayOfWeek	<i>String</i>	Segment	Day Of Week	Day Of Week for the VideoPerformance report.  The allowed values are <i>MONDAY</i> , <i>TUESDAY</i> , <i>WEDNESDAY</i> , <i>THURSDAY</i> , <i>FRIDAY</i> , <i>SATURDAY</i> , <i>SUNDAY</i> .
Device	<i>String</i>	Segment	Device	Device for the VideoPerformance report.  The allowed values are <i>UNKNOWN</i> , <i>DESKTOP</i> , <i>HIGH_END_MOBILE</i> , <i>TABLET</i> .
ExternalConversionSource	<i>String</i>	Segment	Conversion	Conversion Source



			Source	for the VideoPerformance report.  The allowed values are <i>UNKNOWN</i> , <i>WEBPAGE</i> , <i>ANALYTICS</i> , <i>UPLOAD</i> , <i>AD_CALL_</i> <i>METRICS</i> , <i>OFFERS</i> , <i>ENGAGEMENT</i> , <i>WEBSITE_CALL_</i> <i>METRICS</i> , <i>STORE_</i> <i>VISITS</i> , <i>ANDROID_</i> <i>IN_APP</i> , <i>ANDROID_</i> <i>DOWNLOAD</i> , <i>IOS_</i> <i>IN_APP</i> , <i>IOS_FIRST_</i> <i>OPEN</i> , <i>APP_</i> <i>UNSPECIFIED</i> , <i>ANDROID_FIRST_</i> <i>OPEN</i> , <i>UPLOAD_</i> <i>CALLS</i> , <i>FIREBASE</i> , <i>CLICK_TO_CALL</i> , <i>SALESFORCE</i> , <i>STORE_SALES_CRM</i> , <i>STORE_SALES_</i> <i>PAYMENT_</i> <i>NETWORK</i> , <i>GOOGLE_PLAY</i> , <i>THIRD_PARTY_APP_</i> <i>ANALYTICS</i> , <i>GOOGLE_</i> <i>ATTRIBUTION</i> , <i>STORE_SALES_</i> <i>DIRECT</i> .
Month	<i>String</i>	Segment	Month	Month for the VideoPerformance report.

MonthOfYear	<i>String</i>	Segment	Month Of Year	Month Of Year for the VideoPerformance report.  The allowed values are JANUARY, FEBRUARY, MARCH, APRIL, MAY, JUNE, JULY, AUGUST, SEPTEMBER, OCTOBER, NOVEMBER, DECEMBER.
Quarter	<i>String</i>	Segment	Quarter	Quarter for the VideoPerformance report.
Week	<i>String</i>	Segment	Week	Week for the VideoPerformance report.
Year	<i>Integer</i>	Segment	Year	Year for the VideoPerformance report.
AllConversionRate	<i>Double</i>	Metric	All Conv Rate	All Conv Rate for the VideoPerformance report.
AllConversions	<i>Double</i>	Metric	All Conv	All Conv for the VideoPerformance report.
AllConversionValue	<i>Double</i>	Metric	All Conv Value	All Conv Value for the VideoPerformance report.

AverageCpm	<i>Double</i>	Metric	Avg CPM	Avg CPM for the VideoPerformance report.
AverageCpv	<i>Double</i>	Metric	Avg CPV	Avg CPV for the VideoPerformance report.
Clicks	<i>Long</i>	Metric	Clicks	Clicks for the VideoPerformance report.
ConversionRate	<i>Double</i>	Metric	Conv Rate	Conv Rate for the VideoPerformance report.
Conversions	<i>Double</i>	Metric	Conversions	Conversions for the VideoPerformance report.
ConversionValue	<i>Double</i>	Metric	Total Conv Value	Total Conv Value for the VideoPerformance report.
Cost	<i>Decimal</i>	Metric	Cost	Cost for the VideoPerformance report.
CostPerAllConversion	<i>Decimal</i>	Metric	Cost Per All Conv	Cost Per All Conv for the VideoPerformance report.
CostPerConversion	<i>Decimal</i>	Metric	Cost Per Conv	Cost Per Conv for the VideoPerformance report.
CrossDeviceConversions	<i>Double</i>	Metric	Cross-device	Cross-device Conv

			Conv	for the VideoPerformance report.
Ctr	Double	Metric	CTR	CTR for the VideoPerformance report.
EngagementRate	Double	Metric	Engagement Rate	Engagement Rate for the VideoPerformance report.
Engagements	Long	Metric	Engagements	Engagements for the VideoPerformance report.
Impressions	Long	Metric	Impressions	Impressions for the VideoPerformance report.
ValuePerAllConversion	Double	Metric	Value Per All Conv	Value Per All Conv for the VideoPerformance report.
VideoQuartile100Rate	Double	Metric	Video Played To 100Percent	Video Played To 100Percent for the VideoPerformance report.
VideoQuartile25Rate	Double	Metric	Video Played To 25Percent	Video Played To 25Percent for the VideoPerformance report.
VideoQuartile50Rate	Double	Metric	Video Played To 50Percent	Video Played To 50Percent for the VideoPerformance

				report.
VideoQuartile75Rate	Double	Metric	Video Played To 75Percent	Video Played To 75Percent for the VideoPerformance report.
VideoViewRate	Double	Metric	View Rate	View Rate for the VideoPerformance report.
VideoViews	Long	Metric	Views	Views for the VideoPerformance report.
ViewThroughConversions	Long	Metric	View-through Conv	View-through Conv for the VideoPerformance report.

## Pseudo-Columns

Pseudo column fields are used in the WHERE clause of SELECT statements and offer a more granular control over the tuples that are returned from the data source.

Name	Type	Description
StartDate	String	Start date for fetching AdWords data. Both StartDate and EndDate must be set to specify a custom date range. The default range in the last seven days.
EndDate	String	End date for fetching AdWords data. Both StartDate and EndDate must be set to specify a custom date range. The default range in the last seven days.

## Stored Procedures

Stored procedures are available to complement the data available from the [Data Model](#). It may be necessary to update data available from a view using a stored procedure because the data does not provide for direct, table-like, two-way updates. In these situations, the retrieval of the data is done using the appropriate view or table, while the update is done by calling a stored procedure. Stored procedures take a list of parameters and return back a dataset that contains the collection of tuples that constitute the response.

### Google Ads Adapter Stored Procedures

Name	Description
<a href="#">GetOAuthAccessToken</a>	Obtains the OAuth access token to be used for authentication with various Google services.
<a href="#">GetOAuthAuthorizationURL</a>	Obtains the OAuth authorization URL used for authentication with various Google services.
<a href="#">RefreshOAuthAccessToken</a>	Obtains the OAuth access token to be used for authentication with various Google services.

## GetOAuthAccessToken

Obtains the OAuth access token to be used for authentication with various Google services.

### Input

Name	Type	Required	Description
AuthMode	<i>String</i>	<i>True</i>	The type of authentication mode to use. The allowed values are <i>APP</i> , <i>WEB</i> .

			The default value is <i>WEB</i> .
Scope	<i>String</i>	<i>True</i>	<p>The scope of access to Google APIs. By default, access to all APIs used by this data provider will be specified.</p> <p>The default value is <i>https://www.googleapis.com/auth/adwords</i>.</p>
Verifier	<i>String</i>	<i>False</i>	The verifier code returned by Google after permission for the app to connect has been granted. <i>WEB AuthMode</i> only.
CallbackURL	<i>String</i>	<i>False</i>	This field determines where the response is sent. The value of this parameter must exactly match one of the values registered in the APIs Console, including the HTTP or HTTPS schemes, capitalization, and trailing forward slash ('/').
Prompt	<i>String</i>	<i>True</i>	<p>This field indicates the prompt to present the user. The default is <i>CONSENT</i>, so a given user will see a consent page every time, even if they have previously given consent to the application for a given set of scopes. If it is set to <i>SELECT_ACCOUNT</i>, the user will be prompted to select the account to connect to. Lastly, if it is set to <i>NONE</i>, no authentication or consent screens will be displayed to the user.</p> <p>The allowed values are <i>NONE</i>, <i>CONSENT</i>, <i>SELECT_ACCOUNT</i>.</p> <p>The default value is <i>CONSENT</i>.</p>
AccessType	<i>String</i>	<i>True</i>	This field indicates if your application needs to access a Google API when the user is not present at the browser. This parameter defaults to <i>OFFLINE</i> . If your application needs to refresh access tokens when the user is not present at the browser, then use <i>OFFLINE</i> . This will result in your application obtaining a refresh token the

			<p>first time your application exchanges an authorization code for a user.</p> <p>The allowed values are <i>ONLINE</i>, <i>OFFLINE</i>.</p> <p>The default value is <i>OFFLINE</i>.</p>
State	<i>String</i>	<i>False</i>	<p>This field indicates any state that may be useful to your application upon receipt of the response. Your application receives the same value it sent, as this parameter makes a round-trip to Google authorization server and back. Uses include redirecting the user to the correct resource in your site, using nonces, and mitigating cross-site request forgery.</p>

## Result Set Columns

Name	Type	Description
OAuthAccessToken	<i>String</i>	The authentication token returned from Google. This can be used in subsequent calls to other operations for this particular service.
OAuthRefreshToken	<i>String</i>	A token that may be used to obtain a new access token.
ExpiresIn	<i>String</i>	The remaining lifetime on the access token.

## GetOAuthAuthorizationURL

Obtains the OAuth authorization URL used for authentication with various Google services.

## Input



Name	Type	Required	Description
Scope	String	True	<p>The scope of access to Google APIs. By default, access to all APIs used by this data provider will be specified.</p> <p>The default value is <code>https://www.googleapis.com/auth/adwords</code>.</p>
CallbackURL	String	False	<p>This field determines where the response is sent. The value of this parameter must exactly match one of the values registered in the APIs Console, including the HTTP or HTTPS schemes, case, and trailing forward slash ('/').</p>
Prompt	String	True	<p>This field indicates the prompt to present the user. The default is <code>CONSENT</code>, so a given user will see a consent page every time, even if they have previously given consent to the application for a given set of scopes. If it is set to <code>SELECT_ACCOUNT</code>, the user will be prompted to select the account to connect to. Lastly, if it is set to <code>NONE</code>, no authentication or consent screens will be displayed to the user.</p> <p>The allowed values are <code>NONE</code>, <code>CONSENT</code>, <code>SELECT_ACCOUNT</code>.</p> <p>The default value is <code>CONSENT</code>.</p>
AccessType	String	True	<p>This field indicates if your application needs to access a Google API when the user is not present at the browser. This parameter defaults to <code>OFFLINE</code>. If your application needs to refresh access tokens when the user is not present at the browser, then use <code>OFFLINE</code>. This will result in your application obtaining a refresh token the first time your application exchanges an authorization code for a user.</p> <p>The allowed values are <code>ONLINE</code>, <code>OFFLINE</code>.</p>

			The default value is <i>OFFLINE</i> .
State	<i>String</i>	<i>False</i>	This field indicates any state that may be useful to your application upon receipt of the response. Your application receives the same value it sent, as this parameter makes a round-trip to the Google authorization server and back. Possible uses include redirecting the user to the correct resource in your site, using nonces, and mitigating cross-site request forgery.

## Result Set Columns

Name	Type	Description
URL	<i>String</i>	The URL to complete user authentication.

## RefreshOAuthAccessToken

Obtains the OAuth access token to be used for authentication with various Google services.

## Input

Name	Type	Required	Description
OAuthRefreshToken	<i>String</i>	<i>True</i>	The refresh token returned from the original authorization code exchange.

## Result Set Columns

Name	Type	Description
OAuthAccessToken	<i>String</i>	The authentication token returned from Google. This can be used in subsequent calls to other operations for this particular service.
OAuthRefreshToken	<i>String</i>	The authentication token returned from Google. This can be used in subsequent calls to other operations for this particular service.
ExpiresIn	<i>String</i>	The remaining lifetime on the access token.

## Google Ads V3 Data Model

### Overview

The Google Ads Adapter models Google Ads entities in relational views and stored procedures. The provided views will give you access to your Google Ads data using the V3 version of the Google Ads API.

### Changes from the old Google Adwords API Reports

All report names, in addition to several field names have now changed from the Google Ads provider. Please refer to [Google's documentation](#) for name mappings between the deprecated Google AdWords API and the current Google Ads API.

### Key Features

- The adapter models Google Ads entities like documents, folders, and groups as

relational views, allowing you to write SQL to query Google Ads data.

- Stored procedures allow you to execute operations to Google Ads.
- Live connectivity to these objects means any changes to your Google Ads account are immediately reflected when using the adapter.

## Views

[Views](#) describes the available views. Views are statically defined to model Campaigns, AdGroups, Customers, and more.

## Stored Procedures

[Stored Procedures](#) are function-like interfaces to Google Ads. Stored procedures allow you to execute operations to Google Ads, including downloading documents and moving envelopes.

## Collaborative Query Processing

The adapter offloads as much of the SELECT statement processing as possible to Google Ads and then processes the rest of the query in memory. API limitations and requirements are also documented in this section.

## Views

Views are composed of columns and pseudo columns. Views are similar to tables in the way that data is represented; however, views do not support updates. Entities that are represented as views are typically read-only entities. Often, a stored procedure is available to update the data if such functionality is applicable to the data source.

Queries can be executed against a view as if it were a normal table, and the data that comes back is similar in that regard. To find out more about tables and stored procedures, please navigate to their corresponding entries in this help document.

## Google Ads Adapter Views

Name	Description
<a href="#">AdGroup</a>	The ad group referenced in the query.
<a href="#">AdGroupAd</a>	The ad referenced in the query.
<a href="#">AdGroupAdAssetView</a>	The ad asset view in the query.
<a href="#">AdGroupAudienceView</a>	The ad group audience asset view in the query.
<a href="#">AdGroupCriterion</a>	The ad group criterion in the query.
<a href="#">AdScheduleView</a>	The ad view in the query.
<a href="#">AgeRangeView</a>	The age range view in the query.
<a href="#">Asset</a>	The asset referenced in the query.
<a href="#">BiddingStrategy</a>	The bidding strategy referenced in the query.
<a href="#">Campaign</a>	The campaign referenced in the query.
<a href="#">CampaignAudienceView</a>	The Audience Performance report includes performance data from interests and remarketing lists for display ads, and remarketing lists for search ads (RLSA), aggregated at the audience level one row per audience.
<a href="#">CampaignBidModifier</a>	The campaign bid modifier view in the query.
<a href="#">CampaignBudget</a>	The campaign budget referenced in the query.
<a href="#">CampaignCriterion</a>	The campaign criterion in the query.
<a href="#">ClickView</a>	The click view in the query.
<a href="#">ConversionAction</a>	The conversion action view in the query.
<a href="#">Customer</a>	The customer referenced in the query.

<a href="#">CustomerClientLink</a>	The links between customer client accounts and manager accounts
<a href="#">DetailPlacementView</a>	The detail placement view in the query.
<a href="#">DisplayKeywordView</a>	The display keyword view in the query.
<a href="#">DistanceView</a>	The distance view in the query.
<a href="#">DynamicSearchAdsSearchTermView</a>	The dynamic search ads search term view in the query.
<a href="#">ExpandedLandingPageView</a>	The expanded landing page view in the query.
<a href="#">ExtensionFeedItem</a>	The extension feed item in the query.
<a href="#">Feed</a>	The feed referenced in the query.
<a href="#">FeedPlaceholderView</a>	The feed placeholder view in the query.
<a href="#">GenderView</a>	The gender view in the query.
<a href="#">GeographicView</a>	The geographic view in the query.
<a href="#">GroupPlacementView</a>	The group placement view in the query.
<a href="#">HotelGroupView</a>	The hotel group view in the query.
<a href="#">HotelPerformanceView</a>	The hotel performance view in the query.
<a href="#">KeywordView</a>	The keyword view in the query.
<a href="#">LandingPageView</a>	The landing page view in the query.
<a href="#">LocationView</a>	The location view in the query.
<a href="#">ManagedPlacementView</a>	The managed placement view in the query.
<a href="#">PaidOrganicSearchTermView</a>	The paid organic search term view in the query.

<a href="#">ParentalStatusView</a>	The parental status view in the query.
<a href="#">ProductGroupView</a>	The product group view in the query.
<a href="#">Resources</a>	List of resources that can be used in order to generate new Reports or re-generate the old one.
<a href="#">SearchTermView</a>	The search term view in the query.
<a href="#">ShoppingPerformanceView</a>	The shopping performance view in the query.
<a href="#">TopicView</a>	The topic view in the query.
<a href="#">UserLocationView</a>	The user location view in the query.
<a href="#">Video</a>	The video view in the query.

## AdGroup

The ad group referenced in the query.

## Table Specific Information

### Select

Google Ads does not allow every column to be selected in a single query as some data will conflict if selected together. Therefore, when issuing a query that selects all columns, only the default metrics, segments, and attributes will be returned. In general, these defaults are the same fields that are exposed through the Ads console.

To use the nondefault fields, explicitly select them in your query.

Filters can also be used in the WHERE clause. The supported operators are the =, !=, >, >=, <, <=, LIKE, NOT LIKE, IN, and NOT IN operators. All filters must be joined by the AND keyword as OR is not supported by the Ads API.

## Columns

Name	Type	Description
AdGroupAdRotationMode	<i>String</i>	AdGroupAdRotationMode column for table AdGroup
AdGroupBaseAdGroup	<i>String</i>	AdGroupBaseAdGroup column for table AdGroup
AdGroupCampaign	<i>String</i>	AdGroupCampaign column for table AdGroup
AdGroupCpcBidMicros	<i>Long</i>	AdGroupCpcBidMicros column for table AdGroup
AdGroupCpmBidMicros	<i>Long</i>	AdGroupCpmBidMicros column for table AdGroup
AdGroupCpvBidMicros	<i>Long</i>	AdGroupCpvBidMicros column for table AdGroup
AdGroupDisplayCustomBidDimension	<i>String</i>	AdGroupDisplayCustomBidDimension column for table AdGroup
AdGroupEffectiveTargetCpaMicros	<i>Long</i>	AdGroupEffectiveTargetCpaMicros column for table AdGroup
AdGroupEffectiveTargetCpaSource	<i>String</i>	AdGroupEffectiveTargetCpaSource column for table AdGroup
AdGroupEffectiveTargetRoas	<i>Double</i>	AdGroupEffectiveTargetRoas column for table AdGroup
AdGroupEffectiveTargetRoasSource	<i>String</i>	AdGroupEffectiveTargetRoasSource column for table AdGroup
AdGroupExplorerAutoOptimizerSettingOptInBool		AdGroupExplorerAutoOptimizerSettingOptIn column for table AdGroup



AdGroupFinalUrlSuffix	<i>String</i>	AdGroupFinalUrlSuffix column for table AdGroup
AdGroupId	<i>Long</i>	AdGroupId column for table AdGroup
AdGroupLabels	<i>String</i>	AdGroupLabels column for table AdGroup
AdGroupName	<i>String</i>	AdGroupName column for table AdGroup
AdGroupPercentCpcBidMicros	<i>Long</i>	AdGroupPercentCpcBidMicros column for table AdGroup
AdGroupResourceName	<i>String</i>	AdGroupResourceName column for table AdGroup
AdGroupStatus	<i>String</i>	AdGroupStatus column for table AdGroup
AdGroupTargetCpaMicros	<i>Long</i>	AdGroupTargetCpaMicros column for table AdGroup
AdGroupTargetCpmMicros	<i>Long</i>	AdGroupTargetCpmMicros column for table AdGroup
AdGroupTargetRoas	<i>Double</i>	AdGroupTargetRoas column for table AdGroup
AdGroupTargetingSettingTargetRestrictions	<i>String</i>	AdGroupTargetingSettingTargetRestrictions column for table AdGroup
AdGroupTrackingUrlTemplate	<i>String</i>	AdGroupTrackingUrlTemplate column for table AdGroup
AdGroupType	<i>String</i>	AdGroupType column for table AdGroup
AdGroupUrlCustomParameters	<i>String</i>	AdGroupUrlCustomParameters column

for table AdGroup		
CustomerId	<i>Long</i>	CustomerId column for table AdGroup.

## Pseudo-Columns

Pseudo column fields are used in the WHERE clause of SELECT statements and offer a more granular control over the tuples that are returned from the data source.

Name	Type	Description
ManagerId	<i>Long</i>	Id of the manager account on behalf of which you are requesting customer data.

## AdGroupAd

The ad referenced in the query.

## Table Specific Information

### Select

Google Ads does not allow every column to be selected in a single query as some data will conflict if selected together. Therefore, when issuing a query that selects all columns, only the default metrics, segments, and attributes will be returned. In general, these defaults are the same fields that are exposed through the Ads console.

To use the nondefault fields, explicitly select them in your query.

Filters can also be used in the WHERE clause. The supported operators are the =, !=, >, >=, <, <=, LIKE, NOT LIKE, IN, and NOT IN operators. All filters must be joined by the AND keyword as OR is not supported by the Ads API.

## Columns

Name	Type	Description
AdGroupAdAdAddedByGoogleAds	Boolean	AdGroupAdAdAddedByGoogleAds column for table AdGroupAd
AdGroupAdAdAppAdDescriptions	String	AdGroupAdAdAppAdDescriptions column for table AdGroupAd
AdGroupAdAdAppAdHeadlines	String	AdGroupAdAdAppAdHeadlines column for table AdGroupAd
AdGroupAdAdAppAdHtml5MediaBundles	String	AdGroupAdAdAppAdHtml5MediaBundles column for table AdGroupAd
AdGroupAdAdAppAdImages	String	AdGroupAdAdAppAdImages column for table AdGroupAd
AdGroupAdAdAppAdMandatoryAdText	String	AdGroupAdAdAppAdMandatoryAdText column for table AdGroupAd
AdGroupAdAdAppAdYoutubeVideos	String	AdGroupAdAdAppAdYoutubeVideos column for table AdGroupAd
AdGroupAdAdAppEngagementAdDescriptions	String	AdGroupAdAdAppEngagementAdDescriptions column for table AdGroupAd
AdGroupAdAdAppEngagementAdHeadlines	String	AdGroupAdAdAppEngagementAdHeadlines column for table AdGroupAd
AdGroupAdAdAppEngagementAdImages	String	AdGroupAdAdAppEngagementAdImages column for table AdGroupAd
AdGroupAdAdAppEngagementAdVideos	String	AdGroupAdAdAppEngagementAdVideos column for table AdGroupAd
AdGroupAdAdCallOnlyAdBusinessName	String	AdGroupAdAdCallOnlyAdBusinessName

	<i>ing</i>	e column for table AdGroupAd
AdGroupAdAdCallOnlyAdCallTracked	<i>Bo ol</i>	AdGroupAdAdCallOnlyAdCallTracked column for table AdGroupAd
AdGroupAdAdCallOnlyAdConversionAction	<i>Str ing</i>	AdGroupAdAdCallOnlyAdConversionAc tion column for table AdGroupAd
AdGroupAdAdCallOnlyAdConversionReportingState	<i>Str ing</i>	AdGroupAdAdCallOnlyAdConversionRe portingState column for table AdGroupAd
AdGroupAdAdCallOnlyAdCountryCode	<i>Str ing</i>	AdGroupAdAdCallOnlyAdCountryCode column for table AdGroupAd
AdGroupAdAdCallOnlyAdDescription1	<i>Str ing</i>	AdGroupAdAdCallOnlyAdDescription1 column for table AdGroupAd
AdGroupAdAdCallOnlyAdDescription2	<i>Str ing</i>	AdGroupAdAdCallOnlyAdDescription2 column for table AdGroupAd
AdGroupAdAdCallOnlyAdDisableCallConversion	<i>Bo ol</i>	AdGroupAdAdCallOnlyAdDisableCallCo nversion column for table AdGroupAd
AdGroupAdAdCallOnlyAdHeadline1	<i>Str ing</i>	AdGroupAdAdCallOnlyAdHeadline1 column for table AdGroupAd
AdGroupAdAdCallOnlyAdHeadline2	<i>Str ing</i>	AdGroupAdAdCallOnlyAdHeadline2 column for table AdGroupAd
AdGroupAdAdCallOnlyAdPhoneNumber	<i>Str ing</i>	AdGroupAdAdCallOnlyAdPhoneNumbe r column for table AdGroupAd
AdGroupAdAdCallOnlyAdPhoneNumberVerification	<i>Str ing</i>	AdGroupAdAdCallOnlyAdPhoneNumbe rVerificationUrl column for table AdGroupAd
AdGroupAdAdDevicePreference	<i>Str ing</i>	AdGroupAdAdDevicePreference column for table AdGroupAd

AdGroupAdAdDisplayUploadAdDisplayUploadProductType	String	AdGroupAdAdDisplayUploadAdDisplayUploadProductType column for table AdGroupAd
AdGroupAdAdDisplayUploadAdMediaBundle	String	AdGroupAdAdDisplayUploadAdMediaBundle column for table AdGroupAd
AdGroupAdAdDisplayUrl	String	AdGroupAdAdDisplayUrl column for table AdGroupAd
AdGroupAdAdExpandedDynamicSearchAdDescription	String	AdGroupAdAdExpandedDynamicSearchAdDescription column for table AdGroupAd
AdGroupAdAdExpandedDynamicSearchAdDescription2	String	AdGroupAdAdExpandedDynamicSearchAdDescription2 column for table AdGroupAd
AdGroupAdAdExpandedTextAdDescription	String	AdGroupAdAdExpandedTextAdDescription column for table AdGroupAd
AdGroupAdAdExpandedTextAdDescription2	String	AdGroupAdAdExpandedTextAdDescription2 column for table AdGroupAd
AdGroupAdAdExpandedTextAdHeadlinePart1	String	AdGroupAdAdExpandedTextAdHeadlinePart1 column for table AdGroupAd
AdGroupAdAdExpandedTextAdHeadlinePart2	String	AdGroupAdAdExpandedTextAdHeadlinePart2 column for table AdGroupAd
AdGroupAdAdExpandedTextAdHeadlinePart3	String	AdGroupAdAdExpandedTextAdHeadlinePart3 column for table AdGroupAd
AdGroupAdAdExpandedTextAdPath1	String	AdGroupAdAdExpandedTextAdPath1 column for table AdGroupAd
AdGroupAdAdExpandedTextAdPath2	String	AdGroupAdAdExpandedTextAdPath2 column for table AdGroupAd
AdGroupAdAdFinalAppUrls	String	AdGroupAdAdFinalAppUrls column for

	<i>ing</i>	table AdGroupAd
AdGroupAdAdFinalMobileUrls	<i>String</i>	AdGroupAdAdFinalMobileUrls column for table AdGroupAd
AdGroupAdAdFinalUrlSuffix	<i>String</i>	AdGroupAdAdFinalUrlSuffix column for table AdGroupAd
AdGroupAdAdFinalUrls	<i>String</i>	AdGroupAdAdFinalUrls column for table AdGroupAd
AdGroupAdAdGmailAdHeaderImage	<i>String</i>	AdGroupAdAdGmailAdHeaderImage column for table AdGroupAd
AdGroupAdAdGmailAdMarketingImage	<i>String</i>	AdGroupAdAdGmailAdMarketingImage column for table AdGroupAd
AdGroupAdAdGmailAdMarketingImageDescription	<i>String</i>	AdGroupAdAdGmailAdMarketingImageDescription column for table AdGroupAd
AdGroupAdAdGmailAdMarketingImageDisplayCallToActionText	<i>String</i>	AdGroupAdAdGmailAdMarketingImageDisplayCallToActionText column for table AdGroupAd
AdGroupAdAdGmailAdMarketingImageDisplayCallToActionTextColor	<i>String</i>	AdGroupAdAdGmailAdMarketingImageDisplayCallToActionTextColor column for table AdGroupAd
AdGroupAdAdGmailAdMarketingImageDisplayCallToActionUrlCollectionId	<i>String</i>	AdGroupAdAdGmailAdMarketingImageDisplayCallToActionUrlCollectionId column for table AdGroupAd
AdGroupAdAdGmailAdMarketingImageHeadline	<i>String</i>	AdGroupAdAdGmailAdMarketingImageHeadline column for table AdGroupAd
AdGroupAdAdGmailAdProductImages	<i>String</i>	AdGroupAdAdGmailAdProductImages column for table AdGroupAd
AdGroupAdAdGmailAdProductVideos	<i>String</i>	AdGroupAdAdGmailAdProductVideos

	<i>ing</i>	column for table AdGroupAd
AdGroupAdAdGmailAdTeaserBusinessName	<i>String</i>	AdGroupAdAdGmailAdTeaserBusinessName column for table AdGroupAd
AdGroupAdAdGmailAdTeaserDescription	<i>String</i>	AdGroupAdAdGmailAdTeaserDescription column for table AdGroupAd
AdGroupAdAdGmailAdTeaserHeadline	<i>String</i>	AdGroupAdAdGmailAdTeaserHeadline column for table AdGroupAd
AdGroupAdAdGmailAdTeaserLogoImage	<i>String</i>	AdGroupAdAdGmailAdTeaserLogoImage column for table AdGroupAd
AdGroupAdAdHotelAd	<i>String</i>	AdGroupAdAdHotelAd column for table AdGroupAd
AdGroupAdAdId	<i>Long</i>	AdGroupAdAdId column for table AdGroupAd
AdGroupAdAdImageAdImageUrl	<i>String</i>	AdGroupAdAdImageAdImageUrl column for table AdGroupAd
AdGroupAdAdImageAdMimeType	<i>String</i>	AdGroupAdAdImageAdMimeType column for table AdGroupAd
AdGroupAdAdImageAdName	<i>String</i>	AdGroupAdAdImageAdName column for table AdGroupAd
AdGroupAdAdImageAdPixelHeight	<i>Long</i>	AdGroupAdAdImageAdPixelHeight column for table AdGroupAd
AdGroupAdAdImageAdPixelWidth	<i>Long</i>	AdGroupAdAdImageAdPixelWidth column for table AdGroupAd
AdGroupAdAdImageAdPreviewImageUrl	<i>String</i>	AdGroupAdAdImageAdPreviewImageUrl column for table AdGroupAd
AdGroupAdAdImageAdPreviewPixelHeight	<i>Long</i>	AdGroupAdAdImageAdPreviewPixelHeight column for table AdGroupAd

AdGroupAdAdImageAdPreviewPixelWidth	Long	AdGroupAdAdImageAdPreviewPixelWidth column for table AdGroupAd
AdGroupAdAdLegacyAppInstallAd	String	AdGroupAdAdLegacyAppInstallAd column for table AdGroupAd
AdGroupAdAdLegacyResponsiveDisplayAdAccentColor	String	AdGroupAdAdLegacyResponsiveDisplayAdAccentColor column for table AdGroupAd
AdGroupAdAdLegacyResponsiveDisplayAdAllowFlexibleColor	Boolean	AdGroupAdAdLegacyResponsiveDisplayAdAllowFlexibleColor column for table AdGroupAd
AdGroupAdAdLegacyResponsiveDisplayAdBusinessName	String	AdGroupAdAdLegacyResponsiveDisplayAdBusinessName column for table AdGroupAd
AdGroupAdAdLegacyResponsiveDisplayAdCallToActionText	String	AdGroupAdAdLegacyResponsiveDisplayAdCallToActionText column for table AdGroupAd
AdGroupAdAdLegacyResponsiveDisplayAdDescription	String	AdGroupAdAdLegacyResponsiveDisplayAdDescription column for table AdGroupAd
AdGroupAdAdLegacyResponsiveDisplayAdFormatSetting	String	AdGroupAdAdLegacyResponsiveDisplayAdFormatSetting column for table AdGroupAd
AdGroupAdAdLegacyResponsiveDisplayAdLogoImage	String	AdGroupAdAdLegacyResponsiveDisplayAdLogoImage column for table AdGroupAd
AdGroupAdAdLegacyResponsiveDisplayAdLongHeadline	String	AdGroupAdAdLegacyResponsiveDisplayAdLongHeadline column for table AdGroupAd
AdGroupAdAdLegacyResponsiveDisplayAdMainColor	String	AdGroupAdAdLegacyResponsiveDisplayAdMainColor column for table AdGroupAd



AdGroupAd		
AdGroupAdAdLegacyResponsiveDisplayAdMarketingImage	String	AdGroupAdAdLegacyResponsiveDisplayAdMarketingImage column for table AdGroupAd
AdGroupAdAdLegacyResponsiveDisplayAdPricePrefix	String	AdGroupAdAdLegacyResponsiveDisplayAdPricePrefix column for table AdGroupAd
AdGroupAdAdLegacyResponsiveDisplayAdPromoText	String	AdGroupAdAdLegacyResponsiveDisplayAdPromoText column for table AdGroupAd
AdGroupAdAdLegacyResponsiveDisplayAdShortHeadline	String	AdGroupAdAdLegacyResponsiveDisplayAdShortHeadline column for table AdGroupAd
AdGroupAdAdLegacyResponsiveDisplayAdSquareLogoImage	String	AdGroupAdAdLegacyResponsiveDisplayAdSquareLogoImage column for table AdGroupAd
AdGroupAdAdLegacyResponsiveDisplayAdSquareMarketingImage	String	AdGroupAdAdLegacyResponsiveDisplayAdSquareMarketingImage column for table AdGroupAd
AdGroupAdAdName	String	AdGroupAdAdName column for table AdGroupAd
AdGroupAdAdResourceName	String	AdGroupAdAdResourceName column for table AdGroupAd
AdGroupAdAdResponsiveDisplayAdAccentColor	String	AdGroupAdAdResponsiveDisplayAdAccentColor column for table AdGroupAd
AdGroupAdAdResponsiveDisplayAdAllowFlexibleColor	Boolean	AdGroupAdAdResponsiveDisplayAdAllowFlexibleColor column for table AdGroupAd
AdGroupAdAdResponsiveDisplayAdBusinessName	String	AdGroupAdAdResponsiveDisplayAdBusinessName column for table AdGroupAd

	<i>ing</i>	inessName column for table AdGroupAd
AdGroupAdAdResponsiveDisplayAdCallToActionText	<i>String</i>	AdGroupAdAdResponsiveDisplayAdCallToActionText column for table AdGroupAd
AdGroupAdAdResponsiveDisplayAdDescriptions	<i>String</i>	AdGroupAdAdResponsiveDisplayAdDescriptions column for table AdGroupAd
AdGroupAdAdResponsiveDisplayAdFormatSetting	<i>String</i>	AdGroupAdAdResponsiveDisplayAdFormatSetting column for table AdGroupAd
AdGroupAdAdResponsiveDisplayAdHeadlines	<i>String</i>	AdGroupAdAdResponsiveDisplayAdHeadlines column for table AdGroupAd
AdGroupAdAdResponsiveDisplayAdLogoImages	<i>String</i>	AdGroupAdAdResponsiveDisplayAdLogoImages column for table AdGroupAd
AdGroupAdAdResponsiveDisplayAdLongHeadline	<i>String</i>	AdGroupAdAdResponsiveDisplayAdLongHeadline column for table AdGroupAd
AdGroupAdAdResponsiveDisplayAdMainColor	<i>String</i>	AdGroupAdAdResponsiveDisplayAdMainColor column for table AdGroupAd
AdGroupAdAdResponsiveDisplayAdMarketingImages	<i>String</i>	AdGroupAdAdResponsiveDisplayAdMarketingImages column for table AdGroupAd
AdGroupAdAdResponsiveDisplayAdPricePrefix	<i>String</i>	AdGroupAdAdResponsiveDisplayAdPricePrefix column for table AdGroupAd
AdGroupAdAdResponsiveDisplayAdPromoText	<i>String</i>	AdGroupAdAdResponsiveDisplayAdPromoText column for table AdGroupAd
AdGroupAdAdResponsiveDisplayAdSquareLogoImages	<i>String</i>	AdGroupAdAdResponsiveDisplayAdSquareLogoImages column for table AdGroupAd

AdGroupAdAdResponsiveDisplayAdSquareMarketingImages	String	AdGroupAdAdResponsiveDisplayAdSquareMarketingImages column for table AdGroupAd
AdGroupAdAdResponsiveDisplayAdYoutubeVideos	String	AdGroupAdAdResponsiveDisplayAdYoutubeVideos column for table AdGroupAd
AdGroupAdAdResponsiveSearchAdDescriptions	String	AdGroupAdAdResponsiveSearchAdDescriptions column for table AdGroupAd
AdGroupAdAdResponsiveSearchAdHeadlines	String	AdGroupAdAdResponsiveSearchAdHeadlines column for table AdGroupAd
AdGroupAdAdResponsiveSearchAdPath1	String	AdGroupAdAdResponsiveSearchAdPath1 column for table AdGroupAd
AdGroupAdAdResponsiveSearchAdPath2	String	AdGroupAdAdResponsiveSearchAdPath2 column for table AdGroupAd
AdGroupAdAdShoppingComparisonListingAdHeadline	String	AdGroupAdAdShoppingComparisonListingAdHeadline column for table AdGroupAd
AdGroupAdAdShoppingProductAd	String	AdGroupAdAdShoppingProductAd column for table AdGroupAd
AdGroupAdAdShoppingSmartAd	String	AdGroupAdAdShoppingSmartAd column for table AdGroupAd
AdGroupAdAdSystemManagedResourceSource	String	AdGroupAdAdSystemManagedResourceSource column for table AdGroupAd
AdGroupAdAdTextAdDescription1	String	AdGroupAdAdTextAdDescription1 column for table AdGroupAd
AdGroupAdAdTextAdDescription2	String	AdGroupAdAdTextAdDescription2 column for table AdGroupAd
AdGroupAdAdTextAdHeadline	String	AdGroupAdAdTextAdHeadline column

	<i>ing</i>	for table AdGroupAd
AdGroupAdAdTrackingUrlTemplate	<i>String</i>	AdGroupAdAdTrackingUrlTemplate column for table AdGroupAd
AdGroupAdAdType	<i>String</i>	AdGroupAdAdType column for table AdGroupAd
AdGroupAdAdUrlCollections	<i>String</i>	AdGroupAdAdUrlCollections column for table AdGroupAd
AdGroupAdAdUrlCustomParameters	<i>String</i>	AdGroupAdAdUrlCustomParameters column for table AdGroupAd
AdGroupAdAdVideoAdBumperCompanionBanner	<i>String</i>	AdGroupAdAdVideoAdBumperCompanionBanner column for table AdGroupAd
AdGroupAdAdVideoAdInStreamActionButtonLabel	<i>String</i>	AdGroupAdAdVideoAdInStreamActionButtonLabel column for table AdGroupAd
AdGroupAdAdVideoAdInStreamActionHeadline	<i>String</i>	AdGroupAdAdVideoAdInStreamActionHeadline column for table AdGroupAd
AdGroupAdAdVideoAdInStreamCompanionBanner	<i>String</i>	AdGroupAdAdVideoAdInStreamCompanionBanner column for table AdGroupAd
AdGroupAdAdVideoAdMediaFile	<i>String</i>	AdGroupAdAdVideoAdMediaFile column for table AdGroupAd
AdGroupAdAdVideoAdNonSkippableCompanionBanner	<i>String</i>	AdGroupAdAdVideoAdNonSkippableCompanionBanner column for table AdGroupAd
AdGroupAdAdVideoAdOutStreamDescription	<i>String</i>	AdGroupAdAdVideoAdOutStreamDescription column for table AdGroupAd
AdGroupAdAdVideoAdOutStreamHeadline	<i>String</i>	AdGroupAdAdVideoAdOutStreamHeadline column for table AdGroupAd

	<i>ing</i>	ine column for table AdGroupAd
AdGroupAdAdGroup	<i>String</i>	AdGroupAdAdGroup column for table AdGroupAd
AdGroupAdAdStrength	<i>String</i>	AdGroupAdAdStrength column for table AdGroupAd
AdGroupAdPolicySummary	<i>String</i>	AdGroupAdPolicySummary column for table AdGroupAd
AdGroupAdResourceName	<i>String</i>	AdGroupAdResourceName column for table AdGroupAd
AdGroupAdStatus	<i>String</i>	AdGroupAdStatus column for table AdGroupAd
CustomerId	<i>Long</i>	CustomerId column for table AdGroupAd.

## Pseudo-Columns

Pseudo column fields are used in the WHERE clause of SELECT statements and offer a more granular control over the tuples that are returned from the data source.

Name	Type	Description
ManagerId	<i>Long</i>	Id of the manager account on behalf of which you are requesting customer data.

## AdGroupAdAssetView

The ad asset view in the query.

## Table Specific Information

### Select

Google Ads does not allow every column to be selected in a single query as some data will conflict if selected together. Therefore, when issuing a query that selects all columns, only the default metrics, segments, and attributes will be returned. In general, these defaults are the same fields that are exposed through the Ads console.

To use the nondefault fields, explicitly select them in your query.

Filters can also be used in the WHERE clause. The supported operators are the =, !=, >, >=, <, <=, LIKE, NOT LIKE, IN, and NOT IN operators. All filters must be joined by the AND keyword as OR is not supported by the Ads API.

### Columns

Name	Type	Description
AdGroupAdAssetViewAdGroupAd	String	AdGroupAdAssetViewAdGroupAd column for table AdGroupAdAssetView
AdGroupAdAssetViewAsset	String	AdGroupAdAssetViewAsset column for table AdGroupAdAssetView
AdGroupAdAssetViewFieldType	String	AdGroupAdAssetViewFieldType column for table AdGroupAdAssetView
AdGroupAdAssetViewPerformanceLabel	String	AdGroupAdAssetViewPerformanceLabel column for table AdGroupAdAssetView
AdGroupAdAssetViewPolicySummary	String	AdGroupAdAssetViewPolicySummary column for table AdGroupAdAssetView

AdGroupAdAssetViewResourceName	String	AdGroupAdAssetViewResourceName column for table AdGroupAdAssetView
AdGroupAdRotationMode	String	AdGroupAdRotationMode column for table AdGroupAdAssetView
AdGroupBaseAdGroup	String	AdGroupBaseAdGroup column for table AdGroupAdAssetView
AdGroupCampaign	String	AdGroupCampaign column for table AdGroupAdAssetView
AdGroupCpcBidMicros	Long	AdGroupCpcBidMicros column for table AdGroupAdAssetView
AdGroupCpmBidMicros	Long	AdGroupCpmBidMicros column for table AdGroupAdAssetView
AdGroupCpvBidMicros	Long	AdGroupCpvBidMicros column for table AdGroupAdAssetView
AdGroupDisplayCustomBidDimension	String	AdGroupDisplayCustomBidDimension column for table AdGroupAdAssetView
AdGroupEffectiveTargetCpaMicros	Long	AdGroupEffectiveTargetCpaMicros column for table AdGroupAdAssetView
AdGroupEffectiveTargetCpaSource	String	AdGroupEffectiveTargetCpaSource column for table AdGroupAdAssetView
AdGroupEffectiveTargetRoas	Double	AdGroupEffectiveTargetRoas column for table AdGroupAdAssetView

AdGroupEffectiveTargetRoasSource	String	AdGroupEffectiveTargetRoasSource column for table AdGroupAdAssetView
AdGroupExplorerAutoOptimizerSettingOptIn	Boolean	AdGroupExplorerAutoOptimizerSettingOptIn column for table AdGroupAdAssetView
AdGroupFinalUrlSuffix	String	AdGroupFinalUrlSuffix column for table AdGroupAdAssetView
AdGroupId	Long	AdGroupId column for table AdGroupAdAssetView
AdGroupLabels	String	AdGroupLabels column for table AdGroupAdAssetView
AdGroupName	String	AdGroupName column for table AdGroupAdAssetView
AdGroupPercentCpcBidMicros	Long	AdGroupPercentCpcBidMicros column for table AdGroupAdAssetView
AdGroupResourceName	String	AdGroupResourceName column for table AdGroupAdAssetView
AdGroupStatus	String	AdGroupStatus column for table AdGroupAdAssetView
AdGroupTargetCpaMicros	Long	AdGroupTargetCpaMicros column for table AdGroupAdAssetView
AdGroupTargetCpmMicros	Long	AdGroupTargetCpmMicros column for table AdGroupAdAssetView
AdGroupTargetRoas	Double	AdGroupTargetRoas column for table AdGroupAdAssetView
AdGroupTargetingSettingTargetRestrictions	String	AdGroupTargetingSettingTargetRestrictions column for table AdGroupAdAssetView



	<i>ng</i>	tions column for table AdGroupAdAssetView
AdGroupTrackingUrlTemplate	<i>String</i>	AdGroupTrackingUrlTemplate column for table AdGroupAdAssetView
AdGroupType	<i>String</i>	AdGroupType column for table AdGroupAdAssetView
AdGroupUrlCustomParameters	<i>String</i>	AdGroupUrlCustomParameters column for table AdGroupAdAssetView
AdGroupAdAdAddedByGoogleAds	<i>Boolean</i>	AdGroupAdAdAddedByGoogleAds column for table AdGroupAdAssetView
AdGroupAdAdAppAdDescriptions	<i>String</i>	AdGroupAdAdAppAdDescriptions column for table AdGroupAdAssetView
AdGroupAdAdAppAdHeadlines	<i>String</i>	AdGroupAdAdAppAdHeadlines column for table AdGroupAdAssetView
AdGroupAdAdAppAdHtml5MediaBundles	<i>String</i>	AdGroupAdAdAppAdHtml5MediaBundles column for table AdGroupAdAssetView
AdGroupAdAdAppAdImages	<i>String</i>	AdGroupAdAdAppAdImages column for table AdGroupAdAssetView
AdGroupAdAdAppAdMandatoryAdText	<i>String</i>	AdGroupAdAdAppAdMandatoryAdText column for table AdGroupAdAssetView
AdGroupAdAdAppAdYoutubeVideos	<i>String</i>	AdGroupAdAdAppAdYoutubeVideos column for table AdGroupAdAssetView
AdGroupAdAdAppEngagementAdDescriptions	<i>String</i>	AdGroupAdAdAppEngagementAdDescr

	<i>ng</i>	ptions column for table AdGroupAdAssetView
AdGroupAdAdAppEngagementAdHeadlines	<i>String</i>	AdGroupAdAdAppEngagementAdHeadlines column for table AdGroupAdAssetView
AdGroupAdAdAppEngagementAdImages	<i>String</i>	AdGroupAdAdAppEngagementAdImages column for table AdGroupAdAssetView
AdGroupAdAdAppEngagementAdVideos	<i>String</i>	AdGroupAdAdAppEngagementAdVideos column for table AdGroupAdAssetView
AdGroupAdAdCallOnlyAdBusinessName	<i>String</i>	AdGroupAdAdCallOnlyAdBusinessName column for table AdGroupAdAssetView
AdGroupAdAdCallOnlyAdCallTracked	<i>Boolean</i>	AdGroupAdAdCallOnlyAdCallTracked column for table AdGroupAdAssetView
AdGroupAdAdCallOnlyAdConversionAction	<i>String</i>	AdGroupAdAdCallOnlyAdConversionAction column for table AdGroupAdAssetView
AdGroupAdAdCallOnlyAdConversionReportingState	<i>String</i>	AdGroupAdAdCallOnlyAdConversionReportingState column for table AdGroupAdAssetView
AdGroupAdAdCallOnlyAdCountryCode	<i>String</i>	AdGroupAdAdCallOnlyAdCountryCode column for table AdGroupAdAssetView
AdGroupAdAdCallOnlyAdDescription1	<i>String</i>	AdGroupAdAdCallOnlyAdDescription1 column for table AdGroupAdAssetView
AdGroupAdAdCallOnlyAdDescription2	<i>String</i>	AdGroupAdAdCallOnlyAdDescription2

	<i>ng</i>	column for table AdGroupAdAssetView
AdGroupAdAdCallOnlyAdDisableCallConversion	<i>Bo ol</i>	AdGroupAdAdCallOnlyAdDisableCallCo nversion column for table AdGroupAdAssetView
AdGroupAdAdCallOnlyAdHeadline1	<i>Stri ng</i>	AdGroupAdAdCallOnlyAdHeadline1 column for table AdGroupAdAssetView
AdGroupAdAdCallOnlyAdHeadline2	<i>Stri ng</i>	AdGroupAdAdCallOnlyAdHeadline2 column for table AdGroupAdAssetView
AdGroupAdAdCallOnlyAdPhoneNumber	<i>Stri ng</i>	AdGroupAdAdCallOnlyAdPhoneNumbe r column for table AdGroupAdAssetView
AdGroupAdAdCallOnlyAdPhoneNumberVerificationUrl	<i>Stri ng</i>	AdGroupAdAdCallOnlyAdPhoneNumbe rVerificationUrl column for table AdGroupAdAssetView
AdGroupAdAdDevicePreference	<i>Stri ng</i>	AdGroupAdAdDevicePreference column for table AdGroupAdAssetView
AdGroupAdAdDisplayUploadAdDisplayUploadProductType	<i>Stri ng</i>	AdGroupAdAdDisplayUploadAdDisplay UploadProductType column for table AdGroupAdAssetView
AdGroupAdAdDisplayUploadAdMediaBundle	<i>Stri ng</i>	AdGroupAdAdDisplayUploadAdMediaB undle column for table AdGroupAdAssetView
AdGroupAdAdDisplayUrl	<i>Stri ng</i>	AdGroupAdAdDisplayUrl column for table AdGroupAdAssetView
AdGroupAdAdExpandedDynamicSearchAdDescription	<i>Stri ng</i>	AdGroupAdAdExpandedDynamicSearc hAdDescription column for table

AdGroupAdAssetView		
AdGroupAdAdExpandedDynamicSearchAdDescription2	String	AdGroupAdAdExpandedDynamicSearchAdDescription2 column for table AdGroupAdAssetView
AdGroupAdAdExpandedTextAdDescription	String	AdGroupAdAdExpandedTextAdDescription column for table AdGroupAdAssetView
AdGroupAdAdExpandedTextAdDescription2	String	AdGroupAdAdExpandedTextAdDescription2 column for table AdGroupAdAssetView
AdGroupAdAdExpandedTextAdHeadlinePart1	String	AdGroupAdAdExpandedTextAdHeadlinePart1 column for table AdGroupAdAssetView
AdGroupAdAdExpandedTextAdHeadlinePart2	String	AdGroupAdAdExpandedTextAdHeadlinePart2 column for table AdGroupAdAssetView
AdGroupAdAdExpandedTextAdHeadlinePart3	String	AdGroupAdAdExpandedTextAdHeadlinePart3 column for table AdGroupAdAssetView
AdGroupAdAdExpandedTextAdPath1	String	AdGroupAdAdExpandedTextAdPath1 column for table AdGroupAdAssetView
AdGroupAdAdExpandedTextAdPath2	String	AdGroupAdAdExpandedTextAdPath2 column for table AdGroupAdAssetView
AdGroupAdAdFinalAppUrls	String	AdGroupAdAdFinalAppUrls column for table AdGroupAdAssetView
AdGroupAdAdFinalMobileUrls	String	AdGroupAdAdFinalMobileUrls column for table AdGroupAdAssetView

AdGroupAdAdFinalUrlSuffix	String	AdGroupAdAdFinalUrlSuffix column for table AdGroupAdAssetView
AdGroupAdAdFinalUrls	String	AdGroupAdAdFinalUrls column for table AdGroupAdAssetView
AdGroupAdAdGmailAdHeaderImage	String	AdGroupAdAdGmailAdHeaderImage column for table AdGroupAdAssetView
AdGroupAdAdGmailAdMarketingImage	String	AdGroupAdAdGmailAdMarketingImage column for table AdGroupAdAssetView
AdGroupAdAdGmailAdMarketingImageDescription	String	AdGroupAdAdGmailAdMarketingImageDescription column for table AdGroupAdAssetView
AdGroupAdAdGmailAdMarketingImageDisplayCallToActionText	String	AdGroupAdAdGmailAdMarketingImageDisplayCallToActionText column for table AdGroupAdAssetView
AdGroupAdAdGmailAdMarketingImageDisplayCallToActionTextColor	String	AdGroupAdAdGmailAdMarketingImageDisplayCallToActionTextColor column for table AdGroupAdAssetView
AdGroupAdAdGmailAdMarketingImageDisplayCallToActionUrlCollectionId	String	AdGroupAdAdGmailAdMarketingImageDisplayCallToActionUrlCollectionId column for table AdGroupAdAssetView
AdGroupAdAdGmailAdMarketingImageHeadline	String	AdGroupAdAdGmailAdMarketingImageHeadline column for table AdGroupAdAssetView
AdGroupAdAdGmailAdProductImages	String	AdGroupAdAdGmailAdProductImages column for table AdGroupAdAssetView
AdGroupAdAdGmailAdProductVideos	String	AdGroupAdAdGmailAdProductVideos

	<i>ng</i>	column for table AdGroupAdAssetView
AdGroupAdAdGmailAdTeaserBusinessName	<i>String</i>	AdGroupAdAdGmailAdTeaserBusinessName column for table AdGroupAdAssetView
AdGroupAdAdGmailAdTeaserDescription	<i>String</i>	AdGroupAdAdGmailAdTeaserDescription column for table AdGroupAdAssetView
AdGroupAdAdGmailAdTeaserHeadline	<i>String</i>	AdGroupAdAdGmailAdTeaserHeadline column for table AdGroupAdAssetView
AdGroupAdAdGmailAdTeaserLogoImage	<i>String</i>	AdGroupAdAdGmailAdTeaserLogoImage column for table AdGroupAdAssetView
AdGroupAdAdHotelAd	<i>String</i>	AdGroupAdAdHotelAd column for table AdGroupAdAssetView
AdGroupAdAdId	<i>Long</i>	AdGroupAdAdId column for table AdGroupAdAssetView
AdGroupAdAdImageAdImageUrl	<i>String</i>	AdGroupAdAdImageAdImageUrl column for table AdGroupAdAssetView
AdGroupAdAdImageAdMimeType	<i>String</i>	AdGroupAdAdImageAdMimeType column for table AdGroupAdAssetView
AdGroupAdAdImageAdName	<i>String</i>	AdGroupAdAdImageAdName column for table AdGroupAdAssetView
AdGroupAdAdImageAdPixelHeight	<i>Long</i>	AdGroupAdAdImageAdPixelHeight column for table AdGroupAdAssetView

AdGroupAdAdImageAdPixelWidth	Long	AdGroupAdAdImageAdPixelWidth column for table AdGroupAdAssetView
AdGroupAdAdImageAdPreviewImageUrl	String	AdGroupAdAdImageAdPreviewImageUrl column for table AdGroupAdAssetView
AdGroupAdAdImageAdPreviewPixelHeight	Long	AdGroupAdAdImageAdPreviewPixelHeight column for table AdGroupAdAssetView
AdGroupAdAdImageAdPreviewPixelWidth	Long	AdGroupAdAdImageAdPreviewPixelWidth column for table AdGroupAdAssetView
AdGroupAdAdLegacyAppInstallAd	String	AdGroupAdAdLegacyAppInstallAd column for table AdGroupAdAssetView
AdGroupAdAdLegacyResponsiveDisplayAdAccentColor	String	AdGroupAdAdLegacyResponsiveDisplayAdAccentColor column for table AdGroupAdAssetView
AdGroupAdAdLegacyResponsiveDisplayAdAllowFlexibleColor	Boolean	AdGroupAdAdLegacyResponsiveDisplayAdAllowFlexibleColor column for table AdGroupAdAssetView
AdGroupAdAdLegacyResponsiveDisplayAdBusinessName	String	AdGroupAdAdLegacyResponsiveDisplayAdBusinessName column for table AdGroupAdAssetView
AdGroupAdAdLegacyResponsiveDisplayAdCallToActionText	String	AdGroupAdAdLegacyResponsiveDisplayAdCallToActionText column for table AdGroupAdAssetView
AdGroupAdAdLegacyResponsiveDisplayAdDescription	String	AdGroupAdAdLegacyResponsiveDisplayAdDescription column for table AdGroupAdAssetView

AdGroupAdAdLegacyResponsiveDisplayAdFormatSetting	String	AdGroupAdAdLegacyResponsiveDisplayAdFormatSetting column for table AdGroupAdAssetView
AdGroupAdAdLegacyResponsiveDisplayAdLogoImage	String	AdGroupAdAdLegacyResponsiveDisplayAdLogoImage column for table AdGroupAdAssetView
AdGroupAdAdLegacyResponsiveDisplayAdLongHeadline	String	AdGroupAdAdLegacyResponsiveDisplayAdLongHeadline column for table AdGroupAdAssetView
AdGroupAdAdLegacyResponsiveDisplayAdMainColor	String	AdGroupAdAdLegacyResponsiveDisplayAdMainColor column for table AdGroupAdAssetView
AdGroupAdAdLegacyResponsiveDisplayAdMarketingImage	String	AdGroupAdAdLegacyResponsiveDisplayAdMarketingImage column for table AdGroupAdAssetView
AdGroupAdAdLegacyResponsiveDisplayAdPricePrefix	String	AdGroupAdAdLegacyResponsiveDisplayAdPricePrefix column for table AdGroupAdAssetView
AdGroupAdAdLegacyResponsiveDisplayAdPromoText	String	AdGroupAdAdLegacyResponsiveDisplayAdPromoText column for table AdGroupAdAssetView
AdGroupAdAdLegacyResponsiveDisplayAdShortHeadline	String	AdGroupAdAdLegacyResponsiveDisplayAdShortHeadline column for table AdGroupAdAssetView
AdGroupAdAdLegacyResponsiveDisplayAdSquareLogoImage	String	AdGroupAdAdLegacyResponsiveDisplayAdSquareLogoImage column for table AdGroupAdAssetView
AdGroupAdAdLegacyResponsiveDisplayAdSquareMarketingImage	String	AdGroupAdAdLegacyResponsiveDisplayAdSquareMarketingImage column for table AdGroupAdAssetView



AdGroupAdAdName	String	AdGroupAdAdName column for table AdGroupAdAssetView
AdGroupAdAdResourceName	String	AdGroupAdAdResourceName column for table AdGroupAdAssetView
AdGroupAdAdResponsiveDisplayAdAccentColor	String	AdGroupAdAdResponsiveDisplayAdAccentColor column for table AdGroupAdAssetView
AdGroupAdAdResponsiveDisplayAdAllowFlexibleColor	Boolean	AdGroupAdAdResponsiveDisplayAdAllowFlexibleColor column for table AdGroupAdAssetView
AdGroupAdAdResponsiveDisplayAdBusinessName	String	AdGroupAdAdResponsiveDisplayAdBusinessName column for table AdGroupAdAssetView
AdGroupAdAdResponsiveDisplayAdCallToActionText	String	AdGroupAdAdResponsiveDisplayAdCallToActionText column for table AdGroupAdAssetView
AdGroupAdAdResponsiveDisplayAdDescriptions	String	AdGroupAdAdResponsiveDisplayAdDescriptions column for table AdGroupAdAssetView
AdGroupAdAdResponsiveDisplayAdFormatSetting	String	AdGroupAdAdResponsiveDisplayAdFormatSetting column for table AdGroupAdAssetView
AdGroupAdAdResponsiveDisplayAdHeadlines	String	AdGroupAdAdResponsiveDisplayAdHeadlines column for table AdGroupAdAssetView
AdGroupAdAdResponsiveDisplayAdLogoImages	String	AdGroupAdAdResponsiveDisplayAdLogoImages column for table AdGroupAdAssetView
AdGroupAdAdResponsiveDisplayAdLongHeadline	String	AdGroupAdAdResponsiveDisplayAdLongHeadline column for table AdGroupAdAssetView

		AdGroupAdAssetView
AdGroupAdAdResponsiveDisplayAdMainColor	String	AdGroupAdAdResponsiveDisplayAdMainColor column for table AdGroupAdAssetView
AdGroupAdAdResponsiveDisplayAdMarketingImages	String	AdGroupAdAdResponsiveDisplayAdMarketingImages column for table AdGroupAdAssetView
AdGroupAdAdResponsiveDisplayAdPricePrefix	String	AdGroupAdAdResponsiveDisplayAdPricePrefix column for table AdGroupAdAssetView
AdGroupAdAdResponsiveDisplayAdPromoText	String	AdGroupAdAdResponsiveDisplayAdPromoText column for table AdGroupAdAssetView
AdGroupAdAdResponsiveDisplayAdSquareLogosImages	String	AdGroupAdAdResponsiveDisplayAdSquareLogosImages column for table AdGroupAdAssetView
AdGroupAdAdResponsiveDisplayAdSquareMarketingImages	String	AdGroupAdAdResponsiveDisplayAdSquareMarketingImages column for table AdGroupAdAssetView
AdGroupAdAdResponsiveDisplayAdYoutubeVideos	String	AdGroupAdAdResponsiveDisplayAdYoutubeVideos column for table AdGroupAdAssetView
AdGroupAdAdResponsiveSearchAdDescriptions	String	AdGroupAdAdResponsiveSearchAdDescriptions column for table AdGroupAdAssetView
AdGroupAdAdResponsiveSearchAdHeadlines	String	AdGroupAdAdResponsiveSearchAdHeadlines column for table AdGroupAdAssetView
AdGroupAdAdResponsiveSearchAdPath1	String	AdGroupAdAdResponsiveSearchAdPath1 column for table

AdGroupAdAssetView		
AdGroupAdAdResponsiveSearchAdPath2	String	AdGroupAdAdResponsiveSearchAdPath2 column for table AdGroupAdAssetView
AdGroupAdAdShoppingComparisonListingAdHeadline	String	AdGroupAdAdShoppingComparisonListingAdHeadline column for table AdGroupAdAssetView
AdGroupAdAdShoppingProductAd	String	AdGroupAdAdShoppingProductAd column for table AdGroupAdAssetView
AdGroupAdAdShoppingSmartAd	String	AdGroupAdAdShoppingSmartAd column for table AdGroupAdAssetView
AdGroupAdAdSystemManagedResourceSource	String	AdGroupAdAdSystemManagedResourceSource column for table AdGroupAdAssetView
AdGroupAdAdTextAdDescription1	String	AdGroupAdAdTextAdDescription1 column for table AdGroupAdAssetView
AdGroupAdAdTextAdDescription2	String	AdGroupAdAdTextAdDescription2 column for table AdGroupAdAssetView
AdGroupAdAdTextAdHeadline	String	AdGroupAdAdTextAdHeadline column for table AdGroupAdAssetView
AdGroupAdAdTrackingUrlTemplate	String	AdGroupAdAdTrackingUrlTemplate column for table AdGroupAdAssetView
AdGroupAdAdType	String	AdGroupAdAdType column for table AdGroupAdAssetView

AdGroupAdAdUrlCollections	String	AdGroupAdAdUrlCollections column for table AdGroupAdAssetView
AdGroupAdAdUrlCustomParameters	String	AdGroupAdAdUrlCustomParameters column for table AdGroupAdAssetView
AdGroupAdAdVideoAdBumperCompanionBanner	String	AdGroupAdAdVideoAdBumperCompanionBanner column for table AdGroupAdAssetView
AdGroupAdAdVideoAdInStreamActionButtonLabel	String	AdGroupAdAdVideoAdInStreamActionButtonLabel column for table AdGroupAdAssetView
AdGroupAdAdVideoAdInStreamActionHeadline	String	AdGroupAdAdVideoAdInStreamActionHeadline column for table AdGroupAdAssetView
AdGroupAdAdVideoAdInStreamCompanionBanner	String	AdGroupAdAdVideoAdInStreamCompanionBanner column for table AdGroupAdAssetView
AdGroupAdAdVideoAdMediaFile	String	AdGroupAdAdVideoAdMediaFile column for table AdGroupAdAssetView
AdGroupAdAdVideoAdNonSkippableCompanionBanner	String	AdGroupAdAdVideoAdNonSkippableCompanionBanner column for table AdGroupAdAssetView
AdGroupAdAdVideoAdOutStreamDescription	String	AdGroupAdAdVideoAdOutStreamDescription column for table AdGroupAdAssetView
AdGroupAdAdVideoAdOutStreamHeadline	String	AdGroupAdAdVideoAdOutStreamHeadline column for table AdGroupAdAssetView
AdGroupAdAdGroup	String	AdGroupAdAdGroup column for table

	<i>ng</i>	AdGroupAdAssetView
AdGroupAdAdStrength	<i>String</i>	AdGroupAdAdStrength column for table AdGroupAdAssetView
AdGroupAdPolicySummary	<i>String</i>	AdGroupAdPolicySummary column for table AdGroupAdAssetView
AdGroupAdResourceName	<i>String</i>	AdGroupAdResourceName column for table AdGroupAdAssetView
AdGroupAdStatus	<i>String</i>	AdGroupAdStatus column for table AdGroupAdAssetView
AssetId	<i>Long</i>	AssetId column for table AdGroupAdAssetView
AssetImageAssetFileSize	<i>Long</i>	AssetImageAssetFileSize column for table AdGroupAdAssetView
AssetImageAssetFullSizeHeightPixels	<i>Long</i>	AssetImageAssetFullSizeHeightPixels column for table AdGroupAdAssetView
AssetImageAssetFullSizeUrl	<i>String</i>	AssetImageAssetFullSizeUrl column for table AdGroupAdAssetView
AssetImageAssetFullSizeWidthPixels	<i>Long</i>	AssetImageAssetFullSizeWidthPixels column for table AdGroupAdAssetView
AssetImageAssetMimeType	<i>String</i>	AssetImageAssetMimeType column for table AdGroupAdAssetView
AssetName	<i>String</i>	AssetName column for table AdGroupAdAssetView
AssetResourceName	<i>String</i>	AssetResourceName column for table AdGroupAdAssetView

AssetTextAssetText	<i>String</i>	AssetTextAssetText column for table AdGroupAdAssetView
AssetType	<i>String</i>	AssetType column for table AdGroupAdAssetView
AssetYoutubeVideoAssetYoutubeVideoId	<i>String</i>	AssetYoutubeVideoAssetYoutubeVideoId column for table AdGroupAdAssetView
CustomerId	<i>Long</i>	CustomerId column for table AdGroupAdAssetView
Id	<i>Long</i>	The ID of the campaign.
Name	<i>String</i>	The name of the campaign.
Status	<i>String</i>	The status of the campaign.
ServingStatus	<i>String</i>	The ad serving status of the campaign.
AdServingOptimizationStatus	<i>String</i>	The ad serving optimization status of the campaign.
AdvertisingChannelType	<i>String</i>	The primary serving target for ads within the campaign. The targeting options can be refined in network_settings.
AdvertisingChannelSubType	<i>String</i>	Optional refinement to advertising_channel_type. Must be a valid subtype of the parent channel type.
TrackingUrlTemplate	<i>String</i>	The URL template for constructing a tracking URL.

UrlCustomParameters	<i>String</i>	The list of mappings used to substitute custom parameter tags in a tracking_url_template, final_urls, or mobile_final_urls.
OptIn	<i>String</i>	Whether the campaign is opted in to real-time bidding.
TargetSearchNetwork	<i>Boolean</i>	Whether ads will be served on partner sites in the Google Search Network (requires target_google_search to also be true).
TargetGoogleSearch	<i>Boolean</i>	Whether ads will be served with google.com search results.
TargetContentNetwork	<i>Boolean</i>	Whether ads will be served on specified placements in the Google Display Network. Placements are specified using the Placement criterion.
TargetPartnerSearchNetwork	<i>Boolean</i>	Whether ads will be served on the Google Partner Network. This is available only to some select Google partner accounts.
Labels	<i>String</i>	The resource names of labels attached to this campaign.
Id [KEY]	<i>String</i>	Client Customer Id.
DescriptiveName	<i>String</i>	Name of the Customer.
CurrencyCode	<i>String</i>	CurrencyCode of the customer.

TimeZone	<i>String</i>	DateTimeZone of the customer.
Manager	<i>Boolean</i>	Whether the customer is a manager.
TestAccount	<i>Boolean</i>	Boolean showing if the account is a test account.
AutoTaggingEnabled	<i>Boolean</i>	Boolean showing if the AutoTagging is enabled.
HasPartnersBadge	<i>Boolean</i>	Whether the Customer has a Partners program badge. If the Customer is not associated with the Partners program, this will be false.
ConversionTrackingId	<i>Long</i>	The conversion tracking id used for this account. This id is automatically assigned after any conversion tracking feature is used. If the customer doesn't use conversion tracking, this is 0. This field is read-only.
CrossAccountConversionTrackingId	<i>Long</i>	The conversion tracking id of the customer's manager. This is set when the customer is opted into cross account conversion tracking, and it overrides conversion_tracking_id. This field can only be managed through the Google Ads UI. This field is read-only.
CallConversionAction	<i>String</i>	Customer-level call conversion action to attribute a call conversion to. If not set a default conversion action is used. Only in effect when call_conversion_reporting_enabled is set to true.



CallConversionReportingEnabled	Boolean	Whether to enable call conversion reporting.
CallReportingEnabled	Boolean	Enable reporting of phone call events by redirecting them via Google System.
AllConversions	Double	AllConversions column for table AdGroupAdAssetView
AllConversionsValue	Double	AllConversionsValue column for table AdGroupAdAssetView
AllConversionsValuePerCost	Double	AllConversionsValuePerCost column for table AdGroupAdAssetView
AverageCpc	Double	AverageCpc column for table AdGroupAdAssetView
Clicks	Long	Clicks column for table AdGroupAdAssetView
Conversions	Double	Conversions column for table AdGroupAdAssetView
ConversionsValue	Double	ConversionsValue column for table AdGroupAdAssetView
ConversionsValuePerCost	Double	ConversionsValuePerCost column for table AdGroupAdAssetView
CostMicros	Long	CostMicros column for table AdGroupAdAssetView

CostPerAllConversions	<i>Double</i>	CostPerAllConversions column for table AdGroupAdAssetView
CostPerConversion	<i>Double</i>	CostPerConversion column for table AdGroupAdAssetView
Ctr	<i>Double</i>	Ctr column for table AdGroupAdAssetView
Impressions	<i>Long</i>	Impressions column for table AdGroupAdAssetView
ValuePerAllConversions	<i>Double</i>	ValuePerAllConversions column for table AdGroupAdAssetView
ValuePerConversion	<i>Double</i>	ValuePerConversion column for table AdGroupAdAssetView
ViewThroughConversions	<i>Long</i>	ViewThroughConversions column for table AdGroupAdAssetView
AdNetworkType	<i>String</i>	AdNetworkType column for table AdGroupAdAssetView
Date	<i>Date</i>	Date column for table AdGroupAdAssetView
DayOfWeek	<i>String</i>	DayOfWeek column for table AdGroupAdAssetView
Month	<i>Date</i>	Month column for table AdGroupAdAssetView
Quarter	<i>Date</i>	Quarter column for table AdGroupAdAssetView

Slot	<i>String</i>	Slot column for table AdGroupAdAssetView
Week	<i>Date</i>	Week column for table AdGroupAdAssetView
Year	<i>Int</i>	Year column for table AdGroupAdAssetView

## Pseudo-Columns

Pseudo column fields are used in the WHERE clause of SELECT statements and offer a more granular control over the tuples that are returned from the data source.

Name	Type	Description
ManagerId	<i>Long</i>	Id of the manager account on behalf of which you are requesting customer data.

## AdGroupAudienceView

The ad group audience asset view in the query.

## Table Specific Information

### Select

Google Ads does not allow every column to be selected in a single query as some data will conflict if selected together. Therefore, when issuing a query that selects all columns, only the default metrics, segments, and attributes will be returned. In general, these defaults are the same fields that are exposed through the Ads console.

To use the nondefault fields, explicitly select them in your query.

Filters can also be used in the WHERE clause. The supported operators are the =, !=, >, >=, <, <=, LIKE, NOT LIKE, IN, and NOT IN operators. All filters must be joined by the AND keyword as OR is not supported by the Ads API.

## Columns

Name	Type	Description
AdGroupAdRotationMode	String	AdGroupAdRotationMode column for table AdGroupAudienceView
AdGroupBaseAdGroup	String	AdGroupBaseAdGroup column for table AdGroupAudienceView
AdGroupCampaign	String	AdGroupCampaign column for table AdGroupAudienceView
AdGroupCpcBidMicros	Long	AdGroupCpcBidMicros column for table AdGroupAudienceView
AdGroupCpmBidMicros	Long	AdGroupCpmBidMicros column for table AdGroupAudienceView
AdGroupCpvBidMicros	Long	AdGroupCpvBidMicros column for table AdGroupAudienceView
AdGroupDisplayCustomBidDimension	String	AdGroupDisplayCustomBidDimension column for table AdGroupAudienceView
AdGroupEffectiveTargetCpaMicros	Long	AdGroupEffectiveTargetCpaMicros column for table AdGroupAudienceView
AdGroupEffectiveTargetCpaSource	String	AdGroupEffectiveTargetCpaSource column for table AdGroupAudienceView

AdGroupEffectiveTargetRoas	<i>Double</i>	AdGroupEffectiveTargetRoas column for table AdGroupAudienceView
AdGroupEffectiveTargetRoasSource	<i>String</i>	AdGroupEffectiveTargetRoasSource column for table AdGroupAudienceView
AdGroupExplorerAutoOptimizerSettingOptIn	<i>Boolean</i>	AdGroupExplorerAutoOptimizerSettingOptIn column for table AdGroupAudienceView
AdGroupFinalUrlSuffix	<i>String</i>	AdGroupFinalUrlSuffix column for table AdGroupAudienceView
AdGroupId	<i>Long</i>	AdGroupId column for table AdGroupAudienceView
AdGroupLabels	<i>String</i>	AdGroupLabels column for table AdGroupAudienceView
AdGroupName	<i>String</i>	AdGroupName column for table AdGroupAudienceView
AdGroupPercentCpcBidMicros	<i>Long</i>	AdGroupPercentCpcBidMicros column for table AdGroupAudienceView
AdGroupResourceName	<i>String</i>	AdGroupResourceName column for table AdGroupAudienceView
AdGroupStatus	<i>String</i>	AdGroupStatus column for table AdGroupAudienceView
AdGroupTargetCpaMicros	<i>Long</i>	AdGroupTargetCpaMicros column for table AdGroupAudienceView
AdGroupTargetCpmMicros	<i>Long</i>	AdGroupTargetCpmMicros column for table AdGroupAudienceView
AdGroupTargetRoas	<i>Double</i>	AdGroupTargetRoas column for table

	<i>ub le</i>	AdGroupAudienceView
AdGroupTargetingSettingTargetRestrictions	<i>Str ing</i>	AdGroupTargetingSettingTargetRestrictions column for table AdGroupAudienceView
AdGroupTrackingUrlTemplate	<i>Str ing</i>	AdGroupTrackingUrlTemplate column for table AdGroupAudienceView
AdGroupType	<i>Str ing</i>	AdGroupType column for table AdGroupAudienceView
AdGroupUrlCustomParameters	<i>Str ing</i>	AdGroupUrlCustomParameters column for table AdGroupAudienceView
AdGroupCriterionAdGroup	<i>Str ing</i>	AdGroupCriterionAdGroup column for table AdGroupAudienceView
AdGroupCriterionAgeRangeType	<i>Str ing</i>	AdGroupCriterionAgeRangeType column for table AdGroupAudienceView
AdGroupCriterionAppPaymentModelType	<i>Str ing</i>	AdGroupCriterionAppPaymentModelType column for table AdGroupAudienceView
AdGroupCriterionApprovalStatus	<i>Str ing</i>	AdGroupCriterionApprovalStatus column for table AdGroupAudienceView
AdGroupCriterionBidModifier	<i>Do ub le</i>	AdGroupCriterionBidModifier column for table AdGroupAudienceView
AdGroupCriterionCpcBidMicros	<i>Lo ng</i>	AdGroupCriterionCpcBidMicros column for table AdGroupAudienceView
AdGroupCriterionCpmBidMicros	<i>Lo ng</i>	AdGroupCriterionCpmBidMicros column for table

		AdGroupAudienceView
AdGroupCriterionCpvBidMicros	Long	AdGroupCriterionCpvBidMicros column for table AdGroupAudienceView
AdGroupCriterionCriterionId	Long	AdGroupCriterionCriterionId column for table AdGroupAudienceView
AdGroupCriterionCustomAffinityCustomAffinity	String	AdGroupCriterionCustomAffinityCustomAffinity column for table AdGroupAudienceView
AdGroupCriterionCustomIntentCustomIntent	String	AdGroupCriterionCustomIntentCustomIntent column for table AdGroupAudienceView
AdGroupCriterionEffectiveCpcBidMicros	Long	AdGroupCriterionEffectiveCpcBidMicros column for table AdGroupAudienceView
AdGroupCriterionEffectiveCpcBidSource	String	AdGroupCriterionEffectiveCpcBidSource column for table AdGroupAudienceView
AdGroupCriterionEffectiveCpmBidMicros	Long	AdGroupCriterionEffectiveCpmBidMicros column for table AdGroupAudienceView
AdGroupCriterionEffectiveCpmBidSource	String	AdGroupCriterionEffectiveCpmBidSource column for table AdGroupAudienceView
AdGroupCriterionEffectiveCpvBidMicros	Long	AdGroupCriterionEffectiveCpvBidMicros column for table AdGroupAudienceView
AdGroupCriterionEffectiveCpvBidSource	String	AdGroupCriterionEffectiveCpvBidSource column for table AdGroupAudienceView

AdGroupCriterionEffectivePercentCpcBidMicros	Long	AdGroupCriterionEffectivePercentCpcBidMicros column for table AdGroupAudienceView
AdGroupCriterionEffectivePercentCpcBidSource	String	AdGroupCriterionEffectivePercentCpcBidSource column for table AdGroupAudienceView
AdGroupCriterionFinalMobileUrls	String	AdGroupCriterionFinalMobileUrls column for table AdGroupAudienceView
AdGroupCriterionFinalUrlSuffix	String	AdGroupCriterionFinalUrlSuffix column for table AdGroupAudienceView
AdGroupCriterionFinalUrls	String	AdGroupCriterionFinalUrls column for table AdGroupAudienceView
AdGroupCriterionGenderType	String	AdGroupCriterionGenderType column for table AdGroupAudienceView
AdGroupCriterionIncomeRangeType	String	AdGroupCriterionIncomeRangeType column for table AdGroupAudienceView
AdGroupCriterionKeywordMatchType	String	AdGroupCriterionKeywordMatchType column for table AdGroupAudienceView
AdGroupCriterionKeywordText	String	AdGroupCriterionKeywordText column for table AdGroupAudienceView
AdGroupCriterionListingGroupCaseValueHotelCityCityCriteria	String	AdGroupCriterionListingGroupCaseValueHotelCityCityCriteria column for table AdGroupAudienceView
AdGroupCriterionListingGroupCaseValueHotelClassValue	String	AdGroupCriterionListingGroupCaseValueHotelClassValue column for table AdGroupAudienceView



AdGroupCriterionListingGroupCaseValueHotelCountryRegionCountryRegionCriterion	String	AdGroupCriterionListingGroupCaseValueHotelCountryRegionCountryRegionCriterion column for table AdGroupAudienceView
AdGroupCriterionListingGroupCaseValueHotelIdValue	String	AdGroupCriterionListingGroupCaseValueHotelIdValue column for table AdGroupAudienceView
AdGroupCriterionListingGroupCaseValueHotelStateStateCriteria	String	AdGroupCriterionListingGroupCaseValueHotelStateStateCriteria column for table AdGroupAudienceView
AdGroupCriterionListingGroupCaseValueProductBrandValue	String	AdGroupCriterionListingGroupCaseValueProductBrandValue column for table AdGroupAudienceView
AdGroupCriterionListingGroupCaseValueProductCustomAttributeIndex	String	AdGroupCriterionListingGroupCaseValueProductCustomAttributeIndex column for table AdGroupAudienceView
AdGroupCriterionListingGroupCaseValueProductCustomAttributeValue	String	AdGroupCriterionListingGroupCaseValueProductCustomAttributeValue column for table AdGroupAudienceView
AdGroupCriterionListingGroupCaseValueProductBiddingCategoryCountryCode	String	AdGroupCriterionListingGroupCaseValueProductBiddingCategoryCountryCode column for table AdGroupAudienceView
AdGroupCriterionListingGroupCaseValueProductBiddingCategoryId	String	AdGroupCriterionListingGroupCaseValueProductBiddingCategoryId column for table AdGroupAudienceView
AdGroupCriterionListingGroupCaseValueProductBiddingCategoryLevel	String	AdGroupCriterionListingGroupCaseValueProductBiddingCategoryLevel column for table AdGroupAudienceView
AdGroupCriterionListingGroupCaseValueProductChannelChannel	String	AdGroupCriterionListingGroupCaseValueProductChannelChannel column for

table AdGroupAudienceView		
AdGroupCriterionListingGroupCaseValueProductChannelExclusivity	String	AdGroupCriterionListingGroupCaseValueProductChannelExclusivity column for table AdGroupAudienceView
AdGroupCriterionListingGroupCaseValueProductConditionCondition	String	AdGroupCriterionListingGroupCaseValueProductConditionCondition column for table AdGroupAudienceView
AdGroupCriterionListingGroupCaseValueProductItemIdValue	String	AdGroupCriterionListingGroupCaseValueProductItemIdValue column for table AdGroupAudienceView
AdGroupCriterionListingGroupCaseValueProductTypeLevel	String	AdGroupCriterionListingGroupCaseValueProductTypeLevel column for table AdGroupAudienceView
AdGroupCriterionListingGroupCaseValueProductTypeValue	String	AdGroupCriterionListingGroupCaseValueProductTypeValue column for table AdGroupAudienceView
AdGroupCriterionListingGroupParentAdGroupCriterion	String	AdGroupCriterionListingGroupParentAdGroupCriterion column for table AdGroupAudienceView
AdGroupCriterionListingGroupType	String	AdGroupCriterionListingGroupType column for table AdGroupAudienceView
AdGroupCriterionMobileAppCategoryMobileAppCategoryConstant	String	AdGroupCriterionMobileAppCategoryMobileAppCategoryConstant column for table AdGroupAudienceView
AdGroupCriterionMobileApplicationAppId	String	AdGroupCriterionMobileApplicationAppId column for table AdGroupAudienceView
AdGroupCriterionMobileApplicationName	String	AdGroupCriterionMobileApplicationName

	<i>ing</i>	me column for table AdGroupAudienceView
AdGroupCriterionNegative	<i>Bo ol</i>	AdGroupCriterionNegative column for table AdGroupAudienceView
AdGroupCriterionParentalStatusType	<i>Str ing</i>	AdGroupCriterionParentalStatusType column for table AdGroupAudienceView
AdGroupCriterionPercentCpcBidMicros	<i>Lo ng</i>	AdGroupCriterionPercentCpcBidMicros column for table AdGroupAudienceView
AdGroupCriterionPlacementUrl	<i>Str ing</i>	AdGroupCriterionPlacementUrl column for table AdGroupAudienceView
AdGroupCriterionPositionEstimatesEstimatedAddClicksAtFirstPositionCpc	<i>Long</i>	AdGroupCriterionPositionEstimatesEstimatedAddClicksAtFirstPositionCpc column for table AdGroupAudienceView
AdGroupCriterionPositionEstimatesEstimatedAddCostAtFirstPositionCpc	<i>Long</i>	AdGroupCriterionPositionEstimatesEstimatedAddCostAtFirstPositionCpc column for table AdGroupAudienceView
AdGroupCriterionPositionEstimatesFirstPageCpcMicros	<i>Long</i>	AdGroupCriterionPositionEstimatesFirstPageCpcMicros column for table AdGroupAudienceView
AdGroupCriterionPositionEstimatesFirstPositionCpcMicros	<i>Long</i>	AdGroupCriterionPositionEstimatesFirstPositionCpcMicros column for table AdGroupAudienceView
AdGroupCriterionPositionEstimatesTopOfPageCpcMicros	<i>Long</i>	AdGroupCriterionPositionEstimatesTopOfPageCpcMicros column for table AdGroupAudienceView
AdGroupCriterionQualityInfoCreativeQualityScore	<i>Str</i>	AdGroupCriterionQualityInfoCreativeQu

	<i>ing</i>	alityScore column for table AdGroupAudienceView
AdGroupCriterionQualityInfoPostClickQualityScoreStr	<i>ing</i>	AdGroupCriterionQualityInfoPostClickQualityScore column for table AdGroupAudienceView
AdGroupCriterionQualityInfoQualityScore	<i>Int</i>	AdGroupCriterionQualityInfoQualityScore column for table AdGroupAudienceView
AdGroupCriterionQualityInfoSearchPredictedCtr	<i>Str ing</i>	AdGroupCriterionQualityInfoSearchPredictedCtr column for table AdGroupAudienceView
AdGroupCriterionResourceName	<i>Str ing</i>	AdGroupCriterionResourceName column for table AdGroupAudienceView
AdGroupCriterionStatus	<i>Str ing</i>	AdGroupCriterionStatus column for table AdGroupAudienceView
AdGroupCriterionSystemServingStatus	<i>Str ing</i>	AdGroupCriterionSystemServingStatus column for table AdGroupAudienceView
AdGroupCriterionTopicPath	<i>Str ing</i>	AdGroupCriterionTopicPath column for table AdGroupAudienceView
AdGroupCriterionTopicTopicConstant	<i>Str ing</i>	AdGroupCriterionTopicTopicConstant column for table AdGroupAudienceView
AdGroupCriterionTrackingUrlTemplate	<i>Str ing</i>	AdGroupCriterionTrackingUrlTemplate column for table AdGroupAudienceView
AdGroupCriterionType	<i>Str ing</i>	AdGroupCriterionType column for table AdGroupAudienceView

AdGroupCriterionUrlCustomParameters	<i>String</i>	AdGroupCriterionUrlCustomParameters column for table AdGroupAudienceView
AdGroupCriterionUserInterestUserInterestCategory	<i>String</i>	AdGroupCriterionUserInterestUserInterestCategory column for table AdGroupAudienceView
AdGroupCriterionUserListUserList	<i>String</i>	AdGroupCriterionUserListUserList column for table AdGroupAudienceView
AdGroupCriterionWebpageConditions	<i>String</i>	AdGroupCriterionWebpageConditions column for table AdGroupAudienceView
AdGroupCriterionWebpageCriterionName	<i>String</i>	AdGroupCriterionWebpageCriterionName column for table AdGroupAudienceView
AdGroupCriterionYoutubeChannelChannelId	<i>String</i>	AdGroupCriterionYoutubeChannelChannelId column for table AdGroupAudienceView
AdGroupCriterionYoutubeVideoVideoId	<i>String</i>	AdGroupCriterionYoutubeVideoVideoId column for table AdGroupAudienceView
Id	<i>Long</i>	The ID of the campaign.
Name	<i>String</i>	The name of the campaign.
Status	<i>String</i>	The status of the campaign.
ServingStatus	<i>String</i>	The ad serving status of the campaign.

AdServingOptimizationStatus	<i>String</i>	The ad serving optimization status of the campaign.
AdvertisingChannelType	<i>String</i>	The primary serving target for ads within the campaign. The targeting options can be refined in network_settings.
AdvertisingChannelSubType	<i>String</i>	Optional refinement to advertising_channel_type. Must be a valid sub-type of the parent channel type.
TrackingUrlTemplate	<i>String</i>	The URL template for constructing a tracking URL.
UrlCustomParameters	<i>String</i>	The list of mappings used to substitute custom parameter tags in a tracking_url_template, final_urls, or mobile_final_urls.
OptIn	<i>String</i>	Whether the campaign is opted in to real-time bidding.
TargetSearchNetwork	<i>Boolean</i>	Whether ads will be served on partner sites in the Google Search Network (requires target_google_search to also be true).
TargetGoogleSearch	<i>Boolean</i>	Whether ads will be served with google.com search results.
TargetContentNetwork	<i>Boolean</i>	Whether ads will be served on specified placements in the Google Display Network. Placements are specified using the Placement criterion.
TargetPartnerSearchNetwork	<i>Boolean</i>	Whether ads will be served on the Google Partner Network. This is available only to some select Google

		partner accounts.
Labels	<i>String</i>	The resource names of labels attached to this campaign.
CustomerId	<i>Long</i>	CustomerId column for table AdGroupAudienceView
CustomerDescriptiveName	<i>String</i>	Name of the Customer.
CustomerCurrencyCode	<i>String</i>	CurrencyCode of the customer.
CustomerTimeZone	<i>String</i>	DateTimeZone of the customer.
Manager	<i>Boolean</i>	Whether the customer is a manager.
TestAccount	<i>Boolean</i>	Boolean showing if the account is a test account.
AutoTaggingEnabled	<i>Boolean</i>	Boolean showing if the AutoTagging is enabled.
HasPartnersBadge	<i>Boolean</i>	Whether the Customer has a Partners program badge. If the Customer is not associated with the Partners program, this will be false.
ConversionTrackingId	<i>Long</i>	The conversion tracking id used for this account. This id is automatically assigned after any conversion tracking feature is used. If the customer doesn't use conversion tracking, this is 0. This field is read-only.
CrossAccountConversionTrackingId	<i>Long</i>	The conversion tracking id of the customer's manager. This is set when

		the customer is opted into cross account conversion tracking, and it overrides conversion_tracking_id. This field can only be managed through the Google Ads UI. This field is read-only.
CallConversionAction	String	Customer-level call conversion action to attribute a call conversion to. If not set a default conversion action is used. Only in effect when call_conversion_reporting_enabled is set to true.
CallConversionReportingEnabled	Boolean	Whether to enable call conversion reporting.
CallReportingEnabled	Boolean	Enable reporting of phone call events by redirecting them via Google System.
ActiveViewCpm	Double	ActiveViewCpm column for table AdGroupAudienceView
ActiveViewCtr	Double	ActiveViewCtr column for table AdGroupAudienceView
ActiveViewImpressions	Long	ActiveViewImpressions column for table AdGroupAudienceView
ActiveViewMeasurability	Double	ActiveViewMeasurability column for table AdGroupAudienceView
ActiveViewMeasurableCostMicros	Long	ActiveViewMeasurableCostMicros column for table AdGroupAudienceView
ActiveViewMeasurableImpressions	Long	ActiveViewMeasurableImpressions column for table



		AdGroupAudienceView
ActiveViewViewability	<i>Do ub le</i>	ActiveViewViewability column for table AdGroupAudienceView
AllConversions	<i>Do ub le</i>	AllConversions column for table AdGroupAudienceView
AllConversionsFromInteractionsRate	<i>Do ub le</i>	AllConversionsFromInteractionsRate column for table AdGroupAudienceView
AllConversionsFromInteractionsValuePerInteraction	<i>Do ub le</i>	AllConversionsFromInteractionsValuePerInteraction column for table AdGroupAudienceView
AllConversionsValue	<i>Do ub le</i>	AllConversionsValue column for table AdGroupAudienceView
AllConversionsValuePerCost	<i>Do ub le</i>	AllConversionsValuePerCost column for table AdGroupAudienceView
AverageCost	<i>Do ub le</i>	AverageCost column for table AdGroupAudienceView
AverageCpc	<i>Do ub le</i>	AverageCpc column for table AdGroupAudienceView
AverageCpe	<i>Do ub le</i>	AverageCpe column for table AdGroupAudienceView
AverageCpm	<i>Do ub le</i>	AverageCpm column for table AdGroupAudienceView

	<i>le</i>	
AverageCpv	<i>Do ub le</i>	AverageCpv column for table AdGroupAudienceView
Clicks	<i>Lo ng</i>	Clicks column for table AdGroupAudienceView
Conversions	<i>Do ub le</i>	Conversions column for table AdGroupAudienceView
ConversionsFromInteractionsRate	<i>Do ub le</i>	ConversionsFromInteractionsRate column for table AdGroupAudienceView
ConversionsValue	<i>Do ub le</i>	ConversionsValue column for table AdGroupAudienceView
CostMicros	<i>Lo ng</i>	CostMicros column for table AdGroupAudienceView
CostPerAllConversions	<i>Do ub le</i>	CostPerAllConversions column for table AdGroupAudienceView
CostPerConversion	<i>Do ub le</i>	CostPerConversion column for table AdGroupAudienceView
CrossDeviceConversions	<i>Do ub le</i>	CrossDeviceConversions column for table AdGroupAudienceView
Ctr	<i>Do ub le</i>	Ctr column for table AdGroupAudienceView

EngagementRate	<i>Double</i>	EngagementRate column for table AdGroupAudienceView
Engagements	<i>Long</i>	Engagements column for table AdGroupAudienceView
GmailForwards	<i>Long</i>	GmailForwards column for table AdGroupAudienceView
GmailSaves	<i>Long</i>	GmailSaves column for table AdGroupAudienceView
GmailSecondaryClicks	<i>Long</i>	GmailSecondaryClicks column for table AdGroupAudienceView
Impressions	<i>Long</i>	Impressions column for table AdGroupAudienceView
InteractionEventTypes	<i>String</i>	InteractionEventTypes column for table AdGroupAudienceView
InteractionRate	<i>Double</i>	InteractionRate column for table AdGroupAudienceView
Interactions	<i>Long</i>	Interactions column for table AdGroupAudienceView
ValuePerAllConversions	<i>Double</i>	ValuePerAllConversions column for table AdGroupAudienceView
ValuePerConversion	<i>Double</i>	ValuePerConversion column for table AdGroupAudienceView
VideoQuartile100Rate	<i>Double</i>	VideoQuartile100Rate column for table AdGroupAudienceView

VideoQuartile25Rate	<i>Double</i>	VideoQuartile25Rate column for table AdGroupAudienceView
VideoQuartile50Rate	<i>Double</i>	VideoQuartile50Rate column for table AdGroupAudienceView
VideoQuartile75Rate	<i>Double</i>	VideoQuartile75Rate column for table AdGroupAudienceView
VideoViewRate	<i>Double</i>	VideoViewRate column for table AdGroupAudienceView
VideoViews	<i>Long</i>	VideoViews column for table AdGroupAudienceView
ViewThroughConversions	<i>Long</i>	ViewThroughConversions column for table AdGroupAudienceView
AdNetworkType	<i>String</i>	AdNetworkType column for table AdGroupAudienceView
ClickType	<i>String</i>	ClickType column for table AdGroupAudienceView
ConversionAction	<i>String</i>	ConversionAction column for table AdGroupAudienceView
ConversionActionCategory	<i>String</i>	ConversionActionCategory column for table AdGroupAudienceView
ConversionActionName	<i>String</i>	ConversionActionName column for table AdGroupAudienceView
Date	<i>Date</i>	Date column for table AdGroupAudienceView

DayOfWeek	<i>String</i>	DayOfWeek column for table AdGroupAudienceView
Device	<i>String</i>	Device column for table AdGroupAudienceView
ExternalConversionSource	<i>String</i>	ExternalConversionSource column for table AdGroupAudienceView
HotelDateSelectionType	<i>String</i>	HotelDateSelectionType column for table AdGroupAudienceView
Month	<i>Date</i>	Month column for table AdGroupAudienceView
MonthOfYear	<i>String</i>	MonthOfYear column for table AdGroupAudienceView
Quarter	<i>Date</i>	Quarter column for table AdGroupAudienceView
Slot	<i>String</i>	Slot column for table AdGroupAudienceView
Week	<i>Date</i>	Week column for table AdGroupAudienceView
Year	<i>Int</i>	Year column for table AdGroupAudienceView

## Pseudo-Columns

Pseudo column fields are used in the WHERE clause of SELECT statements and offer a more granular control over the tuples that are returned from the data source.

Name	Type	Description

ManagerId	Long	Id of the manager account on behalf of which you are requesting customer data.
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## AdGroupCriterion

The ad group criterion in the query.

## Table Specific Information

### Select

Google Ads does not allow every column to be selected in a single query as some data will conflict if selected together. Therefore, when issuing a query that selects all columns, only the default metrics, segments, and attributes will be returned. In general, these defaults are the same fields that are exposed through the Ads console.

To use the nondefault fields, explicitly select them in your query.

Filters can also be used in the WHERE clause. The supported operators are the =, !=, >, >=, <, <=, LIKE, NOT LIKE, IN, and NOT IN operators. All filters must be joined by the AND keyword as OR is not supported by the Ads API.

## Columns

Name	Type	Description
AdGroupCriterionAdGroup	String	AdGroupCriterionAdGroup column for table AdGroupCriterion
AdGroupCriterionAgeRangeType	String	AdGroupCriterionAgeRangeType column for table AdGroupCriterion
AdGroupCriterionAppPaymentModelType	String	AdGroupCriterionAppPaymentModelType

	<i>ing</i>	pe column for table AdGroupCriterion
AdGroupCriterionApprovalStatus	<i>String</i>	AdGroupCriterionApprovalStatus column for table AdGroupCriterion
AdGroupCriterionBidModifier	<i>Double</i>	AdGroupCriterionBidModifier column for table AdGroupCriterion
AdGroupCriterionCpcBidMicros	<i>Long</i>	AdGroupCriterionCpcBidMicros column for table AdGroupCriterion
AdGroupCriterionCpmBidMicros	<i>Long</i>	AdGroupCriterionCpmBidMicros column for table AdGroupCriterion
AdGroupCriterionCpvBidMicros	<i>Long</i>	AdGroupCriterionCpvBidMicros column for table AdGroupCriterion
AdGroupCriterionCriterionId	<i>Long</i>	AdGroupCriterionCriterionId column for table AdGroupCriterion
AdGroupCriterionCustomAffinityCustomAffinity	<i>String</i>	AdGroupCriterionCustomAffinityCustomAffinity column for table AdGroupCriterion
AdGroupCriterionCustomIntentCustomIntent	<i>String</i>	AdGroupCriterionCustomIntentCustomIntent column for table AdGroupCriterion
AdGroupCriterionEffectiveCpcBidMicros	<i>Long</i>	AdGroupCriterionEffectiveCpcBidMicros column for table AdGroupCriterion
AdGroupCriterionEffectiveCpcBidSource	<i>String</i>	AdGroupCriterionEffectiveCpcBidSource column for table AdGroupCriterion
AdGroupCriterionEffectiveCpmBidMicros	<i>Long</i>	AdGroupCriterionEffectiveCpmBidMicros column for table AdGroupCriterion
AdGroupCriterionEffectiveCpmBidSource	<i>String</i>	AdGroupCriterionEffectiveCpmBidSource column for table AdGroupCriterion

AdGroupCriterionEffectiveCpvBidMicros	Long	AdGroupCriterionEffectiveCpvBidMicros column for table AdGroupCriterion
AdGroupCriterionEffectiveCpvBidSource	String	AdGroupCriterionEffectiveCpvBidSource column for table AdGroupCriterion
AdGroupCriterionEffectivePercentCpcBidMicros	Long	AdGroupCriterionEffectivePercentCpcBidMicros column for table AdGroupCriterion
AdGroupCriterionEffectivePercentCpcBidSource	String	AdGroupCriterionEffectivePercentCpcBidSource column for table AdGroupCriterion
AdGroupCriterionFinalMobileUrls	String	AdGroupCriterionFinalMobileUrls column for table AdGroupCriterion
AdGroupCriterionFinalUrlSuffix	String	AdGroupCriterionFinalUrlSuffix column for table AdGroupCriterion
AdGroupCriterionFinalUrls	String	AdGroupCriterionFinalUrls column for table AdGroupCriterion
AdGroupCriterionGenderType	String	AdGroupCriterionGenderType column for table AdGroupCriterion
AdGroupCriterionIncomeRangeType	String	AdGroupCriterionIncomeRangeType column for table AdGroupCriterion
AdGroupCriterionKeywordMatchType	String	AdGroupCriterionKeywordMatchType column for table AdGroupCriterion
AdGroupCriterionKeywordText	String	AdGroupCriterionKeywordText column for table AdGroupCriterion
AdGroupCriterionListingGroupCaseValueHotelCityCityCriteria	String	AdGroupCriterionListingGroupCaseValueHotelCityCityCriteria column for table AdGroupCriterion
AdGroupCriterionListingGroupCaseValueHotelClassValue	String	AdGroupCriterionListingGroupCaseValueHotelClassValue column for table AdGroupCriterion



	ing	eHotelClassValue column for table AdGroupCriterion
AdGroupCriterionListingGroupCaseValueHotelCountryRegionCountryRegionValue	ing	eHotelCountryRegionCountryRegionCriterion column for table AdGroupCriterion
AdGroupCriterionListingGroupCaseValueHotelIdValue	ing	AdGroupCriterionListingGroupCaseValueHotelIdValue column for table AdGroupCriterion
AdGroupCriterionListingGroupCaseValueHotelStateStateCodeRegion	ing	AdGroupCriterionListingGroupCaseValueHotelStateStateCriterion column for table AdGroupCriterion
AdGroupCriterionListingGroupCaseValueProductBrandValue	ing	AdGroupCriterionListingGroupCaseValueProductBrandValue column for table AdGroupCriterion
AdGroupCriterionListingGroupCaseValueProductCustomAttributeIndex	ing	AdGroupCriterionListingGroupCaseValueProductCustomAttributeIndex column for table AdGroupCriterion
AdGroupCriterionListingGroupCaseValueProductCustomAttributeValue	ing	AdGroupCriterionListingGroupCaseValueProductCustomAttributeValue column for table AdGroupCriterion
AdGroupCriterionListingGroupCaseValueProductBiddingCategoryCountryCode	ing	AdGroupCriterionListingGroupCaseValueProductBiddingCategoryCountryCode column for table AdGroupCriterion
AdGroupCriterionListingGroupCaseValueProductBiddingCategoryId	ing	AdGroupCriterionListingGroupCaseValueProductBiddingCategoryId column for table AdGroupCriterion
AdGroupCriterionListingGroupCaseValueProductBiddingCategoryLevel	ing	AdGroupCriterionListingGroupCaseValueProductBiddingCategoryLevel column for table AdGroupCriterion

AdGroupCriterionListingGroupCaseValueProductChannel	String	AdGroupCriterionListingGroupCaseValueProductChannel column for table AdGroupCriterion
AdGroupCriterionListingGroupCaseValueProductChannelExclusivity	String	AdGroupCriterionListingGroupCaseValueProductChannelExclusivity column for table AdGroupCriterion
AdGroupCriterionListingGroupCaseValueProductCondition	String	AdGroupCriterionListingGroupCaseValueProductCondition column for table AdGroupCriterion
AdGroupCriterionListingGroupCaseValueProductItemId	String	AdGroupCriterionListingGroupCaseValueProductItemId column for table AdGroupCriterion
AdGroupCriterionListingGroupCaseValueProductTypeLevel	String	AdGroupCriterionListingGroupCaseValueProductTypeLevel column for table AdGroupCriterion
AdGroupCriterionListingGroupCaseValueProductTypeValue	String	AdGroupCriterionListingGroupCaseValueProductTypeValue column for table AdGroupCriterion
AdGroupCriterionListingGroupParentAdGroupCriterion	String	AdGroupCriterionListingGroupParentAdGroupCriterion column for table AdGroupCriterion
AdGroupCriterionListingGroupType	String	AdGroupCriterionListingGroupType column for table AdGroupCriterion
AdGroupCriterionMobileAppCategoryMobileAppCategoryConstant	String	AdGroupCriterionMobileAppCategoryMobileAppCategoryConstant column for table AdGroupCriterion
AdGroupCriterionMobileApplicationAppId	String	AdGroupCriterionMobileApplicationAppId column for table AdGroupCriterion
AdGroupCriterionMobileApplicationName	String	AdGroupCriterionMobileApplicationName

	<i>ing</i>	me column for table AdGroupCriterion
AdGroupCriterionNegative	<i>Bo ol</i>	AdGroupCriterionNegative column for table AdGroupCriterion
AdGroupCriterionParentalStatusType	<i>Str ing</i>	AdGroupCriterionParentalStatusType column for table AdGroupCriterion
AdGroupCriterionPercentCpcBidMicros	<i>Lo ng</i>	AdGroupCriterionPercentCpcBidMicros column for table AdGroupCriterion
AdGroupCriterionPlacementUrl	<i>Str ing</i>	AdGroupCriterionPlacementUrl column for table AdGroupCriterion
AdGroupCriterionPositionEstimatesEstimatedAddClicksAtFirstPositionCpc	<i>Long</i>	AdGroupCriterionPositionEstimatesEstimatedAddClicksAtFirstPositionCpc column for table AdGroupCriterion
AdGroupCriterionPositionEstimatesEstimatedAddCostAtFirstPositionCpc	<i>Long</i>	AdGroupCriterionPositionEstimatesEstimatedAddCostAtFirstPositionCpc column for table AdGroupCriterion
AdGroupCriterionPositionEstimatesFirstPageCpcMicros	<i>Long</i>	AdGroupCriterionPositionEstimatesFirstPageCpcMicros column for table AdGroupCriterion
AdGroupCriterionPositionEstimatesFirstPositionCpcMicros	<i>Long</i>	AdGroupCriterionPositionEstimatesFirstPositionCpcMicros column for table AdGroupCriterion
AdGroupCriterionPositionEstimatesTopOfPageCpcMicros	<i>Long</i>	AdGroupCriterionPositionEstimatesTopOfPageCpcMicros column for table AdGroupCriterion
AdGroupCriterionQualityInfoCreativeQualityScore	<i>Str ing</i>	AdGroupCriterionQualityInfoCreativeQualityScore column for table AdGroupCriterion
AdGroupCriterionQualityInfoPostClickQualityScore	<i>Str ing</i>	AdGroupCriterionQualityInfoPostClickQualityScore column for table AdGroupCriterion

AdGroupCriterion		
AdGroupCriterionQualityInfoQualityScore	<i>Int</i>	AdGroupCriterionQualityInfoQualityScore column for table AdGroupCriterion
AdGroupCriterionQualityInfoSearchPredictedCtr	<i>String</i>	AdGroupCriterionQualityInfoSearchPredictedCtr column for table AdGroupCriterion
AdGroupCriterionResourceName	<i>String</i>	AdGroupCriterionResourceName column for table AdGroupCriterion
AdGroupCriterionStatus	<i>String</i>	AdGroupCriterionStatus column for table AdGroupCriterion
AdGroupCriterionSystemServingStatus	<i>String</i>	AdGroupCriterionSystemServingStatus column for table AdGroupCriterion
AdGroupCriterionTopicPath	<i>String</i>	AdGroupCriterionTopicPath column for table AdGroupCriterion
AdGroupCriterionTopicTopicConstant	<i>String</i>	AdGroupCriterionTopicTopicConstant column for table AdGroupCriterion
AdGroupCriterionTrackingUrlTemplate	<i>String</i>	AdGroupCriterionTrackingUrlTemplate column for table AdGroupCriterion
AdGroupCriterionType	<i>String</i>	AdGroupCriterionType column for table AdGroupCriterion
AdGroupCriterionUrlCustomParameters	<i>String</i>	AdGroupCriterionUrlCustomParameters column for table AdGroupCriterion
AdGroupCriterionUserInterestUserInterestCategory	<i>String</i>	AdGroupCriterionUserInterestUserInterestCategory column for table AdGroupCriterion
AdGroupCriterionUserListUserList	<i>String</i>	AdGroupCriterionUserListUserList column for table AdGroupCriterion

AdGroupCriterionWebpageConditions	<i>String</i>	AdGroupCriterionWebpageConditions column for table AdGroupCriterion
AdGroupCriterionWebpageCriterionName	<i>String</i>	AdGroupCriterionWebpageCriterionName column for table AdGroupCriterion
AdGroupCriterionYoutubeChannelChannelId	<i>String</i>	AdGroupCriterionYoutubeChannelChannelId column for table AdGroupCriterion
AdGroupCriterionYoutubeVideoVideoId	<i>String</i>	AdGroupCriterionYoutubeVideoVideoId column for table AdGroupCriterion
CustomerId	<i>Long</i>	CustomerId column for table AdGroupCriterion

## Pseudo-Columns

Pseudo column fields are used in the WHERE clause of SELECT statements and offer a more granular control over the tuples that are returned from the data source.

Name	Type	Description
ManagerId	<i>Long</i>	Id of the manager account on behalf of which you are requesting customer data.

## AdScheduleView

The ad view in the query.

## Table Specific Information

## Select

Google Ads does not allow every column to be selected in a single query as some data will conflict if selected together. Therefore, when issuing a query that selects all columns, only the default metrics, segments, and attributes will be returned. In general, these defaults are the same fields that are exposed through the Ads console.

To use the nondefault fields, explicitly select them in your query.

Filters can also be used in the WHERE clause. The supported operators are the =, !=, >, >=, <, <=, LIKE, NOT LIKE, IN, and NOT IN operators. All filters must be joined by the AND keyword as OR is not supported by the Ads API.

## Columns

Name	Type	Description
CampaignAdServingOptimizationStatus	String	CampaignAdServingOptimizationStatus column for table AdScheduleView
CampaignAdvertisingChannelSubType	String	CampaignAdvertisingChannelSubType column for table AdScheduleView
CampaignAdvertisingChannelType	String	CampaignAdvertisingChannelType column for table AdScheduleView
CampaignAppCampaignSettingAppId	String	CampaignAppCampaignSettingAppId column for table AdScheduleView
CampaignAppCampaignSettingAppStore	String	CampaignAppCampaignSettingAppStore column for table AdScheduleView
CampaignAppCampaignSettingBiddingStrategyGoalType	String	CampaignAppCampaignSettingBiddingStrategyGoalType column for table AdScheduleView
CampaignBaseCampaign	String	CampaignBaseCampaign column for table AdScheduleView

CampaignBiddingStrategy	String	CampaignBiddingStrategy column for table AdScheduleView
CampaignBiddingStrategyType	String	CampaignBiddingStrategyType column for table AdScheduleView
CampaignCampaignBudget	String	CampaignCampaignBudget column for table AdScheduleView
CampaignCommissionCommissionRateMicros	Long	CampaignCommissionCommissionRateMicros column for table AdScheduleView
CampaignDynamicSearchAdsSettingDomainName	String	CampaignDynamicSearchAdsSettingDomainName column for table AdScheduleView
CampaignDynamicSearchAdsSettingFeeds	String	CampaignDynamicSearchAdsSettingFeeds column for table AdScheduleView
CampaignDynamicSearchAdsSettingLanguageCode	String	CampaignDynamicSearchAdsSettingLanguageCode column for table AdScheduleView
CampaignDynamicSearchAdsSettingUseSuppliedUrlsOnly	Boolean	CampaignDynamicSearchAdsSettingUseSuppliedUrlsOnly column for table AdScheduleView
CampaignEndDate	Date	CampaignEndDate column for table AdScheduleView
CampaignExperimentType	String	CampaignExperimentType column for table AdScheduleView
CampaignFinalUrlSuffix	String	CampaignFinalUrlSuffix column for table AdScheduleView
CampaignFrequencyCaps	String	CampaignFrequencyCaps column for table AdScheduleView

CampaignGeoTargetTypeSettingNegativeGeoTargetType	String	CampaignGeoTargetTypeSettingNegativeGeoTargetType column for table AdScheduleView
CampaignGeoTargetTypeSettingPositiveGeoTargetType	String	CampaignGeoTargetTypeSettingPositiveGeoTargetType column for table AdScheduleView
CampaignHotelSettingHotelCenterId	Long	CampaignHotelSettingHotelCenterId column for table AdScheduleView
CampaignId	Long	CampaignId column for table AdScheduleView
CampaignLabels	String	CampaignLabels column for table AdScheduleView
CampaignManualCpcEnhancedCpcEnabled	Boolean	CampaignManualCpcEnhancedCpcEnabled column for table AdScheduleView
CampaignManualCpm	String	CampaignManualCpm column for table AdScheduleView
CampaignManualCpv	String	CampaignManualCpv column for table AdScheduleView
CampaignMaximizeConversionValueTargetRoas	Double	CampaignMaximizeConversionValueTargetRoas column for table AdScheduleView
CampaignMaximizeConversions	String	CampaignMaximizeConversions column for table AdScheduleView
CampaignName	String	CampaignName column for table AdScheduleView
CampaignNetworkSettingsTargetContentNetwork	Boolean	CampaignNetworkSettingsTargetContentNetwork column for table AdScheduleView



CampaignNetworkSettingsTargetGoogleSearch	Bo ol	CampaignNetworkSettingsTargetGoogl eSearch column for table AdScheduleView
CampaignNetworkSettingsTargetPartnerSearchNetwork	Bo ol	CampaignNetworkSettingsTargetPartn erSearchNetwork column for table AdScheduleView
CampaignNetworkSettingsTargetSearchNetwork	Bo ol	CampaignNetworkSettingsTargetSearc hNetwork column for table AdScheduleView
CampaignPaymentMode	Stri ng	CampaignPaymentMode column for table AdScheduleView
CampaignPercentCpcCpcBidCeilingMicros	Lo ng	CampaignPercentCpcCpcBidCeilingMic ros column for table AdScheduleView
CampaignPercentCpcEnhancedCpcEnabled	Bo ol	CampaignPercentCpcEnhancedCpcEna bled column for table AdScheduleView
CampaignRealTimeBiddingSettingOptIn	Bo ol	CampaignRealTimeBiddingSettingOptl n column for table AdScheduleView
CampaignResourceName	Stri ng	CampaignResourceName column for table AdScheduleView
CampaignSelectiveOptimizationConversionActions	Stri ng	CampaignSelectiveOptimizationConve rsionActions column for table AdScheduleView
CampaignServingStatus	Stri ng	CampaignServingStatus column for table AdScheduleView
CampaignShoppingSettingCampaignPriority	Int	CampaignShoppingSettingCampaignPr iority column for table AdScheduleView
CampaignShoppingSettingEnableLocal	Bo	CampaignShoppingSettingEnableLocal

	<i>ol</i>	column for table AdScheduleView
CampaignShoppingSettingMerchantId	<i>Long</i>	CampaignShoppingSettingMerchantId column for table AdScheduleView
CampaignShoppingSettingSalesCountry	<i>String</i>	CampaignShoppingSettingSalesCountry column for table AdScheduleView
CampaignStartDate	<i>Date</i>	CampaignStartDate column for table AdScheduleView
CampaignStatus	<i>String</i>	CampaignStatus column for table AdScheduleView
CampaignTargetCpaCpcBidCeilingMicros	<i>Long</i>	CampaignTargetCpaCpcBidCeilingMicros column for table AdScheduleView
CampaignTargetCpaCpcBidFloorMicros	<i>Long</i>	CampaignTargetCpaCpcBidFloorMicros column for table AdScheduleView
CampaignTargetCpaTargetCpaMicros	<i>Long</i>	CampaignTargetCpaTargetCpaMicros column for table AdScheduleView
CampaignTargetCpm	<i>String</i>	CampaignTargetCpm column for table AdScheduleView
CampaignTargetImpressionShareCpcBidCeilingMicros	<i>Long</i>	CampaignTargetImpressionShareCpcBidCeilingMicros column for table AdScheduleView
CampaignTargetImpressionShareLocation	<i>String</i>	CampaignTargetImpressionShareLocation column for table AdScheduleView
CampaignTargetImpressionShareLocationFractionMicros	<i>Long</i>	CampaignTargetImpressionShareLocationFractionMicros column for table AdScheduleView
CampaignTargetRoasCpcBidCeilingMicros	<i>Long</i>	CampaignTargetRoasCpcBidCeilingMicros column for table AdScheduleView

CampaignTargetRoasCpcBidFloorMicros	Long	CampaignTargetRoasCpcBidFloorMicros column for table AdScheduleView
CampaignTargetRoasTargetRoas	Double	CampaignTargetRoasTargetRoas column for table AdScheduleView
CampaignTargetSpendCpcBidCeilingMicros	Long	CampaignTargetSpendCpcBidCeilingMicros column for table AdScheduleView
CampaignTargetSpendTargetSpendMicros	Long	CampaignTargetSpendTargetSpendMicros column for table AdScheduleView
CampaignTargetingSettingTargetRestrictions	String	CampaignTargetingSettingTargetRestrictions column for table AdScheduleView
CampaignTrackingSettingTrackingUrl	String	CampaignTrackingSettingTrackingUrl column for table AdScheduleView
CampaignTrackingUrlTemplate	String	CampaignTrackingUrlTemplate column for table AdScheduleView
CampaignUrlCustomParameters	String	CampaignUrlCustomParameters column for table AdScheduleView
CampaignVanityPharmaVanityPharmaDisplayUrlMode	String	CampaignVanityPharmaVanityPharmaDisplayUrlMode column for table AdScheduleView
CampaignVanityPharmaVanityPharmaText	String	CampaignVanityPharmaVanityPharmaText column for table AdScheduleView
CampaignVideoBrandSafetySuitability	String	CampaignVideoBrandSafetySuitability column for table AdScheduleView
CampaignCriterionAdScheduleDayOfWeek	String	CampaignCriterionAdScheduleDayOfW

	<i>ng</i>	week column for table AdScheduleView
CampaignCriterionAdScheduleEndHour	<i>Int</i>	CampaignCriterionAdScheduleEndHour column for table AdScheduleView
CampaignCriterionAdScheduleEndMinute	<i>String</i>	CampaignCriterionAdScheduleEndMinute column for table AdScheduleView
CampaignCriterionAdScheduleStartHour	<i>Int</i>	CampaignCriterionAdScheduleStartHour column for table AdScheduleView
CampaignCriterionAdScheduleStartMinute	<i>String</i>	CampaignCriterionAdScheduleStartMinute column for table AdScheduleView
CampaignCriterionAgeRangeType	<i>String</i>	CampaignCriterionAgeRangeType column for table AdScheduleView
CampaignCriterionBidModifier	<i>String</i>	CampaignCriterionBidModifier column for table AdScheduleView
CampaignCriterionCampaign	<i>String</i>	CampaignCriterionCampaign column for table AdScheduleView
CampaignCriterionCarrierCarrierConstant	<i>String</i>	CampaignCriterionCarrierCarrierConstant column for table AdScheduleView
CampaignCriterionContentLabelType	<i>String</i>	CampaignCriterionContentLabelType column for table AdScheduleView
CampaignCriterionCriterionId	<i>Long</i>	CampaignCriterionCriterionId column for table AdScheduleView
CampaignCriterionCustomAffinityCustomAffinity	<i>String</i>	CampaignCriterionCustomAffinityCustomAffinity column for table AdScheduleView
CampaignCriterionDeviceType	<i>String</i>	CampaignCriterionDeviceType column for table AdScheduleView

CampaignCriterionGenderType	String	CampaignCriterionGenderType column for table AdScheduleView
CampaignCriterionIncomeRangeType	String	CampaignCriterionIncomeRangeType column for table AdScheduleView
CampaignCriterionIpBlockIpAddress	String	CampaignCriterionIpBlockIpAddress column for table AdScheduleView
CampaignCriterionKeywordMatchType	String	CampaignCriterionKeywordMatchType column for table AdScheduleView
CampaignCriterionKeywordText	String	CampaignCriterionKeywordText column for table AdScheduleView
CampaignCriterionLanguageLanguageConstant	String	CampaignCriterionLanguageLanguageConstant column for table AdScheduleView
CampaignCriterionListingScopeDimensions	String	CampaignCriterionListingScopeDimensions column for table AdScheduleView
CampaignCriterionLocationGeoTargetConstant	String	CampaignCriterionLocationGeoTargetConstant column for table AdScheduleView
CampaignCriterionLocationGroup	String	CampaignCriterionLocationGroup column for table AdScheduleView
CampaignCriterionLocationGroupFeed	String	CampaignCriterionLocationGroupFeed column for table AdScheduleView
CampaignCriterionMobileAppCategoryMobileAppCategoryConstant	String	CampaignCriterionMobileAppCategoryMobileAppCategoryConstant column for table AdScheduleView
CampaignCriterionMobileApplicationAppId	String	CampaignCriterionMobileApplicationAppId column for table AdScheduleView

CampaignCriterionMobileApplicationName	String	CampaignCriterionMobileApplicationName column for table AdScheduleView
CampaignCriterionMobileDeviceMobileDeviceConstant	String	CampaignCriterionMobileDeviceMobileDeviceConstant column for table AdScheduleView
CampaignCriterionNegative	Boolean	CampaignCriterionNegative column for table AdScheduleView
CampaignCriterionOperatingSystemVersion	String	CampaignCriterionOperatingSystemVersion column for table AdScheduleView
CampaignCriterionParentalStatusType	String	CampaignCriterionParentalStatusType column for table AdScheduleView
CampaignCriterionPlacementUrl	String	CampaignCriterionPlacementUrl column for table AdScheduleView
CampaignCriterionProximityAddressCityName	String	CampaignCriterionProximityAddressCityName column for table AdScheduleView
CampaignCriterionProximityAddressCountryCode	String	CampaignCriterionProximityAddressCountryCode column for table AdScheduleView
CampaignCriterionProximityAddressPostalCode	String	CampaignCriterionProximityAddressPostalCode column for table AdScheduleView
CampaignCriterionProximityAddressProvinceCode	String	CampaignCriterionProximityAddressProvinceCode column for table AdScheduleView
CampaignCriterionProximityAddressProvinceName	String	CampaignCriterionProximityAddressProvinceName column for table AdScheduleView

CampaignCriterionProximityAddressStreetAddressString	String	CampaignCriterionProximityAddressStreetAddress column for table AdScheduleView
CampaignCriterionProximityGeoPointLatitudeInMicroDegrees	Double	CampaignCriterionProximityGeoPointLatitudeInMicroDegrees column for table AdScheduleView
CampaignCriterionProximityGeoPointLongitudeInMicroDegrees	Double	CampaignCriterionProximityGeoPointLongitudeInMicroDegrees column for table AdScheduleView
CampaignCriterionProximityRadius	Double	CampaignCriterionProximityRadius column for table AdScheduleView
CampaignCriterionProximityRadiusUnits	String	CampaignCriterionProximityRadiusUnits column for table AdScheduleView
CampaignCriterionResourceName	String	CampaignCriterionResourceName column for table AdScheduleView
CampaignCriterionStatus	String	CampaignCriterionStatus column for table AdScheduleView
CampaignCriterionTopicPath	String	CampaignCriterionTopicPath column for table AdScheduleView
CampaignCriterionTopicTopicConstant	String	CampaignCriterionTopicTopicConstant column for table AdScheduleView
CampaignCriterionType	String	CampaignCriterionType column for table AdScheduleView
CampaignCriterionUserInterestUserInterestCategory	String	CampaignCriterionUserInterestUserInterestCategory column for table AdScheduleView
CampaignCriterionUserListUserList	String	CampaignCriterionUserListUserList column for table AdScheduleView

CampaignCriterionWebpageConditions	String	CampaignCriterionWebpageConditions column for table AdScheduleView
CampaignCriterionWebpageCriterionName	String	CampaignCriterionWebpageCriterionName column for table AdScheduleView
CampaignCriterionYoutubeChannelChannelId	String	CampaignCriterionYoutubeChannelChannelId column for table AdScheduleView
CampaignCriterionYoutubeVideoVideoId	String	CampaignCriterionYoutubeVideoVideoId column for table AdScheduleView
CustomerAutoTaggingEnabled	Boolean	CustomerAutoTaggingEnabled column for table AdScheduleView
CustomerCallReportingSettingCallConversionAction	String	CustomerCallReportingSettingCallConversionAction column for table AdScheduleView
CustomerCallReportingSettingCallConversionReportingEnabled	Boolean	CustomerCallReportingSettingCallConversionReportingEnabled column for table AdScheduleView
CustomerCallReportingSettingCallReportingEnabled	Boolean	CustomerCallReportingSettingCallReportingEnabled column for table AdScheduleView
CustomerConversionTrackingSettingConversionTrackingId	String	CustomerConversionTrackingSettingConversionTrackingId column for table AdScheduleView
CustomerConversionTrackingSettingCrossAccountConversionTrackingId	String	CustomerConversionTrackingSettingCrossAccountConversionTrackingId column for table AdScheduleView
CustomerCurrencyCode	String	CustomerCurrencyCode column for table AdScheduleView



CustomerDescriptiveName	String	CustomerDescriptiveName column for table AdScheduleView
CustomerFinalUrlSuffix	String	CustomerFinalUrlSuffix column for table AdScheduleView
CustomerHasPartnersBadge	Boolean	CustomerHasPartnersBadge column for table AdScheduleView
CustomerId	Long	CustomerId column for table AdScheduleView
CustomerManager	Boolean	CustomerManager column for table AdScheduleView
CustomerPayPerConversionEligibilityFailureReasons	String	CustomerPayPerConversionEligibilityFailureReasons column for table AdScheduleView
CustomerRemarketingSettingGoogleGlobalSiteTag	String	CustomerRemarketingSettingGoogleGlobalSiteTag column for table AdScheduleView
CustomerResourceName	String	CustomerResourceName column for table AdScheduleView
CustomerTestAccount	Boolean	CustomerTestAccount column for table AdScheduleView
CustomerTimeZone	String	CustomerTimeZone column for table AdScheduleView
CustomerTrackingUrlTemplate	String	CustomerTrackingUrlTemplate column for table AdScheduleView
AllConversions	Double	AllConversions column for table AdScheduleView
AllConversionsFromInteractionsRate	Double	AllConversionsFromInteractionsRate

	<i>double</i>	column for table AdScheduleView
AllConversionsValue	<i>Double</i>	AllConversionsValue column for table AdScheduleView
AverageCost	<i>Double</i>	AverageCost column for table AdScheduleView
AverageCpc	<i>Double</i>	AverageCpc column for table AdScheduleView
AverageCpe	<i>Double</i>	AverageCpe column for table AdScheduleView
AverageCpm	<i>Double</i>	AverageCpm column for table AdScheduleView
AverageCpv	<i>Double</i>	AverageCpv column for table AdScheduleView
Clicks	<i>Long</i>	Clicks column for table AdScheduleView
Conversions	<i>Double</i>	Conversions column for table AdScheduleView
ConversionsFromInteractionsRate	<i>Double</i>	ConversionsFromInteractionsRate column for table AdScheduleView
ConversionsValue	<i>Double</i>	ConversionsValue column for table AdScheduleView

	<i>e</i>	
CostMicros	<i>Long</i>	CostMicros column for table AdScheduleView
CostPerAllConversions	<i>Double</i>	CostPerAllConversions column for table AdScheduleView
CostPerConversion	<i>Double</i>	CostPerConversion column for table AdScheduleView
CrossDeviceConversions	<i>Double</i>	CrossDeviceConversions column for table AdScheduleView
Ctr	<i>Double</i>	Ctr column for table AdScheduleView
EngagementRate	<i>Double</i>	EngagementRate column for table AdScheduleView
Engagements	<i>Long</i>	Engagements column for table AdScheduleView
Impressions	<i>Long</i>	Impressions column for table AdScheduleView
InteractionEventTypes	<i>String</i>	InteractionEventTypes column for table AdScheduleView
InteractionRate	<i>Double</i>	InteractionRate column for table AdScheduleView
Interactions	<i>Long</i>	Interactions column for table AdScheduleView

ValuePerAllConversions	<i>Double</i>	ValuePerAllConversions column for table AdScheduleView
ValuePerConversion	<i>Double</i>	ValuePerConversion column for table AdScheduleView
VideoQuartile100Rate	<i>Double</i>	VideoQuartile100Rate column for table AdScheduleView
VideoQuartile25Rate	<i>Double</i>	VideoQuartile25Rate column for table AdScheduleView
VideoQuartile50Rate	<i>Double</i>	VideoQuartile50Rate column for table AdScheduleView
VideoQuartile75Rate	<i>Double</i>	VideoQuartile75Rate column for table AdScheduleView
VideoViewRate	<i>Double</i>	VideoViewRate column for table AdScheduleView
VideoViews	<i>Long</i>	VideoViews column for table AdScheduleView
ViewThroughConversions	<i>Long</i>	ViewThroughConversions column for table AdScheduleView
ConversionAction	<i>String</i>	ConversionAction column for table AdScheduleView
ConversionActionCategory	<i>String</i>	ConversionActionCategory column for table AdScheduleView

ConversionActionName	<i>String</i>	ConversionActionName column for table AdScheduleView
Date	<i>Date</i>	Date column for table AdScheduleView
ExternalConversionSource	<i>String</i>	ExternalConversionSource column for table AdScheduleView
Month	<i>Date</i>	Month column for table AdScheduleView
MonthOfYear	<i>String</i>	MonthOfYear column for table AdScheduleView
Quarter	<i>Date</i>	Quarter column for table AdScheduleView
Week	<i>Date</i>	Week column for table AdScheduleView
Year	<i>Int</i>	Year column for table AdScheduleView

## Pseudo-Columns

Pseudo column fields are used in the WHERE clause of SELECT statements and offer a more granular control over the tuples that are returned from the data source.

Name	Type	Description
ManagerId	<i>Long</i>	Id of the manager account on behalf of which you are requesting customer data.

## AgeRangeView

The age range view in the query.

## Table Specific Information

### Select

Google Ads does not allow every column to be selected in a single query as some data will conflict if selected together. Therefore, when issuing a query that selects all columns, only the default metrics, segments, and attributes will be returned. In general, these defaults are the same fields that are exposed through the Ads console.

To use the nondefault fields, explicitly select them in your query.

Filters can also be used in the WHERE clause. The supported operators are the =, !=, >, >=, <, <=, LIKE, NOT LIKE, IN, and NOT IN operators. All filters must be joined by the AND keyword as OR is not supported by the Ads API.

### Columns

Name	Type	Description
AdGroupAdRotationMode	String	AdGroupAdRotationMode column for table AgeRangeView
AdGroupBaseAdGroup	String	AdGroupBaseAdGroup column for table AgeRangeView
AdGroupCampaign	String	AdGroupCampaign column for table AgeRangeView
AdGroupCpcBidMicros	Long	AdGroupCpcBidMicros column for table AgeRangeView
AdGroupCpmBidMicros	Long	AdGroupCpmBidMicros column for table AgeRangeView

AdGroupCpvBidMicros	<i>Long</i>	AdGroupCpvBidMicros column for table AgeRangeView
AdGroupDisplayCustomBidDimension	<i>String</i>	AdGroupDisplayCustomBidDimension column for table AgeRangeView
AdGroupEffectiveTargetCpaMicros	<i>Long</i>	AdGroupEffectiveTargetCpaMicros column for table AgeRangeView
AdGroupEffectiveTargetCpaSource	<i>String</i>	AdGroupEffectiveTargetCpaSource column for table AgeRangeView
AdGroupEffectiveTargetRoas	<i>Double</i>	AdGroupEffectiveTargetRoas column for table AgeRangeView
AdGroupEffectiveTargetRoasSource	<i>String</i>	AdGroupEffectiveTargetRoasSource column for table AgeRangeView
AdGroupExplorerAutoOptimizerSettingOptIn	<i>Boolean</i>	AdGroupExplorerAutoOptimizerSettingOptIn column for table AgeRangeView
AdGroupFinalUrlSuffix	<i>String</i>	AdGroupFinalUrlSuffix column for table AgeRangeView
AdGroupId	<i>Long</i>	AdGroupId column for table AgeRangeView
AdGroupLabels	<i>String</i>	AdGroupLabels column for table AgeRangeView
AdGroupName	<i>String</i>	AdGroupName column for table AgeRangeView
AdGroupPercentCpcBidMicros	<i>Long</i>	AdGroupPercentCpcBidMicros column for table AgeRangeView
AdGroupResourceName	<i>String</i>	AdGroupResourceName column for table AgeRangeView

AdGroupStatus	String	AdGroupStatus column for table AgeRangeView
AdGroupTargetCpaMicros	Long	AdGroupTargetCpaMicros column for table AgeRangeView
AdGroupTargetCpmMicros	Long	AdGroupTargetCpmMicros column for table AgeRangeView
AdGroupTargetRoas	Double	AdGroupTargetRoas column for table AgeRangeView
AdGroupTargetingSettingTargetRestrictions	String	AdGroupTargetingSettingTargetRestrictions column for table AgeRangeView
AdGroupTrackingUrlTemplate	String	AdGroupTrackingUrlTemplate column for table AgeRangeView
AdGroupType	String	AdGroupType column for table AgeRangeView
AdGroupUrlCustomParameters	String	AdGroupUrlCustomParameters column for table AgeRangeView
AdGroupCriterionAdGroup	String	AdGroupCriterionAdGroup column for table AgeRangeView
AdGroupCriterionAgeRangeType	String	AdGroupCriterionAgeRangeType column for table AgeRangeView
AdGroupCriterionAppPaymentModelType	String	AdGroupCriterionAppPaymentModelType column for table AgeRangeView
AdGroupCriterionApprovalStatus	String	AdGroupCriterionApprovalStatus column for table AgeRangeView
AdGroupCriterionBidModifier	Double	AdGroupCriterionBidModifier column for table AgeRangeView



AdGroupCriterionCpcBidMicros	Long	AdGroupCriterionCpcBidMicros column for table AgeRangeView
AdGroupCriterionCpmBidMicros	Long	AdGroupCriterionCpmBidMicros column for table AgeRangeView
AdGroupCriterionCpvBidMicros	Long	AdGroupCriterionCpvBidMicros column for table AgeRangeView
AdGroupCriterionCriterionId	Long	AdGroupCriterionCriterionId column for table AgeRangeView
AdGroupCriterionCustomAffinityCustomAffinity	String	AdGroupCriterionCustomAffinityCustomAffinity column for table AgeRangeView
AdGroupCriterionCustomIntentCustomIntent	String	AdGroupCriterionCustomIntentCustomIntent column for table AgeRangeView
AdGroupCriterionEffectiveCpcBidMicros	Long	AdGroupCriterionEffectiveCpcBidMicros column for table AgeRangeView
AdGroupCriterionEffectiveCpcBidSource	String	AdGroupCriterionEffectiveCpcBidSource column for table AgeRangeView
AdGroupCriterionEffectiveCpmBidMicros	Long	AdGroupCriterionEffectiveCpmBidMicros column for table AgeRangeView
AdGroupCriterionEffectiveCpmBidSource	String	AdGroupCriterionEffectiveCpmBidSource column for table AgeRangeView
AdGroupCriterionEffectiveCpvBidMicros	Long	AdGroupCriterionEffectiveCpvBidMicros column for table AgeRangeView
AdGroupCriterionEffectiveCpvBidSource	String	AdGroupCriterionEffectiveCpvBidSource column for table AgeRangeView
AdGroupCriterionEffectivePercentCpcBidMicros	Long	AdGroupCriterionEffectivePercentCpcBidMicros column for table AgeRangeView

AdGroupCriterionEffectivePercentCpcBidSource	String	AdGroupCriterionEffectivePercentCpcBidSource column for table AgeRangeView
AdGroupCriterionFinalMobileUrls	String	AdGroupCriterionFinalMobileUrls column for table AgeRangeView
AdGroupCriterionFinalUrlSuffix	String	AdGroupCriterionFinalUrlSuffix column for table AgeRangeView
AdGroupCriterionFinalUrls	String	AdGroupCriterionFinalUrls column for table AgeRangeView
AdGroupCriterionGenderType	String	AdGroupCriterionGenderType column for table AgeRangeView
AdGroupCriterionIncomeRangeType	String	AdGroupCriterionIncomeRangeType column for table AgeRangeView
AdGroupCriterionKeywordMatchType	String	AdGroupCriterionKeywordMatchType column for table AgeRangeView
AdGroupCriterionKeywordText	String	AdGroupCriterionKeywordText column for table AgeRangeView
AdGroupCriterionListingGroupCaseValueHotelCityCityCriteria	String	AdGroupCriterionListingGroupCaseValueHotelCityCityCriteria column for table AgeRangeView
AdGroupCriterionListingGroupCaseValueHotelClassValue	String	AdGroupCriterionListingGroupCaseValueHotelClassValue column for table AgeRangeView
AdGroupCriterionListingGroupCaseValueHotelCountryRegionCountryRegionCriteria	String	AdGroupCriterionListingGroupCaseValueHotelCountryRegionCountryRegionCriteria column for table AgeRangeView
AdGroupCriterionListingGroupCaseValueHotelIdValue	String	AdGroupCriterionListingGroupCaseValueHotelIdValue column for table AgeRangeView

AdGroupCriterionListingGroupCaseValueHotelState	State	AdGroupCriterionListingGroupCaseValueHotelState	State	AdGroupCriterionListingGroupCaseValueHotelState	State
ing	ing	ing	ing	ing	ing
AdGroupCriterionListingGroupCaseValueProductBrand	Brand	AdGroupCriterionListingGroupCaseValueProductBrand	Brand	AdGroupCriterionListingGroupCaseValueProductBrand	Brand
ing	ing	ing	ing	ing	ing
AdGroupCriterionListingGroupCaseValueProductCustomAttributeIndex	ProductCustomAttributeIndex	AdGroupCriterionListingGroupCaseValueProductCustomAttributeIndex	ProductCustomAttributeIndex	AdGroupCriterionListingGroupCaseValueProductCustomAttributeIndex	ProductCustomAttributeIndex
ing	ing	ing	ing	ing	ing
AdGroupCriterionListingGroupCaseValueProductCustomAttribute	ProductCustomAttribute	AdGroupCriterionListingGroupCaseValueProductCustomAttribute	ProductCustomAttribute	AdGroupCriterionListingGroupCaseValueProductCustomAttribute	ProductCustomAttribute
ing	ing	ing	ing	ing	ing
AdGroupCriterionListingGroupCaseValueProductBiddingCategoryCountryCode	ProductBiddingCategoryCountryCode	AdGroupCriterionListingGroupCaseValueProductBiddingCategoryCountryCode	ProductBiddingCategoryCountryCode	AdGroupCriterionListingGroupCaseValueProductBiddingCategoryCountryCode	ProductBiddingCategoryCountryCode
ing	ing	ing	ing	ing	ing
AdGroupCriterionListingGroupCaseValueProductBiddingCategoryId	ProductBiddingCategoryId	AdGroupCriterionListingGroupCaseValueProductBiddingCategoryId	ProductBiddingCategoryId	AdGroupCriterionListingGroupCaseValueProductBiddingCategoryId	ProductBiddingCategoryId
ing	ing	ing	ing	ing	ing
AdGroupCriterionListingGroupCaseValueProductBiddingCategoryLevel	ProductBiddingCategoryLevel	AdGroupCriterionListingGroupCaseValueProductBiddingCategoryLevel	ProductBiddingCategoryLevel	AdGroupCriterionListingGroupCaseValueProductBiddingCategoryLevel	ProductBiddingCategoryLevel
ing	ing	ing	ing	ing	ing
AdGroupCriterionListingGroupCaseValueProductChannel	ProductChannel	AdGroupCriterionListingGroupCaseValueProductChannel	ProductChannel	AdGroupCriterionListingGroupCaseValueProductChannel	ProductChannel
ing	ing	ing	ing	ing	ing
AdGroupCriterionListingGroupCaseValueProductChannelExclusivity	ProductChannelExclusivity	AdGroupCriterionListingGroupCaseValueProductChannelExclusivity	ProductChannelExclusivity	AdGroupCriterionListingGroupCaseValueProductChannelExclusivity	ProductChannelExclusivity
ing	ing	ing	ing	ing	ing
AdGroupCriterionListingGroupCaseValueProductCondition	ProductCondition	AdGroupCriterionListingGroupCaseValueProductCondition	ProductCondition	AdGroupCriterionListingGroupCaseValueProductCondition	ProductCondition
ing	ing	ing	ing	ing	ing

AdGroupCriterionListingGroupCaseValueProductItemIdValue	String	AdGroupCriterionListingGroupCaseValueProductItemIdValue column for table AgeRangeView
AdGroupCriterionListingGroupCaseValueProductTypeLevel	String	AdGroupCriterionListingGroupCaseValueProductTypeLevel column for table AgeRangeView
AdGroupCriterionListingGroupCaseValueProductTypeValue	String	AdGroupCriterionListingGroupCaseValueProductTypeValue column for table AgeRangeView
AdGroupCriterionListingGroupParentAdGroupCriterion	String	AdGroupCriterionListingGroupParentAdGroupCriterion column for table AgeRangeView
AdGroupCriterionListingGroupType	String	AdGroupCriterionListingGroupType column for table AgeRangeView
AdGroupCriterionMobileAppCategoryMobileAppCategoryConstant	String	AdGroupCriterionMobileAppCategoryMobileAppCategoryConstant column for table AgeRangeView
AdGroupCriterionMobileApplicationAppId	String	AdGroupCriterionMobileApplicationAppId column for table AgeRangeView
AdGroupCriterionMobileApplicationName	String	AdGroupCriterionMobileApplicationName column for table AgeRangeView
AdGroupCriterionNegative	Boolean	AdGroupCriterionNegative column for table AgeRangeView
AdGroupCriterionParentalStatusType	String	AdGroupCriterionParentalStatusType column for table AgeRangeView
AdGroupCriterionPercentCpcBidMicros	Long	AdGroupCriterionPercentCpcBidMicros column for table AgeRangeView
AdGroupCriterionPlacementUrl	String	AdGroupCriterionPlacementUrl column for table AgeRangeView

AdGroupCriterionPositionEstimatesEstimatedAddClicksAtFirstPositionCpc	<i>Long</i>	AdGroupCriterionPositionEstimatesEstimatedAddClicksAtFirstPositionCpc column for table AgeRangeView
AdGroupCriterionPositionEstimatesEstimatedAddCostAtFirstPositionCpc	<i>Long</i>	AdGroupCriterionPositionEstimatesEstimatedAddCostAtFirstPositionCpc column for table AgeRangeView
AdGroupCriterionPositionEstimatesFirstPageCpcMicros	<i>Long</i>	AdGroupCriterionPositionEstimatesFirstPageCpcMicros column for table AgeRangeView
AdGroupCriterionPositionEstimatesFirstPositionCpcMicros	<i>Long</i>	AdGroupCriterionPositionEstimatesFirstPositionCpcMicros column for table AgeRangeView
AdGroupCriterionPositionEstimatesTopOfPageCpcMicros	<i>Long</i>	AdGroupCriterionPositionEstimatesTopOfPageCpcMicros column for table AgeRangeView
AdGroupCriterionQualityInfoCreativeQualityScore	<i>String</i>	AdGroupCriterionQualityInfoCreativeQualityScore column for table AgeRangeView
AdGroupCriterionQualityInfoPostClickQualityScore	<i>String</i>	AdGroupCriterionQualityInfoPostClickQualityScore column for table AgeRangeView
AdGroupCriterionQualityInfoQualityScore	<i>Int</i>	AdGroupCriterionQualityInfoQualityScore column for table AgeRangeView
AdGroupCriterionQualityInfoSearchPredictedCtr	<i>String</i>	AdGroupCriterionQualityInfoSearchPredictedCtr column for table AgeRangeView
AdGroupCriterionResourceName	<i>String</i>	AdGroupCriterionResourceName column for table AgeRangeView
AdGroupCriterionStatus	<i>String</i>	AdGroupCriterionStatus column for table AgeRangeView

AdGroupCriterionSystemServingStatus	String	AdGroupCriterionSystemServingStatus column for table AgeRangeView
AdGroupCriterionTopicPath	String	AdGroupCriterionTopicPath column for table AgeRangeView
AdGroupCriterionTopicTopicConstant	String	AdGroupCriterionTopicTopicConstant column for table AgeRangeView
AdGroupCriterionTrackingUrlTemplate	String	AdGroupCriterionTrackingUrlTemplate column for table AgeRangeView
AdGroupCriterionType	String	AdGroupCriterionType column for table AgeRangeView
AdGroupCriterionUrlCustomParameters	String	AdGroupCriterionUrlCustomParameters column for table AgeRangeView
AdGroupCriterionUserInterestUserInterestCategory	String	AdGroupCriterionUserInterestUserInterestCategory column for table AgeRangeView
AdGroupCriterionUserListUserList	String	AdGroupCriterionUserListUserList column for table AgeRangeView
AdGroupCriterionWebpageConditions	String	AdGroupCriterionWebpageConditions column for table AgeRangeView
AdGroupCriterionWebpageCriterionName	String	AdGroupCriterionWebpageCriterionName column for table AgeRangeView
AdGroupCriterionYoutubeChannelChannelId	String	AdGroupCriterionYoutubeChannelChannelId column for table AgeRangeView
AdGroupCriterionYoutubeVideoVideoId	String	AdGroupCriterionYoutubeVideoVideoId column for table AgeRangeView
CampaignAdServingOptimizationStatus	String	CampaignAdServingOptimizationStatus column for table AgeRangeView

CampaignAdvertisingChannelSubType	String	CampaignAdvertisingChannelSubType column for table AgeRangeView
CampaignAdvertisingChannelType	String	CampaignAdvertisingChannelType column for table AgeRangeView
CampaignAppCampaignSettingAppId	String	CampaignAppCampaignSettingAppId column for table AgeRangeView
CampaignAppCampaignSettingAppStore	String	CampaignAppCampaignSettingAppStore column for table AgeRangeView
CampaignAppCampaignSettingBiddingStrategyGoalType	String	CampaignAppCampaignSettingBiddingStrategyGoalType column for table AgeRangeView
CampaignBaseCampaign	String	CampaignBaseCampaign column for table AgeRangeView
CampaignBiddingStrategy	String	CampaignBiddingStrategy column for table AgeRangeView
CampaignBiddingStrategyType	String	CampaignBiddingStrategyType column for table AgeRangeView
CampaignCampaignBudget	String	CampaignCampaignBudget column for table AgeRangeView
CampaignCommissionCommissionRateMicros	Long	CampaignCommissionCommissionRateMicros column for table AgeRangeView
CampaignDynamicSearchAdsSettingDomainName	String	CampaignDynamicSearchAdsSettingDomainName column for table AgeRangeView
CampaignDynamicSearchAdsSettingFeeds	String	CampaignDynamicSearchAdsSettingFeeds column for table AgeRangeView
CampaignDynamicSearchAdsSettingLanguageCode	String	CampaignDynamicSearchAdsSettingLanguageCode column for table

		AgeRangeView
CampaignDynamicSearchAdsSettingUseSuppliedUrlsOnly	Boolean	CampaignDynamicSearchAdsSettingUseSuppliedUrlsOnly column for table AgeRangeView
CampaignEndDate	Date	CampaignEndDate column for table AgeRangeView
CampaignExperimentType	String	CampaignExperimentType column for table AgeRangeView
CampaignFinalUrlSuffix	String	CampaignFinalUrlSuffix column for table AgeRangeView
CampaignFrequencyCaps	String	CampaignFrequencyCaps column for table AgeRangeView
CampaignGeoTargetTypeSettingNegativeGeoTargetType	String	CampaignGeoTargetTypeSettingNegativeGeoTargetType column for table AgeRangeView
CampaignGeoTargetTypeSettingPositiveGeoTargetType	String	CampaignGeoTargetTypeSettingPositiveGeoTargetType column for table AgeRangeView
CampaignHotelSettingHotelCenterId	Long	CampaignHotelSettingHotelCenterId column for table AgeRangeView
CampaignId	Long	CampaignId column for table AgeRangeView
CampaignLabels	String	CampaignLabels column for table AgeRangeView
CampaignManualCpcEnhancedCpcEnabled	Boolean	CampaignManualCpcEnhancedCpcEnabled column for table AgeRangeView
CampaignManualCpm	String	CampaignManualCpm column for table AgeRangeView



CampaignManualCpv	String	CampaignManualCpv column for table AgeRangeView
CampaignMaximizeConversionValueTargetRoas	Double	CampaignMaximizeConversionValueTargetRoas column for table AgeRangeView
CampaignMaximizeConversions	String	CampaignMaximizeConversions column for table AgeRangeView
CampaignName	String	CampaignName column for table AgeRangeView
CampaignNetworkSettingsTargetContentNetwork	Boolean	CampaignNetworkSettingsTargetContentNetwork column for table AgeRangeView
CampaignNetworkSettingsTargetGoogleSearch	Boolean	CampaignNetworkSettingsTargetGoogleSearch column for table AgeRangeView
CampaignNetworkSettingsTargetPartnerSearchNetwork	Boolean	CampaignNetworkSettingsTargetPartnerSearchNetwork column for table AgeRangeView
CampaignNetworkSettingsTargetSearchNetwork	Boolean	CampaignNetworkSettingsTargetSearchNetwork column for table AgeRangeView
CampaignPaymentMode	String	CampaignPaymentMode column for table AgeRangeView
CampaignPercentCpcCpcBidCeilingMicros	Long	CampaignPercentCpcCpcBidCeilingMicros column for table AgeRangeView
CampaignPercentCpcEnhancedCpcEnabled	Boolean	CampaignPercentCpcEnhancedCpcEnabled column for table AgeRangeView
CampaignRealTimeBiddingSettingOptIn	Boolean	CampaignRealTimeBiddingSettingOptIn column for table AgeRangeView

CampaignResourceName	<i>String</i>	CampaignResourceName column for table AgeRangeView
CampaignSelectiveOptimizationConversionActions	<i>String</i>	CampaignSelectiveOptimizationConversionActions column for table AgeRangeView
CampaignServingStatus	<i>String</i>	CampaignServingStatus column for table AgeRangeView
CampaignShoppingSettingCampaignPriority	<i>Int</i>	CampaignShoppingSettingCampaignPriority column for table AgeRangeView
CampaignShoppingSettingEnableLocal	<i>Boolean</i>	CampaignShoppingSettingEnableLocal column for table AgeRangeView
CampaignShoppingSettingMerchantId	<i>Long</i>	CampaignShoppingSettingMerchantId column for table AgeRangeView
CampaignShoppingSettingSalesCountry	<i>String</i>	CampaignShoppingSettingSalesCountry column for table AgeRangeView
CampaignStartDate	<i>Date</i>	CampaignStartDate column for table AgeRangeView
CampaignStatus	<i>String</i>	CampaignStatus column for table AgeRangeView
CampaignTargetCpaCpcBidCeilingMicros	<i>Long</i>	CampaignTargetCpaCpcBidCeilingMicros column for table AgeRangeView
CampaignTargetCpaCpcBidFloorMicros	<i>Long</i>	CampaignTargetCpaCpcBidFloorMicros column for table AgeRangeView
CampaignTargetCpaTargetCpaMicros	<i>Long</i>	CampaignTargetCpaTargetCpaMicros column for table AgeRangeView
CampaignTargetCpm	<i>String</i>	CampaignTargetCpm column for table AgeRangeView

CampaignTargetImpressionShareCpcBidCeilingMicros	Micros	CampaignTargetImpressionShareCpcBidCeilingMicros column for table AgeRangeView
CampaignTargetImpressionShareLocation	String	CampaignTargetImpressionShareLocation column for table AgeRangeView
CampaignTargetImpressionShareLocationFractionMicros	Micros	CampaignTargetImpressionShareLocationFractionMicros column for table AgeRangeView
CampaignTargetRoasCpcBidCeilingMicros	Long	CampaignTargetRoasCpcBidCeilingMicros column for table AgeRangeView
CampaignTargetRoasCpcBidFloorMicros	Long	CampaignTargetRoasCpcBidFloorMicros column for table AgeRangeView
CampaignTargetRoasTargetRoas	Double	CampaignTargetRoasTargetRoas column for table AgeRangeView
CampaignTargetSpendCpcBidCeilingMicros	Long	CampaignTargetSpendCpcBidCeilingMicros column for table AgeRangeView
CampaignTargetSpendTargetSpendMicros	Long	CampaignTargetSpendTargetSpendMicros column for table AgeRangeView
CampaignTargetingSettingTargetRestrictions	String	CampaignTargetingSettingTargetRestrictions column for table AgeRangeView
CampaignTrackingSettingTrackingUrl	String	CampaignTrackingSettingTrackingUrl column for table AgeRangeView
CampaignTrackingUrlTemplate	String	CampaignTrackingUrlTemplate column for table AgeRangeView
CampaignUrlCustomParameters	String	CampaignUrlCustomParameters column for table AgeRangeView
CampaignVanityPharmaVanityPharmaDisplayUrlMode	Mode	CampaignVanityPharmaVanityPharmaDisplayUrlMode column for table AgeRangeView

	<i>ing</i>	isplayUrlMode column for table AgeRangeView
CampaignVanityPharmaVanityPharmaText	<i>String</i>	CampaignVanityPharmaVanityPharmaText column for table AgeRangeView
CampaignVideoBrandSafetySuitability	<i>String</i>	CampaignVideoBrandSafetySuitability column for table AgeRangeView
CustomerAutoTaggingEnabled	<i>Boolean</i>	CustomerAutoTaggingEnabled column for table AgeRangeView
CustomerCallReportingSettingCallConversionAction	<i>String</i>	CustomerCallReportingSettingCallConversionAction column for table AgeRangeView
CustomerCallReportingSettingCallConversionReportingEnabled	<i>Boolean</i>	CustomerCallReportingSettingCallConversionReportingEnabled column for table AgeRangeView
CustomerCallReportingSettingCallReportingEnabled	<i>Boolean</i>	CustomerCallReportingSettingCallReportingEnabled column for table AgeRangeView
CustomerConversionTrackingSettingConversionTrackingId	<i>String</i>	CustomerConversionTrackingSettingConversionTrackingId column for table AgeRangeView
CustomerConversionTrackingSettingCrossAccountConversionTrackingId	<i>String</i>	CustomerConversionTrackingSettingCrossAccountConversionTrackingId column for table AgeRangeView
CustomerCurrencyCode	<i>String</i>	CustomerCurrencyCode column for table AgeRangeView
CustomerDescriptiveName	<i>String</i>	CustomerDescriptiveName column for table AgeRangeView
CustomerFinalUrlSuffix	<i>String</i>	CustomerFinalUrlSuffix column for table AgeRangeView

CustomerHasPartnersBadge	<i>Boolean</i>	CustomerHasPartnersBadge column for table AgeRangeView
CustomerId	<i>Long</i>	CustomerId column for table AgeRangeView
CustomerManager	<i>Boolean</i>	CustomerManager column for table AgeRangeView
CustomerPayPerConversionEligibilityFailureReasons	<i>String</i>	CustomerPayPerConversionEligibilityFailureReasons column for table AgeRangeView
CustomerRemarketingSettingGoogleGlobalSiteTag	<i>String</i>	CustomerRemarketingSettingGoogleGlobalSiteTag column for table AgeRangeView
CustomerResourceName	<i>String</i>	CustomerResourceName column for table AgeRangeView
CustomerTestAccount	<i>Boolean</i>	CustomerTestAccount column for table AgeRangeView
CustomerTimeZone	<i>String</i>	CustomerTimeZone column for table AgeRangeView
CustomerTrackingUrlTemplate	<i>String</i>	CustomerTrackingUrlTemplate column for table AgeRangeView
ActiveViewCpm	<i>Double</i>	ActiveViewCpm column for table AgeRangeView
ActiveViewCtr	<i>Double</i>	ActiveViewCtr column for table AgeRangeView
ActiveViewImpressions	<i>Long</i>	ActiveViewImpressions column for table AgeRangeView

ActiveViewMeasurability	<i>Double</i>	ActiveViewMeasurability column for table AgeRangeView
ActiveViewMeasurableCostMicros	<i>Long</i>	ActiveViewMeasurableCostMicros column for table AgeRangeView
ActiveViewMeasurableImpressions	<i>Long</i>	ActiveViewMeasurableImpressions column for table AgeRangeView
ActiveViewViewability	<i>Double</i>	ActiveViewViewability column for table AgeRangeView
AllConversions	<i>Double</i>	AllConversions column for table AgeRangeView
AllConversionsFromInteractionsRate	<i>Double</i>	AllConversionsFromInteractionsRate column for table AgeRangeView
AllConversionsFromInteractionsValuePerInteraction	<i>Double</i>	AllConversionsFromInteractionsValuePerInteraction column for table AgeRangeView
AllConversionsValue	<i>Double</i>	AllConversionsValue column for table AgeRangeView
AllConversionsValuePerCost	<i>Double</i>	AllConversionsValuePerCost column for table AgeRangeView
AverageCost	<i>Double</i>	AverageCost column for table AgeRangeView
AverageCpc	<i>Double</i>	AverageCpc column for table AgeRangeView

	<i>le</i>	
AverageCpe	<i>Double</i>	AverageCpe column for table AgeRangeView
AverageCpm	<i>Double</i>	AverageCpm column for table AgeRangeView
AverageCpv	<i>Double</i>	AverageCpv column for table AgeRangeView
Clicks	<i>Long</i>	Clicks column for table AgeRangeView
Conversions	<i>Double</i>	Conversions column for table AgeRangeView
ConversionsFromInteractionsRate	<i>Double</i>	ConversionsFromInteractionsRate column for table AgeRangeView
ConversionsValue	<i>Double</i>	ConversionsValue column for table AgeRangeView
CostMicros	<i>Long</i>	CostMicros column for table AgeRangeView
CostPerAllConversions	<i>Double</i>	CostPerAllConversions column for table AgeRangeView
CostPerConversion	<i>Double</i>	CostPerConversion column for table AgeRangeView

CrossDeviceConversions	<i>Double</i>	CrossDeviceConversions column for table AgeRangeView
Ctr	<i>Double</i>	Ctr column for table AgeRangeView
EngagementRate	<i>Double</i>	EngagementRate column for table AgeRangeView
Engagements	<i>Long</i>	Engagements column for table AgeRangeView
GmailForwards	<i>Long</i>	GmailForwards column for table AgeRangeView
GmailSaves	<i>Long</i>	GmailSaves column for table AgeRangeView
GmailSecondaryClicks	<i>Long</i>	GmailSecondaryClicks column for table AgeRangeView
Impressions	<i>Long</i>	Impressions column for table AgeRangeView
InteractionEventTypes	<i>String</i>	InteractionEventTypes column for table AgeRangeView
InteractionRate	<i>Double</i>	InteractionRate column for table AgeRangeView
Interactions	<i>Long</i>	Interactions column for table AgeRangeView
ValuePerAllConversions	<i>Double</i>	ValuePerAllConversions column for table AgeRangeView



ValuePerConversion	<i>Double</i>	ValuePerConversion column for table AgeRangeView
VideoQuartile100Rate	<i>Double</i>	VideoQuartile100Rate column for table AgeRangeView
VideoQuartile25Rate	<i>Double</i>	VideoQuartile25Rate column for table AgeRangeView
VideoQuartile50Rate	<i>Double</i>	VideoQuartile50Rate column for table AgeRangeView
VideoQuartile75Rate	<i>Double</i>	VideoQuartile75Rate column for table AgeRangeView
VideoViewRate	<i>Double</i>	VideoViewRate column for table AgeRangeView
VideoViews	<i>Long</i>	VideoViews column for table AgeRangeView
ViewThroughConversions	<i>Long</i>	ViewThroughConversions column for table AgeRangeView
AdNetworkType	<i>String</i>	AdNetworkType column for table AgeRangeView
ClickType	<i>String</i>	ClickType column for table AgeRangeView
ConversionAction	<i>String</i>	ConversionAction column for table AgeRangeView
ConversionActionCategory	<i>String</i>	ConversionActionCategory column for

	<i>ing</i>	table AgeRangeView
ConversionActionName	<i>String</i>	ConversionActionName column for table AgeRangeView
Date	<i>Date</i>	Date column for table AgeRangeView
DayOfWeek	<i>String</i>	DayOfWeek column for table AgeRangeView
Device	<i>String</i>	Device column for table AgeRangeView
ExternalConversionSource	<i>String</i>	ExternalConversionSource column for table AgeRangeView
Month	<i>Date</i>	Month column for table AgeRangeView
MonthOfYear	<i>String</i>	MonthOfYear column for table AgeRangeView
Quarter	<i>Date</i>	Quarter column for table AgeRangeView
Week	<i>Date</i>	Week column for table AgeRangeView
Year	<i>Int</i>	Year column for table AgeRangeView

## Pseudo-Columns

Pseudo column fields are used in the WHERE clause of SELECT statements and offer a more granular control over the tuples that are returned from the data source.

Name	Type	Description
ManagerId	Long	Id of the manager account on behalf of which you are requesting customer data.

## Asset

The asset referenced in the query.

## Table Specific Information

### Select

Google Ads does not allow every column to be selected in a single query as some data will conflict if selected together. Therefore, when issuing a query that selects all columns, only the default metrics, segments, and attributes will be returned. In general, these defaults are the same fields that are exposed through the Ads console.

To use the nondefault fields, explicitly select them in your query.

Filters can also be used in the WHERE clause. The supported operators are the =, !=, >, >=, <, <=, LIKE, NOT LIKE, IN, and NOT IN operators. All filters must be joined by the AND keyword as OR is not supported by the Ads API.

## Columns

Name	Type	Description
AssetId	Long	AssetId column for table Asset
AssetImageAssetFileSize	Long	AssetImageAssetFileSize column for table Asset

AssetImageAssetFullSizeHeightPixels	<i>Long</i>	AssetImageAssetFullSizeHeightPixels column for table Asset
AssetImageAssetFullSizeUrl	<i>String</i>	AssetImageAssetFullSizeUrl column for table Asset
AssetImageAssetFullSizeWidthPixels	<i>Long</i>	AssetImageAssetFullSizeWidthPixels column for table Asset
AssetImageAssetMimeType	<i>String</i>	AssetImageAssetMimeType column for table Asset
AssetName	<i>String</i>	AssetName column for table Asset
AssetResourceName	<i>String</i>	AssetResourceName column for table Asset
AssetTextAssetText	<i>String</i>	AssetTextAssetText column for table Asset
AssetType	<i>String</i>	AssetType column for table Asset
AssetYoutubeVideoAssetYoutubeVideoId	<i>String</i>	AssetYoutubeVideoAssetYoutubeVideoId column for table Asset
CustomerId	<i>Long</i>	CustomerId column for table Asset.

## Pseudo-Columns

Pseudo column fields are used in the WHERE clause of SELECT statements and offer a more granular control over the tuples that are returned from the data source.

Name	Type	Description

ManagerId	Long	Id of the manager account on behalf of which you are requesting customer data.
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## BiddingStrategy

The bidding strategy referenced in the query.

## Table Specific Information

### Select

Google Ads does not allow every column to be selected in a single query as some data will conflict if selected together. Therefore, when issuing a query that selects all columns, only the default metrics, segments, and attributes will be returned. In general, these defaults are the same fields that are exposed through the Ads console.

To use the nondefault fields, explicitly select them in your query.

Filters can also be used in the WHERE clause. The supported operators are the =, !=, >, >=, <, <=, LIKE, NOT LIKE, IN, and NOT IN operators. All filters must be joined by the AND keyword as OR is not supported by the Ads API.

## Columns

Name	Type	Description
BiddingStrategyCampaignCount	Long	BiddingStrategyCampaignCount column for table BiddingStrategy
BiddingStrategyEnhancedCpc	String	BiddingStrategyEnhancedCpc column for table BiddingStrategy
BiddingStrategyId	Long	BiddingStrategyId column for table BiddingStrategy

BiddingStrategyName	String	BiddingStrategyName column for table BiddingStrategy
BiddingStrategyNonRemovedCampaignCount	Long	BiddingStrategyNonRemovedCampaignCount column for table BiddingStrategy
BiddingStrategyResourceName	String	BiddingStrategyResourceName column for table BiddingStrategy
BiddingStrategyStatus	String	BiddingStrategyStatus column for table BiddingStrategy
BiddingStrategyTargetCpaCpcBidCeilingMicros	Long	BiddingStrategyTargetCpaCpcBidCeilingMicros column for table BiddingStrategy
BiddingStrategyTargetCpaCpcBidFloorMicros	Long	BiddingStrategyTargetCpaCpcBidFloorMicros column for table BiddingStrategy
BiddingStrategyTargetCpaTargetCpaMicros	Long	BiddingStrategyTargetCpaTargetCpaMicros column for table BiddingStrategy
BiddingStrategyTargetImpressionShareCpcBidCeilingMicros	Long	BiddingStrategyTargetImpressionShareCpcBidCeilingMicros column for table BiddingStrategy
BiddingStrategyTargetImpressionShareLocation	String	BiddingStrategyTargetImpressionShareLocation column for table BiddingStrategy
BiddingStrategyTargetImpressionShareLocationFractionMicros	Long	BiddingStrategyTargetImpressionShareLocationFractionMicros column for table BiddingStrategy
BiddingStrategyTargetRoasCpcBidCeilingMicros	Long	BiddingStrategyTargetRoasCpcBidCeilingMicros column for table BiddingStrategy
BiddingStrategyTargetRoasCpcBidFloorMicros	Long	BiddingStrategyTargetRoasCpcBidFloorMicros column for table BiddingStrategy
BiddingStrategyTargetRoasTargetRoas	Double	BiddingStrategyTargetRoasTargetRoas column for table BiddingStrategy

BiddingStrategyTargetSpendCpcBidCeilingMicros	<i>Long</i>	BiddingStrategyTargetSpendCpcBidCeilingMicros column for table BiddingStrategy
BiddingStrategyTargetSpendTargetSpendMicros	<i>Long</i>	BiddingStrategyTargetSpendTargetSpendMicros column for table BiddingStrategy
BiddingStrategyType	<i>String</i>	BiddingStrategyType column for table BiddingStrategy
CustomerId	<i>Long</i>	CustomerId column for table BiddingStrategy.

## Pseudo-Columns

Pseudo column fields are used in the WHERE clause of SELECT statements and offer a more granular control over the tuples that are returned from the data source.

Name	Type	Description
ManagerId	<i>Long</i>	Id of the manager account on behalf of which you are requesting customer data.

## Campaign

The campaign referenced in the query.

## Table Specific Information

## Select

Google Ads does not allow every column to be selected in a single query as some data will conflict if selected together. Therefore, when issuing a query that selects all columns, only the default metrics, segments, and attributes will be returned. In general, these defaults are the same fields that are exposed through the Ads console.

To use the nondefault fields, explicitly select them in your query.

Filters can also be used in the WHERE clause. The supported operators are the =, !=, >, >=, <, <=, LIKE, NOT LIKE, IN, and NOT IN operators. All filters must be joined by the AND keyword as OR is not supported by the Ads API.

## Columns

Name	Type	Description
CampaignId	Long	CampaignId column for table Campaign
CampaignName	String	CampaignName column for table Campaign
CampaignStatus	String	CampaignStatus column for table Campaign
CampaignServingStatus	String	CampaignServingStatus column for table Campaign
CampaignAdServingOptimizationStatus	String	CampaignAdServingOptimizationStatus column for table Campaign
CampaignAdvertisingChannelSubType	String	CampaignAdvertisingChannelSubType column for table Campaign
CampaignAdvertisingChannelType	String	CampaignAdvertisingChannelType column for table Campaign
CampaignAppCampaignSettingAppId	String	CampaignAppCampaignSettingAppId



		column for table Campaign
CampaignAppCampaignSettingAppStore	String	CampaignAppCampaignSettingAppStore column for table Campaign
CampaignAppCampaignSettingBiddingStrategyGoalType	String	CampaignAppCampaignSettingBiddingStrategyGoalType column for table Campaign
CampaignBaseCampaign	String	CampaignBaseCampaign column for table Campaign
CampaignBiddingStrategy	String	CampaignBiddingStrategy column for table Campaign
CampaignBiddingStrategyType	String	CampaignBiddingStrategyType column for table Campaign
CampaignCampaignBudget	String	CampaignCampaignBudget column for table Campaign
CampaignCommissionCommissionRateMicros	Long	CampaignCommissionCommissionRateMicros column for table Campaign
CampaignDynamicSearchAdsSettingDomainName	String	CampaignDynamicSearchAdsSettingDomainName column for table Campaign
CampaignDynamicSearchAdsSettingFeeds	String	CampaignDynamicSearchAdsSettingFeeds column for table Campaign
CampaignDynamicSearchAdsSettingLanguageCode	String	CampaignDynamicSearchAdsSettingLanguageCode column for table Campaign
CampaignDynamicSearchAdsSettingUseSuppliedUrlsOnly	Boolean	CampaignDynamicSearchAdsSettingUseSuppliedUrlsOnly column for table Campaign
CampaignEndDate	Date	CampaignEndDate column for table Campaign

CampaignExperimentType	String	CampaignExperimentType column for table Campaign
CampaignFinalUrlSuffix	String	CampaignFinalUrlSuffix column for table Campaign
CampaignFrequencyCaps	String	CampaignFrequencyCaps column for table Campaign
CampaignGeoTargetTypeSettingNegativeGeoTargetType	String	CampaignGeoTargetTypeSettingNegativeGeoTargetType column for table Campaign
CampaignGeoTargetTypeSettingPositiveGeoTargetType	String	CampaignGeoTargetTypeSettingPositiveGeoTargetType column for table Campaign
CampaignHotelSettingHotelCenterId	Long	CampaignHotelSettingHotelCenterId column for table Campaign
CampaignLabels	String	CampaignLabels column for table Campaign
CampaignManualCpcEnhancedCpcEnabled	Bool	CampaignManualCpcEnhancedCpcEnabled column for table Campaign
CampaignManualCpm	String	CampaignManualCpm column for table Campaign
CampaignManualCpv	String	CampaignManualCpv column for table Campaign
CampaignMaximizeConversionValueTargetRoas	Double	CampaignMaximizeConversionValueTargetRoas column for table Campaign
CampaignMaximizeConversions	String	CampaignMaximizeConversions column for table Campaign
CampaignNetworkSettingsTargetContentNetwork	Bool	CampaignNetworkSettingsTargetContentNetwork column for table Campaign

CampaignNetworkSettingsTargetGoogleSearch	<i>Bool</i>	CampaignNetworkSettingsTargetGoogleSearch column for table Campaign
CampaignNetworkSettingsTargetPartnerSearchNetwork	<i>Bool</i>	CampaignNetworkSettingsTargetPartnerSearchNetwork column for table Campaign
CampaignNetworkSettingsTargetSearchNetwork	<i>Bool</i>	CampaignNetworkSettingsTargetSearchNetwork column for table Campaign
CampaignPaymentMode	<i>String</i>	CampaignPaymentMode column for table Campaign
CampaignPercentCpcCpcBidCeilingMicros	<i>Long</i>	CampaignPercentCpcCpcBidCeilingMicros column for table Campaign
CampaignPercentCpcEnhancedCpcEnabled	<i>Bool</i>	CampaignPercentCpcEnhancedCpcEnabled column for table Campaign
CampaignRealTimeBiddingSettingOptIn	<i>Bool</i>	CampaignRealTimeBiddingSettingOptIn column for table Campaign
CampaignResourceName	<i>String</i>	CampaignResourceName column for table Campaign
CampaignSelectiveOptimizationConversionActions	<i>String</i>	CampaignSelectiveOptimizationConversionActions column for table Campaign
CampaignShoppingSettingCampaignPriority	<i>Int</i>	CampaignShoppingSettingCampaignPriority column for table Campaign
CampaignShoppingSettingEnableLocal	<i>Bool</i>	CampaignShoppingSettingEnableLocal column for table Campaign
CampaignShoppingSettingMerchantId	<i>Long</i>	CampaignShoppingSettingMerchantId column for table Campaign
CampaignShoppingSettingSalesCountry	<i>String</i>	CampaignShoppingSettingSalesCountry column for table Campaign

CampaignStartDate	<i>Date</i>	CampaignStartDate column for table Campaign
CampaignTargetCpaCpcBidCeilingMicros	<i>Long</i>	CampaignTargetCpaCpcBidCeilingMicros column for table Campaign
CampaignTargetCpaCpcBidFloorMicros	<i>Long</i>	CampaignTargetCpaCpcBidFloorMicros column for table Campaign
CampaignTargetCpaTargetCpaMicros	<i>Long</i>	CampaignTargetCpaTargetCpaMicros column for table Campaign
CampaignTargetCpm	<i>String</i>	CampaignTargetCpm column for table Campaign
CampaignTargetImpressionShareCpcBidCeilingMicros	<i>Long</i>	CampaignTargetImpressionShareCpcBidCeilingMicros column for table Campaign
CampaignTargetImpressionShareLocation	<i>String</i>	CampaignTargetImpressionShareLocation column for table Campaign
CampaignTargetImpressionShareLocationFractionMicros	<i>Long</i>	CampaignTargetImpressionShareLocationFractionMicros column for table Campaign
CampaignTargetRoasCpcBidCeilingMicros	<i>Long</i>	CampaignTargetRoasCpcBidCeilingMicros column for table Campaign
CampaignTargetRoasCpcBidFloorMicros	<i>Long</i>	CampaignTargetRoasCpcBidFloorMicros column for table Campaign
CampaignTargetRoasTargetRoas	<i>Double</i>	CampaignTargetRoasTargetRoas column for table Campaign
CampaignTargetSpendCpcBidCeilingMicros	<i>Long</i>	CampaignTargetSpendCpcBidCeilingMicros column for table Campaign
CampaignTargetSpendTargetSpendMicros	<i>Long</i>	CampaignTargetSpendTargetSpendMicros column for table Campaign

CampaignTargetingSettingTargetRestrictionsString		CampaignTargetingSettingTargetRestrictions column for table Campaign
CampaignTrackingSettingTrackingUrl	String	CampaignTrackingSettingTrackingUrl column for table Campaign
CampaignTrackingUrlTemplate	String	CampaignTrackingUrlTemplate column for table Campaign
CampaignUrlCustomParameters	String	CampaignUrlCustomParameters column for table Campaign
CampaignVanityPharmaVanityPharmaDisplayUrlMode	String	CampaignVanityPharmaVanityPharmaDisplayUrlMode column for table Campaign
CampaignVanityPharmaVanityPharmaText	String	CampaignVanityPharmaVanityPharmaText column for table Campaign
CampaignVideoBrandSafetySuitability	String	CampaignVideoBrandSafetySuitability column for table Campaign
CustomerId	Long	CustomerId column for table Campaign.

## Pseudo-Columns

Pseudo column fields are used in the WHERE clause of SELECT statements and offer a more granular control over the tuples that are returned from the data source.

Name	Type	Description
ManagerId	Long	Id of the manager account on behalf of which you are requesting customer data.

## CampaignAudienceView

The Audience Performance report includes performance data from interests and remarketing lists for display ads, and remarketing lists for search ads (RLSA), aggregated at the audience level one row per audience.

## Table Specific Information

### Select

Google Ads does not allow every column to be selected in a single query as some data will conflict if selected together. Therefore, when issuing a query that selects all columns, only the default metrics, segments, and attributes will be returned. In general, these defaults are the same fields that are exposed through the Ads console.

To use the nondefault fields, explicitly select them in your query.

Filters can also be used in the WHERE clause. The supported operators are the =, !=, >, >=, <, <=, LIKE, NOT LIKE, IN, and NOT IN operators. All filters must be joined by the AND keyword as OR is not supported by the Ads API.

### Columns

Name	Type	Description
CampaignId	Long	The ID of the campaign.
CampaignName	String	The name of the campaign.
CampaignStatus	String	The status of the campaign.
CampaignServingStatus	String	The ad serving status of the campaign.
CustomerId	Long	CustomerId column for table

CampaignAudienceView.		
CustomerName	<i>String</i>	The name of the customer.
Clicks	<i>Long</i>	The number of clicks.
Impressions	<i>Long</i>	The number of impressions.
ClickType	<i>String</i>	Click type.
Device	<i>String</i>	Device to which metrics apply.
Date	<i>Timestamp</i>	Date to which metrics apply. yyyy-MM-dd format, e.g., 2018-04-17.

## Pseudo-Columns

Pseudo column fields are used in the WHERE clause of SELECT statements and offer a more granular control over the tuples that are returned from the data source.

Name	Type	Description
ManagerId	<i>Long</i>	Id of the manager account on behalf of which you are requesting customer data.

## CampaignBidModifier

The campaign bid modifier view in the query.

## Table Specific Information

### Select

Google Ads does not allow every column to be selected in a single query as some data will conflict if selected together. Therefore, when issuing a query that selects all columns, only the default metrics, segments, and attributes will be returned. In general, these defaults are the same fields that are exposed through the Ads console.

To use the nondefault fields, explicitly select them in your query.

Filters can also be used in the WHERE clause. The supported operators are the =, !=, >, >=, <, <=, LIKE, NOT LIKE, IN, and NOT IN operators. All filters must be joined by the AND keyword as OR is not supported by the Ads API.

### Columns

Name	Type	Description
CampaignAdServingOptimizationStatus	String	CampaignAdServingOptimizationStatus column for table CampaignBidModifier
CampaignAdvertisingChannelSubType	String	CampaignAdvertisingChannelSubType column for table CampaignBidModifier
CampaignAdvertisingChannelType	String	CampaignAdvertisingChannelType column for table CampaignBidModifier
CampaignAppCampaignSettingAppId	String	CampaignAppCampaignSettingAppId column for table CampaignBidModifier
CampaignAppCampaignSettingAppStore	String	CampaignAppCampaignSettingAppStore column for table CampaignBidModifier



	<i>ng</i>	re column for table CampaignBidModifier
CampaignAppCampaignSettingBiddingStrategyGoalType	<i>String</i>	CampaignAppCampaignSettingBiddingStrategyGoalType column for table CampaignBidModifier
CampaignBaseCampaign	<i>String</i>	CampaignBaseCampaign column for table CampaignBidModifier
CampaignBiddingStrategy	<i>String</i>	CampaignBiddingStrategy column for table CampaignBidModifier
CampaignBiddingStrategyType	<i>String</i>	CampaignBiddingStrategyType column for table CampaignBidModifier
CampaignCampaignBudget	<i>String</i>	CampaignCampaignBudget column for table CampaignBidModifier
CampaignCommissionCommissionRateMicros	<i>Long</i>	CampaignCommissionCommissionRateMicros column for table CampaignBidModifier
CampaignDynamicSearchAdsSettingDomainName	<i>String</i>	CampaignDynamicSearchAdsSettingDomainName column for table CampaignBidModifier
CampaignDynamicSearchAdsSettingFeeds	<i>String</i>	CampaignDynamicSearchAdsSettingFeeds column for table CampaignBidModifier
CampaignDynamicSearchAdsSettingLanguageCode	<i>String</i>	CampaignDynamicSearchAdsSettingLanguageCode column for table CampaignBidModifier
CampaignDynamicSearchAdsSettingUseSuppliedUrlsOnly	<i>Boolean</i>	CampaignDynamicSearchAdsSettingUseSuppliedUrlsOnly column for table CampaignBidModifier

CampaignEndDate	<i>Date</i>	CampaignEndDate column for table CampaignBidModifier
CampaignExperimentType	<i>String</i>	CampaignExperimentType column for table CampaignBidModifier
CampaignFinalUrlSuffix	<i>String</i>	CampaignFinalUrlSuffix column for table CampaignBidModifier
CampaignFrequencyCaps	<i>String</i>	CampaignFrequencyCaps column for table CampaignBidModifier
CampaignGeoTargetTypeSettingNegativeGeoTargetType	<i>String</i>	CampaignGeoTargetTypeSettingNegativeGeoTargetType column for table CampaignBidModifier
CampaignGeoTargetTypeSettingPositiveGeoTargetType	<i>String</i>	CampaignGeoTargetTypeSettingPositiveGeoTargetType column for table CampaignBidModifier
CampaignHotelSettingHotelCenterId	<i>Long</i>	CampaignHotelSettingHotelCenterId column for table CampaignBidModifier
CampaignId	<i>Long</i>	CampaignId column for table CampaignBidModifier
CampaignLabels	<i>String</i>	CampaignLabels column for table CampaignBidModifier
CampaignManualCpcEnhancedCpcEnabled	<i>Boolean</i>	CampaignManualCpcEnhancedCpcEnabled column for table CampaignBidModifier
CampaignManualCpm	<i>String</i>	CampaignManualCpm column for table CampaignBidModifier
CampaignManualCpv	<i>String</i>	CampaignManualCpv column for table CampaignBidModifier

CampaignMaximizeConversionValueTargetRoas	<i>Double</i>	CampaignMaximizeConversionValueTargetRoas column for table CampaignBidModifier
CampaignMaximizeConversions	<i>String</i>	CampaignMaximizeConversions column for table CampaignBidModifier
CampaignName	<i>String</i>	CampaignName column for table CampaignBidModifier
CampaignNetworkSettingsTargetContentNetwork	<i>Boolean</i>	CampaignNetworkSettingsTargetContentNetwork column for table CampaignBidModifier
CampaignNetworkSettingsTargetGoogleSearch	<i>Boolean</i>	CampaignNetworkSettingsTargetGoogleSearch column for table CampaignBidModifier
CampaignNetworkSettingsTargetPartnerSearchNetwork	<i>Boolean</i>	CampaignNetworkSettingsTargetPartnerSearchNetwork column for table CampaignBidModifier
CampaignNetworkSettingsTargetSearchNetwork	<i>Boolean</i>	CampaignNetworkSettingsTargetSearchNetwork column for table CampaignBidModifier
CampaignPaymentMode	<i>String</i>	CampaignPaymentMode column for table CampaignBidModifier
CampaignPercentCpcCpcBidCeilingMicros	<i>Long</i>	CampaignPercentCpcCpcBidCeilingMicros column for table CampaignBidModifier
CampaignPercentCpcEnhancedCpcEnabled	<i>Boolean</i>	CampaignPercentCpcEnhancedCpcEnabled column for table CampaignBidModifier
CampaignRealTimeBiddingSettingOptIn	<i>Boolean</i>	CampaignRealTimeBiddingSettingOptIn column for table

		CampaignBidModifier
CampaignResourceName	<i>String</i>	CampaignResourceName column for table CampaignBidModifier
CampaignSelectiveOptimizationConversionActions	<i>String</i>	CampaignSelectiveOptimizationConversionActions column for table CampaignBidModifier
CampaignServingStatus	<i>String</i>	CampaignServingStatus column for table CampaignBidModifier
CampaignShoppingSettingCampaignPriority	<i>Int</i>	CampaignShoppingSettingCampaignPriority column for table CampaignBidModifier
CampaignShoppingSettingEnableLocal	<i>Boolean</i>	CampaignShoppingSettingEnableLocal column for table CampaignBidModifier
CampaignShoppingSettingMerchantId	<i>Long</i>	CampaignShoppingSettingMerchantId column for table CampaignBidModifier
CampaignShoppingSettingSalesCountry	<i>String</i>	CampaignShoppingSettingSalesCountry column for table CampaignBidModifier
CampaignStartDate	<i>Date</i>	CampaignStartDate column for table CampaignBidModifier
CampaignStatus	<i>String</i>	CampaignStatus column for table CampaignBidModifier
CampaignTargetCpaCpcBidCeilingMicros	<i>Long</i>	CampaignTargetCpaCpcBidCeilingMicros column for table CampaignBidModifier
CampaignTargetCpaCpcBidFloorMicros	<i>Long</i>	CampaignTargetCpaCpcBidFloorMicros column for table CampaignBidModifier

		CampaignBidModifier
CampaignTargetCpaTargetCpaMicros	Long	CampaignTargetCpaTargetCpaMicros column for table CampaignBidModifier
CampaignTargetCpm	String	CampaignTargetCpm column for table CampaignBidModifier
CampaignTargetImpressionShareCpcBidCeilingMicros	Long	CampaignTargetImpressionShareCpcBidCeilingMicros column for table CampaignBidModifier
CampaignTargetImpressionShareLocation	String	CampaignTargetImpressionShareLocation column for table CampaignBidModifier
CampaignTargetImpressionShareLocationFractionMicros	Long	CampaignTargetImpressionShareLocationFractionMicros column for table CampaignBidModifier
CampaignTargetRoasCpcBidCeilingMicros	Long	CampaignTargetRoasCpcBidCeilingMicros column for table CampaignBidModifier
CampaignTargetRoasCpcBidFloorMicros	Long	CampaignTargetRoasCpcBidFloorMicros column for table CampaignBidModifier
CampaignTargetRoasTargetRoas	Double	CampaignTargetRoasTargetRoas column for table CampaignBidModifier
CampaignTargetSpendCpcBidCeilingMicros	Long	CampaignTargetSpendCpcBidCeilingMicros column for table CampaignBidModifier
CampaignTargetSpendTargetSpendMicros	Long	CampaignTargetSpendTargetSpendMicros column for table CampaignBidModifier

CampaignTargetingSettingTargetRestrictions	String	CampaignTargetingSettingTargetRestrictions column for table CampaignBidModifier
CampaignTrackingSettingTrackingUrl	String	CampaignTrackingSettingTrackingUrl column for table CampaignBidModifier
CampaignTrackingUrlTemplate	String	CampaignTrackingUrlTemplate column for table CampaignBidModifier
CampaignUrlCustomParameters	String	CampaignUrlCustomParameters column for table CampaignBidModifier
CampaignVanityPharmaVanityPharmaDisplayUrlMode	String	CampaignVanityPharmaVanityPharmaDisplayUrlMode column for table CampaignBidModifier
CampaignVanityPharmaVanityPharmaText	String	CampaignVanityPharmaVanityPharmaText column for table CampaignBidModifier
CampaignVideoBrandSafetySuitability	String	CampaignVideoBrandSafetySuitability column for table CampaignBidModifier
CustomerAutoTaggingEnabled	Boolean	CustomerAutoTaggingEnabled column for table CampaignBidModifier
CustomerCallReportingSettingCallConversionAction	String	CustomerCallReportingSettingCallConversionAction column for table CampaignBidModifier
CustomerCallReportingSettingCallConversionReportingEnabled	Boolean	CustomerCallReportingSettingCallConversionReportingEnabled column for table CampaignBidModifier
CustomerCallReportingSettingCallReportingEnabled	Boolean	CustomerCallReportingSettingCallReportingEnabled column for table CampaignBidModifier

	<i>ol</i>	ortingEnabled column for table CampaignBidModifier
CustomerConversionTrackingSettingConversionTrackingId	<i>Long</i>	CustomerConversionTrackingSettingConversionTrackingId column for table CampaignBidModifier
CustomerConversionTrackingSettingCrossAccountConversionTrackingId	<i>Long</i>	CustomerConversionTrackingSettingCrossAccountConversionTrackingId column for table CampaignBidModifier
CustomerCurrencyCode	<i>String</i>	CustomerCurrencyCode column for table CampaignBidModifier
CustomerDescriptiveName	<i>String</i>	CustomerDescriptiveName column for table CampaignBidModifier
CustomerFinalUrlSuffix	<i>String</i>	CustomerFinalUrlSuffix column for table CampaignBidModifier
CustomerHasPartnersBadge	<i>Boolean</i>	CustomerHasPartnersBadge column for table CampaignBidModifier
CustomerId	<i>Long</i>	CustomerId column for table CampaignBidModifier
CustomerManager	<i>Boolean</i>	CustomerManager column for table CampaignBidModifier
CustomerPayPerConversionEligibilityFailureReasons	<i>String</i>	CustomerPayPerConversionEligibilityFailureReasons column for table CampaignBidModifier
CustomerRemarketingSettingGoogleGlobalSiteTag	<i>String</i>	CustomerRemarketingSettingGoogleGlobalSiteTag column for table CampaignBidModifier
CustomerResourceName	<i>String</i>	CustomerResourceName column for table CampaignBidModifier

CustomerTestAccount	<i>Bo ol</i>	CustomerTestAccount column for table CampaignBidModifier
CustomerTimeZone	<i>Stri ng</i>	CustomerTimeZone column for table CampaignBidModifier
CustomerTrackingUrlTemplate	<i>Stri ng</i>	CustomerTrackingUrlTemplate column for table CampaignBidModifier
InteractionEventTypes	<i>Stri ng</i>	InteractionEventTypes column for table CampaignBidModifier

## Pseudo-Columns

Pseudo column fields are used in the WHERE clause of SELECT statements and offer a more granular control over the tuples that are returned from the data source.

Name	Type	Description
ManagerId	<i>Long</i>	Id of the manager account on behalf of which you are requesting customer data.

## CampaignBudget

The campaign budget referenced in the query.

## Table Specific Information



## Select

Google Ads does not allow every column to be selected in a single query as some data will conflict if selected together. Therefore, when issuing a query that selects all columns, only the default metrics, segments, and attributes will be returned. In general, these defaults are the same fields that are exposed through the Ads console.

To use the nondefault fields, explicitly select them in your query.

Filters can also be used in the WHERE clause. The supported operators are the =, !=, >, >=, <, <=, LIKE, NOT LIKE, IN, and NOT IN operators. All filters must be joined by the AND keyword as OR is not supported by the Ads API.

## Columns

Name	Type	Description
CampaignBudgetAmountMicros	Long	CampaignBudgetAmountMicros column for table CampaignBudget
CampaignBudgetDeliveryMethod	String	CampaignBudgetDeliveryMethod column for table CampaignBudget
CampaignBudgetExplicitlyShared	Boolean	CampaignBudgetExplicitlyShared column for table CampaignBudget
CampaignBudgetHasRecommendedBudget	Boolean	CampaignBudgetHasRecommendedBudget column for table CampaignBudget
CampaignBudgetId	Long	CampaignBudgetId column for table CampaignBudget
CampaignBudgetName	String	CampaignBudgetName column for table CampaignBudget
CampaignBudgetPeriod	String	CampaignBudgetPeriod column for table CampaignBudget

CampaignBudgetRecommendedBudgetAmountMicros	Long	CampaignBudgetRecommendedBudgetAmountMicros column for table CampaignBudget
CampaignBudgetRecommendedBudgetEstimatedChangeWeeklyClicks	Long	CampaignBudgetRecommendedBudgetEstimatedChangeWeeklyClicks column for table CampaignBudget
CampaignBudgetRecommendedBudgetEstimatedChangeWeeklyCostMicros	Long	CampaignBudgetRecommendedBudgetEstimatedChangeWeeklyCostMicros column for table CampaignBudget
CampaignBudgetRecommendedBudgetEstimatedChangeWeeklyInteractions	Long	CampaignBudgetRecommendedBudgetEstimatedChangeWeeklyInteractions column for table CampaignBudget
CampaignBudgetRecommendedBudgetEstimatedChangeWeeklyViews	Long	CampaignBudgetRecommendedBudgetEstimatedChangeWeeklyViews column for table CampaignBudget
CampaignBudgetReferenceCount	Long	CampaignBudgetReferenceCount column for table CampaignBudget
CampaignBudgetResourceName	String	CampaignBudgetResourceName column for table CampaignBudget
CampaignBudgetStatus	String	CampaignBudgetStatus column for table CampaignBudget
CampaignBudgetTotalAmountMicros	Long	CampaignBudgetTotalAmountMicros column for table CampaignBudget
CampaignBudgetType	String	CampaignBudgetType column for table CampaignBudget
CustomerId	Long	CustomerId column for table CampaignBudget table.

## Pseudo-Columns

Pseudo column fields are used in the WHERE clause of SELECT statements and offer a more granular control over the tuples that are returned from the data source.

Name	Type	Description
ManagerId	Long	Id of the manager account on behalf of which you are requesting customer data.

## CampaignCriterion

The campaign criterion in the query.

## Table Specific Information

### Select

Google Ads does not allow every column to be selected in a single query as some data will conflict if selected together. Therefore, when issuing a query that selects all columns, only the default metrics, segments, and attributes will be returned. In general, these defaults are the same fields that are exposed through the Ads console.

To use the nondefault fields, explicitly select them in your query.

Filters can also be used in the WHERE clause. The supported operators are the =, !=, >, >=, <, <=, LIKE, NOT LIKE, IN, and NOT IN operators. All filters must be joined by the AND keyword as OR is not supported by the Ads API.

## Columns

Name	Ty	Description
------	----	-------------

	<b>pe</b>	
CampaignCriterionAdScheduleDayOfWeek	<i>String</i>	CampaignCriterionAdScheduleDayOfWeek column for table CampaignCriterion
CampaignCriterionAdScheduleEndHour	<i>Int</i>	CampaignCriterionAdScheduleEndHour column for table CampaignCriterion
CampaignCriterionAdScheduleEndMinute	<i>String</i>	CampaignCriterionAdScheduleEndMinute column for table CampaignCriterion
CampaignCriterionAdScheduleStartHour	<i>Int</i>	CampaignCriterionAdScheduleStartHour column for table CampaignCriterion
CampaignCriterionAdScheduleStartMinute	<i>String</i>	CampaignCriterionAdScheduleStartMinute column for table CampaignCriterion
CampaignCriterionAgeRangeType	<i>String</i>	CampaignCriterionAgeRangeType column for table CampaignCriterion
CampaignCriterionBidModifier	<i>String</i>	CampaignCriterionBidModifier column for table CampaignCriterion
CampaignCriterionCampaign	<i>String</i>	CampaignCriterionCampaign column for table CampaignCriterion
CampaignCriterionCarrierCarrierConstant	<i>String</i>	CampaignCriterionCarrierCarrierConstant column for table CampaignCriterion
CampaignCriterionContentLabelType	<i>String</i>	CampaignCriterionContentLabelType column for table CampaignCriterion
CampaignCriterionCriterionId	<i>Long</i>	CampaignCriterionCriterionId column for table CampaignCriterion

CampaignCriterionCustomAffinityCustomAffinity	String	CampaignCriterionCustomAffinityCustomAffinity column for table CampaignCriterion
CampaignCriterionDeviceType	String	CampaignCriterionDeviceType column for table CampaignCriterion
CampaignCriterionGenderType	String	CampaignCriterionGenderType column for table CampaignCriterion
CampaignCriterionIncomeRangeType	String	CampaignCriterionIncomeRangeType column for table CampaignCriterion
CampaignCriterionIpBlockIpAddress	String	CampaignCriterionIpBlockIpAddress column for table CampaignCriterion
CampaignCriterionKeywordMatchType	String	CampaignCriterionKeywordMatchType column for table CampaignCriterion
CampaignCriterionKeywordText	String	CampaignCriterionKeywordText column for table CampaignCriterion
CampaignCriterionLanguageLanguageConstant	String	CampaignCriterionLanguageLanguageConstant column for table CampaignCriterion
CampaignCriterionListingScopeDimensions	String	CampaignCriterionListingScopeDimensions column for table CampaignCriterion
CampaignCriterionLocationGeoTargetConstant	String	CampaignCriterionLocationGeoTargetConstant column for table CampaignCriterion
CampaignCriterionLocationGroup	String	CampaignCriterionLocationGroup column for table CampaignCriterion
CampaignCriterionLocationGroupFeed	String	CampaignCriterionLocationGroupFeed column for table CampaignCriterion

CampaignCriterionMobileAppCategoryMobileAppCategoryConstant	String	CampaignCriterionMobileAppCategoryMobileAppCategoryConstant column for table CampaignCriterion
CampaignCriterionMobileApplicationAppId	String	CampaignCriterionMobileApplicationAppId column for table CampaignCriterion
CampaignCriterionMobileApplicationName	String	CampaignCriterionMobileApplicationName column for table CampaignCriterion
CampaignCriterionMobileDeviceMobileDeviceConstant	String	CampaignCriterionMobileDeviceMobileDeviceConstant column for table CampaignCriterion
CampaignCriterionNegative	Boolean	CampaignCriterionNegative column for table CampaignCriterion
CampaignCriterionOperatingSystemVersion	String	CampaignCriterionOperatingSystemVersionOperatingSystemVersionConstant column for table CampaignCriterion
CampaignCriterionParentalStatusType	String	CampaignCriterionParentalStatusType column for table CampaignCriterion
CampaignCriterionPlacementUrl	String	CampaignCriterionPlacementUrl column for table CampaignCriterion
CampaignCriterionProximityAddressCityName	String	CampaignCriterionProximityAddressCityName column for table CampaignCriterion
CampaignCriterionProximityAddressCountryCode	String	CampaignCriterionProximityAddressCountryCode column for table CampaignCriterion
CampaignCriterionProximityAddressPostalCode	String	CampaignCriterionProximityAddressPostalCode column for table CampaignCriterion

CampaignCriterionProximityAddressProvinceCode	String	CampaignCriterionProximityAddressProvinceCode column for table CampaignCriterion
CampaignCriterionProximityAddressProvinceName	String	CampaignCriterionProximityAddressProvinceName column for table CampaignCriterion
CampaignCriterionProximityAddressStreetAddress	String	CampaignCriterionProximityAddressStreetAddress column for table CampaignCriterion
CampaignCriterionProximityGeoPointLatitudeInMicroDegrees	Double	CampaignCriterionProximityGeoPointLatitudeInMicroDegrees column for table CampaignCriterion
CampaignCriterionProximityGeoPointLongitudeInMicroDegrees	Double	CampaignCriterionProximityGeoPointLongitudeInMicroDegrees column for table CampaignCriterion
CampaignCriterionProximityRadius	Double	CampaignCriterionProximityRadius column for table CampaignCriterion
CampaignCriterionProximityRadiusUnits	String	CampaignCriterionProximityRadiusUnits column for table CampaignCriterion
CampaignCriterionResourceName	String	CampaignCriterionResourceName column for table CampaignCriterion
CampaignCriterionStatus	String	CampaignCriterionStatus column for table CampaignCriterion
CampaignCriterionTopicPath	String	CampaignCriterionTopicPath column for table CampaignCriterion
CampaignCriterionTopicTopicConstant	String	CampaignCriterionTopicTopicConstant column for table CampaignCriterion

CampaignCriterionType	<i>String</i>	CampaignCriterionType column for table CampaignCriterion
CampaignCriterionUserInterestUserInterestCategory	<i>String</i>	CampaignCriterionUserInterestUserInterestCategory column for table CampaignCriterion
CampaignCriterionUserListUserList	<i>String</i>	CampaignCriterionUserListUserList column for table CampaignCriterion
CampaignCriterionWebpageConditions	<i>String</i>	CampaignCriterionWebpageConditions column for table CampaignCriterion
CampaignCriterionWebpageCriterionName	<i>String</i>	CampaignCriterionWebpageCriterionName column for table CampaignCriterion
CampaignCriterionYoutubeChannelChannelId	<i>String</i>	CampaignCriterionYoutubeChannelChannelId column for table CampaignCriterion
CampaignCriterionYoutubeVideoVideoId	<i>String</i>	CampaignCriterionYoutubeVideoVideoId column for table CampaignCriterion
CustomerId	<i>Long</i>	CustomerId column for table CampaignCriterion.

## Pseudo-Columns

Pseudo column fields are used in the WHERE clause of SELECT statements and offer a more granular control over the tuples that are returned from the data source.

Name	Type	Description
ManagerId	<i>Long</i>	Id of the manager account on behalf of which you are requesting customer data.



## ClickView

The click view in the query.

## Table Specific Information

### Select

Google Ads does not allow every column to be selected in a single query as some data will conflict if selected together. Therefore, when issuing a query that selects all columns, only the default metrics, segments, and attributes will be returned. In general, these defaults are the same fields that are exposed through the Ads console.

To use the nondefault fields, explicitly select them in your query.

Filters can also be used in the WHERE clause. The supported operators are the =, !=, >, >=, <, <=, LIKE, NOT LIKE, IN, and NOT IN operators. All filters must be joined by the AND keyword as OR is not supported by the Ads API.

## Columns

Name	Type	Description
ClickViewAdGroupAd	String	ClickViewAdGroupAd column for table ClickView
ClickViewAreaOfInterestCity	String	ClickViewAreaOfInterestCity column for table ClickView
ClickViewAreaOfInterestCountry	String	ClickViewAreaOfInterestCountry column for table ClickView
ClickViewAreaOfInterestMetro	String	ClickViewAreaOfInterestMetro column for table ClickView

ClickViewAreaOfInterestMostSpecific	String	ClickViewAreaOfInterestMostSpecific column for table ClickView
ClickViewAreaOfInterestRegion	String	ClickViewAreaOfInterestRegion column for table ClickView
ClickViewGclid	String	ClickViewGclid column for table ClickView
ClickViewLocationOfPresenceCity	String	ClickViewLocationOfPresenceCity column for table ClickView
ClickViewLocationOfPresenceCountry	String	ClickViewLocationOfPresenceCountry column for table ClickView
ClickViewLocationOfPresenceMetro	String	ClickViewLocationOfPresenceMetro column for table ClickView
ClickViewLocationOfPresenceMostSpecific	String	ClickViewLocationOfPresenceMostSpecific column for table ClickView
ClickViewLocationOfPresenceRegion	String	ClickViewLocationOfPresenceRegion column for table ClickView
ClickViewPageNumber	Long	ClickViewPageNumber column for table ClickView
ClickViewResourceName	String	ClickViewResourceName column for table ClickView
CustomerAutoTaggingEnabled	Boolean	CustomerAutoTaggingEnabled column for table ClickView
CustomerCallReportingSettingCallConversionAction	String	CustomerCallReportingSettingCallConversionAction column for table ClickView
CustomerCallReportingSettingCallConversionReportingEnabled	Boolean	CustomerCallReportingSettingCallConversionReportingEnabled column for table ClickView

CustomerCallReportingSettingCallReportingEnabled	Bo ol	CustomerCallReportingSettingCallRep ortingEnabled column for table ClickView
CustomerConversionTrackingSettingConversionTrackingId	Long	CustomerConversionTrackingSettingC onversionTrackingId column for table ClickView
CustomerConversionTrackingSettingCrossAccountConversionTrackingId	Long	CustomerConversionTrackingSettingCr ossAccountConversionTrackingId column for table ClickView
CustomerCurrencyCode	Str ing	CustomerCurrencyCode column for table ClickView
CustomerDescriptiveName	Str ing	CustomerDescriptiveName column for table ClickView
CustomerFinalUrlSuffix	Str ing	CustomerFinalUrlSuffix column for table ClickView
CustomerHasPartnersBadge	Bo ol	CustomerHasPartnersBadge column for table ClickView
CustomerId	Lo ng	CustomerId column for table ClickView
CustomerManager	Bo ol	CustomerManager column for table ClickView
CustomerPayPerConversionEligibilityFailureReasons	Str ing	CustomerPayPerConversionEligibilityF ailureReasons column for table ClickView
CustomerRemarketingSettingGoogleGlobalSiteTag	Str ing	CustomerRemarketingSettingGoogleGl obalSiteTag column for table ClickView
CustomerResourceName	Str ing	CustomerResourceName column for table ClickView

CustomerTestAccount	<i>Boolean</i>	CustomerTestAccount column for table ClickView
CustomerTimeZone	<i>String</i>	CustomerTimeZone column for table ClickView
CustomerTrackingUrlTemplate	<i>String</i>	CustomerTrackingUrlTemplate column for table ClickView
Clicks	<i>Long</i>	Clicks column for table ClickView
AdNetworkType	<i>String</i>	AdNetworkType column for table ClickView
ClickType	<i>String</i>	ClickType column for table ClickView
Date	<i>Date</i>	Date column for table ClickView
Device	<i>String</i>	Device column for table ClickView
MonthOfYear	<i>String</i>	MonthOfYear column for table ClickView
Slot	<i>String</i>	Slot column for table ClickView

## ConversionAction

The conversion action view in the query.

## Table Specific Information

## Select

Google Ads does not allow every column to be selected in a single query as some data will conflict if selected together. Therefore, when issuing a query that selects all columns, only the default metrics, segments, and attributes will be returned. In general, these defaults are the same fields that are exposed through the Ads console.

To use the nondefault fields, explicitly select them in your query.

Filters can also be used in the WHERE clause. The supported operators are the =, !=, >, >=, <, <=, LIKE, NOT LIKE, IN, and NOT IN operators. All filters must be joined by the AND keyword as OR is not supported by the Ads API.

## Columns

Name	Type	Description
CustomerAutoTaggingEnabled	Boolean	CustomerAutoTaggingEnabled column for table ConversionAction
CustomerCallReportingSettingCallConversionActionSettingId	String	CustomerCallReportingSettingCallConversionAction column for table ConversionAction
CustomerCallReportingSettingCallConversionReportingEnabled	Boolean	CustomerCallReportingSettingCallConversionReportingEnabled column for table ConversionAction
CustomerCallReportingSettingCallReportingEnabled	Boolean	CustomerCallReportingSettingCallReportingEnabled column for table ConversionAction
CustomerConversionTrackingSettingConversionTrackingId	Long	CustomerConversionTrackingSettingConversionTrackingId column for table ConversionAction
CustomerConversionTrackingSettingCrossAccountConversionTrackingId	Long	CustomerConversionTrackingSettingCrossAccountConversionTrackingId

		column for table ConversionAction
CustomerCurrencyCode	String	CustomerCurrencyCode column for table ConversionAction
CustomerDescriptiveName	String	CustomerDescriptiveName column for table ConversionAction
CustomerFinalUrlSuffix	String	CustomerFinalUrlSuffix column for table ConversionAction
CustomerHasPartnersBadge	Boolean	CustomerHasPartnersBadge column for table ConversionAction
CustomerId	Long	CustomerId column for table ConversionAction
CustomerManager	Boolean	CustomerManager column for table ConversionAction
CustomerPayPerConversionEligibilityFailureReasons	String	CustomerPayPerConversionEligibilityFailureReasons column for table ConversionAction
CustomerRemarketingSettingGoogleGlobalSiteTag	String	CustomerRemarketingSettingGoogleGlobalSiteTag column for table ConversionAction
CustomerResourceName	String	CustomerResourceName column for table ConversionAction
CustomerTestAccount	Boolean	CustomerTestAccount column for table ConversionAction
CustomerTimeZone	String	CustomerTimeZone column for table ConversionAction
CustomerTrackingUrlTemplate	String	CustomerTrackingUrlTemplate column for table ConversionAction

ConversionLastConversionDate	<i>Date</i>	ConversionLastConversionDate column for table ConversionAction
ConversionLastReceivedRequestDateTime	<i>Date</i>	ConversionLastReceivedRequestDateTime column for table ConversionAction

## Pseudo-Columns

Pseudo column fields are used in the WHERE clause of SELECT statements and offer a more granular control over the tuples that are returned from the data source.

Name	Type	Description
ManagerId	<i>Long</i>	Id of the manager account on behalf of which you are requesting customer data.

## Customer

The customer referenced in the query.

## Table Specific Information

### Select

Google Ads does not allow every column to be selected in a single query as some data will conflict if selected together. Therefore, when issuing a query that selects all columns, only the default metrics, segments, and attributes will be returned. In general, these defaults are the same fields that are exposed through the Ads console.

To use the nondefault fields, explicitly select them in your query.

Filters can also be used in the WHERE clause. The supported operators are the =, !=, >, >=, <, <=, LIKE, NOT LIKE, IN, and NOT IN operators. All filters must be joined by the AND keyword as OR is not supported by the Ads API.

## Columns

Name	Type	Description
CustomerAutoTaggingEnabled	Boolean	CustomerAutoTaggingEnabled column for table Customer
CustomerCallReportingSettingCallConversionAction	String	CustomerCallReportingSettingCallConversionAction column for table Customer
CustomerCallReportingSettingCallConversionReportingEnabled	Boolean	CustomerCallReportingSettingCallConversionReportingEnabled column for table Customer
CustomerCallReportingSettingCallReportingEnabled	Boolean	CustomerCallReportingSettingCallReportingEnabled column for table Customer
CustomerConversionTrackingSettingConversionTrackingId	String	CustomerConversionTrackingSettingConversionTrackingId column for table Customer
CustomerConversionTrackingSettingCrossAccountConversionTrackingId	String	CustomerConversionTrackingSettingCrossAccountConversionTrackingId column for table Customer
CustomerCurrencyCode	String	CustomerCurrencyCode column for table Customer
CustomerDescriptiveName	String	CustomerDescriptiveName column for table Customer



CustomerFinalUrlSuffix	<i>String</i>	CustomerFinalUrlSuffix column for table Customer
CustomerHasPartnersBadge	<i>Boolean</i>	CustomerHasPartnersBadge column for table Customer
CustomerId	<i>Long</i>	CustomerId column for table Customer
CustomerManager	<i>Boolean</i>	CustomerManager column for table Customer
CustomerPayPerConversionEligibilityFailureReasons	<i>String</i>	CustomerPayPerConversionEligibilityFailureReasons column for table Customer
CustomerRemarketingSettingGoogleGlobalSiteTag	<i>String</i>	CustomerRemarketingSettingGoogleGlobalSiteTag column for table Customer
CustomerResourceName	<i>String</i>	CustomerResourceName column for table Customer
CustomerTestAccount	<i>Boolean</i>	CustomerTestAccount column for table Customer
CustomerTimeZone	<i>String</i>	CustomerTimeZone column for table Customer
CustomerTrackingUrlTemplate	<i>String</i>	CustomerTrackingUrlTemplate column for table Customer

## CustomerClientLink

The links between customer client accounts and manager accounts

## Table Specific Information

## Select

Google Ads does not allow every column to be selected in a single query as some data will conflict if selected together. Therefore, when issuing a query that selects all columns, only the default metrics, segments, and attributes will be returned. In general, these defaults are the same fields that are exposed through the Ads console.

To use the nondefault fields, explicitly select them in your query.

Filters can also be used in the WHERE clause. The supported operators are the =, !=, >, >=, <, <=, LIKE, NOT LIKE, IN, and NOT IN operators. All filters must be joined by the AND keyword as OR is not supported by the Ads API.

Query the CustomerClientLink table to get a list of the linked Customer Client Ids subaccounts, starting from the ManagerId specified in the connection property. If you wish to retrieve the listing, from a different hierarchy level you can do so by filtering with the CustomerId pseudo-column, specifying the customer id of the account for which you want to get the linked subaccounts. If you want to avoid the full hierarchy listing and only get subaccounts for a specific manager/CustomerId set `RecurseChildren` connection property to false. Note that `ManagerId` property should be specified to be able to get data from this table.

```
SELECT * FROM CustomerClientLink Where CustomerId='2705304492'
```

## Columns

Name	Type	Description
ClientCustomerId	String	
Hidden	String	
ManagerLinkId	String	
ResourceName	String	

Status	String	
LinkedManagerId	String	Id of the linked manager.

## Pseudo-Columns

Pseudo column fields are used in the WHERE clause of SELECT statements and offer a more granular control over the tuples that are returned from the data source.

Name	Type	Description
CustomerId	Long	CustomerId for which to get the linked client customer ids.
ManagerId	Long	Id of the manager account on behalf of which you are requesting customer data.

## DetailPlacementView

The detail placement view in the query.

## Table Specific Information

### Select

Google Ads does not allow every column to be selected in a single query as some data will conflict if selected together. Therefore, when issuing a query that selects all columns, only

the default metrics, segments, and attributes will be returned. In general, these defaults are the same fields that are exposed through the Ads console.

To use the nondefault fields, explicitly select them in your query.

Filters can also be used in the WHERE clause. The supported operators are the =, !=, >, >=, <, <=, LIKE, NOT LIKE, IN, and NOT IN operators. All filters must be joined by the AND keyword as OR is not supported by the Ads API.

## Columns

Name	Type	Description
AdGroupAdRotationMode	String	AdGroupAdRotationMode column for table DetailPlacementView
AdGroupBaseAdGroup	String	AdGroupBaseAdGroup column for table DetailPlacementView
AdGroupCampaign	String	AdGroupCampaign column for table DetailPlacementView
AdGroupCpcBidMicros	Long	AdGroupCpcBidMicros column for table DetailPlacementView
AdGroupCpmBidMicros	Long	AdGroupCpmBidMicros column for table DetailPlacementView
AdGroupCpvBidMicros	Long	AdGroupCpvBidMicros column for table DetailPlacementView
AdGroupDisplayCustomBidDimension	String	AdGroupDisplayCustomBidDimension column for table DetailPlacementView
AdGroupEffectiveTargetCpaMicros	Long	AdGroupEffectiveTargetCpaMicros column for table DetailPlacementView

AdGroupEffectiveTargetCpaSource	String	AdGroupEffectiveTargetCpaSource column for table DetailPlacementView
AdGroupEffectiveTargetRoas	Double	AdGroupEffectiveTargetRoas column for table DetailPlacementView
AdGroupEffectiveTargetRoasSource	String	AdGroupEffectiveTargetRoasSource column for table DetailPlacementView
AdGroupExplorerAutoOptimizerSettingOptIn	Boolean	AdGroupExplorerAutoOptimizerSettingOptIn column for table DetailPlacementView
AdGroupFinalUrlSuffix	String	AdGroupFinalUrlSuffix column for table DetailPlacementView
AdGroupId	Long	AdGroupId column for table DetailPlacementView
AdGroupLabels	String	AdGroupLabels column for table DetailPlacementView
AdGroupName	String	AdGroupName column for table DetailPlacementView
AdGroupPercentCpcBidMicros	Long	AdGroupPercentCpcBidMicros column for table DetailPlacementView
AdGroupResourceName	String	AdGroupResourceName column for table DetailPlacementView
AdGroupStatus	String	AdGroupStatus column for table DetailPlacementView
AdGroupTargetCpaMicros	Long	AdGroupTargetCpaMicros column for table DetailPlacementView

AdGroupTargetCpmMicros	Long	AdGroupTargetCpmMicros column for table DetailPlacementView
AdGroupTargetRoas	Double	AdGroupTargetRoas column for table DetailPlacementView
AdGroupTargetingSettingTargetRestrictions	String	AdGroupTargetingSettingTargetRestrictions column for table DetailPlacementView
AdGroupTrackingUrlTemplate	String	AdGroupTrackingUrlTemplate column for table DetailPlacementView
AdGroupType	String	AdGroupType column for table DetailPlacementView
AdGroupUrlCustomParameters	String	AdGroupUrlCustomParameters column for table DetailPlacementView
CampaignAdServingOptimizationStatus	String	CampaignAdServingOptimizationStatus column for table DetailPlacementView
CampaignAdvertisingChannelSubType	String	CampaignAdvertisingChannelSubType column for table DetailPlacementView
CampaignAdvertisingChannelType	String	CampaignAdvertisingChannelType column for table DetailPlacementView
CampaignAppCampaignSettingAppId	String	CampaignAppCampaignSettingAppId column for table DetailPlacementView
CampaignAppCampaignSettingAppStore	String	CampaignAppCampaignSettingAppStore column for table DetailPlacementView

CampaignAppCampaignSettingBiddingStrategyGoalType	String	CampaignAppCampaignSettingBiddingStrategyGoalType column for table DetailPlacementView
CampaignBaseCampaign	String	CampaignBaseCampaign column for table DetailPlacementView
CampaignBiddingStrategy	String	CampaignBiddingStrategy column for table DetailPlacementView
CampaignBiddingStrategyType	String	CampaignBiddingStrategyType column for table DetailPlacementView
CampaignCampaignBudget	String	CampaignCampaignBudget column for table DetailPlacementView
CampaignCommissionCommissionRateMicros	Long	CampaignCommissionCommissionRateMicros column for table DetailPlacementView
CampaignDynamicSearchAdsSettingDomainName	String	CampaignDynamicSearchAdsSettingDomainName column for table DetailPlacementView
CampaignDynamicSearchAdsSettingFeeds	String	CampaignDynamicSearchAdsSettingFeeds column for table DetailPlacementView
CampaignDynamicSearchAdsSettingLanguageCode	String	CampaignDynamicSearchAdsSettingLanguageCode column for table DetailPlacementView
CampaignDynamicSearchAdsSettingUseSuppliedUrlsOnly	Boolean	CampaignDynamicSearchAdsSettingUseSuppliedUrlsOnly column for table DetailPlacementView
CampaignEndDate	Date	CampaignEndDate column for table DetailPlacementView

CampaignExperimentType	String	CampaignExperimentType column for table DetailPlacementView
CampaignFinalUrlSuffix	String	CampaignFinalUrlSuffix column for table DetailPlacementView
CampaignFrequencyCaps	String	CampaignFrequencyCaps column for table DetailPlacementView
CampaignGeoTargetTypeSettingNegativeGeoTargetType	String	CampaignGeoTargetTypeSettingNegativeGeoTargetType column for table DetailPlacementView
CampaignGeoTargetTypeSettingPositiveGeoTargetType	String	CampaignGeoTargetTypeSettingPositiveGeoTargetType column for table DetailPlacementView
CampaignHotelSettingHotelCenterId	Long	CampaignHotelSettingHotelCenterId column for table DetailPlacementView
CampaignId	Long	CampaignId column for table DetailPlacementView
CampaignLabels	String	CampaignLabels column for table DetailPlacementView
CampaignManualCpcEnhancedCpcEnabled	Boolean	CampaignManualCpcEnhancedCpcEnabled column for table DetailPlacementView
CampaignManualCpm	String	CampaignManualCpm column for table DetailPlacementView
CampaignManualCpv	String	CampaignManualCpv column for table DetailPlacementView
CampaignMaximizeConversionValueTargetRoas	Double	CampaignMaximizeConversionValueTargetRoas column for table DetailPlacementView



CampaignMaximizeConversions	String	CampaignMaximizeConversions column for table DetailPlacementView
CampaignName	String	CampaignName column for table DetailPlacementView
CampaignNetworkSettingsTargetContentNetwork	Boolean	CampaignNetworkSettingsTargetContentNetwork column for table DetailPlacementView
CampaignNetworkSettingsTargetGoogleSearch	Boolean	CampaignNetworkSettingsTargetGoogleSearch column for table DetailPlacementView
CampaignNetworkSettingsTargetPartnerSearchNetwork	Boolean	CampaignNetworkSettingsTargetPartnerSearchNetwork column for table DetailPlacementView
CampaignNetworkSettingsTargetSearchNetwork	Boolean	CampaignNetworkSettingsTargetSearchNetwork column for table DetailPlacementView
CampaignPaymentMode	String	CampaignPaymentMode column for table DetailPlacementView
CampaignPercentCpcCpcBidCeilingMicros	Long	CampaignPercentCpcCpcBidCeilingMicros column for table DetailPlacementView
CampaignPercentCpcEnhancedCpcEnabled	Boolean	CampaignPercentCpcEnhancedCpcEnabled column for table DetailPlacementView
CampaignRealTimeBiddingSettingOptIn	Boolean	CampaignRealTimeBiddingSettingOptIn column for table DetailPlacementView
CampaignResourceName	String	CampaignResourceName column for table DetailPlacementView

CampaignSelectiveOptimizationConversionActions	String	CampaignSelectiveOptimizationConversionActions column for table DetailPlacementView
CampaignServingStatus	String	CampaignServingStatus column for table DetailPlacementView
CampaignShoppingSettingCampaignPriority	Int	CampaignShoppingSettingCampaignPriority column for table DetailPlacementView
CampaignShoppingSettingEnableLocal	Boolean	CampaignShoppingSettingEnableLocal column for table DetailPlacementView
CampaignShoppingSettingMerchantId	Long	CampaignShoppingSettingMerchantId column for table DetailPlacementView
CampaignShoppingSettingSalesCountry	String	CampaignShoppingSettingSalesCountry column for table DetailPlacementView
CampaignStartDate	Date	CampaignStartDate column for table DetailPlacementView
CampaignStatus	String	CampaignStatus column for table DetailPlacementView
CampaignTargetCpaCpcBidCeilingMicros	Long	CampaignTargetCpaCpcBidCeilingMicros column for table DetailPlacementView
CampaignTargetCpaCpcBidFloorMicros	Long	CampaignTargetCpaCpcBidFloorMicros column for table DetailPlacementView
CampaignTargetCpaTargetCpaMicros	Long	CampaignTargetCpaTargetCpaMicros column for table DetailPlacementView

CampaignTargetCpm	String	CampaignTargetCpm column for table DetailPlacementView
CampaignTargetImpressionShareCpcBidCeilingMicros	Long	CampaignTargetImpressionShareCpcBidCeilingMicros column for table DetailPlacementView
CampaignTargetImpressionShareLocation	String	CampaignTargetImpressionShareLocation column for table DetailPlacementView
CampaignTargetImpressionShareLocationFractionMicros	Long	CampaignTargetImpressionShareLocationFractionMicros column for table DetailPlacementView
CampaignTargetRoasCpcBidCeilingMicros	Long	CampaignTargetRoasCpcBidCeilingMicros column for table DetailPlacementView
CampaignTargetRoasCpcBidFloorMicros	Long	CampaignTargetRoasCpcBidFloorMicros column for table DetailPlacementView
CampaignTargetRoasTargetRoas	Double	CampaignTargetRoasTargetRoas column for table DetailPlacementView
CampaignTargetSpendCpcBidCeilingMicros	Long	CampaignTargetSpendCpcBidCeilingMicros column for table DetailPlacementView
CampaignTargetSpendTargetSpendMicros	Long	CampaignTargetSpendTargetSpendMicros column for table DetailPlacementView
CampaignTargetingSettingTargetRestrictions	String	CampaignTargetingSettingTargetRestrictions column for table DetailPlacementView
CampaignTrackingSettingTrackingUrl	String	CampaignTrackingSettingTrackingUrl

	<i>ng</i>	column for table DetailPlacementView
CampaignTrackingUrlTemplate	<i>String</i>	CampaignTrackingUrlTemplate column for table DetailPlacementView
CampaignUrlCustomParameters	<i>String</i>	CampaignUrlCustomParameters column for table DetailPlacementView
CampaignVanityPharmaVanityPharmaDisplayUrlMode	<i>String</i>	CampaignVanityPharmaVanityPharmaDisplayUrlMode column for table DetailPlacementView
CampaignVanityPharmaVanityPharmaText	<i>String</i>	CampaignVanityPharmaVanityPharmaText column for table DetailPlacementView
CampaignVideoBrandSafetySuitability	<i>String</i>	CampaignVideoBrandSafetySuitability column for table DetailPlacementView
CustomerAutoTaggingEnabled	<i>Boolean</i>	CustomerAutoTaggingEnabled column for table DetailPlacementView
CustomerCallReportingSettingCallConversionAction	<i>String</i>	CustomerCallReportingSettingCallConversionAction column for table DetailPlacementView
CustomerCallReportingSettingCallConversionReportingEnabled	<i>Boolean</i>	CustomerCallReportingSettingCallConversionReportingEnabled column for table DetailPlacementView
CustomerCallReportingSettingCallReportingEnabled	<i>Boolean</i>	CustomerCallReportingSettingCallReportingEnabled column for table DetailPlacementView
CustomerConversionTrackingSettingConversionTrackingId	<i>Long</i>	CustomerConversionTrackingSettingConversionTrackingId column for table

DetailPlacementView		
CustomerConversionTrackingSettingCrossAccountConversionTrackingId	String	CustomerConversionTrackingSettingCrossAccountConversionTrackingId column for table DetailPlacementView
CustomerCurrencyCode	String	CustomerCurrencyCode column for table DetailPlacementView
CustomerDescriptiveName	String	CustomerDescriptiveName column for table DetailPlacementView
CustomerFinalUrlSuffix	String	CustomerFinalUrlSuffix column for table DetailPlacementView
CustomerHasPartnersBadge	Boolean	CustomerHasPartnersBadge column for table DetailPlacementView
CustomerId	Long	CustomerId column for table DetailPlacementView
CustomerManager	Boolean	CustomerManager column for table DetailPlacementView
CustomerPayPerConversionEligibilityFailureReasons	String	CustomerPayPerConversionEligibilityFailureReasons column for table DetailPlacementView
CustomerRemarketingSettingGoogleGlobalSiteTag	String	CustomerRemarketingSettingGoogleGlobalSiteTag column for table DetailPlacementView
CustomerResourceName	String	CustomerResourceName column for table DetailPlacementView
CustomerTestAccount	Boolean	CustomerTestAccount column for table DetailPlacementView
CustomerTimeZone	String	CustomerTimeZone column for table

	<i>ng</i>	DetailPlacementView
CustomerTrackingUrlTemplate	<i>String</i>	CustomerTrackingUrlTemplate column for table DetailPlacementView
ActiveViewCpm	<i>Double</i>	ActiveViewCpm column for table DetailPlacementView
ActiveViewCtr	<i>Double</i>	ActiveViewCtr column for table DetailPlacementView
ActiveViewImpressions	<i>Long</i>	ActiveViewImpressions column for table DetailPlacementView
ActiveViewMeasurability	<i>Double</i>	ActiveViewMeasurability column for table DetailPlacementView
ActiveViewMeasurableCostMicros	<i>Long</i>	ActiveViewMeasurableCostMicros column for table DetailPlacementView
ActiveViewMeasurableImpressions	<i>Long</i>	ActiveViewMeasurableImpressions column for table DetailPlacementView
ActiveViewViewability	<i>Double</i>	ActiveViewViewability column for table DetailPlacementView
AllConversions	<i>Double</i>	AllConversions column for table DetailPlacementView
AllConversionsFromInteractionsRate	<i>Double</i>	AllConversionsFromInteractionsRate column for table DetailPlacementView

AllConversionsValue	<i>Double</i>	AllConversionsValue column for table DetailPlacementView
AverageCost	<i>Double</i>	AverageCost column for table DetailPlacementView
AverageCpc	<i>Double</i>	AverageCpc column for table DetailPlacementView
AverageCpe	<i>Double</i>	AverageCpe column for table DetailPlacementView
AverageCpm	<i>Double</i>	AverageCpm column for table DetailPlacementView
AverageCpv	<i>Double</i>	AverageCpv column for table DetailPlacementView
Clicks	<i>Long</i>	Clicks column for table DetailPlacementView
Conversions	<i>Double</i>	Conversions column for table DetailPlacementView
ConversionsValue	<i>Double</i>	ConversionsValue column for table DetailPlacementView
CostMicros	<i>Long</i>	CostMicros column for table DetailPlacementView
CostPerAllConversions	<i>Double</i>	CostPerAllConversions column for table DetailPlacementView

	<i>e</i>	
CostPerConversion	<i>Double</i>	CostPerConversion column for table DetailPlacementView
CrossDeviceConversions	<i>Double</i>	CrossDeviceConversions column for table DetailPlacementView
Ctr	<i>Double</i>	Ctr column for table DetailPlacementView
EngagementRate	<i>Double</i>	EngagementRate column for table DetailPlacementView
Engagements	<i>Long</i>	Engagements column for table DetailPlacementView
Impressions	<i>Long</i>	Impressions column for table DetailPlacementView
InteractionEventTypes	<i>String</i>	InteractionEventTypes column for table DetailPlacementView
InteractionRate	<i>Double</i>	InteractionRate column for table DetailPlacementView
Interactions	<i>Long</i>	Interactions column for table DetailPlacementView
ValuePerAllConversions	<i>Double</i>	ValuePerAllConversions column for table DetailPlacementView
ValuePerConversion	<i>Double</i>	ValuePerConversion column for table DetailPlacementView



	<i>e</i>	
VideoQuartile100Rate	<i>Double</i>	VideoQuartile100Rate column for table DetailPlacementView
VideoQuartile25Rate	<i>Double</i>	VideoQuartile25Rate column for table DetailPlacementView
VideoQuartile50Rate	<i>Double</i>	VideoQuartile50Rate column for table DetailPlacementView
VideoQuartile75Rate	<i>Double</i>	VideoQuartile75Rate column for table DetailPlacementView
VideoViewRate	<i>Double</i>	VideoViewRate column for table DetailPlacementView
VideoViews	<i>Long</i>	VideoViews column for table DetailPlacementView
ViewThroughConversions	<i>Long</i>	ViewThroughConversions column for table DetailPlacementView
AdNetworkType	<i>String</i>	AdNetworkType column for table DetailPlacementView
ConversionAction	<i>String</i>	ConversionAction column for table DetailPlacementView
ConversionActionCategory	<i>String</i>	ConversionActionCategory column for table DetailPlacementView
ConversionActionName	<i>String</i>	ConversionActionName column for table DetailPlacementView

Date	<i>Date</i>	Date column for table DetailPlacementView
DayOfWeek	<i>String</i>	DayOfWeek column for table DetailPlacementView
Device	<i>String</i>	Device column for table DetailPlacementView
ExternalConversionSource	<i>String</i>	ExternalConversionSource column for table DetailPlacementView
Month	<i>Date</i>	Month column for table DetailPlacementView
MonthOfYear	<i>String</i>	MonthOfYear column for table DetailPlacementView
Quarter	<i>Date</i>	Quarter column for table DetailPlacementView
Week	<i>Date</i>	Week column for table DetailPlacementView
Year	<i>Int</i>	Year column for table DetailPlacementView

## DisplayKeywordView

The display keyword view in the query.

## Table Specific Information

### Select

Google Ads does not allow every column to be selected in a single query as some data will conflict if selected together. Therefore, when issuing a query that selects all columns, only

the default metrics, segments, and attributes will be returned. In general, these defaults are the same fields that are exposed through the Ads console.

To use the nondefault fields, explicitly select them in your query.

Filters can also be used in the WHERE clause. The supported operators are the =, !=, >, >=, <, <=, LIKE, NOT LIKE, IN, and NOT IN operators. All filters must be joined by the AND keyword as OR is not supported by the Ads API.

## Columns

Name	Type	Description
AdGroupAdRotationMode	String	AdGroupAdRotationMode column for table DisplayKeywordView
AdGroupBaseAdGroup	String	AdGroupBaseAdGroup column for table DisplayKeywordView
AdGroupCampaign	String	AdGroupCampaign column for table DisplayKeywordView
AdGroupCpcBidMicros	Long	AdGroupCpcBidMicros column for table DisplayKeywordView
AdGroupCpmBidMicros	Long	AdGroupCpmBidMicros column for table DisplayKeywordView
AdGroupCpvBidMicros	Long	AdGroupCpvBidMicros column for table DisplayKeywordView
AdGroupDisplayCustomBidDimension	String	AdGroupDisplayCustomBidDimension column for table DisplayKeywordView
AdGroupEffectiveTargetCpaMicros	Long	AdGroupEffectiveTargetCpaMicros column for table DisplayKeywordView
AdGroupEffectiveTargetCpaSource	String	AdGroupEffectiveTargetCpaSource

	<i>ing</i>	column for table DisplayKeywordView
AdGroupEffectiveTargetRoas	<i>Double</i>	AdGroupEffectiveTargetRoas column for table DisplayKeywordView
AdGroupEffectiveTargetRoasSource	<i>String</i>	AdGroupEffectiveTargetRoasSource column for table DisplayKeywordView
AdGroupExplorerAutoOptimizerSettingOptIn	<i>Boolean</i>	AdGroupExplorerAutoOptimizerSettingOptIn column for table DisplayKeywordView
AdGroupFinalUrlSuffix	<i>String</i>	AdGroupFinalUrlSuffix column for table DisplayKeywordView
AdGroupId	<i>Long</i>	AdGroupId column for table DisplayKeywordView
AdGroupLabels	<i>String</i>	AdGroupLabels column for table DisplayKeywordView
AdGroupName	<i>String</i>	AdGroupName column for table DisplayKeywordView
AdGroupPercentCpcBidMicros	<i>Long</i>	AdGroupPercentCpcBidMicros column for table DisplayKeywordView
AdGroupResourceName	<i>String</i>	AdGroupResourceName column for table DisplayKeywordView
AdGroupStatus	<i>String</i>	AdGroupStatus column for table DisplayKeywordView
AdGroupTargetCpaMicros	<i>Long</i>	AdGroupTargetCpaMicros column for table DisplayKeywordView
AdGroupTargetCpmMicros	<i>Long</i>	AdGroupTargetCpmMicros column for table DisplayKeywordView

AdGroupTargetRoas	<i>Double</i>	AdGroupTargetRoas column for table DisplayKeywordView
AdGroupTargetingSettingTargetRestrictions	<i>String</i>	AdGroupTargetingSettingTargetRestrictions column for table DisplayKeywordView
AdGroupTrackingUrlTemplate	<i>String</i>	AdGroupTrackingUrlTemplate column for table DisplayKeywordView
AdGroupType	<i>String</i>	AdGroupType column for table DisplayKeywordView
AdGroupUrlCustomParameters	<i>String</i>	AdGroupUrlCustomParameters column for table DisplayKeywordView
AdGroupCriterionAdGroup	<i>String</i>	AdGroupCriterionAdGroup column for table DisplayKeywordView
AdGroupCriterionAgeRangeType	<i>String</i>	AdGroupCriterionAgeRangeType column for table DisplayKeywordView
AdGroupCriterionAppPaymentModelType	<i>String</i>	AdGroupCriterionAppPaymentModelType column for table DisplayKeywordView
AdGroupCriterionApprovalStatus	<i>String</i>	AdGroupCriterionApprovalStatus column for table DisplayKeywordView
AdGroupCriterionBidModifier	<i>Double</i>	AdGroupCriterionBidModifier column for table DisplayKeywordView
AdGroupCriterionCpcBidMicros	<i>Long</i>	AdGroupCriterionCpcBidMicros column for table DisplayKeywordView
AdGroupCriterionCpmBidMicros	<i>Long</i>	AdGroupCriterionCpmBidMicros column for table DisplayKeywordView

AdGroupCriterionCpvBidMicros	Long	AdGroupCriterionCpvBidMicros column for table DisplayKeywordView
AdGroupCriterionCriterionId	Long	AdGroupCriterionCriterionId column for table DisplayKeywordView
AdGroupCriterionCustomAffinityCustomAffinity	String	AdGroupCriterionCustomAffinityCustomAffinity column for table DisplayKeywordView
AdGroupCriterionCustomIntentCustomIntent	String	AdGroupCriterionCustomIntentCustomIntent column for table DisplayKeywordView
AdGroupCriterionEffectiveCpcBidMicros	Long	AdGroupCriterionEffectiveCpcBidMicros column for table DisplayKeywordView
AdGroupCriterionEffectiveCpcBidSource	String	AdGroupCriterionEffectiveCpcBidSource column for table DisplayKeywordView
AdGroupCriterionEffectiveCpmBidMicros	Long	AdGroupCriterionEffectiveCpmBidMicros column for table DisplayKeywordView
AdGroupCriterionEffectiveCpmBidSource	String	AdGroupCriterionEffectiveCpmBidSource column for table DisplayKeywordView
AdGroupCriterionEffectiveCpvBidMicros	Long	AdGroupCriterionEffectiveCpvBidMicros column for table DisplayKeywordView
AdGroupCriterionEffectiveCpvBidSource	String	AdGroupCriterionEffectiveCpvBidSource column for table DisplayKeywordView
AdGroupCriterionEffectivePercentCpcBidMicros	Long	AdGroupCriterionEffectivePercentCpcBidMicros column for table DisplayKeywordView

AdGroupCriterionEffectivePercentCpcBidSource	String	AdGroupCriterionEffectivePercentCpcBidSource column for table DisplayKeywordView
AdGroupCriterionFinalMobileUrls	String	AdGroupCriterionFinalMobileUrls column for table DisplayKeywordView
AdGroupCriterionFinalUrlSuffix	String	AdGroupCriterionFinalUrlSuffix column for table DisplayKeywordView
AdGroupCriterionFinalUrls	String	AdGroupCriterionFinalUrls column for table DisplayKeywordView
AdGroupCriterionGenderType	String	AdGroupCriterionGenderType column for table DisplayKeywordView
AdGroupCriterionIncomeRangeType	String	AdGroupCriterionIncomeRangeType column for table DisplayKeywordView
AdGroupCriterionKeywordMatchType	String	AdGroupCriterionKeywordMatchType column for table DisplayKeywordView
AdGroupCriterionKeywordText	String	AdGroupCriterionKeywordText column for table DisplayKeywordView
AdGroupCriterionListingGroupCaseValueHotelCityCityCriteria	String	AdGroupCriterionListingGroupCaseValueHotelCityCityCriteria column for table DisplayKeywordView
AdGroupCriterionListingGroupCaseValueHotelClassValue	String	AdGroupCriterionListingGroupCaseValueHotelClassValue column for table DisplayKeywordView
AdGroupCriterionListingGroupCaseValueHotelCountryRegionCountryRegionCriteria	String	AdGroupCriterionListingGroupCaseValueHotelCountryRegionCountryRegionCriteria column for table DisplayKeywordView
AdGroupCriterionListingGroupCaseValueHotelIdValue	String	AdGroupCriterionListingGroupCaseValueHotelIdValue column for table DisplayKeywordView

DisplayKeywordView	
AdGroupCriterionListingGroupCaseValueHotelStateStateCriteria	AdGroupCriterionListingGroupCaseValueHotelStateStateCriteria column for table DisplayKeywordView
AdGroupCriterionListingGroupCaseValueProductBrandValue	AdGroupCriterionListingGroupCaseValueProductBrandValue column for table DisplayKeywordView
AdGroupCriterionListingGroupCaseValueProductCustomAttributeIndex	AdGroupCriterionListingGroupCaseValueProductCustomAttributeIndex column for table DisplayKeywordView
AdGroupCriterionListingGroupCaseValueProductCustomAttributeValue	AdGroupCriterionListingGroupCaseValueProductCustomAttributeValue column for table DisplayKeywordView
AdGroupCriterionListingGroupCaseValueProductBiddingCategoryCountryCode	AdGroupCriterionListingGroupCaseValueProductBiddingCategoryCountryCode column for table DisplayKeywordView
AdGroupCriterionListingGroupCaseValueProductBiddingCategoryId	AdGroupCriterionListingGroupCaseValueProductBiddingCategoryId column for table DisplayKeywordView
AdGroupCriterionListingGroupCaseValueProductBiddingCategoryLevel	AdGroupCriterionListingGroupCaseValueProductBiddingCategoryLevel column for table DisplayKeywordView
AdGroupCriterionListingGroupCaseValueProductChannelChannel	AdGroupCriterionListingGroupCaseValueProductChannelChannel column for table DisplayKeywordView
AdGroupCriterionListingGroupCaseValueProductChannelExclusivityChannelExclusivity	AdGroupCriterionListingGroupCaseValueProductChannelExclusivityChannelExclusivity column for table DisplayKeywordView
AdGroupCriterionListingGroupCaseValueProductConditionCondition	AdGroupCriterionListingGroupCaseValueProductConditionCondition



	<i>String</i>	eProductConditionCondition column for table DisplayKeywordView
AdGroupCriterionListingGroupCaseValueProductItemIdValue	<i>String</i>	AdGroupCriterionListingGroupCaseValueProductItemIdValue column for table DisplayKeywordView
AdGroupCriterionListingGroupCaseValueProductTypeLevel	<i>String</i>	AdGroupCriterionListingGroupCaseValueProductTypeLevel column for table DisplayKeywordView
AdGroupCriterionListingGroupCaseValueProductTypeValue	<i>String</i>	AdGroupCriterionListingGroupCaseValueProductTypeValue column for table DisplayKeywordView
AdGroupCriterionListingGroupParentAdGroupCriterion	<i>String</i>	AdGroupCriterionListingGroupParentAdGroupCriterion column for table DisplayKeywordView
AdGroupCriterionListingGroupType	<i>String</i>	AdGroupCriterionListingGroupType column for table DisplayKeywordView
AdGroupCriterionMobileAppCategoryMobileAppCategoryConstant	<i>String</i>	AdGroupCriterionMobileAppCategoryMobileAppCategoryConstant column for table DisplayKeywordView
AdGroupCriterionMobileApplicationAppId	<i>String</i>	AdGroupCriterionMobileApplicationAppId column for table DisplayKeywordView
AdGroupCriterionMobileApplicationName	<i>String</i>	AdGroupCriterionMobileApplicationName column for table DisplayKeywordView
AdGroupCriterionNegative	<i>Boolean</i>	AdGroupCriterionNegative column for table DisplayKeywordView
AdGroupCriterionParentalStatusType	<i>String</i>	AdGroupCriterionParentalStatusType column for table DisplayKeywordView

AdGroupCriterionPercentCpcBidMicros	Long	AdGroupCriterionPercentCpcBidMicros column for table DisplayKeywordView
AdGroupCriterionPlacementUrl	String	AdGroupCriterionPlacementUrl column for table DisplayKeywordView
AdGroupCriterionPositionEstimatesEstimatedAddClicksAtFirstPositionCpc	Long	AdGroupCriterionPositionEstimatesEstimatedAddClicksAtFirstPositionCpc column for table DisplayKeywordView
AdGroupCriterionPositionEstimatesEstimatedAddCostAtFirstPositionCpc	Long	AdGroupCriterionPositionEstimatesEstimatedAddCostAtFirstPositionCpc column for table DisplayKeywordView
AdGroupCriterionPositionEstimatesFirstPageCpcMicros	Long	AdGroupCriterionPositionEstimatesFirstPageCpcMicros column for table DisplayKeywordView
AdGroupCriterionPositionEstimatesFirstPositionCpcMicros	Long	AdGroupCriterionPositionEstimatesFirstPositionCpcMicros column for table DisplayKeywordView
AdGroupCriterionPositionEstimatesTopOfPageCpcMicros	Long	AdGroupCriterionPositionEstimatesTopOfPageCpcMicros column for table DisplayKeywordView
AdGroupCriterionQualityInfoCreativeQualityScore	String	AdGroupCriterionQualityInfoCreativeQualityScore column for table DisplayKeywordView
AdGroupCriterionQualityInfoPostClickQualityScore	String	AdGroupCriterionQualityInfoPostClickQualityScore column for table DisplayKeywordView
AdGroupCriterionQualityInfoQualityScore	Int	AdGroupCriterionQualityInfoQualityScore column for table DisplayKeywordView
AdGroupCriterionQualityInfoSearchPredictedCtr	String	AdGroupCriterionQualityInfoSearchPredictedCtr column for table DisplayKeywordView

		DisplayKeywordView
AdGroupCriterionResourceName	String	AdGroupCriterionResourceName column for table DisplayKeywordView
AdGroupCriterionStatus	String	AdGroupCriterionStatus column for table DisplayKeywordView
AdGroupCriterionSystemServingStatus	String	AdGroupCriterionSystemServingStatus column for table DisplayKeywordView
AdGroupCriterionTopicPath	String	AdGroupCriterionTopicPath column for table DisplayKeywordView
AdGroupCriterionTopicTopicConstant	String	AdGroupCriterionTopicTopicConstant column for table DisplayKeywordView
AdGroupCriterionTrackingUrlTemplate	String	AdGroupCriterionTrackingUrlTemplate column for table DisplayKeywordView
AdGroupCriterionType	String	AdGroupCriterionType column for table DisplayKeywordView
AdGroupCriterionUrlCustomParameters	String	AdGroupCriterionUrlCustomParameters column for table DisplayKeywordView
AdGroupCriterionUserInterestUserInterestCategory	String	AdGroupCriterionUserInterestUserInterestCategory column for table DisplayKeywordView
AdGroupCriterionUserListUserList	String	AdGroupCriterionUserListUserList column for table DisplayKeywordView
AdGroupCriterionWebpageConditions	String	AdGroupCriterionWebpageConditions column for table DisplayKeywordView
AdGroupCriterionWebpageCriterionName	String	AdGroupCriterionWebpageCriterionName column for table DisplayKeywordView

AdGroupCriterionYoutubeChannelChannelId	<i>String</i>	AdGroupCriterionYoutubeChannelChannelId column for table DisplayKeywordView
AdGroupCriterionYoutubeVideoVideoId	<i>String</i>	AdGroupCriterionYoutubeVideoVideoId column for table DisplayKeywordView
Id	<i>Long</i>	The ID of the campaign.
Name	<i>String</i>	The name of the campaign.
Status	<i>String</i>	The status of the campaign.
ServingStatus	<i>String</i>	The ad serving status of the campaign.
AdServingOptimizationStatus	<i>String</i>	The ad serving optimization status of the campaign.
AdvertisingChannelType	<i>String</i>	The primary serving target for ads within the campaign. The targeting options can be refined in network_settings.
AdvertisingChannelSubType	<i>String</i>	Optional refinement to advertising_channel_type. Must be a valid sub-type of the parent channel type.
TrackingUrlTemplate	<i>String</i>	The URL template for constructing a tracking URL.
UrlCustomParameters	<i>String</i>	The list of mappings used to substitute custom parameter tags in a tracking_url_template, final_urls, or mobile_final_urls.
OptIn	<i>String</i>	Whether the campaign is opted in to

	<i>ing</i>	real-time bidding.
TargetSearchNetwork	<i>Bo ol</i>	Whether ads will be served on partner sites in the Google Search Network (requires target_google_search to also be true).
TargetGoogleSearch	<i>Bo ol</i>	Whether ads will be served with google.com search results.
TargetContentNetwork	<i>Bo ol</i>	Whether ads will be served on specified placements in the Google Display Network. Placements are specified using the Placement criterion.
TargetPartnerSearchNetwork	<i>Bo ol</i>	Whether ads will be served on the Google Partner Network. This is available only to some select Google partner accounts.
Labels	<i>Str ing</i>	The resource names of labels attached to this campaign.
Id [KEY]	<i>Str ing</i>	Client Customer Id.
DescriptiveName	<i>Str ing</i>	Name of the Customer.
CurrencyCode	<i>Str ing</i>	CurrencyCode of the customer.
TimeZone	<i>Str ing</i>	DateTimeZone of the customer.
Manager	<i>Bo ol</i>	Whether the customer is a manager.

TestAccount	<i>Boolean</i>	Boolean showing if the account is a test account.
AutoTaggingEnabled	<i>Boolean</i>	Boolean showing if the AutoTagging is enabled.
HasPartnersBadge	<i>Boolean</i>	Whether the Customer has a Partners program badge. If the Customer is not associated with the Partners program, this will be false.
ConversionTrackingId	<i>Long</i>	The conversion tracking id used for this account. This id is automatically assigned after any conversion tracking feature is used. If the customer doesn't use conversion tracking, this is 0. This field is read-only.
CrossAccountConversionTrackingId	<i>Long</i>	The conversion tracking id of the customer's manager. This is set when the customer is opted into cross account conversion tracking, and it overrides conversion_tracking_id. This field can only be managed through the Google Ads UI. This field is read-only.
CallConversionAction	<i>String</i>	Customer-level call conversion action to attribute a call conversion to. If not set a default conversion action is used. Only in effect when call_conversion_reporting_enabled is set to true.
CallConversionReportingEnabled	<i>Boolean</i>	Whether to enable call conversion reporting.
CallReportingEnabled	<i>Boolean</i>	Enable reporting of phone call events by redirecting them via Google System.
ActiveViewCpm	<i>Double</i>	ActiveViewCpm column for table

	<i>ub le</i>	DisplayKeywordView
ActiveViewCtr	<i>Do ub le</i>	ActiveViewCtr column for table DisplayKeywordView
ActiveViewImpressions	<i>Lo ng</i>	ActiveViewImpressions column for table DisplayKeywordView
ActiveViewMeasurability	<i>Do ub le</i>	ActiveViewMeasurability column for table DisplayKeywordView
ActiveViewMeasurableCostMicros	<i>Lo ng</i>	ActiveViewMeasurableCostMicros column for table DisplayKeywordView
ActiveViewMeasurableImpressions	<i>Lo ng</i>	ActiveViewMeasurableImpressions column for table DisplayKeywordView
ActiveViewViewability	<i>Do ub le</i>	ActiveViewViewability column for table DisplayKeywordView
AllConversions	<i>Do ub le</i>	AllConversions column for table DisplayKeywordView
AllConversionsFromInteractionsRate	<i>Do ub le</i>	AllConversionsFromInteractionsRate column for table DisplayKeywordView
AllConversionsFromInteractionsValuePerInteraction	<i>Do ub le</i>	AllConversionsFromInteractionsValuePerInteraction column for table DisplayKeywordView
AllConversionsValue	<i>Do ub le</i>	AllConversionsValue column for table DisplayKeywordView

AllConversionsValuePerCost	<i>Do ub le</i>	AllConversionsValuePerCost column for table DisplayKeywordView
AverageCost	<i>Do ub le</i>	AverageCost column for table DisplayKeywordView
AverageCpc	<i>Do ub le</i>	AverageCpc column for table DisplayKeywordView
AverageCpe	<i>Do ub le</i>	AverageCpe column for table DisplayKeywordView
AverageCpm	<i>Do ub le</i>	AverageCpm column for table DisplayKeywordView
AverageCpv	<i>Do ub le</i>	AverageCpv column for table DisplayKeywordView
Clicks	<i>Lo ng</i>	Clicks column for table DisplayKeywordView
Conversions	<i>Do ub le</i>	Conversions column for table DisplayKeywordView
ConversionsFromInteractionsRate	<i>Do ub le</i>	ConversionsFromInteractionsRate column for table DisplayKeywordView
ConversionsValue	<i>Do ub le</i>	ConversionsValue column for table DisplayKeywordView
CostMicros	<i>Lo</i>	CostMicros column for table



	<i>ng</i>	DisplayKeywordView
CostPerAllConversions	<i>Do ub le</i>	CostPerAllConversions column for table DisplayKeywordView
CostPerConversion	<i>Do ub le</i>	CostPerConversion column for table DisplayKeywordView
CrossDeviceConversions	<i>Do ub le</i>	CrossDeviceConversions column for table DisplayKeywordView
Ctr	<i>Do ub le</i>	Ctr column for table DisplayKeywordView
EngagementRate	<i>Do ub le</i>	EngagementRate column for table DisplayKeywordView
Engagements	<i>Lo ng</i>	Engagements column for table DisplayKeywordView
GmailForwards	<i>Lo ng</i>	GmailForwards column for table DisplayKeywordView
GmailSaves	<i>Lo ng</i>	GmailSaves column for table DisplayKeywordView
GmailSecondaryClicks	<i>Lo ng</i>	GmailSecondaryClicks column for table DisplayKeywordView
Impressions	<i>Lo ng</i>	Impressions column for table DisplayKeywordView
InteractionEventTypes	<i>Str ing</i>	InteractionEventTypes column for table DisplayKeywordView

InteractionRate	<i>Double</i>	InteractionRate column for table DisplayKeywordView
Interactions	<i>Long</i>	Interactions column for table DisplayKeywordView
ValuePerAllConversions	<i>Double</i>	ValuePerAllConversions column for table DisplayKeywordView
ValuePerConversion	<i>Double</i>	ValuePerConversion column for table DisplayKeywordView
VideoQuartile100Rate	<i>Double</i>	VideoQuartile100Rate column for table DisplayKeywordView
VideoQuartile25Rate	<i>Double</i>	VideoQuartile25Rate column for table DisplayKeywordView
VideoQuartile50Rate	<i>Double</i>	VideoQuartile50Rate column for table DisplayKeywordView
VideoQuartile75Rate	<i>Double</i>	VideoQuartile75Rate column for table DisplayKeywordView
VideoViewRate	<i>Double</i>	VideoViewRate column for table DisplayKeywordView
VideoViews	<i>Long</i>	VideoViews column for table DisplayKeywordView
ViewThroughConversions	<i>Long</i>	ViewThroughConversions column for table DisplayKeywordView

AdNetworkType	<i>String</i>	AdNetworkType column for table DisplayKeywordView
ClickType	<i>String</i>	ClickType column for table DisplayKeywordView
ConversionAction	<i>String</i>	ConversionAction column for table DisplayKeywordView
ConversionActionCategory	<i>String</i>	ConversionActionCategory column for table DisplayKeywordView
ConversionActionName	<i>String</i>	ConversionActionName column for table DisplayKeywordView
CustomerId	<i>Long</i>	CustomerId column for table DisplayKeywordView.
Date	<i>Date</i>	Date column for table DisplayKeywordView
DayOfWeek	<i>String</i>	DayOfWeek column for table DisplayKeywordView
Device	<i>String</i>	Device column for table DisplayKeywordView
ExternalConversionSource	<i>String</i>	ExternalConversionSource column for table DisplayKeywordView
Month	<i>Date</i>	Month column for table DisplayKeywordView
MonthOfYear	<i>String</i>	MonthOfYear column for table DisplayKeywordView
Quarter	<i>Date</i>	Quarter column for table DisplayKeywordView
Week	<i>Date</i>	Week column for table

	<i>te</i>	DisplayKeywordView
Year	<i>Int</i>	Year column for table DisplayKeywordView

## Pseudo-Columns

Pseudo column fields are used in the WHERE clause of SELECT statements and offer a more granular control over the tuples that are returned from the data source.

Name	Type	Description
ManagerId	<i>Long</i>	Id of the manager account on behalf of which you are requesting customer data.

## DistanceView

The distance view in the query.

## Table Specific Information

### Select

Google Ads does not allow every column to be selected in a single query as some data will conflict if selected together. Therefore, when issuing a query that selects all columns, only the default metrics, segments, and attributes will be returned. In general, these defaults are the same fields that are exposed through the Ads console.

To use the nondefault fields, explicitly select them in your query.

Filters can also be used in the WHERE clause. The supported operators are the =, !=, >, >=, <, <=, LIKE, NOT LIKE, IN, and NOT IN operators. All filters must be joined by the AND keyword as OR is not supported by the Ads API.

## Columns

Name	Type	Description
DistanceViewDistanceBucket	String	DistanceViewDistanceBucket column for table DistanceView
DistanceViewMetricSystem	Boolean	DistanceViewMetricSystem column for table DistanceView
CustomerAutoTaggingEnabled	Boolean	CustomerAutoTaggingEnabled column for table DistanceView
CustomerCallReportingSettingCallConversionAction	String	CustomerCallReportingSettingCallConversionAction column for table DistanceView
CustomerCallReportingSettingCallConversionReportingEnabled	Boolean	CustomerCallReportingSettingCallConversionReportingEnabled column for table DistanceView
CustomerCallReportingSettingCallReportingEnabled	Boolean	CustomerCallReportingSettingCallReportingEnabled column for table DistanceView
CustomerConversionTrackingSettingConversionTrackingId	String	CustomerConversionTrackingSettingConversionTrackingId column for table DistanceView
CustomerConversionTrackingSettingCrossAccountConversionTrackingId	String	CustomerConversionTrackingSettingCrossAccountConversionTrackingId column for table DistanceView
CustomerCurrencyCode	String	CustomerCurrencyCode column for table DistanceView
CustomerDescriptiveName	String	CustomerDescriptiveName column for table DistanceView

CustomerFinalUrlSuffix	String	CustomerFinalUrlSuffix column for table DistanceView
CustomerHasPartnersBadge	Boolean	CustomerHasPartnersBadge column for table DistanceView
CustomerId	Long	CustomerId column for table DistanceView
CustomerManager	Boolean	CustomerManager column for table DistanceView
CustomerPayPerConversionEligibilityFailureReasons	String	CustomerPayPerConversionEligibilityFailureReasons column for table DistanceView
CustomerRemarketingSettingGoogleGlobalSiteTag	String	CustomerRemarketingSettingGoogleGlobalSiteTag column for table DistanceView
CustomerResourceName	String	CustomerResourceName column for table DistanceView
CustomerTestAccount	Boolean	CustomerTestAccount column for table DistanceView
CustomerTimeZone	String	CustomerTimeZone column for table DistanceView
CustomerTrackingUrlTemplate	String	CustomerTrackingUrlTemplate column for table DistanceView
AllConversions	Double	AllConversions column for table DistanceView
AllConversionsFromInteractionsRate	Double	AllConversionsFromInteractionsRate column for table DistanceView

AllConversionsValue	<i>Double</i>	AllConversionsValue column for table DistanceView
AverageCpc	<i>Double</i>	AverageCpc column for table DistanceView
AverageCpm	<i>Double</i>	AverageCpm column for table DistanceView
Clicks	<i>Long</i>	Clicks column for table DistanceView
Conversions	<i>Double</i>	Conversions column for table DistanceView
ConversionsFromInteractionsRate	<i>Double</i>	ConversionsFromInteractionsRate column for table DistanceView
ConversionsValue	<i>Double</i>	ConversionsValue column for table DistanceView
CostMicros	<i>Long</i>	CostMicros column for table DistanceView
CostPerAllConversions	<i>Double</i>	CostPerAllConversions column for table DistanceView
CostPerConversion	<i>Double</i>	CostPerConversion column for table DistanceView
CrossDeviceConversions	<i>Double</i>	CrossDeviceConversions column for table DistanceView

	<i>e</i>	
Ctr	<i>Double</i>	Ctr column for table DistanceView
Impressions	<i>Long</i>	Impressions column for table DistanceView
ValuePerAllConversions	<i>Double</i>	ValuePerAllConversions column for table DistanceView
ValuePerConversion	<i>Double</i>	ValuePerConversion column for table DistanceView
ViewThroughConversions	<i>Long</i>	ViewThroughConversions column for table DistanceView
AdNetworkType	<i>String</i>	AdNetworkType column for table DistanceView
ConversionAction	<i>String</i>	ConversionAction column for table DistanceView
ConversionActionCategory	<i>String</i>	ConversionActionCategory column for table DistanceView
ConversionActionName	<i>String</i>	ConversionActionName column for table DistanceView
Date	<i>Date</i>	Date column for table DistanceView
DayOfWeek	<i>String</i>	DayOfWeek column for table DistanceView
Device	<i>String</i>	Device column for table DistanceView



ExternalConversionSource	<i>String</i>	ExternalConversionSource column for table DistanceView
Month	<i>Date</i>	Month column for table DistanceView
MonthOfYear	<i>String</i>	MonthOfYear column for table DistanceView
Quarter	<i>Date</i>	Quarter column for table DistanceView
Week	<i>Date</i>	Week column for table DistanceView
Year	<i>Int</i>	Year column for table DistanceView

## DynamicSearchAdsSearchTermView

The dynamic search ads search term view in the query.

### Table Specific Information

#### Select

Google Ads does not allow every column to be selected in a single query as some data will conflict if selected together. Therefore, when issuing a query that selects all columns, only the default metrics, segments, and attributes will be returned. In general, these defaults are the same fields that are exposed through the Ads console.

To use the nondefault fields, explicitly select them in your query.

Filters can also be used in the WHERE clause. The supported operators are the =, !=, >, >=, <, <=, LIKE, NOT LIKE, IN, and NOT IN operators. All filters must be joined by the AND keyword as OR is not supported by the Ads API.

## Columns

Name	Type	Description
AdGroupAdRotationMode	String	AdGroupAdRotationMode column for table DynamicSearchAdsSearchTermView
AdGroupBaseAdGroup	String	AdGroupBaseAdGroup column for table DynamicSearchAdsSearchTermView
AdGroupCampaign	String	AdGroupCampaign column for table DynamicSearchAdsSearchTermView
AdGroupCpcBidMicros	Long	AdGroupCpcBidMicros column for table DynamicSearchAdsSearchTermView
AdGroupCpmBidMicros	Long	AdGroupCpmBidMicros column for table DynamicSearchAdsSearchTermView
AdGroupCpvBidMicros	Long	AdGroupCpvBidMicros column for table DynamicSearchAdsSearchTermView
AdGroupDisplayCustomBidDimension	String	AdGroupDisplayCustomBidDimension column for table DynamicSearchAdsSearchTermView
AdGroupEffectiveTargetCpaMicros	Long	AdGroupEffectiveTargetCpaMicros column for table DynamicSearchAdsSearchTermView
AdGroupEffectiveTargetCpaSource	String	AdGroupEffectiveTargetCpaSource column for table DynamicSearchAdsSearchTermView

AdGroupEffectiveTargetRoas	<i>Double</i>	AdGroupEffectiveTargetRoas column for table DynamicSearchAdsSearchTermView
AdGroupEffectiveTargetRoasSource	<i>String</i>	AdGroupEffectiveTargetRoasSource column for table DynamicSearchAdsSearchTermView
AdGroupExplorerAutoOptimizerSettingOptIn	<i>Boolean</i>	AdGroupExplorerAutoOptimizerSettingOptIn column for table DynamicSearchAdsSearchTermView
AdGroupFinalUrlSuffix	<i>String</i>	AdGroupFinalUrlSuffix column for table DynamicSearchAdsSearchTermView
AdGroupId	<i>Long</i>	AdGroupId column for table DynamicSearchAdsSearchTermView
AdGroupLabels	<i>String</i>	AdGroupLabels column for table DynamicSearchAdsSearchTermView
AdGroupName	<i>String</i>	AdGroupName column for table DynamicSearchAdsSearchTermView
AdGroupPercentCpcBidMicros	<i>Long</i>	AdGroupPercentCpcBidMicros column for table DynamicSearchAdsSearchTermView
AdGroupResourceName	<i>String</i>	AdGroupResourceName column for table DynamicSearchAdsSearchTermView
AdGroupStatus	<i>String</i>	AdGroupStatus column for table DynamicSearchAdsSearchTermView
AdGroupTargetCpaMicros	<i>Long</i>	AdGroupTargetCpaMicros column for table DynamicSearchAdsSearchTermView

AdGroupTargetCpmMicros	Long	AdGroupTargetCpmMicros column for table DynamicSearchAdsSearchTermView
AdGroupTargetRoas	Double	AdGroupTargetRoas column for table DynamicSearchAdsSearchTermView
AdGroupTargetingSettingTargetRestrictions	String	AdGroupTargetingSettingTargetRestrictions column for table DynamicSearchAdsSearchTermView
AdGroupTrackingUrlTemplate	String	AdGroupTrackingUrlTemplate column for table DynamicSearchAdsSearchTermView
AdGroupType	String	AdGroupType column for table DynamicSearchAdsSearchTermView
AdGroupUrlCustomParameters	String	AdGroupUrlCustomParameters column for table DynamicSearchAdsSearchTermView
CampaignAdServingOptimizationStatus	String	CampaignAdServingOptimizationStatus column for table DynamicSearchAdsSearchTermView
CampaignAdvertisingChannelSubType	String	CampaignAdvertisingChannelSubType column for table DynamicSearchAdsSearchTermView
CampaignAdvertisingChannelType	String	CampaignAdvertisingChannelType column for table DynamicSearchAdsSearchTermView
CampaignAppCampaignSettingAppId	String	CampaignAppCampaignSettingAppId column for table DynamicSearchAdsSearchTermView
CampaignAppCampaignSettingAppStore	String	CampaignAppCampaignSettingAppStore column for table DynamicSearchAdsSearchTermView

	<i>String</i>	re column for table DynamicSearchAdsSearchTermView
CampaignAppCampaignSettingBiddingStrategyGoalType	<i>String</i>	CampaignAppCampaignSettingBiddingStrategyGoalType column for table DynamicSearchAdsSearchTermView
CampaignBaseCampaign	<i>String</i>	CampaignBaseCampaign column for table DynamicSearchAdsSearchTermView
CampaignBiddingStrategy	<i>String</i>	CampaignBiddingStrategy column for table DynamicSearchAdsSearchTermView
CampaignBiddingStrategyType	<i>String</i>	CampaignBiddingStrategyType column for table DynamicSearchAdsSearchTermView
CampaignCampaignBudget	<i>String</i>	CampaignCampaignBudget column for table DynamicSearchAdsSearchTermView
CampaignCommissionCommissionRateMicros	<i>Long</i>	CampaignCommissionCommissionRateMicros column for table DynamicSearchAdsSearchTermView
CampaignDynamicSearchAdsSettingDomainName	<i>String</i>	CampaignDynamicSearchAdsSettingDomainName column for table DynamicSearchAdsSearchTermView
CampaignDynamicSearchAdsSettingFeeds	<i>String</i>	CampaignDynamicSearchAdsSettingFeeds column for table DynamicSearchAdsSearchTermView
CampaignDynamicSearchAdsSettingLanguageCode	<i>String</i>	CampaignDynamicSearchAdsSettingLanguageCode column for table DynamicSearchAdsSearchTermView
CampaignDynamicSearchAdsSettingUseSuppliedUrlsOnly	<i>Boolean</i>	CampaignDynamicSearchAdsSettingUseSuppliedUrlsOnly column for table DynamicSearchAdsSearchTermView

	<i>ol</i>	seSuppliedUrlsOnly column for table DynamicSearchAdsSearchTermView
CampaignEndDate	<i>Date</i>	CampaignEndDate column for table DynamicSearchAdsSearchTermView
CampaignExperimentType	<i>String</i>	CampaignExperimentType column for table DynamicSearchAdsSearchTermView
CampaignFinalUrlSuffix	<i>String</i>	CampaignFinalUrlSuffix column for table DynamicSearchAdsSearchTermView
CampaignFrequencyCaps	<i>String</i>	CampaignFrequencyCaps column for table DynamicSearchAdsSearchTermView
CampaignGeoTargetTypeSettingNegativeGeoTargetType	<i>String</i>	CampaignGeoTargetTypeSettingNegat iveGeoTargetType column for table DynamicSearchAdsSearchTermView
CampaignGeoTargetTypeSettingPositiveGeoTargetType	<i>String</i>	CampaignGeoTargetTypeSettingPositi veGeoTargetType column for table DynamicSearchAdsSearchTermView
CampaignHotelSettingHotelCenterId	<i>Long</i>	CampaignHotelSettingHotelCenterId column for table DynamicSearchAdsSearchTermView
CampaignId	<i>Long</i>	CampaignId column for table DynamicSearchAdsSearchTermView
CampaignLabels	<i>String</i>	CampaignLabels column for table DynamicSearchAdsSearchTermView
CampaignManualCpcEnhancedCpcEnabled	<i>Bo ol</i>	CampaignManualCpcEnhancedCpcEna bled column for table DynamicSearchAdsSearchTermView

CampaignManualCpm	String	CampaignManualCpm column for table DynamicSearchAdsSearchTermView
CampaignManualCpv	String	CampaignManualCpv column for table DynamicSearchAdsSearchTermView
CampaignMaximizeConversionValueTargetRoas	Double	CampaignMaximizeConversionValueTargetRoas column for table DynamicSearchAdsSearchTermView
CampaignMaximizeConversions	String	CampaignMaximizeConversions column for table DynamicSearchAdsSearchTermView
CampaignName	String	CampaignName column for table DynamicSearchAdsSearchTermView
CampaignNetworkSettingsTargetContentNetwork	Boolean	CampaignNetworkSettingsTargetContentNetwork column for table DynamicSearchAdsSearchTermView
CampaignNetworkSettingsTargetGoogleSearch	Boolean	CampaignNetworkSettingsTargetGoogleSearch column for table DynamicSearchAdsSearchTermView
CampaignNetworkSettingsTargetPartnerSearchNetwork	Boolean	CampaignNetworkSettingsTargetPartnerSearchNetwork column for table DynamicSearchAdsSearchTermView
CampaignNetworkSettingsTargetSearchNetwork	Boolean	CampaignNetworkSettingsTargetSearchNetwork column for table DynamicSearchAdsSearchTermView
CampaignPaymentMode	String	CampaignPaymentMode column for table DynamicSearchAdsSearchTermView
CampaignPercentCpcCpcBidCeilingMicros	Long	CampaignPercentCpcCpcBidCeilingMicros column for table

		DynamicSearchAdsSearchTermView
CampaignPercentCpcEnhancedCpcEnabled	<i>Bo ol</i>	CampaignPercentCpcEnhancedCpcEn abled column for table DynamicSearchAdsSearchTermView
CampaignRealTimeBiddingSettingOptIn	<i>Bo ol</i>	CampaignRealTimeBiddingSettingOptI n column for table DynamicSearchAdsSearchTermView
CampaignResourceName	<i>Stri ng</i>	CampaignResourceName column for table DynamicSearchAdsSearchTermView
CampaignSelectiveOptimizationConversionActions	<i>Stri ng</i>	CampaignSelectiveOptimizationConve rsionActions column for table DynamicSearchAdsSearchTermView
CampaignServingStatus	<i>Stri ng</i>	CampaignServingStatus column for table DynamicSearchAdsSearchTermView
CampaignShoppingSettingCampaignPriority	<i>Int</i>	CampaignShoppingSettingCampaignP riority column for table DynamicSearchAdsSearchTermView
CampaignShoppingSettingEnableLocal	<i>Bo ol</i>	CampaignShoppingSettingEnableLoca l column for table DynamicSearchAdsSearchTermView
CampaignShoppingSettingMerchantId	<i>Lon g</i>	CampaignShoppingSettingMerchantId column for table DynamicSearchAdsSearchTermView
CampaignShoppingSettingSalesCountry	<i>Stri ng</i>	CampaignShoppingSettingSalesCount ry column for table DynamicSearchAdsSearchTermView
CampaignStartDate	<i>Dat e</i>	CampaignStartDate column for table DynamicSearchAdsSearchTermView



CampaignStatus	String	CampaignStatus column for table DynamicSearchAdsSearchTermView
CampaignTargetCpaCpcBidCeilingMicros	Long	CampaignTargetCpaCpcBidCeilingMicros column for table DynamicSearchAdsSearchTermView
CampaignTargetCpaCpcBidFloorMicros	Long	CampaignTargetCpaCpcBidFloorMicros column for table DynamicSearchAdsSearchTermView
CampaignTargetCpaTargetCpaMicros	Long	CampaignTargetCpaTargetCpaMicros column for table DynamicSearchAdsSearchTermView
CampaignTargetCpm	String	CampaignTargetCpm column for table DynamicSearchAdsSearchTermView
CampaignTargetImpressionShareCpcBidCeilingMicros	Long	CampaignTargetImpressionShareCpcBidCeilingMicros column for table DynamicSearchAdsSearchTermView
CampaignTargetImpressionShareLocation	String	CampaignTargetImpressionShareLocation column for table DynamicSearchAdsSearchTermView
CampaignTargetImpressionShareLocationFractionMicros	Long	CampaignTargetImpressionShareLocationFractionMicros column for table DynamicSearchAdsSearchTermView
CampaignTargetRoasCpcBidCeilingMicros	Long	CampaignTargetRoasCpcBidCeilingMicros column for table DynamicSearchAdsSearchTermView
CampaignTargetRoasCpcBidFloorMicros	Long	CampaignTargetRoasCpcBidFloorMicros column for table DynamicSearchAdsSearchTermView
CampaignTargetRoasTargetRoas	Double	CampaignTargetRoasTargetRoas column for table

	<i>e</i>	DynamicSearchAdsSearchTermView
CampaignTargetSpendCpcBidCeilingMicros	<i>Long</i>	CampaignTargetSpendCpcBidCeilingMicros column for table DynamicSearchAdsSearchTermView
CampaignTargetSpendTargetSpendMicros	<i>Long</i>	CampaignTargetSpendTargetSpendMicros column for table DynamicSearchAdsSearchTermView
CampaignTargetingSettingTargetRestrictions	<i>String</i>	CampaignTargetingSettingTargetRestrictions column for table DynamicSearchAdsSearchTermView
CampaignTrackingSettingTrackingUrl	<i>String</i>	CampaignTrackingSettingTrackingUrl column for table DynamicSearchAdsSearchTermView
CampaignTrackingUrlTemplate	<i>String</i>	CampaignTrackingUrlTemplate column for table DynamicSearchAdsSearchTermView
CampaignUrlCustomParameters	<i>String</i>	CampaignUrlCustomParameters column for table DynamicSearchAdsSearchTermView
CampaignVanityPharmaVanityPharmaDisplayUrlMode	<i>String</i>	CampaignVanityPharmaVanityPharmaDisplayUrlMode column for table DynamicSearchAdsSearchTermView
CampaignVanityPharmaVanityPharmaText	<i>String</i>	CampaignVanityPharmaVanityPharmaText column for table DynamicSearchAdsSearchTermView
CampaignVideoBrandSafetySuitability	<i>String</i>	CampaignVideoBrandSafetySuitability column for table DynamicSearchAdsSearchTermView
CustomerAutoTaggingEnabled	<i>Boolean</i>	CustomerAutoTaggingEnabled column for table

		DynamicSearchAdsSearchTermView
CustomerCallReportingSettingCallConversionAction	String	CustomerCallReportingSettingCallConversionAction column for table DynamicSearchAdsSearchTermView
CustomerCallReportingSettingCallConversionReportingEnabled	Boolean	CustomerCallReportingSettingCallConversionReportingEnabled column for table DynamicSearchAdsSearchTermView
CustomerCallReportingSettingCallReportingEnabled	Boolean	CustomerCallReportingSettingCallReportingEnabled column for table DynamicSearchAdsSearchTermView
CustomerConversionTrackingSettingConversionTrackingId	Long	CustomerConversionTrackingSettingConversionTrackingId column for table DynamicSearchAdsSearchTermView
CustomerConversionTrackingSettingCrossAccountConversionTrackingId	Long	CustomerConversionTrackingSettingCrossAccountConversionTrackingId column for table DynamicSearchAdsSearchTermView
CustomerCurrencyCode	String	CustomerCurrencyCode column for table DynamicSearchAdsSearchTermView
CustomerDescriptiveName	String	CustomerDescriptiveName column for table DynamicSearchAdsSearchTermView
CustomerFinalUrlSuffix	String	CustomerFinalUrlSuffix column for table DynamicSearchAdsSearchTermView
CustomerHasPartnersBadge	Boolean	CustomerHasPartnersBadge column for table DynamicSearchAdsSearchTermView

CustomerId	Long	CustomerId column for table DynamicSearchAdsSearchTermView
CustomerManager	Boolean	CustomerManager column for table DynamicSearchAdsSearchTermView
CustomerPayPerConversionEligibilityFailureReasons	String	CustomerPayPerConversionEligibilityFailureReasons column for table DynamicSearchAdsSearchTermView
CustomerRemarketingSettingGoogleGlobalSiteTag	String	CustomerRemarketingSettingGoogleGlobalSiteTag column for table DynamicSearchAdsSearchTermView
CustomerResourceName	String	CustomerResourceName column for table DynamicSearchAdsSearchTermView
CustomerTestAccount	Boolean	CustomerTestAccount column for table DynamicSearchAdsSearchTermView
CustomerTimeZone	String	CustomerTimeZone column for table DynamicSearchAdsSearchTermView
CustomerTrackingUrlTemplate	String	CustomerTrackingUrlTemplate column for table DynamicSearchAdsSearchTermView
AllConversions	Double	AllConversions column for table DynamicSearchAdsSearchTermView
AllConversionsFromInteractionsRate	Double	AllConversionsFromInteractionsRate column for table DynamicSearchAdsSearchTermView
AllConversionsValue	Double	AllConversionsValue column for table DynamicSearchAdsSearchTermView

AverageCpc	<i>Double</i>	AverageCpc column for table DynamicSearchAdsSearchTermView
AverageCpm	<i>Double</i>	AverageCpm column for table DynamicSearchAdsSearchTermView
Clicks	<i>Long</i>	Clicks column for table DynamicSearchAdsSearchTermView
Conversions	<i>Double</i>	Conversions column for table DynamicSearchAdsSearchTermView
ConversionsFromInteractionsRate	<i>Double</i>	ConversionsFromInteractionsRate column for table DynamicSearchAdsSearchTermView
ConversionsValue	<i>Double</i>	ConversionsValue column for table DynamicSearchAdsSearchTermView
CostMicros	<i>Long</i>	CostMicros column for table DynamicSearchAdsSearchTermView
CostPerAllConversions	<i>Double</i>	CostPerAllConversions column for table DynamicSearchAdsSearchTermView
CostPerConversion	<i>Double</i>	CostPerConversion column for table DynamicSearchAdsSearchTermView
CrossDeviceConversions	<i>Double</i>	CrossDeviceConversions column for table DynamicSearchAdsSearchTermView
Ctr	<i>Double</i>	Ctr column for table DynamicSearchAdsSearchTermView

	<i>e</i>	
Impressions	<i>Long</i>	Impressions column for table DynamicSearchAdsSearchTermView
ValuePerAllConversions	<i>Double</i>	ValuePerAllConversions column for table DynamicSearchAdsSearchTermView
ValuePerConversion	<i>Double</i>	ValuePerConversion column for table DynamicSearchAdsSearchTermView
ConversionAction	<i>String</i>	ConversionAction column for table DynamicSearchAdsSearchTermView
ConversionActionCategory	<i>String</i>	ConversionActionCategory column for table DynamicSearchAdsSearchTermView
ConversionActionName	<i>String</i>	ConversionActionName column for table DynamicSearchAdsSearchTermView
Date	<i>Date</i>	Date column for table DynamicSearchAdsSearchTermView
DayOfWeek	<i>String</i>	DayOfWeek column for table DynamicSearchAdsSearchTermView
ExternalConversionSource	<i>String</i>	ExternalConversionSource column for table DynamicSearchAdsSearchTermView
Month	<i>Date</i>	Month column for table DynamicSearchAdsSearchTermView
MonthOfYear	<i>String</i>	MonthOfYear column for table DynamicSearchAdsSearchTermView

Quarter	<i>Date</i>	Quarter column for table DynamicSearchAdsSearchTermView
Webpage	<i>String</i>	Webpage column for table DynamicSearchAdsSearchTermView
Week	<i>Date</i>	Week column for table DynamicSearchAdsSearchTermView
Year	<i>Int</i>	Year column for table DynamicSearchAdsSearchTermView

## ExpandedLandingPageView

The expanded landing page view in the query.

## Table Specific Information

### Select

Google Ads does not allow every column to be selected in a single query as some data will conflict if selected together. Therefore, when issuing a query that selects all columns, only the default metrics, segments, and attributes will be returned. In general, these defaults are the same fields that are exposed through the Ads console.

To use the nondefault fields, explicitly select them in your query.

Filters can also be used in the WHERE clause. The supported operators are the =, !=, >, >=, <, <=, LIKE, NOT LIKE, IN, and NOT IN operators. All filters must be joined by the AND keyword as OR is not supported by the Ads API.

## Columns

Name	Type	Description
------	------	-------------

	pe	
CustomerAutoTaggingEnabled	Bo ol	CustomerAutoTaggingEnabled column for table ExpandedLandingPageView
CustomerCallReportingSettingCallConversionAction	Stri ng	CustomerCallReportingSettingCallConversionAction column for table ExpandedLandingPageView
CustomerCallReportingSettingCallConversionReportingEnabled	Bo ol	CustomerCallReportingSettingCallConversionReportingEnabled column for table ExpandedLandingPageView
CustomerCallReportingSettingCallReportingEnabled	Bo ol	CustomerCallReportingSettingCallReportingEnabled column for table ExpandedLandingPageView
CustomerConversionTrackingSettingConversionTrackingId	Lon g	CustomerConversionTrackingSettingConversionTrackingId column for table ExpandedLandingPageView
CustomerConversionTrackingSettingCrossAccountConversionTrackingId	Lon g	CustomerConversionTrackingSettingCrossAccountConversionTrackingId column for table ExpandedLandingPageView
CustomerCurrencyCode	Stri ng	CustomerCurrencyCode column for table ExpandedLandingPageView
CustomerDescriptiveName	Stri ng	CustomerDescriptiveName column for table ExpandedLandingPageView
CustomerFinalUrlSuffix	Stri ng	CustomerFinalUrlSuffix column for table ExpandedLandingPageView
CustomerHasPartnersBadge	Bo ol	CustomerHasPartnersBadge column for table ExpandedLandingPageView
CustomerId	Lon g	CustomerId column for table ExpandedLandingPageView



CustomerManager	Bo ol	CustomerManager column for table ExpandedLandingPageView
CustomerPayPerConversionEligibilityFailureReasons	Stri ng	CustomerPayPerConversionEligibilityFailureReasons column for table ExpandedLandingPageView
CustomerRemarketingSettingGoogleGlobalSiteTag	Stri ng	CustomerRemarketingSettingGoogleGlobalSiteTag column for table ExpandedLandingPageView
CustomerResourceName	Stri ng	CustomerResourceName column for table ExpandedLandingPageView
CustomerTestAccount	Bo ol	CustomerTestAccount column for table ExpandedLandingPageView
CustomerTimeZone	Stri ng	CustomerTimeZone column for table ExpandedLandingPageView
CustomerTrackingUrlTemplate	Stri ng	CustomerTrackingUrlTemplate column for table ExpandedLandingPageView
ActiveViewCpm	Do ubl e	ActiveViewCpm column for table ExpandedLandingPageView
ActiveViewCtr	Do ubl e	ActiveViewCtr column for table ExpandedLandingPageView
ActiveViewImpressions	Lon g	ActiveViewImpressions column for table ExpandedLandingPageView
ActiveViewMeasurability	Do ubl e	ActiveViewMeasurability column for table ExpandedLandingPageView
ActiveViewMeasurableCostMicros	Lon	ActiveViewMeasurableCostMicros

	<i>g</i>	column for table ExpandedLandingPageView
ActiveViewMeasurableImpressions	<i>Long</i>	ActiveViewMeasurableImpressions column for table ExpandedLandingPageView
ActiveViewViewability	<i>Double</i>	ActiveViewViewability column for table ExpandedLandingPageView
AllConversions	<i>Double</i>	AllConversions column for table ExpandedLandingPageView
AllConversionsFromInteractionsRate	<i>Double</i>	AllConversionsFromInteractionsRate column for table ExpandedLandingPageView
AllConversionsFromInteractionsValuePerInteraction	<i>Double</i>	AllConversionsFromInteractionsValueP erInteraction column for table ExpandedLandingPageView
AllConversionsValue	<i>Double</i>	AllConversionsValue column for table ExpandedLandingPageView
AllConversionsValuePerCost	<i>Double</i>	AllConversionsValuePerCost column for table ExpandedLandingPageView
AverageCost	<i>Double</i>	AverageCost column for table ExpandedLandingPageView
AverageCpc	<i>Double</i>	AverageCpc column for table ExpandedLandingPageView
AverageCpe	<i>Do</i>	AverageCpe column for table

	<i>Double</i>	ExpandedLandingPageView
AverageCpm	<i>Double</i>	AverageCpm column for table ExpandedLandingPageView
AverageCpv	<i>Double</i>	AverageCpv column for table ExpandedLandingPageView
Clicks	<i>Long</i>	Clicks column for table ExpandedLandingPageView
Conversions	<i>Double</i>	Conversions column for table ExpandedLandingPageView
ConversionsFromInteractionsRate	<i>Double</i>	ConversionsFromInteractionsRate column for table ExpandedLandingPageView
ConversionsFromInteractionsValuePerInteraction	<i>Double</i>	ConversionsFromInteractionsValuePerInteraction column for table ExpandedLandingPageView
ConversionsValue	<i>Double</i>	ConversionsValue column for table ExpandedLandingPageView
ConversionsValuePerCost	<i>Double</i>	ConversionsValuePerCost column for table ExpandedLandingPageView
CostMicros	<i>Long</i>	CostMicros column for table ExpandedLandingPageView
CostPerAllConversions	<i>Double</i>	CostPerAllConversions column for table ExpandedLandingPageView

CostPerConversion	<i>Double</i>	CostPerConversion column for table ExpandedLandingPageView
CrossDeviceConversions	<i>Double</i>	CrossDeviceConversions column for table ExpandedLandingPageView
Ctr	<i>Double</i>	Ctr column for table ExpandedLandingPageView
EngagementRate	<i>Double</i>	EngagementRate column for table ExpandedLandingPageView
Engagements	<i>Long</i>	Engagements column for table ExpandedLandingPageView
Impressions	<i>Long</i>	Impressions column for table ExpandedLandingPageView
InteractionEventTypes	<i>String</i>	InteractionEventTypes column for table ExpandedLandingPageView
InteractionRate	<i>Double</i>	InteractionRate column for table ExpandedLandingPageView
Interactions	<i>Long</i>	Interactions column for table ExpandedLandingPageView
MobileFriendlyClicksPercentage	<i>Double</i>	MobileFriendlyClicksPercentage column for table ExpandedLandingPageView
SpeedScore	<i>Long</i>	SpeedScore column for table ExpandedLandingPageView
ValidAcceleratedMobilePagesClicksPercentage	<i>Double</i>	ValidAcceleratedMobilePagesClicksPer

	<i>ub le</i>	centage column for table ExpandedLandingPageView
ValuePerAllConversions	<i>Do ub le</i>	ValuePerAllConversions column for table ExpandedLandingPageView
ValuePerConversion	<i>Do ub le</i>	ValuePerConversion column for table ExpandedLandingPageView
VideoViewRate	<i>Do ub le</i>	VideoViewRate column for table ExpandedLandingPageView
VideoViews	<i>Lon g</i>	VideoViews column for table ExpandedLandingPageView
AdNetworkType	<i>Stri ng</i>	AdNetworkType column for table ExpandedLandingPageView
ClickType	<i>Stri ng</i>	ClickType column for table ExpandedLandingPageView
ConversionAction	<i>Stri ng</i>	ConversionAction column for table ExpandedLandingPageView
ConversionActionCategory	<i>Stri ng</i>	ConversionActionCategory column for table ExpandedLandingPageView
ConversionActionName	<i>Stri ng</i>	ConversionActionName column for table ExpandedLandingPageView
Date	<i>Dat e</i>	Date column for table ExpandedLandingPageView
DayOfWeek	<i>Stri ng</i>	DayOfWeek column for table ExpandedLandingPageView
Device	<i>Stri</i>	Device column for table

	<i>ng</i>	ExpandedLandingPageView
ExternalConversionSource	<i>String</i>	ExternalConversionSource column for table ExpandedLandingPageView
Month	<i>Date</i>	Month column for table ExpandedLandingPageView
MonthOfYear	<i>String</i>	MonthOfYear column for table ExpandedLandingPageView
Quarter	<i>Date</i>	Quarter column for table ExpandedLandingPageView
Slot	<i>String</i>	Slot column for table ExpandedLandingPageView
Week	<i>Date</i>	Week column for table ExpandedLandingPageView
Year	<i>Int</i>	Year column for table ExpandedLandingPageView

## ExtensionFeedItem

The extension feed item in the query.

## Table Specific Information

### Select

Google Ads does not allow every column to be selected in a single query as some data will conflict if selected together. Therefore, when issuing a query that selects all columns, only the default metrics, segments, and attributes will be returned. In general, these defaults are the same fields that are exposed through the Ads console.

To use the nondefault fields, explicitly select them in your query.

Filters can also be used in the WHERE clause. The supported operators are the =, !=, >, >=, <, <=, LIKE, NOT LIKE, IN, and NOT IN operators. All filters must be joined by the AND keyword as OR is not supported by the Ads API.

## Columns

Name	Type	Description
CustomerAutoTaggingEnabled	Boolean	CustomerAutoTaggingEnabled column for table ExtensionFeedItem
CustomerCallReportingSettingCallConversionAction	String	CustomerCallReportingSettingCallConversionAction column for table ExtensionFeedItem
CustomerCallReportingSettingCallConversionReportingEnabled	Boolean	CustomerCallReportingSettingCallConversionReportingEnabled column for table ExtensionFeedItem
CustomerCallReportingSettingCallReportingEnabled	Boolean	CustomerCallReportingSettingCallReportingEnabled column for table ExtensionFeedItem
CustomerConversionTrackingSettingConversionTrackingId	String	CustomerConversionTrackingSettingConversionTrackingId column for table ExtensionFeedItem
CustomerConversionTrackingSettingCrossAccountConversionTrackingId	String	CustomerConversionTrackingSettingCrossAccountConversionTrackingId column for table ExtensionFeedItem
CustomerCurrencyCode	String	CustomerCurrencyCode column for table ExtensionFeedItem
CustomerDescriptiveName	String	CustomerDescriptiveName column for table ExtensionFeedItem

CustomerFinalUrlSuffix	<i>String</i>	CustomerFinalUrlSuffix column for table ExtensionFeedItem
CustomerHasPartnersBadge	<i>Boolean</i>	CustomerHasPartnersBadge column for table ExtensionFeedItem
CustomerId	<i>Long</i>	CustomerId column for table ExtensionFeedItem
CustomerManager	<i>Boolean</i>	CustomerManager column for table ExtensionFeedItem
CustomerPayPerConversionEligibilityFailureReasons	<i>String</i>	CustomerPayPerConversionEligibilityFailureReasons column for table ExtensionFeedItem
CustomerRemarketingSettingGoogleGlobalSiteTag	<i>String</i>	CustomerRemarketingSettingGoogleGlobalSiteTag column for table ExtensionFeedItem
CustomerResourceName	<i>String</i>	CustomerResourceName column for table ExtensionFeedItem
CustomerTestAccount	<i>Boolean</i>	CustomerTestAccount column for table ExtensionFeedItem
CustomerTimeZone	<i>String</i>	CustomerTimeZone column for table ExtensionFeedItem
CustomerTrackingUrlTemplate	<i>String</i>	CustomerTrackingUrlTemplate column for table ExtensionFeedItem
AbsoluteTopImpressionPercentage	<i>Double</i>	AbsoluteTopImpressionPercentage column for table ExtensionFeedItem
AllConversions	<i>Double</i>	AllConversions column for table ExtensionFeedItem



AllConversionsFromClickToCall	<i>Do uble</i>	AllConversionsFromClickToCall column for table ExtensionFeedItem
AllConversionsFromDirections	<i>Do uble</i>	AllConversionsFromDirections column for table ExtensionFeedItem
AllConversionsFromInteractionsRate	<i>Do uble</i>	AllConversionsFromInteractionsRate column for table ExtensionFeedItem
AllConversionsFromMenu	<i>Do uble</i>	AllConversionsFromMenu column for table ExtensionFeedItem
AllConversionsFromOrder	<i>Do uble</i>	AllConversionsFromOrder column for table ExtensionFeedItem
AllConversionsFromOtherEngagement	<i>Do uble</i>	AllConversionsFromOtherEngagement column for table ExtensionFeedItem
AllConversionsFromStoreVisit	<i>Do uble</i>	AllConversionsFromStoreVisit column for table ExtensionFeedItem
AllConversionsFromStoreWebsite	<i>Do uble</i>	AllConversionsFromStoreWebsite column for table ExtensionFeedItem
AllConversionsValue	<i>Do uble</i>	AllConversionsValue column for table ExtensionFeedItem
AverageCpc	<i>Do uble</i>	AverageCpc column for table ExtensionFeedItem

AverageCpm	<i>Double</i>	AverageCpm column for table ExtensionFeedItem
AverageCpv	<i>Double</i>	AverageCpv column for table ExtensionFeedItem
Clicks	<i>Long</i>	Clicks column for table ExtensionFeedItem
Conversions	<i>Double</i>	Conversions column for table ExtensionFeedItem
ConversionsFromInteractionsRate	<i>Double</i>	ConversionsFromInteractionsRate column for table ExtensionFeedItem
ConversionsValue	<i>Double</i>	ConversionsValue column for table ExtensionFeedItem
CostMicros	<i>Long</i>	CostMicros column for table ExtensionFeedItem
CostPerAllConversions	<i>Double</i>	CostPerAllConversions column for table ExtensionFeedItem
CostPerConversion	<i>Double</i>	CostPerConversion column for table ExtensionFeedItem
CrossDeviceConversions	<i>Double</i>	CrossDeviceConversions column for table ExtensionFeedItem
Ctr	<i>Double</i>	Ctr column for table ExtensionFeedItem

	<i>e</i>	
Impressions	<i>Long</i>	Impressions column for table ExtensionFeedItem
MessageChatRate	<i>Double</i>	MessageChatRate column for table ExtensionFeedItem
MessageChats	<i>Long</i>	MessageChats column for table ExtensionFeedItem
MessageImpressions	<i>Long</i>	MessageImpressions column for table ExtensionFeedItem
PhoneCalls	<i>Long</i>	PhoneCalls column for table ExtensionFeedItem
PhoneImpressions	<i>Long</i>	PhoneImpressions column for table ExtensionFeedItem
PhoneThroughRate	<i>Double</i>	PhoneThroughRate column for table ExtensionFeedItem
TopImpressionPercentage	<i>Double</i>	TopImpressionPercentage column for table ExtensionFeedItem
ValuePerAllConversions	<i>Double</i>	ValuePerAllConversions column for table ExtensionFeedItem
ValuePerConversion	<i>Double</i>	ValuePerConversion column for table ExtensionFeedItem
VideoViewRate	<i>Double</i>	VideoViewRate column for table ExtensionFeedItem

VideoViews	<i>Long</i>	VideoViews column for table ExtensionFeedItem
AdNetworkType	<i>String</i>	AdNetworkType column for table ExtensionFeedItem
ClickType	<i>String</i>	ClickType column for table ExtensionFeedItem
ConversionAction	<i>String</i>	ConversionAction column for table ExtensionFeedItem
ConversionActionCategory	<i>String</i>	ConversionActionCategory column for table ExtensionFeedItem
ConversionActionName	<i>String</i>	ConversionActionName column for table ExtensionFeedItem
Date	<i>Date</i>	Date column for table ExtensionFeedItem
DayOfWeek	<i>String</i>	DayOfWeek column for table ExtensionFeedItem
Device	<i>String</i>	Device column for table ExtensionFeedItem
ExternalConversionSource	<i>String</i>	ExternalConversionSource column for table ExtensionFeedItem
InteractionOnThisExtension	<i>Boolean</i>	InteractionOnThisExtension column for table ExtensionFeedItem
Month	<i>Date</i>	Month column for table ExtensionFeedItem
MonthOfYear	<i>String</i>	MonthOfYear column for table ExtensionFeedItem
Quarter	<i>Date</i>	Quarter column for table

	<i>e</i>	ExtensionFeedItem
Slot	<i>String</i>	Slot column for table ExtensionFeedItem
Week	<i>Date</i>	Week column for table ExtensionFeedItem
Year	<i>Int</i>	Year column for table ExtensionFeedItem

## Feed

The feed referenced in the query.

## Table Specific Information

### Select

Google Ads does not allow every column to be selected in a single query as some data will conflict if selected together. Therefore, when issuing a query that selects all columns, only the default metrics, segments, and attributes will be returned. In general, these defaults are the same fields that are exposed through the Ads console.

To use the nondefault fields, explicitly select them in your query.

Filters can also be used in the WHERE clause. The supported operators are the =, !=, >, >=, <, <=, LIKE, NOT LIKE, IN, and NOT IN operators. All filters must be joined by the AND keyword as OR is not supported by the Ads API.

## Columns

Name	Type	Description

CustomerId	Long	CustomerId column for table Feed.
FeedAffiliateLocationFeedDataChainIds	Long	FeedAffiliateLocationFeedDataChainIds column for table Feed
FeedAffiliateLocationFeedDataRelationshipType	String	FeedAffiliateLocationFeedDataRelationshipType column for table Feed
FeedAttributes	String	FeedAttributes column for table Feed
FeedId	Long	FeedId column for table Feed
FeedName	String	FeedName column for table Feed
FeedOrigin	String	FeedOrigin column for table Feed
FeedPlacesLocationFeedDataBusinessNameFilter	String	FeedPlacesLocationFeedDataBusinessNameFilter column for table Feed
FeedPlacesLocationFeedDataCategoryFilters	String	FeedPlacesLocationFeedDataCategoryFilters column for table Feed
FeedPlacesLocationFeedDataEmailAddress	String	FeedPlacesLocationFeedDataEmailAddress column for table Feed
FeedPlacesLocationFeedDataLabelFilters	String	FeedPlacesLocationFeedDataLabelFilters column for table Feed
FeedResourceName	String	FeedResourceName column for table Feed
FeedStatus	String	FeedStatus column for table Feed

## Pseudo-Columns

Pseudo column fields are used in the WHERE clause of SELECT statements and offer a more granular control over the tuples that are returned from the data source.

Name	Type	Description
ManagerId	Long	Id of the manager account on behalf of which you are requesting customer data.

## FeedPlaceholderView

The feed placeholder view in the query.

## Table Specific Information

### Select

Google Ads does not allow every column to be selected in a single query as some data will conflict if selected together. Therefore, when issuing a query that selects all columns, only the default metrics, segments, and attributes will be returned. In general, these defaults are the same fields that are exposed through the Ads console.

To use the nondefault fields, explicitly select them in your query.

Filters can also be used in the WHERE clause. The supported operators are the =, !=, >, >=, <, <=, LIKE, NOT LIKE, IN, and NOT IN operators. All filters must be joined by the AND keyword as OR is not supported by the Ads API.

## Columns

Name	Ty	Description
------	----	-------------

	<b>pe</b>	
CustomerAutoTaggingEnabled	<i>Bo ol</i>	CustomerAutoTaggingEnabled column for table FeedPlaceholderView
CustomerCallReportingSettingCallConversionAction	<i>Stri ng</i>	CustomerCallReportingSettingCallConversionAction column for table FeedPlaceholderView
CustomerCallReportingSettingCallConversionReportingEnabled	<i>Bo ol</i>	CustomerCallReportingSettingCallConversionReportingEnabled column for table FeedPlaceholderView
CustomerCallReportingSettingCallReportingEnabled	<i>Bo ol</i>	CustomerCallReportingSettingCallReportingEnabled column for table FeedPlaceholderView
CustomerConversionTrackingSettingConversionTrackingId	<i>Lon g</i>	CustomerConversionTrackingSettingConversionTrackingId column for table FeedPlaceholderView
CustomerConversionTrackingSettingCrossAccountConversionTrackingId	<i>Lon g</i>	CustomerConversionTrackingSettingCrossAccountConversionTrackingId column for table FeedPlaceholderView
CustomerCurrencyCode	<i>Stri ng</i>	CustomerCurrencyCode column for table FeedPlaceholderView
CustomerDescriptiveName	<i>Stri ng</i>	CustomerDescriptiveName column for table FeedPlaceholderView
CustomerFinalUrlSuffix	<i>Stri ng</i>	CustomerFinalUrlSuffix column for table FeedPlaceholderView
CustomerHasPartnersBadge	<i>Bo ol</i>	CustomerHasPartnersBadge column for table FeedPlaceholderView
CustomerId	<i>Lon g</i>	CustomerId column for table FeedPlaceholderView



CustomerManager	<i>Boolean</i>	CustomerManager column for table FeedPlaceholderView
CustomerPayPerConversionEligibilityFailureReasons	<i>String</i>	CustomerPayPerConversionEligibilityFailureReasons column for table FeedPlaceholderView
CustomerRemarketingSettingGoogleGlobalSiteTag	<i>String</i>	CustomerRemarketingSettingGoogleGlobalSiteTag column for table FeedPlaceholderView
CustomerResourceName	<i>String</i>	CustomerResourceName column for table FeedPlaceholderView
CustomerTestAccount	<i>Boolean</i>	CustomerTestAccount column for table FeedPlaceholderView
CustomerTimeZone	<i>String</i>	CustomerTimeZone column for table FeedPlaceholderView
CustomerTrackingUrlTemplate	<i>String</i>	CustomerTrackingUrlTemplate column for table FeedPlaceholderView
AllConversions	<i>Double</i>	AllConversions column for table FeedPlaceholderView
AllConversionsFromInteractionsRate	<i>Double</i>	AllConversionsFromInteractionsRate column for table FeedPlaceholderView
AllConversionsValue	<i>Double</i>	AllConversionsValue column for table FeedPlaceholderView
AverageCost	<i>Double</i>	AverageCost column for table FeedPlaceholderView

AverageCpc	<i>Double</i>	AverageCpc column for table FeedPlaceholderView
AverageCpe	<i>Double</i>	AverageCpe column for table FeedPlaceholderView
AverageCpm	<i>Double</i>	AverageCpm column for table FeedPlaceholderView
AverageCpv	<i>Double</i>	AverageCpv column for table FeedPlaceholderView
Clicks	<i>Long</i>	Clicks column for table FeedPlaceholderView
Conversions	<i>Double</i>	Conversions column for table FeedPlaceholderView
ConversionsFromInteractionsRate	<i>Double</i>	ConversionsFromInteractionsRate column for table FeedPlaceholderView
ConversionsValue	<i>Double</i>	ConversionsValue column for table FeedPlaceholderView
CostMicros	<i>Long</i>	CostMicros column for table FeedPlaceholderView
CostPerAllConversions	<i>Double</i>	CostPerAllConversions column for table FeedPlaceholderView
CostPerConversion	<i>Double</i>	CostPerConversion column for table FeedPlaceholderView

	<i>e</i>	
CrossDeviceConversions	<i>Double</i>	CrossDeviceConversions column for table FeedPlaceholderView
Ctr	<i>Double</i>	Ctr column for table FeedPlaceholderView
EngagementRate	<i>Double</i>	EngagementRate column for table FeedPlaceholderView
Engagements	<i>Long</i>	Engagements column for table FeedPlaceholderView
Impressions	<i>Long</i>	Impressions column for table FeedPlaceholderView
InteractionEventTypes	<i>String</i>	InteractionEventTypes column for table FeedPlaceholderView
InteractionRate	<i>Double</i>	InteractionRate column for table FeedPlaceholderView
Interactions	<i>Long</i>	Interactions column for table FeedPlaceholderView
ValuePerAllConversions	<i>Double</i>	ValuePerAllConversions column for table FeedPlaceholderView
ValuePerConversion	<i>Double</i>	ValuePerConversion column for table FeedPlaceholderView
VideoViewRate	<i>Double</i>	VideoViewRate column for table FeedPlaceholderView

	<i>e</i>	
VideoViews	<i>Long</i>	VideoViews column for table FeedPlaceholderView
ViewThroughConversions	<i>Long</i>	ViewThroughConversions column for table FeedPlaceholderView
AdNetworkType	<i>String</i>	AdNetworkType column for table FeedPlaceholderView
ClickType	<i>String</i>	ClickType column for table FeedPlaceholderView
ConversionAction	<i>String</i>	ConversionAction column for table FeedPlaceholderView
ConversionActionCategory	<i>String</i>	ConversionActionCategory column for table FeedPlaceholderView
ConversionActionName	<i>String</i>	ConversionActionName column for table FeedPlaceholderView
Date	<i>Date</i>	Date column for table FeedPlaceholderView
DayOfWeek	<i>String</i>	DayOfWeek column for table FeedPlaceholderView
Device	<i>String</i>	Device column for table FeedPlaceholderView
ExternalConversionSource	<i>String</i>	ExternalConversionSource column for table FeedPlaceholderView
Month	<i>Date</i>	Month column for table FeedPlaceholderView
MonthOfYear	<i>String</i>	MonthOfYear column for table FeedPlaceholderView

Quarter	<i>Date</i>	Quarter column for table FeedPlaceholderView
Slot	<i>String</i>	Slot column for table FeedPlaceholderView
Week	<i>Date</i>	Week column for table FeedPlaceholderView
Year	<i>Int</i>	Year column for table FeedPlaceholderView

## GenderView

The gender view in the query.

## Table Specific Information

### Select

Google Ads does not allow every column to be selected in a single query as some data will conflict if selected together. Therefore, when issuing a query that selects all columns, only the default metrics, segments, and attributes will be returned. In general, these defaults are the same fields that are exposed through the Ads console.

To use the nondefault fields, explicitly select them in your query.

Filters can also be used in the WHERE clause. The supported operators are the =, !=, >, >=, <, <=, LIKE, NOT LIKE, IN, and NOT IN operators. All filters must be joined by the AND keyword as OR is not supported by the Ads API.

## Columns

Name	Type	Description
------	------	-------------

	<b>pe</b>	
AdGroupAdRotationMode	<i>String</i>	AdGroupAdRotationMode column for table GenderView
AdGroupBaseAdGroup	<i>String</i>	AdGroupBaseAdGroup column for table GenderView
AdGroupCampaign	<i>String</i>	AdGroupCampaign column for table GenderView
AdGroupCpcBidMicros	<i>Long</i>	AdGroupCpcBidMicros column for table GenderView
AdGroupCpmBidMicros	<i>Long</i>	AdGroupCpmBidMicros column for table GenderView
AdGroupCpvBidMicros	<i>Long</i>	AdGroupCpvBidMicros column for table GenderView
AdGroupDisplayCustomBidDimension	<i>String</i>	AdGroupDisplayCustomBidDimension column for table GenderView
AdGroupEffectiveTargetCpaMicros	<i>Long</i>	AdGroupEffectiveTargetCpaMicros column for table GenderView
AdGroupEffectiveTargetCpaSource	<i>String</i>	AdGroupEffectiveTargetCpaSource column for table GenderView
AdGroupEffectiveTargetRoas	<i>Double</i>	AdGroupEffectiveTargetRoas column for table GenderView
AdGroupEffectiveTargetRoasSource	<i>String</i>	AdGroupEffectiveTargetRoasSource column for table GenderView
AdGroupExplorerAutoOptimizerSettingOptIn	<i>Boolean</i>	AdGroupExplorerAutoOptimizerSettingOptIn column for table GenderView
AdGroupFinalUrlSuffix	<i>String</i>	AdGroupFinalUrlSuffix column for table

	<i>ing</i>	GenderView
AdGroupId	<i>Long</i>	AdGroupId column for table GenderView
AdGroupLabels	<i>String</i>	AdGroupLabels column for table GenderView
AdGroupName	<i>String</i>	AdGroupName column for table GenderView
AdGroupPercentCpcBidMicros	<i>Long</i>	AdGroupPercentCpcBidMicros column for table GenderView
AdGroupResourceName	<i>String</i>	AdGroupResourceName column for table GenderView
AdGroupStatus	<i>String</i>	AdGroupStatus column for table GenderView
AdGroupTargetCpaMicros	<i>Long</i>	AdGroupTargetCpaMicros column for table GenderView
AdGroupTargetCpmMicros	<i>Long</i>	AdGroupTargetCpmMicros column for table GenderView
AdGroupTargetRoas	<i>Double</i>	AdGroupTargetRoas column for table GenderView
AdGroupTargetingSettingTargetRestrictions	<i>String</i>	AdGroupTargetingSettingTargetRestrictions column for table GenderView
AdGroupTrackingUrlTemplate	<i>String</i>	AdGroupTrackingUrlTemplate column for table GenderView
AdGroupType	<i>String</i>	AdGroupType column for table GenderView
AdGroupUrlCustomParameters	<i>String</i>	AdGroupUrlCustomParameters column

	<i>ing</i>	for table GenderView
AdGroupCriterionAdGroup	<i>String</i>	AdGroupCriterionAdGroup column for table GenderView
AdGroupCriterionAgeRangeType	<i>String</i>	AdGroupCriterionAgeRangeType column for table GenderView
AdGroupCriterionAppPaymentModelType	<i>String</i>	AdGroupCriterionAppPaymentModelType column for table GenderView
AdGroupCriterionApprovalStatus	<i>String</i>	AdGroupCriterionApprovalStatus column for table GenderView
AdGroupCriterionBidModifier	<i>Double</i>	AdGroupCriterionBidModifier column for table GenderView
AdGroupCriterionCpcBidMicros	<i>Long</i>	AdGroupCriterionCpcBidMicros column for table GenderView
AdGroupCriterionCpmBidMicros	<i>Long</i>	AdGroupCriterionCpmBidMicros column for table GenderView
AdGroupCriterionCpvBidMicros	<i>Long</i>	AdGroupCriterionCpvBidMicros column for table GenderView
AdGroupCriterionCriterionId	<i>Long</i>	AdGroupCriterionCriterionId column for table GenderView
AdGroupCriterionCustomAffinityCustomAffinity	<i>String</i>	AdGroupCriterionCustomAffinityCustomAffinity column for table GenderView
AdGroupCriterionCustomIntentCustomIntent	<i>String</i>	AdGroupCriterionCustomIntentCustomIntent column for table GenderView
AdGroupCriterionEffectiveCpcBidMicros	<i>Long</i>	AdGroupCriterionEffectiveCpcBidMicros column for table GenderView
AdGroupCriterionEffectiveCpcBidSource	<i>String</i>	AdGroupCriterionEffectiveCpcBidSource



	<i>ing</i>	e column for table GenderView
AdGroupCriterionEffectiveCpmBidMicros	<i>Long</i>	AdGroupCriterionEffectiveCpmBidMicros column for table GenderView
AdGroupCriterionEffectiveCpmBidSource	<i>String</i>	AdGroupCriterionEffectiveCpmBidSource column for table GenderView
AdGroupCriterionEffectiveCpvBidMicros	<i>Long</i>	AdGroupCriterionEffectiveCpvBidMicros column for table GenderView
AdGroupCriterionEffectiveCpvBidSource	<i>String</i>	AdGroupCriterionEffectiveCpvBidSource column for table GenderView
AdGroupCriterionEffectivePercentCpcBidMicros	<i>Long</i>	AdGroupCriterionEffectivePercentCpcBidMicros column for table GenderView
AdGroupCriterionEffectivePercentCpcBidSource	<i>String</i>	AdGroupCriterionEffectivePercentCpcBidSource column for table GenderView
AdGroupCriterionFinalMobileUrls	<i>String</i>	AdGroupCriterionFinalMobileUrls column for table GenderView
AdGroupCriterionFinalUrlSuffix	<i>String</i>	AdGroupCriterionFinalUrlSuffix column for table GenderView
AdGroupCriterionFinalUrls	<i>String</i>	AdGroupCriterionFinalUrls column for table GenderView
AdGroupCriterionGenderType	<i>String</i>	AdGroupCriterionGenderType column for table GenderView
AdGroupCriterionIncomeRangeType	<i>String</i>	AdGroupCriterionIncomeRangeType column for table GenderView
AdGroupCriterionKeywordMatchType	<i>String</i>	AdGroupCriterionKeywordMatchType column for table GenderView
AdGroupCriterionKeywordText	<i>String</i>	AdGroupCriterionKeywordText column for table GenderView

AdGroupCriterionListingGroupCaseValueHotelCityCityCriterion	AdGroupCriterionListingGroupCaseValueHotelCityCityCriterion column for table GenderView
AdGroupCriterionListingGroupCaseValueHotelClassValue	AdGroupCriterionListingGroupCaseValueHotelClassValue column for table GenderView
AdGroupCriterionListingGroupCaseValueHotelCountryRegionCountryRegionCriterion	AdGroupCriterionListingGroupCaseValueHotelCountryRegionCountryRegionCriterion column for table GenderView
AdGroupCriterionListingGroupCaseValueHotelIdValue	AdGroupCriterionListingGroupCaseValueHotelIdValue column for table GenderView
AdGroupCriterionListingGroupCaseValueHotelStateStateCriterion	AdGroupCriterionListingGroupCaseValueHotelStateStateCriterion column for table GenderView
AdGroupCriterionListingGroupCaseValueProductBrandValue	AdGroupCriterionListingGroupCaseValueProductBrandValue column for table GenderView
AdGroupCriterionListingGroupCaseValueProductCustomAttributeIndex	AdGroupCriterionListingGroupCaseValueProductCustomAttributeIndex column for table GenderView
AdGroupCriterionListingGroupCaseValueProductCustomAttributeValue	AdGroupCriterionListingGroupCaseValueProductCustomAttributeValue column for table GenderView
AdGroupCriterionListingGroupCaseValueProductBiddingCategoryCountryCode	AdGroupCriterionListingGroupCaseValueProductBiddingCategoryCountryCode column for table GenderView
AdGroupCriterionListingGroupCaseValueProductBiddingCategoryId	AdGroupCriterionListingGroupCaseValueProductBiddingCategoryId column for table GenderView

AdGroupCriterionListingGroupCaseValueProductBiddingCategoryLevel	String	AdGroupCriterionListingGroupCaseValueProductBiddingCategoryLevel column for table GenderView
AdGroupCriterionListingGroupCaseValueProductChannelChannel	String	AdGroupCriterionListingGroupCaseValueProductChannelChannel column for table GenderView
AdGroupCriterionListingGroupCaseValueProductChannelExclusivityChannelExclusivity	String	AdGroupCriterionListingGroupCaseValueProductChannelExclusivityChannelExclusivity column for table GenderView
AdGroupCriterionListingGroupCaseValueProductConditionCondition	String	AdGroupCriterionListingGroupCaseValueProductConditionCondition column for table GenderView
AdGroupCriterionListingGroupCaseValueProductItemIdValue	String	AdGroupCriterionListingGroupCaseValueProductItemIdValue column for table GenderView
AdGroupCriterionListingGroupCaseValueProductTypeLevel	String	AdGroupCriterionListingGroupCaseValueProductTypeLevel column for table GenderView
AdGroupCriterionListingGroupCaseValueProductTypeValue	String	AdGroupCriterionListingGroupCaseValueProductTypeValue column for table GenderView
AdGroupCriterionListingGroupParentAdGroupCriterion	String	AdGroupCriterionListingGroupParentAdGroupCriterion column for table GenderView
AdGroupCriterionListingGroupType	String	AdGroupCriterionListingGroupType column for table GenderView
AdGroupCriterionMobileAppCategoryMobileAppCategoryConstant	String	AdGroupCriterionMobileAppCategoryMobileAppCategoryConstant column for table GenderView
AdGroupCriterionMobileApplicationAppId	String	AdGroupCriterionMobileApplicationApp

	<i>ing</i>	Id column for table GenderView
AdGroupCriterionMobileApplicationName	<i>String</i>	AdGroupCriterionMobileApplicationName column for table GenderView
AdGroupCriterionNegative	<i>Boolean</i>	AdGroupCriterionNegative column for table GenderView
AdGroupCriterionParentalStatusType	<i>String</i>	AdGroupCriterionParentalStatusType column for table GenderView
AdGroupCriterionPercentCpcBidMicros	<i>Long</i>	AdGroupCriterionPercentCpcBidMicros column for table GenderView
AdGroupCriterionPlacementUrl	<i>String</i>	AdGroupCriterionPlacementUrl column for table GenderView
AdGroupCriterionPositionEstimatesEstimatedAddClicksAtFirstPositionCpc	<i>Long</i>	AdGroupCriterionPositionEstimatesEstimatedAddClicksAtFirstPositionCpc column for table GenderView
AdGroupCriterionPositionEstimatesEstimatedAddCostAtFirstPositionCpc	<i>Long</i>	AdGroupCriterionPositionEstimatesEstimatedAddCostAtFirstPositionCpc column for table GenderView
AdGroupCriterionPositionEstimatesFirstPageCpcMicros	<i>Long</i>	AdGroupCriterionPositionEstimatesFirstPageCpcMicros column for table GenderView
AdGroupCriterionPositionEstimatesFirstPositionCpcMicros	<i>Long</i>	AdGroupCriterionPositionEstimatesFirstPositionCpcMicros column for table GenderView
AdGroupCriterionPositionEstimatesTopOfPageCpcMicros	<i>Long</i>	AdGroupCriterionPositionEstimatesTopOfPageCpcMicros column for table GenderView
AdGroupCriterionQualityInfoCreativeQualityScore	<i>String</i>	AdGroupCriterionQualityInfoCreativeQualityScore column for table GenderView

AdGroupCriterionQualityInfoPostClickQualityScore	String	AdGroupCriterionQualityInfoPostClickQualityScore column for table GenderView
AdGroupCriterionQualityInfoQualityScore	Int	AdGroupCriterionQualityInfoQualityScore column for table GenderView
AdGroupCriterionQualityInfoSearchPredictedCtr	String	AdGroupCriterionQualityInfoSearchPredictedCtr column for table GenderView
AdGroupCriterionResourceName	String	AdGroupCriterionResourceName column for table GenderView
AdGroupCriterionStatus	String	AdGroupCriterionStatus column for table GenderView
AdGroupCriterionSystemServingStatus	String	AdGroupCriterionSystemServingStatus column for table GenderView
AdGroupCriterionTopicPath	String	AdGroupCriterionTopicPath column for table GenderView
AdGroupCriterionTopicTopicConstant	String	AdGroupCriterionTopicTopicConstant column for table GenderView
AdGroupCriterionTrackingUrlTemplate	String	AdGroupCriterionTrackingUrlTemplate column for table GenderView
AdGroupCriterionType	String	AdGroupCriterionType column for table GenderView
AdGroupCriterionUrlCustomParameters	String	AdGroupCriterionUrlCustomParameters column for table GenderView
AdGroupCriterionUserInterestUserInterestCategory	String	AdGroupCriterionUserInterestUserInterestCategory column for table GenderView
AdGroupCriterionUserListUserList	String	AdGroupCriterionUserListUserList

	<i>ing</i>	column for table GenderView
AdGroupCriterionWebpageConditions	<i>String</i>	AdGroupCriterionWebpageConditions column for table GenderView
AdGroupCriterionWebpageCriterionName	<i>String</i>	AdGroupCriterionWebpageCriterionName column for table GenderView
AdGroupCriterionYoutubeChannelChannelId	<i>String</i>	AdGroupCriterionYoutubeChannelChannelId column for table GenderView
AdGroupCriterionYoutubeVideoVideoId	<i>String</i>	AdGroupCriterionYoutubeVideoVideoId column for table GenderView
CampaignAdServingOptimizationStatus	<i>String</i>	CampaignAdServingOptimizationStatus column for table GenderView
CampaignAdvertisingChannelSubType	<i>String</i>	CampaignAdvertisingChannelSubType column for table GenderView
CampaignAdvertisingChannelType	<i>String</i>	CampaignAdvertisingChannelType column for table GenderView
CampaignAppCampaignSettingAppId	<i>String</i>	CampaignAppCampaignSettingAppId column for table GenderView
CampaignAppCampaignSettingAppStore	<i>String</i>	CampaignAppCampaignSettingAppStore column for table GenderView
CampaignAppCampaignSettingBiddingStrategyGoalType	<i>String</i>	CampaignAppCampaignSettingBiddingStrategyGoalType column for table GenderView
CampaignBaseCampaign	<i>String</i>	CampaignBaseCampaign column for table GenderView
CampaignBiddingStrategy	<i>String</i>	CampaignBiddingStrategy column for table GenderView
CampaignBiddingStrategyType	<i>String</i>	CampaignBiddingStrategyType column

	<i>ing</i>	for table GenderView
CampaignCampaignBudget	<i>String</i>	CampaignCampaignBudget column for table GenderView
CampaignCommissionCommissionRateMicros	<i>Long</i>	CampaignCommissionCommissionRateMicros column for table GenderView
CampaignDynamicSearchAdsSettingDomainName	<i>String</i>	CampaignDynamicSearchAdsSettingDomainName column for table GenderView
CampaignDynamicSearchAdsSettingFeeds	<i>String</i>	CampaignDynamicSearchAdsSettingFeeds column for table GenderView
CampaignDynamicSearchAdsSettingLanguageCode	<i>String</i>	CampaignDynamicSearchAdsSettingLanguageCode column for table GenderView
CampaignDynamicSearchAdsSettingUseSuppliedUrlsOnly	<i>Boolean</i>	CampaignDynamicSearchAdsSettingUseSuppliedUrlsOnly column for table GenderView
CampaignEndDate	<i>Date</i>	CampaignEndDate column for table GenderView
CampaignExperimentType	<i>String</i>	CampaignExperimentType column for table GenderView
CampaignFinalUrlSuffix	<i>String</i>	CampaignFinalUrlSuffix column for table GenderView
CampaignFrequencyCaps	<i>String</i>	CampaignFrequencyCaps column for table GenderView
CampaignGeoTargetTypeSettingNegativeGeoTargetType	<i>String</i>	CampaignGeoTargetTypeSettingNegativeGeoTargetType column for table GenderView
CampaignGeoTargetTypeSettingPositiveGeoTargetType	<i>String</i>	CampaignGeoTargetTypeSettingPositiveGeoTargetType column for table GenderView

	<i>ing</i>	eGeoTargetType column for table GenderView
CampaignHotelSettingHotelCenterId	<i>Long</i>	CampaignHotelSettingHotelCenterId column for table GenderView
CampaignId	<i>Long</i>	CampaignId column for table GenderView
CampaignLabels	<i>String</i>	CampaignLabels column for table GenderView
CampaignManualCpcEnhancedCpcEnabled	<i>Boolean</i>	CampaignManualCpcEnhancedCpcEnabled column for table GenderView
CampaignManualCpm	<i>String</i>	CampaignManualCpm column for table GenderView
CampaignManualCpv	<i>String</i>	CampaignManualCpv column for table GenderView
CampaignMaximizeConversionValueTargetRoas	<i>Double</i>	CampaignMaximizeConversionValueTargetRoas column for table GenderView
CampaignMaximizeConversions	<i>String</i>	CampaignMaximizeConversions column for table GenderView
CampaignName	<i>String</i>	CampaignName column for table GenderView
CampaignNetworkSettingsTargetContentNetwork	<i>Boolean</i>	CampaignNetworkSettingsTargetContentNetwork column for table GenderView
CampaignNetworkSettingsTargetGoogleSearch	<i>Boolean</i>	CampaignNetworkSettingsTargetGoogleSearch column for table GenderView
CampaignNetworkSettingsTargetPartnerSearchNetwork	<i>Boolean</i>	CampaignNetworkSettingsTargetPartnerSearchNetwork column for table GenderView



GenderView		
CampaignNetworkSettingsTargetSearchNetwork	Boolean	CampaignNetworkSettingsTargetSearchNetwork column for table GenderView
CampaignPaymentMode	String	CampaignPaymentMode column for table GenderView
CampaignPercentCpcCpcBidCeilingMicros	Long	CampaignPercentCpcCpcBidCeilingMicros column for table GenderView
CampaignPercentCpcEnhancedCpcEnabled	Boolean	CampaignPercentCpcEnhancedCpcEnabled column for table GenderView
CampaignRealTimeBiddingSettingOptIn	Boolean	CampaignRealTimeBiddingSettingOptIn column for table GenderView
CampaignResourceName	String	CampaignResourceName column for table GenderView
CampaignSelectiveOptimizationConversionActions	String	CampaignSelectiveOptimizationConversionActions column for table GenderView
CampaignServingStatus	String	CampaignServingStatus column for table GenderView
CampaignShoppingSettingCampaignPriority	Int	CampaignShoppingSettingCampaignPriority column for table GenderView
CampaignShoppingSettingEnableLocal	Boolean	CampaignShoppingSettingEnableLocal column for table GenderView
CampaignShoppingSettingMerchantId	Long	CampaignShoppingSettingMerchantId column for table GenderView
CampaignShoppingSettingSalesCountry	String	CampaignShoppingSettingSalesCountry column for table GenderView

CampaignStartDate	<i>Date</i>	CampaignStartDate column for table GenderView
CampaignStatus	<i>String</i>	CampaignStatus column for table GenderView
CampaignTargetCpaCpcBidCeilingMicros	<i>Long</i>	CampaignTargetCpaCpcBidCeilingMicros column for table GenderView
CampaignTargetCpaCpcBidFloorMicros	<i>Long</i>	CampaignTargetCpaCpcBidFloorMicros column for table GenderView
CampaignTargetCpaTargetCpaMicros	<i>Long</i>	CampaignTargetCpaTargetCpaMicros column for table GenderView
CampaignTargetCpm	<i>String</i>	CampaignTargetCpm column for table GenderView
CampaignTargetImpressionShareCpcBidCeilingMicros	<i>Long</i>	CampaignTargetImpressionShareCpcBidCeilingMicros column for table GenderView
CampaignTargetImpressionShareLocation	<i>String</i>	CampaignTargetImpressionShareLocation column for table GenderView
CampaignTargetImpressionShareLocationFractionMicros	<i>Long</i>	CampaignTargetImpressionShareLocationFractionMicros column for table GenderView
CampaignTargetRoasCpcBidCeilingMicros	<i>Long</i>	CampaignTargetRoasCpcBidCeilingMicros column for table GenderView
CampaignTargetRoasCpcBidFloorMicros	<i>Long</i>	CampaignTargetRoasCpcBidFloorMicros column for table GenderView
CampaignTargetRoasTargetRoas	<i>Double</i>	CampaignTargetRoasTargetRoas column for table GenderView
CampaignTargetSpendCpcBidCeilingMicros	<i>Long</i>	CampaignTargetSpendCpcBidCeilingMicros column for table GenderView

	<i>Long</i>	Cross column for table GenderView
CampaignTargetSpendTargetSpendMicros	<i>Long</i>	CampaignTargetSpendTargetSpendMicros column for table GenderView
CampaignTargetingSettingTargetRestrictions	<i>String</i>	CampaignTargetingSettingTargetRestrictions column for table GenderView
CampaignTrackingSettingTrackingUrl	<i>String</i>	CampaignTrackingSettingTrackingUrl column for table GenderView
CampaignTrackingUrlTemplate	<i>String</i>	CampaignTrackingUrlTemplate column for table GenderView
CampaignUrlCustomParameters	<i>String</i>	CampaignUrlCustomParameters column for table GenderView
CampaignVanityPharmaVanityPharmaDisplayUrlMode	<i>String</i>	CampaignVanityPharmaVanityPharmaDisplayUrlMode column for table GenderView
CampaignVanityPharmaVanityPharmaText	<i>String</i>	CampaignVanityPharmaVanityPharmaText column for table GenderView
CampaignVideoBrandSafetySuitability	<i>String</i>	CampaignVideoBrandSafetySuitability column for table GenderView
CustomerAutoTaggingEnabled	<i>Boolean</i>	CustomerAutoTaggingEnabled column for table GenderView
CustomerCallReportingSettingCallConversionAction	<i>String</i>	CustomerCallReportingSettingCallConversionAction column for table GenderView
CustomerCallReportingSettingCallConversionReportingEnabled	<i>Boolean</i>	CustomerCallReportingSettingCallConversionReportingEnabled column for table GenderView
CustomerCallReportingSettingCallReportingEnabled	<i>Boolean</i>	CustomerCallReportingSettingCallReportingEnabled column for table

GenderView		
CustomerConversionTrackingSettingConversionTrackingId	Long	CustomerConversionTrackingSettingConversionTrackingId column for table GenderView
CustomerConversionTrackingSettingCrossAccountConversionTrackingId	Long	CustomerConversionTrackingSettingCrossAccountConversionTrackingId column for table GenderView
CustomerCurrencyCode	String	CustomerCurrencyCode column for table GenderView
CustomerDescriptiveName	String	CustomerDescriptiveName column for table GenderView
CustomerFinalUrlSuffix	String	CustomerFinalUrlSuffix column for table GenderView
CustomerHasPartnersBadge	Boolean	CustomerHasPartnersBadge column for table GenderView
CustomerId	Long	CustomerId column for table GenderView
CustomerManager	Boolean	CustomerManager column for table GenderView
CustomerPayPerConversionEligibilityFailureReasons	String	CustomerPayPerConversionEligibilityFailureReasons column for table GenderView
CustomerRemarketingSettingGoogleGlobalSiteTag	String	CustomerRemarketingSettingGoogleGlobalSiteTag column for table GenderView
CustomerResourceName	String	CustomerResourceName column for table GenderView
CustomerTestAccount	Boolean	CustomerTestAccount column for table

	<i>ol</i>	GenderView
CustomerTimeZone	<i>String</i>	CustomerTimeZone column for table GenderView
CustomerTrackingUrlTemplate	<i>String</i>	CustomerTrackingUrlTemplate column for table GenderView
ActiveViewCpm	<i>Double</i>	ActiveViewCpm column for table GenderView
ActiveViewCtr	<i>Double</i>	ActiveViewCtr column for table GenderView
ActiveViewImpressions	<i>Long</i>	ActiveViewImpressions column for table GenderView
ActiveViewMeasurability	<i>Double</i>	ActiveViewMeasurability column for table GenderView
ActiveViewMeasurableCostMicros	<i>Long</i>	ActiveViewMeasurableCostMicros column for table GenderView
ActiveViewMeasurableImpressions	<i>Long</i>	ActiveViewMeasurableImpressions column for table GenderView
ActiveViewViewability	<i>Double</i>	ActiveViewViewability column for table GenderView
AllConversions	<i>Double</i>	AllConversions column for table GenderView
AllConversionsFromInteractionsRate	<i>Double</i>	AllConversionsFromInteractionsRate column for table GenderView

AllConversionsFromInteractionsValuePerInteraction	<i>Double</i>	AllConversionsFromInteractionsValuePerInteraction column for table GenderView
AllConversionsValue	<i>Double</i>	AllConversionsValue column for table GenderView
AllConversionsValuePerCost	<i>Double</i>	AllConversionsValuePerCost column for table GenderView
AverageCost	<i>Double</i>	AverageCost column for table GenderView
AverageCpc	<i>Double</i>	AverageCpc column for table GenderView
AverageCpe	<i>Double</i>	AverageCpe column for table GenderView
AverageCpm	<i>Double</i>	AverageCpm column for table GenderView
AverageCpv	<i>Double</i>	AverageCpv column for table GenderView
Clicks	<i>Long</i>	Clicks column for table GenderView
Conversions	<i>Double</i>	Conversions column for table GenderView
ConversionsFromInteractionsRate	<i>Double</i>	ConversionsFromInteractionsRate

	<i>ub le</i>	column for table GenderView
ConversionsValue	<i>Do ub le</i>	ConversionsValue column for table GenderView
CostMicros	<i>Lo ng</i>	CostMicros column for table GenderView
CostPerAllConversions	<i>Do ub le</i>	CostPerAllConversions column for table GenderView
CostPerConversion	<i>Do ub le</i>	CostPerConversion column for table GenderView
CrossDeviceConversions	<i>Do ub le</i>	CrossDeviceConversions column for table GenderView
Ctr	<i>Do ub le</i>	Ctr column for table GenderView
EngagementRate	<i>Do ub le</i>	EngagementRate column for table GenderView
Engagements	<i>Lo ng</i>	Engagements column for table GenderView
GmailForwards	<i>Lo ng</i>	GmailForwards column for table GenderView
GmailSaves	<i>Lo ng</i>	GmailSaves column for table GenderView
GmailSecondaryClicks	<i>Lo</i>	GmailSecondaryClicks column for table

	<i>ng</i>	GenderView
Impressions	<i>Long</i>	Impressions column for table GenderView
InteractionEventTypes	<i>String</i>	InteractionEventTypes column for table GenderView
InteractionRate	<i>Double</i>	InteractionRate column for table GenderView
Interactions	<i>Long</i>	Interactions column for table GenderView
ValuePerAllConversions	<i>Double</i>	ValuePerAllConversions column for table GenderView
ValuePerConversion	<i>Double</i>	ValuePerConversion column for table GenderView
VideoQuartile100Rate	<i>Double</i>	VideoQuartile100Rate column for table GenderView
VideoQuartile25Rate	<i>Double</i>	VideoQuartile25Rate column for table GenderView
VideoQuartile50Rate	<i>Double</i>	VideoQuartile50Rate column for table GenderView
VideoQuartile75Rate	<i>Double</i>	VideoQuartile75Rate column for table GenderView
VideoViewRate	<i>Double</i>	VideoViewRate column for table



	<i>ub le</i>	GenderView
VideoViews	<i>Lo ng</i>	VideoViews column for table GenderView
ViewThroughConversions	<i>Lo ng</i>	ViewThroughConversions column for table GenderView
AdNetworkType	<i>Str ing</i>	AdNetworkType column for table GenderView
ClickType	<i>Str ing</i>	ClickType column for table GenderView
ConversionAction	<i>Str ing</i>	ConversionAction column for table GenderView
ConversionActionCategory	<i>Str ing</i>	ConversionActionCategory column for table GenderView
ConversionActionName	<i>Str ing</i>	ConversionActionName column for table GenderView
Date	<i>Da te</i>	Date column for table GenderView
DayOfWeek	<i>Str ing</i>	DayOfWeek column for table GenderView
Device	<i>Str ing</i>	Device column for table GenderView
ExternalConversionSource	<i>Str ing</i>	ExternalConversionSource column for table GenderView
Month	<i>Da te</i>	Month column for table GenderView
MonthOfYear	<i>Str</i>	MonthOfYear column for table

	<i>ing</i>	GenderView
Quarter	<i>Date</i>	Quarter column for table GenderView
Week	<i>Date</i>	Week column for table GenderView
Year	<i>Int</i>	Year column for table GenderView

## GeographicView

The geographic view in the query.

## Table Specific Information

### Select

Google Ads does not allow every column to be selected in a single query as some data will conflict if selected together. Therefore, when issuing a query that selects all columns, only the default metrics, segments, and attributes will be returned. In general, these defaults are the same fields that are exposed through the Ads console.

To use the nondefault fields, explicitly select them in your query.

Filters can also be used in the WHERE clause. The supported operators are the =, !=, >, >=, <, <=, LIKE, NOT LIKE, IN, and NOT IN operators. All filters must be joined by the AND keyword as OR is not supported by the Ads API.

## Columns

Name	Type	Description
------	------	-------------

CustomerAutoTaggingEnabled	Bo ol	CustomerAutoTaggingEnabled column for table GeographicView
CustomerCallReportingSettingCallConversionAction	Str ing	CustomerCallReportingSettingCallCon versionAction column for table GeographicView
CustomerCallReportingSettingCallConversionReportingEnabled	Bo ol	CustomerCallReportingSettingCallCon versionReportingEnabled column for table GeographicView
CustomerCallReportingSettingCallReportingEnabled	Bo ol	CustomerCallReportingSettingCallRep ortingEnabled column for table GeographicView
CustomerConversionTrackingSettingConversionTrackingId	Long	CustomerConversionTrackingSettingC onversionTrackingId column for table GeographicView
CustomerConversionTrackingSettingCrossAccountConversionTrackingId	Long	CustomerConversionTrackingSettingC rossAccountConversionTrackingId column for table GeographicView
CustomerCurrencyCode	Str ing	CustomerCurrencyCode column for table GeographicView
CustomerDescriptiveName	Str ing	CustomerDescriptiveName column for table GeographicView
CustomerFinalUrlSuffix	Str ing	CustomerFinalUrlSuffix column for table GeographicView
CustomerHasPartnersBadge	Bo ol	CustomerHasPartnersBadge column for table GeographicView
CustomerId	Long	CustomerId column for table GeographicView
CustomerManager	Bo ol	CustomerManager column for table GeographicView

CustomerPayPerConversionEligibilityFailureReasons	String	CustomerPayPerConversionEligibilityFailureReasons column for table GeographicView
CustomerRemarketingSettingGoogleGlobalSiteTag	String	CustomerRemarketingSettingGoogleGlobalSiteTag column for table GeographicView
CustomerResourceName	String	CustomerResourceName column for table GeographicView
CustomerTestAccount	Boolean	CustomerTestAccount column for table GeographicView
CustomerTimeZone	String	CustomerTimeZone column for table GeographicView
CustomerTrackingUrlTemplate	String	CustomerTrackingUrlTemplate column for table GeographicView
AllConversions	Double	AllConversions column for table GeographicView
AllConversionsFromInteractionsRate	Double	AllConversionsFromInteractionsRate column for table GeographicView
AllConversionsValue	Double	AllConversionsValue column for table GeographicView
AverageCost	Double	AverageCost column for table GeographicView
AverageCpc	Double	AverageCpc column for table GeographicView

AverageCpm	<i>Double</i>	AverageCpm column for table GeographicView
AverageCpv	<i>Double</i>	AverageCpv column for table GeographicView
Clicks	<i>Long</i>	Clicks column for table GeographicView
Conversions	<i>Double</i>	Conversions column for table GeographicView
ConversionsFromInteractionsRate	<i>Double</i>	ConversionsFromInteractionsRate column for table GeographicView
ConversionsValue	<i>Double</i>	ConversionsValue column for table GeographicView
CostMicros	<i>Long</i>	CostMicros column for table GeographicView
CostPerAllConversions	<i>Double</i>	CostPerAllConversions column for table GeographicView
CostPerConversion	<i>Double</i>	CostPerConversion column for table GeographicView
CrossDeviceConversions	<i>Double</i>	CrossDeviceConversions column for table GeographicView
Ctr	<i>Double</i>	Ctr column for table GeographicView

	<i>e</i>	
Impressions	<i>Long</i>	Impressions column for table GeographicView
InteractionEventTypes	<i>String</i>	InteractionEventTypes column for table GeographicView
InteractionRate	<i>Double</i>	InteractionRate column for table GeographicView
Interactions	<i>Long</i>	Interactions column for table GeographicView
ValuePerAllConversions	<i>Double</i>	ValuePerAllConversions column for table GeographicView
ValuePerConversion	<i>Double</i>	ValuePerConversion column for table GeographicView
VideoViewRate	<i>Double</i>	VideoViewRate column for table GeographicView
VideoViews	<i>Long</i>	VideoViews column for table GeographicView
ViewThroughConversions	<i>Long</i>	ViewThroughConversions column for table GeographicView
AdNetworkType	<i>String</i>	AdNetworkType column for table GeographicView
ConversionAction	<i>String</i>	ConversionAction column for table GeographicView
ConversionActionCategory	<i>String</i>	ConversionActionCategory column for

	<i>ng</i>	table GeographicView
ConversionActionName	<i>String</i>	ConversionActionName column for table GeographicView
Date	<i>Date</i>	Date column for table GeographicView
DayOfWeek	<i>String</i>	DayOfWeek column for table GeographicView
Device	<i>String</i>	Device column for table GeographicView
ExternalConversionSource	<i>String</i>	ExternalConversionSource column for table GeographicView
GeoTargetAirport	<i>String</i>	GeoTargetAirport column for table GeographicView
GeoTargetCanton	<i>String</i>	GeoTargetCanton column for table GeographicView
GeoTargetCity	<i>String</i>	GeoTargetCity column for table GeographicView
GeoTargetCounty	<i>String</i>	GeoTargetCounty column for table GeographicView
GeoTargetDistrict	<i>String</i>	GeoTargetDistrict column for table GeographicView
GeoTargetMetro	<i>String</i>	GeoTargetMetro column for table GeographicView
GeoTargetMostSpecificLocation	<i>String</i>	GeoTargetMostSpecificLocation column for table GeographicView
GeoTargetPostalCode	<i>String</i>	GeoTargetPostalCode column for table GeographicView

GeoTargetProvince	<i>String</i>	GeoTargetProvince column for table GeographicView
GeoTargetRegion	<i>String</i>	GeoTargetRegion column for table GeographicView
GeoTargetState	<i>String</i>	GeoTargetState column for table GeographicView
Month	<i>Date</i>	Month column for table GeographicView
MonthOfYear	<i>String</i>	MonthOfYear column for table GeographicView
Quarter	<i>Date</i>	Quarter column for table GeographicView
Week	<i>Date</i>	Week column for table GeographicView
Year	<i>Int</i>	Year column for table GeographicView

## Pseudo-Columns

Pseudo column fields are used in the WHERE clause of SELECT statements and offer a more granular control over the tuples that are returned from the data source.

Name	Type	Description
ManagerId	<i>Long</i>	Id of the manager account on behalf of which you are requesting customer data.

## GroupPlacementView



The group placement view in the query.

## Table Specific Information

### Select

Google Ads does not allow every column to be selected in a single query as some data will conflict if selected together. Therefore, when issuing a query that selects all columns, only the default metrics, segments, and attributes will be returned. In general, these defaults are the same fields that are exposed through the Ads console.

To use the nondefault fields, explicitly select them in your query.

Filters can also be used in the WHERE clause. The supported operators are the =, !=, >, >=, <, <=, LIKE, NOT LIKE, IN, and NOT IN operators. All filters must be joined by the AND keyword as OR is not supported by the Ads API.

### Columns

Name	Type	Description
AdGroupAdRotationMode	String	AdGroupAdRotationMode column for table GroupPlacementView
AdGroupBaseAdGroup	String	AdGroupBaseAdGroup column for table GroupPlacementView
AdGroupCampaign	String	AdGroupCampaign column for table GroupPlacementView
AdGroupCpcBidMicros	Long	AdGroupCpcBidMicros column for table GroupPlacementView
AdGroupCpmBidMicros	Long	AdGroupCpmBidMicros column for table GroupPlacementView

AdGroupCpvBidMicros	<i>Long</i>	AdGroupCpvBidMicros column for table GroupPlacementView
AdGroupDisplayCustomBidDimension	<i>String</i>	AdGroupDisplayCustomBidDimension column for table GroupPlacementView
AdGroupEffectiveTargetCpaMicros	<i>Long</i>	AdGroupEffectiveTargetCpaMicros column for table GroupPlacementView
AdGroupEffectiveTargetCpaSource	<i>String</i>	AdGroupEffectiveTargetCpaSource column for table GroupPlacementView
AdGroupEffectiveTargetRoas	<i>Double</i>	AdGroupEffectiveTargetRoas column for table GroupPlacementView
AdGroupEffectiveTargetRoasSource	<i>String</i>	AdGroupEffectiveTargetRoasSource column for table GroupPlacementView
AdGroupExplorerAutoOptimizerSettingOptIn	<i>Boolean</i>	AdGroupExplorerAutoOptimizerSettingOptIn column for table GroupPlacementView
AdGroupFinalUrlSuffix	<i>String</i>	AdGroupFinalUrlSuffix column for table GroupPlacementView
AdGroupId	<i>Long</i>	AdGroupId column for table GroupPlacementView
AdGroupLabels	<i>String</i>	AdGroupLabels column for table GroupPlacementView
AdGroupName	<i>String</i>	AdGroupName column for table GroupPlacementView
AdGroupPercentCpcBidMicros	<i>Long</i>	AdGroupPercentCpcBidMicros column

	<i>g</i>	for table GroupPlacementView
AdGroupResourceName	<i>String</i>	AdGroupResourceName column for table GroupPlacementView
AdGroupStatus	<i>String</i>	AdGroupStatus column for table GroupPlacementView
AdGroupTargetCpaMicros	<i>Long</i>	AdGroupTargetCpaMicros column for table GroupPlacementView
AdGroupTargetCpmMicros	<i>Long</i>	AdGroupTargetCpmMicros column for table GroupPlacementView
AdGroupTargetRoas	<i>Double</i>	AdGroupTargetRoas column for table GroupPlacementView
AdGroupTargetingSettingTargetRestrictions	<i>String</i>	AdGroupTargetingSettingTargetRestrictions column for table GroupPlacementView
AdGroupTrackingUrlTemplate	<i>String</i>	AdGroupTrackingUrlTemplate column for table GroupPlacementView
AdGroupType	<i>String</i>	AdGroupType column for table GroupPlacementView
AdGroupUrlCustomParameters	<i>String</i>	AdGroupUrlCustomParameters column for table GroupPlacementView
CampaignAdServingOptimizationStatus	<i>String</i>	CampaignAdServingOptimizationStatus column for table GroupPlacementView
CampaignAdvertisingChannelSubType	<i>String</i>	CampaignAdvertisingChannelSubType column for table GroupPlacementView

CampaignAdvertisingChannelType	String	CampaignAdvertisingChannelType column for table GroupPlacementView
CampaignAppCampaignSettingAppId	String	CampaignAppCampaignSettingAppId column for table GroupPlacementView
CampaignAppCampaignSettingAppStore	String	CampaignAppCampaignSettingAppStore column for table GroupPlacementView
CampaignAppCampaignSettingBiddingStrategyGoalType	String	CampaignAppCampaignSettingBiddingStrategyGoalType column for table GroupPlacementView
CampaignBaseCampaign	String	CampaignBaseCampaign column for table GroupPlacementView
CampaignBiddingStrategy	String	CampaignBiddingStrategy column for table GroupPlacementView
CampaignBiddingStrategyType	String	CampaignBiddingStrategyType column for table GroupPlacementView
CampaignCampaignBudget	String	CampaignCampaignBudget column for table GroupPlacementView
CampaignCommissionCommissionRateMicros	Long	CampaignCommissionCommissionRateMicros column for table GroupPlacementView
CampaignDynamicSearchAdsSettingDomainName	String	CampaignDynamicSearchAdsSettingDomainName column for table GroupPlacementView
CampaignDynamicSearchAdsSettingFeeds	String	CampaignDynamicSearchAdsSettingFeeds column for table GroupPlacementView

CampaignDynamicSearchAdsSettingLanguageCode	String	CampaignDynamicSearchAdsSettingLanguageCode column for table GroupPlacementView
CampaignDynamicSearchAdsSettingUseSuppliedUrlsOnly	Boolean	CampaignDynamicSearchAdsSettingUseSuppliedUrlsOnly column for table GroupPlacementView
CampaignEndDate	Date	CampaignEndDate column for table GroupPlacementView
CampaignExperimentType	String	CampaignExperimentType column for table GroupPlacementView
CampaignFinalUrlSuffix	String	CampaignFinalUrlSuffix column for table GroupPlacementView
CampaignFrequencyCaps	String	CampaignFrequencyCaps column for table GroupPlacementView
CampaignGeoTargetTypeSettingNegativeGeoTargetType	String	CampaignGeoTargetTypeSettingNegativeGeoTargetType column for table GroupPlacementView
CampaignGeoTargetTypeSettingPositiveGeoTargetType	String	CampaignGeoTargetTypeSettingPositiveGeoTargetType column for table GroupPlacementView
CampaignHotelSettingHotelCenterId	Long	CampaignHotelSettingHotelCenterId column for table GroupPlacementView
CampaignId	Long	CampaignId column for table GroupPlacementView
CampaignLabels	String	CampaignLabels column for table GroupPlacementView
CampaignManualCpcEnhancedCpcEnabled	Boolean	CampaignManualCpcEnhancedCpcEnabled column for table GroupPlacementView

GroupPlacementView		
CampaignManualCpm	String	CampaignManualCpm column for table GroupPlacementView
CampaignManualCpv	String	CampaignManualCpv column for table GroupPlacementView
CampaignMaximizeConversionValueTargetRoas	Double	CampaignMaximizeConversionValueTargetRoas column for table GroupPlacementView
CampaignMaximizeConversions	String	CampaignMaximizeConversions column for table GroupPlacementView
CampaignName	String	CampaignName column for table GroupPlacementView
CampaignNetworkSettingsTargetContentNetwork	Boolean	CampaignNetworkSettingsTargetContentNetwork column for table GroupPlacementView
CampaignNetworkSettingsTargetGoogleSearch	Boolean	CampaignNetworkSettingsTargetGoogleSearch column for table GroupPlacementView
CampaignNetworkSettingsTargetPartnerSearchNetwork	Boolean	CampaignNetworkSettingsTargetPartnerSearchNetwork column for table GroupPlacementView
CampaignNetworkSettingsTargetSearchNetwork	Boolean	CampaignNetworkSettingsTargetSearchNetwork column for table GroupPlacementView
CampaignPaymentMode	String	CampaignPaymentMode column for table GroupPlacementView
CampaignPercentCpcCpcBidCeilingMicros	Long	CampaignPercentCpcCpcBidCeilingMicros column for table

GroupPlacementView		
CampaignPercentCpcEnhancedCpcEnabled	Boolean	CampaignPercentCpcEnhancedCpcEnabled column for table GroupPlacementView
CampaignRealTimeBiddingSettingOptIn	Boolean	CampaignRealTimeBiddingSettingOptIn column for table GroupPlacementView
CampaignResourceName	String	CampaignResourceName column for table GroupPlacementView
CampaignSelectiveOptimizationConversionActionsString	String	CampaignSelectiveOptimizationConversionActions column for table GroupPlacementView
CampaignServingStatus	String	CampaignServingStatus column for table GroupPlacementView
CampaignShoppingSettingCampaignPriority	Int	CampaignShoppingSettingCampaignPriority column for table GroupPlacementView
CampaignShoppingSettingEnableLocal	Boolean	CampaignShoppingSettingEnableLocal column for table GroupPlacementView
CampaignShoppingSettingMerchantId	Long	CampaignShoppingSettingMerchantId column for table GroupPlacementView
CampaignShoppingSettingSalesCountry	String	CampaignShoppingSettingSalesCountry column for table GroupPlacementView
CampaignStartDate	Date	CampaignStartDate column for table GroupPlacementView
CampaignStatus	String	CampaignStatus column for table

	<i>ng</i>	GroupPlacementView
CampaignTargetCpaCpcBidCeilingMicros	<i>Long</i>	CampaignTargetCpaCpcBidCeilingMicros column for table GroupPlacementView
CampaignTargetCpaCpcBidFloorMicros	<i>Long</i>	CampaignTargetCpaCpcBidFloorMicros column for table GroupPlacementView
CampaignTargetCpaTargetCpaMicros	<i>Long</i>	CampaignTargetCpaTargetCpaMicros column for table GroupPlacementView
CampaignTargetCpm	<i>String</i>	CampaignTargetCpm column for table GroupPlacementView
CampaignTargetImpressionShareCpcBidCeilingMicros	<i>Long</i>	CampaignTargetImpressionShareCpcBidCeilingMicros column for table GroupPlacementView
CampaignTargetImpressionShareLocation	<i>String</i>	CampaignTargetImpressionShareLocation column for table GroupPlacementView
CampaignTargetImpressionShareLocationFractionMicros	<i>Long</i>	CampaignTargetImpressionShareLocationFractionMicros column for table GroupPlacementView
CampaignTargetRoasCpcBidCeilingMicros	<i>Long</i>	CampaignTargetRoasCpcBidCeilingMicros column for table GroupPlacementView
CampaignTargetRoasCpcBidFloorMicros	<i>Long</i>	CampaignTargetRoasCpcBidFloorMicros column for table GroupPlacementView
CampaignTargetRoasTargetRoas	<i>Double</i>	CampaignTargetRoasTargetRoas column for table GroupPlacementView



CampaignTargetSpendCpcBidCeilingMicros	Long	CampaignTargetSpendCpcBidCeilingMicros column for table GroupPlacementView
CampaignTargetSpendTargetSpendMicros	Long	CampaignTargetSpendTargetSpendMicros column for table GroupPlacementView
CampaignTargetingSettingTargetRestrictions	String	CampaignTargetingSettingTargetRestrictions column for table GroupPlacementView
CampaignTrackingSettingTrackingUrl	String	CampaignTrackingSettingTrackingUrl column for table GroupPlacementView
CampaignTrackingUrlTemplate	String	CampaignTrackingUrlTemplate column for table GroupPlacementView
CampaignUrlCustomParameters	String	CampaignUrlCustomParameters column for table GroupPlacementView
CampaignVanityPharmaVanityPharmaDisplayUrlMode	String	CampaignVanityPharmaVanityPharmaDisplayUrlMode column for table GroupPlacementView
CampaignVanityPharmaVanityPharmaText	String	CampaignVanityPharmaVanityPharmaText column for table GroupPlacementView
CampaignVideoBrandSafetySuitability	String	CampaignVideoBrandSafetySuitability column for table GroupPlacementView
CustomerAutoTaggingEnabled	Boolean	CustomerAutoTaggingEnabled column for table GroupPlacementView
CustomerCallReportingSettingCallConversionAction	String	CustomerCallReportingSettingCallConversionAction column for table GroupPlacementView

	<i>ng</i>	versionAction column for table GroupPlacementView
CustomerCallReportingSettingCallConversionReportingEnabled	<i>Boolean</i>	CustomerCallReportingSettingCallConversionReportingEnabled column for table GroupPlacementView
CustomerCallReportingSettingCallReportingEnabled	<i>Boolean</i>	CustomerCallReportingSettingCallReportingEnabled column for table GroupPlacementView
CustomerConversionTrackingSettingConversionTrackingId	<i>Long</i>	CustomerConversionTrackingSettingConversionTrackingId column for table GroupPlacementView
CustomerConversionTrackingSettingCrossAccountConversionTrackingId	<i>Long</i>	CustomerConversionTrackingSettingCrossAccountConversionTrackingId column for table GroupPlacementView
CustomerCurrencyCode	<i>String</i>	CustomerCurrencyCode column for table GroupPlacementView
CustomerDescriptiveName	<i>String</i>	CustomerDescriptiveName column for table GroupPlacementView
CustomerFinalUrlSuffix	<i>String</i>	CustomerFinalUrlSuffix column for table GroupPlacementView
CustomerHasPartnersBadge	<i>Boolean</i>	CustomerHasPartnersBadge column for table GroupPlacementView
CustomerId	<i>Long</i>	CustomerId column for table GroupPlacementView
CustomerManager	<i>Boolean</i>	CustomerManager column for table GroupPlacementView
CustomerPayPerConversionEligibilityFailureReasons	<i>String</i>	CustomerPayPerConversionEligibilityFailureReasons column for table

GroupPlacementView		
CustomerRemarketingSettingGoogleGlobalSiteTagStri ng		CustomerRemarketingSettingGoogleGl obalSiteTag column for table GroupPlacementView
CustomerResourceName	Stri ng	CustomerResourceName column for table GroupPlacementView
CustomerTestAccount	Bo ol	CustomerTestAccount column for table GroupPlacementView
CustomerTimeZone	Stri ng	CustomerTimeZone column for table GroupPlacementView
CustomerTrackingUrlTemplate	Stri ng	CustomerTrackingUrlTemplate column for table GroupPlacementView
ActiveViewCpm	Do ubl e	ActiveViewCpm column for table GroupPlacementView
ActiveViewCtr	Do ubl e	ActiveViewCtr column for table GroupPlacementView
ActiveViewImpressions	Lon g	ActiveViewImpressions column for table GroupPlacementView
ActiveViewMeasurability	Do ubl e	ActiveViewMeasurability column for table GroupPlacementView
ActiveViewMeasurableCostMicros	Lon g	ActiveViewMeasurableCostMicros column for table GroupPlacementView
ActiveViewMeasurableImpressions	Lon g	ActiveViewMeasurableImpressions column for table

GroupPlacementView		
ActiveViewViewability	<i>Double</i>	ActiveViewViewability column for table GroupPlacementView
AllConversions	<i>Double</i>	AllConversions column for table GroupPlacementView
AllConversionsFromInteractionsRate	<i>Double</i>	AllConversionsFromInteractionsRate column for table GroupPlacementView
AllConversionsValue	<i>Double</i>	AllConversionsValue column for table GroupPlacementView
AllConversionsValuePerCost	<i>Double</i>	AllConversionsValuePerCost column for table GroupPlacementView
AverageCost	<i>Double</i>	AverageCost column for table GroupPlacementView
AverageCpc	<i>Double</i>	AverageCpc column for table GroupPlacementView
AverageCpe	<i>Double</i>	AverageCpe column for table GroupPlacementView
AverageCpm	<i>Double</i>	AverageCpm column for table GroupPlacementView
AverageCpv	<i>Double</i>	AverageCpv column for table GroupPlacementView

	<i>e</i>	
Clicks	<i>Long</i>	Clicks column for table GroupPlacementView
Conversions	<i>Double</i>	Conversions column for table GroupPlacementView
ConversionsFromInteractionsRate	<i>Double</i>	ConversionsFromInteractionsRate column for table GroupPlacementView
ConversionsValue	<i>Double</i>	ConversionsValue column for table GroupPlacementView
CostMicros	<i>Long</i>	CostMicros column for table GroupPlacementView
CostPerAllConversions	<i>Double</i>	CostPerAllConversions column for table GroupPlacementView
CostPerConversion	<i>Double</i>	CostPerConversion column for table GroupPlacementView
CrossDeviceConversions	<i>Double</i>	CrossDeviceConversions column for table GroupPlacementView
Ctr	<i>Double</i>	Ctr column for table GroupPlacementView
EngagementRate	<i>Double</i>	EngagementRate column for table GroupPlacementView

Engagements	<i>Long</i>	Engagements column for table GroupPlacementView
Impressions	<i>Long</i>	Impressions column for table GroupPlacementView
InteractionEventTypes	<i>String</i>	InteractionEventTypes column for table GroupPlacementView
InteractionRate	<i>Double</i>	InteractionRate column for table GroupPlacementView
Interactions	<i>Long</i>	Interactions column for table GroupPlacementView
ValuePerAllConversions	<i>Double</i>	ValuePerAllConversions column for table GroupPlacementView
ValuePerConversion	<i>Double</i>	ValuePerConversion column for table GroupPlacementView
VideoViewRate	<i>Double</i>	VideoViewRate column for table GroupPlacementView
VideoViews	<i>Long</i>	VideoViews column for table GroupPlacementView
ViewThroughConversions	<i>Long</i>	ViewThroughConversions column for table GroupPlacementView
AdNetworkType	<i>String</i>	AdNetworkType column for table GroupPlacementView
ClickType	<i>String</i>	ClickType column for table GroupPlacementView

ConversionAction	<i>String</i>	ConversionAction column for table GroupPlacementView
ConversionActionCategory	<i>String</i>	ConversionActionCategory column for table GroupPlacementView
ConversionActionName	<i>String</i>	ConversionActionName column for table GroupPlacementView
Date	<i>Date</i>	Date column for table GroupPlacementView
DayOfWeek	<i>String</i>	DayOfWeek column for table GroupPlacementView
Device	<i>String</i>	Device column for table GroupPlacementView
ExternalConversionSource	<i>String</i>	ExternalConversionSource column for table GroupPlacementView
Month	<i>Date</i>	Month column for table GroupPlacementView
MonthOfYear	<i>String</i>	MonthOfYear column for table GroupPlacementView
Quarter	<i>Date</i>	Quarter column for table GroupPlacementView
Week	<i>Date</i>	Week column for table GroupPlacementView
Year	<i>Int</i>	Year column for table GroupPlacementView

## Pseudo-Columns

Pseudo column fields are used in the WHERE clause of SELECT statements and offer a more granular control over the tuples that are returned from the data source.

Name	Type	Description
ManagerId	<i>Long</i>	Id of the manager account on behalf of which you are requesting customer data.

## HotelGroupView

The hotel group view in the query.

## Table Specific Information

### Select

Google Ads does not allow every column to be selected in a single query as some data will conflict if selected together. Therefore, when issuing a query that selects all columns, only the default metrics, segments, and attributes will be returned. In general, these defaults are the same fields that are exposed through the Ads console.

To use the nondefault fields, explicitly select them in your query.

Filters can also be used in the WHERE clause. The supported operators are the =, !=, >, >=, <, <=, LIKE, NOT LIKE, IN, and NOT IN operators. All filters must be joined by the AND keyword as OR is not supported by the Ads API.

## Columns

Name	Type	Description
AdGroupAdRotationMode	<i>Str</i>	AdGroupAdRotationMode column for



	<i>ing</i>	table HotelGroupView
AdGroupBaseAdGroup	<i>String</i>	AdGroupBaseAdGroup column for table HotelGroupView
AdGroupCampaign	<i>String</i>	AdGroupCampaign column for table HotelGroupView
AdGroupCpcBidMicros	<i>Long</i>	AdGroupCpcBidMicros column for table HotelGroupView
AdGroupCpmBidMicros	<i>Long</i>	AdGroupCpmBidMicros column for table HotelGroupView
AdGroupCpvBidMicros	<i>Long</i>	AdGroupCpvBidMicros column for table HotelGroupView
AdGroupDisplayCustomBidDimension	<i>String</i>	AdGroupDisplayCustomBidDimension column for table HotelGroupView
AdGroupEffectiveTargetCpaMicros	<i>Long</i>	AdGroupEffectiveTargetCpaMicros column for table HotelGroupView
AdGroupEffectiveTargetCpaSource	<i>String</i>	AdGroupEffectiveTargetCpaSource column for table HotelGroupView
AdGroupEffectiveTargetRoas	<i>Double</i>	AdGroupEffectiveTargetRoas column for table HotelGroupView
AdGroupEffectiveTargetRoasSource	<i>String</i>	AdGroupEffectiveTargetRoasSource column for table HotelGroupView
AdGroupExplorerAutoOptimizerSettingOptIn	<i>Boolean</i>	AdGroupExplorerAutoOptimizerSettingOptIn column for table HotelGroupView
AdGroupFinalUrlSuffix	<i>String</i>	AdGroupFinalUrlSuffix column for table HotelGroupView

AdGroupId	Long	AdGroupId column for table HotelGroupView
AdGroupLabels	String	AdGroupLabels column for table HotelGroupView
AdGroupName	String	AdGroupName column for table HotelGroupView
AdGroupPercentCpcBidMicros	Long	AdGroupPercentCpcBidMicros column for table HotelGroupView
AdGroupResourceName	String	AdGroupResourceName column for table HotelGroupView
AdGroupStatus	String	AdGroupStatus column for table HotelGroupView
AdGroupTargetCpaMicros	Long	AdGroupTargetCpaMicros column for table HotelGroupView
AdGroupTargetCpmMicros	Long	AdGroupTargetCpmMicros column for table HotelGroupView
AdGroupTargetRoas	Double	AdGroupTargetRoas column for table HotelGroupView
AdGroupTargetingSettingTargetRestrictions	String	AdGroupTargetingSettingTargetRestrictions column for table HotelGroupView
AdGroupTrackingUrlTemplate	String	AdGroupTrackingUrlTemplate column for table HotelGroupView
AdGroupType	String	AdGroupType column for table HotelGroupView
AdGroupUrlCustomParameters	String	AdGroupUrlCustomParameters column for table HotelGroupView

AdGroupCriterionAdGroup	String	AdGroupCriterionAdGroup column for table HotelGroupView
AdGroupCriterionAgeRangeType	String	AdGroupCriterionAgeRangeType column for table HotelGroupView
AdGroupCriterionAppPaymentModelType	String	AdGroupCriterionAppPaymentModelType column for table HotelGroupView
AdGroupCriterionApprovalStatus	String	AdGroupCriterionApprovalStatus column for table HotelGroupView
AdGroupCriterionBidModifier	Double	AdGroupCriterionBidModifier column for table HotelGroupView
AdGroupCriterionCpcBidMicros	Long	AdGroupCriterionCpcBidMicros column for table HotelGroupView
AdGroupCriterionCpmBidMicros	Long	AdGroupCriterionCpmBidMicros column for table HotelGroupView
AdGroupCriterionCpvBidMicros	Long	AdGroupCriterionCpvBidMicros column for table HotelGroupView
AdGroupCriterionCriterionId	Long	AdGroupCriterionCriterionId column for table HotelGroupView
AdGroupCriterionCustomAffinityCustomAffinity	String	AdGroupCriterionCustomAffinityCustomAffinity column for table HotelGroupView
AdGroupCriterionCustomIntentCustomIntent	String	AdGroupCriterionCustomIntentCustomIntent column for table HotelGroupView
AdGroupCriterionEffectiveCpcBidMicros	Long	AdGroupCriterionEffectiveCpcBidMicros column for table HotelGroupView
AdGroupCriterionEffectiveCpcBidSource	String	AdGroupCriterionEffectiveCpcBidSource

	<i>ing</i>	e column for table HotelGroupView
AdGroupCriterionEffectiveCpmBidMicros	<i>Long</i>	AdGroupCriterionEffectiveCpmBidMicros column for table HotelGroupView
AdGroupCriterionEffectiveCpmBidSource	<i>String</i>	AdGroupCriterionEffectiveCpmBidSource column for table HotelGroupView
AdGroupCriterionEffectiveCpvBidMicros	<i>Long</i>	AdGroupCriterionEffectiveCpvBidMicros column for table HotelGroupView
AdGroupCriterionEffectiveCpvBidSource	<i>String</i>	AdGroupCriterionEffectiveCpvBidSource column for table HotelGroupView
AdGroupCriterionEffectivePercentCpcBidMicros	<i>Long</i>	AdGroupCriterionEffectivePercentCpcBidMicros column for table HotelGroupView
AdGroupCriterionEffectivePercentCpcBidSource	<i>String</i>	AdGroupCriterionEffectivePercentCpcBidSource column for table HotelGroupView
AdGroupCriterionFinalMobileUrls	<i>String</i>	AdGroupCriterionFinalMobileUrls column for table HotelGroupView
AdGroupCriterionFinalUrlSuffix	<i>String</i>	AdGroupCriterionFinalUrlSuffix column for table HotelGroupView
AdGroupCriterionFinalUrls	<i>String</i>	AdGroupCriterionFinalUrls column for table HotelGroupView
AdGroupCriterionGenderType	<i>String</i>	AdGroupCriterionGenderType column for table HotelGroupView
AdGroupCriterionIncomeRangeType	<i>String</i>	AdGroupCriterionIncomeRangeType column for table HotelGroupView
AdGroupCriterionKeywordMatchType	<i>String</i>	AdGroupCriterionKeywordMatchType column for table HotelGroupView

AdGroupCriterionKeywordText	String	AdGroupCriterionKeywordText column for table HotelGroupView
AdGroupCriterionListingGroupCaseValueHotelCityCityCriteria	String	AdGroupCriterionListingGroupCaseValueHotelCityCityCriteria column for table HotelGroupView
AdGroupCriterionListingGroupCaseValueHotelClassValue	String	AdGroupCriterionListingGroupCaseValueHotelClassValue column for table HotelGroupView
AdGroupCriterionListingGroupCaseValueHotelCountryRegionCountryRegionCriteria	String	AdGroupCriterionListingGroupCaseValueHotelCountryRegionCountryRegionCriteria column for table HotelGroupView
AdGroupCriterionListingGroupCaseValueHotelIdValue	String	AdGroupCriterionListingGroupCaseValueHotelIdValue column for table HotelGroupView
AdGroupCriterionListingGroupCaseValueHotelStateStateCriteria	String	AdGroupCriterionListingGroupCaseValueHotelStateStateCriteria column for table HotelGroupView
AdGroupCriterionListingGroupCaseValueProductBrandValue	String	AdGroupCriterionListingGroupCaseValueProductBrandValue column for table HotelGroupView
AdGroupCriterionListingGroupCaseValueProductCustomAttributeIndex	String	AdGroupCriterionListingGroupCaseValueProductCustomAttributeIndex column for table HotelGroupView
AdGroupCriterionListingGroupCaseValueProductCustomAttributeValue	String	AdGroupCriterionListingGroupCaseValueProductCustomAttributeValue column for table HotelGroupView
AdGroupCriterionListingGroupCaseValueProductBiddingCategoryCountryCode	String	AdGroupCriterionListingGroupCaseValueProductBiddingCategoryCountryCode column for table HotelGroupView

AdGroupCriterionListingGroupCaseValueProductBiddingCategoryId	String	AdGroupCriterionListingGroupCaseValueProductBiddingCategoryId column for table HotelGroupView
AdGroupCriterionListingGroupCaseValueProductBiddingCategoryLevel	String	AdGroupCriterionListingGroupCaseValueProductBiddingCategoryLevel column for table HotelGroupView
AdGroupCriterionListingGroupCaseValueProductChannelChannel	String	AdGroupCriterionListingGroupCaseValueProductChannelChannel column for table HotelGroupView
AdGroupCriterionListingGroupCaseValueProductChannelExclusivityChannelExclusivity	String	AdGroupCriterionListingGroupCaseValueProductChannelExclusivityChannelExclusivity column for table HotelGroupView
AdGroupCriterionListingGroupCaseValueProductConditionCondition	String	AdGroupCriterionListingGroupCaseValueProductConditionCondition column for table HotelGroupView
AdGroupCriterionListingGroupCaseValueProductItemIdValue	String	AdGroupCriterionListingGroupCaseValueProductItemIdValue column for table HotelGroupView
AdGroupCriterionListingGroupCaseValueProductTypeLevel	String	AdGroupCriterionListingGroupCaseValueProductTypeLevel column for table HotelGroupView
AdGroupCriterionListingGroupCaseValueProductTypeValue	String	AdGroupCriterionListingGroupCaseValueProductTypeValue column for table HotelGroupView
AdGroupCriterionListingGroupParentAdGroupCriterion	String	AdGroupCriterionListingGroupParentAdGroupCriterion column for table HotelGroupView
AdGroupCriterionListingGroupType	String	AdGroupCriterionListingGroupType column for table HotelGroupView

AdGroupCriterionMobileAppCategoryMobileAppCategoryConstant	String	AdGroupCriterionMobileAppCategoryMobileAppCategoryConstant column for table HotelGroupView
AdGroupCriterionMobileApplicationAppId	String	AdGroupCriterionMobileApplicationAppId column for table HotelGroupView
AdGroupCriterionMobileApplicationName	String	AdGroupCriterionMobileApplicationName column for table HotelGroupView
AdGroupCriterionNegative	Boolean	AdGroupCriterionNegative column for table HotelGroupView
AdGroupCriterionParentalStatusType	String	AdGroupCriterionParentalStatusType column for table HotelGroupView
AdGroupCriterionPercentCpcBidMicros	Long	AdGroupCriterionPercentCpcBidMicros column for table HotelGroupView
AdGroupCriterionPlacementUrl	String	AdGroupCriterionPlacementUrl column for table HotelGroupView
AdGroupCriterionPositionEstimatesEstimatedAddClicksAtFirstPositionCpc	Long	AdGroupCriterionPositionEstimatesEstimatedAddClicksAtFirstPositionCpc column for table HotelGroupView
AdGroupCriterionPositionEstimatesEstimatedAddCostAtFirstPositionCpc	Long	AdGroupCriterionPositionEstimatesEstimatedAddCostAtFirstPositionCpc column for table HotelGroupView
AdGroupCriterionPositionEstimatesFirstPageCpcMicros	Long	AdGroupCriterionPositionEstimatesFirstPageCpcMicros column for table HotelGroupView
AdGroupCriterionPositionEstimatesFirstPositionCpcMicros	Long	AdGroupCriterionPositionEstimatesFirstPositionCpcMicros column for table HotelGroupView
AdGroupCriterionPositionEstimatesTopOfPageCpcMicros	Long	AdGroupCriterionPositionEstimatesTopOfPageCpcMicros column for table

		HotelGroupView
AdGroupCriterionQualityInfoCreativeQualityScore	String	AdGroupCriterionQualityInfoCreativeQualityScore column for table HotelGroupView
AdGroupCriterionQualityInfoPostClickQualityScore	String	AdGroupCriterionQualityInfoPostClickQualityScore column for table HotelGroupView
AdGroupCriterionQualityInfoQualityScore	Int	AdGroupCriterionQualityInfoQualityScore column for table HotelGroupView
AdGroupCriterionQualityInfoSearchPredictedCtr	String	AdGroupCriterionQualityInfoSearchPredictedCtr column for table HotelGroupView
AdGroupCriterionResourceName	String	AdGroupCriterionResourceName column for table HotelGroupView
AdGroupCriterionStatus	String	AdGroupCriterionStatus column for table HotelGroupView
AdGroupCriterionSystemServingStatus	String	AdGroupCriterionSystemServingStatus column for table HotelGroupView
AdGroupCriterionTopicPath	String	AdGroupCriterionTopicPath column for table HotelGroupView
AdGroupCriterionTopicTopicConstant	String	AdGroupCriterionTopicTopicConstant column for table HotelGroupView
AdGroupCriterionTrackingUrlTemplate	String	AdGroupCriterionTrackingUrlTemplate column for table HotelGroupView
AdGroupCriterionType	String	AdGroupCriterionType column for table HotelGroupView
AdGroupCriterionUrlCustomParameters	String	AdGroupCriterionUrlCustomParameters column for table HotelGroupView



AdGroupCriterionUserInterestUserInterestCategory	String	AdGroupCriterionUserInterestUserInterestCategory column for table HotelGroupView
AdGroupCriterionUserListUserList	String	AdGroupCriterionUserListUserList column for table HotelGroupView
AdGroupCriterionWebpageConditions	String	AdGroupCriterionWebpageConditions column for table HotelGroupView
AdGroupCriterionWebpageCriterionName	String	AdGroupCriterionWebpageCriterionName column for table HotelGroupView
AdGroupCriterionYoutubeChannelChannelId	String	AdGroupCriterionYoutubeChannelChannelId column for table HotelGroupView
AdGroupCriterionYoutubeVideoVideoId	String	AdGroupCriterionYoutubeVideoVideoId column for table HotelGroupView
CampaignAdServingOptimizationStatus	String	CampaignAdServingOptimizationStatus column for table HotelGroupView
CampaignAdvertisingChannelSubType	String	CampaignAdvertisingChannelSubType column for table HotelGroupView
CampaignAdvertisingChannelType	String	CampaignAdvertisingChannelType column for table HotelGroupView
CampaignAppCampaignSettingAppId	String	CampaignAppCampaignSettingAppId column for table HotelGroupView
CampaignAppCampaignSettingAppStore	String	CampaignAppCampaignSettingAppStore column for table HotelGroupView
CampaignAppCampaignSettingBiddingStrategyGoalType	String	CampaignAppCampaignSettingBiddingStrategyGoalType column for table HotelGroupView
CampaignBaseCampaign	String	CampaignBaseCampaign column for

	<i>ing</i>	table HotelGroupView
CampaignBiddingStrategy	<i>String</i>	CampaignBiddingStrategy column for table HotelGroupView
CampaignBiddingStrategyType	<i>String</i>	CampaignBiddingStrategyType column for table HotelGroupView
CampaignCampaignBudget	<i>String</i>	CampaignCampaignBudget column for table HotelGroupView
CampaignCommissionCommissionRateMicros	<i>Long</i>	CampaignCommissionCommissionRateMicros column for table HotelGroupView
CampaignDynamicSearchAdsSettingDomainName	<i>String</i>	CampaignDynamicSearchAdsSettingDomainName column for table HotelGroupView
CampaignDynamicSearchAdsSettingFeeds	<i>String</i>	CampaignDynamicSearchAdsSettingFeeds column for table HotelGroupView
CampaignDynamicSearchAdsSettingLanguageCode	<i>String</i>	CampaignDynamicSearchAdsSettingLanguageCode column for table HotelGroupView
CampaignDynamicSearchAdsSettingUseSuppliedUrlsOnly	<i>Boolean</i>	CampaignDynamicSearchAdsSettingUseSuppliedUrlsOnly column for table HotelGroupView
CampaignEndDate	<i>Date</i>	CampaignEndDate column for table HotelGroupView
CampaignExperimentType	<i>String</i>	CampaignExperimentType column for table HotelGroupView
CampaignFinalUrlSuffix	<i>String</i>	CampaignFinalUrlSuffix column for table HotelGroupView
CampaignFrequencyCaps	<i>String</i>	CampaignFrequencyCaps column for

	<i>ing</i>	table HotelGroupView
CampaignGeoTargetTypeSettingNegativeGeoTargetType	<i>String</i>	CampaignGeoTargetTypeSettingNegativeGeoTargetType column for table HotelGroupView
CampaignGeoTargetTypeSettingPositiveGeoTargetType	<i>String</i>	CampaignGeoTargetTypeSettingPositiveGeoTargetType column for table HotelGroupView
CampaignHotelSettingHotelCenterId	<i>Long</i>	CampaignHotelSettingHotelCenterId column for table HotelGroupView
CampaignId	<i>Long</i>	CampaignId column for table HotelGroupView
CampaignLabels	<i>String</i>	CampaignLabels column for table HotelGroupView
CampaignManualCpcEnhancedCpcEnabled	<i>Boolean</i>	CampaignManualCpcEnhancedCpcEnabled column for table HotelGroupView
CampaignManualCpm	<i>String</i>	CampaignManualCpm column for table HotelGroupView
CampaignManualCpv	<i>String</i>	CampaignManualCpv column for table HotelGroupView
CampaignMaximizeConversionValueTargetRoas	<i>Double</i>	CampaignMaximizeConversionValueTargetRoas column for table HotelGroupView
CampaignMaximizeConversions	<i>String</i>	CampaignMaximizeConversions column for table HotelGroupView
CampaignName	<i>String</i>	CampaignName column for table HotelGroupView
CampaignNetworkSettingsTargetContentNetwork	<i>Boolean</i>	CampaignNetworkSettingsTargetContentNetwork column for table HotelGroupView

		HotelGroupView
CampaignNetworkSettingsTargetGoogleSearch	Boolean	CampaignNetworkSettingsTargetGoogleSearch column for table HotelGroupView
CampaignNetworkSettingsTargetPartnerSearchNetwork	Boolean	CampaignNetworkSettingsTargetPartnerSearchNetwork column for table HotelGroupView
CampaignNetworkSettingsTargetSearchNetwork	Boolean	CampaignNetworkSettingsTargetSearchNetwork column for table HotelGroupView
CampaignPaymentMode	String	CampaignPaymentMode column for table HotelGroupView
CampaignPercentCpcCpcBidCeilingMicros	Long	CampaignPercentCpcCpcBidCeilingMicros column for table HotelGroupView
CampaignPercentCpcEnhancedCpcEnabled	Boolean	CampaignPercentCpcEnhancedCpcEnabled column for table HotelGroupView
CampaignRealTimeBiddingSettingOptIn	Boolean	CampaignRealTimeBiddingSettingOptIn column for table HotelGroupView
CampaignResourceName	String	CampaignResourceName column for table HotelGroupView
CampaignSelectiveOptimizationConversionActions	String	CampaignSelectiveOptimizationConversionActions column for table HotelGroupView
CampaignServingStatus	String	CampaignServingStatus column for table HotelGroupView
CampaignShoppingSettingCampaignPriority	Int	CampaignShoppingSettingCampaignPriority column for table HotelGroupView
CampaignShoppingSettingEnableLocal	Boolean	CampaignShoppingSettingEnableLocal

	<i>ol</i>	column for table HotelGroupView
CampaignShoppingSettingMerchantId	<i>Long</i>	CampaignShoppingSettingMerchantId column for table HotelGroupView
CampaignShoppingSettingSalesCountry	<i>String</i>	CampaignShoppingSettingSalesCountry column for table HotelGroupView
CampaignStartDate	<i>Date</i>	CampaignStartDate column for table HotelGroupView
CampaignStatus	<i>String</i>	CampaignStatus column for table HotelGroupView
CampaignTargetCpaCpcBidCeilingMicros	<i>Long</i>	CampaignTargetCpaCpcBidCeilingMicros column for table HotelGroupView
CampaignTargetCpaCpcBidFloorMicros	<i>Long</i>	CampaignTargetCpaCpcBidFloorMicros column for table HotelGroupView
CampaignTargetCpaTargetCpaMicros	<i>Long</i>	CampaignTargetCpaTargetCpaMicros column for table HotelGroupView
CampaignTargetCpm	<i>String</i>	CampaignTargetCpm column for table HotelGroupView
CampaignTargetImpressionShareCpcBidCeilingMicros	<i>Long</i>	CampaignTargetImpressionShareCpcBidCeilingMicros column for table HotelGroupView
CampaignTargetImpressionShareLocation	<i>String</i>	CampaignTargetImpressionShareLocation column for table HotelGroupView
CampaignTargetImpressionShareLocationFractionMicros	<i>Long</i>	CampaignTargetImpressionShareLocationFractionMicros column for table HotelGroupView
CampaignTargetRoasCpcBidCeilingMicros	<i>Long</i>	CampaignTargetRoasCpcBidCeilingMicros column for table HotelGroupView

CampaignTargetRoasCpcBidFloorMicros	Long	CampaignTargetRoasCpcBidFloorMicros column for table HotelGroupView
CampaignTargetRoasTargetRoas	Double	CampaignTargetRoasTargetRoas column for table HotelGroupView
CampaignTargetSpendCpcBidCeilingMicros	Long	CampaignTargetSpendCpcBidCeilingMicros column for table HotelGroupView
CampaignTargetSpendTargetSpendMicros	Long	CampaignTargetSpendTargetSpendMicros column for table HotelGroupView
CampaignTargetingSettingTargetRestrictions	String	CampaignTargetingSettingTargetRestrictions column for table HotelGroupView
CampaignTrackingSettingTrackingUrl	String	CampaignTrackingSettingTrackingUrl column for table HotelGroupView
CampaignTrackingUrlTemplate	String	CampaignTrackingUrlTemplate column for table HotelGroupView
CampaignUrlCustomParameters	String	CampaignUrlCustomParameters column for table HotelGroupView
CampaignVanityPharmaVanityPharmaDisplayUrlMode	String	CampaignVanityPharmaVanityPharmaDisplayUrlMode column for table HotelGroupView
CampaignVanityPharmaVanityPharmaText	String	CampaignVanityPharmaVanityPharmaText column for table HotelGroupView
CampaignVideoBrandSafetySuitability	String	CampaignVideoBrandSafetySuitability column for table HotelGroupView
CustomerAutoTaggingEnabled	Boolean	CustomerAutoTaggingEnabled column for table HotelGroupView
CustomerCallReportingSettingCallConversionAction	String	CustomerCallReportingSettingCallConversionAction column for table HotelGroupView

	<i>ing</i>	ersionAction column for table HotelGroupView
CustomerCallReportingSettingCallConversionReportingEnabled	<i>Boolean</i>	CustomerCallReportingSettingCallConversionReportingEnabled column for table HotelGroupView
CustomerCallReportingSettingCallReportingEnabled	<i>Boolean</i>	CustomerCallReportingSettingCallReportingEnabled column for table HotelGroupView
CustomerConversionTrackingSettingConversionTrackingId	<i>Long</i>	CustomerConversionTrackingSettingConversionTrackingId column for table HotelGroupView
CustomerConversionTrackingSettingCrossAccountConversionTrackingId	<i>Long</i>	CustomerConversionTrackingSettingCrossAccountConversionTrackingId column for table HotelGroupView
CustomerCurrencyCode	<i>String</i>	CustomerCurrencyCode column for table HotelGroupView
CustomerDescriptiveName	<i>String</i>	CustomerDescriptiveName column for table HotelGroupView
CustomerFinalUrlSuffix	<i>String</i>	CustomerFinalUrlSuffix column for table HotelGroupView
CustomerHasPartnersBadge	<i>Boolean</i>	CustomerHasPartnersBadge column for table HotelGroupView
CustomerId	<i>Long</i>	CustomerId column for table HotelGroupView
CustomerManager	<i>Boolean</i>	CustomerManager column for table HotelGroupView
CustomerPayPerConversionEligibilityFailureReasons	<i>String</i>	CustomerPayPerConversionEligibilityFailureReasons column for table HotelGroupView

CustomerRemarketingSettingGoogleGlobalSiteTag	String	CustomerRemarketingSettingGoogleGlobalSiteTag column for table HotelGroupView
CustomerResourceName	String	CustomerResourceName column for table HotelGroupView
CustomerTestAccount	Boolean	CustomerTestAccount column for table HotelGroupView
CustomerTimeZone	String	CustomerTimeZone column for table HotelGroupView
CustomerTrackingUrlTemplate	String	CustomerTrackingUrlTemplate column for table HotelGroupView
AllConversions	Double	AllConversions column for table HotelGroupView
AllConversionsFromInteractionsRate	Double	AllConversionsFromInteractionsRate column for table HotelGroupView
AllConversionsFromInteractionsValuePerInteraction	Double	AllConversionsFromInteractionsValuePerInteraction column for table HotelGroupView
AllConversionsValue	Double	AllConversionsValue column for table HotelGroupView
AllConversionsValuePerCost	Double	AllConversionsValuePerCost column for table HotelGroupView
AverageCpc	Double	AverageCpc column for table HotelGroupView



AverageCpm	<i>Double</i>	AverageCpm column for table HotelGroupView
Clicks	<i>Long</i>	Clicks column for table HotelGroupView
Conversions	<i>Double</i>	Conversions column for table HotelGroupView
ConversionsFromInteractionsRate	<i>Double</i>	ConversionsFromInteractionsRate column for table HotelGroupView
ConversionsFromInteractionsValuePerInteraction	<i>Double</i>	ConversionsFromInteractionsValuePerInteraction column for table HotelGroupView
ConversionsValue	<i>Double</i>	ConversionsValue column for table HotelGroupView
ConversionsValuePerCost	<i>Double</i>	ConversionsValuePerCost column for table HotelGroupView
CostMicros	<i>Long</i>	CostMicros column for table HotelGroupView
CostPerAllConversions	<i>Double</i>	CostPerAllConversions column for table HotelGroupView
CostPerConversion	<i>Double</i>	CostPerConversion column for table HotelGroupView
CrossDeviceConversions	<i>Double</i>	CrossDeviceConversions column for table HotelGroupView

	<i>le</i>	
Ctr	<i>Do ub le</i>	Ctr column for table HotelGroupView
HotelAverageLeadValueMicros	<i>Do ub le</i>	HotelAverageLeadValueMicros column for table HotelGroupView
Impressions	<i>Lo ng</i>	Impressions column for table HotelGroupView
SearchAbsoluteTopImpressionShare	<i>Do ub le</i>	SearchAbsoluteTopImpressionShare column for table HotelGroupView
SearchBudgetLostAbsoluteTopImpressionShare	<i>Do ub le</i>	SearchBudgetLostAbsoluteTopImpressionShare column for table HotelGroupView
SearchBudgetLostImpressionShare	<i>Do ub le</i>	SearchBudgetLostImpressionShare column for table HotelGroupView
SearchBudgetLostTopImpressionShare	<i>Do ub le</i>	SearchBudgetLostTopImpressionShare column for table HotelGroupView
SearchImpressionShare	<i>Do ub le</i>	SearchImpressionShare column for table HotelGroupView
SearchRankLostAbsoluteTopImpressionShare	<i>Do ub le</i>	SearchRankLostAbsoluteTopImpressionShare column for table HotelGroupView
SearchRankLostImpressionShare	<i>Do ub le</i>	SearchRankLostImpressionShare column for table HotelGroupView

SearchRankLostTopImpressionShare	<i>Double</i>	SearchRankLostTopImpressionShare column for table HotelGroupView
SearchTopImpressionShare	<i>Double</i>	SearchTopImpressionShare column for table HotelGroupView
ValuePerAllConversions	<i>Double</i>	ValuePerAllConversions column for table HotelGroupView
ValuePerConversion	<i>Double</i>	ValuePerConversion column for table HotelGroupView
Date	<i>Date</i>	Date column for table HotelGroupView
DayOfWeek	<i>String</i>	DayOfWeek column for table HotelGroupView
Hour	<i>Int</i>	Hour column for table HotelGroupView
Month	<i>Date</i>	Month column for table HotelGroupView
Quarter	<i>Date</i>	Quarter column for table HotelGroupView
Week	<i>Date</i>	Week column for table HotelGroupView
Year	<i>Int</i>	Year column for table HotelGroupView

## Pseudo-Columns

Pseudo column fields are used in the WHERE clause of SELECT statements and offer a more granular control over the tuples that are returned from the data source.

Name	Type	Description
ManagerId	Long	Id of the manager account on behalf of which you are requesting customer data.

## HotelPerformanceView

The hotel performance view in the query.

## Table Specific Information

### Select

Google Ads does not allow every column to be selected in a single query as some data will conflict if selected together. Therefore, when issuing a query that selects all columns, only the default metrics, segments, and attributes will be returned. In general, these defaults are the same fields that are exposed through the Ads console.

To use the nondefault fields, explicitly select them in your query.

Filters can also be used in the WHERE clause. The supported operators are the =, !=, >, >=, <, <=, LIKE, NOT LIKE, IN, and NOT IN operators. All filters must be joined by the AND keyword as OR is not supported by the Ads API.

## Columns

Name	Type	Description
AllConversions	Double	AllConversions column for table HotelPerformanceView

AllConversionsFromInteractionsRate	Double	AllConversionsFromInteractionsRate column for table HotelPerformanceView
AllConversionsFromInteractionsValuePerInteraction	Double	AllConversionsFromInteractionsValuePerInteraction column for table HotelPerformanceView
AllConversionsValue	Double	AllConversionsValue column for table HotelPerformanceView
AllConversionsValuePerCost	Double	AllConversionsValuePerCost column for table HotelPerformanceView
AverageCpc	Double	AverageCpc column for table HotelPerformanceView
AverageCpm	Double	AverageCpm column for table HotelPerformanceView
Clicks	Long	Clicks column for table HotelPerformanceView
Conversions	Double	Conversions column for table HotelPerformanceView
ConversionsFromInteractionsRate	Double	ConversionsFromInteractionsRate column for table HotelPerformanceView
ConversionsFromInteractionsValuePerInteraction	Double	ConversionsFromInteractionsValuePerInteraction column for table HotelPerformanceView
ConversionsValue	Double	ConversionsValue column for table HotelPerformanceView
ConversionsValuePerCost	Double	ConversionsValuePerCost column for table HotelPerformanceView
CostMicros	Long	CostMicros column for table HotelPerformanceView

CostPerAllConversions	Double	CostPerAllConversions column for table HotelPerformanceView
CostPerConversion	Double	CostPerConversion column for table HotelPerformanceView
CrossDeviceConversions	Double	CrossDeviceConversions column for table HotelPerformanceView
Ctr	Double	Ctr column for table HotelPerformanceView
HotelAverageLeadValueMicros	Double	HotelAverageLeadValueMicros column for table HotelPerformanceView
HotelPriceDifferencePercentage	Double	HotelPriceDifferencePercentage column for table HotelPerformanceView
Impressions	Long	Impressions column for table HotelPerformanceView
SearchAbsoluteTopImpressionShare	Double	SearchAbsoluteTopImpressionShare column for table HotelPerformanceView
SearchBudgetLostAbsoluteTopImpressionShare	Double	SearchBudgetLostAbsoluteTopImpressionShare column for table HotelPerformanceView
SearchBudgetLostImpressionShare	Double	SearchBudgetLostImpressionShare column for table HotelPerformanceView
SearchBudgetLostTopImpressionShare	Double	SearchBudgetLostTopImpressionShare column for table HotelPerformanceView
SearchImpressionShare	Double	SearchImpressionShare column for table HotelPerformanceView
SearchRankLostAbsoluteTopImpressionShare	Double	SearchRankLostAbsoluteTopImpressionShare column for table HotelPerformanceView

SearchRankLostImpressionShare	Double	SearchRankLostImpressionShare column for table HotelPerformanceView
SearchRankLostTopImpressionShare	Double	SearchRankLostTopImpressionShare column for table HotelPerformanceView
SearchTopImpressionShare	Double	SearchTopImpressionShare column for table HotelPerformanceView
ValuePerAllConversions	Double	ValuePerAllConversions column for table HotelPerformanceView
ValuePerConversion	Double	ValuePerConversion column for table HotelPerformanceView
AdNetworkType	String	AdNetworkType column for table HotelPerformanceView
ClickType	String	ClickType column for table HotelPerformanceView
Date	Date	Date column for table HotelPerformanceView
DayOfWeek	String	DayOfWeek column for table HotelPerformanceView
Device	String	Device column for table HotelPerformanceView
GeoTargetCountry	String	GeoTargetCountry column for table HotelPerformanceView
HotelBookingWindowDays	Long	HotelBookingWindowDays column for table HotelPerformanceView
HotelCenterId	Long	HotelCenterId column for table HotelPerformanceView
HotelCheckInDate	Date	HotelCheckInDate column for table

HotelPerformanceView		
HotelCheckInDayOfWeek	<i>String</i>	HotelCheckInDayOfWeek column for table HotelPerformanceView
HotelCity	<i>String</i>	HotelCity column for table HotelPerformanceView
HotelClass	<i>Int</i>	HotelClass column for table HotelPerformanceView
HotelCountry	<i>String</i>	HotelCountry column for table HotelPerformanceView
HotelDateSelectionType	<i>String</i>	HotelDateSelectionType column for table HotelPerformanceView
HotelLengthOfStay	<i>Int</i>	HotelLengthOfStay column for table HotelPerformanceView
HotelPriceBucket	<i>String</i>	HotelPriceBucket column for table HotelPerformanceView
HotelRateRuleId	<i>String</i>	HotelRateRuleId column for table HotelPerformanceView
HotelRateType	<i>String</i>	HotelRateType column for table HotelPerformanceView
HotelState	<i>String</i>	HotelState column for table HotelPerformanceView
Hour	<i>Int</i>	Hour column for table HotelPerformanceView
Month	<i>Date</i>	Month column for table HotelPerformanceView
PartnerHotelId	<i>String</i>	PartnerHotelId column for table HotelPerformanceView



Quarter	<i>Date</i>	Quarter column for table HotelPerformanceView
Week	<i>Date</i>	Week column for table HotelPerformanceView
Year	<i>Int</i>	Year column for table HotelPerformanceView

## Pseudo-Columns

Pseudo column fields are used in the WHERE clause of SELECT statements and offer a more granular control over the tuples that are returned from the data source.

Name	Type	Description
ManagerId	<i>Long</i>	Id of the manager account on behalf of which you are requesting customer data.

## KeywordView

The keyword view in the query.

## Table Specific Information

### Select

Google Ads does not allow every column to be selected in a single query as some data will conflict if selected together. Therefore, when issuing a query that selects all columns, only the default metrics, segments, and attributes will be returned. In general, these defaults are the same fields that are exposed through the Ads console.

To use the nondefault fields, explicitly select them in your query.

Filters can also be used in the WHERE clause. The supported operators are the =, !=, >, >=, <, <=, LIKE, NOT LIKE, IN, and NOT IN operators. All filters must be joined by the AND keyword as OR is not supported by the Ads API.

## Columns

Name	Type	Description
AdGroupAdRotationMode	String	AdGroupAdRotationMode column for table KeywordView
AdGroupBaseAdGroup	String	AdGroupBaseAdGroup column for table KeywordView
AdGroupCampaign	String	AdGroupCampaign column for table KeywordView
AdGroupCpcBidMicros	Long	AdGroupCpcBidMicros column for table KeywordView
AdGroupCpmBidMicros	Long	AdGroupCpmBidMicros column for table KeywordView
AdGroupCpvBidMicros	Long	AdGroupCpvBidMicros column for table KeywordView
AdGroupDisplayCustomBidDimension	String	AdGroupDisplayCustomBidDimension column for table KeywordView
AdGroupEffectiveTargetCpaMicros	Long	AdGroupEffectiveTargetCpaMicros column for table KeywordView
AdGroupEffectiveTargetCpaSource	String	AdGroupEffectiveTargetCpaSource column for table KeywordView
AdGroupEffectiveTargetRoas	Double	AdGroupEffectiveTargetRoas column for table KeywordView

	<i>le</i>	
AdGroupEffectiveTargetRoasSource	<i>String</i>	AdGroupEffectiveTargetRoasSource column for table KeywordView
AdGroupExplorerAutoOptimizerSettingOptIn	<i>Boolean</i>	AdGroupExplorerAutoOptimizerSettingOptIn column for table KeywordView
AdGroupFinalUrlSuffix	<i>String</i>	AdGroupFinalUrlSuffix column for table KeywordView
AdGroupId	<i>Long</i>	AdGroupId column for table KeywordView
AdGroupLabels	<i>String</i>	AdGroupLabels column for table KeywordView
AdGroupName	<i>String</i>	AdGroupName column for table KeywordView
AdGroupPercentCpcBidMicros	<i>Long</i>	AdGroupPercentCpcBidMicros column for table KeywordView
AdGroupResourceName	<i>String</i>	AdGroupResourceName column for table KeywordView
AdGroupStatus	<i>String</i>	AdGroupStatus column for table KeywordView
AdGroupTargetCpaMicros	<i>Long</i>	AdGroupTargetCpaMicros column for table KeywordView
AdGroupTargetCpmMicros	<i>Long</i>	AdGroupTargetCpmMicros column for table KeywordView
AdGroupTargetRoas	<i>Double</i>	AdGroupTargetRoas column for table KeywordView
AdGroupTargetingSettingTargetRestrictions	<i>String</i>	AdGroupTargetingSettingTargetRestrict

	<i>ing</i>	ions column for table KeywordView
AdGroupTrackingUrlTemplate	<i>String</i>	AdGroupTrackingUrlTemplate column for table KeywordView
AdGroupType	<i>String</i>	AdGroupType column for table KeywordView
AdGroupUrlCustomParameters	<i>String</i>	AdGroupUrlCustomParameters column for table KeywordView
AdGroupCriterionAdGroup	<i>String</i>	AdGroupCriterionAdGroup column for table KeywordView
AdGroupCriterionAgeRangeType	<i>String</i>	AdGroupCriterionAgeRangeType column for table KeywordView
AdGroupCriterionAppPaymentModelType	<i>String</i>	AdGroupCriterionAppPaymentModelType column for table KeywordView
AdGroupCriterionApprovalStatus	<i>String</i>	AdGroupCriterionApprovalStatus column for table KeywordView
AdGroupCriterionBidModifier	<i>Double</i>	AdGroupCriterionBidModifier column for table KeywordView
AdGroupCriterionCpcBidMicros	<i>Long</i>	AdGroupCriterionCpcBidMicros column for table KeywordView
AdGroupCriterionCpmBidMicros	<i>Long</i>	AdGroupCriterionCpmBidMicros column for table KeywordView
AdGroupCriterionCpvBidMicros	<i>Long</i>	AdGroupCriterionCpvBidMicros column for table KeywordView
AdGroupCriterionCriterionId	<i>Long</i>	AdGroupCriterionCriterionId column for table KeywordView
AdGroupCriterionCustomAffinityCustomAffinity	<i>String</i>	AdGroupCriterionCustomAffinityCustomAffinity

	<i>ing</i>	mAffinity column for table KeywordView
AdGroupCriterionCustomIntentCustomIntent	<i>String</i>	AdGroupCriterionCustomIntentCustomIntent column for table KeywordView
AdGroupCriterionEffectiveCpcBidMicros	<i>Long</i>	AdGroupCriterionEffectiveCpcBidMicros column for table KeywordView
AdGroupCriterionEffectiveCpcBidSource	<i>String</i>	AdGroupCriterionEffectiveCpcBidSource column for table KeywordView
AdGroupCriterionEffectiveCpmBidMicros	<i>Long</i>	AdGroupCriterionEffectiveCpmBidMicros column for table KeywordView
AdGroupCriterionEffectiveCpmBidSource	<i>String</i>	AdGroupCriterionEffectiveCpmBidSource column for table KeywordView
AdGroupCriterionEffectiveCpvBidMicros	<i>Long</i>	AdGroupCriterionEffectiveCpvBidMicros column for table KeywordView
AdGroupCriterionEffectiveCpvBidSource	<i>String</i>	AdGroupCriterionEffectiveCpvBidSource column for table KeywordView
AdGroupCriterionEffectivePercentCpcBidMicros	<i>Long</i>	AdGroupCriterionEffectivePercentCpcBidMicros column for table KeywordView
AdGroupCriterionEffectivePercentCpcBidSource	<i>String</i>	AdGroupCriterionEffectivePercentCpcBidSource column for table KeywordView
AdGroupCriterionFinalMobileUrls	<i>String</i>	AdGroupCriterionFinalMobileUrls column for table KeywordView
AdGroupCriterionFinalUrlSuffix	<i>String</i>	AdGroupCriterionFinalUrlSuffix column for table KeywordView
AdGroupCriterionFinalUrls	<i>String</i>	AdGroupCriterionFinalUrls column for table KeywordView

AdGroupCriterionGenderType	String	AdGroupCriterionGenderType column for table KeywordView
AdGroupCriterionIncomeRangeType	String	AdGroupCriterionIncomeRangeType column for table KeywordView
AdGroupCriterionKeywordMatchType	String	AdGroupCriterionKeywordMatchType column for table KeywordView
AdGroupCriterionKeywordText	String	AdGroupCriterionKeywordText column for table KeywordView
AdGroupCriterionListingGroupCaseValueHotelCityCityCriterion	String	AdGroupCriterionListingGroupCaseValueHotelCityCityCriterion column for table KeywordView
AdGroupCriterionListingGroupCaseValueHotelClassValue	String	AdGroupCriterionListingGroupCaseValueHotelClassValue column for table KeywordView
AdGroupCriterionListingGroupCaseValueHotelCountryRegionCountryRegionCriterion	String	AdGroupCriterionListingGroupCaseValueHotelCountryRegionCountryRegionCriterion column for table KeywordView
AdGroupCriterionListingGroupCaseValueHotelIdValue	String	AdGroupCriterionListingGroupCaseValueHotelIdValue column for table KeywordView
AdGroupCriterionListingGroupCaseValueHotelStateStateCriterion	String	AdGroupCriterionListingGroupCaseValueHotelStateStateCriterion column for table KeywordView
AdGroupCriterionListingGroupCaseValueProductBrandValue	String	AdGroupCriterionListingGroupCaseValueProductBrandValue column for table KeywordView
AdGroupCriterionListingGroupCaseValueProductCustomAttributeIndex	String	AdGroupCriterionListingGroupCaseValueProductCustomAttributeIndex column for table KeywordView

AdGroupCriterionListingGroupCaseValue	Sw ing	AdProductCustomAttribute	AdGroupCriterionListingGroupCaseValue	ProductCustomAttribute	Value column for table KeywordView
AdGroupCriterionListingGroupCaseValue	Sw ing	AdProductBiddingCategoryCountryCode	AdGroupCriterionListingGroupCaseValue	ProductBiddingCategoryCountryCode	Value column for table KeywordView
AdGroupCriterionListingGroupCaseValue	ProductBiddingCategory	AdGroupCriterionListingGroupCaseValue	ProductBiddingCategory	Id	Value column for table KeywordView
AdGroupCriterionListingGroupCaseValue	Sw ing	AdProductBiddingCategoryLevel	AdGroupCriterionListingGroupCaseValue	ProductBiddingCategoryLevel	Value column for table KeywordView
AdGroupCriterionListingGroupCaseValue	Sw ing	AdProductChannelChannel	AdGroupCriterionListingGroupCaseValue	ProductChannelChannel	Value column for table KeywordView
AdGroupCriterionListingGroupCaseValue	Sw ing	AdProductChannelExclusivityChannelExclusivity	AdGroupCriterionListingGroupCaseValue	ProductChannelExclusivityChannelExclusivity	Value column for table KeywordView
AdGroupCriterionListingGroupCaseValue	Sw ing	AdProductConditionCondition	AdGroupCriterionListingGroupCaseValue	ProductConditionCondition	Value column for table KeywordView
AdGroupCriterionListingGroupCaseValue	Sw ing	AdProductItemIdValue	AdGroupCriterionListingGroupCaseValue	ProductItemIdValue	Value column for table KeywordView
AdGroupCriterionListingGroupCaseValue	Sw ing	AdProductTypeLevel	AdGroupCriterionListingGroupCaseValue	ProductTypeLevel	Value column for table KeywordView
AdGroupCriterionListingGroupCaseValue	Sw ing	AdProductTypeValue	AdGroupCriterionListingGroupCaseValue	ProductTypeValue	Value column for table KeywordView

AdGroupCriterionListingGroupParentAdGroupCriteria	String	AdGroupCriterionListingGroupParentAdGroupCriterion column for table KeywordView
AdGroupCriterionListingGroupType	String	AdGroupCriterionListingGroupType column for table KeywordView
AdGroupCriterionMobileAppCategoryMobileAppCategoryConstant	String	AdGroupCriterionMobileAppCategoryMobileAppCategoryConstant column for table KeywordView
AdGroupCriterionMobileApplicationAppId	String	AdGroupCriterionMobileApplicationAppId column for table KeywordView
AdGroupCriterionMobileApplicationName	String	AdGroupCriterionMobileApplicationName column for table KeywordView
AdGroupCriterionNegative	Boolean	AdGroupCriterionNegative column for table KeywordView
AdGroupCriterionParentalStatusType	String	AdGroupCriterionParentalStatusType column for table KeywordView
AdGroupCriterionPercentCpcBidMicros	Long	AdGroupCriterionPercentCpcBidMicros column for table KeywordView
AdGroupCriterionPlacementUrl	String	AdGroupCriterionPlacementUrl column for table KeywordView
AdGroupCriterionPositionEstimatesEstimatedAddClicksAtFirstPositionCpc	String	AdGroupCriterionPositionEstimatesEstimatedAddClicksAtFirstPositionCpc column for table KeywordView
AdGroupCriterionPositionEstimatesEstimatedAddCostAtFirstPositionCpc	String	AdGroupCriterionPositionEstimatesEstimatedAddCostAtFirstPositionCpc column for table KeywordView
AdGroupCriterionPositionEstimatesFirstPageCpcMicros	Long	AdGroupCriterionPositionEstimatesFirstPageCpcMicros column for table KeywordView



AdGroupCriterionPositionEstimatesFirstPositionCpcMicros	String	AdGroupCriterionPositionEstimatesFirstPositionCpcMicros column for table KeywordView
AdGroupCriterionPositionEstimatesTopOfPageCpcMicros	String	AdGroupCriterionPositionEstimatesTopOfPageCpcMicros column for table KeywordView
AdGroupCriterionQualityInfoCreativeQualityScore	String	AdGroupCriterionQualityInfoCreativeQualityScore column for table KeywordView
AdGroupCriterionQualityInfoPostClickQualityScore	String	AdGroupCriterionQualityInfoPostClickQualityScore column for table KeywordView
AdGroupCriterionQualityInfoQualityScore	Int	AdGroupCriterionQualityInfoQualityScore column for table KeywordView
AdGroupCriterionQualityInfoSearchPredictedCtr	String	AdGroupCriterionQualityInfoSearchPredictedCtr column for table KeywordView
AdGroupCriterionResourceName	String	AdGroupCriterionResourceName column for table KeywordView
AdGroupCriterionStatus	String	AdGroupCriterionStatus column for table KeywordView
AdGroupCriterionSystemServingStatus	String	AdGroupCriterionSystemServingStatus column for table KeywordView
AdGroupCriterionTopicPath	String	AdGroupCriterionTopicPath column for table KeywordView
AdGroupCriterionTopicTopicConstant	String	AdGroupCriterionTopicTopicConstant column for table KeywordView
AdGroupCriterionTrackingUrlTemplate	String	AdGroupCriterionTrackingUrlTemplate column for table KeywordView

AdGroupCriterionType	String	AdGroupCriterionType column for table KeywordView
AdGroupCriterionUrlCustomParameters	String	AdGroupCriterionUrlCustomParameters column for table KeywordView
AdGroupCriterionUserInterestUserInterestCategory	String	AdGroupCriterionUserInterestUserInterestCategory column for table KeywordView
AdGroupCriterionUserListUserList	String	AdGroupCriterionUserListUserList column for table KeywordView
AdGroupCriterionWebpageConditions	String	AdGroupCriterionWebpageConditions column for table KeywordView
AdGroupCriterionWebpageCriterionName	String	AdGroupCriterionWebpageCriterionName column for table KeywordView
AdGroupCriterionYoutubeChannelChannelId	String	AdGroupCriterionYoutubeChannelChannelId column for table KeywordView
AdGroupCriterionYoutubeVideoVideoId	String	AdGroupCriterionYoutubeVideoVideoId column for table KeywordView
CampaignAdServingOptimizationStatus	String	CampaignAdServingOptimizationStatus column for table KeywordView
CampaignAdvertisingChannelSubType	String	CampaignAdvertisingChannelSubType column for table KeywordView
CampaignAdvertisingChannelType	String	CampaignAdvertisingChannelType column for table KeywordView
CampaignAppCampaignSettingAppId	String	CampaignAppCampaignSettingAppId column for table KeywordView
CampaignAppCampaignSettingAppStore	String	CampaignAppCampaignSettingAppStore column for table KeywordView

CampaignAppCampaignSettingBiddingStrategyGoalType	String	CampaignAppCampaignSettingBiddingStrategyGoalType column for table KeywordView
CampaignBaseCampaign	String	CampaignBaseCampaign column for table KeywordView
CampaignBiddingStrategy	String	CampaignBiddingStrategy column for table KeywordView
CampaignBiddingStrategyType	String	CampaignBiddingStrategyType column for table KeywordView
CampaignCampaignBudget	String	CampaignCampaignBudget column for table KeywordView
CampaignCommissionCommissionRateMicros	Long	CampaignCommissionCommissionRateMicros column for table KeywordView
CampaignDynamicSearchAdsSettingDomainName	String	CampaignDynamicSearchAdsSettingDomainName column for table KeywordView
CampaignDynamicSearchAdsSettingFeeds	String	CampaignDynamicSearchAdsSettingFeeds column for table KeywordView
CampaignDynamicSearchAdsSettingLanguageCode	String	CampaignDynamicSearchAdsSettingLanguageCode column for table KeywordView
CampaignDynamicSearchAdsSettingUseSuppliedUrlsOnly	Boolean	CampaignDynamicSearchAdsSettingUseSuppliedUrlsOnly column for table KeywordView
CampaignEndDate	Date	CampaignEndDate column for table KeywordView
CampaignExperimentType	String	CampaignExperimentType column for table KeywordView

CampaignFinalUrlSuffix	String	CampaignFinalUrlSuffix column for table KeywordView
CampaignFrequencyCaps	String	CampaignFrequencyCaps column for table KeywordView
CampaignGeoTargetTypeSettingNegativeGeoTargetType	String	CampaignGeoTargetTypeSettingNegativeGeoTargetType column for table KeywordView
CampaignGeoTargetTypeSettingPositiveGeoTargetType	String	CampaignGeoTargetTypeSettingPositiveGeoTargetType column for table KeywordView
CampaignHotelSettingHotelCenterId	Long	CampaignHotelSettingHotelCenterId column for table KeywordView
CampaignId	Long	CampaignId column for table KeywordView
CampaignLabels	String	CampaignLabels column for table KeywordView
CampaignManualCpcEnhancedCpcEnabled	Boolean	CampaignManualCpcEnhancedCpcEnabled column for table KeywordView
CampaignManualCpm	String	CampaignManualCpm column for table KeywordView
CampaignManualCpv	String	CampaignManualCpv column for table KeywordView
CampaignMaximizeConversionValueTargetRoas	Double	CampaignMaximizeConversionValueTargetRoas column for table KeywordView
CampaignMaximizeConversions	String	CampaignMaximizeConversions column for table KeywordView
CampaignName	String	CampaignName column for table

	<i>ing</i>	KeywordView
CampaignNetworkSettingsTargetContentNetwork	<i>Bo ol</i>	CampaignNetworkSettingsTargetContentNetwork column for table KeywordView
CampaignNetworkSettingsTargetGoogleSearch	<i>Bo ol</i>	CampaignNetworkSettingsTargetGoogleSearch column for table KeywordView
CampaignNetworkSettingsTargetPartnerSearchNetwork	<i>Bo ol</i>	CampaignNetworkSettingsTargetPartnerSearchNetwork column for table KeywordView
CampaignNetworkSettingsTargetSearchNetwork	<i>Bo ol</i>	CampaignNetworkSettingsTargetSearchNetwork column for table KeywordView
CampaignPaymentMode	<i>Str ing</i>	CampaignPaymentMode column for table KeywordView
CampaignPercentCpcCpcBidCeilingMicros	<i>Lo ng</i>	CampaignPercentCpcCpcBidCeilingMicros column for table KeywordView
CampaignPercentCpcEnhancedCpcEnabled	<i>Bo ol</i>	CampaignPercentCpcEnhancedCpcEnabled column for table KeywordView
CampaignRealTimeBiddingSettingOptIn	<i>Bo ol</i>	CampaignRealTimeBiddingSettingOptIn column for table KeywordView
CampaignResourceName	<i>Str ing</i>	CampaignResourceName column for table KeywordView
CampaignSelectiveOptimizationConversionActions	<i>Str ing</i>	CampaignSelectiveOptimizationConversionActions column for table KeywordView
CampaignServingStatus	<i>Str ing</i>	CampaignServingStatus column for table KeywordView

CampaignShoppingSettingCampaignPriority	<i>Int</i>	CampaignShoppingSettingCampaignPriority column for table KeywordView
CampaignShoppingSettingEnableLocal	<i>Boolean</i>	CampaignShoppingSettingEnableLocal column for table KeywordView
CampaignShoppingSettingMerchantId	<i>Long</i>	CampaignShoppingSettingMerchantId column for table KeywordView
CampaignShoppingSettingSalesCountry	<i>String</i>	CampaignShoppingSettingSalesCountry column for table KeywordView
CampaignStartDate	<i>Date</i>	CampaignStartDate column for table KeywordView
CampaignStatus	<i>String</i>	CampaignStatus column for table KeywordView
CampaignTargetCpaCpcBidCeilingMicros	<i>Long</i>	CampaignTargetCpaCpcBidCeilingMicros column for table KeywordView
CampaignTargetCpaCpcBidFloorMicros	<i>Long</i>	CampaignTargetCpaCpcBidFloorMicros column for table KeywordView
CampaignTargetCpaTargetCpaMicros	<i>Long</i>	CampaignTargetCpaTargetCpaMicros column for table KeywordView
CampaignTargetCpm	<i>String</i>	CampaignTargetCpm column for table KeywordView
CampaignTargetImpressionShareCpcBidCeilingMicros	<i>Long</i>	CampaignTargetImpressionShareCpcBidCeilingMicros column for table KeywordView
CampaignTargetImpressionShareLocation	<i>String</i>	CampaignTargetImpressionShareLocation column for table KeywordView
CampaignTargetImpressionShareLocationFractionMicros	<i>Long</i>	CampaignTargetImpressionShareLocationFractionMicros column for table KeywordView

CampaignTargetRoasCpcBidCeilingMicros	Long	CampaignTargetRoasCpcBidCeilingMicros column for table KeywordView
CampaignTargetRoasCpcBidFloorMicros	Long	CampaignTargetRoasCpcBidFloorMicros column for table KeywordView
CampaignTargetRoasTargetRoas	Double	CampaignTargetRoasTargetRoas column for table KeywordView
CampaignTargetSpendCpcBidCeilingMicros	Long	CampaignTargetSpendCpcBidCeilingMicros column for table KeywordView
CampaignTargetSpendTargetSpendMicros	Long	CampaignTargetSpendTargetSpendMicros column for table KeywordView
CampaignTargetingSettingTargetRestrictions	String	CampaignTargetingSettingTargetRestrictions column for table KeywordView
CampaignTrackingSettingTrackingUrl	String	CampaignTrackingSettingTrackingUrl column for table KeywordView
CampaignTrackingUrlTemplate	String	CampaignTrackingUrlTemplate column for table KeywordView
CampaignUrlCustomParameters	String	CampaignUrlCustomParameters column for table KeywordView
CampaignVanityPharmaVanityPharmaDisplayUrlMode	String	CampaignVanityPharmaVanityPharmaDisplayUrlMode column for table KeywordView
CampaignVanityPharmaVanityPharmaText	String	CampaignVanityPharmaVanityPharmaText column for table KeywordView
CampaignVideoBrandSafetySuitability	String	CampaignVideoBrandSafetySuitability column for table KeywordView
CustomerAutoTaggingEnabled	Boolean	CustomerAutoTaggingEnabled column for table KeywordView

CustomerCallReportingSettingCallConversionAction	String	CustomerCallReportingSettingCallConversionAction column for table KeywordView
CustomerCallReportingSettingCallConversionReportingEnabled	Boolean	CustomerCallReportingSettingCallConversionReportingEnabled column for table KeywordView
CustomerCallReportingSettingCallReportingEnabled	Boolean	CustomerCallReportingSettingCallReportingEnabled column for table KeywordView
CustomerConversionTrackingSettingConversionTrackingId	Long	CustomerConversionTrackingSettingConversionTrackingId column for table KeywordView
CustomerConversionTrackingSettingCrossAccountConversionTrackingId	Long	CustomerConversionTrackingSettingCrossAccountConversionTrackingId column for table KeywordView
CustomerCurrencyCode	String	CustomerCurrencyCode column for table KeywordView
CustomerDescriptiveName	String	CustomerDescriptiveName column for table KeywordView
CustomerFinalUrlSuffix	String	CustomerFinalUrlSuffix column for table KeywordView
CustomerHasPartnersBadge	Boolean	CustomerHasPartnersBadge column for table KeywordView
CustomerId	Long	CustomerId column for table KeywordView
CustomerManager	Boolean	CustomerManager column for table KeywordView
CustomerPayPerConversionEligibilityFailureReasons	String	CustomerPayPerConversionEligibilityFailureReasons column for table



KeywordView		
CustomerRemarketingSettingGoogleGlobalSiteTagStr	ing	CustomerRemarketingSettingGoogleGlobalSiteTag column for table KeywordView
CustomerResourceName	Str ing	CustomerResourceName column for table KeywordView
CustomerTestAccount	Bo ol	CustomerTestAccount column for table KeywordView
CustomerTimeZone	Str ing	CustomerTimeZone column for table KeywordView
CustomerTrackingUrlTemplate	Str ing	CustomerTrackingUrlTemplate column for table KeywordView
AbsoluteTopImpressionPercentage	Do ub le	AbsoluteTopImpressionPercentage column for table KeywordView
ActiveViewCpm	Do ub le	ActiveViewCpm column for table KeywordView
ActiveViewCtr	Do ub le	ActiveViewCtr column for table KeywordView
ActiveViewImpressions	Lo ng	ActiveViewImpressions column for table KeywordView
ActiveViewMeasurability	Do ub le	ActiveViewMeasurability column for table KeywordView
ActiveViewMeasurableCostMicros	Lo ng	ActiveViewMeasurableCostMicros column for table KeywordView

ActiveViewMeasurableImpressions	<i>Long</i>	ActiveViewMeasurableImpressions column for table KeywordView
ActiveViewViewability	<i>Double</i>	ActiveViewViewability column for table KeywordView
AllConversions	<i>Double</i>	AllConversions column for table KeywordView
AllConversionsFromInteractionsRate	<i>Double</i>	AllConversionsFromInteractionsRate column for table KeywordView
AllConversionsFromInteractionsValuePerInteraction	<i>Double</i>	AllConversionsFromInteractionsValuePerInteraction column for table KeywordView
AllConversionsValue	<i>Double</i>	AllConversionsValue column for table KeywordView
AllConversionsValuePerCost	<i>Double</i>	AllConversionsValuePerCost column for table KeywordView
AverageCost	<i>Double</i>	AverageCost column for table KeywordView
AverageCpc	<i>Double</i>	AverageCpc column for table KeywordView
AverageCpe	<i>Double</i>	AverageCpe column for table KeywordView
AverageCpm	<i>Double</i>	AverageCpm column for table

	<i>ub le</i>	KeywordView
AverageCpv	<i>Do ub le</i>	AverageCpv column for table KeywordView
AveragePageViews	<i>Do ub le</i>	AveragePageViews column for table KeywordView
AverageTimeOnSite	<i>Do ub le</i>	AverageTimeOnSite column for table KeywordView
BounceRate	<i>Do ub le</i>	BounceRate column for table KeywordView
Clicks	<i>Lo ng</i>	Clicks column for table KeywordView
Conversions	<i>Do ub le</i>	Conversions column for table KeywordView
ConversionsFromInteractionsRate	<i>Do ub le</i>	ConversionsFromInteractionsRate column for table KeywordView
ConversionsValue	<i>Do ub le</i>	ConversionsValue column for table KeywordView
CostMicros	<i>Lo ng</i>	CostMicros column for table KeywordView
CostPerAllConversions	<i>Do ub le</i>	CostPerAllConversions column for table KeywordView

CostPerConversion	<i>Double</i>	CostPerConversion column for table KeywordView
CostPerCurrentModelAttributedConversion	<i>Double</i>	CostPerCurrentModelAttributedConversion column for table KeywordView
CrossDeviceConversions	<i>Double</i>	CrossDeviceConversions column for table KeywordView
Ctr	<i>Double</i>	Ctr column for table KeywordView
CurrentModelAttributedConversions	<i>Double</i>	CurrentModelAttributedConversions column for table KeywordView
CurrentModelAttributedConversionsValue	<i>Double</i>	CurrentModelAttributedConversionsValue column for table KeywordView
EngagementRate	<i>Double</i>	EngagementRate column for table KeywordView
Engagements	<i>Long</i>	Engagements column for table KeywordView
GmailForwards	<i>Long</i>	GmailForwards column for table KeywordView
GmailSaves	<i>Long</i>	GmailSaves column for table KeywordView
GmailSecondaryClicks	<i>Long</i>	GmailSecondaryClicks column for table KeywordView

HistoricalCreativeQualityScore	<i>String</i>	HistoricalCreativeQualityScore column for table KeywordView
HistoricalLandingPageQualityScore	<i>String</i>	HistoricalLandingPageQualityScore column for table KeywordView
HistoricalQualityScore	<i>Long</i>	HistoricalQualityScore column for table KeywordView
HistoricalSearchPredictedCtr	<i>String</i>	HistoricalSearchPredictedCtr column for table KeywordView
Impressions	<i>Long</i>	Impressions column for table KeywordView
InteractionEventTypes	<i>String</i>	InteractionEventTypes column for table KeywordView
InteractionRate	<i>Double</i>	InteractionRate column for table KeywordView
Interactions	<i>Long</i>	Interactions column for table KeywordView
PercentNewVisitors	<i>Double</i>	PercentNewVisitors column for table KeywordView
SearchAbsoluteTopImpressionShare	<i>Double</i>	SearchAbsoluteTopImpressionShare column for table KeywordView
SearchBudgetLostAbsoluteTopImpressionShare	<i>Double</i>	SearchBudgetLostAbsoluteTopImpressionShare column for table KeywordView
SearchBudgetLostTopImpressionShare	<i>Double</i>	SearchBudgetLostTopImpressionShare column for table KeywordView

SearchClickShare	<i>Double</i>	SearchClickShare column for table KeywordView
SearchExactMatchImpressionShare	<i>Double</i>	SearchExactMatchImpressionShare column for table KeywordView
SearchImpressionShare	<i>Double</i>	SearchImpressionShare column for table KeywordView
SearchRankLostAbsoluteTopImpressionShare	<i>Double</i>	SearchRankLostAbsoluteTopImpressionShare column for table KeywordView
SearchRankLostImpressionShare	<i>Double</i>	SearchRankLostImpressionShare column for table KeywordView
SearchRankLostTopImpressionShare	<i>Double</i>	SearchRankLostTopImpressionShare column for table KeywordView
SearchTopImpressionShare	<i>Double</i>	SearchTopImpressionShare column for table KeywordView
TopImpressionPercentage	<i>Double</i>	TopImpressionPercentage column for table KeywordView
ValuePerAllConversions	<i>Double</i>	ValuePerAllConversions column for table KeywordView
ValuePerConversion	<i>Double</i>	ValuePerConversion column for table KeywordView

ValuePerCurrentModelAttributedConversion	<i>Double</i>	ValuePerCurrentModelAttributedConversion column for table KeywordView
VideoQuartile100Rate	<i>Double</i>	VideoQuartile100Rate column for table KeywordView
VideoQuartile25Rate	<i>Double</i>	VideoQuartile25Rate column for table KeywordView
VideoQuartile50Rate	<i>Double</i>	VideoQuartile50Rate column for table KeywordView
VideoQuartile75Rate	<i>Double</i>	VideoQuartile75Rate column for table KeywordView
VideoViewRate	<i>Double</i>	VideoViewRate column for table KeywordView
VideoViews	<i>Long</i>	VideoViews column for table KeywordView
ViewThroughConversions	<i>Long</i>	ViewThroughConversions column for table KeywordView
AdNetworkType	<i>String</i>	AdNetworkType column for table KeywordView
ClickType	<i>String</i>	ClickType column for table KeywordView
ConversionAction	<i>String</i>	ConversionAction column for table KeywordView
ConversionActionCategory	<i>String</i>	ConversionActionCategory column for

	<i>ing</i>	table KeywordView
ConversionActionName	<i>String</i>	ConversionActionName column for table KeywordView
ConversionAdjustment	<i>Boolean</i>	ConversionAdjustment column for table KeywordView
ConversionLagBucket	<i>String</i>	ConversionLagBucket column for table KeywordView
ConversionOrAdjustmentLagBucket	<i>String</i>	ConversionOrAdjustmentLagBucket column for table KeywordView
Date	<i>Date</i>	Date column for table KeywordView
DayOfWeek	<i>String</i>	DayOfWeek column for table KeywordView
Device	<i>String</i>	Device column for table KeywordView
ExternalConversionSource	<i>String</i>	ExternalConversionSource column for table KeywordView
Month	<i>Date</i>	Month column for table KeywordView
MonthOfYear	<i>String</i>	MonthOfYear column for table KeywordView
Quarter	<i>Date</i>	Quarter column for table KeywordView
Slot	<i>String</i>	Slot column for table KeywordView
Week	<i>Date</i>	Week column for table KeywordView



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Year	<i>Int</i>	Year column for table KeywordView
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## Pseudo-Columns

Pseudo column fields are used in the WHERE clause of SELECT statements and offer a more granular control over the tuples that are returned from the data source.

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Name	Type	Description
ManagerId	<i>Long</i>	Id of the manager account on behalf of which you are requesting customer data.

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## LandingPageView

The landing page view in the query.

## Table Specific Information

### Select

Google Ads does not allow every column to be selected in a single query as some data will conflict if selected together. Therefore, when issuing a query that selects all columns, only the default metrics, segments, and attributes will be returned. In general, these defaults are the same fields that are exposed through the Ads console.

To use the nondefault fields, explicitly select them in your query.

Filters can also be used in the WHERE clause. The supported operators are the =, !=, >, >=, <, <=, LIKE, NOT LIKE, IN, and NOT IN operators. All filters must be joined by the AND keyword as OR is not supported by the Ads API.

## Columns

Name	Type	Description
CustomerAutoTaggingEnabled	Boolean	CustomerAutoTaggingEnabled column for table LandingPageView
CustomerCallReportingSettingCallConversionAction	String	CustomerCallReportingSettingCallConversionAction column for table LandingPageView
CustomerCallReportingSettingCallConversionReportingEnabled	Boolean	CustomerCallReportingSettingCallConversionReportingEnabled column for table LandingPageView
CustomerCallReportingSettingCallReportingEnabled	Boolean	CustomerCallReportingSettingCallReportingEnabled column for table LandingPageView
CustomerConversionTrackingSettingConversionTrackingId	String	CustomerConversionTrackingSettingConversionTrackingId column for table LandingPageView
CustomerConversionTrackingSettingCrossAccountConversionTrackingId	String	CustomerConversionTrackingSettingCrossAccountConversionTrackingId column for table LandingPageView
CustomerCurrencyCode	String	CustomerCurrencyCode column for table LandingPageView
CustomerDescriptiveName	String	CustomerDescriptiveName column for table LandingPageView
CustomerFinalUrlSuffix	String	CustomerFinalUrlSuffix column for table LandingPageView
CustomerHasPartnersBadge	Boolean	CustomerHasPartnersBadge column for table LandingPageView

CustomerId	Long	CustomerId column for table LandingPageView
CustomerManager	Boolean	CustomerManager column for table LandingPageView
CustomerPayPerConversionEligibilityFailureReasons	String	CustomerPayPerConversionEligibilityFailureReasons column for table LandingPageView
CustomerRemarketingSettingGoogleGlobalSiteTag	String	CustomerRemarketingSettingGoogleGlobalSiteTag column for table LandingPageView
CustomerResourceName	String	CustomerResourceName column for table LandingPageView
CustomerTestAccount	Boolean	CustomerTestAccount column for table LandingPageView
CustomerTimeZone	String	CustomerTimeZone column for table LandingPageView
CustomerTrackingUrlTemplate	String	CustomerTrackingUrlTemplate column for table LandingPageView
ActiveViewCpm	Double	ActiveViewCpm column for table LandingPageView
ActiveViewCtr	Double	ActiveViewCtr column for table LandingPageView
ActiveViewImpressions	Long	ActiveViewImpressions column for table LandingPageView
ActiveViewMeasurability	Double	ActiveViewMeasurability column for table LandingPageView

ActiveViewMeasurableCostMicros	Long	ActiveViewMeasurableCostMicros column for table LandingPageView
ActiveViewMeasurableImpressions	Long	ActiveViewMeasurableImpressions column for table LandingPageView
ActiveViewViewability	Double	ActiveViewViewability column for table LandingPageView
AllConversions	Double	AllConversions column for table LandingPageView
AllConversionsFromInteractionsRate	Double	AllConversionsFromInteractionsRate column for table LandingPageView
AllConversionsFromInteractionsValuePerInteraction	Double	AllConversionsFromInteractionsValuePerInteraction column for table LandingPageView
AllConversionsValue	Double	AllConversionsValue column for table LandingPageView
AllConversionsValuePerCost	Double	AllConversionsValuePerCost column for table LandingPageView
AverageCost	Double	AverageCost column for table LandingPageView
AverageCpc	Double	AverageCpc column for table LandingPageView
AverageCpe	Double	AverageCpe column for table LandingPageView

	<i>e</i>	
AverageCpm	<i>Double</i>	AverageCpm column for table LandingPageView
AverageCpv	<i>Double</i>	AverageCpv column for table LandingPageView
Clicks	<i>Long</i>	Clicks column for table LandingPageView
Conversions	<i>Double</i>	Conversions column for table LandingPageView
ConversionsFromInteractionsRate	<i>Double</i>	ConversionsFromInteractionsRate column for table LandingPageView
ConversionsFromInteractionsValuePerInteraction	<i>Double</i>	ConversionsFromInteractionsValuePerInteraction column for table LandingPageView
ConversionsValue	<i>Double</i>	ConversionsValue column for table LandingPageView
ConversionsValuePerCost	<i>Double</i>	ConversionsValuePerCost column for table LandingPageView
CostMicros	<i>Long</i>	CostMicros column for table LandingPageView
CostPerAllConversions	<i>Double</i>	CostPerAllConversions column for table LandingPageView

CostPerConversion	<i>Double</i>	CostPerConversion column for table LandingPageView
CrossDeviceConversions	<i>Double</i>	CrossDeviceConversions column for table LandingPageView
Ctr	<i>Double</i>	Ctr column for table LandingPageView
EngagementRate	<i>Double</i>	EngagementRate column for table LandingPageView
Engagements	<i>Long</i>	Engagements column for table LandingPageView
Impressions	<i>Long</i>	Impressions column for table LandingPageView
InteractionEventTypes	<i>String</i>	InteractionEventTypes column for table LandingPageView
InteractionRate	<i>Double</i>	InteractionRate column for table LandingPageView
Interactions	<i>Long</i>	Interactions column for table LandingPageView
MobileFriendlyClicksPercentage	<i>Double</i>	MobileFriendlyClicksPercentage column for table LandingPageView
SpeedScore	<i>Long</i>	SpeedScore column for table LandingPageView
ValidAcceleratedMobilePagesClicksPercentage	<i>Double</i>	ValidAcceleratedMobilePagesClicksPer

	<i>double</i>	centage column for table LandingPageView
ValuePerAllConversions	<i>Double</i>	ValuePerAllConversions column for table LandingPageView
ValuePerConversion	<i>Double</i>	ValuePerConversion column for table LandingPageView
VideoViewRate	<i>Double</i>	VideoViewRate column for table LandingPageView
VideoViews	<i>Long</i>	VideoViews column for table LandingPageView
AdNetworkType	<i>String</i>	AdNetworkType column for table LandingPageView
ClickType	<i>String</i>	ClickType column for table LandingPageView
ConversionAction	<i>String</i>	ConversionAction column for table LandingPageView
ConversionActionCategory	<i>String</i>	ConversionActionCategory column for table LandingPageView
ConversionActionName	<i>String</i>	ConversionActionName column for table LandingPageView
Date	<i>Date</i>	Date column for table LandingPageView
DayOfWeek	<i>String</i>	DayOfWeek column for table LandingPageView
Device	<i>String</i>	Device column for table

	<i>ng</i>	LandingPageView
ExternalConversionSource	<i>String</i>	ExternalConversionSource column for table LandingPageView
Month	<i>Date</i>	Month column for table LandingPageView
MonthOfYear	<i>String</i>	MonthOfYear column for table LandingPageView
Quarter	<i>Date</i>	Quarter column for table LandingPageView
Slot	<i>String</i>	Slot column for table LandingPageView
Week	<i>Date</i>	Week column for table LandingPageView
Year	<i>Int</i>	Year column for table LandingPageView

## Pseudo-Columns

Pseudo column fields are used in the WHERE clause of SELECT statements and offer a more granular control over the tuples that are returned from the data source.

Name	Type	Description
ManagerId	<i>Long</i>	Id of the manager account on behalf of which you are requesting customer data.

## LocationView

The location view in the query.



## Table Specific Information

### Select

Google Ads does not allow every column to be selected in a single query as some data will conflict if selected together. Therefore, when issuing a query that selects all columns, only the default metrics, segments, and attributes will be returned. In general, these defaults are the same fields that are exposed through the Ads console.

To use the nondefault fields, explicitly select them in your query.

Filters can also be used in the WHERE clause. The supported operators are the =, !=, >, >=, <, <=, LIKE, NOT LIKE, IN, and NOT IN operators. All filters must be joined by the AND keyword as OR is not supported by the Ads API.

### Columns

Name	Type	Description
CampaignAdServingOptimizationStatus	String	CampaignAdServingOptimizationStatus column for table LocationView
CampaignAdvertisingChannelSubType	String	CampaignAdvertisingChannelSubType column for table LocationView
CampaignAdvertisingChannelType	String	CampaignAdvertisingChannelType column for table LocationView
CampaignAppCampaignSettingAppId	String	CampaignAppCampaignSettingAppId column for table LocationView
CampaignAppCampaignSettingAppStore	String	CampaignAppCampaignSettingAppStore column for table LocationView

CampaignAppCampaignSettingBiddingStrategyGoalType	String	CampaignAppCampaignSettingBiddingStrategyGoalType column for table LocationView
CampaignBaseCampaign	String	CampaignBaseCampaign column for table LocationView
CampaignBiddingStrategy	String	CampaignBiddingStrategy column for table LocationView
CampaignBiddingStrategyType	String	CampaignBiddingStrategyType column for table LocationView
CampaignCampaignBudget	String	CampaignCampaignBudget column for table LocationView
CampaignCommissionCommissionRateMicros	Long	CampaignCommissionCommissionRateMicros column for table LocationView
CampaignDynamicSearchAdsSettingDomainName	String	CampaignDynamicSearchAdsSettingDomainName column for table LocationView
CampaignDynamicSearchAdsSettingFeeds	String	CampaignDynamicSearchAdsSettingFeeds column for table LocationView
CampaignDynamicSearchAdsSettingLanguageCode	String	CampaignDynamicSearchAdsSettingLanguageCode column for table LocationView
CampaignDynamicSearchAdsSettingUseSuppliedUrlsOnly	Boolean	CampaignDynamicSearchAdsSettingUseSuppliedUrlsOnly column for table LocationView
CampaignEndDate	Date	CampaignEndDate column for table LocationView
CampaignExperimentType	String	CampaignExperimentType column for table LocationView

CampaignFinalUrlSuffix	String	CampaignFinalUrlSuffix column for table LocationView
CampaignFrequencyCaps	String	CampaignFrequencyCaps column for table LocationView
CampaignGeoTargetTypeSettingNegativeGeoTargetType	String	CampaignGeoTargetTypeSettingNegativeGeoTargetType column for table LocationView
CampaignGeoTargetTypeSettingPositiveGeoTargetType	String	CampaignGeoTargetTypeSettingPositiveGeoTargetType column for table LocationView
CampaignHotelSettingHotelCenterId	Long	CampaignHotelSettingHotelCenterId column for table LocationView
CampaignId	Long	CampaignId column for table LocationView
CampaignLabels	String	CampaignLabels column for table LocationView
CampaignManualCpcEnhancedCpcEnabled	Boolean	CampaignManualCpcEnhancedCpcEnabled column for table LocationView
CampaignManualCpm	String	CampaignManualCpm column for table LocationView
CampaignManualCpv	String	CampaignManualCpv column for table LocationView
CampaignMaximizeConversionValueTargetRoas	Double	CampaignMaximizeConversionValueTargetRoas column for table LocationView
CampaignMaximizeConversions	String	CampaignMaximizeConversions column for table LocationView
CampaignName	String	CampaignName column for table

	<i>ng</i>	LocationView
CampaignNetworkSettingsTargetContentNetwork	<i>Bo ol</i>	CampaignNetworkSettingsTargetContentNetwork column for table LocationView
CampaignNetworkSettingsTargetGoogleSearch	<i>Bo ol</i>	CampaignNetworkSettingsTargetGoogleSearch column for table LocationView
CampaignNetworkSettingsTargetPartnerSearchNetwork	<i>Bo ol</i>	CampaignNetworkSettingsTargetPartnerSearchNetwork column for table LocationView
CampaignNetworkSettingsTargetSearchNetwork	<i>Bo ol</i>	CampaignNetworkSettingsTargetSearchNetwork column for table LocationView
CampaignPaymentMode	<i>Stri ng</i>	CampaignPaymentMode column for table LocationView
CampaignPercentCpcCpcBidCeilingMicros	<i>Lo ng</i>	CampaignPercentCpcCpcBidCeilingMicros column for table LocationView
CampaignPercentCpcEnhancedCpcEnabled	<i>Bo ol</i>	CampaignPercentCpcEnhancedCpcEnabled column for table LocationView
CampaignRealTimeBiddingSettingOptIn	<i>Bo ol</i>	CampaignRealTimeBiddingSettingOptIn column for table LocationView
CampaignResourceName	<i>Stri ng</i>	CampaignResourceName column for table LocationView
CampaignSelectiveOptimizationConversionActions	<i>Stri ng</i>	CampaignSelectiveOptimizationConversionActions column for table LocationView
CampaignServingStatus	<i>Stri ng</i>	CampaignServingStatus column for table LocationView

CampaignShoppingSettingCampaignPriority	<i>Int</i>	CampaignShoppingSettingCampaignPriority column for table LocationView
CampaignShoppingSettingEnableLocal	<i>Boolean</i>	CampaignShoppingSettingEnableLocal column for table LocationView
CampaignShoppingSettingMerchantId	<i>Long</i>	CampaignShoppingSettingMerchantId column for table LocationView
CampaignShoppingSettingSalesCountry	<i>String</i>	CampaignShoppingSettingSalesCountry column for table LocationView
CampaignStartDate	<i>Date</i>	CampaignStartDate column for table LocationView
CampaignStatus	<i>String</i>	CampaignStatus column for table LocationView
CampaignTargetCpaCpcBidCeilingMicros	<i>Long</i>	CampaignTargetCpaCpcBidCeilingMicros column for table LocationView
CampaignTargetCpaCpcBidFloorMicros	<i>Long</i>	CampaignTargetCpaCpcBidFloorMicros column for table LocationView
CampaignTargetCpaTargetCpaMicros	<i>Long</i>	CampaignTargetCpaTargetCpaMicros column for table LocationView
CampaignTargetCpm	<i>String</i>	CampaignTargetCpm column for table LocationView
CampaignTargetImpressionShareCpcBidCeilingMicros	<i>Long</i>	CampaignTargetImpressionShareCpcBidCeilingMicros column for table LocationView
CampaignTargetImpressionShareLocation	<i>String</i>	CampaignTargetImpressionShareLocation column for table LocationView
CampaignTargetImpressionShareLocationFractionMicros	<i>Long</i>	CampaignTargetImpressionShareLocationFractionMicros column for table LocationView

CampaignTargetRoasCpcBidCeilingMicros	Long	CampaignTargetRoasCpcBidCeilingMicros column for table LocationView
CampaignTargetRoasCpcBidFloorMicros	Long	CampaignTargetRoasCpcBidFloorMicros column for table LocationView
CampaignTargetRoasTargetRoas	Double	CampaignTargetRoasTargetRoas column for table LocationView
CampaignTargetSpendCpcBidCeilingMicros	Long	CampaignTargetSpendCpcBidCeilingMicros column for table LocationView
CampaignTargetSpendTargetSpendMicros	Long	CampaignTargetSpendTargetSpendMicros column for table LocationView
CampaignTargetingSettingTargetRestrictions	String	CampaignTargetingSettingTargetRestrictions column for table LocationView
CampaignTrackingSettingTrackingUrl	String	CampaignTrackingSettingTrackingUrl column for table LocationView
CampaignTrackingUrlTemplate	String	CampaignTrackingUrlTemplate column for table LocationView
CampaignUrlCustomParameters	String	CampaignUrlCustomParameters column for table LocationView
CampaignVanityPharmaVanityPharmaDisplayUrlMode	String	CampaignVanityPharmaVanityPharmaDisplayUrlMode column for table LocationView
CampaignVanityPharmaVanityPharmaText	String	CampaignVanityPharmaVanityPharmaText column for table LocationView
CampaignVideoBrandSafetySuitability	String	CampaignVideoBrandSafetySuitability column for table LocationView
CampaignCriterionAdScheduleDayOfWeek	String	CampaignCriterionAdScheduleDayOfWeek column for table LocationView

CampaignCriterionAdScheduleEndHour	<i>Int</i>	CampaignCriterionAdScheduleEndHour column for table LocationView
CampaignCriterionAdScheduleEndMinute	<i>String</i>	CampaignCriterionAdScheduleEndMinute column for table LocationView
CampaignCriterionAdScheduleStartHour	<i>Int</i>	CampaignCriterionAdScheduleStartHour column for table LocationView
CampaignCriterionAdScheduleStartMinute	<i>String</i>	CampaignCriterionAdScheduleStartMinute column for table LocationView
CampaignCriterionAgeRangeType	<i>String</i>	CampaignCriterionAgeRangeType column for table LocationView
CampaignCriterionBidModifier	<i>String</i>	CampaignCriterionBidModifier column for table LocationView
CampaignCriterionCampaign	<i>String</i>	CampaignCriterionCampaign column for table LocationView
CampaignCriterionCarrierCarrierConstant	<i>String</i>	CampaignCriterionCarrierCarrierConstant column for table LocationView
CampaignCriterionContentLabelType	<i>String</i>	CampaignCriterionContentLabelType column for table LocationView
CampaignCriterionCriterionId	<i>Long</i>	CampaignCriterionCriterionId column for table LocationView
CampaignCriterionCustomAffinityCustomAffinity	<i>String</i>	CampaignCriterionCustomAffinityCustomAffinity column for table LocationView
CampaignCriterionDeviceType	<i>String</i>	CampaignCriterionDeviceType column for table LocationView
CampaignCriterionGenderType	<i>String</i>	CampaignCriterionGenderType column for table LocationView

CampaignCriterionIncomeRangeType	String	CampaignCriterionIncomeRangeType column for table LocationView
CampaignCriterionIpBlockIpAddress	String	CampaignCriterionIpBlockIpAddress column for table LocationView
CampaignCriterionKeywordMatchType	String	CampaignCriterionKeywordMatchType column for table LocationView
CampaignCriterionKeywordText	String	CampaignCriterionKeywordText column for table LocationView
CampaignCriterionLanguageLanguageConstant	String	CampaignCriterionLanguageLanguage Constant column for table LocationView
CampaignCriterionListingScopeDimensions	String	CampaignCriterionListingScopeDimens ions column for table LocationView
CampaignCriterionLocationGeoTargetConstant	String	CampaignCriterionLocationGeoTarget Constant column for table LocationView
CampaignCriterionLocationGroup	String	CampaignCriterionLocationGroup column for table LocationView
CampaignCriterionLocationGroupFeed	String	CampaignCriterionLocationGroupFeed column for table LocationView
CampaignCriterionMobileAppCategoryMobileAppCategoryConstant	String	CampaignCriterionMobileAppCategory MobileAppCategoryConstant column for table LocationView
CampaignCriterionMobileApplicationAppId	String	CampaignCriterionMobileApplicationA ppId column for table LocationView
CampaignCriterionMobileApplicationName	String	CampaignCriterionMobileApplicationN ame column for table LocationView
CampaignCriterionMobileDeviceMobileDeviceConstant	String	CampaignCriterionMobileDeviceMobile



	<i>ng</i>	DeviceConstant column for table LocationView
CampaignCriterionNegative	<i>Bo ol</i>	CampaignCriterionNegative column for table LocationView
CampaignCriterionOperatingSystemVersion	<i>Str ing</i>	CampaignCriterionOperatingSystemVersionConstant column for table LocationView
CampaignCriterionParentalStatusType	<i>Str ing</i>	CampaignCriterionParentalStatusType column for table LocationView
CampaignCriterionPlacementUrl	<i>Str ing</i>	CampaignCriterionPlacementUrl column for table LocationView
CampaignCriterionProximityAddressCityName	<i>Str ing</i>	CampaignCriterionProximityAddressCityName column for table LocationView
CampaignCriterionProximityAddressCountryCode	<i>Str ing</i>	CampaignCriterionProximityAddressCountryCode column for table LocationView
CampaignCriterionProximityAddressPostalCode	<i>Str ing</i>	CampaignCriterionProximityAddressPostalCode column for table LocationView
CampaignCriterionProximityAddressProvinceCode	<i>Str ing</i>	CampaignCriterionProximityAddressProvinceCode column for table LocationView
CampaignCriterionProximityAddressProvinceName	<i>Str ing</i>	CampaignCriterionProximityAddressProvinceName column for table LocationView
CampaignCriterionProximityAddressStreetAddress	<i>Str ing</i>	CampaignCriterionProximityAddressStreetAddress column for table LocationView
CampaignCriterionProximityGeoPointLatitudeInMicroDegrees	<i>Double</i>	CampaignCriterionProximityGeoPointLatitudeInMicroDegrees column for table LocationView

		atitudeInMicroDegrees column for table LocationView
CampaignCriterionProximityGeoPointLongitudeInMicroDegrees		CampaignCriterionProximityGeoPointLongitudeInMicroDegrees column for table LocationView
CampaignCriterionProximityRadius	Double	CampaignCriterionProximityRadius column for table LocationView
CampaignCriterionProximityRadiusUnits	String	CampaignCriterionProximityRadiusUnits column for table LocationView
CampaignCriterionResourceName	String	CampaignCriterionResourceName column for table LocationView
CampaignCriterionStatus	String	CampaignCriterionStatus column for table LocationView
CampaignCriterionTopicPath	String	CampaignCriterionTopicPath column for table LocationView
CampaignCriterionTopicTopicConstant	String	CampaignCriterionTopicTopicConstant column for table LocationView
CampaignCriterionType	String	CampaignCriterionType column for table LocationView
CampaignCriterionUserInterestUserInterestCategory	String	CampaignCriterionUserInterestUserInterestCategory column for table LocationView
CampaignCriterionUserListUserList	String	CampaignCriterionUserListUserList column for table LocationView
CampaignCriterionWebpageConditions	String	CampaignCriterionWebpageConditions column for table LocationView
CampaignCriterionWebpageCriterionName	String	CampaignCriterionWebpageCriterionName column for table LocationView

	<i>String</i>	name column for table LocationView
CampaignCriterionYoutubeChannelChannelId	<i>String</i>	CampaignCriterionYoutubeChannelChannelId column for table LocationView
CampaignCriterionYoutubeVideoVideoId	<i>String</i>	CampaignCriterionYoutubeVideoVideoId column for table LocationView
CustomerAutoTaggingEnabled	<i>Boolean</i>	CustomerAutoTaggingEnabled column for table LocationView
CustomerCallReportingSettingCallConversionActionId	<i>String</i>	CustomerCallReportingSettingCallConversionAction column for table LocationView
CustomerCallReportingSettingCallConversionReportingEnabled	<i>Boolean</i>	CustomerCallReportingSettingCallConversionReportingEnabled column for table LocationView
CustomerCallReportingSettingCallReportingEnabled	<i>Boolean</i>	CustomerCallReportingSettingCallReportingEnabled column for table LocationView
CustomerConversionTrackingSettingConversionTrackingId	<i>String</i>	CustomerConversionTrackingSettingConversionTrackingId column for table LocationView
CustomerConversionTrackingSettingCrossAccountConversionTrackingId	<i>String</i>	CustomerConversionTrackingSettingCrossAccountConversionTrackingId column for table LocationView
CustomerCurrencyCode	<i>String</i>	CustomerCurrencyCode column for table LocationView
CustomerDescriptiveName	<i>String</i>	CustomerDescriptiveName column for table LocationView
CustomerFinalUrlSuffix	<i>String</i>	CustomerFinalUrlSuffix column for table LocationView

CustomerHasPartnersBadge	<i>Bo ol</i>	CustomerHasPartnersBadge column for table LocationView
CustomerId	<i>Lo ng</i>	CustomerId column for table LocationView
CustomerManager	<i>Bo ol</i>	CustomerManager column for table LocationView
CustomerPayPerConversionEligibilityFailureReasons	<i>Stri ng</i>	CustomerPayPerConversionEligibilityFailureReasons column for table LocationView
CustomerRemarketingSettingGoogleGlobalSiteTag	<i>Stri ng</i>	CustomerRemarketingSettingGoogleGlobalSiteTag column for table LocationView
CustomerResourceName	<i>Stri ng</i>	CustomerResourceName column for table LocationView
CustomerTestAccount	<i>Bo ol</i>	CustomerTestAccount column for table LocationView
CustomerTimeZone	<i>Stri ng</i>	CustomerTimeZone column for table LocationView
CustomerTrackingUrlTemplate	<i>Stri ng</i>	CustomerTrackingUrlTemplate column for table LocationView
AllConversions	<i>Do ubl e</i>	AllConversions column for table LocationView
AllConversionsFromInteractionsRate	<i>Do ubl e</i>	AllConversionsFromInteractionsRate column for table LocationView
AllConversionsValue	<i>Do ubl e</i>	AllConversionsValue column for table LocationView

AverageCost	<i>Double</i>	AverageCost column for table LocationView
AverageCpc	<i>Double</i>	AverageCpc column for table LocationView
AverageCpe	<i>Double</i>	AverageCpe column for table LocationView
AverageCpm	<i>Double</i>	AverageCpm column for table LocationView
AverageCpv	<i>Double</i>	AverageCpv column for table LocationView
Clicks	<i>Long</i>	Clicks column for table LocationView
Conversions	<i>Double</i>	Conversions column for table LocationView
ConversionsFromInteractionsRate	<i>Double</i>	ConversionsFromInteractionsRate column for table LocationView
ConversionsValue	<i>Double</i>	ConversionsValue column for table LocationView
CostMicros	<i>Long</i>	CostMicros column for table LocationView
CostPerAllConversions	<i>Double</i>	CostPerAllConversions column for table LocationView

	<i>e</i>	
CostPerConversion	<i>Double</i>	CostPerConversion column for table LocationView
CrossDeviceConversions	<i>Double</i>	CrossDeviceConversions column for table LocationView
Ctr	<i>Double</i>	Ctr column for table LocationView
EngagementRate	<i>Double</i>	EngagementRate column for table LocationView
Engagements	<i>Long</i>	Engagements column for table LocationView
Impressions	<i>Long</i>	Impressions column for table LocationView
InteractionEventTypes	<i>String</i>	InteractionEventTypes column for table LocationView
InteractionRate	<i>Double</i>	InteractionRate column for table LocationView
Interactions	<i>Long</i>	Interactions column for table LocationView
ValuePerAllConversions	<i>Double</i>	ValuePerAllConversions column for table LocationView
ValuePerConversion	<i>Double</i>	ValuePerConversion column for table LocationView

	<i>e</i>	
VideoViewRate	<i>Double</i>	VideoViewRate column for table LocationView
VideoViews	<i>Long</i>	VideoViews column for table LocationView
ViewThroughConversions	<i>Long</i>	ViewThroughConversions column for table LocationView
ConversionAction	<i>String</i>	ConversionAction column for table LocationView
ConversionActionCategory	<i>String</i>	ConversionActionCategory column for table LocationView
ConversionActionName	<i>String</i>	ConversionActionName column for table LocationView
Date	<i>Date</i>	Date column for table LocationView
ExternalConversionSource	<i>String</i>	ExternalConversionSource column for table LocationView
Month	<i>Date</i>	Month column for table LocationView
MonthOfYear	<i>String</i>	MonthOfYear column for table LocationView
Quarter	<i>Date</i>	Quarter column for table LocationView
Week	<i>Date</i>	Week column for table LocationView
Year	<i>Int</i>	Year column for table LocationView

## Pseudo-Columns

Pseudo column fields are used in the WHERE clause of SELECT statements and offer a more granular control over the tuples that are returned from the data source.

Name	Type	Description
ManagerId	<i>Long</i>	Id of the manager account on behalf of which you are requesting customer data.

## ManagedPlacementView

The managed placement view in the query.

## Table Specific Information

### Select

Google Ads does not allow every column to be selected in a single query as some data will conflict if selected together. Therefore, when issuing a query that selects all columns, only the default metrics, segments, and attributes will be returned. In general, these defaults are the same fields that are exposed through the Ads console.

To use the nondefault fields, explicitly select them in your query.

Filters can also be used in the WHERE clause. The supported operators are the =, !=, >, >=, <, <=, LIKE, NOT LIKE, IN, and NOT IN operators. All filters must be joined by the AND keyword as OR is not supported by the Ads API.

## Columns



Name	Type	Description
AdGroupAdRotationMode	String	AdGroupAdRotationMode column for table ManagedPlacementView
AdGroupBaseAdGroup	String	AdGroupBaseAdGroup column for table ManagedPlacementView
AdGroupCampaign	String	AdGroupCampaign column for table ManagedPlacementView
AdGroupCpcBidMicros	Long	AdGroupCpcBidMicros column for table ManagedPlacementView
AdGroupCpmBidMicros	Long	AdGroupCpmBidMicros column for table ManagedPlacementView
AdGroupCpvBidMicros	Long	AdGroupCpvBidMicros column for table ManagedPlacementView
AdGroupDisplayCustomBidDimension	String	AdGroupDisplayCustomBidDimension column for table ManagedPlacementView
AdGroupEffectiveTargetCpaMicros	Long	AdGroupEffectiveTargetCpaMicros column for table ManagedPlacementView
AdGroupEffectiveTargetCpaSource	String	AdGroupEffectiveTargetCpaSource column for table ManagedPlacementView
AdGroupEffectiveTargetRoas	Double	AdGroupEffectiveTargetRoas column for table ManagedPlacementView
AdGroupEffectiveTargetRoasSource	String	AdGroupEffectiveTargetRoasSource column for table ManagedPlacementView

AdGroupExplorerAutoOptimizerSettingOptIn	Boolean	AdGroupExplorerAutoOptimizerSettingOptIn column for table ManagedPlacementView
AdGroupFinalUrlSuffix	String	AdGroupFinalUrlSuffix column for table ManagedPlacementView
AdGroupId	Long	AdGroupId column for table ManagedPlacementView
AdGroupLabels	String	AdGroupLabels column for table ManagedPlacementView
AdGroupName	String	AdGroupName column for table ManagedPlacementView
AdGroupPercentCpcBidMicros	Long	AdGroupPercentCpcBidMicros column for table ManagedPlacementView
AdGroupResourceName	String	AdGroupResourceName column for table ManagedPlacementView
AdGroupStatus	String	AdGroupStatus column for table ManagedPlacementView
AdGroupTargetCpaMicros	Long	AdGroupTargetCpaMicros column for table ManagedPlacementView
AdGroupTargetCpmMicros	Long	AdGroupTargetCpmMicros column for table ManagedPlacementView
AdGroupTargetRoas	Double	AdGroupTargetRoas column for table ManagedPlacementView
AdGroupTargetingSettingTargetRestrictions	String	AdGroupTargetingSettingTargetRestrictions column for table ManagedPlacementView
AdGroupTrackingUrlTemplate	String	AdGroupTrackingUrlTemplate column

	<i>ing</i>	for table ManagedPlacementView
AdGroupType	<i>String</i>	AdGroupType column for table ManagedPlacementView
AdGroupUrlCustomParameters	<i>String</i>	AdGroupUrlCustomParameters column for table ManagedPlacementView
AdGroupCriterionAdGroup	<i>String</i>	AdGroupCriterionAdGroup column for table ManagedPlacementView
AdGroupCriterionAgeRangeType	<i>String</i>	AdGroupCriterionAgeRangeType column for table ManagedPlacementView
AdGroupCriterionAppPaymentModelType	<i>String</i>	AdGroupCriterionAppPaymentModelType column for table ManagedPlacementView
AdGroupCriterionApprovalStatus	<i>String</i>	AdGroupCriterionApprovalStatus column for table ManagedPlacementView
AdGroupCriterionBidModifier	<i>Double</i>	AdGroupCriterionBidModifier column for table ManagedPlacementView
AdGroupCriterionCpcBidMicros	<i>Long</i>	AdGroupCriterionCpcBidMicros column for table ManagedPlacementView
AdGroupCriterionCpmBidMicros	<i>Long</i>	AdGroupCriterionCpmBidMicros column for table ManagedPlacementView
AdGroupCriterionCpvBidMicros	<i>Long</i>	AdGroupCriterionCpvBidMicros column for table ManagedPlacementView
AdGroupCriterionCriterionId	<i>Long</i>	AdGroupCriterionCriterionId column for table ManagedPlacementView

AdGroupCriterionCustomAffinityCustomAffinity	String	AdGroupCriterionCustomAffinityCustomAffinity column for table ManagedPlacementView
AdGroupCriterionCustomIntentCustomIntent	String	AdGroupCriterionCustomIntentCustomIntent column for table ManagedPlacementView
AdGroupCriterionEffectiveCpcBidMicros	Long	AdGroupCriterionEffectiveCpcBidMicros column for table ManagedPlacementView
AdGroupCriterionEffectiveCpcBidSource	String	AdGroupCriterionEffectiveCpcBidSource column for table ManagedPlacementView
AdGroupCriterionEffectiveCpmBidMicros	Long	AdGroupCriterionEffectiveCpmBidMicros column for table ManagedPlacementView
AdGroupCriterionEffectiveCpmBidSource	String	AdGroupCriterionEffectiveCpmBidSource column for table ManagedPlacementView
AdGroupCriterionEffectiveCpvBidMicros	Long	AdGroupCriterionEffectiveCpvBidMicros column for table ManagedPlacementView
AdGroupCriterionEffectiveCpvBidSource	String	AdGroupCriterionEffectiveCpvBidSource column for table ManagedPlacementView
AdGroupCriterionEffectivePercentCpcBidMicros	Long	AdGroupCriterionEffectivePercentCpcBidMicros column for table ManagedPlacementView
AdGroupCriterionEffectivePercentCpcBidSource	String	AdGroupCriterionEffectivePercentCpcBidSource column for table ManagedPlacementView

AdGroupCriterionFinalMobileUrls	String	AdGroupCriterionFinalMobileUrls column for table ManagedPlacementView
AdGroupCriterionFinalUrlSuffix	String	AdGroupCriterionFinalUrlSuffix column for table ManagedPlacementView
AdGroupCriterionFinalUrls	String	AdGroupCriterionFinalUrls column for table ManagedPlacementView
AdGroupCriterionGenderType	String	AdGroupCriterionGenderType column for table ManagedPlacementView
AdGroupCriterionIncomeRangeType	String	AdGroupCriterionIncomeRangeType column for table ManagedPlacementView
AdGroupCriterionKeywordMatchType	String	AdGroupCriterionKeywordMatchType column for table ManagedPlacementView
AdGroupCriterionKeywordText	String	AdGroupCriterionKeywordText column for table ManagedPlacementView
AdGroupCriterionListingGroupCaseValueHotelCityCityCriteria	String	AdGroupCriterionListingGroupCaseValueHotelCityCityCriteria column for table ManagedPlacementView
AdGroupCriterionListingGroupCaseValueHotelClassValue	String	AdGroupCriterionListingGroupCaseValueHotelClassValue column for table ManagedPlacementView
AdGroupCriterionListingGroupCaseValueHotelCountryRegionCountryRegionCriteria	String	AdGroupCriterionListingGroupCaseValueHotelCountryRegionCountryRegionCriteria column for table ManagedPlacementView
AdGroupCriterionListingGroupCaseValueHotelIdValue	String	AdGroupCriterionListingGroupCaseValueHotelIdValue column for table ManagedPlacementView



for table ManagedPlacementView		
AdGroupCriterionListingGroupCaseValueProductItemIdValue	String	AdGroupCriterionListingGroupCaseValueProductItemIdValue column for table ManagedPlacementView
AdGroupCriterionListingGroupCaseValueProductTypeLevel	String	AdGroupCriterionListingGroupCaseValueProductTypeLevel column for table ManagedPlacementView
AdGroupCriterionListingGroupCaseValueProductTypeValue	String	AdGroupCriterionListingGroupCaseValueProductTypeValue column for table ManagedPlacementView
AdGroupCriterionListingGroupParentAdGroupCriterion	String	AdGroupCriterionListingGroupParentAdGroupCriterion column for table ManagedPlacementView
AdGroupCriterionListingGroupType	String	AdGroupCriterionListingGroupType column for table ManagedPlacementView
AdGroupCriterionMobileAppCategoryMobileAppCategoryConstant	String	AdGroupCriterionMobileAppCategoryMobileAppCategoryConstant column for table ManagedPlacementView
AdGroupCriterionMobileApplicationAppId	String	AdGroupCriterionMobileApplicationAppId column for table ManagedPlacementView
AdGroupCriterionMobileApplicationName	String	AdGroupCriterionMobileApplicationName column for table ManagedPlacementView
AdGroupCriterionNegative	Boolean	AdGroupCriterionNegative column for table ManagedPlacementView
AdGroupCriterionParentalStatusType	String	AdGroupCriterionParentalStatusType column for table ManagedPlacementView

AdGroupCriterionPercentCpcBidMicros	Long	AdGroupCriterionPercentCpcBidMicros column for table ManagedPlacementView
AdGroupCriterionPlacementUrl	String	AdGroupCriterionPlacementUrl column for table ManagedPlacementView
AdGroupCriterionPositionEstimatesEstimatedAddClicksAtFirstPositionCpc	Long	AdGroupCriterionPositionEstimatesEstimatedAddClicksAtFirstPositionCpc column for table ManagedPlacementView
AdGroupCriterionPositionEstimatesEstimatedAddCostAtFirstPositionCpc	Long	AdGroupCriterionPositionEstimatesEstimatedAddCostAtFirstPositionCpc column for table ManagedPlacementView
AdGroupCriterionPositionEstimatesFirstPageCpcMicros	Long	AdGroupCriterionPositionEstimatesFirstPageCpcMicros column for table ManagedPlacementView
AdGroupCriterionPositionEstimatesFirstPositionCpcMicros	Long	AdGroupCriterionPositionEstimatesFirstPositionCpcMicros column for table ManagedPlacementView
AdGroupCriterionPositionEstimatesTopOfPageCpcMicros	Long	AdGroupCriterionPositionEstimatesTopOfPageCpcMicros column for table ManagedPlacementView
AdGroupCriterionQualityInfoCreativeQualityScore	String	AdGroupCriterionQualityInfoCreativeQualityScore column for table ManagedPlacementView
AdGroupCriterionQualityInfoPostClickQualityScore	String	AdGroupCriterionQualityInfoPostClickQualityScore column for table ManagedPlacementView
AdGroupCriterionQualityInfoQualityScore	Int	AdGroupCriterionQualityInfoQualityScore column for table ManagedPlacementView



AdGroupCriterionQualityInfoSearchPredictedCtr	<i>String</i>	AdGroupCriterionQualityInfoSearchPredictedCtr column for table ManagedPlacementView
AdGroupCriterionResourceName	<i>String</i>	AdGroupCriterionResourceName column for table ManagedPlacementView
AdGroupCriterionStatus	<i>String</i>	AdGroupCriterionStatus column for table ManagedPlacementView
AdGroupCriterionSystemServingStatus	<i>String</i>	AdGroupCriterionSystemServingStatus column for table ManagedPlacementView
AdGroupCriterionTopicPath	<i>String</i>	AdGroupCriterionTopicPath column for table ManagedPlacementView
AdGroupCriterionTopicTopicConstant	<i>String</i>	AdGroupCriterionTopicTopicConstant column for table ManagedPlacementView
AdGroupCriterionTrackingUrlTemplate	<i>String</i>	AdGroupCriterionTrackingUrlTemplate column for table ManagedPlacementView
AdGroupCriterionType	<i>String</i>	AdGroupCriterionType column for table ManagedPlacementView
AdGroupCriterionUrlCustomParameters	<i>String</i>	AdGroupCriterionUrlCustomParameters column for table ManagedPlacementView
AdGroupCriterionUserInterestUserInterestCategory	<i>String</i>	AdGroupCriterionUserInterestUserInterestCategory column for table ManagedPlacementView
AdGroupCriterionUserListUserList	<i>String</i>	AdGroupCriterionUserListUserList column for table ManagedPlacementView

AdGroupCriterionWebpageConditions	<i>String</i>	AdGroupCriterionWebpageConditions column for table ManagedPlacementView
AdGroupCriterionWebpageCriterionName	<i>String</i>	AdGroupCriterionWebpageCriterionName column for table ManagedPlacementView
AdGroupCriterionYoutubeChannelChannelId	<i>String</i>	AdGroupCriterionYoutubeChannelChannelId column for table ManagedPlacementView
AdGroupCriterionYoutubeVideoVideoId	<i>String</i>	AdGroupCriterionYoutubeVideoVideoId column for table ManagedPlacementView
CampaignAdServingOptimizationStatus	<i>String</i>	CampaignAdServingOptimizationStatus column for table ManagedPlacementView
CampaignAdvertisingChannelSubType	<i>String</i>	CampaignAdvertisingChannelSubType column for table ManagedPlacementView
CampaignAdvertisingChannelType	<i>String</i>	CampaignAdvertisingChannelType column for table ManagedPlacementView
CampaignAppCampaignSettingAppId	<i>String</i>	CampaignAppCampaignSettingAppId column for table ManagedPlacementView
CampaignAppCampaignSettingAppStore	<i>String</i>	CampaignAppCampaignSettingAppStore column for table ManagedPlacementView
CampaignAppCampaignSettingBiddingStrategyGoalType	<i>String</i>	CampaignAppCampaignSettingBiddingStrategyGoalType column for table ManagedPlacementView

CampaignBaseCampaign	String	CampaignBaseCampaign column for table ManagedPlacementView
CampaignBiddingStrategy	String	CampaignBiddingStrategy column for table ManagedPlacementView
CampaignBiddingStrategyType	String	CampaignBiddingStrategyType column for table ManagedPlacementView
CampaignCampaignBudget	String	CampaignCampaignBudget column for table ManagedPlacementView
CampaignCommissionCommissionRateMicros	Long	CampaignCommissionCommissionRateMicros column for table ManagedPlacementView
CampaignDynamicSearchAdsSettingDomainName	String	CampaignDynamicSearchAdsSettingDomainName column for table ManagedPlacementView
CampaignDynamicSearchAdsSettingFeeds	String	CampaignDynamicSearchAdsSettingFeeds column for table ManagedPlacementView
CampaignDynamicSearchAdsSettingLanguageCode	String	CampaignDynamicSearchAdsSettingLanguageCode column for table ManagedPlacementView
CampaignDynamicSearchAdsSettingUseSuppliedUrlsOnly	Boolean	CampaignDynamicSearchAdsSettingUseSuppliedUrlsOnly column for table ManagedPlacementView
CampaignEndDate	Date	CampaignEndDate column for table ManagedPlacementView
CampaignExperimentType	String	CampaignExperimentType column for table ManagedPlacementView
CampaignFinalUrlSuffix	String	CampaignFinalUrlSuffix column for table ManagedPlacementView

CampaignFrequencyCaps	String	CampaignFrequencyCaps column for table ManagedPlacementView
CampaignGeoTargetTypeSettingNegativeGeoTargetType	String	CampaignGeoTargetTypeSettingNegativeGeoTargetType column for table ManagedPlacementView
CampaignGeoTargetTypeSettingPositiveGeoTargetType	String	CampaignGeoTargetTypeSettingPositiveGeoTargetType column for table ManagedPlacementView
CampaignHotelSettingHotelCenterId	Long	CampaignHotelSettingHotelCenterId column for table ManagedPlacementView
CampaignId	Long	CampaignId column for table ManagedPlacementView
CampaignLabels	String	CampaignLabels column for table ManagedPlacementView
CampaignManualCpcEnhancedCpcEnabled	Boolean	CampaignManualCpcEnhancedCpcEnabled column for table ManagedPlacementView
CampaignManualCpm	String	CampaignManualCpm column for table ManagedPlacementView
CampaignManualCpv	String	CampaignManualCpv column for table ManagedPlacementView
CampaignMaximizeConversionValueTargetRoas	Double	CampaignMaximizeConversionValueTargetRoas column for table ManagedPlacementView
CampaignMaximizeConversions	String	CampaignMaximizeConversions column for table ManagedPlacementView
CampaignName	String	CampaignName column for table ManagedPlacementView

CampaignNetworkSettingsTargetContentNetwork	Boolean	CampaignNetworkSettingsTargetContentNetwork column for table ManagedPlacementView
CampaignNetworkSettingsTargetGoogleSearch	Boolean	CampaignNetworkSettingsTargetGoogleSearch column for table ManagedPlacementView
CampaignNetworkSettingsTargetPartnerSearchNetwork	Boolean	CampaignNetworkSettingsTargetPartnerSearchNetwork column for table ManagedPlacementView
CampaignNetworkSettingsTargetSearchNetwork	Boolean	CampaignNetworkSettingsTargetSearchNetwork column for table ManagedPlacementView
CampaignPaymentMode	String	CampaignPaymentMode column for table ManagedPlacementView
CampaignPercentCpcCpcBidCeilingMicros	Long	CampaignPercentCpcCpcBidCeilingMicros column for table ManagedPlacementView
CampaignPercentCpcEnhancedCpcEnabled	Boolean	CampaignPercentCpcEnhancedCpcEnabled column for table ManagedPlacementView
CampaignRealTimeBiddingSettingOptIn	Boolean	CampaignRealTimeBiddingSettingOptIn column for table ManagedPlacementView
CampaignResourceName	String	CampaignResourceName column for table ManagedPlacementView
CampaignSelectiveOptimizationConversionActions	String	CampaignSelectiveOptimizationConversionActions column for table ManagedPlacementView
CampaignServingStatus	String	CampaignServingStatus column for table ManagedPlacementView

CampaignShoppingSettingCampaignPriority	<i>Int</i>	CampaignShoppingSettingCampaignPriority column for table ManagedPlacementView
CampaignShoppingSettingEnableLocal	<i>Boolean</i>	CampaignShoppingSettingEnableLocal column for table ManagedPlacementView
CampaignShoppingSettingMerchantId	<i>Long</i>	CampaignShoppingSettingMerchantId column for table ManagedPlacementView
CampaignShoppingSettingSalesCountry	<i>String</i>	CampaignShoppingSettingSalesCountry column for table ManagedPlacementView
CampaignStartDate	<i>Date</i>	CampaignStartDate column for table ManagedPlacementView
CampaignStatus	<i>String</i>	CampaignStatus column for table ManagedPlacementView
CampaignTargetCpaCpcBidCeilingMicros	<i>Long</i>	CampaignTargetCpaCpcBidCeilingMicros column for table ManagedPlacementView
CampaignTargetCpaCpcBidFloorMicros	<i>Long</i>	CampaignTargetCpaCpcBidFloorMicros column for table ManagedPlacementView
CampaignTargetCpaTargetCpaMicros	<i>Long</i>	CampaignTargetCpaTargetCpaMicros column for table ManagedPlacementView
CampaignTargetCpm	<i>String</i>	CampaignTargetCpm column for table ManagedPlacementView
CampaignTargetImpressionShareCpcBidCeilingMicros	<i>Long</i>	CampaignTargetImpressionShareCpcBidCeilingMicros column for table ManagedPlacementView

CampaignTargetImpressionShareLocation	<i>String</i>	CampaignTargetImpressionShareLocation column for table ManagedPlacementView
CampaignTargetImpressionShareLocationFractionMicros	<i>Long</i>	CampaignTargetImpressionShareLocationFractionMicros column for table ManagedPlacementView
CampaignTargetRoasCpcBidCeilingMicros	<i>Long</i>	CampaignTargetRoasCpcBidCeilingMicros column for table ManagedPlacementView
CampaignTargetRoasCpcBidFloorMicros	<i>Long</i>	CampaignTargetRoasCpcBidFloorMicros column for table ManagedPlacementView
CampaignTargetRoasTargetRoas	<i>Double</i>	CampaignTargetRoasTargetRoas column for table ManagedPlacementView
CampaignTargetSpendCpcBidCeilingMicros	<i>Long</i>	CampaignTargetSpendCpcBidCeilingMicros column for table ManagedPlacementView
CampaignTargetSpendTargetSpendMicros	<i>Long</i>	CampaignTargetSpendTargetSpendMicros column for table ManagedPlacementView
CampaignTargetingSettingTargetRestrictions	<i>String</i>	CampaignTargetingSettingTargetRestrictions column for table ManagedPlacementView
CampaignTrackingSettingTrackingUrl	<i>String</i>	CampaignTrackingSettingTrackingUrl column for table ManagedPlacementView
CampaignTrackingUrlTemplate	<i>String</i>	CampaignTrackingUrlTemplate column for table ManagedPlacementView
CampaignUrlCustomParameters	<i>String</i>	CampaignUrlCustomParameters

	<i>ing</i>	column for table ManagedPlacementView
CampaignVanityPharmaVanityPharmaDisplayUrlMode	<i>Mode</i> <i>ing</i>	CampaignVanityPharmaVanityPharmaDisplayUrlMode column for table ManagedPlacementView
CampaignVanityPharmaVanityPharmaText	<i>String</i>	CampaignVanityPharmaVanityPharmaText column for table ManagedPlacementView
CampaignVideoBrandSafetySuitability	<i>String</i>	CampaignVideoBrandSafetySuitability column for table ManagedPlacementView
CustomerAutoTaggingEnabled	<i>Boolean</i>	CustomerAutoTaggingEnabled column for table ManagedPlacementView
CustomerCallReportingSettingCallConversionAction	<i>String</i>	CustomerCallReportingSettingCallConversionAction column for table ManagedPlacementView
CustomerCallReportingSettingCallConversionReportingEnabled	<i>Boolean</i>	CustomerCallReportingSettingCallConversionReportingEnabled column for table ManagedPlacementView
CustomerCallReportingSettingCallReportingEnabled	<i>Boolean</i>	CustomerCallReportingSettingCallReportingEnabled column for table ManagedPlacementView
CustomerConversionTrackingSettingConversionTrackingId	<i>Long</i>	CustomerConversionTrackingSettingConversionTrackingId column for table ManagedPlacementView
CustomerConversionTrackingSettingCrossAccountConversionTrackingId	<i>Long</i>	CustomerConversionTrackingSettingCrossAccountConversionTrackingId column for table ManagedPlacementView
CustomerCurrencyCode	<i>String</i>	CustomerCurrencyCode column for



	<i>ing</i>	table ManagedPlacementView
CustomerDescriptiveName	<i>String</i>	CustomerDescriptiveName column for table ManagedPlacementView
CustomerFinalUrlSuffix	<i>String</i>	CustomerFinalUrlSuffix column for table ManagedPlacementView
CustomerHasPartnersBadge	<i>Boolean</i>	CustomerHasPartnersBadge column for table ManagedPlacementView
CustomerId	<i>Long</i>	CustomerId column for table ManagedPlacementView
CustomerManager	<i>Boolean</i>	CustomerManager column for table ManagedPlacementView
CustomerPayPerConversionEligibilityFailureReasons	<i>String</i>	CustomerPayPerConversionEligibilityFailureReasons column for table ManagedPlacementView
CustomerRemarketingSettingGoogleGlobalSiteTag	<i>String</i>	CustomerRemarketingSettingGoogleGlobalSiteTag column for table ManagedPlacementView
CustomerResourceName	<i>String</i>	CustomerResourceName column for table ManagedPlacementView
CustomerTestAccount	<i>Boolean</i>	CustomerTestAccount column for table ManagedPlacementView
CustomerTimeZone	<i>String</i>	CustomerTimeZone column for table ManagedPlacementView
CustomerTrackingUrlTemplate	<i>String</i>	CustomerTrackingUrlTemplate column for table ManagedPlacementView
ActiveViewCpm	<i>Double</i>	ActiveViewCpm column for table ManagedPlacementView

ActiveViewCtr	<i>Double</i>	ActiveViewCtr column for table ManagedPlacementView
ActiveViewImpressions	<i>Long</i>	ActiveViewImpressions column for table ManagedPlacementView
ActiveViewMeasurability	<i>Double</i>	ActiveViewMeasurability column for table ManagedPlacementView
ActiveViewMeasurableCostMicros	<i>Long</i>	ActiveViewMeasurableCostMicros column for table ManagedPlacementView
ActiveViewMeasurableImpressions	<i>Long</i>	ActiveViewMeasurableImpressions column for table ManagedPlacementView
ActiveViewViewability	<i>Double</i>	ActiveViewViewability column for table ManagedPlacementView
AllConversions	<i>Double</i>	AllConversions column for table ManagedPlacementView
AllConversionsFromInteractionsRate	<i>Double</i>	AllConversionsFromInteractionsRate column for table ManagedPlacementView
AllConversionsFromInteractionsValuePerInteraction	<i>Double</i>	AllConversionsFromInteractionsValuePerInteraction column for table ManagedPlacementView
AllConversionsValue	<i>Double</i>	AllConversionsValue column for table ManagedPlacementView
AllConversionsValuePerCost	<i>Double</i>	AllConversionsValuePerCost column for

	<i>ub le</i>	table ManagedPlacementView
AverageCost	<i>Do ub le</i>	AverageCost column for table ManagedPlacementView
AverageCpc	<i>Do ub le</i>	AverageCpc column for table ManagedPlacementView
AverageCpe	<i>Do ub le</i>	AverageCpe column for table ManagedPlacementView
AverageCpm	<i>Do ub le</i>	AverageCpm column for table ManagedPlacementView
AverageCpv	<i>Do ub le</i>	AverageCpv column for table ManagedPlacementView
Clicks	<i>Lo ng</i>	Clicks column for table ManagedPlacementView
Conversions	<i>Do ub le</i>	Conversions column for table ManagedPlacementView
ConversionsFromInteractionsRate	<i>Do ub le</i>	ConversionsFromInteractionsRate column for table ManagedPlacementView
ConversionsValue	<i>Do ub le</i>	ConversionsValue column for table ManagedPlacementView
CostMicros	<i>Lo ng</i>	CostMicros column for table ManagedPlacementView

CostPerAllConversions	<i>Double</i>	CostPerAllConversions column for table ManagedPlacementView
CostPerConversion	<i>Double</i>	CostPerConversion column for table ManagedPlacementView
CrossDeviceConversions	<i>Double</i>	CrossDeviceConversions column for table ManagedPlacementView
Ctr	<i>Double</i>	Ctr column for table ManagedPlacementView
EngagementRate	<i>Double</i>	EngagementRate column for table ManagedPlacementView
Engagements	<i>Long</i>	Engagements column for table ManagedPlacementView
GmailForwards	<i>Long</i>	GmailForwards column for table ManagedPlacementView
GmailSaves	<i>Long</i>	GmailSaves column for table ManagedPlacementView
GmailSecondaryClicks	<i>Long</i>	GmailSecondaryClicks column for table ManagedPlacementView
Impressions	<i>Long</i>	Impressions column for table ManagedPlacementView
InteractionEventTypes	<i>String</i>	InteractionEventTypes column for table ManagedPlacementView
InteractionRate	<i>Double</i>	InteractionRate column for table ManagedPlacementView

	<i>le</i>	
Interactions	<i>Long</i>	Interactions column for table ManagedPlacementView
ValuePerAllConversions	<i>Double</i>	ValuePerAllConversions column for table ManagedPlacementView
ValuePerConversion	<i>Double</i>	ValuePerConversion column for table ManagedPlacementView
VideoQuartile100Rate	<i>Double</i>	VideoQuartile100Rate column for table ManagedPlacementView
VideoQuartile25Rate	<i>Double</i>	VideoQuartile25Rate column for table ManagedPlacementView
VideoQuartile50Rate	<i>Double</i>	VideoQuartile50Rate column for table ManagedPlacementView
VideoQuartile75Rate	<i>Double</i>	VideoQuartile75Rate column for table ManagedPlacementView
VideoViewRate	<i>Double</i>	VideoViewRate column for table ManagedPlacementView
VideoViews	<i>Long</i>	VideoViews column for table ManagedPlacementView
ViewThroughConversions	<i>Long</i>	ViewThroughConversions column for table ManagedPlacementView
AdNetworkType	<i>Str</i>	AdNetworkType column for table

	<i>ing</i>	ManagedPlacementView
ClickType	<i>String</i>	ClickType column for table ManagedPlacementView
ConversionAction	<i>String</i>	ConversionAction column for table ManagedPlacementView
ConversionActionCategory	<i>String</i>	ConversionActionCategory column for table ManagedPlacementView
ConversionActionName	<i>String</i>	ConversionActionName column for table ManagedPlacementView
Date	<i>Date</i>	Date column for table ManagedPlacementView
DayOfWeek	<i>String</i>	DayOfWeek column for table ManagedPlacementView
Device	<i>String</i>	Device column for table ManagedPlacementView
ExternalConversionSource	<i>String</i>	ExternalConversionSource column for table ManagedPlacementView
Month	<i>Date</i>	Month column for table ManagedPlacementView
MonthOfYear	<i>String</i>	MonthOfYear column for table ManagedPlacementView
Quarter	<i>Date</i>	Quarter column for table ManagedPlacementView
Week	<i>Date</i>	Week column for table ManagedPlacementView
Year	<i>Int</i>	Year column for table ManagedPlacementView

## Pseudo-Columns

Pseudo column fields are used in the WHERE clause of SELECT statements and offer a more granular control over the tuples that are returned from the data source.

Name	Type	Description
ManagerId	Long	Id of the manager account on behalf of which you are requesting customer data.

## PaidOrganicSearchTermView

The paid organic search term view in the query.

## Table Specific Information

### Select

Google Ads does not allow every column to be selected in a single query as some data will conflict if selected together. Therefore, when issuing a query that selects all columns, only the default metrics, segments, and attributes will be returned. In general, these defaults are the same fields that are exposed through the Ads console.

To use the nondefault fields, explicitly select them in your query.

Filters can also be used in the WHERE clause. The supported operators are the =, !=, >, >=, <, <=, LIKE, NOT LIKE, IN, and NOT IN operators. All filters must be joined by the AND keyword as OR is not supported by the Ads API.

## Columns

Name	Ty	Description
------	----	-------------

	pe	
AdGroupAdRotationMode	String	AdGroupAdRotationMode column for table PaidOrganicSearchTermView
AdGroupBaseAdGroup	String	AdGroupBaseAdGroup column for table PaidOrganicSearchTermView
AdGroupCampaign	String	AdGroupCampaign column for table PaidOrganicSearchTermView
AdGroupCpcBidMicros	Long	AdGroupCpcBidMicros column for table PaidOrganicSearchTermView
AdGroupCpmBidMicros	Long	AdGroupCpmBidMicros column for table PaidOrganicSearchTermView
AdGroupCpvBidMicros	Long	AdGroupCpvBidMicros column for table PaidOrganicSearchTermView
AdGroupDisplayCustomBidDimension	String	AdGroupDisplayCustomBidDimension column for table PaidOrganicSearchTermView
AdGroupEffectiveTargetCpaMicros	Long	AdGroupEffectiveTargetCpaMicros column for table PaidOrganicSearchTermView
AdGroupEffectiveTargetCpaSource	String	AdGroupEffectiveTargetCpaSource column for table PaidOrganicSearchTermView
AdGroupEffectiveTargetRoas	Double	AdGroupEffectiveTargetRoas column for table PaidOrganicSearchTermView
AdGroupEffectiveTargetRoasSource	String	AdGroupEffectiveTargetRoasSource column for table PaidOrganicSearchTermView



AdGroupExplorerAutoOptimizerSettingOptIn	Boolean	AdGroupExplorerAutoOptimizerSettingOptIn column for table PaidOrganicSearchTermView
AdGroupFinalUrlSuffix	String	AdGroupFinalUrlSuffix column for table PaidOrganicSearchTermView
AdGroupId	Long	AdGroupId column for table PaidOrganicSearchTermView
AdGroupLabels	String	AdGroupLabels column for table PaidOrganicSearchTermView
AdGroupName	String	AdGroupName column for table PaidOrganicSearchTermView
AdGroupPercentCpcBidMicros	Long	AdGroupPercentCpcBidMicros column for table PaidOrganicSearchTermView
AdGroupResourceName	String	AdGroupResourceName column for table PaidOrganicSearchTermView
AdGroupStatus	String	AdGroupStatus column for table PaidOrganicSearchTermView
AdGroupTargetCpaMicros	Long	AdGroupTargetCpaMicros column for table PaidOrganicSearchTermView
AdGroupTargetCpmMicros	Long	AdGroupTargetCpmMicros column for table PaidOrganicSearchTermView
AdGroupTargetRoas	Double	AdGroupTargetRoas column for table PaidOrganicSearchTermView
AdGroupTargetingSettingTargetRestrictions	String	AdGroupTargetingSettingTargetRestrictions column for table PaidOrganicSearchTermView
AdGroupTrackingUrlTemplate	String	AdGroupTrackingUrlTemplate column

	<i>ng</i>	for table PaidOrganicSearchTermView
AdGroupType	<i>String</i>	AdGroupType column for table PaidOrganicSearchTermView
AdGroupUrlCustomParameters	<i>String</i>	AdGroupUrlCustomParameters column for table PaidOrganicSearchTermView
CampaignAdServingOptimizationStatus	<i>String</i>	CampaignAdServingOptimizationStatus column for table PaidOrganicSearchTermView
CampaignAdvertisingChannelSubType	<i>String</i>	CampaignAdvertisingChannelSubType column for table PaidOrganicSearchTermView
CampaignAdvertisingChannelType	<i>String</i>	CampaignAdvertisingChannelType column for table PaidOrganicSearchTermView
CampaignAppCampaignSettingAppId	<i>String</i>	CampaignAppCampaignSettingAppId column for table PaidOrganicSearchTermView
CampaignAppCampaignSettingAppStore	<i>String</i>	CampaignAppCampaignSettingAppStore column for table PaidOrganicSearchTermView
CampaignAppCampaignSettingBiddingStrategyGoalType	<i>String</i>	CampaignAppCampaignSettingBiddingStrategyGoalType column for table PaidOrganicSearchTermView
CampaignBaseCampaign	<i>String</i>	CampaignBaseCampaign column for table PaidOrganicSearchTermView
CampaignBiddingStrategy	<i>String</i>	CampaignBiddingStrategy column for table PaidOrganicSearchTermView
CampaignBiddingStrategyType	<i>String</i>	CampaignBiddingStrategyType

	<i>ng</i>	column for table PaidOrganicSearchTermView
CampaignCampaignBudget	<i>String</i>	CampaignCampaignBudget column for table PaidOrganicSearchTermView
CampaignCommissionCommissionRateMicros	<i>Long</i>	CampaignCommissionCommissionRateMicros column for table PaidOrganicSearchTermView
CampaignDynamicSearchAdsSettingDomainName	<i>String</i>	CampaignDynamicSearchAdsSettingDomainName column for table PaidOrganicSearchTermView
CampaignDynamicSearchAdsSettingFeeds	<i>String</i>	CampaignDynamicSearchAdsSettingFeeds column for table PaidOrganicSearchTermView
CampaignDynamicSearchAdsSettingLanguageCode	<i>String</i>	CampaignDynamicSearchAdsSettingLanguageCode column for table PaidOrganicSearchTermView
CampaignDynamicSearchAdsSettingUseSuppliedUrlsOnly	<i>Boolean</i>	CampaignDynamicSearchAdsSettingUseSuppliedUrlsOnly column for table PaidOrganicSearchTermView
CampaignEndDate	<i>Date</i>	CampaignEndDate column for table PaidOrganicSearchTermView
CampaignExperimentType	<i>String</i>	CampaignExperimentType column for table PaidOrganicSearchTermView
CampaignFinalUrlSuffix	<i>String</i>	CampaignFinalUrlSuffix column for table PaidOrganicSearchTermView
CampaignFrequencyCaps	<i>String</i>	CampaignFrequencyCaps column for table PaidOrganicSearchTermView
CampaignGeoTargetTypeSettingNegativeGeoTargetType	<i>String</i>	CampaignGeoTargetTypeSettingNegativeGeoTargetType column for table

PaidOrganicSearchTermView		
CampaignGeoTargetTypeSettingPositiveGeoTargetType	String	CampaignGeoTargetTypeSettingPositiveGeoTargetType column for table PaidOrganicSearchTermView
CampaignHotelSettingHotelCenterId	Long	CampaignHotelSettingHotelCenterId column for table PaidOrganicSearchTermView
CampaignId	Long	CampaignId column for table PaidOrganicSearchTermView
CampaignLabels	String	CampaignLabels column for table PaidOrganicSearchTermView
CampaignManualCpcEnhancedCpcEnabled	Boolean	CampaignManualCpcEnhancedCpcEnabled column for table PaidOrganicSearchTermView
CampaignManualCpm	String	CampaignManualCpm column for table PaidOrganicSearchTermView
CampaignManualCpv	String	CampaignManualCpv column for table PaidOrganicSearchTermView
CampaignMaximizeConversionValueTargetRoas	Double	CampaignMaximizeConversionValueTargetRoas column for table PaidOrganicSearchTermView
CampaignMaximizeConversions	String	CampaignMaximizeConversions column for table PaidOrganicSearchTermView
CampaignName	String	CampaignName column for table PaidOrganicSearchTermView
CampaignNetworkSettingsTargetContentNetwork	Boolean	CampaignNetworkSettingsTargetContentNetwork column for table PaidOrganicSearchTermView

CampaignNetworkSettingsTargetGoogleSearch	Bo ol	CampaignNetworkSettingsTargetGoog leSearch column for table PaidOrganicSearchTermView
CampaignNetworkSettingsTargetPartnerSearchNetwork	Bo ol	CampaignNetworkSettingsTargetPartn erSearchNetwork column for table PaidOrganicSearchTermView
CampaignNetworkSettingsTargetSearchNetwork	Bo ol	CampaignNetworkSettingsTargetSearc hNetwork column for table PaidOrganicSearchTermView
CampaignPaymentMode	Stri ng	CampaignPaymentMode column for table PaidOrganicSearchTermView
CampaignPercentCpcCpcBidCeilingMicros	Lon g	CampaignPercentCpcCpcBidCeilingMi cros column for table PaidOrganicSearchTermView
CampaignPercentCpcEnhancedCpcEnabled	Bo ol	CampaignPercentCpcEnhancedCpcEn abled column for table PaidOrganicSearchTermView
CampaignRealTimeBiddingSettingOptIn	Bo ol	CampaignRealTimeBiddingSettingOptI n column for table PaidOrganicSearchTermView
CampaignResourceName	Stri ng	CampaignResourceName column for table PaidOrganicSearchTermView
CampaignSelectiveOptimizationConversionActions	Stri ng	CampaignSelectiveOptimizationConve rsionActions column for table PaidOrganicSearchTermView
CampaignServingStatus	Stri ng	CampaignServingStatus column for table PaidOrganicSearchTermView
CampaignShoppingSettingCampaignPriority	Int	CampaignShoppingSettingCampaignP riority column for table PaidOrganicSearchTermView

CampaignShoppingSettingEnableLocal	<i>Bo ol</i>	CampaignShoppingSettingEnableLocal column for table PaidOrganicSearchTermView
CampaignShoppingSettingMerchantId	<i>Lon g</i>	CampaignShoppingSettingMerchantId column for table PaidOrganicSearchTermView
CampaignShoppingSettingSalesCountry	<i>Stri ng</i>	CampaignShoppingSettingSalesCountry column for table PaidOrganicSearchTermView
CampaignStartDate	<i>Dat e</i>	CampaignStartDate column for table PaidOrganicSearchTermView
CampaignStatus	<i>Stri ng</i>	CampaignStatus column for table PaidOrganicSearchTermView
CampaignTargetCpaCpcBidCeilingMicros	<i>Lon g</i>	CampaignTargetCpaCpcBidCeilingMicros column for table PaidOrganicSearchTermView
CampaignTargetCpaCpcBidFloorMicros	<i>Lon g</i>	CampaignTargetCpaCpcBidFloorMicros column for table PaidOrganicSearchTermView
CampaignTargetCpaTargetCpaMicros	<i>Lon g</i>	CampaignTargetCpaTargetCpaMicros column for table PaidOrganicSearchTermView
CampaignTargetCpm	<i>Stri ng</i>	CampaignTargetCpm column for table PaidOrganicSearchTermView
CampaignTargetImpressionShareCpcBidCeilingMicros	<i>Lon g</i>	CampaignTargetImpressionShareCpcBidCeilingMicros column for table PaidOrganicSearchTermView
CampaignTargetImpressionShareLocation	<i>Stri ng</i>	CampaignTargetImpressionShareLocation column for table PaidOrganicSearchTermView

CampaignTargetImpressionShareLocationFractionMicros	Micros	CampaignTargetImpressionShareLocationFractionMicros column for table PaidOrganicSearchTermView
CampaignTargetRoasCpcBidCeilingMicros	Long	CampaignTargetRoasCpcBidCeilingMicros column for table PaidOrganicSearchTermView
CampaignTargetRoasCpcBidFloorMicros	Long	CampaignTargetRoasCpcBidFloorMicros column for table PaidOrganicSearchTermView
CampaignTargetRoasTargetRoas	Double	CampaignTargetRoasTargetRoas column for table PaidOrganicSearchTermView
CampaignTargetSpendCpcBidCeilingMicros	Long	CampaignTargetSpendCpcBidCeilingMicros column for table PaidOrganicSearchTermView
CampaignTargetSpendTargetSpendMicros	Long	CampaignTargetSpendTargetSpendMicros column for table PaidOrganicSearchTermView
CampaignTargetingSettingTargetRestrictions	String	CampaignTargetingSettingTargetRestrictions column for table PaidOrganicSearchTermView
CampaignTrackingSettingTrackingUrl	String	CampaignTrackingSettingTrackingUrl column for table PaidOrganicSearchTermView
CampaignTrackingUrlTemplate	String	CampaignTrackingUrlTemplate column for table PaidOrganicSearchTermView
CampaignUrlCustomParameters	String	CampaignUrlCustomParameters column for table PaidOrganicSearchTermView

CampaignVanityPharmaVanityPharmaDisplayUrlMode	String	CampaignVanityPharmaVanityPharmaDisplayUrlMode column for table PaidOrganicSearchTermView
CampaignVanityPharmaVanityPharmaText	String	CampaignVanityPharmaVanityPharmaText column for table PaidOrganicSearchTermView
CampaignVideoBrandSafetySuitability	String	CampaignVideoBrandSafetySuitability column for table PaidOrganicSearchTermView
CustomerAutoTaggingEnabled	Boolean	CustomerAutoTaggingEnabled column for table PaidOrganicSearchTermView
CustomerCallReportingSettingCallConversionAction	String	CustomerCallReportingSettingCallConversionAction column for table PaidOrganicSearchTermView
CustomerCallReportingSettingCallConversionReportingEnabled	Boolean	CustomerCallReportingSettingCallConversionReportingEnabled column for table PaidOrganicSearchTermView
CustomerCallReportingSettingCallReportingEnabled	Boolean	CustomerCallReportingSettingCallReportingEnabled column for table PaidOrganicSearchTermView
CustomerConversionTrackingSettingConversionTrackingId	String	CustomerConversionTrackingSettingConversionTrackingId column for table PaidOrganicSearchTermView
CustomerConversionTrackingSettingCrossAccountConversionTrackingId	String	CustomerConversionTrackingSettingCrossAccountConversionTrackingId column for table PaidOrganicSearchTermView
CustomerCurrencyCode	String	CustomerCurrencyCode column for table PaidOrganicSearchTermView
CustomerDescriptiveName	String	CustomerDescriptiveName column for



	<i>ng</i>	table PaidOrganicSearchTermView
CustomerFinalUrlSuffix	<i>String</i>	CustomerFinalUrlSuffix column for table PaidOrganicSearchTermView
CustomerHasPartnersBadge	<i>Boolean</i>	CustomerHasPartnersBadge column for table PaidOrganicSearchTermView
CustomerId	<i>Long</i>	CustomerId column for table PaidOrganicSearchTermView
CustomerManager	<i>Boolean</i>	CustomerManager column for table PaidOrganicSearchTermView
CustomerPayPerConversionEligibilityFailureReasons	<i>String</i>	CustomerPayPerConversionEligibilityFailureReasons column for table PaidOrganicSearchTermView
CustomerRemarketingSettingGoogleGlobalSiteTag	<i>String</i>	CustomerRemarketingSettingGoogleGlobalSiteTag column for table PaidOrganicSearchTermView
CustomerResourceName	<i>String</i>	CustomerResourceName column for table PaidOrganicSearchTermView
CustomerTestAccount	<i>Boolean</i>	CustomerTestAccount column for table PaidOrganicSearchTermView
CustomerTimeZone	<i>String</i>	CustomerTimeZone column for table PaidOrganicSearchTermView
CustomerTrackingUrlTemplate	<i>String</i>	CustomerTrackingUrlTemplate column for table PaidOrganicSearchTermView
AverageCpc	<i>Double</i>	AverageCpc column for table PaidOrganicSearchTermView
Clicks	<i>Long</i>	Clicks column for table

	<i>g</i>	PaidOrganicSearchTermView
CombinedClicks	<i>Long</i>	CombinedClicks column for table PaidOrganicSearchTermView
CombinedClicksPerQuery	<i>Double</i>	CombinedClicksPerQuery column for table PaidOrganicSearchTermView
CombinedQueries	<i>Long</i>	CombinedQueries column for table PaidOrganicSearchTermView
Ctr	<i>Double</i>	Ctr column for table PaidOrganicSearchTermView
Impressions	<i>Long</i>	Impressions column for table PaidOrganicSearchTermView
OrganicClicks	<i>Long</i>	OrganicClicks column for table PaidOrganicSearchTermView
OrganicClicksPerQuery	<i>Double</i>	OrganicClicksPerQuery column for table PaidOrganicSearchTermView
OrganicImpressions	<i>Long</i>	OrganicImpressions column for table PaidOrganicSearchTermView
OrganicImpressionsPerQuery	<i>Double</i>	OrganicImpressionsPerQuery column for table PaidOrganicSearchTermView
OrganicQueries	<i>Long</i>	OrganicQueries column for table PaidOrganicSearchTermView
Date	<i>Date</i>	Date column for table PaidOrganicSearchTermView
DayOfWeek	<i>String</i>	DayOfWeek column for table

	<i>ng</i>	PaidOrganicSearchTermView
Device	<i>String</i>	Device column for table PaidOrganicSearchTermView
KeywordAdGroupCriterion	<i>String</i>	KeywordAdGroupCriterion column for table PaidOrganicSearchTermView
KeywordInfoMatchType	<i>String</i>	KeywordInfoMatchType column for table PaidOrganicSearchTermView
KeywordInfoText	<i>String</i>	KeywordInfoText column for table PaidOrganicSearchTermView
Month	<i>Date</i>	Month column for table PaidOrganicSearchTermView
MonthOfYear	<i>String</i>	MonthOfYear column for table PaidOrganicSearchTermView
Quarter	<i>Date</i>	Quarter column for table PaidOrganicSearchTermView
SearchEngineResultsPageType	<i>String</i>	SearchEngineResultsPageType column for table PaidOrganicSearchTermView
Week	<i>Date</i>	Week column for table PaidOrganicSearchTermView
Year	<i>Int</i>	Year column for table PaidOrganicSearchTermView

## Pseudo-Columns

Pseudo column fields are used in the WHERE clause of SELECT statements and offer a more granular control over the tuples that are returned from the data source.

Name	Type	Description
ManagerId	<i>Long</i>	Id of the manager account on behalf of which you are requesting customer data.

## ParentalStatusView

The parental status view in the query.

## Table Specific Information

### Select

Google Ads does not allow every column to be selected in a single query as some data will conflict if selected together. Therefore, when issuing a query that selects all columns, only the default metrics, segments, and attributes will be returned. In general, these defaults are the same fields that are exposed through the Ads console.

To use the nondefault fields, explicitly select them in your query.

Filters can also be used in the WHERE clause. The supported operators are the =, !=, >, >=, <, <=, LIKE, NOT LIKE, IN, and NOT IN operators. All filters must be joined by the AND keyword as OR is not supported by the Ads API.

## Columns

Name	Type	Description
AdGroupAdRotationMode	<i>String</i>	AdGroupAdRotationMode column for table ParentalStatusView
AdGroupBaseAdGroup	<i>String</i>	AdGroupBaseAdGroup column for table ParentalStatusView

AdGroupCampaign	String	AdGroupCampaign column for table ParentalStatusView
AdGroupCpcBidMicros	Long	AdGroupCpcBidMicros column for table ParentalStatusView
AdGroupCpmBidMicros	Long	AdGroupCpmBidMicros column for table ParentalStatusView
AdGroupCpvBidMicros	Long	AdGroupCpvBidMicros column for table ParentalStatusView
AdGroupDisplayCustomBidDimension	String	AdGroupDisplayCustomBidDimension column for table ParentalStatusView
AdGroupEffectiveTargetCpaMicros	Long	AdGroupEffectiveTargetCpaMicros column for table ParentalStatusView
AdGroupEffectiveTargetCpaSource	String	AdGroupEffectiveTargetCpaSource column for table ParentalStatusView
AdGroupEffectiveTargetRoas	Double	AdGroupEffectiveTargetRoas column for table ParentalStatusView
AdGroupEffectiveTargetRoasSource	String	AdGroupEffectiveTargetRoasSource column for table ParentalStatusView
AdGroupExplorerAutoOptimizerSettingOptIn	Boolean	AdGroupExplorerAutoOptimizerSettingOptIn column for table ParentalStatusView
AdGroupFinalUrlSuffix	String	AdGroupFinalUrlSuffix column for table ParentalStatusView
AdGroupId	Long	AdGroupId column for table ParentalStatusView
AdGroupLabels	String	AdGroupLabels column for table ParentalStatusView

AdGroupName	String	AdGroupName column for table ParentalStatusView
AdGroupPercentCpcBidMicros	Long	AdGroupPercentCpcBidMicros column for table ParentalStatusView
AdGroupResourceName	String	AdGroupResourceName column for table ParentalStatusView
AdGroupStatus	String	AdGroupStatus column for table ParentalStatusView
AdGroupTargetCpaMicros	Long	AdGroupTargetCpaMicros column for table ParentalStatusView
AdGroupTargetCpmMicros	Long	AdGroupTargetCpmMicros column for table ParentalStatusView
AdGroupTargetRoas	Double	AdGroupTargetRoas column for table ParentalStatusView
AdGroupTargetingSettingTargetRestrictions	String	AdGroupTargetingSettingTargetRestrictions column for table ParentalStatusView
AdGroupTrackingUrlTemplate	String	AdGroupTrackingUrlTemplate column for table ParentalStatusView
AdGroupType	String	AdGroupType column for table ParentalStatusView
AdGroupUrlCustomParameters	String	AdGroupUrlCustomParameters column for table ParentalStatusView
AdGroupCriterionAdGroup	String	AdGroupCriterionAdGroup column for table ParentalStatusView
AdGroupCriterionAgeRangeType	String	AdGroupCriterionAgeRangeType column for table ParentalStatusView

AdGroupCriterionAppPaymentModelType	String	AdGroupCriterionAppPaymentModelType column for table ParentalStatusView
AdGroupCriterionApprovalStatus	String	AdGroupCriterionApprovalStatus column for table ParentalStatusView
AdGroupCriterionBidModifier	Double	AdGroupCriterionBidModifier column for table ParentalStatusView
AdGroupCriterionCpcBidMicros	Long	AdGroupCriterionCpcBidMicros column for table ParentalStatusView
AdGroupCriterionCpmBidMicros	Long	AdGroupCriterionCpmBidMicros column for table ParentalStatusView
AdGroupCriterionCpvBidMicros	Long	AdGroupCriterionCpvBidMicros column for table ParentalStatusView
AdGroupCriterionCriterionId	Long	AdGroupCriterionCriterionId column for table ParentalStatusView
AdGroupCriterionCustomAffinityCustomAffinity	String	AdGroupCriterionCustomAffinityCustomAffinity column for table ParentalStatusView
AdGroupCriterionCustomIntentCustomIntent	String	AdGroupCriterionCustomIntentCustomIntent column for table ParentalStatusView
AdGroupCriterionEffectiveCpcBidMicros	Long	AdGroupCriterionEffectiveCpcBidMicros column for table ParentalStatusView
AdGroupCriterionEffectiveCpcBidSource	String	AdGroupCriterionEffectiveCpcBidSource column for table ParentalStatusView
AdGroupCriterionEffectiveCpmBidMicros	Long	AdGroupCriterionEffectiveCpmBidMicros column for table ParentalStatusView

AdGroupCriterionEffectiveCpmBidSource	String	AdGroupCriterionEffectiveCpmBidSource column for table ParentalStatusView
AdGroupCriterionEffectiveCpvBidMicros	Long	AdGroupCriterionEffectiveCpvBidMicros column for table ParentalStatusView
AdGroupCriterionEffectiveCpvBidSource	String	AdGroupCriterionEffectiveCpvBidSource column for table ParentalStatusView
AdGroupCriterionEffectivePercentCpcBidMicros	Long	AdGroupCriterionEffectivePercentCpcBidMicros column for table ParentalStatusView
AdGroupCriterionEffectivePercentCpcBidSource	String	AdGroupCriterionEffectivePercentCpcBidSource column for table ParentalStatusView
AdGroupCriterionFinalMobileUrls	String	AdGroupCriterionFinalMobileUrls column for table ParentalStatusView
AdGroupCriterionFinalUrlSuffix	String	AdGroupCriterionFinalUrlSuffix column for table ParentalStatusView
AdGroupCriterionFinalUrls	String	AdGroupCriterionFinalUrls column for table ParentalStatusView
AdGroupCriterionGenderType	String	AdGroupCriterionGenderType column for table ParentalStatusView
AdGroupCriterionIncomeRangeType	String	AdGroupCriterionIncomeRangeType column for table ParentalStatusView
AdGroupCriterionKeywordMatchType	String	AdGroupCriterionKeywordMatchType column for table ParentalStatusView
AdGroupCriterionKeywordText	String	AdGroupCriterionKeywordText column for table ParentalStatusView
AdGroupCriterionListingGroupCaseValueHotelCityCityCriteriaAdGroup		AdGroupCriterionListingGroupCaseValueHotelCityCityCriteriaAdGroup



	ing	eHotelCityCityCriterion column for table ParentalStatusView
AdGroupCriterionListingGroupCaseValueHotelClassValue	ing	eHotelClassValue column for table ParentalStatusView
AdGroupCriterionListingGroupCaseValueHotelCountryRegionCountryRegionValue	ing	eHotelCountryRegionCountryRegionCriterion column for table ParentalStatusView
AdGroupCriterionListingGroupCaseValueHotelIdValue	ing	AdGroupCriterionListingGroupCaseValueHotelIdValue column for table ParentalStatusView
AdGroupCriterionListingGroupCaseValueHotelStateStateValue	ing	AdGroupCriterionListingGroupCaseValueHotelStateStateCriterion column for table ParentalStatusView
AdGroupCriterionListingGroupCaseValueProductBrandValue	ing	AdGroupCriterionListingGroupCaseValueProductBrandValue column for table ParentalStatusView
AdGroupCriterionListingGroupCaseValueProductCustomAttributeIndexValue	ing	AdGroupCriterionListingGroupCaseValueProductCustomAttributeIndex column for table ParentalStatusView
AdGroupCriterionListingGroupCaseValueProductCustomAttributeValue	ing	AdGroupCriterionListingGroupCaseValueProductCustomAttributeValue column for table ParentalStatusView
AdGroupCriterionListingGroupCaseValueProductBiddingCategoryCountryCodeValue	ing	AdGroupCriterionListingGroupCaseValueProductBiddingCategoryCountryCode column for table ParentalStatusView
AdGroupCriterionListingGroupCaseValueProductBiddingCategoryIdValue	ing	AdGroupCriterionListingGroupCaseValueProductBiddingCategoryId column for table ParentalStatusView

AdGroupCriterionListingGroupCaseValue	String	AdGroupCriterionListingGroupCaseValueProductBiddingCategoryLevel column for table ParentalStatusView
AdGroupCriterionListingGroupCaseValueProductChannel	String	AdGroupCriterionListingGroupCaseValueProductChannelChannel column for table ParentalStatusView
AdGroupCriterionListingGroupCaseValueProductChannelExclusivity	String	AdGroupCriterionListingGroupCaseValueProductChannelExclusivityChannelExclusivity column for table ParentalStatusView
AdGroupCriterionListingGroupCaseValueProductCondition	String	AdGroupCriterionListingGroupCaseValueProductConditionCondition column for table ParentalStatusView
AdGroupCriterionListingGroupCaseValueProductItemId	String	AdGroupCriterionListingGroupCaseValueProductItemIdValue column for table ParentalStatusView
AdGroupCriterionListingGroupCaseValueProductTypeLevel	String	AdGroupCriterionListingGroupCaseValueProductTypeLevel column for table ParentalStatusView
AdGroupCriterionListingGroupCaseValueProductTypeValue	String	AdGroupCriterionListingGroupCaseValueProductTypeValue column for table ParentalStatusView
AdGroupCriterionListingGroupParentAdGroupCriterion	String	AdGroupCriterionListingGroupParentAdGroupCriterion column for table ParentalStatusView
AdGroupCriterionListingGroupType	String	AdGroupCriterionListingGroupType column for table ParentalStatusView
AdGroupCriterionMobileAppCategoryMobileAppCategoryConstant	String	AdGroupCriterionMobileAppCategoryMobileAppCategoryConstant column for table ParentalStatusView

AdGroupCriterionMobileApplicationAppId	String	AdGroupCriterionMobileApplicationAppId column for table ParentalStatusView
AdGroupCriterionMobileApplicationName	String	AdGroupCriterionMobileApplicationName column for table ParentalStatusView
AdGroupCriterionNegative	Boolean	AdGroupCriterionNegative column for table ParentalStatusView
AdGroupCriterionParentalStatusType	String	AdGroupCriterionParentalStatusType column for table ParentalStatusView
AdGroupCriterionPercentCpcBidMicros	Long	AdGroupCriterionPercentCpcBidMicros column for table ParentalStatusView
AdGroupCriterionPlacementUrl	String	AdGroupCriterionPlacementUrl column for table ParentalStatusView
AdGroupCriterionPositionEstimatesEstimatedAddClicksAtFirstPositionCpc	Long	AdGroupCriterionPositionEstimatesEstimatedAddClicksAtFirstPositionCpc column for table ParentalStatusView
AdGroupCriterionPositionEstimatesEstimatedAddCostAtFirstPositionCpc	Long	AdGroupCriterionPositionEstimatesEstimatedAddCostAtFirstPositionCpc column for table ParentalStatusView
AdGroupCriterionPositionEstimatesFirstPageCpcMicros	Long	AdGroupCriterionPositionEstimatesFirstPageCpcMicros column for table ParentalStatusView
AdGroupCriterionPositionEstimatesFirstPositionCpcMicros	Long	AdGroupCriterionPositionEstimatesFirstPositionCpcMicros column for table ParentalStatusView
AdGroupCriterionPositionEstimatesTopOfPageCpcMicros	Long	AdGroupCriterionPositionEstimatesTopOfPageCpcMicros column for table ParentalStatusView

AdGroupCriterionQualityInfoCreativeQualityScore	<i>String</i>	AdGroupCriterionQualityInfoCreativeQualityScore column for table ParentalStatusView
AdGroupCriterionQualityInfoPostClickQualityScore	<i>String</i>	AdGroupCriterionQualityInfoPostClickQualityScore column for table ParentalStatusView
AdGroupCriterionQualityInfoQualityScore	<i>Int</i>	AdGroupCriterionQualityInfoQualityScore column for table ParentalStatusView
AdGroupCriterionQualityInfoSearchPredictedCtr	<i>String</i>	AdGroupCriterionQualityInfoSearchPredictedCtr column for table ParentalStatusView
AdGroupCriterionResourceName	<i>String</i>	AdGroupCriterionResourceName column for table ParentalStatusView
AdGroupCriterionStatus	<i>String</i>	AdGroupCriterionStatus column for table ParentalStatusView
AdGroupCriterionSystemServingStatus	<i>String</i>	AdGroupCriterionSystemServingStatus column for table ParentalStatusView
AdGroupCriterionTopicPath	<i>String</i>	AdGroupCriterionTopicPath column for table ParentalStatusView
AdGroupCriterionTopicTopicConstant	<i>String</i>	AdGroupCriterionTopicTopicConstant column for table ParentalStatusView
AdGroupCriterionTrackingUrlTemplate	<i>String</i>	AdGroupCriterionTrackingUrlTemplate column for table ParentalStatusView
AdGroupCriterionType	<i>String</i>	AdGroupCriterionType column for table ParentalStatusView
AdGroupCriterionUrlCustomParameters	<i>String</i>	AdGroupCriterionUrlCustomParameters column for table ParentalStatusView

AdGroupCriterionUserInterestUserInterestCategory	String	AdGroupCriterionUserInterestUserInterestCategory column for table ParentalStatusView
AdGroupCriterionUserListUserList	String	AdGroupCriterionUserListUserList column for table ParentalStatusView
AdGroupCriterionWebpageConditions	String	AdGroupCriterionWebpageConditions column for table ParentalStatusView
AdGroupCriterionWebpageCriterionName	String	AdGroupCriterionWebpageCriterionName column for table ParentalStatusView
AdGroupCriterionYoutubeChannelChannelId	String	AdGroupCriterionYoutubeChannelChannelId column for table ParentalStatusView
AdGroupCriterionYoutubeVideoVideoId	String	AdGroupCriterionYoutubeVideoVideoId column for table ParentalStatusView
CampaignAdServingOptimizationStatus	String	CampaignAdServingOptimizationStatus column for table ParentalStatusView
CampaignAdvertisingChannelSubType	String	CampaignAdvertisingChannelSubType column for table ParentalStatusView
CampaignAdvertisingChannelType	String	CampaignAdvertisingChannelType column for table ParentalStatusView
CampaignAppCampaignSettingAppId	String	CampaignAppCampaignSettingAppId column for table ParentalStatusView
CampaignAppCampaignSettingAppStore	String	CampaignAppCampaignSettingAppStore column for table ParentalStatusView
CampaignAppCampaignSettingBiddingStrategyGoalType	String	CampaignAppCampaignSettingBiddingStrategyGoalType column for table ParentalStatusView

CampaignBaseCampaign	String	CampaignBaseCampaign column for table ParentalStatusView
CampaignBiddingStrategy	String	CampaignBiddingStrategy column for table ParentalStatusView
CampaignBiddingStrategyType	String	CampaignBiddingStrategyType column for table ParentalStatusView
CampaignCampaignBudget	String	CampaignCampaignBudget column for table ParentalStatusView
CampaignCommissionCommissionRateMicros	Long	CampaignCommissionCommissionRateMicros column for table ParentalStatusView
CampaignDynamicSearchAdsSettingDomainName	String	CampaignDynamicSearchAdsSettingDomainName column for table ParentalStatusView
CampaignDynamicSearchAdsSettingFeeds	String	CampaignDynamicSearchAdsSettingFeeds column for table ParentalStatusView
CampaignDynamicSearchAdsSettingLanguageCode	String	CampaignDynamicSearchAdsSettingLanguageCode column for table ParentalStatusView
CampaignDynamicSearchAdsSettingUseSuppliedUrlsOnly	Boolean	CampaignDynamicSearchAdsSettingUseSuppliedUrlsOnly column for table ParentalStatusView
CampaignEndDate	Date	CampaignEndDate column for table ParentalStatusView
CampaignExperimentType	String	CampaignExperimentType column for table ParentalStatusView
CampaignFinalUrlSuffix	String	CampaignFinalUrlSuffix column for table ParentalStatusView

CampaignFrequencyCaps	String	CampaignFrequencyCaps column for table ParentalStatusView
CampaignGeoTargetTypeSettingNegativeGeoTargetType	String	CampaignGeoTargetTypeSettingNegativeGeoTargetType column for table ParentalStatusView
CampaignGeoTargetTypeSettingPositiveGeoTargetType	String	CampaignGeoTargetTypeSettingPositiveGeoTargetType column for table ParentalStatusView
CampaignHotelSettingHotelCenterId	Long	CampaignHotelSettingHotelCenterId column for table ParentalStatusView
CampaignId	Long	CampaignId column for table ParentalStatusView
CampaignLabels	String	CampaignLabels column for table ParentalStatusView
CampaignManualCpcEnhancedCpcEnabled	Boolean	CampaignManualCpcEnhancedCpcEnabled column for table ParentalStatusView
CampaignManualCpm	String	CampaignManualCpm column for table ParentalStatusView
CampaignManualCpv	String	CampaignManualCpv column for table ParentalStatusView
CampaignMaximizeConversionValueTargetRoas	Double	CampaignMaximizeConversionValueTargetRoas column for table ParentalStatusView
CampaignMaximizeConversions	String	CampaignMaximizeConversions column for table ParentalStatusView
CampaignName	String	CampaignName column for table ParentalStatusView

CampaignNetworkSettingsTargetContentNetwork	Boolean	CampaignNetworkSettingsTargetContentNetwork column for table ParentalStatusView
CampaignNetworkSettingsTargetGoogleSearch	Boolean	CampaignNetworkSettingsTargetGoogleSearch column for table ParentalStatusView
CampaignNetworkSettingsTargetPartnerSearchNetwork	Boolean	CampaignNetworkSettingsTargetPartnerSearchNetwork column for table ParentalStatusView
CampaignNetworkSettingsTargetSearchNetwork	Boolean	CampaignNetworkSettingsTargetSearchNetwork column for table ParentalStatusView
CampaignPaymentMode	String	CampaignPaymentMode column for table ParentalStatusView
CampaignPercentCpcCpcBidCeilingMicros	Long	CampaignPercentCpcCpcBidCeilingMicros column for table ParentalStatusView
CampaignPercentCpcEnhancedCpcEnabled	Boolean	CampaignPercentCpcEnhancedCpcEnabled column for table ParentalStatusView
CampaignRealTimeBiddingSettingOptIn	Boolean	CampaignRealTimeBiddingSettingOptIn column for table ParentalStatusView
CampaignResourceName	String	CampaignResourceName column for table ParentalStatusView
CampaignSelectiveOptimizationConversionActions	String	CampaignSelectiveOptimizationConversionActions column for table ParentalStatusView
CampaignServingStatus	String	CampaignServingStatus column for table ParentalStatusView



CampaignShoppingSettingCampaignPriority	<i>Int</i>	CampaignShoppingSettingCampaignPriority column for table ParentalStatusView
CampaignShoppingSettingEnableLocal	<i>Boolean</i>	CampaignShoppingSettingEnableLocal column for table ParentalStatusView
CampaignShoppingSettingMerchantId	<i>Long</i>	CampaignShoppingSettingMerchantId column for table ParentalStatusView
CampaignShoppingSettingSalesCountry	<i>String</i>	CampaignShoppingSettingSalesCountry column for table ParentalStatusView
CampaignStartDate	<i>Date</i>	CampaignStartDate column for table ParentalStatusView
CampaignStatus	<i>String</i>	CampaignStatus column for table ParentalStatusView
CampaignTargetCpaCpcBidCeilingMicros	<i>Long</i>	CampaignTargetCpaCpcBidCeilingMicros column for table ParentalStatusView
CampaignTargetCpaCpcBidFloorMicros	<i>Long</i>	CampaignTargetCpaCpcBidFloorMicros column for table ParentalStatusView
CampaignTargetCpaTargetCpaMicros	<i>Long</i>	CampaignTargetCpaTargetCpaMicros column for table ParentalStatusView
CampaignTargetCpm	<i>String</i>	CampaignTargetCpm column for table ParentalStatusView
CampaignTargetImpressionShareCpcBidCeilingMicros	<i>Long</i>	CampaignTargetImpressionShareCpcBidCeilingMicros column for table ParentalStatusView
CampaignTargetImpressionShareLocation	<i>String</i>	CampaignTargetImpressionShareLocation column for table ParentalStatusView

CampaignTargetImpressionShareLocationFractionMicros	Micros	CampaignTargetImpressionShareLocationFractionMicros column for table ParentalStatusView
CampaignTargetRoasCpcBidCeilingMicros	Long	CampaignTargetRoasCpcBidCeilingMicros column for table ParentalStatusView
CampaignTargetRoasCpcBidFloorMicros	Long	CampaignTargetRoasCpcBidFloorMicros column for table ParentalStatusView
CampaignTargetRoasTargetRoas	Double	CampaignTargetRoasTargetRoas column for table ParentalStatusView
CampaignTargetSpendCpcBidCeilingMicros	Long	CampaignTargetSpendCpcBidCeilingMicros column for table ParentalStatusView
CampaignTargetSpendTargetSpendMicros	Long	CampaignTargetSpendTargetSpendMicros column for table ParentalStatusView
CampaignTargetingSettingTargetRestrictions	String	CampaignTargetingSettingTargetRestrictions column for table ParentalStatusView
CampaignTrackingSettingTrackingUrl	String	CampaignTrackingSettingTrackingUrl column for table ParentalStatusView
CampaignTrackingUrlTemplate	String	CampaignTrackingUrlTemplate column for table ParentalStatusView
CampaignUrlCustomParameters	String	CampaignUrlCustomParameters column for table ParentalStatusView
CampaignVanityPharmaVanityPharmaDisplayUrlMode	String	CampaignVanityPharmaVanityPharmaDisplayUrlMode column for table ParentalStatusView

CampaignVanityPharmaVanityPharmaText	String	CampaignVanityPharmaVanityPharmaText column for table ParentalStatusView
CampaignVideoBrandSafetySuitability	String	CampaignVideoBrandSafetySuitability column for table ParentalStatusView
CustomerAutoTaggingEnabled	Boolean	CustomerAutoTaggingEnabled column for table ParentalStatusView
CustomerCallReportingSettingCallConversionAction	String	CustomerCallReportingSettingCallConversionAction column for table ParentalStatusView
CustomerCallReportingSettingCallConversionReportingEnabled	Boolean	CustomerCallReportingSettingCallConversionReportingEnabled column for table ParentalStatusView
CustomerCallReportingSettingCallReportingEnabled	Boolean	CustomerCallReportingSettingCallReportingEnabled column for table ParentalStatusView
CustomerConversionTrackingSettingConversionTrackingId	String	CustomerConversionTrackingSettingConversionTrackingId column for table ParentalStatusView
CustomerConversionTrackingSettingCrossAccountConversionTrackingId	String	CustomerConversionTrackingSettingCrossAccountConversionTrackingId column for table ParentalStatusView
CustomerCurrencyCode	String	CustomerCurrencyCode column for table ParentalStatusView
CustomerDescriptiveName	String	CustomerDescriptiveName column for table ParentalStatusView
CustomerFinalUrlSuffix	String	CustomerFinalUrlSuffix column for table ParentalStatusView
CustomerHasPartnersBadge	Boolean	CustomerHasPartnersBadge column for

	<i>ol</i>	table ParentalStatusView
CustomerId	<i>Long</i>	CustomerId column for table ParentalStatusView
CustomerManager	<i>Boolean</i>	CustomerManager column for table ParentalStatusView
CustomerPayPerConversionEligibilityFailureReasons	<i>String</i>	CustomerPayPerConversionEligibilityFailureReasons column for table ParentalStatusView
CustomerRemarketingSettingGoogleGlobalSiteTag	<i>String</i>	CustomerRemarketingSettingGoogleGlobalSiteTag column for table ParentalStatusView
CustomerResourceName	<i>String</i>	CustomerResourceName column for table ParentalStatusView
CustomerTestAccount	<i>Boolean</i>	CustomerTestAccount column for table ParentalStatusView
CustomerTimeZone	<i>String</i>	CustomerTimeZone column for table ParentalStatusView
CustomerTrackingUrlTemplate	<i>String</i>	CustomerTrackingUrlTemplate column for table ParentalStatusView
ActiveViewCpm	<i>Double</i>	ActiveViewCpm column for table ParentalStatusView
ActiveViewCtr	<i>Double</i>	ActiveViewCtr column for table ParentalStatusView
ActiveViewImpressions	<i>Long</i>	ActiveViewImpressions column for table ParentalStatusView
ActiveViewMeasurability	<i>Double</i>	ActiveViewMeasurability column for

	<i>ub le</i>	table ParentalStatusView
ActiveViewMeasurableCostMicros	<i>Lo ng</i>	ActiveViewMeasurableCostMicros column for table ParentalStatusView
ActiveViewMeasurableImpressions	<i>Lo ng</i>	ActiveViewMeasurableImpressions column for table ParentalStatusView
ActiveViewViewability	<i>Do ub le</i>	ActiveViewViewability column for table ParentalStatusView
AllConversions	<i>Do ub le</i>	AllConversions column for table ParentalStatusView
AllConversionsFromInteractionsRate	<i>Do ub le</i>	AllConversionsFromInteractionsRate column for table ParentalStatusView
AllConversionsFromInteractionsValuePerInteraction	<i>Do ub le</i>	AllConversionsFromInteractionsValueP erInteraction column for table ParentalStatusView
AllConversionsValue	<i>Do ub le</i>	AllConversionsValue column for table ParentalStatusView
AllConversionsValuePerCost	<i>Do ub le</i>	AllConversionsValuePerCost column for table ParentalStatusView
AverageCost	<i>Do ub le</i>	AverageCost column for table ParentalStatusView
AverageCpc	<i>Do ub le</i>	AverageCpc column for table ParentalStatusView

AverageCpe	<i>Double</i>	AverageCpe column for table ParentalStatusView
AverageCpm	<i>Double</i>	AverageCpm column for table ParentalStatusView
AverageCpv	<i>Double</i>	AverageCpv column for table ParentalStatusView
Clicks	<i>Long</i>	Clicks column for table ParentalStatusView
Conversions	<i>Double</i>	Conversions column for table ParentalStatusView
ConversionsFromInteractionsRate	<i>Double</i>	ConversionsFromInteractionsRate column for table ParentalStatusView
ConversionsValue	<i>Double</i>	ConversionsValue column for table ParentalStatusView
CostMicros	<i>Long</i>	CostMicros column for table ParentalStatusView
CostPerAllConversions	<i>Double</i>	CostPerAllConversions column for table ParentalStatusView
CostPerConversion	<i>Double</i>	CostPerConversion column for table ParentalStatusView
CrossDeviceConversions	<i>Double</i>	CrossDeviceConversions column for table ParentalStatusView

	<i>le</i>	
Ctr	<i>Double</i>	Ctr column for table ParentalStatusView
EngagementRate	<i>Double</i>	EngagementRate column for table ParentalStatusView
Engagements	<i>Long</i>	Engagements column for table ParentalStatusView
GmailForwards	<i>Long</i>	GmailForwards column for table ParentalStatusView
GmailSaves	<i>Long</i>	GmailSaves column for table ParentalStatusView
GmailSecondaryClicks	<i>Long</i>	GmailSecondaryClicks column for table ParentalStatusView
Impressions	<i>Long</i>	Impressions column for table ParentalStatusView
InteractionEventTypes	<i>String</i>	InteractionEventTypes column for table ParentalStatusView
InteractionRate	<i>Double</i>	InteractionRate column for table ParentalStatusView
Interactions	<i>Long</i>	Interactions column for table ParentalStatusView
ValuePerAllConversions	<i>Double</i>	ValuePerAllConversions column for table ParentalStatusView
ValuePerConversion	<i>Double</i>	ValuePerConversion column for table

	<i>ub le</i>	ParentalStatusView
VideoQuartile100Rate	<i>Do ub le</i>	VideoQuartile100Rate column for table ParentalStatusView
VideoQuartile25Rate	<i>Do ub le</i>	VideoQuartile25Rate column for table ParentalStatusView
VideoQuartile50Rate	<i>Do ub le</i>	VideoQuartile50Rate column for table ParentalStatusView
VideoQuartile75Rate	<i>Do ub le</i>	VideoQuartile75Rate column for table ParentalStatusView
VideoViewRate	<i>Do ub le</i>	VideoViewRate column for table ParentalStatusView
VideoViews	<i>Lo ng</i>	VideoViews column for table ParentalStatusView
ViewThroughConversions	<i>Lo ng</i>	ViewThroughConversions column for table ParentalStatusView
AdNetworkType	<i>Str ing</i>	AdNetworkType column for table ParentalStatusView
ClickType	<i>Str ing</i>	ClickType column for table ParentalStatusView
ConversionAction	<i>Str ing</i>	ConversionAction column for table ParentalStatusView
ConversionActionCategory	<i>Str ing</i>	ConversionActionCategory column for table ParentalStatusView



ConversionActionName	<i>String</i>	ConversionActionName column for table ParentalStatusView
Date	<i>Date</i>	Date column for table ParentalStatusView
DayOfWeek	<i>String</i>	DayOfWeek column for table ParentalStatusView
Device	<i>String</i>	Device column for table ParentalStatusView
ExternalConversionSource	<i>String</i>	ExternalConversionSource column for table ParentalStatusView
Month	<i>Date</i>	Month column for table ParentalStatusView
MonthOfYear	<i>String</i>	MonthOfYear column for table ParentalStatusView
Quarter	<i>Date</i>	Quarter column for table ParentalStatusView
Week	<i>Date</i>	Week column for table ParentalStatusView
Year	<i>Int</i>	Year column for table ParentalStatusView

## Pseudo-Columns

Pseudo column fields are used in the WHERE clause of SELECT statements and offer a more granular control over the tuples that are returned from the data source.

Name	Type	Description

ManagerId	Long	Id of the manager account on behalf of which you are requesting customer data.
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## ProductGroupView

The product group view in the query.

## Table Specific Information

### Select

Google Ads does not allow every column to be selected in a single query as some data will conflict if selected together. Therefore, when issuing a query that selects all columns, only the default metrics, segments, and attributes will be returned. In general, these defaults are the same fields that are exposed through the Ads console.

To use the nondefault fields, explicitly select them in your query.

Filters can also be used in the WHERE clause. The supported operators are the =, !=, >, >=, <, <=, LIKE, NOT LIKE, IN, and NOT IN operators. All filters must be joined by the AND keyword as OR is not supported by the Ads API.

## Columns

Name	Type	Description
AdGroupAdRotationMode	String	AdGroupAdRotationMode column for table ProductGroupView
AdGroupBaseAdGroup	String	AdGroupBaseAdGroup column for table ProductGroupView
AdGroupCampaign	String	AdGroupCampaign column for table

	<i>ing</i>	ProductGroupView
AdGroupCpcBidMicros	<i>Long</i>	AdGroupCpcBidMicros column for table ProductGroupView
AdGroupCpmBidMicros	<i>Long</i>	AdGroupCpmBidMicros column for table ProductGroupView
AdGroupCpvBidMicros	<i>Long</i>	AdGroupCpvBidMicros column for table ProductGroupView
AdGroupDisplayCustomBidDimension	<i>String</i>	AdGroupDisplayCustomBidDimension column for table ProductGroupView
AdGroupEffectiveTargetCpaMicros	<i>Long</i>	AdGroupEffectiveTargetCpaMicros column for table ProductGroupView
AdGroupEffectiveTargetCpaSource	<i>String</i>	AdGroupEffectiveTargetCpaSource column for table ProductGroupView
AdGroupEffectiveTargetRoas	<i>Double</i>	AdGroupEffectiveTargetRoas column for table ProductGroupView
AdGroupEffectiveTargetRoasSource	<i>String</i>	AdGroupEffectiveTargetRoasSource column for table ProductGroupView
AdGroupExplorerAutoOptimizerSettingOptIn	<i>Boolean</i>	AdGroupExplorerAutoOptimizerSettingOptIn column for table ProductGroupView
AdGroupFinalUrlSuffix	<i>String</i>	AdGroupFinalUrlSuffix column for table ProductGroupView
AdGroupId	<i>Long</i>	AdGroupId column for table ProductGroupView
AdGroupLabels	<i>String</i>	AdGroupLabels column for table ProductGroupView

AdGroupName	<i>String</i>	AdGroupName column for table ProductGroupView
AdGroupPercentCpcBidMicros	<i>Long</i>	AdGroupPercentCpcBidMicros column for table ProductGroupView
AdGroupResourceName	<i>String</i>	AdGroupResourceName column for table ProductGroupView
AdGroupStatus	<i>String</i>	AdGroupStatus column for table ProductGroupView
AdGroupTargetCpaMicros	<i>Long</i>	AdGroupTargetCpaMicros column for table ProductGroupView
AdGroupTargetCpmMicros	<i>Long</i>	AdGroupTargetCpmMicros column for table ProductGroupView
AdGroupTargetRoas	<i>Double</i>	AdGroupTargetRoas column for table ProductGroupView
AdGroupTargetingSettingTargetRestrictions	<i>String</i>	AdGroupTargetingSettingTargetRestrictions column for table ProductGroupView
AdGroupTrackingUrlTemplate	<i>String</i>	AdGroupTrackingUrlTemplate column for table ProductGroupView
AdGroupType	<i>String</i>	AdGroupType column for table ProductGroupView
AdGroupUrlCustomParameters	<i>String</i>	AdGroupUrlCustomParameters column for table ProductGroupView
AdGroupCriterionAdGroup	<i>String</i>	AdGroupCriterionAdGroup column for table ProductGroupView
AdGroupCriterionAgeRangeType	<i>String</i>	AdGroupCriterionAgeRangeType column for table ProductGroupView

AdGroupCriterionAppPaymentModelType	String	AdGroupCriterionAppPaymentModelType column for table ProductGroupView
AdGroupCriterionApprovalStatus	String	AdGroupCriterionApprovalStatus column for table ProductGroupView
AdGroupCriterionBidModifier	Double	AdGroupCriterionBidModifier column for table ProductGroupView
AdGroupCriterionCpcBidMicros	Long	AdGroupCriterionCpcBidMicros column for table ProductGroupView
AdGroupCriterionCpmBidMicros	Long	AdGroupCriterionCpmBidMicros column for table ProductGroupView
AdGroupCriterionCpvBidMicros	Long	AdGroupCriterionCpvBidMicros column for table ProductGroupView
AdGroupCriterionCriterionId	Long	AdGroupCriterionCriterionId column for table ProductGroupView
AdGroupCriterionCustomAffinityCustomAffinity	String	AdGroupCriterionCustomAffinityCustomAffinity column for table ProductGroupView
AdGroupCriterionCustomIntentCustomIntent	String	AdGroupCriterionCustomIntentCustomIntent column for table ProductGroupView
AdGroupCriterionEffectiveCpcBidMicros	Long	AdGroupCriterionEffectiveCpcBidMicros column for table ProductGroupView
AdGroupCriterionEffectiveCpcBidSource	String	AdGroupCriterionEffectiveCpcBidSource column for table ProductGroupView
AdGroupCriterionEffectiveCpmBidMicros	Long	AdGroupCriterionEffectiveCpmBidMicros column for table ProductGroupView

AdGroupCriterionEffectiveCpmBidSource	String	AdGroupCriterionEffectiveCpmBidSource column for table ProductGroupView
AdGroupCriterionEffectiveCpvBidMicros	Long	AdGroupCriterionEffectiveCpvBidMicros column for table ProductGroupView
AdGroupCriterionEffectiveCpvBidSource	String	AdGroupCriterionEffectiveCpvBidSource column for table ProductGroupView
AdGroupCriterionEffectivePercentCpcBidMicros	Long	AdGroupCriterionEffectivePercentCpcBidMicros column for table ProductGroupView
AdGroupCriterionEffectivePercentCpcBidSource	String	AdGroupCriterionEffectivePercentCpcBidSource column for table ProductGroupView
AdGroupCriterionFinalMobileUrls	String	AdGroupCriterionFinalMobileUrls column for table ProductGroupView
AdGroupCriterionFinalUrlSuffix	String	AdGroupCriterionFinalUrlSuffix column for table ProductGroupView
AdGroupCriterionFinalUrls	String	AdGroupCriterionFinalUrls column for table ProductGroupView
AdGroupCriterionGenderType	String	AdGroupCriterionGenderType column for table ProductGroupView
AdGroupCriterionIncomeRangeType	String	AdGroupCriterionIncomeRangeType column for table ProductGroupView
AdGroupCriterionKeywordMatchType	String	AdGroupCriterionKeywordMatchType column for table ProductGroupView
AdGroupCriterionKeywordText	String	AdGroupCriterionKeywordText column for table ProductGroupView
AdGroupCriterionListingGroupCaseValueHotelCityCityCriteria	String	AdGroupCriterionListingGroupCaseValueHotelCityCityCriteria column for

table ProductGroupView	
AdGroupCriterionListingGroupCaseValueHotelClassValue	AdGroupCriterionListingGroupCaseValueHotelClassValue column for table ProductGroupView
AdGroupCriterionListingGroupCaseValueHotelCountryRegionCountryRegionCriterion	AdGroupCriterionListingGroupCaseValueHotelCountryRegionCountryRegionCriterion column for table ProductGroupView
AdGroupCriterionListingGroupCaseValueHotelIdValue	AdGroupCriterionListingGroupCaseValueHotelIdValue column for table ProductGroupView
AdGroupCriterionListingGroupCaseValueHotelStateStateCriterion	AdGroupCriterionListingGroupCaseValueHotelStateStateCriterion column for table ProductGroupView
AdGroupCriterionListingGroupCaseValueProductBrandValue	AdGroupCriterionListingGroupCaseValueProductBrandValue column for table ProductGroupView
AdGroupCriterionListingGroupCaseValueProductCustomAttributeIndex	AdGroupCriterionListingGroupCaseValueProductCustomAttributeIndex column for table ProductGroupView
AdGroupCriterionListingGroupCaseValueProductCustomAttributeValue	AdGroupCriterionListingGroupCaseValueProductCustomAttributeValue column for table ProductGroupView
AdGroupCriterionListingGroupCaseValueProductBiddingCategoryCountryCode	AdGroupCriterionListingGroupCaseValueProductBiddingCategoryCountryCode column for table ProductGroupView
AdGroupCriterionListingGroupCaseValueProductBiddingCategoryId	AdGroupCriterionListingGroupCaseValueProductBiddingCategoryId column for table ProductGroupView
AdGroupCriterionListingGroupCaseValueProductBiddingCategoryGroup	AdGroupCriterionListingGroupCaseValueProductBiddingCategoryGroup column for table ProductGroupView

	<i>String</i>	eProductBiddingCategoryLevel column for table ProductGroupView
AdGroupCriterionListingGroupCaseValueProductChannel	<i>String</i>	AdGroupCriterionListingGroupCaseValueProductChannelChannel column for table ProductGroupView
AdGroupCriterionListingGroupCaseValueProductChannelExclusivity	<i>String</i>	AdGroupCriterionListingGroupCaseValueProductChannelExclusivityChannelExclusivity column for table ProductGroupView
AdGroupCriterionListingGroupCaseValueProductCondition	<i>String</i>	AdGroupCriterionListingGroupCaseValueProductConditionCondition column for table ProductGroupView
AdGroupCriterionListingGroupCaseValueProductItemId	<i>String</i>	AdGroupCriterionListingGroupCaseValueProductItemIdValue column for table ProductGroupView
AdGroupCriterionListingGroupCaseValueProductTypeLevel	<i>String</i>	AdGroupCriterionListingGroupCaseValueProductTypeLevel column for table ProductGroupView
AdGroupCriterionListingGroupCaseValueProductTypeValue	<i>String</i>	AdGroupCriterionListingGroupCaseValueProductTypeValue column for table ProductGroupView
AdGroupCriterionListingGroupParentAdGroupCriterion	<i>String</i>	AdGroupCriterionListingGroupParentAdGroupCriterion column for table ProductGroupView
AdGroupCriterionListingGroupType	<i>String</i>	AdGroupCriterionListingGroupType column for table ProductGroupView
AdGroupCriterionMobileAppCategoryMobileAppCategoryConstant	<i>String</i>	AdGroupCriterionMobileAppCategoryMobileAppCategoryConstant column for table ProductGroupView
AdGroupCriterionMobileApplicationAppId	<i>String</i>	AdGroupCriterionMobileApplicationApp



	<i>ing</i>	Id column for table ProductGroupView
AdGroupCriterionMobileApplicationName	<i>String</i>	AdGroupCriterionMobileApplicationName column for table ProductGroupView
AdGroupCriterionNegative	<i>Bo ol</i>	AdGroupCriterionNegative column for table ProductGroupView
AdGroupCriterionParentalStatusType	<i>String</i>	AdGroupCriterionParentalStatusType column for table ProductGroupView
AdGroupCriterionPercentCpcBidMicros	<i>Long</i>	AdGroupCriterionPercentCpcBidMicros column for table ProductGroupView
AdGroupCriterionPlacementUrl	<i>String</i>	AdGroupCriterionPlacementUrl column for table ProductGroupView
AdGroupCriterionPositionEstimatesEstimatedAddClicksAtFirstPositionCpc	<i>Long</i>	AdGroupCriterionPositionEstimatesEstimatedAddClicksAtFirstPositionCpc column for table ProductGroupView
AdGroupCriterionPositionEstimatesEstimatedAddCostAtFirstPositionCpc	<i>Long</i>	AdGroupCriterionPositionEstimatesEstimatedAddCostAtFirstPositionCpc column for table ProductGroupView
AdGroupCriterionPositionEstimatesFirstPageCpcMicros	<i>Long</i>	AdGroupCriterionPositionEstimatesFirstPageCpcMicros column for table ProductGroupView
AdGroupCriterionPositionEstimatesFirstPositionCpcMicros	<i>Long</i>	AdGroupCriterionPositionEstimatesFirstPositionCpcMicros column for table ProductGroupView
AdGroupCriterionPositionEstimatesTopOfPageCpcMicros	<i>Long</i>	AdGroupCriterionPositionEstimatesTopOfPageCpcMicros column for table ProductGroupView
AdGroupCriterionQualityInfoCreativeQualityScore	<i>String</i>	AdGroupCriterionQualityInfoCreativeQualityScore column for table

		ProductGroupView
AdGroupCriterionQualityInfoPostClickQualityScore	String	AdGroupCriterionQualityInfoPostClickQualityScore column for table ProductGroupView
AdGroupCriterionQualityInfoQualityScore	Int	AdGroupCriterionQualityInfoQualityScore column for table ProductGroupView
AdGroupCriterionQualityInfoSearchPredictedCtr	String	AdGroupCriterionQualityInfoSearchPredictedCtr column for table ProductGroupView
AdGroupCriterionResourceName	String	AdGroupCriterionResourceName column for table ProductGroupView
AdGroupCriterionStatus	String	AdGroupCriterionStatus column for table ProductGroupView
AdGroupCriterionSystemServingStatus	String	AdGroupCriterionSystemServingStatus column for table ProductGroupView
AdGroupCriterionTopicPath	String	AdGroupCriterionTopicPath column for table ProductGroupView
AdGroupCriterionTopicTopicConstant	String	AdGroupCriterionTopicTopicConstant column for table ProductGroupView
AdGroupCriterionTrackingUrlTemplate	String	AdGroupCriterionTrackingUrlTemplate column for table ProductGroupView
AdGroupCriterionType	String	AdGroupCriterionType column for table ProductGroupView
AdGroupCriterionUrlCustomParameters	String	AdGroupCriterionUrlCustomParameters column for table ProductGroupView
AdGroupCriterionUserInterestUserInterestCategory	String	AdGroupCriterionUserInterestUserInterestCategory column for table ProductGroupView

AdGroupCriterionUserListUserList	String	AdGroupCriterionUserListUserList column for table ProductGroupView
AdGroupCriterionWebpageConditions	String	AdGroupCriterionWebpageConditions column for table ProductGroupView
AdGroupCriterionWebpageCriterionName	String	AdGroupCriterionWebpageCriterionName column for table ProductGroupView
AdGroupCriterionYoutubeChannelChannelId	String	AdGroupCriterionYoutubeChannelChannelId column for table ProductGroupView
AdGroupCriterionYoutubeVideoVideoId	String	AdGroupCriterionYoutubeVideoVideoId column for table ProductGroupView
CampaignAdServingOptimizationStatus	String	CampaignAdServingOptimizationStatus column for table ProductGroupView
CampaignAdvertisingChannelSubType	String	CampaignAdvertisingChannelSubType column for table ProductGroupView
CampaignAdvertisingChannelType	String	CampaignAdvertisingChannelType column for table ProductGroupView
CampaignAppCampaignSettingAppId	String	CampaignAppCampaignSettingAppId column for table ProductGroupView
CampaignAppCampaignSettingAppStore	String	CampaignAppCampaignSettingAppStore column for table ProductGroupView
CampaignAppCampaignSettingBiddingStrategyGoalType	String	CampaignAppCampaignSettingBiddingStrategyGoalType column for table ProductGroupView
CampaignBaseCampaign	String	CampaignBaseCampaign column for table ProductGroupView
CampaignBiddingStrategy	String	CampaignBiddingStrategy column for

	<i>ing</i>	table ProductGroupView
CampaignBiddingStrategyType	<i>String</i>	CampaignBiddingStrategyType column for table ProductGroupView
CampaignCampaignBudget	<i>String</i>	CampaignCampaignBudget column for table ProductGroupView
CampaignCommissionCommissionRateMicros	<i>Long</i>	CampaignCommissionCommissionRateMicros column for table ProductGroupView
CampaignDynamicSearchAdsSettingDomainName	<i>String</i>	CampaignDynamicSearchAdsSettingDomainName column for table ProductGroupView
CampaignDynamicSearchAdsSettingFeeds	<i>String</i>	CampaignDynamicSearchAdsSettingFeeds column for table ProductGroupView
CampaignDynamicSearchAdsSettingLanguageCode	<i>String</i>	CampaignDynamicSearchAdsSettingLanguageCode column for table ProductGroupView
CampaignDynamicSearchAdsSettingUseSuppliedUrlsOnly	<i>Boolean</i>	CampaignDynamicSearchAdsSettingUseSuppliedUrlsOnly column for table ProductGroupView
CampaignEndDate	<i>Date</i>	CampaignEndDate column for table ProductGroupView
CampaignExperimentType	<i>String</i>	CampaignExperimentType column for table ProductGroupView
CampaignFinalUrlSuffix	<i>String</i>	CampaignFinalUrlSuffix column for table ProductGroupView
CampaignFrequencyCaps	<i>String</i>	CampaignFrequencyCaps column for table ProductGroupView

CampaignGeoTargetTypeSettingNegativeGeoTargetType	String	CampaignGeoTargetTypeSettingNegativeGeoTargetType column for table ProductGroupView
CampaignGeoTargetTypeSettingPositiveGeoTargetType	String	CampaignGeoTargetTypeSettingPositiveGeoTargetType column for table ProductGroupView
CampaignHotelSettingHotelCenterId	Long	CampaignHotelSettingHotelCenterId column for table ProductGroupView
CampaignId	Long	CampaignId column for table ProductGroupView
CampaignLabels	String	CampaignLabels column for table ProductGroupView
CampaignManualCpcEnhancedCpcEnabled	Boolean	CampaignManualCpcEnhancedCpcEnabled column for table ProductGroupView
CampaignManualCpm	String	CampaignManualCpm column for table ProductGroupView
CampaignManualCpv	String	CampaignManualCpv column for table ProductGroupView
CampaignMaximizeConversionValueTargetRoas	Double	CampaignMaximizeConversionValueTargetRoas column for table ProductGroupView
CampaignMaximizeConversions	String	CampaignMaximizeConversions column for table ProductGroupView
CampaignName	String	CampaignName column for table ProductGroupView
CampaignNetworkSettingsTargetContentNetwork	Boolean	CampaignNetworkSettingsTargetContentNetwork column for table ProductGroupView

CampaignNetworkSettingsTargetGoogleSearch	<i>Bo ol</i>	CampaignNetworkSettingsTargetGoogleSearch column for table ProductGroupView
CampaignNetworkSettingsTargetPartnerSearchNetwork	<i>Bo ol</i>	CampaignNetworkSettingsTargetPartnerSearchNetwork column for table ProductGroupView
CampaignNetworkSettingsTargetSearchNetwork	<i>Bo ol</i>	CampaignNetworkSettingsTargetSearchNetwork column for table ProductGroupView
CampaignPaymentMode	<i>Str ing</i>	CampaignPaymentMode column for table ProductGroupView
CampaignPercentCpcCpcBidCeilingMicros	<i>Lo ng</i>	CampaignPercentCpcCpcBidCeilingMicros column for table ProductGroupView
CampaignPercentCpcEnhancedCpcEnabled	<i>Bo ol</i>	CampaignPercentCpcEnhancedCpcEnabled column for table ProductGroupView
CampaignRealTimeBiddingSettingOptIn	<i>Bo ol</i>	CampaignRealTimeBiddingSettingOptIn column for table ProductGroupView
CampaignResourceName	<i>Str ing</i>	CampaignResourceName column for table ProductGroupView
CampaignSelectiveOptimizationConversionActions	<i>Str ing</i>	CampaignSelectiveOptimizationConversionActions column for table ProductGroupView
CampaignServingStatus	<i>Str ing</i>	CampaignServingStatus column for table ProductGroupView
CampaignShoppingSettingCampaignPriority	<i>Int</i>	CampaignShoppingSettingCampaignPriority column for table ProductGroupView
CampaignShoppingSettingEnableLocal	<i>Bo</i>	CampaignShoppingSettingEnableLocal

	<i>ol</i>	column for table ProductGroupView
CampaignShoppingSettingMerchantId	<i>Long</i>	CampaignShoppingSettingMerchantId column for table ProductGroupView
CampaignShoppingSettingSalesCountry	<i>String</i>	CampaignShoppingSettingSalesCountry column for table ProductGroupView
CampaignStartDate	<i>Date</i>	CampaignStartDate column for table ProductGroupView
CampaignStatus	<i>String</i>	CampaignStatus column for table ProductGroupView
CampaignTargetCpaCpcBidCeilingMicros	<i>Long</i>	CampaignTargetCpaCpcBidCeilingMicros column for table ProductGroupView
CampaignTargetCpaCpcBidFloorMicros	<i>Long</i>	CampaignTargetCpaCpcBidFloorMicros column for table ProductGroupView
CampaignTargetCpaTargetCpaMicros	<i>Long</i>	CampaignTargetCpaTargetCpaMicros column for table ProductGroupView
CampaignTargetCpm	<i>String</i>	CampaignTargetCpm column for table ProductGroupView
CampaignTargetImpressionShareCpcBidCeilingMicros	<i>Long</i>	CampaignTargetImpressionShareCpcBidCeilingMicros column for table ProductGroupView
CampaignTargetImpressionShareLocation	<i>String</i>	CampaignTargetImpressionShareLocation column for table ProductGroupView
CampaignTargetImpressionShareLocationFractionMicros	<i>Long</i>	CampaignTargetImpressionShareLocationFractionMicros column for table ProductGroupView
CampaignTargetRoasCpcBidCeilingMicros	<i>Long</i>	CampaignTargetRoasCpcBidCeilingMicros column for table ProductGroupView

CampaignTargetRoasCpcBidFloorMicros	Long	CampaignTargetRoasCpcBidFloorMicros column for table ProductGroupView
CampaignTargetRoasTargetRoas	Double	CampaignTargetRoasTargetRoas column for table ProductGroupView
CampaignTargetSpendCpcBidCeilingMicros	Long	CampaignTargetSpendCpcBidCeilingMicros column for table ProductGroupView
CampaignTargetSpendTargetSpendMicros	Long	CampaignTargetSpendTargetSpendMicros column for table ProductGroupView
CampaignTargetingSettingTargetRestrictions	String	CampaignTargetingSettingTargetRestrictions column for table ProductGroupView
CampaignTrackingSettingTrackingUrl	String	CampaignTrackingSettingTrackingUrl column for table ProductGroupView
CampaignTrackingUrlTemplate	String	CampaignTrackingUrlTemplate column for table ProductGroupView
CampaignUrlCustomParameters	String	CampaignUrlCustomParameters column for table ProductGroupView
CampaignVanityPharmaVanityPharmaDisplayUrlMode	String	CampaignVanityPharmaVanityPharmaDisplayUrlMode column for table ProductGroupView
CampaignVanityPharmaVanityPharmaText	String	CampaignVanityPharmaVanityPharmaText column for table ProductGroupView
CampaignVideoBrandSafetySuitability	String	CampaignVideoBrandSafetySuitability column for table ProductGroupView
CustomerAutoTaggingEnabled	Boolean	CustomerAutoTaggingEnabled column



	<i>ol</i>	for table ProductGroupView
CustomerCallReportingSettingCallConversionAction	<i>String</i>	CustomerCallReportingSettingCallConversionAction column for table ProductGroupView
CustomerCallReportingSettingCallConversionReportingEnabled	<i>Boolean</i>	CustomerCallReportingSettingCallConversionReportingEnabled column for table ProductGroupView
CustomerCallReportingSettingCallReportingEnabled	<i>Boolean</i>	CustomerCallReportingSettingCallReportingEnabled column for table ProductGroupView
CustomerConversionTrackingSettingConversionTrackingId	<i>Long</i>	CustomerConversionTrackingSettingConversionTrackingId column for table ProductGroupView
CustomerConversionTrackingSettingCrossAccountConversionTrackingId	<i>Long</i>	CustomerConversionTrackingSettingCrossAccountConversionTrackingId column for table ProductGroupView
CustomerCurrencyCode	<i>String</i>	CustomerCurrencyCode column for table ProductGroupView
CustomerDescriptiveName	<i>String</i>	CustomerDescriptiveName column for table ProductGroupView
CustomerFinalUrlSuffix	<i>String</i>	CustomerFinalUrlSuffix column for table ProductGroupView
CustomerHasPartnersBadge	<i>Boolean</i>	CustomerHasPartnersBadge column for table ProductGroupView
CustomerId	<i>Long</i>	CustomerId column for table ProductGroupView
CustomerManager	<i>Boolean</i>	CustomerManager column for table ProductGroupView

CustomerPayPerConversionEligibilityFailureReasons	String	CustomerPayPerConversionEligibilityFailureReasons column for table ProductGroupView
CustomerRemarketingSettingGoogleGlobalSiteTag	String	CustomerRemarketingSettingGoogleGlobalSiteTag column for table ProductGroupView
CustomerResourceName	String	CustomerResourceName column for table ProductGroupView
CustomerTestAccount	Boolean	CustomerTestAccount column for table ProductGroupView
CustomerTimeZone	String	CustomerTimeZone column for table ProductGroupView
CustomerTrackingUrlTemplate	String	CustomerTrackingUrlTemplate column for table ProductGroupView
AllConversions	Double	AllConversions column for table ProductGroupView
AllConversionsFromInteractionsRate	Double	AllConversionsFromInteractionsRate column for table ProductGroupView
AllConversionsValue	Double	AllConversionsValue column for table ProductGroupView
AverageCpc	Double	AverageCpc column for table ProductGroupView
AverageCpm	Double	AverageCpm column for table ProductGroupView

BenchmarkAverageMaxCpc	<i>Double</i>	BenchmarkAverageMaxCpc column for table ProductGroupView
BenchmarkCtr	<i>Double</i>	BenchmarkCtr column for table ProductGroupView
Clicks	<i>Long</i>	Clicks column for table ProductGroupView
Conversions	<i>Double</i>	Conversions column for table ProductGroupView
ConversionsFromInteractionsRate	<i>Double</i>	ConversionsFromInteractionsRate column for table ProductGroupView
ConversionsValue	<i>Double</i>	ConversionsValue column for table ProductGroupView
CostMicros	<i>Long</i>	CostMicros column for table ProductGroupView
CostPerAllConversions	<i>Double</i>	CostPerAllConversions column for table ProductGroupView
CostPerConversion	<i>Double</i>	CostPerConversion column for table ProductGroupView
CrossDeviceConversions	<i>Double</i>	CrossDeviceConversions column for table ProductGroupView
Ctr	<i>Double</i>	Ctr column for table ProductGroupView

	<i>le</i>	
Impressions	<i>Long</i>	Impressions column for table ProductGroupView
SearchAbsoluteTopImpressionShare	<i>Double</i>	SearchAbsoluteTopImpressionShare column for table ProductGroupView
SearchClickShare	<i>Double</i>	SearchClickShare column for table ProductGroupView
SearchImpressionShare	<i>Double</i>	SearchImpressionShare column for table ProductGroupView
ValuePerAllConversions	<i>Double</i>	ValuePerAllConversions column for table ProductGroupView
ValuePerConversion	<i>Double</i>	ValuePerConversion column for table ProductGroupView
ViewThroughConversions	<i>Long</i>	ViewThroughConversions column for table ProductGroupView
AdNetworkType	<i>String</i>	AdNetworkType column for table ProductGroupView
ClickType	<i>String</i>	ClickType column for table ProductGroupView
ConversionAction	<i>String</i>	ConversionAction column for table ProductGroupView
ConversionActionCategory	<i>String</i>	ConversionActionCategory column for table ProductGroupView

ConversionActionName	<i>String</i>	ConversionActionName column for table ProductGroupView
Date	<i>Date</i>	Date column for table ProductGroupView
DayOfWeek	<i>String</i>	DayOfWeek column for table ProductGroupView
Device	<i>String</i>	Device column for table ProductGroupView
ExternalConversionSource	<i>String</i>	ExternalConversionSource column for table ProductGroupView
Month	<i>Date</i>	Month column for table ProductGroupView
MonthOfYear	<i>String</i>	MonthOfYear column for table ProductGroupView
Quarter	<i>Date</i>	Quarter column for table ProductGroupView
Week	<i>Date</i>	Week column for table ProductGroupView
Year	<i>Int</i>	Year column for table ProductGroupView

## Pseudo-Columns

Pseudo column fields are used in the WHERE clause of SELECT statements and offer a more granular control over the tuples that are returned from the data source.

Name	Type	Description

ManagerId	<i>Long</i>	Id of the manager account on behalf of which you are requesting customer data.
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## Resources

List of resources that can be used in order to generate new Reports or re-generate the old one.

## Columns

Name	Type	Description
CustomerId	<i>Long</i>	CustomerId column for table Resources.
ResourceName	<i>String</i>	The name of the resource.
ReportName	<i>String</i>	The name of the report generated from this resource.
Description	<i>String</i>	The description of the current report.

## Pseudo-Columns

Pseudo column fields are used in the WHERE clause of SELECT statements and offer a more granular control over the tuples that are returned from the data source.

Name	Type	Description
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ManagerId	Long	Id of the manager account on behalf of which you are requesting customer data.
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## SearchTermView

The search term view in the query.

## Table Specific Information

### Select

Google Ads does not allow every column to be selected in a single query as some data will conflict if selected together. Therefore, when issuing a query that selects all columns, only the default metrics, segments, and attributes will be returned. In general, these defaults are the same fields that are exposed through the Ads console.

To use the nondefault fields, explicitly select them in your query.

Filters can also be used in the WHERE clause. The supported operators are the =, !=, >, >=, <, <=, LIKE, NOT LIKE, IN, and NOT IN operators. All filters must be joined by the AND keyword as OR is not supported by the Ads API.

## Columns

Name	Type	Description
AdGroupAdRotationMode	String	AdGroupAdRotationMode column for table SearchTermView
AdGroupBaseAdGroup	String	AdGroupBaseAdGroup column for table SearchTermView
AdGroupCampaign	String	AdGroupCampaign column for table

	<i>ng</i>	SearchTermView
AdGroupCpcBidMicros	<i>Long</i>	AdGroupCpcBidMicros column for table SearchTermView
AdGroupCpmBidMicros	<i>Long</i>	AdGroupCpmBidMicros column for table SearchTermView
AdGroupCpvBidMicros	<i>Long</i>	AdGroupCpvBidMicros column for table SearchTermView
AdGroupDisplayCustomBidDimension	<i>String</i>	AdGroupDisplayCustomBidDimension column for table SearchTermView
AdGroupEffectiveTargetCpaMicros	<i>Long</i>	AdGroupEffectiveTargetCpaMicros column for table SearchTermView
AdGroupEffectiveTargetCpaSource	<i>String</i>	AdGroupEffectiveTargetCpaSource column for table SearchTermView
AdGroupEffectiveTargetRoas	<i>Double</i>	AdGroupEffectiveTargetRoas column for table SearchTermView
AdGroupEffectiveTargetRoasSource	<i>String</i>	AdGroupEffectiveTargetRoasSource column for table SearchTermView
AdGroupExplorerAutoOptimizerSettingOptIn	<i>Boolean</i>	AdGroupExplorerAutoOptimizerSettingOptIn column for table SearchTermView
AdGroupFinalUrlSuffix	<i>String</i>	AdGroupFinalUrlSuffix column for table SearchTermView
AdGroupId	<i>Long</i>	AdGroupId column for table SearchTermView
AdGroupLabels	<i>String</i>	AdGroupLabels column for table SearchTermView



AdGroupName	String	AdGroupName column for table SearchTermView
AdGroupPercentCpcBidMicros	Long	AdGroupPercentCpcBidMicros column for table SearchTermView
AdGroupResourceName	String	AdGroupResourceName column for table SearchTermView
AdGroupStatus	String	AdGroupStatus column for table SearchTermView
AdGroupTargetCpaMicros	Long	AdGroupTargetCpaMicros column for table SearchTermView
AdGroupTargetCpmMicros	Long	AdGroupTargetCpmMicros column for table SearchTermView
AdGroupTargetRoas	Double	AdGroupTargetRoas column for table SearchTermView
AdGroupTargetingSettingTargetRestrictions	String	AdGroupTargetingSettingTargetRestrictions column for table SearchTermView
AdGroupTrackingUrlTemplate	String	AdGroupTrackingUrlTemplate column for table SearchTermView
AdGroupType	String	AdGroupType column for table SearchTermView
AdGroupUrlCustomParameters	String	AdGroupUrlCustomParameters column for table SearchTermView
CampaignAdServingOptimizationStatus	String	CampaignAdServingOptimizationStatus column for table SearchTermView
CampaignAdvertisingChannelSubType	String	CampaignAdvertisingChannelSubType column for table SearchTermView

CampaignAdvertisingChannelType	String	CampaignAdvertisingChannelType column for table SearchTermView
CampaignAppCampaignSettingAppId	String	CampaignAppCampaignSettingAppId column for table SearchTermView
CampaignAppCampaignSettingAppStore	String	CampaignAppCampaignSettingAppStore column for table SearchTermView
CampaignAppCampaignSettingBiddingStrategyGoalType	String	CampaignAppCampaignSettingBiddingStrategyGoalType column for table SearchTermView
CampaignBaseCampaign	String	CampaignBaseCampaign column for table SearchTermView
CampaignBiddingStrategy	String	CampaignBiddingStrategy column for table SearchTermView
CampaignBiddingStrategyType	String	CampaignBiddingStrategyType column for table SearchTermView
CampaignCampaignBudget	String	CampaignCampaignBudget column for table SearchTermView
CampaignCommissionCommissionRateMicros	Long	CampaignCommissionCommissionRateMicros column for table SearchTermView
CampaignDynamicSearchAdsSettingDomainName	String	CampaignDynamicSearchAdsSettingDomainName column for table SearchTermView
CampaignDynamicSearchAdsSettingFeeds	String	CampaignDynamicSearchAdsSettingFeeds column for table SearchTermView
CampaignDynamicSearchAdsSettingLanguageCode	String	CampaignDynamicSearchAdsSettingLanguageCode column for table SearchTermView

CampaignDynamicSearchAdsSettingUseSuppliedUrlsOnly	Bo ol	CampaignDynamicSearchAdsSettingUseSuppliedUrlsOnly column for table SearchTermView
CampaignEndDate	Dat e	CampaignEndDate column for table SearchTermView
CampaignExperimentType	Stri ng	CampaignExperimentType column for table SearchTermView
CampaignFinalUrlSuffix	Stri ng	CampaignFinalUrlSuffix column for table SearchTermView
CampaignFrequencyCaps	Stri ng	CampaignFrequencyCaps column for table SearchTermView
CampaignGeoTargetTypeSettingNegativeGeoTargetType	Stri ng	CampaignGeoTargetTypeSettingNegativeGeoTargetType column for table SearchTermView
CampaignGeoTargetTypeSettingPositiveGeoTargetType	Stri ng	CampaignGeoTargetTypeSettingPositiveGeoTargetType column for table SearchTermView
CampaignHotelSettingHotelCenterId	Lon g	CampaignHotelSettingHotelCenterId column for table SearchTermView
CampaignId	Lon g	CampaignId column for table SearchTermView
CampaignLabels	Stri ng	CampaignLabels column for table SearchTermView
CampaignManualCpcEnhancedCpcEnabled	Bo ol	CampaignManualCpcEnhancedCpcEnabled column for table SearchTermView
CampaignManualCpm	Stri ng	CampaignManualCpm column for table SearchTermView

CampaignManualCpv	String	CampaignManualCpv column for table SearchTermView
CampaignMaximizeConversionValueTargetRoas	Double	CampaignMaximizeConversionValueTargetRoas column for table SearchTermView
CampaignMaximizeConversions	String	CampaignMaximizeConversions column for table SearchTermView
CampaignName	String	CampaignName column for table SearchTermView
CampaignNetworkSettingsTargetContentNetwork	Boolean	CampaignNetworkSettingsTargetContentNetwork column for table SearchTermView
CampaignNetworkSettingsTargetGoogleSearch	Boolean	CampaignNetworkSettingsTargetGoogleSearch column for table SearchTermView
CampaignNetworkSettingsTargetPartnerSearchNetwork	Boolean	CampaignNetworkSettingsTargetPartnerSearchNetwork column for table SearchTermView
CampaignNetworkSettingsTargetSearchNetwork	Boolean	CampaignNetworkSettingsTargetSearchNetwork column for table SearchTermView
CampaignPaymentMode	String	CampaignPaymentMode column for table SearchTermView
CampaignPercentCpcCpcBidCeilingMicros	Long	CampaignPercentCpcCpcBidCeilingMicros column for table SearchTermView
CampaignPercentCpcEnhancedCpcEnabled	Boolean	CampaignPercentCpcEnhancedCpcEnabled column for table SearchTermView

CampaignRealTimeBiddingSettingOptIn	Bo ol	CampaignRealTimeBiddingSettingOptIn column for table SearchTermView
CampaignResourceName	Stri ng	CampaignResourceName column for table SearchTermView
CampaignSelectiveOptimizationConversionActions	Stri ng	CampaignSelectiveOptimizationConversionActions column for table SearchTermView
CampaignServingStatus	Stri ng	CampaignServingStatus column for table SearchTermView
CampaignShoppingSettingCampaignPriority	Int	CampaignShoppingSettingCampaignPriority column for table SearchTermView
CampaignShoppingSettingEnableLocal	Bo ol	CampaignShoppingSettingEnableLocal column for table SearchTermView
CampaignShoppingSettingMerchantId	Lon g	CampaignShoppingSettingMerchantId column for table SearchTermView
CampaignShoppingSettingSalesCountry	Stri ng	CampaignShoppingSettingSalesCountry column for table SearchTermView
CampaignStartDate	Dat e	CampaignStartDate column for table SearchTermView
CampaignStatus	Stri ng	CampaignStatus column for table SearchTermView
CampaignTargetCpaCpcBidCeilingMicros	Lon g	CampaignTargetCpaCpcBidCeilingMicros column for table SearchTermView
CampaignTargetCpaCpcBidFloorMicros	Lon g	CampaignTargetCpaCpcBidFloorMicros column for table SearchTermView
CampaignTargetCpaTargetCpaMicros	Lon g	CampaignTargetCpaTargetCpaMicros column for table SearchTermView

CampaignTargetCpm	String	CampaignTargetCpm column for table SearchTermView
CampaignTargetImpressionShareCpcBidCeilingMicros	Long	CampaignTargetImpressionShareCpcBidCeilingMicros column for table SearchTermView
CampaignTargetImpressionShareLocation	String	CampaignTargetImpressionShareLocation column for table SearchTermView
CampaignTargetImpressionShareLocationFractionMicros	Long	CampaignTargetImpressionShareLocationFractionMicros column for table SearchTermView
CampaignTargetRoasCpcBidCeilingMicros	Long	CampaignTargetRoasCpcBidCeilingMicros column for table SearchTermView
CampaignTargetRoasCpcBidFloorMicros	Long	CampaignTargetRoasCpcBidFloorMicros column for table SearchTermView
CampaignTargetRoasTargetRoas	Double	CampaignTargetRoasTargetRoas column for table SearchTermView
CampaignTargetSpendCpcBidCeilingMicros	Long	CampaignTargetSpendCpcBidCeilingMicros column for table SearchTermView
CampaignTargetSpendTargetSpendMicros	Long	CampaignTargetSpendTargetSpendMicros column for table SearchTermView
CampaignTargetingSettingTargetRestrictions	String	CampaignTargetingSettingTargetRestrictions column for table SearchTermView
CampaignTrackingSettingTrackingUrl	String	CampaignTrackingSettingTrackingUrl column for table SearchTermView

CampaignTrackingUrlTemplate	String	CampaignTrackingUrlTemplate column for table SearchTermView
CampaignUrlCustomParameters	String	CampaignUrlCustomParameters column for table SearchTermView
CampaignVanityPharmaVanityPharmaDisplayUrlMode	String	CampaignVanityPharmaVanityPharma DisplayUrlMode column for table SearchTermView
CampaignVanityPharmaVanityPharmaText	String	CampaignVanityPharmaVanityPharma Text column for table SearchTermView
CampaignVideoBrandSafetySuitability	String	CampaignVideoBrandSafetySuitability column for table SearchTermView
CustomerAutoTaggingEnabled	Boolean	CustomerAutoTaggingEnabled column for table SearchTermView
CustomerCallReportingSettingCallConversionAction	String	CustomerCallReportingSettingCallConversionAction column for table SearchTermView
CustomerCallReportingSettingCallConversionReportingEnabled	Boolean	CustomerCallReportingSettingCallConversionReportingEnabled column for table SearchTermView
CustomerCallReportingSettingCallReportingEnabled	Boolean	CustomerCallReportingSettingCallReportingEnabled column for table SearchTermView
CustomerConversionTrackingSettingConversionTrackingId	String	CustomerConversionTrackingSettingConversionTrackingId column for table SearchTermView
CustomerConversionTrackingSettingCrossAccountConversionTrackingId	String	CustomerConversionTrackingSettingCrossAccountConversionTrackingId column for table SearchTermView

CustomerCurrencyCode	String	CustomerCurrencyCode column for table SearchTermView
CustomerDescriptiveName	String	CustomerDescriptiveName column for table SearchTermView
CustomerFinalUrlSuffix	String	CustomerFinalUrlSuffix column for table SearchTermView
CustomerHasPartnersBadge	Boolean	CustomerHasPartnersBadge column for table SearchTermView
CustomerId	Long	CustomerId column for table SearchTermView
CustomerManager	Boolean	CustomerManager column for table SearchTermView
CustomerPayPerConversionEligibilityFailureReasons	String	CustomerPayPerConversionEligibilityFailureReasons column for table SearchTermView
CustomerRemarketingSettingGoogleGlobalSiteTag	String	CustomerRemarketingSettingGoogleGlobalSiteTag column for table SearchTermView
CustomerResourceName	String	CustomerResourceName column for table SearchTermView
CustomerTestAccount	Boolean	CustomerTestAccount column for table SearchTermView
CustomerTimeZone	String	CustomerTimeZone column for table SearchTermView
CustomerTrackingUrlTemplate	String	CustomerTrackingUrlTemplate column for table SearchTermView
AbsoluteTopImpressionPercentage	Double	AbsoluteTopImpressionPercentage column for table SearchTermView



	<i>Double</i>	
AllConversions	<i>Double</i>	AllConversions column for table SearchTermView
AllConversionsFromInteractionsRate	<i>Double</i>	AllConversionsFromInteractionsRate column for table SearchTermView
AllConversionsFromInteractionsValuePerInteraction	<i>Double</i>	AllConversionsFromInteractionsValuePerInteraction column for table SearchTermView
AllConversionsValue	<i>Double</i>	AllConversionsValue column for table SearchTermView
AllConversionsValuePerCost	<i>Double</i>	AllConversionsValuePerCost column for table SearchTermView
AverageCost	<i>Double</i>	AverageCost column for table SearchTermView
AverageCpc	<i>Double</i>	AverageCpc column for table SearchTermView
AverageCpe	<i>Double</i>	AverageCpe column for table SearchTermView
AverageCpm	<i>Double</i>	AverageCpm column for table SearchTermView
AverageCpv	<i>Double</i>	AverageCpv column for table SearchTermView

	<i>e</i>	
Clicks	<i>Long</i>	Clicks column for table SearchTermView
Conversions	<i>Double</i>	Conversions column for table SearchTermView
ConversionsFromInteractionsRate	<i>Double</i>	ConversionsFromInteractionsRate column for table SearchTermView
ConversionsFromInteractionsValuePerInteraction	<i>Double</i>	ConversionsFromInteractionsValuePerInteraction column for table SearchTermView
ConversionsValue	<i>Double</i>	ConversionsValue column for table SearchTermView
ConversionsValuePerCost	<i>Double</i>	ConversionsValuePerCost column for table SearchTermView
CostMicros	<i>Long</i>	CostMicros column for table SearchTermView
CostPerAllConversions	<i>Double</i>	CostPerAllConversions column for table SearchTermView
CostPerConversion	<i>Double</i>	CostPerConversion column for table SearchTermView
CrossDeviceConversions	<i>Double</i>	CrossDeviceConversions column for table SearchTermView

Ctr	<i>Double</i>	Ctr column for table SearchTermView
EngagementRate	<i>Double</i>	EngagementRate column for table SearchTermView
Engagements	<i>Long</i>	Engagements column for table SearchTermView
Impressions	<i>Long</i>	Impressions column for table SearchTermView
InteractionEventTypes	<i>String</i>	InteractionEventTypes column for table SearchTermView
InteractionRate	<i>Double</i>	InteractionRate column for table SearchTermView
Interactions	<i>Long</i>	Interactions column for table SearchTermView
TopImpressionPercentage	<i>Double</i>	TopImpressionPercentage column for table SearchTermView
ValuePerAllConversions	<i>Double</i>	ValuePerAllConversions column for table SearchTermView
ValuePerConversion	<i>Double</i>	ValuePerConversion column for table SearchTermView
VideoQuartile100Rate	<i>Double</i>	VideoQuartile100Rate column for table SearchTermView

VideoQuartile25Rate	<i>Double</i>	VideoQuartile25Rate column for table SearchTermView
VideoQuartile50Rate	<i>Double</i>	VideoQuartile50Rate column for table SearchTermView
VideoQuartile75Rate	<i>Double</i>	VideoQuartile75Rate column for table SearchTermView
VideoViewRate	<i>Double</i>	VideoViewRate column for table SearchTermView
VideoViews	<i>Long</i>	VideoViews column for table SearchTermView
ViewThroughConversions	<i>Long</i>	ViewThroughConversions column for table SearchTermView
AdNetworkType	<i>String</i>	AdNetworkType column for table SearchTermView
ConversionAction	<i>String</i>	ConversionAction column for table SearchTermView
ConversionActionCategory	<i>String</i>	ConversionActionCategory column for table SearchTermView
ConversionActionName	<i>String</i>	ConversionActionName column for table SearchTermView
Date	<i>Date</i>	Date column for table SearchTermView
DayOfWeek	<i>String</i>	DayOfWeek column for table SearchTermView

Device	<i>String</i>	Device column for table SearchTermView
ExternalConversionSource	<i>String</i>	ExternalConversionSource column for table SearchTermView
KeywordAdGroupCriterion	<i>String</i>	KeywordAdGroupCriterion column for table SearchTermView
KeywordInfoMatchType	<i>String</i>	KeywordInfoMatchType column for table SearchTermView
KeywordInfoText	<i>String</i>	KeywordInfoText column for table SearchTermView
Month	<i>Date</i>	Month column for table SearchTermView
MonthOfYear	<i>String</i>	MonthOfYear column for table SearchTermView
Quarter	<i>Date</i>	Quarter column for table SearchTermView
SearchTermMatchType	<i>String</i>	SearchTermMatchType column for table SearchTermView
Week	<i>Date</i>	Week column for table SearchTermView
Year	<i>Int</i>	Year column for table SearchTermView

## Pseudo-Columns

Pseudo column fields are used in the WHERE clause of SELECT statements and offer a more granular control over the tuples that are returned from the data source.

Name	Type	Description
ManagerId	Long	Id of the manager account on behalf of which you are requesting customer data.

## ShoppingPerformanceView

The shopping performance view in the query.

### Table Specific Information

#### Select

Google Ads does not allow every column to be selected in a single query as some data will conflict if selected together. Therefore, when issuing a query that selects all columns, only the default metrics, segments, and attributes will be returned. In general, these defaults are the same fields that are exposed through the Ads console.

To use the nondefault fields, explicitly select them in your query.

Filters can also be used in the WHERE clause. The supported operators are the =, !=, >, >=, <, <=, LIKE, NOT LIKE, IN, and NOT IN operators. All filters must be joined by the AND keyword as OR is not supported by the Ads API.

#### Columns

Name	Type	Description
CustomerAutoTaggingEnabled	Boolean	CustomerAutoTaggingEnabled column for table ShoppingPerformanceView
CustomerCallReportingSettingCallConversionAction	String	CustomerCallReportingSettingCallConversionAction column for table

ShoppingPerformanceView		
CustomerCallReportingSettingCallConversionReportingEnabled	Boolean	CustomerCallReportingSettingCallConversionReportingEnabled column for table ShoppingPerformanceView
CustomerCallReportingSettingCallReportingEnabled	Boolean	CustomerCallReportingSettingCallReportingEnabled column for table ShoppingPerformanceView
CustomerConversionTrackingSettingConversionTrackingId	String	CustomerConversionTrackingSettingConversionTrackingId column for table ShoppingPerformanceView
CustomerConversionTrackingSettingCrossAccountConversionTrackingId	String	CustomerConversionTrackingSettingCrossAccountConversionTrackingId column for table ShoppingPerformanceView
CustomerCurrencyCode	String	CustomerCurrencyCode column for table ShoppingPerformanceView
CustomerDescriptiveName	String	CustomerDescriptiveName column for table ShoppingPerformanceView
CustomerFinalUrlSuffix	String	CustomerFinalUrlSuffix column for table ShoppingPerformanceView
CustomerHasPartnersBadge	Boolean	CustomerHasPartnersBadge column for table ShoppingPerformanceView
CustomerId	Long	CustomerId column for table ShoppingPerformanceView
CustomerManager	Boolean	CustomerManager column for table ShoppingPerformanceView
CustomerPayPerConversionEligibilityFailureReasons	String	CustomerPayPerConversionEligibilityFailureReasons column for table ShoppingPerformanceView

CustomerRemarketingSettingGoogleGlobalSiteTag	String	CustomerRemarketingSettingGoogleGlobalSiteTag column for table ShoppingPerformanceView
CustomerResourceName	String	CustomerResourceName column for table ShoppingPerformanceView
CustomerTestAccount	Boolean	CustomerTestAccount column for table ShoppingPerformanceView
CustomerTimeZone	String	CustomerTimeZone column for table ShoppingPerformanceView
CustomerTrackingUrlTemplate	String	CustomerTrackingUrlTemplate column for table ShoppingPerformanceView
CampaignId	Long	CampaignId column for table ShoppingPerformanceView
CampaignName	String	CampaignName column for table ShoppingPerformanceView
AllConversions	Double	AllConversions column for table ShoppingPerformanceView
AllConversionsFromInteractionsRate	Double	AllConversionsFromInteractionsRate column for table ShoppingPerformanceView
AllConversionsValue	Double	AllConversionsValue column for table ShoppingPerformanceView
AverageCpc	Double	AverageCpc column for table ShoppingPerformanceView
Clicks	Long	Clicks column for table



	<i>g</i>	ShoppingPerformanceView
Conversions	<i>Double</i>	Conversions column for table ShoppingPerformanceView
ConversionsFromInteractionsRate	<i>Double</i>	ConversionsFromInteractionsRate column for table ShoppingPerformanceView
ConversionsValue	<i>Double</i>	ConversionsValue column for table ShoppingPerformanceView
CostMicros	<i>Long</i>	CostMicros column for table ShoppingPerformanceView
CostPerAllConversions	<i>Double</i>	CostPerAllConversions column for table ShoppingPerformanceView
CostPerConversion	<i>Double</i>	CostPerConversion column for table ShoppingPerformanceView
CrossDeviceConversions	<i>Double</i>	CrossDeviceConversions column for table ShoppingPerformanceView
Ctr	<i>Double</i>	Ctr column for table ShoppingPerformanceView
Impressions	<i>Long</i>	Impressions column for table ShoppingPerformanceView
SearchAbsoluteTopImpressionShare	<i>Double</i>	SearchAbsoluteTopImpressionShare column for table ShoppingPerformanceView

SearchClickShare	<i>Double</i>	SearchClickShare column for table ShoppingPerformanceView
SearchImpressionShare	<i>Double</i>	SearchImpressionShare column for table ShoppingPerformanceView
ValuePerAllConversions	<i>Double</i>	ValuePerAllConversions column for table ShoppingPerformanceView
ValuePerConversion	<i>Double</i>	ValuePerConversion column for table ShoppingPerformanceView
AdNetworkType	<i>String</i>	AdNetworkType column for table ShoppingPerformanceView
ClickType	<i>String</i>	ClickType column for table ShoppingPerformanceView
ConversionAction	<i>String</i>	ConversionAction column for table ShoppingPerformanceView
ConversionActionCategory	<i>String</i>	ConversionActionCategory column for table ShoppingPerformanceView
ConversionActionName	<i>String</i>	ConversionActionName column for table ShoppingPerformanceView
Date	<i>Date</i>	Date column for table ShoppingPerformanceView
DayOfWeek	<i>String</i>	DayOfWeek column for table ShoppingPerformanceView
Device	<i>String</i>	Device column for table ShoppingPerformanceView

ExternalConversionSource	<i>String</i>	ExternalConversionSource column for table ShoppingPerformanceView
Month	<i>Date</i>	Month column for table ShoppingPerformanceView
ProductAggregatorId	<i>String</i>	ProductAggregatorId column for table ShoppingPerformanceView
ProductBiddingCategoryLevel1	<i>String</i>	ProductBiddingCategoryLevel1 column for table ShoppingPerformanceView
ProductBiddingCategoryLevel2	<i>String</i>	ProductBiddingCategoryLevel2 column for table ShoppingPerformanceView
ProductBiddingCategoryLevel3	<i>String</i>	ProductBiddingCategoryLevel3 column for table ShoppingPerformanceView
ProductBiddingCategoryLevel4	<i>String</i>	ProductBiddingCategoryLevel4 column for table ShoppingPerformanceView
ProductBiddingCategoryLevel5	<i>String</i>	ProductBiddingCategoryLevel5 column for table ShoppingPerformanceView
ProductBrand	<i>String</i>	ProductBrand column for table ShoppingPerformanceView
ProductChannel	<i>String</i>	ProductChannel column for table ShoppingPerformanceView
ProductChannelExclusivity	<i>String</i>	ProductChannelExclusivity column for table ShoppingPerformanceView
ProductCondition	<i>String</i>	ProductCondition column for table ShoppingPerformanceView

ProductCountry	<i>String</i>	ProductCountry column for table ShoppingPerformanceView
ProductCustomAttribute0	<i>String</i>	ProductCustomAttribute0 column for table ShoppingPerformanceView
ProductCustomAttribute1	<i>String</i>	ProductCustomAttribute1 column for table ShoppingPerformanceView
ProductCustomAttribute2	<i>String</i>	ProductCustomAttribute2 column for table ShoppingPerformanceView
ProductCustomAttribute3	<i>String</i>	ProductCustomAttribute3 column for table ShoppingPerformanceView
ProductCustomAttribute4	<i>String</i>	ProductCustomAttribute4 column for table ShoppingPerformanceView
ProductId	<i>String</i>	ProductId column for table ShoppingPerformanceView
ProductLanguage	<i>String</i>	ProductLanguage column for table ShoppingPerformanceView
ProductMerchantId	<i>String</i>	ProductMerchantId column for table ShoppingPerformanceView
ProductStoreId	<i>String</i>	ProductStoreId column for table ShoppingPerformanceView
ProductTitle	<i>String</i>	ProductTitle column for table ShoppingPerformanceView
ProductTypeL1	<i>String</i>	ProductTypeL1 column for table ShoppingPerformanceView
ProductTypeL2	<i>String</i>	ProductTypeL2 column for table ShoppingPerformanceView
ProductTypeL3	<i>String</i>	ProductTypeL3 column for table

	<i>ng</i>	ShoppingPerformanceView
ProductTypeL4	<i>String</i>	ProductTypeL4 column for table ShoppingPerformanceView
ProductTypeL5	<i>String</i>	ProductTypeL5 column for table ShoppingPerformanceView
Quarter	<i>Date</i>	Quarter column for table ShoppingPerformanceView
Week	<i>Date</i>	Week column for table ShoppingPerformanceView
Year	<i>Int</i>	Year column for table ShoppingPerformanceView

## Pseudo-Columns

Pseudo column fields are used in the WHERE clause of SELECT statements and offer a more granular control over the tuples that are returned from the data source.

Name	Type	Description
ManagerId	<i>Long</i>	Id of the manager account on behalf of which you are requesting customer data.

## TopicView

The topic view in the query.

## Table Specific Information

## Select

Google Ads does not allow every column to be selected in a single query as some data will conflict if selected together. Therefore, when issuing a query that selects all columns, only the default metrics, segments, and attributes will be returned. In general, these defaults are the same fields that are exposed through the Ads console.

To use the nondefault fields, explicitly select them in your query.

Filters can also be used in the WHERE clause. The supported operators are the =, !=, >, >=, <, <=, LIKE, NOT LIKE, IN, and NOT IN operators. All filters must be joined by the AND keyword as OR is not supported by the Ads API.

## Columns

Name	Type	Description
AdGroupAdRotationMode	String	AdGroupAdRotationMode column for table TopicView
AdGroupBaseAdGroup	String	AdGroupBaseAdGroup column for table TopicView
AdGroupCampaign	String	AdGroupCampaign column for table TopicView
AdGroupCpcBidMicros	Long	AdGroupCpcBidMicros column for table TopicView
AdGroupCpmBidMicros	Long	AdGroupCpmBidMicros column for table TopicView
AdGroupCpvBidMicros	Long	AdGroupCpvBidMicros column for table TopicView
AdGroupDisplayCustomBidDimension	String	AdGroupDisplayCustomBidDimension column for table TopicView

AdGroupEffectiveTargetCpaMicros	<i>Long</i>	AdGroupEffectiveTargetCpaMicros column for table TopicView
AdGroupEffectiveTargetCpaSource	<i>String</i>	AdGroupEffectiveTargetCpaSource column for table TopicView
AdGroupEffectiveTargetRoas	<i>Double</i>	AdGroupEffectiveTargetRoas column for table TopicView
AdGroupEffectiveTargetRoasSource	<i>String</i>	AdGroupEffectiveTargetRoasSource column for table TopicView
AdGroupExplorerAutoOptimizerSettingOptIn	<i>Boolean</i>	AdGroupExplorerAutoOptimizerSettingOptIn column for table TopicView
AdGroupFinalUrlSuffix	<i>String</i>	AdGroupFinalUrlSuffix column for table TopicView
AdGroupId	<i>Long</i>	AdGroupId column for table TopicView
AdGroupLabels	<i>String</i>	AdGroupLabels column for table TopicView
AdGroupName	<i>String</i>	AdGroupName column for table TopicView
AdGroupPercentCpcBidMicros	<i>Long</i>	AdGroupPercentCpcBidMicros column for table TopicView
AdGroupResourceName	<i>String</i>	AdGroupResourceName column for table TopicView
AdGroupStatus	<i>String</i>	AdGroupStatus column for table TopicView
AdGroupTargetCpaMicros	<i>Long</i>	AdGroupTargetCpaMicros column for table TopicView

AdGroupTargetCpmMicros	Long	AdGroupTargetCpmMicros column for table TopicView
AdGroupTargetRoas	Double	AdGroupTargetRoas column for table TopicView
AdGroupTargetingSettingTargetRestrictions	String	AdGroupTargetingSettingTargetRestrictions column for table TopicView
AdGroupTrackingUrlTemplate	String	AdGroupTrackingUrlTemplate column for table TopicView
AdGroupType	String	AdGroupType column for table TopicView
AdGroupUrlCustomParameters	String	AdGroupUrlCustomParameters column for table TopicView
AdGroupCriterionAdGroup	String	AdGroupCriterionAdGroup column for table TopicView
AdGroupCriterionAgeRangeType	String	AdGroupCriterionAgeRangeType column for table TopicView
AdGroupCriterionAppPaymentModelType	String	AdGroupCriterionAppPaymentModelType column for table TopicView
AdGroupCriterionApprovalStatus	String	AdGroupCriterionApprovalStatus column for table TopicView
AdGroupCriterionBidModifier	Double	AdGroupCriterionBidModifier column for table TopicView
AdGroupCriterionCpcBidMicros	Long	AdGroupCriterionCpcBidMicros column for table TopicView
AdGroupCriterionCpmBidMicros	Long	AdGroupCriterionCpmBidMicros column for table TopicView



AdGroupCriterionCpvBidMicros	Long	AdGroupCriterionCpvBidMicros column for table TopicView
AdGroupCriterionCriterionId	Long	AdGroupCriterionCriterionId column for table TopicView
AdGroupCriterionCustomAffinityCustomAffinity	String	AdGroupCriterionCustomAffinityCustomAffinity column for table TopicView
AdGroupCriterionCustomIntentCustomIntent	String	AdGroupCriterionCustomIntentCustomIntent column for table TopicView
AdGroupCriterionEffectiveCpcBidMicros	Long	AdGroupCriterionEffectiveCpcBidMicros column for table TopicView
AdGroupCriterionEffectiveCpcBidSource	String	AdGroupCriterionEffectiveCpcBidSource column for table TopicView
AdGroupCriterionEffectiveCpmBidMicros	Long	AdGroupCriterionEffectiveCpmBidMicros column for table TopicView
AdGroupCriterionEffectiveCpmBidSource	String	AdGroupCriterionEffectiveCpmBidSource column for table TopicView
AdGroupCriterionEffectiveCpvBidMicros	Long	AdGroupCriterionEffectiveCpvBidMicros column for table TopicView
AdGroupCriterionEffectiveCpvBidSource	String	AdGroupCriterionEffectiveCpvBidSource column for table TopicView
AdGroupCriterionEffectivePercentCpcBidMicros	Long	AdGroupCriterionEffectivePercentCpcBidMicros column for table TopicView
AdGroupCriterionEffectivePercentCpcBidSource	String	AdGroupCriterionEffectivePercentCpcBidSource column for table TopicView
AdGroupCriterionFinalMobileUrls	String	AdGroupCriterionFinalMobileUrls column for table TopicView
AdGroupCriterionFinalUrlSuffix	String	AdGroupCriterionFinalUrlSuffix column

	<i>ing</i>	for table TopicView
AdGroupCriterionFinalUrls	<i>String</i>	AdGroupCriterionFinalUrls column for table TopicView
AdGroupCriterionGenderType	<i>String</i>	AdGroupCriterionGenderType column for table TopicView
AdGroupCriterionIncomeRangeType	<i>String</i>	AdGroupCriterionIncomeRangeType column for table TopicView
AdGroupCriterionKeywordMatchType	<i>String</i>	AdGroupCriterionKeywordMatchType column for table TopicView
AdGroupCriterionKeywordText	<i>String</i>	AdGroupCriterionKeywordText column for table TopicView
AdGroupCriterionListingGroupCaseValueHotelCityCityCriterion	<i>String</i>	AdGroupCriterionListingGroupCaseValueHotelCityCityCriterion column for table TopicView
AdGroupCriterionListingGroupCaseValueHotelClassValue	<i>String</i>	AdGroupCriterionListingGroupCaseValueHotelClassValue column for table TopicView
AdGroupCriterionListingGroupCaseValueHotelCountryRegionCountryRegionCriterion	<i>String</i>	AdGroupCriterionListingGroupCaseValueHotelCountryRegionCountryRegionCriterion column for table TopicView
AdGroupCriterionListingGroupCaseValueHotelIdValue	<i>String</i>	AdGroupCriterionListingGroupCaseValueHotelIdValue column for table TopicView
AdGroupCriterionListingGroupCaseValueHotelStateStateCriterion	<i>String</i>	AdGroupCriterionListingGroupCaseValueHotelStateStateCriterion column for table TopicView
AdGroupCriterionListingGroupCaseValueProductBrandValue	<i>String</i>	AdGroupCriterionListingGroupCaseValueProductBrandValue column for table TopicView

AdGroupCriterionListingGroupCaseValueProductCustomAttributeIndex	AdGroupCriterionListingGroupCaseValueProductCustomAttributeIndex	AdGroupCriterionListingGroupCaseValueProductCustomAttributeIndex column for table TopicView
AdGroupCriterionListingGroupCaseValueProductCustomAttribute	AdGroupCriterionListingGroupCaseValueProductCustomAttribute	AdGroupCriterionListingGroupCaseValueProductCustomAttribute column for table TopicView
AdGroupCriterionListingGroupCaseValueProductBiddingCategoryCountryCode	AdGroupBiddingCategoryCountryCode	AdGroupBiddingCategoryCountryCode column for table TopicView
AdGroupCriterionListingGroupCaseValueProductBiddingCategoryId	AdGroupBiddingCategoryId	AdGroupBiddingCategoryId column for table TopicView
AdGroupCriterionListingGroupCaseValueProductBiddingCategoryLevel	AdGroupBiddingCategoryLevel	AdGroupBiddingCategoryLevel column for table TopicView
AdGroupCriterionListingGroupCaseValueProductChannelChannel	AdGroupChannelChannel	AdGroupChannelChannel column for table TopicView
AdGroupCriterionListingGroupCaseValueProductChannelExclusivityChannelExclusivity	AdGroupChannelExclusivityChannelExclusivity	AdGroupChannelExclusivityChannelExclusivity column for table TopicView
AdGroupCriterionListingGroupCaseValueProductConditionCondition	AdGroupConditionCondition	AdGroupConditionCondition column for table TopicView
AdGroupCriterionListingGroupCaseValueProductItemIdValue	AdGroupItemValue	AdGroupItemValue column for table TopicView
AdGroupCriterionListingGroupCaseValueProductTypeLevel	AdGroupTypeLevel	AdGroupTypeLevel column for table TopicView

AdGroupCriterionListingGroupCaseValueProductTypeValue	String	AdGroupCriterionListingGroupCaseValueProductTypeValue column for table TopicView
AdGroupCriterionListingGroupParentAdGroupCriterion	String	AdGroupCriterionListingGroupParentAdGroupCriterion column for table TopicView
AdGroupCriterionListingGroupType	String	AdGroupCriterionListingGroupType column for table TopicView
AdGroupCriterionMobileAppCategoryMobileAppCategoryConstant	String	AdGroupCriterionMobileAppCategoryMobileAppCategoryConstant column for table TopicView
AdGroupCriterionMobileApplicationAppId	String	AdGroupCriterionMobileApplicationAppId column for table TopicView
AdGroupCriterionMobileApplicationName	String	AdGroupCriterionMobileApplicationName column for table TopicView
AdGroupCriterionNegative	Boolean	AdGroupCriterionNegative column for table TopicView
AdGroupCriterionParentalStatusType	String	AdGroupCriterionParentalStatusType column for table TopicView
AdGroupCriterionPercentCpcBidMicros	Long	AdGroupCriterionPercentCpcBidMicros column for table TopicView
AdGroupCriterionPlacementUrl	String	AdGroupCriterionPlacementUrl column for table TopicView
AdGroupCriterionPositionEstimatesEstimatedAddClicksAtFirstPositionCpc	String	AdGroupCriterionPositionEstimatesEstimatedAddClicksAtFirstPositionCpc column for table TopicView
AdGroupCriterionPositionEstimatesEstimatedAddCostAtFirstPositionCpc	String	AdGroupCriterionPositionEstimatesEstimatedAddCostAtFirstPositionCpc column for table TopicView

AdGroupCriterionPositionEstimatesFirstPageCpcMicros	Long	AdGroupCriterionPositionEstimatesFirstPageCpcMicros column for table TopicView
AdGroupCriterionPositionEstimatesFirstPositionCpcMicros	Long	AdGroupCriterionPositionEstimatesFirstPositionCpcMicros column for table TopicView
AdGroupCriterionPositionEstimatesTopOfPageCpcMicros	Long	AdGroupCriterionPositionEstimatesTopOfPageCpcMicros column for table TopicView
AdGroupCriterionQualityInfoCreativeQualityScore	String	AdGroupCriterionQualityInfoCreativeQualityScore column for table TopicView
AdGroupCriterionQualityInfoPostClickQualityScore	String	AdGroupCriterionQualityInfoPostClickQualityScore column for table TopicView
AdGroupCriterionQualityInfoQualityScore	Int	AdGroupCriterionQualityInfoQualityScore column for table TopicView
AdGroupCriterionQualityInfoSearchPredictedCtr	String	AdGroupCriterionQualityInfoSearchPredictedCtr column for table TopicView
AdGroupCriterionResourceName	String	AdGroupCriterionResourceName column for table TopicView
AdGroupCriterionStatus	String	AdGroupCriterionStatus column for table TopicView
AdGroupCriterionSystemServingStatus	String	AdGroupCriterionSystemServingStatus column for table TopicView
AdGroupCriterionTopicPath	String	AdGroupCriterionTopicPath column for table TopicView
AdGroupCriterionTopicTopicConstant	String	AdGroupCriterionTopicTopicConstant column for table TopicView

AdGroupCriterionTrackingUrlTemplate	String	AdGroupCriterionTrackingUrlTemplate column for table TopicView
AdGroupCriterionType	String	AdGroupCriterionType column for table TopicView
AdGroupCriterionUrlCustomParameters	String	AdGroupCriterionUrlCustomParameters column for table TopicView
AdGroupCriterionUserInterestUserInterestCategory	String	AdGroupCriterionUserInterestUserInterestCategory column for table TopicView
AdGroupCriterionUserListUserList	String	AdGroupCriterionUserListUserList column for table TopicView
AdGroupCriterionWebpageConditions	String	AdGroupCriterionWebpageConditions column for table TopicView
AdGroupCriterionWebpageCriterionName	String	AdGroupCriterionWebpageCriterionName column for table TopicView
AdGroupCriterionYoutubeChannelChannelId	String	AdGroupCriterionYoutubeChannelChannelId column for table TopicView
AdGroupCriterionYoutubeVideoVideoId	String	AdGroupCriterionYoutubeVideoVideoId column for table TopicView
CampaignAdServingOptimizationStatus	String	CampaignAdServingOptimizationStatus column for table TopicView
CampaignAdvertisingChannelSubType	String	CampaignAdvertisingChannelSubType column for table TopicView
CampaignAdvertisingChannelType	String	CampaignAdvertisingChannelType column for table TopicView
CampaignAppCampaignSettingAppId	String	CampaignAppCampaignSettingAppId column for table TopicView

CampaignAppCampaignSettingAppStore	String	CampaignAppCampaignSettingAppStore column for table TopicView
CampaignAppCampaignSettingBiddingStrategyGoalType	String	CampaignAppCampaignSettingBiddingStrategyGoalType column for table TopicView
CampaignBaseCampaign	String	CampaignBaseCampaign column for table TopicView
CampaignBiddingStrategy	String	CampaignBiddingStrategy column for table TopicView
CampaignBiddingStrategyType	String	CampaignBiddingStrategyType column for table TopicView
CampaignCampaignBudget	String	CampaignCampaignBudget column for table TopicView
CampaignCommissionCommissionRateMicros	Long	CampaignCommissionCommissionRateMicros column for table TopicView
CampaignDynamicSearchAdsSettingDomainName	String	CampaignDynamicSearchAdsSettingDomainName column for table TopicView
CampaignDynamicSearchAdsSettingFeeds	String	CampaignDynamicSearchAdsSettingFeeds column for table TopicView
CampaignDynamicSearchAdsSettingLanguageCode	String	CampaignDynamicSearchAdsSettingLanguageCode column for table TopicView
CampaignDynamicSearchAdsSettingUseSuppliedUrlsOnly	Boolean	CampaignDynamicSearchAdsSettingUseSuppliedUrlsOnly column for table TopicView
CampaignEndDate	Date	CampaignEndDate column for table TopicView

CampaignExperimentType	String	CampaignExperimentType column for table TopicView
CampaignFinalUrlSuffix	String	CampaignFinalUrlSuffix column for table TopicView
CampaignFrequencyCaps	String	CampaignFrequencyCaps column for table TopicView
CampaignGeoTargetTypeSettingNegativeGeoTargetType	String	CampaignGeoTargetTypeSettingNegativeGeoTargetType column for table TopicView
CampaignGeoTargetTypeSettingPositiveGeoTargetType	String	CampaignGeoTargetTypeSettingPositiveGeoTargetType column for table TopicView
CampaignHotelSettingHotelCenterId	Long	CampaignHotelSettingHotelCenterId column for table TopicView
CampaignId	Long	CampaignId column for table TopicView
CampaignLabels	String	CampaignLabels column for table TopicView
CampaignManualCpcEnhancedCpcEnabled	Boolean	CampaignManualCpcEnhancedCpcEnabled column for table TopicView
CampaignManualCpm	String	CampaignManualCpm column for table TopicView
CampaignManualCpv	String	CampaignManualCpv column for table TopicView
CampaignMaximizeConversionValueTargetRoas	Double	CampaignMaximizeConversionValueTargetRoas column for table TopicView
CampaignMaximizeConversions	String	CampaignMaximizeConversions column



	<i>ing</i>	for table TopicView
CampaignName	<i>String</i>	CampaignName column for table TopicView
CampaignNetworkSettingsTargetContentNetwork	<i>Boolean</i>	CampaignNetworkSettingsTargetContentNetwork column for table TopicView
CampaignNetworkSettingsTargetGoogleSearch	<i>Boolean</i>	CampaignNetworkSettingsTargetGoogleSearch column for table TopicView
CampaignNetworkSettingsTargetPartnerSearchNetwork	<i>Boolean</i>	CampaignNetworkSettingsTargetPartnerSearchNetwork column for table TopicView
CampaignNetworkSettingsTargetSearchNetwork	<i>Boolean</i>	CampaignNetworkSettingsTargetSearchNetwork column for table TopicView
CampaignPaymentMode	<i>String</i>	CampaignPaymentMode column for table TopicView
CampaignPercentCpcCpcBidCeilingMicros	<i>Long</i>	CampaignPercentCpcCpcBidCeilingMicros column for table TopicView
CampaignPercentCpcEnhancedCpcEnabled	<i>Boolean</i>	CampaignPercentCpcEnhancedCpcEnabled column for table TopicView
CampaignRealTimeBiddingSettingOptIn	<i>Boolean</i>	CampaignRealTimeBiddingSettingOptIn column for table TopicView
CampaignResourceName	<i>String</i>	CampaignResourceName column for table TopicView
CampaignSelectiveOptimizationConversionActions	<i>String</i>	CampaignSelectiveOptimizationConversionActions column for table TopicView
CampaignServingStatus	<i>String</i>	CampaignServingStatus column for table TopicView

CampaignShoppingSettingCampaignPriority	<i>Int</i>	CampaignShoppingSettingCampaignPriority column for table TopicView
CampaignShoppingSettingEnableLocal	<i>Boolean</i>	CampaignShoppingSettingEnableLocal column for table TopicView
CampaignShoppingSettingMerchantId	<i>Long</i>	CampaignShoppingSettingMerchantId column for table TopicView
CampaignShoppingSettingSalesCountry	<i>String</i>	CampaignShoppingSettingSalesCountry column for table TopicView
CampaignStartDate	<i>Date</i>	CampaignStartDate column for table TopicView
CampaignStatus	<i>String</i>	CampaignStatus column for table TopicView
CampaignTargetCpaCpcBidCeilingMicros	<i>Long</i>	CampaignTargetCpaCpcBidCeilingMicros column for table TopicView
CampaignTargetCpaCpcBidFloorMicros	<i>Long</i>	CampaignTargetCpaCpcBidFloorMicros column for table TopicView
CampaignTargetCpaTargetCpaMicros	<i>Long</i>	CampaignTargetCpaTargetCpaMicros column for table TopicView
CampaignTargetCpm	<i>String</i>	CampaignTargetCpm column for table TopicView
CampaignTargetImpressionShareCpcBidCeilingMicros	<i>Long</i>	CampaignTargetImpressionShareCpcBidCeilingMicros column for table TopicView
CampaignTargetImpressionShareLocation	<i>String</i>	CampaignTargetImpressionShareLocation column for table TopicView
CampaignTargetImpressionShareLocationFractionMicros	<i>Long</i>	CampaignTargetImpressionShareLocationFractionMicros column for table TopicView

CampaignTargetRoasCpcBidCeilingMicros	Long	CampaignTargetRoasCpcBidCeilingMicros column for table TopicView
CampaignTargetRoasCpcBidFloorMicros	Long	CampaignTargetRoasCpcBidFloorMicros column for table TopicView
CampaignTargetRoasTargetRoas	Double	CampaignTargetRoasTargetRoas column for table TopicView
CampaignTargetSpendCpcBidCeilingMicros	Long	CampaignTargetSpendCpcBidCeilingMicros column for table TopicView
CampaignTargetSpendTargetSpendMicros	Long	CampaignTargetSpendTargetSpendMicros column for table TopicView
CampaignTargetingSettingTargetRestrictions	String	CampaignTargetingSettingTargetRestrictions column for table TopicView
CampaignTrackingSettingTrackingUrl	String	CampaignTrackingSettingTrackingUrl column for table TopicView
CampaignTrackingUrlTemplate	String	CampaignTrackingUrlTemplate column for table TopicView
CampaignUrlCustomParameters	String	CampaignUrlCustomParameters column for table TopicView
CampaignVanityPharmaVanityPharmaDisplayUrlMode	String	CampaignVanityPharmaVanityPharmaDisplayUrlMode column for table TopicView
CampaignVanityPharmaVanityPharmaText	String	CampaignVanityPharmaVanityPharmaText column for table TopicView
CampaignVideoBrandSafetySuitability	String	CampaignVideoBrandSafetySuitability column for table TopicView
CustomerAutoTaggingEnabled	Boolean	CustomerAutoTaggingEnabled column for table TopicView

CustomerCallReportingSettingCallConversionAction	String	CustomerCallReportingSettingCallConversionAction column for table TopicView
CustomerCallReportingSettingCallConversionReportingEnabled	Boolean	CustomerCallReportingSettingCallConversionReportingEnabled column for table TopicView
CustomerCallReportingSettingCallReportingEnabled	Boolean	CustomerCallReportingSettingCallReportingEnabled column for table TopicView
CustomerConversionTrackingSettingConversionTrackingId	Long	CustomerConversionTrackingSettingConversionTrackingId column for table TopicView
CustomerConversionTrackingSettingCrossAccountConversionTrackingId	Long	CustomerConversionTrackingSettingCrossAccountConversionTrackingId column for table TopicView
CustomerCurrencyCode	String	CustomerCurrencyCode column for table TopicView
CustomerDescriptiveName	String	CustomerDescriptiveName column for table TopicView
CustomerFinalUrlSuffix	String	CustomerFinalUrlSuffix column for table TopicView
CustomerHasPartnersBadge	Boolean	CustomerHasPartnersBadge column for table TopicView
CustomerId	Long	CustomerId column for table TopicView
CustomerManager	Boolean	CustomerManager column for table TopicView
CustomerPayPerConversionEligibilityFailureReasons	String	CustomerPayPerConversionEligibilityFailureReasons column for table TopicView

		TopicView
CustomerRemarketingSettingGoogleGlobalSiteTagStr	ing	CustomerRemarketingSettingGoogleGlobalSiteTag column for table TopicView
CustomerResourceName	Str ing	CustomerResourceName column for table TopicView
CustomerTestAccount	Bo ol	CustomerTestAccount column for table TopicView
CustomerTimeZone	Str ing	CustomerTimeZone column for table TopicView
CustomerTrackingUrlTemplate	Str ing	CustomerTrackingUrlTemplate column for table TopicView
ActiveViewCpm	Do ub le	ActiveViewCpm column for table TopicView
ActiveViewCtr	Do ub le	ActiveViewCtr column for table TopicView
ActiveViewImpressions	Lo ng	ActiveViewImpressions column for table TopicView
ActiveViewMeasurability	Do ub le	ActiveViewMeasurability column for table TopicView
ActiveViewMeasurableCostMicros	Lo ng	ActiveViewMeasurableCostMicros column for table TopicView
ActiveViewMeasurableImpressions	Lo ng	ActiveViewMeasurableImpressions column for table TopicView
ActiveViewViewability	Do	ActiveViewViewability column for table

	<i>ub le</i>	TopicView
AllConversions	<i>Do ub le</i>	AllConversions column for table TopicView
AllConversionsFromInteractionsRate	<i>Do ub le</i>	AllConversionsFromInteractionsRate column for table TopicView
AllConversionsFromInteractionsValuePerInteraction	<i>Do ub le</i>	AllConversionsFromInteractionsValuePerInteraction column for table TopicView
AllConversionsValue	<i>Do ub le</i>	AllConversionsValue column for table TopicView
AllConversionsValuePerCost	<i>Do ub le</i>	AllConversionsValuePerCost column for table TopicView
AverageCost	<i>Do ub le</i>	AverageCost column for table TopicView
AverageCpc	<i>Do ub le</i>	AverageCpc column for table TopicView
AverageCpe	<i>Do ub le</i>	AverageCpe column for table TopicView
AverageCpm	<i>Do ub le</i>	AverageCpm column for table TopicView
AverageCpv	<i>Do</i>	AverageCpv column for table

	<i>ub le</i>	TopicView
Clicks	<i>Lo ng</i>	Clicks column for table TopicView
Conversions	<i>Do ub le</i>	Conversions column for table TopicView
ConversionsFromInteractionsRate	<i>Do ub le</i>	ConversionsFromInteractionsRate column for table TopicView
ConversionsValue	<i>Do ub le</i>	ConversionsValue column for table TopicView
CostMicros	<i>Lo ng</i>	CostMicros column for table TopicView
CostPerAllConversions	<i>Do ub le</i>	CostPerAllConversions column for table TopicView
CostPerConversion	<i>Do ub le</i>	CostPerConversion column for table TopicView
CrossDeviceConversions	<i>Do ub le</i>	CrossDeviceConversions column for table TopicView
Ctr	<i>Do ub le</i>	Ctr column for table TopicView
EngagementRate	<i>Do ub le</i>	EngagementRate column for table TopicView

Engagements	<i>Long</i>	Engagements column for table TopicView
GmailForwards	<i>Long</i>	GmailForwards column for table TopicView
GmailSaves	<i>Long</i>	GmailSaves column for table TopicView
GmailSecondaryClicks	<i>Long</i>	GmailSecondaryClicks column for table TopicView
Impressions	<i>Long</i>	Impressions column for table TopicView
InteractionEventTypes	<i>String</i>	InteractionEventTypes column for table TopicView
InteractionRate	<i>Double</i>	InteractionRate column for table TopicView
Interactions	<i>Long</i>	Interactions column for table TopicView
ValuePerAllConversions	<i>Double</i>	ValuePerAllConversions column for table TopicView
ValuePerConversion	<i>Double</i>	ValuePerConversion column for table TopicView
VideoQuartile100Rate	<i>Double</i>	VideoQuartile100Rate column for table TopicView
VideoQuartile25Rate	<i>Double</i>	VideoQuartile25Rate column for table TopicView



VideoQuartile50Rate	<i>Double</i>	VideoQuartile50Rate column for table TopicView
VideoQuartile75Rate	<i>Double</i>	VideoQuartile75Rate column for table TopicView
VideoViewRate	<i>Double</i>	VideoViewRate column for table TopicView
VideoViews	<i>Long</i>	VideoViews column for table TopicView
ViewThroughConversions	<i>Long</i>	ViewThroughConversions column for table TopicView
AdNetworkType	<i>String</i>	AdNetworkType column for table TopicView
ClickType	<i>String</i>	ClickType column for table TopicView
ConversionAction	<i>String</i>	ConversionAction column for table TopicView
ConversionActionCategory	<i>String</i>	ConversionActionCategory column for table TopicView
ConversionActionName	<i>String</i>	ConversionActionName column for table TopicView
Date	<i>Date</i>	Date column for table TopicView
DayOfWeek	<i>String</i>	DayOfWeek column for table TopicView
Device	<i>String</i>	Device column for table TopicView

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ExternalConversionSource	<i>String</i>	ExternalConversionSource column for table TopicView
Month	<i>Date</i>	Month column for table TopicView
MonthOfYear	<i>String</i>	MonthOfYear column for table TopicView
Quarter	<i>Date</i>	Quarter column for table TopicView
Week	<i>Date</i>	Week column for table TopicView
Year	<i>Int</i>	Year column for table TopicView

## Pseudo-Columns

Pseudo column fields are used in the WHERE clause of SELECT statements and offer a more granular control over the tuples that are returned from the data source.

Name	Type	Description
ManagerId	<i>Long</i>	Id of the manager account on behalf of which you are requesting customer data.

## UserLocationView

The user location view in the query.

## Table Specific Information

### Select

Google Ads does not allow every column to be selected in a single query as some data will conflict if selected together. Therefore, when issuing a query that selects all columns, only the default metrics, segments, and attributes will be returned. In general, these defaults are the same fields that are exposed through the Ads console.

To use the nondefault fields, explicitly select them in your query.

Filters can also be used in the WHERE clause. The supported operators are the =, !=, >, >=, <, <=, LIKE, NOT LIKE, IN, and NOT IN operators. All filters must be joined by the AND keyword as OR is not supported by the Ads API.

### Columns

Name	Type	Description
CustomerAutoTaggingEnabled	Boolean	CustomerAutoTaggingEnabled column for table UserLocationView
CustomerCallReportingSettingCallConversionAction	String	CustomerCallReportingSettingCallConversionAction column for table UserLocationView
CustomerCallReportingSettingCallConversionReportingEnabled	Boolean	CustomerCallReportingSettingCallConversionReportingEnabled column for table UserLocationView
CustomerCallReportingSettingCallReportingEnabled	Boolean	CustomerCallReportingSettingCallReportingEnabled column for table UserLocationView
CustomerConversionTrackingSettingConversionTrackingId	Integer	CustomerConversionTrackingSettingConversionTrackingId column for table

UserLocationView		
CustomerConversionTrackingSettingCrossAccountConversionTrackingId	Long	CustomerConversionTrackingSettingCrossAccountConversionTrackingId column for table UserLocationView
CustomerCurrencyCode	String	CustomerCurrencyCode column for table UserLocationView
CustomerDescriptiveName	String	CustomerDescriptiveName column for table UserLocationView
CustomerFinalUrlSuffix	String	CustomerFinalUrlSuffix column for table UserLocationView
CustomerHasPartnersBadge	Boolean	CustomerHasPartnersBadge column for table UserLocationView
CustomerId	Long	CustomerId column for table UserLocationView
CustomerManager	Boolean	CustomerManager column for table UserLocationView
CustomerPayPerConversionEligibilityFailureReasons	String	CustomerPayPerConversionEligibilityFailureReasons column for table UserLocationView
CustomerRemarketingSettingGoogleGlobalSiteTag	String	CustomerRemarketingSettingGoogleGlobalSiteTag column for table UserLocationView
CustomerResourceName	String	CustomerResourceName column for table UserLocationView
CustomerTestAccount	Boolean	CustomerTestAccount column for table UserLocationView
CustomerTimeZone	String	CustomerTimeZone column for table UserLocationView

CustomerTrackingUrlTemplate	<i>String</i>	CustomerTrackingUrlTemplate column for table UserLocationView
AllConversions	<i>Double</i>	AllConversions column for table UserLocationView
AllConversionsFromInteractionsRate	<i>Double</i>	AllConversionsFromInteractionsRate column for table UserLocationView
AllConversionsValue	<i>Double</i>	AllConversionsValue column for table UserLocationView
AverageCost	<i>Double</i>	AverageCost column for table UserLocationView
AverageCpc	<i>Double</i>	AverageCpc column for table UserLocationView
AverageCpm	<i>Double</i>	AverageCpm column for table UserLocationView
AverageCpv	<i>Double</i>	AverageCpv column for table UserLocationView
Clicks	<i>Long</i>	Clicks column for table UserLocationView
Conversions	<i>Double</i>	Conversions column for table UserLocationView
ConversionsFromInteractionsRate	<i>Double</i>	ConversionsFromInteractionsRate column for table UserLocationView

	<i>e</i>	
ConversionsValue	<i>Double</i>	ConversionsValue column for table UserLocationView
CostMicros	<i>Long</i>	CostMicros column for table UserLocationView
CostPerAllConversions	<i>Double</i>	CostPerAllConversions column for table UserLocationView
CostPerConversion	<i>Double</i>	CostPerConversion column for table UserLocationView
CrossDeviceConversions	<i>Double</i>	CrossDeviceConversions column for table UserLocationView
Ctr	<i>Double</i>	Ctr column for table UserLocationView
Impressions	<i>Long</i>	Impressions column for table UserLocationView
InteractionEventTypes	<i>String</i>	InteractionEventTypes column for table UserLocationView
InteractionRate	<i>Double</i>	InteractionRate column for table UserLocationView
Interactions	<i>Long</i>	Interactions column for table UserLocationView
ValuePerAllConversions	<i>Double</i>	ValuePerAllConversions column for table UserLocationView

	<i>e</i>	
ValuePerConversion	<i>Double</i>	ValuePerConversion column for table UserLocationView
VideoViewRate	<i>Double</i>	VideoViewRate column for table UserLocationView
VideoViews	<i>Long</i>	VideoViews column for table UserLocationView
ViewThroughConversions	<i>Long</i>	ViewThroughConversions column for table UserLocationView
AdNetworkType	<i>String</i>	AdNetworkType column for table UserLocationView
ConversionAction	<i>String</i>	ConversionAction column for table UserLocationView
ConversionActionCategory	<i>String</i>	ConversionActionCategory column for table UserLocationView
ConversionActionName	<i>String</i>	ConversionActionName column for table UserLocationView
Date	<i>Date</i>	Date column for table UserLocationView
DayOfWeek	<i>String</i>	DayOfWeek column for table UserLocationView
Device	<i>String</i>	Device column for table UserLocationView
ExternalConversionSource	<i>String</i>	ExternalConversionSource column for table UserLocationView

GeoTargetAirport	<i>String</i>	GeoTargetAirport column for table UserLocationView
GeoTargetCanton	<i>String</i>	GeoTargetCanton column for table UserLocationView
GeoTargetCity	<i>String</i>	GeoTargetCity column for table UserLocationView
GeoTargetCounty	<i>String</i>	GeoTargetCounty column for table UserLocationView
GeoTargetDistrict	<i>String</i>	GeoTargetDistrict column for table UserLocationView
GeoTargetMetro	<i>String</i>	GeoTargetMetro column for table UserLocationView
GeoTargetMostSpecificLocation	<i>String</i>	GeoTargetMostSpecificLocation column for table UserLocationView
GeoTargetPostalCode	<i>String</i>	GeoTargetPostalCode column for table UserLocationView
GeoTargetProvince	<i>String</i>	GeoTargetProvince column for table UserLocationView
GeoTargetRegion	<i>String</i>	GeoTargetRegion column for table UserLocationView
GeoTargetState	<i>String</i>	GeoTargetState column for table UserLocationView
Month	<i>Date</i>	Month column for table UserLocationView
MonthOfYear	<i>String</i>	MonthOfYear column for table UserLocationView
Quarter	<i>Date</i>	Quarter column for table



	<i>e</i>	UserLocationView
Week	<i>Date</i>	Week column for table UserLocationView
Year	<i>Int</i>	Year column for table UserLocationView

## Pseudo-Columns

Pseudo column fields are used in the WHERE clause of SELECT statements and offer a more granular control over the tuples that are returned from the data source.

Name	Type	Description
ManagerId	<i>Long</i>	Id of the manager account on behalf of which you are requesting customer data.

## Video

The video view in the query.

## Table Specific Information

### Select

Google Ads does not allow every column to be selected in a single query as some data will conflict if selected together. Therefore, when issuing a query that selects all columns, only the default metrics, segments, and attributes will be returned. In general, these defaults are the same fields that are exposed through the Ads console.

To use the nondefault fields, explicitly select them in your query.

Filters can also be used in the WHERE clause. The supported operators are the =, !=, >, >=, <, <=, LIKE, NOT LIKE, IN, and NOT IN operators. All filters must be joined by the AND keyword as OR is not supported by the Ads API.

## Columns

Name	Type	Description
CustomerAutoTaggingEnabled	Boolean	CustomerAutoTaggingEnabled column for table Video
CustomerCallReportingSettingCallConversionAction	String	CustomerCallReportingSettingCallConversionAction column for table Video
CustomerCallReportingSettingCallConversionReportingEnabled	Boolean	CustomerCallReportingSettingCallConversionReportingEnabled column for table Video
CustomerCallReportingSettingCallReportingEnabled	Boolean	CustomerCallReportingSettingCallReportingEnabled column for table Video
CustomerConversionTrackingSettingConversionTrackingId	String	CustomerConversionTrackingSettingConversionTrackingId column for table Video
CustomerConversionTrackingSettingCrossAccountConversionTrackingId	String	CustomerConversionTrackingSettingCrossAccountConversionTrackingId column for table Video
CustomerCurrencyCode	String	CustomerCurrencyCode column for table Video
CustomerDescriptiveName	String	CustomerDescriptiveName column for table Video
CustomerFinalUrlSuffix	String	CustomerFinalUrlSuffix column for table Video

CustomerHasPartnersBadge	<i>Bo ol</i>	CustomerHasPartnersBadge column for table Video
CustomerId	<i>Lon g</i>	CustomerId column for table Video
CustomerManager	<i>Bo ol</i>	CustomerManager column for table Video
CustomerPayPerConversionEligibilityFailureReasons	<i>Stri ng</i>	CustomerPayPerConversionEligibilityFailureReasons column for table Video
CustomerRemarketingSettingGoogleGlobalSiteTag	<i>Stri ng</i>	CustomerRemarketingSettingGoogleGlobalSiteTag column for table Video
CustomerResourceName	<i>Stri ng</i>	CustomerResourceName column for table Video
CustomerTestAccount	<i>Bo ol</i>	CustomerTestAccount column for table Video
CustomerTimeZone	<i>Stri ng</i>	CustomerTimeZone column for table Video
CustomerTrackingUrlTemplate	<i>Stri ng</i>	CustomerTrackingUrlTemplate column for table Video
AllConversions	<i>Do ubl e</i>	AllConversions column for table Video
AllConversionsFromInteractionsRate	<i>Do ubl e</i>	AllConversionsFromInteractionsRate column for table Video
AllConversionsValue	<i>Do ubl e</i>	AllConversionsValue column for table Video
AverageCpc	<i>Do</i>	AverageCpc column for table Video

	<i>Double</i>	
AverageCpe	<i>Double</i>	AverageCpe column for table Video
AverageCpm	<i>Double</i>	AverageCpm column for table Video
AverageCpv	<i>Double</i>	AverageCpv column for table Video
Clicks	<i>Long</i>	Clicks column for table Video
Conversions	<i>Double</i>	Conversions column for table Video
ConversionsFromInteractionsRate	<i>Double</i>	ConversionsFromInteractionsRate column for table Video
ConversionsFromInteractionsValuePerInteraction	<i>Double</i>	ConversionsFromInteractionsValuePerInteraction column for table Video
ConversionsValue	<i>Double</i>	ConversionsValue column for table Video
ConversionsValuePerCost	<i>Double</i>	ConversionsValuePerCost column for table Video
CostMicros	<i>Long</i>	CostMicros column for table Video

CostPerAllConversions	<i>Double</i>	CostPerAllConversions column for table Video
CostPerConversion	<i>Double</i>	CostPerConversion column for table Video
CrossDeviceConversions	<i>Double</i>	CrossDeviceConversions column for table Video
Ctr	<i>Double</i>	Ctr column for table Video
EngagementRate	<i>Double</i>	EngagementRate column for table Video
Engagements	<i>Long</i>	Engagements column for table Video
Impressions	<i>Long</i>	Impressions column for table Video
ValuePerAllConversions	<i>Double</i>	ValuePerAllConversions column for table Video
ValuePerConversion	<i>Double</i>	ValuePerConversion column for table Video
VideoQuartile100Rate	<i>Double</i>	VideoQuartile100Rate column for table Video
VideoQuartile25Rate	<i>Double</i>	VideoQuartile25Rate column for table Video

	<i>e</i>	
VideoQuartile50Rate	<i>Double</i>	VideoQuartile50Rate column for table Video
VideoQuartile75Rate	<i>Double</i>	VideoQuartile75Rate column for table Video
VideoViewRate	<i>Double</i>	VideoViewRate column for table Video
VideoViews	<i>Long</i>	VideoViews column for table Video
ViewThroughConversions	<i>Long</i>	ViewThroughConversions column for table Video
AdNetworkType	<i>String</i>	AdNetworkType column for table Video
ClickType	<i>String</i>	ClickType column for table Video
ConversionAction	<i>String</i>	ConversionAction column for table Video
ConversionActionCategory	<i>String</i>	ConversionActionCategory column for table Video
ConversionActionName	<i>String</i>	ConversionActionName column for table Video
Date	<i>Date</i>	Date column for table Video
DayOfWeek	<i>String</i>	DayOfWeek column for table Video

Device	<i>String</i>	Device column for table Video
ExternalConversionSource	<i>String</i>	ExternalConversionSource column for table Video
Month	<i>Date</i>	Month column for table Video
MonthOfYear	<i>String</i>	MonthOfYear column for table Video
Quarter	<i>Date</i>	Quarter column for table Video
Week	<i>Date</i>	Week column for table Video
Year	<i>Int</i>	Year column for table Video

## Pseudo-Columns

Pseudo column fields are used in the WHERE clause of SELECT statements and offer a more granular control over the tuples that are returned from the data source.

Name	Type	Description
ManagerId	<i>Long</i>	Id of the manager account on behalf of which you are requesting customer data.

## Stored Procedures

Stored procedures are available to complement the data available from the [Data Model](#). It may be necessary to update data available from a view using a stored procedure because

the data does not provide for direct, table-like, two-way updates. In these situations, the retrieval of the data is done using the appropriate view or table, while the update is done by calling a stored procedure. Stored procedures take a list of parameters and return back a dataset that contains the collection of tuples that constitute the response.

## Google Ads Adapter Stored Procedures

Name	Description
<a href="#">CreateReportSchema</a>	Creates a schema file based on the specified report. Columns that will be included by default are attributes of the resource, its metrics, segments and columns of non-segmenting attributed resources. If you want to include columns of segmenting resources too you can use <code>SegmentingResources</code> input.
<a href="#">GetOAuthAccessToken</a>	Obtains the OAuth access token to be used for authentication with various Google services.
<a href="#">GetOAuthAuthorizationURL</a>	Obtains the OAuth authorization URL used for authentication with various Google services.
<a href="#">RefreshOAuthAccessToken</a>	Obtains the OAuth access token to be used for authentication with various Google services.

### CreateReportSchema

Creates a schema file based on the specified report. Columns that will be included by default are attributes of the resource, its metrics, segments and columns of non-segmenting attributed resources. If you want to include columns of segmenting resources too you can use `SegmentingResources` input.

Use this stored procedure when you want to:

- Create a new view from a specific resource in Google AdWords API v201809. For example:



```
EXEC CreateReportSchema ResourceName='click_view',
Description='Clicks on a campaign.',
OutputFolder='C:\\Users\\User\\Desktop'
EXEC CreateReportSchema ResourceName='click_view',
ReportName='ClicksView_New', Description='Clicks on a campaign.'
```

- Create a new view, which will include only a few columns from a specific resource. These columns can be resource attributes, metrics, segments or even columns from a segmenting resource. You can utilize inputs `AttributeResources`, `SegmentingResources`, `Metrics` and `Segments`. Below are a few examples:

```
EXEC CreateReportSchema ResourceName='distance_view',
ReportName='Distance NEW', SegmentingResources='Campaign'
EXEC CreateReportSchema ResourceName='distance_view',
ReportName='Distance FewColumns_1', Metrics='Impressions',
Segments='Device, Year', Description='Sample description.'
EXEC CreateReportSchema ResourceName='distance_view',
ReportName='Distance FewColumns_2',
AttributeResources='DistanceViewMetricSystem,
DistanceViewDistanceBucket', Metrics='Impressions,
CustomerCurrencyCode', Segments='Device, Year', Description='Sample
description.'
EXEC CreateReportSchema ResourceName='distance_view',
ReportName='Distance FewColumns_3', SegmentingResources='Campaign',
AttributeResources='DistanceViewMetricSystem,
DistanceViewDistanceBucket', Metrics='Impressions,
CustomerCurrencyCode', Segments='Device, Year', Description='Sample
description.'
```

## Input

Name	Type	Description
ResourceName	<i>String</i>	The name of the resource you want to use.
ReportName	<i>String</i>	The name for the new view.

PushOnlyFields	<i>String</i>	Boolean value, indicating if metric, segments and selectable fields should not be pushed. Default is false.
AttributeResources	<i>String</i>	A comma-separated list of attributes to include in the schema file.
Metrics	<i>String</i>	A comma-separated list of metrics to include in the schema file.
Segments	<i>String</i>	A comma-separated list of segments to include in the schema file.
SegmentingResources	<i>String</i>	A comma-separated list of resources, the columns of which you want to include in the new view. These columns will segment metrics when querying.
Description	<i>String</i>	An optional description for the view.
OutputFolder	<i>String</i>	The path to output the new schema file to. The value for the Location connection string property will be used by default.

## Result Set Columns

<b>Name</b>	<b>Type</b>	<b>Description</b>
Success	<i>String</i>	Whether or not the schema was created successfully.
SchemaFile	<i>String</i>	The generated schema file.

## GetOAuthAccessToken

Obtains the OAuth access token to be used for authentication with various Google services.

## Input

Name	Type	Description
AuthMode	String	<p>The type of authentication mode to use.</p> <p>The allowed values are <i>APP</i>, <i>WEB</i>.</p> <p>The default value is <i>WEB</i>.</p>
Scope	String	<p>The scope of access to Google APIs. By default, access to all APIs used by this data provider will be specified.</p> <p>The default value is <i>https://www.googleapis.com/auth/adwords</i>.</p>
Verifier	String	<p>The verifier code returned by Google after permission for the app to connect has been granted. <i>WEB</i> AuthMode only.</p>
CallbackURL	String	<p>This field determines where the response is sent. The value of this parameter must exactly match one of the values registered in the APIs Console, including the HTTP or HTTPS schemes, capitalization, and trailing forward slash ('/').</p>
Prompt	String	<p>This field indicates the prompt to present the user. The default is <i>CONSENT</i>, so a given user will see a consent page every time, even if they have previously given consent to the application for a given set of scopes. If it is set to <i>SELECT_ACCOUNT</i>, the user will be prompted to select the account to connect to. Lastly, if it is set to <i>NONE</i>, no authentication or consent screens will be displayed to the user.</p> <p>The allowed values are <i>NONE</i>, <i>CONSENT</i>, <i>SELECT_ACCOUNT</i>.</p> <p>The default value is <i>CONSENT</i>.</p>
AccessType	String	<p>This field indicates if your application needs to access a Google API when the user is not present at the browser. This parameter defaults to <i>OFFLINE</i>. If your application needs to</p>

refresh access tokens when the user is not present at the browser, then use *OFFLINE*. This will result in your application obtaining a refresh token the first time your application exchanges an authorization code for a user.

The allowed values are *ONLINE*, *OFFLINE*.

The default value is *OFFLINE*.

State	<i>String</i>	This field indicates any state that may be useful to your application upon receipt of the response. Your application receives the same value it sent, as this parameter makes a round-trip to Google authorization server and back. Uses include redirecting the user to the correct resource in your site, using nonces, and mitigating cross-site request forgery.
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## Result Set Columns

Name	Type	Description
OAuthAccessToken	<i>String</i>	The authentication token returned from Google. This can be used in subsequent calls to other operations for this particular service.
OAuthRefreshToken	<i>String</i>	A token that may be used to obtain a new access token.
ExpiresIn	<i>String</i>	The remaining lifetime on the access token.

## GetOAuthAuthorizationURL

Obtains the OAuth authorization URL used for authentication with various Google services.

## Input

Name	Type	Description
AuthMode	String	<p>The type of authentication mode to use.</p> <p>The allowed values are <i>APP</i>, <i>WEB</i>.</p> <p>The default value is <i>WEB</i>.</p>
Scope	String	<p>The scope of access to Google APIs. By default, access to all APIs used by this data provider will be specified.</p> <p>The default value is <i>https://www.googleapis.com/auth/adwords</i>.</p>
CallbackURL	String	<p>This field determines where the response is sent. The value of this parameter must exactly match one of the values registered in the APIs Console, including the HTTP or HTTPS schemes, case, and trailing forward slash ('/').</p>
Prompt	String	<p>This field indicates the prompt to present the user. The default is <i>CONSENT</i>, so a given user will see a consent page every time, even if they have previously given consent to the application for a given set of scopes. If it is set to <i>SELECT_ACCOUNT</i>, the user will be prompted to select the account to connect to. Lastly, if it is set to <i>NONE</i>, no authentication or consent screens will be displayed to the user.</p> <p>The allowed values are <i>NONE</i>, <i>CONSENT</i>, <i>SELECT_ACCOUNT</i>.</p> <p>The default value is <i>CONSENT</i>.</p>
AccessType	String	<p>This field indicates if your application needs to access a Google API when the user is not present at the browser. This parameter defaults to <i>OFFLINE</i>. If your application needs to refresh access tokens when the user is not present at the browser, then use <i>OFFLINE</i>. This will result in your application obtaining a refresh token the first time your application exchanges an authorization code for a user.</p> <p>The allowed values are <i>ONLINE</i>, <i>OFFLINE</i>.</p> <p>The default value is <i>OFFLINE</i>.</p>
State	String	<p>This field indicates any state that may be useful to your</p>

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application upon receipt of the response. Your application receives the same value it sent, as this parameter makes a round-trip to the Google authorization server and back. Possible uses include redirecting the user to the correct resource in your site, using nonces, and mitigating cross-site request forgery.

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## Result Set Columns

Name	Type	Description
URL	<i>String</i>	The URL to complete user authentication.

## RefreshOAuthAccessToken

Obtains the OAuth access token to be used for authentication with various Google services.

## Input

Name	Type	Description
OAuthRefreshToken	<i>String</i>	The refresh token returned from the original authorization code exchange.

## Result Set Columns

Name	Type	Description
OAuthAccessToken	String	The authentication token returned from Google. This can be used in subsequent calls to other operations for this particular service.
OAuthRefreshToken	String	The refresh token returned from Google. This can be used to get a new access token when the access token expires.
ExpiresIn	String	The remaining lifetime on the access token.

## Google Ads V6 Data Model

### Overview

The Google Ads Adapter models Google Ads entities in relational views and stored procedures. The provided views will give you access to your Google Ads data using the V6 version of the Google Ads API.

### Changes from the old Google Adwords API Reports

All report names, in addition to several field names have now changed from the Google Ads provider. Please refer to [Google's documentation](#) for name mappings between the deprecated Google AdWords API and the current Google Ads API.

### Key Features

- The adapter models Google Ads entities like documents, folders, and groups as relational views, allowing you to write SQL to query Google Ads data.
- Stored procedures allow you to execute operations to Google Ads.
- Live connectivity to these objects means any changes to your Google Ads account are

immediately reflected when using the adapter.

## Views

[Views](#) describes the available views. Views are statically defined to model Campaigns, AdGroups, Customers, and more.

## Stored Procedures

[Stored Procedures](#) are function-like interfaces to Google Ads. Stored procedures allow you to execute operations to Google Ads, including downloading documents and moving envelopes.

## Collaborative Query Processing

The adapter offloads as much of the SELECT statement processing as possible to Google Ads and then processes the rest of the query in memory. API limitations and requirements are also documented in this section.

## Views

Views are composed of columns and pseudo columns. Views are similar to tables in the way that data is represented; however, views do not support updates. Entities that are represented as views are typically read-only entities. Often, a stored procedure is available to update the data if such functionality is applicable to the data source.

Queries can be executed against a view as if it were a normal table, and the data that comes back is similar in that regard. To find out more about tables and stored procedures, please navigate to their corresponding entries in this help document.

## Google Ads Adapter Views

Name	Description



<a href="#">AdGroup</a>	The ad group referenced in the query.
<a href="#">AdGroupAd</a>	The ad referenced in the query.
<a href="#">AdGroupAdAssetView</a>	The ad asset view in the query.
<a href="#">AdGroupAudienceView</a>	The ad group audience asset view in the query.
<a href="#">AdGroupCriterion</a>	The ad group criterion in the query.
<a href="#">AdScheduleView</a>	The ad view in the query.
<a href="#">AgeRangeView</a>	The age range view in the query.
<a href="#">Asset</a>	The asset referenced in the query.
<a href="#">BiddingStrategy</a>	The bidding strategy referenced in the query.
<a href="#">Campaign</a>	The campaign referenced in the query.
<a href="#">CampaignAudienceView</a>	The Audience Performance report includes performance data from interests and remarketing lists for display ads, and remarketing lists for search ads (RLSA), aggregated at the audience level one row per audience.
<a href="#">CampaignBidModifier</a>	The campaign bid modifier view in the query.
<a href="#">CampaignBudget</a>	The campaign budget referenced in the query.
<a href="#">CampaignCriterion</a>	The campaign criterion in the query.
<a href="#">ClickView</a>	The click view in the query.
<a href="#">ConversionAction</a>	The conversion action view in the query.
<a href="#">Customer</a>	The customer referenced in the query.
<a href="#">CustomerClientLink</a>	The links between customer client accounts and manager accounts

<a href="#">DetailPlacementView</a>	The detail placement view in the query.
<a href="#">DisplayKeywordView</a>	The display keyword view in the query.
<a href="#">DistanceView</a>	The distance view in the query.
<a href="#">DynamicSearchAdsSearchTermView</a>	The dynamic search ads search term view in the query.
<a href="#">ExpandedLandingPageView</a>	The expanded landing page view in the query.
<a href="#">ExtensionFeedItem</a>	The extension feed item in the query.
<a href="#">Feed</a>	The feed referenced in the query.
<a href="#">FeedPlaceholderView</a>	The feed placeholder view in the query.
<a href="#">GenderView</a>	The gender view in the query.
<a href="#">GeographicView</a>	The geographic view in the query.
<a href="#">GroupPlacementView</a>	The group placement view in the query.
<a href="#">HotelGroupView</a>	The hotel group view in the query.
<a href="#">HotelPerformanceView</a>	The hotel performance view in the query.
<a href="#">KeywordView</a>	The keyword view in the query.
<a href="#">LandingPageView</a>	The landing page view in the query.
<a href="#">LocationView</a>	The location view in the query.
<a href="#">ManagedPlacementView</a>	The managed placement view in the query.
<a href="#">PaidOrganicSearchTermView</a>	The paid organic search term view in the query.
<a href="#">ParentalStatusView</a>	The parental status view in the query.
<a href="#">ProductGroupView</a>	The product group view in the query.

<a href="#">Resources</a>	List of resources that can be used in order to generate new Reports or re-generate the old one.
<a href="#">SearchTermView</a>	The search term view in the query.
<a href="#">ShoppingPerformanceView</a>	The shopping performance view in the query.
<a href="#">TopicView</a>	The topic view in the query.
<a href="#">UserLocationView</a>	The user location view in the query.
<a href="#">Video</a>	The video view in the query.

## AdGroup

The ad group referenced in the query.

## Table Specific Information

### Select

Google Ads does not allow every column to be selected in a single query as some data will conflict if selected together. Therefore, when issuing a query that selects all columns, only the default metrics, segments, and attributes will be returned. In general, these defaults are the same fields that are exposed through the Ads console.

To use the nondefault fields, explicitly select them in your query.

Filters can also be used in the WHERE clause. The supported operators are the =, !=, >, >=, <, <=, LIKE, NOT LIKE, IN, and NOT IN operators. All filters must be joined by the AND keyword as OR is not supported by the Ads API.

## Columns

<b>Name</b>	<b>Type</b>	<b>Description</b>
AdGroupAdRotationMode	<i>String</i>	AdGroupAdRotationMode column for table AdGroup
AdGroupBaseAdGroup	<i>String</i>	AdGroupBaseAdGroup column for table AdGroup
AdGroupCampaign	<i>String</i>	AdGroupCampaign column for table AdGroup
AdGroupCpcBidMicros	<i>Long</i>	AdGroupCpcBidMicros column for table AdGroup
AdGroupCpmBidMicros	<i>Long</i>	AdGroupCpmBidMicros column for table AdGroup
AdGroupCpvBidMicros	<i>Long</i>	AdGroupCpvBidMicros column for table AdGroup
AdGroupDisplayCustomBidDimension	<i>String</i>	AdGroupDisplayCustomBidDimension column for table AdGroup
AdGroupEffectiveTargetCpaMicros	<i>Long</i>	AdGroupEffectiveTargetCpaMicros column for table AdGroup
AdGroupEffectiveTargetCpaSource	<i>String</i>	AdGroupEffectiveTargetCpaSource column for table AdGroup
AdGroupEffectiveTargetRoas	<i>Double</i>	AdGroupEffectiveTargetRoas column for table AdGroup
AdGroupEffectiveTargetRoasSource	<i>String</i>	AdGroupEffectiveTargetRoasSource column for table AdGroup
AdGroupExplorerAutoOptimizerSettingOptInBool		AdGroupExplorerAutoOptimizerSettingOptIn column for table AdGroup
AdGroupFinalUrlSuffix	<i>String</i>	AdGroupFinalUrlSuffix column for table AdGroup

AdGroupId	<i>Long</i>	AdGroupId column for table AdGroup
AdGroupLabels	<i>String</i>	AdGroupLabels column for table AdGroup
AdGroupName	<i>String</i>	AdGroupName column for table AdGroup
AdGroupPercentCpcBidMicros	<i>Long</i>	AdGroupPercentCpcBidMicros column for table AdGroup
AdGroupResourceName	<i>String</i>	AdGroupResourceName column for table AdGroup
AdGroupStatus	<i>String</i>	AdGroupStatus column for table AdGroup
AdGroupTargetCpaMicros	<i>Long</i>	AdGroupTargetCpaMicros column for table AdGroup
AdGroupTargetCpmMicros	<i>Long</i>	AdGroupTargetCpmMicros column for table AdGroup
AdGroupTargetRoas	<i>Double</i>	AdGroupTargetRoas column for table AdGroup
AdGroupTargetingSettingTargetRestrictions	<i>String</i>	AdGroupTargetingSettingTargetRestrictions column for table AdGroup
AdGroupTrackingUrlTemplate	<i>String</i>	AdGroupTrackingUrlTemplate column for table AdGroup
AdGroupType	<i>String</i>	AdGroupType column for table AdGroup
AdGroupUrlCustomParameters	<i>String</i>	AdGroupUrlCustomParameters column for table AdGroup
CustomerId	<i>Long</i>	CustomerId column for table AdGroup.

## Pseudo-Columns

Pseudo column fields are used in the WHERE clause of SELECT statements and offer a more granular control over the tuples that are returned from the data source.

Name	Type	Description
ManagerId	<i>Long</i>	Id of the manager account on behalf of which you are requesting customer data.

## AdGroupAd

The ad referenced in the query.

## Table Specific Information

### Select

Google Ads does not allow every column to be selected in a single query as some data will conflict if selected together. Therefore, when issuing a query that selects all columns, only the default metrics, segments, and attributes will be returned. In general, these defaults are the same fields that are exposed through the Ads console.

To use the nondefault fields, explicitly select them in your query.

Filters can also be used in the WHERE clause. The supported operators are the =, !=, >, >=, <, <=, LIKE, NOT LIKE, IN, and NOT IN operators. All filters must be joined by the AND keyword as OR is not supported by the Ads API.

## Columns

Name	Type	Description
AdGroupAdAdAddedByGoogleAds	Boolean	AdGroupAdAdAddedByGoogleAds column for table AdGroupAd
AdGroupAdAdAppAdDescriptions	String	AdGroupAdAdAppAdDescriptions column for table AdGroupAd
AdGroupAdAdAppAdHeadlines	String	AdGroupAdAdAppAdHeadlines column for table AdGroupAd
AdGroupAdAdAppAdHtml5MediaBundles	String	AdGroupAdAdAppAdHtml5MediaBundles column for table AdGroupAd
AdGroupAdAdAppAdImages	String	AdGroupAdAdAppAdImages column for table AdGroupAd
AdGroupAdAdAppAdMandatoryAdText	String	AdGroupAdAdAppAdMandatoryAdText column for table AdGroupAd
AdGroupAdAdAppAdYoutubeVideos	String	AdGroupAdAdAppAdYoutubeVideos column for table AdGroupAd
AdGroupAdAdAppEngagementAdDescriptions	String	AdGroupAdAdAppEngagementAdDescriptions column for table AdGroupAd
AdGroupAdAdAppEngagementAdHeadlines	String	AdGroupAdAdAppEngagementAdHeadlines column for table AdGroupAd
AdGroupAdAdAppEngagementAdImages	String	AdGroupAdAdAppEngagementAdImages column for table AdGroupAd
AdGroupAdAdAppEngagementAdVideos	String	AdGroupAdAdAppEngagementAdVideos column for table AdGroupAd
AdGroupAdAdCallOnlyAdBusinessName	String	AdGroupAdAdCallOnlyAdBusinessName column for table AdGroupAd
AdGroupAdAdCallOnlyAdCallTracked	Boolean	AdGroupAdAdCallOnlyAdCallTracked

	<i>ol</i>	column for table AdGroupAd
AdGroupAdAdCallOnlyAdConversionAction	<i>String</i>	AdGroupAdAdCallOnlyAdConversionAction column for table AdGroupAd
AdGroupAdAdCallOnlyAdConversionReportingState	<i>String</i>	AdGroupAdAdCallOnlyAdConversionReportingState column for table AdGroupAd
AdGroupAdAdCallOnlyAdCountryCode	<i>String</i>	AdGroupAdAdCallOnlyAdCountryCode column for table AdGroupAd
AdGroupAdAdCallOnlyAdDescription1	<i>String</i>	AdGroupAdAdCallOnlyAdDescription1 column for table AdGroupAd
AdGroupAdAdCallOnlyAdDescription2	<i>String</i>	AdGroupAdAdCallOnlyAdDescription2 column for table AdGroupAd
AdGroupAdAdCallOnlyAdDisableCallConversion	<i>Boolean</i>	AdGroupAdAdCallOnlyAdDisableCallConversion column for table AdGroupAd
AdGroupAdAdCallOnlyAdHeadline1	<i>String</i>	AdGroupAdAdCallOnlyAdHeadline1 column for table AdGroupAd
AdGroupAdAdCallOnlyAdHeadline2	<i>String</i>	AdGroupAdAdCallOnlyAdHeadline2 column for table AdGroupAd
AdGroupAdAdCallOnlyAdPhoneNumber	<i>String</i>	AdGroupAdAdCallOnlyAdPhoneNumber column for table AdGroupAd
AdGroupAdAdCallOnlyAdPhoneNumberVerificationUrl	<i>String</i>	AdGroupAdAdCallOnlyAdPhoneNumberVerificationUrl column for table AdGroupAd
AdGroupAdAdDevicePreference	<i>String</i>	AdGroupAdAdDevicePreference column for table AdGroupAd
AdGroupAdAdDisplayUploadAdDisplayUploadProductType	<i>String</i>	AdGroupAdAdDisplayUploadAdDisplayUploadProductType column for table AdGroupAd



AdGroupAdAdDisplayUploadAdMediaBundle	String	AdGroupAdAdDisplayUploadAdMediaBundle column for table AdGroupAd
AdGroupAdAdDisplayUrl	String	AdGroupAdAdDisplayUrl column for table AdGroupAd
AdGroupAdAdExpandedDynamicSearchAdDescription	String	AdGroupAdAdExpandedDynamicSearchAdDescription column for table AdGroupAd
AdGroupAdAdExpandedDynamicSearchAdDescription2	String	AdGroupAdAdExpandedDynamicSearchAdDescription2 column for table AdGroupAd
AdGroupAdAdExpandedTextAdDescription	String	AdGroupAdAdExpandedTextAdDescription column for table AdGroupAd
AdGroupAdAdExpandedTextAdDescription2	String	AdGroupAdAdExpandedTextAdDescription2 column for table AdGroupAd
AdGroupAdAdExpandedTextAdHeadlinePart1	String	AdGroupAdAdExpandedTextAdHeadlinePart1 column for table AdGroupAd
AdGroupAdAdExpandedTextAdHeadlinePart2	String	AdGroupAdAdExpandedTextAdHeadlinePart2 column for table AdGroupAd
AdGroupAdAdExpandedTextAdHeadlinePart3	String	AdGroupAdAdExpandedTextAdHeadlinePart3 column for table AdGroupAd
AdGroupAdAdExpandedTextAdPath1	String	AdGroupAdAdExpandedTextAdPath1 column for table AdGroupAd
AdGroupAdAdExpandedTextAdPath2	String	AdGroupAdAdExpandedTextAdPath2 column for table AdGroupAd
AdGroupAdAdFinalAppUrls	String	AdGroupAdAdFinalAppUrls column for table AdGroupAd
AdGroupAdAdFinalMobileUrls	String	AdGroupAdAdFinalMobileUrls column for table AdGroupAd

AdGroupAdAdFinalUrlSuffix	<i>String</i>	AdGroupAdAdFinalUrlSuffix column for table AdGroupAd
AdGroupAdAdFinalUrls	<i>String</i>	AdGroupAdAdFinalUrls column for table AdGroupAd
AdGroupAdAdGmailAdHeaderImage	<i>String</i>	AdGroupAdAdGmailAdHeaderImage column for table AdGroupAd
AdGroupAdAdGmailAdMarketingImage	<i>String</i>	AdGroupAdAdGmailAdMarketingImage column for table AdGroupAd
AdGroupAdAdGmailAdMarketingImageDescription	<i>String</i>	AdGroupAdAdGmailAdMarketingImageDescription column for table AdGroupAd
AdGroupAdAdGmailAdMarketingImageDisplayCallToActionText	<i>String</i>	AdGroupAdAdGmailAdMarketingImageDisplayCallToActionText column for table AdGroupAd
AdGroupAdAdGmailAdMarketingImageDisplayCallToActionTextColor	<i>String</i>	AdGroupAdAdGmailAdMarketingImageDisplayCallToActionTextColor column for table AdGroupAd
AdGroupAdAdGmailAdMarketingImageDisplayCallToActionUrlCollectionId	<i>String</i>	AdGroupAdAdGmailAdMarketingImageDisplayCallToActionUrlCollectionId column for table AdGroupAd
AdGroupAdAdGmailAdMarketingImageHeadline	<i>String</i>	AdGroupAdAdGmailAdMarketingImageHeadline column for table AdGroupAd
AdGroupAdAdGmailAdProductImages	<i>String</i>	AdGroupAdAdGmailAdProductImages column for table AdGroupAd
AdGroupAdAdGmailAdProductVideos	<i>String</i>	AdGroupAdAdGmailAdProductVideos column for table AdGroupAd
AdGroupAdAdGmailAdTeaserBusinessName	<i>String</i>	AdGroupAdAdGmailAdTeaserBusinessName column for table AdGroupAd

AdGroupAdAdGmailAdTeaserDescription	<i>String</i>	AdGroupAdAdGmailAdTeaserDescription column for table AdGroupAd
AdGroupAdAdGmailAdTeaserHeadline	<i>String</i>	AdGroupAdAdGmailAdTeaserHeadline column for table AdGroupAd
AdGroupAdAdGmailAdTeaserLogoImage	<i>String</i>	AdGroupAdAdGmailAdTeaserLogoImage column for table AdGroupAd
AdGroupAdAdHotelAd	<i>String</i>	AdGroupAdAdHotelAd column for table AdGroupAd
AdGroupAdAdId	<i>Long</i>	AdGroupAdAdId column for table AdGroupAd
AdGroupAdAdImageAdImageUrl	<i>String</i>	AdGroupAdAdImageAdImageUrl column for table AdGroupAd
AdGroupAdAdImageAdMimeType	<i>String</i>	AdGroupAdAdImageAdMimeType column for table AdGroupAd
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AdGroupAdAdImageAdPixelHeight	<i>Long</i>	AdGroupAdAdImageAdPixelHeight column for table AdGroupAd
AdGroupAdAdImageAdPixelWidth	<i>Long</i>	AdGroupAdAdImageAdPixelWidth column for table AdGroupAd
AdGroupAdAdImageAdPreviewImageUrl	<i>String</i>	AdGroupAdAdImageAdPreviewImageUrl column for table AdGroupAd
AdGroupAdAdImageAdPreviewPixelHeight	<i>Long</i>	AdGroupAdAdImageAdPreviewPixelHeight column for table AdGroupAd
AdGroupAdAdImageAdPreviewPixelWidth	<i>Long</i>	AdGroupAdAdImageAdPreviewPixelWidth column for table AdGroupAd
AdGroupAdAdLegacyAppInstallAd	<i>String</i>	AdGroupAdAdLegacyAppInstallAd

	ing	column for table AdGroupAd
AdGroupAdAdLegacyResponsiveDisplayAdAccentColor	String	AdGroupAdAdLegacyResponsiveDisplayAdAccentColor column for table AdGroupAd
AdGroupAdAdLegacyResponsiveDisplayAdAllowFlexibleColor	Boolean	AdGroupAdAdLegacyResponsiveDisplayAdAllowFlexibleColor column for table AdGroupAd
AdGroupAdAdLegacyResponsiveDisplayAdBusinessName	String	AdGroupAdAdLegacyResponsiveDisplayAdBusinessName column for table AdGroupAd
AdGroupAdAdLegacyResponsiveDisplayAdCallToActionText	String	AdGroupAdAdLegacyResponsiveDisplayAdCallToActionText column for table AdGroupAd
AdGroupAdAdLegacyResponsiveDisplayAdDescription	String	AdGroupAdAdLegacyResponsiveDisplayAdDescription column for table AdGroupAd
AdGroupAdAdLegacyResponsiveDisplayAdFormatSetting	String	AdGroupAdAdLegacyResponsiveDisplayAdFormatSetting column for table AdGroupAd
AdGroupAdAdLegacyResponsiveDisplayAdLogoImage	String	AdGroupAdAdLegacyResponsiveDisplayAdLogoImage column for table AdGroupAd
AdGroupAdAdLegacyResponsiveDisplayAdLongHeadline	String	AdGroupAdAdLegacyResponsiveDisplayAdLongHeadline column for table AdGroupAd
AdGroupAdAdLegacyResponsiveDisplayAdMainColor	String	AdGroupAdAdLegacyResponsiveDisplayAdMainColor column for table AdGroupAd
AdGroupAdAdLegacyResponsiveDisplayAdMarketingImage	String	AdGroupAdAdLegacyResponsiveDisplayAdMarketingImage column for table AdGroupAd

		AdGroupAd
AdGroupAdAdLegacyResponsiveDisplayAdPricePrefix	String	AdGroupAdAdLegacyResponsiveDisplayAdPricePrefix column for table AdGroupAd
AdGroupAdAdLegacyResponsiveDisplayAdPromoText	String	AdGroupAdAdLegacyResponsiveDisplayAdPromoText column for table AdGroupAd
AdGroupAdAdLegacyResponsiveDisplayAdShortHeadline	String	AdGroupAdAdLegacyResponsiveDisplayAdShortHeadline column for table AdGroupAd
AdGroupAdAdLegacyResponsiveDisplayAdSquareLogoImage	String	AdGroupAdAdLegacyResponsiveDisplayAdSquareLogoImage column for table AdGroupAd
AdGroupAdAdLegacyResponsiveDisplayAdSquareMarketingImage	String	AdGroupAdAdLegacyResponsiveDisplayAdSquareMarketingImage column for table AdGroupAd
AdGroupAdAdName	String	AdGroupAdAdName column for table AdGroupAd
AdGroupAdAdResourceName	String	AdGroupAdAdResourceName column for table AdGroupAd
AdGroupAdAdResponsiveDisplayAdAccentColor	String	AdGroupAdAdResponsiveDisplayAdAccentColor column for table AdGroupAd
AdGroupAdAdResponsiveDisplayAdAllowFlexibleColor	Boolean	AdGroupAdAdResponsiveDisplayAdAllowFlexibleColor column for table AdGroupAd
AdGroupAdAdResponsiveDisplayAdBusinessName	String	AdGroupAdAdResponsiveDisplayAdBusinessName column for table AdGroupAd
AdGroupAdAdResponsiveDisplayAdCallToActionText	String	AdGroupAdAdResponsiveDisplayAdCall

	<i>ing</i>	ToActionText column for table AdGroupAd
AdGroupAdAdResponsiveDisplayAdDescriptions	<i>String</i>	AdGroupAdAdResponsiveDisplayAdDescriptions column for table AdGroupAd
AdGroupAdAdResponsiveDisplayAdFormatSetting	<i>String</i>	AdGroupAdAdResponsiveDisplayAdFormatSetting column for table AdGroupAd
AdGroupAdAdResponsiveDisplayAdHeadlines	<i>String</i>	AdGroupAdAdResponsiveDisplayAdHeadlines column for table AdGroupAd
AdGroupAdAdResponsiveDisplayAdLogoImages	<i>String</i>	AdGroupAdAdResponsiveDisplayAdLogoImages column for table AdGroupAd
AdGroupAdAdResponsiveDisplayAdLongHeadline	<i>String</i>	AdGroupAdAdResponsiveDisplayAdLongHeadline column for table AdGroupAd
AdGroupAdAdResponsiveDisplayAdMainColor	<i>String</i>	AdGroupAdAdResponsiveDisplayAdMainColor column for table AdGroupAd
AdGroupAdAdResponsiveDisplayAdMarketingImages	<i>String</i>	AdGroupAdAdResponsiveDisplayAdMarketingImages column for table AdGroupAd
AdGroupAdAdResponsiveDisplayAdPricePrefix	<i>String</i>	AdGroupAdAdResponsiveDisplayAdPricePrefix column for table AdGroupAd
AdGroupAdAdResponsiveDisplayAdPromoText	<i>String</i>	AdGroupAdAdResponsiveDisplayAdPromoText column for table AdGroupAd
AdGroupAdAdResponsiveDisplayAdSquareLogoImages	<i>String</i>	AdGroupAdAdResponsiveDisplayAdSquareLogoImages column for table AdGroupAd
AdGroupAdAdResponsiveDisplayAdSquareMarketingImages	<i>String</i>	AdGroupAdAdResponsiveDisplayAdSquareMarketingImages column for table AdGroupAd

AdGroupAdAdResponsiveDisplayAdYoutubeVideos	<i>String</i>	AdGroupAdAdResponsiveDisplayAdYoutubeVideos column for table AdGroupAd
AdGroupAdAdResponsiveSearchAdDescriptions	<i>String</i>	AdGroupAdAdResponsiveSearchAdDescriptions column for table AdGroupAd
AdGroupAdAdResponsiveSearchAdHeadlines	<i>String</i>	AdGroupAdAdResponsiveSearchAdHeadlines column for table AdGroupAd
AdGroupAdAdResponsiveSearchAdPath1	<i>String</i>	AdGroupAdAdResponsiveSearchAdPath1 column for table AdGroupAd
AdGroupAdAdResponsiveSearchAdPath2	<i>String</i>	AdGroupAdAdResponsiveSearchAdPath2 column for table AdGroupAd
AdGroupAdAdShoppingComparisonListingAdHeadline	<i>String</i>	AdGroupAdAdShoppingComparisonListingAdHeadline column for table AdGroupAd
AdGroupAdAdShoppingProductAd	<i>String</i>	AdGroupAdAdShoppingProductAd column for table AdGroupAd
AdGroupAdAdShoppingSmartAd	<i>String</i>	AdGroupAdAdShoppingSmartAd column for table AdGroupAd
AdGroupAdAdSystemManagedResourceSource	<i>String</i>	AdGroupAdAdSystemManagedResourceSource column for table AdGroupAd
AdGroupAdAdTextAdDescription1	<i>String</i>	AdGroupAdAdTextAdDescription1 column for table AdGroupAd
AdGroupAdAdTextAdDescription2	<i>String</i>	AdGroupAdAdTextAdDescription2 column for table AdGroupAd
AdGroupAdAdTextAdHeadline	<i>String</i>	AdGroupAdAdTextAdHeadline column for table AdGroupAd
AdGroupAdAdTrackingUrlTemplate	<i>String</i>	AdGroupAdAdTrackingUrlTemplate column for table AdGroupAd

AdGroupAdAdType	<i>String</i>	AdGroupAdAdType column for table AdGroupAd
AdGroupAdAdUrlCollections	<i>String</i>	AdGroupAdAdUrlCollections column for table AdGroupAd
AdGroupAdAdUrlCustomParameters	<i>String</i>	AdGroupAdAdUrlCustomParameters column for table AdGroupAd
AdGroupAdAdVideoAdBumperCompanionBanner	<i>String</i>	AdGroupAdAdVideoAdBumperCompanionBanner column for table AdGroupAd
AdGroupAdAdVideoAdInStreamActionButtonLabel	<i>String</i>	AdGroupAdAdVideoAdInStreamActionButtonLabel column for table AdGroupAd
AdGroupAdAdVideoAdInStreamActionHeadline	<i>String</i>	AdGroupAdAdVideoAdInStreamActionHeadline column for table AdGroupAd
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AdGroupAdAdVideoAdMediaFile	<i>String</i>	AdGroupAdAdVideoAdMediaFile column for table AdGroupAd
AdGroupAdAdVideoAdNonSkippableCompanionBanner	<i>String</i>	AdGroupAdAdVideoAdNonSkippableCompanionBanner column for table AdGroupAd
AdGroupAdAdVideoAdOutStreamDescription	<i>String</i>	AdGroupAdAdVideoAdOutStreamDescription column for table AdGroupAd
AdGroupAdAdVideoAdOutStreamHeadline	<i>String</i>	AdGroupAdAdVideoAdOutStreamHeadline column for table AdGroupAd
AdGroupAdAdGroup	<i>String</i>	AdGroupAdAdGroup column for table AdGroupAd



AdGroupAdAdStrength	<i>String</i>	AdGroupAdAdStrength column for table AdGroupAd
AdGroupAdPolicySummaryApprovalStatus	<i>String</i>	AdGroupAdPolicySummaryApprovalStatus column for table AdGroupAd
AdGroupAdPolicySummaryPolicyTopicEntries	<i>String</i>	AdGroupAdPolicySummaryPolicyTopicEntries column for table AdGroupAd
AdGroupAdPolicySummaryReviewStatus	<i>String</i>	AdGroupAdPolicySummaryReviewStatus column for table AdGroupAd
AdGroupAdResourceName	<i>String</i>	AdGroupAdResourceName column for table AdGroupAd
AdGroupAdStatus	<i>String</i>	AdGroupAdStatus column for table AdGroupAd
CustomerId	<i>Long</i>	CustomerId column for table AdGroupAd.

## Pseudo-Columns

Pseudo column fields are used in the WHERE clause of SELECT statements and offer a more granular control over the tuples that are returned from the data source.

Name	Type	Description
ManagerId	<i>Long</i>	Id of the manager account on behalf of which you are requesting customer data.

## AdGroupAdAssetView

The ad asset view in the query.

## Table Specific Information

### Select

Google Ads does not allow every column to be selected in a single query as some data will conflict if selected together. Therefore, when issuing a query that selects all columns, only the default metrics, segments, and attributes will be returned. In general, these defaults are the same fields that are exposed through the Ads console.

To use the nondefault fields, explicitly select them in your query.

Filters can also be used in the WHERE clause. The supported operators are the =, !=, >, >=, <, <=, LIKE, NOT LIKE, IN, and NOT IN operators. All filters must be joined by the AND keyword as OR is not supported by the Ads API.

### Columns

Name	Type	Description
AdGroupAdAssetViewAdGroupAd	String	AdGroupAdAssetViewAdGroupAd column for table AdGroupAdAssetView
AdGroupAdAssetViewAsset	String	AdGroupAdAssetViewAsset column for table AdGroupAdAssetView
AdGroupAdAssetViewFieldType	String	AdGroupAdAssetViewFieldType column for table AdGroupAdAssetView
AdGroupAdAssetViewPerformanceLabel	String	AdGroupAdAssetViewPerformanceLabel column for table AdGroupAdAssetView
AdGroupAdAssetViewPolicySummary	String	AdGroupAdAssetViewPolicySummary column for table AdGroupAdAssetView

AdGroupAdAssetViewResourceName	String	AdGroupAdAssetViewResourceName column for table AdGroupAdAssetView
AdGroupAdRotationMode	String	AdGroupAdRotationMode column for table AdGroupAdAssetView
AdGroupBaseAdGroup	String	AdGroupBaseAdGroup column for table AdGroupAdAssetView
AdGroupCampaign	String	AdGroupCampaign column for table AdGroupAdAssetView
AdGroupCpcBidMicros	Long	AdGroupCpcBidMicros column for table AdGroupAdAssetView
AdGroupCpmBidMicros	Long	AdGroupCpmBidMicros column for table AdGroupAdAssetView
AdGroupCpvBidMicros	Long	AdGroupCpvBidMicros column for table AdGroupAdAssetView
AdGroupDisplayCustomBidDimension	String	AdGroupDisplayCustomBidDimension column for table AdGroupAdAssetView
AdGroupEffectiveTargetCpaMicros	Long	AdGroupEffectiveTargetCpaMicros column for table AdGroupAdAssetView
AdGroupEffectiveTargetCpaSource	String	AdGroupEffectiveTargetCpaSource column for table AdGroupAdAssetView
AdGroupEffectiveTargetRoas	Double	AdGroupEffectiveTargetRoas column for table AdGroupAdAssetView

AdGroupEffectiveTargetRoasSource	String	AdGroupEffectiveTargetRoasSource column for table AdGroupAdAssetView
AdGroupExplorerAutoOptimizerSettingOptIn	Boolean	AdGroupExplorerAutoOptimizerSettingOptIn column for table AdGroupAdAssetView
AdGroupFinalUrlSuffix	String	AdGroupFinalUrlSuffix column for table AdGroupAdAssetView
AdGroupId	Long	AdGroupId column for table AdGroupAdAssetView
AdGroupLabels	String	AdGroupLabels column for table AdGroupAdAssetView
AdGroupName	String	AdGroupName column for table AdGroupAdAssetView
AdGroupPercentCpcBidMicros	Long	AdGroupPercentCpcBidMicros column for table AdGroupAdAssetView
AdGroupResourceName	String	AdGroupResourceName column for table AdGroupAdAssetView
AdGroupStatus	String	AdGroupStatus column for table AdGroupAdAssetView
AdGroupTargetCpaMicros	Long	AdGroupTargetCpaMicros column for table AdGroupAdAssetView
AdGroupTargetCpmMicros	Long	AdGroupTargetCpmMicros column for table AdGroupAdAssetView
AdGroupTargetRoas	Double	AdGroupTargetRoas column for table AdGroupAdAssetView
AdGroupTargetingSettingTargetRestrictions	String	AdGroupTargetingSettingTargetRestrictions column for table AdGroupAdAssetView

	<i>ng</i>	tions column for table AdGroupAdAssetView
AdGroupTrackingUrlTemplate	<i>String</i>	AdGroupTrackingUrlTemplate column for table AdGroupAdAssetView
AdGroupType	<i>String</i>	AdGroupType column for table AdGroupAdAssetView
AdGroupUrlCustomParameters	<i>String</i>	AdGroupUrlCustomParameters column for table AdGroupAdAssetView
AdGroupAdAdAddedByGoogleAds	<i>Boolean</i>	AdGroupAdAdAddedByGoogleAds column for table AdGroupAdAssetView
AdGroupAdAdAppAdDescriptions	<i>String</i>	AdGroupAdAdAppAdDescriptions column for table AdGroupAdAssetView
AdGroupAdAdAppAdHeadlines	<i>String</i>	AdGroupAdAdAppAdHeadlines column for table AdGroupAdAssetView
AdGroupAdAdAppAdHtml5MediaBundles	<i>String</i>	AdGroupAdAdAppAdHtml5MediaBundles column for table AdGroupAdAssetView
AdGroupAdAdAppAdImages	<i>String</i>	AdGroupAdAdAppAdImages column for table AdGroupAdAssetView
AdGroupAdAdAppAdMandatoryAdText	<i>String</i>	AdGroupAdAdAppAdMandatoryAdText column for table AdGroupAdAssetView
AdGroupAdAdAppAdYoutubeVideos	<i>String</i>	AdGroupAdAdAppAdYoutubeVideos column for table AdGroupAdAssetView
AdGroupAdAdAppEngagementAdDescriptions	<i>String</i>	AdGroupAdAdAppEngagementAdDescr

	<i>ng</i>	ptions column for table AdGroupAdAssetView
AdGroupAdAdAppEngagementAdHeadlines	<i>String</i>	AdGroupAdAdAppEngagementAdHead lines column for table AdGroupAdAssetView
AdGroupAdAdAppEngagementAdImages	<i>String</i>	AdGroupAdAdAppEngagementAdImag es column for table AdGroupAdAssetView
AdGroupAdAdAppEngagementAdVideos	<i>String</i>	AdGroupAdAdAppEngagementAdVideo s column for table AdGroupAdAssetView
AdGroupAdAdCallOnlyAdBusinessName	<i>String</i>	AdGroupAdAdCallOnlyAdBusinessNam e column for table AdGroupAdAssetView
AdGroupAdAdCallOnlyAdCallTracked	<i>Bo ol</i>	AdGroupAdAdCallOnlyAdCallTracked column for table AdGroupAdAssetView
AdGroupAdAdCallOnlyAdConversionAction	<i>String</i>	AdGroupAdAdCallOnlyAdConversionAc tion column for table AdGroupAdAssetView
AdGroupAdAdCallOnlyAdConversionReportingState	<i>String</i>	AdGroupAdAdCallOnlyAdConversionRe portingState column for table AdGroupAdAssetView
AdGroupAdAdCallOnlyAdCountryCode	<i>String</i>	AdGroupAdAdCallOnlyAdCountryCode column for table AdGroupAdAssetView
AdGroupAdAdCallOnlyAdDescription1	<i>String</i>	AdGroupAdAdCallOnlyAdDescription1 column for table AdGroupAdAssetView
AdGroupAdAdCallOnlyAdDescription2	<i>String</i>	AdGroupAdAdCallOnlyAdDescription2

	<i>ng</i>	column for table AdGroupAdAssetView
AdGroupAdAdCallOnlyAdDisableCallConversion	<i>Bo ol</i>	AdGroupAdAdCallOnlyAdDisableCallCo nversion column for table AdGroupAdAssetView
AdGroupAdAdCallOnlyAdHeadline1	<i>Stri ng</i>	AdGroupAdAdCallOnlyAdHeadline1 column for table AdGroupAdAssetView
AdGroupAdAdCallOnlyAdHeadline2	<i>Stri ng</i>	AdGroupAdAdCallOnlyAdHeadline2 column for table AdGroupAdAssetView
AdGroupAdAdCallOnlyAdPhoneNumber	<i>Stri ng</i>	AdGroupAdAdCallOnlyAdPhoneNumbe r column for table AdGroupAdAssetView
AdGroupAdAdCallOnlyAdPhoneNumberVerificationUrl	<i>Stri ng</i>	AdGroupAdAdCallOnlyAdPhoneNumbe rVerificationUrl column for table AdGroupAdAssetView
AdGroupAdAdDevicePreference	<i>Stri ng</i>	AdGroupAdAdDevicePreference column for table AdGroupAdAssetView
AdGroupAdAdDisplayUploadAdDisplayUploadProductType	<i>Stri ng</i>	AdGroupAdAdDisplayUploadAdDisplay UploadProductType column for table AdGroupAdAssetView
AdGroupAdAdDisplayUploadAdMediaBundle	<i>Stri ng</i>	AdGroupAdAdDisplayUploadAdMediaB undle column for table AdGroupAdAssetView
AdGroupAdAdDisplayUrl	<i>Stri ng</i>	AdGroupAdAdDisplayUrl column for table AdGroupAdAssetView
AdGroupAdAdExpandedDynamicSearchAdDescription	<i>Stri ng</i>	AdGroupAdAdExpandedDynamicSearc hAdDescription column for table

AdGroupAdAssetView		
AdGroupAdAdExpandedDynamicSearchAdDescription2	String	AdGroupAdAdExpandedDynamicSearchAdDescription2 column for table AdGroupAdAssetView
AdGroupAdAdExpandedTextAdDescription	String	AdGroupAdAdExpandedTextAdDescription column for table AdGroupAdAssetView
AdGroupAdAdExpandedTextAdDescription2	String	AdGroupAdAdExpandedTextAdDescription2 column for table AdGroupAdAssetView
AdGroupAdAdExpandedTextAdHeadlinePart1	String	AdGroupAdAdExpandedTextAdHeadlinePart1 column for table AdGroupAdAssetView
AdGroupAdAdExpandedTextAdHeadlinePart2	String	AdGroupAdAdExpandedTextAdHeadlinePart2 column for table AdGroupAdAssetView
AdGroupAdAdExpandedTextAdHeadlinePart3	String	AdGroupAdAdExpandedTextAdHeadlinePart3 column for table AdGroupAdAssetView
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AdGroupAdAdExpandedTextAdPath2	String	AdGroupAdAdExpandedTextAdPath2 column for table AdGroupAdAssetView
AdGroupAdAdFinalAppUrls	String	AdGroupAdAdFinalAppUrls column for table AdGroupAdAssetView
AdGroupAdAdFinalMobileUrls	String	AdGroupAdAdFinalMobileUrls column for table AdGroupAdAssetView



AdGroupAdAdFinalUrlSuffix	String	AdGroupAdAdFinalUrlSuffix column for table AdGroupAdAssetView
AdGroupAdAdFinalUrls	String	AdGroupAdAdFinalUrls column for table AdGroupAdAssetView
AdGroupAdAdGmailAdHeaderImage	String	AdGroupAdAdGmailAdHeaderImage column for table AdGroupAdAssetView
AdGroupAdAdGmailAdMarketingImage	String	AdGroupAdAdGmailAdMarketingImage column for table AdGroupAdAssetView
AdGroupAdAdGmailAdMarketingImageDescription	String	AdGroupAdAdGmailAdMarketingImageDescription column for table AdGroupAdAssetView
AdGroupAdAdGmailAdMarketingImageDisplayCallToActionText	String	AdGroupAdAdGmailAdMarketingImageDisplayCallToActionText column for table AdGroupAdAssetView
AdGroupAdAdGmailAdMarketingImageDisplayCallToActionTextColor	String	AdGroupAdAdGmailAdMarketingImageDisplayCallToActionTextColor column for table AdGroupAdAssetView
AdGroupAdAdGmailAdMarketingImageDisplayCallToActionUrlCollectionId	String	AdGroupAdAdGmailAdMarketingImageDisplayCallToActionUrlCollectionId column for table AdGroupAdAssetView
AdGroupAdAdGmailAdMarketingImageHeadline	String	AdGroupAdAdGmailAdMarketingImageHeadline column for table AdGroupAdAssetView
AdGroupAdAdGmailAdProductImages	String	AdGroupAdAdGmailAdProductImages column for table AdGroupAdAssetView
AdGroupAdAdGmailAdProductVideos	String	AdGroupAdAdGmailAdProductVideos

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AdGroupAdAdLegacyResponsiveDisplayAdMainColor	String	AdGroupAdAdLegacyResponsiveDisplayAdMainColor column for table AdGroupAdAssetView
AdGroupAdAdLegacyResponsiveDisplayAdMarketingImage	String	AdGroupAdAdLegacyResponsiveDisplayAdMarketingImage column for table AdGroupAdAssetView
AdGroupAdAdLegacyResponsiveDisplayAdPricePrefix	String	AdGroupAdAdLegacyResponsiveDisplayAdPricePrefix column for table AdGroupAdAssetView
AdGroupAdAdLegacyResponsiveDisplayAdPromoText	String	AdGroupAdAdLegacyResponsiveDisplayAdPromoText column for table AdGroupAdAssetView
AdGroupAdAdLegacyResponsiveDisplayAdShortHeadline	String	AdGroupAdAdLegacyResponsiveDisplayAdShortHeadline column for table AdGroupAdAssetView
AdGroupAdAdLegacyResponsiveDisplayAdSquareLogoImage	String	AdGroupAdAdLegacyResponsiveDisplayAdSquareLogoImage column for table AdGroupAdAssetView
AdGroupAdAdLegacyResponsiveDisplayAdSquareMarketingImage	String	AdGroupAdAdLegacyResponsiveDisplayAdSquareMarketingImage column for table AdGroupAdAssetView

AdGroupAdAdName	String	AdGroupAdAdName column for table AdGroupAdAssetView
AdGroupAdAdResourceName	String	AdGroupAdAdResourceName column for table AdGroupAdAssetView
AdGroupAdAdResponsiveDisplayAdAccentColor	String	AdGroupAdAdResponsiveDisplayAdAccentColor column for table AdGroupAdAssetView
AdGroupAdAdResponsiveDisplayAdAllowFlexibleColor	Boolean	AdGroupAdAdResponsiveDisplayAdAllowFlexibleColor column for table AdGroupAdAssetView
AdGroupAdAdResponsiveDisplayAdBusinessName	String	AdGroupAdAdResponsiveDisplayAdBusinessName column for table AdGroupAdAssetView
AdGroupAdAdResponsiveDisplayAdCallToActionText	String	AdGroupAdAdResponsiveDisplayAdCallToActionText column for table AdGroupAdAssetView
AdGroupAdAdResponsiveDisplayAdDescriptions	String	AdGroupAdAdResponsiveDisplayAdDescriptions column for table AdGroupAdAssetView
AdGroupAdAdResponsiveDisplayAdFormatSetting	String	AdGroupAdAdResponsiveDisplayAdFormatSetting column for table AdGroupAdAssetView
AdGroupAdAdResponsiveDisplayAdHeadlines	String	AdGroupAdAdResponsiveDisplayAdHeadlines column for table AdGroupAdAssetView
AdGroupAdAdResponsiveDisplayAdLogoImages	String	AdGroupAdAdResponsiveDisplayAdLogoImages column for table AdGroupAdAssetView
AdGroupAdAdResponsiveDisplayAdLongHeadline	String	AdGroupAdAdResponsiveDisplayAdLongHeadline column for table AdGroupAdAssetView

AdGroupAdAssetView		
AdGroupAdAdResponsiveDisplayAdMainColor	String	AdGroupAdAdResponsiveDisplayAdMainColor column for table AdGroupAdAssetView
AdGroupAdAdResponsiveDisplayAdMarketingImages	String	AdGroupAdAdResponsiveDisplayAdMarketingImages column for table AdGroupAdAssetView
AdGroupAdAdResponsiveDisplayAdPricePrefix	String	AdGroupAdAdResponsiveDisplayAdPricePrefix column for table AdGroupAdAssetView
AdGroupAdAdResponsiveDisplayAdPromoText	String	AdGroupAdAdResponsiveDisplayAdPromoText column for table AdGroupAdAssetView
AdGroupAdAdResponsiveDisplayAdSquareLogosImages	String	AdGroupAdAdResponsiveDisplayAdSquareLogosImages column for table AdGroupAdAssetView
AdGroupAdAdResponsiveDisplayAdSquareMarketingImages	String	AdGroupAdAdResponsiveDisplayAdSquareMarketingImages column for table AdGroupAdAssetView
AdGroupAdAdResponsiveDisplayAdYoutubeVideos	String	AdGroupAdAdResponsiveDisplayAdYoutubeVideos column for table AdGroupAdAssetView
AdGroupAdAdResponsiveSearchAdDescriptions	String	AdGroupAdAdResponsiveSearchAdDescriptions column for table AdGroupAdAssetView
AdGroupAdAdResponsiveSearchAdHeadlines	String	AdGroupAdAdResponsiveSearchAdHeadlines column for table AdGroupAdAssetView
AdGroupAdAdResponsiveSearchAdPath1	String	AdGroupAdAdResponsiveSearchAdPath1 column for table

AdGroupAdAssetView		
AdGroupAdAdResponsiveSearchAdPath2	String	AdGroupAdAdResponsiveSearchAdPath2 column for table AdGroupAdAssetView
AdGroupAdAdShoppingComparisonListingAdHeadline	String	AdGroupAdAdShoppingComparisonListingAdHeadline column for table AdGroupAdAssetView
AdGroupAdAdShoppingProductAd	String	AdGroupAdAdShoppingProductAd column for table AdGroupAdAssetView
AdGroupAdAdShoppingSmartAd	String	AdGroupAdAdShoppingSmartAd column for table AdGroupAdAssetView
AdGroupAdAdSystemManagedResourceSource	String	AdGroupAdAdSystemManagedResourceSource column for table AdGroupAdAssetView
AdGroupAdAdTextAdDescription1	String	AdGroupAdAdTextAdDescription1 column for table AdGroupAdAssetView
AdGroupAdAdTextAdDescription2	String	AdGroupAdAdTextAdDescription2 column for table AdGroupAdAssetView
AdGroupAdAdTextAdHeadline	String	AdGroupAdAdTextAdHeadline column for table AdGroupAdAssetView
AdGroupAdAdTrackingUrlTemplate	String	AdGroupAdAdTrackingUrlTemplate column for table AdGroupAdAssetView
AdGroupAdAdType	String	AdGroupAdAdType column for table AdGroupAdAssetView

AdGroupAdAdUrlCollections	String	AdGroupAdAdUrlCollections column for table AdGroupAdAssetView
AdGroupAdAdUrlCustomParameters	String	AdGroupAdAdUrlCustomParameters column for table AdGroupAdAssetView
AdGroupAdAdVideoAdBumperCompanionBanner	String	AdGroupAdAdVideoAdBumperCompanionBanner column for table AdGroupAdAssetView
AdGroupAdAdVideoAdInStreamActionButtonLabel	String	AdGroupAdAdVideoAdInStreamActionButtonLabel column for table AdGroupAdAssetView
AdGroupAdAdVideoAdInStreamActionHeadline	String	AdGroupAdAdVideoAdInStreamActionHeadline column for table AdGroupAdAssetView
AdGroupAdAdVideoAdInStreamCompanionBanner	String	AdGroupAdAdVideoAdInStreamCompanionBanner column for table AdGroupAdAssetView
AdGroupAdAdVideoAdMediaFile	String	AdGroupAdAdVideoAdMediaFile column for table AdGroupAdAssetView
AdGroupAdAdVideoAdNonSkippableCompanionBanner	String	AdGroupAdAdVideoAdNonSkippableCompanionBanner column for table AdGroupAdAssetView
AdGroupAdAdVideoAdOutStreamDescription	String	AdGroupAdAdVideoAdOutStreamDescription column for table AdGroupAdAssetView
AdGroupAdAdVideoAdOutStreamHeadline	String	AdGroupAdAdVideoAdOutStreamHeadline column for table AdGroupAdAssetView
AdGroupAdAdGroup	String	AdGroupAdAdGroup column for table



	<i>ng</i>	AdGroupAdAssetView
AdGroupAdAdStrength	<i>String</i>	AdGroupAdAdStrength column for table AdGroupAdAssetView
AdGroupAdAdStrength	<i>String</i>	AdGroupAdAdStrength column for table AdGroupAdAssetView
AdGroupAdPolicySummaryApprovalStatus	<i>String</i>	AdGroupAdPolicySummaryApprovalStatus column for table AdGroupAdAssetView
AdGroupAdPolicySummaryPolicyTopicEntries	<i>String</i>	AdGroupAdPolicySummaryPolicyTopicEntries column for table AdGroupAdAssetView
AdGroupAdPolicySummaryReviewStatus	<i>String</i>	AdGroupAdPolicySummaryReviewStatus column for table AdGroupAdAssetView
AdGroupAdStatus	<i>String</i>	AdGroupAdStatus column for table AdGroupAdAssetView
AssetId	<i>Long</i>	AssetId column for table AdGroupAdAssetView
AssetImageAssetFileSize	<i>Long</i>	AssetImageAssetFileSize column for table AdGroupAdAssetView
AssetImageAssetFullSizeHeightPixels	<i>Long</i>	AssetImageAssetFullSizeHeightPixels column for table AdGroupAdAssetView
AssetImageAssetFullSizeUrl	<i>String</i>	AssetImageAssetFullSizeUrl column for table AdGroupAdAssetView
AssetImageAssetFullSizeWidthPixels	<i>Long</i>	AssetImageAssetFullSizeWidthPixels column for table AdGroupAdAssetView

AssetImageAssetMimeType	String	AssetImageAssetMimeType column for table AdGroupAdAssetView
AssetName	String	AssetName column for table AdGroupAdAssetView
AssetResourceName	String	AssetResourceName column for table AdGroupAdAssetView
AssetTextAssetText	String	AssetTextAssetText column for table AdGroupAdAssetView
AssetType	String	AssetType column for table AdGroupAdAssetView
AssetYoutubeVideoAssetYoutubeVideoId	String	AssetYoutubeVideoAssetYoutubeVideoId column for table AdGroupAdAssetView
CustomerId	Long	CustomerId column for table AdGroupAdAssetView
Id	Long	The ID of the campaign.
Name	String	The name of the campaign.
Status	String	The status of the campaign.
ServingStatus	String	The ad serving status of the campaign.
AdServingOptimizationStatus	String	The ad serving optimization status of the campaign.
AdvertisingChannelType	String	The primary serving target for ads within the campaign. The targeting options can be refined in network_

		settings.
AdvertisingChannelSubType	String	Optional refinement to advertising_channel_type. Must be a valid sub-type of the parent channel type.
TrackingUrlTemplate	String	The URL template for constructing a tracking URL.
UrlCustomParameters	String	The list of mappings used to substitute custom parameter tags in a tracking_url_template, final_urls, or mobile_final_urls.
OptIn	String	Whether the campaign is opted in to real-time bidding.
TargetSearchNetwork	Boolean	Whether ads will be served on partner sites in the Google Search Network (requires target_google_search to also be true).
TargetGoogleSearch	Boolean	Whether ads will be served with google.com search results.
TargetContentNetwork	Boolean	Whether ads will be served on specified placements in the Google Display Network. Placements are specified using the Placement criterion.
TargetPartnerSearchNetwork	Boolean	Whether ads will be served on the Google Partner Network. This is available only to some select Google partner accounts.
Labels	String	The resource names of labels attached to this campaign.
Id	String	Client Customer Id.

[KEY]	<i>ng</i>	
DescriptiveName	<i>String</i>	Name of the Customer.
CurrencyCode	<i>String</i>	CurrencyCode of the customer.
TimeZone	<i>String</i>	DateTimeZone of the customer.
Manager	<i>Boolean</i>	Whether the customer is a manager.
TestAccount	<i>Boolean</i>	Boolean showing if the account is a test account.
AutoTaggingEnabled	<i>Boolean</i>	Boolean showing if the AutoTagging is enabled.
HasPartnersBadge	<i>Boolean</i>	Whether the Customer has a Partners program badge. If the Customer is not associated with the Partners program, this will be false.
ConversionTrackingId	<i>Long</i>	The conversion tracking id used for this account. This id is automatically assigned after any conversion tracking feature is used. If the customer doesn't use conversion tracking, this is 0. This field is read-only.
CrossAccountConversionTrackingId	<i>Long</i>	The conversion tracking id of the customer's manager. This is set when the customer is opted into cross account conversion tracking, and it overrides conversion_tracking_id. This field can only be managed through the Google Ads UI. This field is read-

		only.
CallConversionAction	<i>String</i>	Customer-level call conversion action to attribute a call conversion to. If not set a default conversion action is used. Only in effect when call_conversion_reporting_enabled is set to true.
CallConversionReportingEnabled	<i>Boolean</i>	Whether to enable call conversion reporting.
CallReportingEnabled	<i>Boolean</i>	Enable reporting of phone call events by redirecting them via Google System.
AllConversions	<i>Double</i>	AllConversions column for table AdGroupAdAssetView
AllConversionsValue	<i>Double</i>	AllConversionsValue column for table AdGroupAdAssetView
AllConversionsValuePerCost	<i>Double</i>	AllConversionsValuePerCost column for table AdGroupAdAssetView
AverageCpc	<i>Double</i>	AverageCpc column for table AdGroupAdAssetView
Clicks	<i>Long</i>	Clicks column for table AdGroupAdAssetView
Conversions	<i>Double</i>	Conversions column for table AdGroupAdAssetView
ConversionsValue	<i>Double</i>	ConversionsValue column for table

	<i>ub le</i>	AdGroupAdAssetView
ConversionsValuePerCost	<i>Do ub le</i>	ConversionsValuePerCost column for table AdGroupAdAssetView
CostMicros	<i>Lon g</i>	CostMicros column for table AdGroupAdAssetView
CostPerAllConversions	<i>Do ub le</i>	CostPerAllConversions column for table AdGroupAdAssetView
CostPerConversion	<i>Do ub le</i>	CostPerConversion column for table AdGroupAdAssetView
Ctr	<i>Do ub le</i>	Ctr column for table AdGroupAdAssetView
Impressions	<i>Lon g</i>	Impressions column for table AdGroupAdAssetView
ValuePerAllConversions	<i>Do ub le</i>	ValuePerAllConversions column for table AdGroupAdAssetView
ValuePerConversion	<i>Do ub le</i>	ValuePerConversion column for table AdGroupAdAssetView
ViewThroughConversions	<i>Lon g</i>	ViewThroughConversions column for table AdGroupAdAssetView
AdNetworkType	<i>Stri ng</i>	AdNetworkType column for table AdGroupAdAssetView
Date	<i>Dat</i>	Date column for table

	<i>e</i>	AdGroupAdAssetView
DayOfWeek	<i>String</i>	DayOfWeek column for table AdGroupAdAssetView
Month	<i>Date</i>	Month column for table AdGroupAdAssetView
Quarter	<i>Date</i>	Quarter column for table AdGroupAdAssetView
Slot	<i>String</i>	Slot column for table AdGroupAdAssetView
Week	<i>Date</i>	Week column for table AdGroupAdAssetView
Year	<i>Int</i>	Year column for table AdGroupAdAssetView

## Pseudo-Columns

Pseudo column fields are used in the WHERE clause of SELECT statements and offer a more granular control over the tuples that are returned from the data source.

Name	Type	Description
ManagerId	<i>Long</i>	Id of the manager account on behalf of which you are requesting customer data.

## AdGroupAudienceView

The ad group audience asset view in the query.

## Table Specific Information

### Select

Google Ads does not allow every column to be selected in a single query as some data will conflict if selected together. Therefore, when issuing a query that selects all columns, only the default metrics, segments, and attributes will be returned. In general, these defaults are the same fields that are exposed through the Ads console.

To use the nondefault fields, explicitly select them in your query.

Filters can also be used in the WHERE clause. The supported operators are the =, !=, >, >=, <, <=, LIKE, NOT LIKE, IN, and NOT IN operators. All filters must be joined by the AND keyword as OR is not supported by the Ads API.

### Columns

Name	Type	Description
AdGroupAdRotationMode	String	AdGroupAdRotationMode column for table AdGroupAudienceView
AdGroupBaseAdGroup	String	AdGroupBaseAdGroup column for table AdGroupAudienceView
AdGroupCampaign	String	AdGroupCampaign column for table AdGroupAudienceView
AdGroupCpcBidMicros	Long	AdGroupCpcBidMicros column for table AdGroupAudienceView
AdGroupCpmBidMicros	Long	AdGroupCpmBidMicros column for table AdGroupAudienceView
AdGroupCpvBidMicros	Long	AdGroupCpvBidMicros column for table AdGroupAudienceView



AdGroupDisplayCustomBidDimension	<i>String</i>	AdGroupDisplayCustomBidDimension column for table AdGroupAudienceView
AdGroupEffectiveTargetCpaMicros	<i>Long</i>	AdGroupEffectiveTargetCpaMicros column for table AdGroupAudienceView
AdGroupEffectiveTargetCpaSource	<i>String</i>	AdGroupEffectiveTargetCpaSource column for table AdGroupAudienceView
AdGroupEffectiveTargetRoas	<i>Double</i>	AdGroupEffectiveTargetRoas column for table AdGroupAudienceView
AdGroupEffectiveTargetRoasSource	<i>String</i>	AdGroupEffectiveTargetRoasSource column for table AdGroupAudienceView
AdGroupExplorerAutoOptimizerSettingOptIn	<i>Boolean</i>	AdGroupExplorerAutoOptimizerSettingOptIn column for table AdGroupAudienceView
AdGroupFinalUrlSuffix	<i>String</i>	AdGroupFinalUrlSuffix column for table AdGroupAudienceView
AdGroupId	<i>Long</i>	AdGroupId column for table AdGroupAudienceView
AdGroupLabels	<i>String</i>	AdGroupLabels column for table AdGroupAudienceView
AdGroupName	<i>String</i>	AdGroupName column for table AdGroupAudienceView
AdGroupPercentCpcBidMicros	<i>Long</i>	AdGroupPercentCpcBidMicros column for table AdGroupAudienceView
AdGroupResourceName	<i>String</i>	AdGroupResourceName column for

	<i>ing</i>	table AdGroupAudienceView
AdGroupStatus	<i>String</i>	AdGroupStatus column for table AdGroupAudienceView
AdGroupTargetCpaMicros	<i>Long</i>	AdGroupTargetCpaMicros column for table AdGroupAudienceView
AdGroupTargetCpmMicros	<i>Long</i>	AdGroupTargetCpmMicros column for table AdGroupAudienceView
AdGroupTargetRoas	<i>Double</i>	AdGroupTargetRoas column for table AdGroupAudienceView
AdGroupTargetingSettingTargetRestrictions	<i>String</i>	AdGroupTargetingSettingTargetRestrictions column for table AdGroupAudienceView
AdGroupTrackingUrlTemplate	<i>String</i>	AdGroupTrackingUrlTemplate column for table AdGroupAudienceView
AdGroupType	<i>String</i>	AdGroupType column for table AdGroupAudienceView
AdGroupUrlCustomParameters	<i>String</i>	AdGroupUrlCustomParameters column for table AdGroupAudienceView
AdGroupCriterionAdGroup	<i>String</i>	AdGroupCriterionAdGroup column for table AdGroupAudienceView
AdGroupCriterionAgeRangeType	<i>String</i>	AdGroupCriterionAgeRangeType column for table AdGroupAudienceView
AdGroupCriterionAppPaymentModelType	<i>String</i>	AdGroupCriterionAppPaymentModelType column for table AdGroupAudienceView
AdGroupCriterionApprovalStatus	<i>String</i>	AdGroupCriterionApprovalStatus

	<i>ing</i>	column for table AdGroupAudienceView
AdGroupCriterionBidModifier	<i>Double</i>	AdGroupCriterionBidModifier column for table AdGroupAudienceView
AdGroupCriterionCpcBidMicros	<i>Long</i>	AdGroupCriterionCpcBidMicros column for table AdGroupAudienceView
AdGroupCriterionCpmBidMicros	<i>Long</i>	AdGroupCriterionCpmBidMicros column for table AdGroupAudienceView
AdGroupCriterionCpvBidMicros	<i>Long</i>	AdGroupCriterionCpvBidMicros column for table AdGroupAudienceView
AdGroupCriterionCriterionId	<i>Long</i>	AdGroupCriterionCriterionId column for table AdGroupAudienceView
AdGroupCriterionCustomAffinityCustomAffinity	<i>String</i>	AdGroupCriterionCustomAffinityCusto mAffinity column for table AdGroupAudienceView
AdGroupCriterionCustomIntentCustomIntent	<i>String</i>	AdGroupCriterionCustomIntentCustomI ntent column for table AdGroupAudienceView
AdGroupCriterionEffectiveCpcBidMicros	<i>Long</i>	AdGroupCriterionEffectiveCpcBidMicros column for table AdGroupAudienceView
AdGroupCriterionEffectiveCpcBidSource	<i>String</i>	AdGroupCriterionEffectiveCpcBidSourc e column for table AdGroupAudienceView
AdGroupCriterionEffectiveCpmBidMicros	<i>Long</i>	AdGroupCriterionEffectiveCpmBidMicro s column for table AdGroupAudienceView

AdGroupCriterionEffectiveCpmBidSource	String	AdGroupCriterionEffectiveCpmBidSource column for table AdGroupAudienceView
AdGroupCriterionEffectiveCpvBidMicros	Long	AdGroupCriterionEffectiveCpvBidMicros column for table AdGroupAudienceView
AdGroupCriterionEffectiveCpvBidSource	String	AdGroupCriterionEffectiveCpvBidSource column for table AdGroupAudienceView
AdGroupCriterionEffectivePercentCpcBidMicros	Long	AdGroupCriterionEffectivePercentCpcBidMicros column for table AdGroupAudienceView
AdGroupCriterionEffectivePercentCpcBidSource	String	AdGroupCriterionEffectivePercentCpcBidSource column for table AdGroupAudienceView
AdGroupCriterionFinalMobileUrls	String	AdGroupCriterionFinalMobileUrls column for table AdGroupAudienceView
AdGroupCriterionFinalUrlSuffix	String	AdGroupCriterionFinalUrlSuffix column for table AdGroupAudienceView
AdGroupCriterionFinalUrls	String	AdGroupCriterionFinalUrls column for table AdGroupAudienceView
AdGroupCriterionGenderType	String	AdGroupCriterionGenderType column for table AdGroupAudienceView
AdGroupCriterionIncomeRangeType	String	AdGroupCriterionIncomeRangeType column for table AdGroupAudienceView
AdGroupCriterionKeywordMatchType	String	AdGroupCriterionKeywordMatchType column for table AdGroupAudienceView

AdGroupCriterionKeywordText	String	AdGroupCriterionKeywordText column for table AdGroupAudienceView
AdGroupCriterionListingGroupCaseValueHotelCityCityCriteria	String	AdGroupCriterionListingGroupCaseValueHotelCityCityCriteria column for table AdGroupAudienceView
AdGroupCriterionListingGroupCaseValueHotelClassValue	String	AdGroupCriterionListingGroupCaseValueHotelClassValue column for table AdGroupAudienceView
AdGroupCriterionListingGroupCaseValueHotelCountryRegionCountryRegionCriteria	String	AdGroupCriterionListingGroupCaseValueHotelCountryRegionCountryRegionCriteria column for table AdGroupAudienceView
AdGroupCriterionListingGroupCaseValueHotelIdValue	String	AdGroupCriterionListingGroupCaseValueHotelIdValue column for table AdGroupAudienceView
AdGroupCriterionListingGroupCaseValueHotelStateStateCriteria	String	AdGroupCriterionListingGroupCaseValueHotelStateStateCriteria column for table AdGroupAudienceView
AdGroupCriterionListingGroupCaseValueProductBrandValue	String	AdGroupCriterionListingGroupCaseValueProductBrandValue column for table AdGroupAudienceView
AdGroupCriterionListingGroupCaseValueProductCustomAttributeIndex	String	AdGroupCriterionListingGroupCaseValueProductCustomAttributeIndex column for table AdGroupAudienceView
AdGroupCriterionListingGroupCaseValueProductCustomAttributeValue	String	AdGroupCriterionListingGroupCaseValueProductCustomAttributeValue column for table AdGroupAudienceView
AdGroupCriterionListingGroupCaseValueProductBiddingCategoryCountryCode	String	AdGroupCriterionListingGroupCaseValueProductBiddingCategoryCountryCode column for table AdGroupAudienceView

AdGroupCriterionListingGroupCaseValueProductBiddingCategoryId	String	AdGroupCriterionListingGroupCaseValueProductBiddingCategoryId column for table AdGroupAudienceView
AdGroupCriterionListingGroupCaseValueProductBiddingCategoryLevel	String	AdGroupCriterionListingGroupCaseValueProductBiddingCategoryLevel column for table AdGroupAudienceView
AdGroupCriterionListingGroupCaseValueProductChannelChannel	String	AdGroupCriterionListingGroupCaseValueProductChannelChannel column for table AdGroupAudienceView
AdGroupCriterionListingGroupCaseValueProductChannelExclusivityChannelExclusivity	String	AdGroupCriterionListingGroupCaseValueProductChannelExclusivityChannelExclusivity column for table AdGroupAudienceView
AdGroupCriterionListingGroupCaseValueProductConditionCondition	String	AdGroupCriterionListingGroupCaseValueProductConditionCondition column for table AdGroupAudienceView
AdGroupCriterionListingGroupCaseValueProductItemIdValue	String	AdGroupCriterionListingGroupCaseValueProductItemIdValue column for table AdGroupAudienceView
AdGroupCriterionListingGroupCaseValueProductTypeLevel	String	AdGroupCriterionListingGroupCaseValueProductTypeLevel column for table AdGroupAudienceView
AdGroupCriterionListingGroupCaseValueProductTypeValue	String	AdGroupCriterionListingGroupCaseValueProductTypeValue column for table AdGroupAudienceView
AdGroupCriterionListingGroupParentAdGroupCriterion	String	AdGroupCriterionListingGroupParentAdGroupCriterion column for table AdGroupAudienceView
AdGroupCriterionListingGroupType	String	AdGroupCriterionListingGroupType column for table AdGroupAudienceView

AdGroupCriterionMobileAppCategoryMobileAppCategoryConstant	String	AdGroupCriterionMobileAppCategoryMobileAppCategoryConstant column for table AdGroupAudienceView
AdGroupCriterionMobileApplicationAppId	String	AdGroupCriterionMobileApplicationAppId column for table AdGroupAudienceView
AdGroupCriterionMobileApplicationName	String	AdGroupCriterionMobileApplicationName column for table AdGroupAudienceView
AdGroupCriterionNegative	Boolean	AdGroupCriterionNegative column for table AdGroupAudienceView
AdGroupCriterionParentalStatusType	String	AdGroupCriterionParentalStatusType column for table AdGroupAudienceView
AdGroupCriterionPercentCpcBidMicros	Long	AdGroupCriterionPercentCpcBidMicros column for table AdGroupAudienceView
AdGroupCriterionPlacementUrl	String	AdGroupCriterionPlacementUrl column for table AdGroupAudienceView
AdGroupCriterionPositionEstimatesEstimatedAddClicksAtFirstPositionCpc	Long	AdGroupCriterionPositionEstimatesEstimatedAddClicksAtFirstPositionCpc column for table AdGroupAudienceView
AdGroupCriterionPositionEstimatesEstimatedAddCostAtFirstPositionCpc	Long	AdGroupCriterionPositionEstimatesEstimatedAddCostAtFirstPositionCpc column for table AdGroupAudienceView
AdGroupCriterionPositionEstimatesFirstPageCpcMicros	Long	AdGroupCriterionPositionEstimatesFirstPageCpcMicros column for table AdGroupAudienceView

AdGroupCriterionPositionEstimatesFirstPositionCpcMicros	<i>String</i>	AdGroupCriterionPositionEstimatesFirstPositionCpcMicros column for table AdGroupAudienceView
AdGroupCriterionPositionEstimatesTopOfPageCpcMicros	<i>String</i>	AdGroupCriterionPositionEstimatesTopOfPageCpcMicros column for table AdGroupAudienceView
AdGroupCriterionQualityInfoCreativeQualityScore	<i>String</i>	AdGroupCriterionQualityInfoCreativeQualityScore column for table AdGroupAudienceView
AdGroupCriterionQualityInfoPostClickQualityScore	<i>String</i>	AdGroupCriterionQualityInfoPostClickQualityScore column for table AdGroupAudienceView
AdGroupCriterionQualityInfoQualityScore	<i>Int</i>	AdGroupCriterionQualityInfoQualityScore column for table AdGroupAudienceView
AdGroupCriterionQualityInfoSearchPredictedCtr	<i>String</i>	AdGroupCriterionQualityInfoSearchPredictedCtr column for table AdGroupAudienceView
AdGroupCriterionResourceName	<i>String</i>	AdGroupCriterionResourceName column for table AdGroupAudienceView
AdGroupCriterionStatus	<i>String</i>	AdGroupCriterionStatus column for table AdGroupAudienceView
AdGroupCriterionSystemServingStatus	<i>String</i>	AdGroupCriterionSystemServingStatus column for table AdGroupAudienceView
AdGroupCriterionTopicPath	<i>String</i>	AdGroupCriterionTopicPath column for table AdGroupAudienceView
AdGroupCriterionTopicTopicConstant	<i>String</i>	AdGroupCriterionTopicTopicConstant column for table



		AdGroupAudienceView
AdGroupCriterionTrackingUrlTemplate	String	AdGroupCriterionTrackingUrlTemplate column for table AdGroupAudienceView
AdGroupCriterionType	String	AdGroupCriterionType column for table AdGroupAudienceView
AdGroupCriterionUrlCustomParameters	String	AdGroupCriterionUrlCustomParameters column for table AdGroupAudienceView
AdGroupCriterionUserInterestUserInterestCategory	String	AdGroupCriterionUserInterestUserInterestCategory column for table AdGroupAudienceView
AdGroupCriterionUserListUserList	String	AdGroupCriterionUserListUserList column for table AdGroupAudienceView
AdGroupCriterionWebpageConditions	String	AdGroupCriterionWebpageConditions column for table AdGroupAudienceView
AdGroupCriterionWebpageCriterionName	String	AdGroupCriterionWebpageCriterionName column for table AdGroupAudienceView
AdGroupCriterionYoutubeChannelChannelId	String	AdGroupCriterionYoutubeChannelChannelId column for table AdGroupAudienceView
AdGroupCriterionYoutubeVideoVideoId	String	AdGroupCriterionYoutubeVideoVideoId column for table AdGroupAudienceView
Id	Long	The ID of the campaign.

Name	<i>String</i>	The name of the campaign.
Status	<i>String</i>	The status of the campaign.
ServingStatus	<i>String</i>	The ad serving status of the campaign.
AdServingOptimizationStatus	<i>String</i>	The ad serving optimization status of the campaign.
AdvertisingChannelType	<i>String</i>	The primary serving target for ads within the campaign. The targeting options can be refined in network_settings.
AdvertisingChannelSubType	<i>String</i>	Optional refinement to advertising_channel_type. Must be a valid sub-type of the parent channel type.
TrackingUrlTemplate	<i>String</i>	The URL template for constructing a tracking URL.
UrlCustomParameters	<i>String</i>	The list of mappings used to substitute custom parameter tags in a tracking_url_template, final_urls, or mobile_final_urls.
OptIn	<i>String</i>	Whether the campaign is opted in to real-time bidding.
TargetSearchNetwork	<i>Boolean</i>	Whether ads will be served on partner sites in the Google Search Network (requires target_google_search to also be true).
TargetGoogleSearch	<i>Boolean</i>	Whether ads will be served with google.com search results.

TargetContentNetwork	<i>Boolean</i>	Whether ads will be served on specified placements in the Google Display Network. Placements are specified using the Placement criterion.
TargetPartnerSearchNetwork	<i>Boolean</i>	Whether ads will be served on the Google Partner Network. This is available only to some select Google partner accounts.
Labels	<i>String</i>	The resource names of labels attached to this campaign.
CustomerId	<i>Long</i>	CustomerId column for table AdGroupAudienceView
CustomerDescriptiveName	<i>String</i>	Name of the Customer.
CustomerCurrencyCode	<i>String</i>	CurrencyCode of the customer.
CustomerTimeZone	<i>String</i>	DateTimeZone of the customer.
Manager	<i>Boolean</i>	Whether the customer is a manager.
TestAccount	<i>Boolean</i>	Boolean showing if the account is a test account.
AutoTaggingEnabled	<i>Boolean</i>	Boolean showing if the AutoTagging is enabled.
HasPartnersBadge	<i>Boolean</i>	Whether the Customer has a Partners program badge. If the Customer is not associated with the Partners program, this will be false.

ConversionTrackingId	<i>Long</i>	The conversion tracking id used for this account. This id is automatically assigned after any conversion tracking feature is used. If the customer doesn't use conversion tracking, this is 0. This field is read-only.
CrossAccountConversionTrackingId	<i>Long</i>	The conversion tracking id of the customer's manager. This is set when the customer is opted into cross account conversion tracking, and it overrides conversion_tracking_id. This field can only be managed through the Google Ads UI. This field is read-only.
CallConversionAction	<i>String</i>	Customer-level call conversion action to attribute a call conversion to. If not set a default conversion action is used. Only in effect when call_conversion_reporting_enabled is set to true.
CallConversionReportingEnabled	<i>Boolean</i>	Whether to enable call conversion reporting.
CallReportingEnabled	<i>Boolean</i>	Enable reporting of phone call events by redirecting them via Google System.
ActiveViewCpm	<i>Double</i>	ActiveViewCpm column for table AdGroupAudienceView
ActiveViewCtr	<i>Double</i>	ActiveViewCtr column for table AdGroupAudienceView
ActiveViewImpressions	<i>Long</i>	ActiveViewImpressions column for table AdGroupAudienceView
ActiveViewMeasurability	<i>Double</i>	ActiveViewMeasurability column for

	<i>ub le</i>	table AdGroupAudienceView
ActiveViewMeasurableCostMicros	<i>Lo ng</i>	ActiveViewMeasurableCostMicros column for table AdGroupAudienceView
ActiveViewMeasurableImpressions	<i>Lo ng</i>	ActiveViewMeasurableImpressions column for table AdGroupAudienceView
ActiveViewViewability	<i>Do ub le</i>	ActiveViewViewability column for table AdGroupAudienceView
AllConversions	<i>Do ub le</i>	AllConversions column for table AdGroupAudienceView
AllConversionsFromInteractionsRate	<i>Do ub le</i>	AllConversionsFromInteractionsRate column for table AdGroupAudienceView
AllConversionsFromInteractionsValuePerInteraction	<i>Do ub le</i>	AllConversionsFromInteractionsValuePerInteraction column for table AdGroupAudienceView
AllConversionsValue	<i>Do ub le</i>	AllConversionsValue column for table AdGroupAudienceView
AllConversionsValuePerCost	<i>Do ub le</i>	AllConversionsValuePerCost column for table AdGroupAudienceView
AverageCost	<i>Do ub le</i>	AverageCost column for table AdGroupAudienceView
AverageCpc	<i>Do</i>	AverageCpc column for table

	<i>ub le</i>	AdGroupAudienceView
AverageCpe	<i>Do ub le</i>	AverageCpe column for table AdGroupAudienceView
AverageCpm	<i>Do ub le</i>	AverageCpm column for table AdGroupAudienceView
AverageCpv	<i>Do ub le</i>	AverageCpv column for table AdGroupAudienceView
Clicks	<i>Lo ng</i>	Clicks column for table AdGroupAudienceView
Conversions	<i>Do ub le</i>	Conversions column for table AdGroupAudienceView
ConversionsFromInteractionsRate	<i>Do ub le</i>	ConversionsFromInteractionsRate column for table AdGroupAudienceView
ConversionsValue	<i>Do ub le</i>	ConversionsValue column for table AdGroupAudienceView
CostMicros	<i>Lo ng</i>	CostMicros column for table AdGroupAudienceView
CostPerAllConversions	<i>Do ub le</i>	CostPerAllConversions column for table AdGroupAudienceView
CostPerConversion	<i>Do ub le</i>	CostPerConversion column for table AdGroupAudienceView

CrossDeviceConversions	<i>Double</i>	CrossDeviceConversions column for table AdGroupAudienceView
Ctr	<i>Double</i>	Ctr column for table AdGroupAudienceView
EngagementRate	<i>Double</i>	EngagementRate column for table AdGroupAudienceView
Engagements	<i>Long</i>	Engagements column for table AdGroupAudienceView
GmailForwards	<i>Long</i>	GmailForwards column for table AdGroupAudienceView
GmailSaves	<i>Long</i>	GmailSaves column for table AdGroupAudienceView
GmailSecondaryClicks	<i>Long</i>	GmailSecondaryClicks column for table AdGroupAudienceView
Impressions	<i>Long</i>	Impressions column for table AdGroupAudienceView
InteractionEventTypes	<i>String</i>	InteractionEventTypes column for table AdGroupAudienceView
InteractionRate	<i>Double</i>	InteractionRate column for table AdGroupAudienceView
Interactions	<i>Long</i>	Interactions column for table AdGroupAudienceView
ValuePerAllConversions	<i>Double</i>	ValuePerAllConversions column for table AdGroupAudienceView

ValuePerConversion	<i>Double</i>	ValuePerConversion column for table AdGroupAudienceView
VideoQuartile100Rate	<i>Double</i>	VideoQuartile100Rate column for table AdGroupAudienceView
VideoQuartile25Rate	<i>Double</i>	VideoQuartile25Rate column for table AdGroupAudienceView
VideoQuartile50Rate	<i>Double</i>	VideoQuartile50Rate column for table AdGroupAudienceView
VideoQuartile75Rate	<i>Double</i>	VideoQuartile75Rate column for table AdGroupAudienceView
VideoViewRate	<i>Double</i>	VideoViewRate column for table AdGroupAudienceView
VideoViews	<i>Long</i>	VideoViews column for table AdGroupAudienceView
ViewThroughConversions	<i>Long</i>	ViewThroughConversions column for table AdGroupAudienceView
AdNetworkType	<i>String</i>	AdNetworkType column for table AdGroupAudienceView
ClickType	<i>String</i>	ClickType column for table AdGroupAudienceView
ConversionAction	<i>String</i>	ConversionAction column for table AdGroupAudienceView
ConversionActionCategory	<i>String</i>	ConversionActionCategory column for



	<i>ing</i>	table AdGroupAudienceView
ConversionActionName	<i>String</i>	ConversionActionName column for table AdGroupAudienceView
Date	<i>Date</i>	Date column for table AdGroupAudienceView
DayOfWeek	<i>String</i>	DayOfWeek column for table AdGroupAudienceView
Device	<i>String</i>	Device column for table AdGroupAudienceView
ExternalConversionSource	<i>String</i>	ExternalConversionSource column for table AdGroupAudienceView
HotelDateSelectionType	<i>String</i>	HotelDateSelectionType column for table AdGroupAudienceView
Month	<i>Date</i>	Month column for table AdGroupAudienceView
MonthOfYear	<i>String</i>	MonthOfYear column for table AdGroupAudienceView
Quarter	<i>Date</i>	Quarter column for table AdGroupAudienceView
Slot	<i>String</i>	Slot column for table AdGroupAudienceView
Week	<i>Date</i>	Week column for table AdGroupAudienceView
Year	<i>Int</i>	Year column for table AdGroupAudienceView

## Pseudo-Columns

Pseudo column fields are used in the WHERE clause of SELECT statements and offer a more granular control over the tuples that are returned from the data source.

Name	Type	Description
ManagerId	Long	Id of the manager account on behalf of which you are requesting customer data.

## AdGroupCriterion

The ad group criterion in the query.

## Table Specific Information

### Select

Google Ads does not allow every column to be selected in a single query as some data will conflict if selected together. Therefore, when issuing a query that selects all columns, only the default metrics, segments, and attributes will be returned. In general, these defaults are the same fields that are exposed through the Ads console.

To use the nondefault fields, explicitly select them in your query.

Filters can also be used in the WHERE clause. The supported operators are the =, !=, >, >=, <, <=, LIKE, NOT LIKE, IN, and NOT IN operators. All filters must be joined by the AND keyword as OR is not supported by the Ads API.

## Columns

Name	Ty	Description
------	----	-------------

	<b>pe</b>	
AdGroupCriterionAdGroup	String	AdGroupCriterionAdGroup column for table AdGroupCriterion
AdGroupCriterionAgeRangeType	String	AdGroupCriterionAgeRangeType column for table AdGroupCriterion
AdGroupCriterionAppPaymentModelType	String	AdGroupCriterionAppPaymentModelType column for table AdGroupCriterion
AdGroupCriterionApprovalStatus	String	AdGroupCriterionApprovalStatus column for table AdGroupCriterion
AdGroupCriterionBidModifier	Double	AdGroupCriterionBidModifier column for table AdGroupCriterion
AdGroupCriterionCpcBidMicros	Long	AdGroupCriterionCpcBidMicros column for table AdGroupCriterion
AdGroupCriterionCpmBidMicros	Long	AdGroupCriterionCpmBidMicros column for table AdGroupCriterion
AdGroupCriterionCpvBidMicros	Long	AdGroupCriterionCpvBidMicros column for table AdGroupCriterion
AdGroupCriterionCriterionId	Long	AdGroupCriterionCriterionId column for table AdGroupCriterion
AdGroupCriterionCustomAffinityCustomAffinity	String	AdGroupCriterionCustomAffinityCustomAffinity column for table AdGroupCriterion
AdGroupCriterionCustomIntentCustomIntent	String	AdGroupCriterionCustomIntentCustomIntent column for table AdGroupCriterion
AdGroupCriterionEffectiveCpcBidMicros	Long	AdGroupCriterionEffectiveCpcBidMicros column for table AdGroupCriterion

AdGroupCriterionEffectiveCpcBidSource	String	AdGroupCriterionEffectiveCpcBidSource column for table AdGroupCriterion
AdGroupCriterionEffectiveCpmBidMicros	Long	AdGroupCriterionEffectiveCpmBidMicros column for table AdGroupCriterion
AdGroupCriterionEffectiveCpmBidSource	String	AdGroupCriterionEffectiveCpmBidSource column for table AdGroupCriterion
AdGroupCriterionEffectiveCpvBidMicros	Long	AdGroupCriterionEffectiveCpvBidMicros column for table AdGroupCriterion
AdGroupCriterionEffectiveCpvBidSource	String	AdGroupCriterionEffectiveCpvBidSource column for table AdGroupCriterion
AdGroupCriterionEffectivePercentCpcBidMicros	Long	AdGroupCriterionEffectivePercentCpcBidMicros column for table AdGroupCriterion
AdGroupCriterionEffectivePercentCpcBidSource	String	AdGroupCriterionEffectivePercentCpcBidSource column for table AdGroupCriterion
AdGroupCriterionFinalMobileUrls	String	AdGroupCriterionFinalMobileUrls column for table AdGroupCriterion
AdGroupCriterionFinalUrlSuffix	String	AdGroupCriterionFinalUrlSuffix column for table AdGroupCriterion
AdGroupCriterionFinalUrls	String	AdGroupCriterionFinalUrls column for table AdGroupCriterion
AdGroupCriterionGenderType	String	AdGroupCriterionGenderType column for table AdGroupCriterion
AdGroupCriterionIncomeRangeType	String	AdGroupCriterionIncomeRangeType column for table AdGroupCriterion
AdGroupCriterionKeywordMatchType	String	AdGroupCriterionKeywordMatchType column for table AdGroupCriterion

AdGroupCriterionKeywordText	String	AdGroupCriterionKeywordText column for table AdGroupCriterion
AdGroupCriterionListingGroupCaseValueHotelCityCityCriteria	String	AdGroupCriterionListingGroupCaseValueHotelCityCityCriteria column for table AdGroupCriterion
AdGroupCriterionListingGroupCaseValueHotelClassValue	String	AdGroupCriterionListingGroupCaseValueHotelClassValue column for table AdGroupCriterion
AdGroupCriterionListingGroupCaseValueHotelCountryRegionCountryRegionCriteria	String	AdGroupCriterionListingGroupCaseValueHotelCountryRegionCountryRegionCriteria column for table AdGroupCriterion
AdGroupCriterionListingGroupCaseValueHotelIdValue	String	AdGroupCriterionListingGroupCaseValueHotelIdValue column for table AdGroupCriterion
AdGroupCriterionListingGroupCaseValueHotelStateStateCriteria	String	AdGroupCriterionListingGroupCaseValueHotelStateStateCriteria column for table AdGroupCriterion
AdGroupCriterionListingGroupCaseValueProductBrandValue	String	AdGroupCriterionListingGroupCaseValueProductBrandValue column for table AdGroupCriterion
AdGroupCriterionListingGroupCaseValueProductCustomAttributeIndex	String	AdGroupCriterionListingGroupCaseValueProductCustomAttributeIndex column for table AdGroupCriterion
AdGroupCriterionListingGroupCaseValueProductCustomAttributeValue	String	AdGroupCriterionListingGroupCaseValueProductCustomAttributeValue column for table AdGroupCriterion
AdGroupCriterionListingGroupCaseValueProductBiddingCategoryCountryCode	String	AdGroupCriterionListingGroupCaseValueProductBiddingCategoryCountryCode column for table AdGroupCriterion

AdGroupCriterionListingGroupCaseValueProductBiddingCategoryId	String	AdGroupCriterionListingGroupCaseValueProductBiddingCategoryId column for table AdGroupCriterion
AdGroupCriterionListingGroupCaseValueProductBiddingCategoryLevel	String	AdGroupCriterionListingGroupCaseValueProductBiddingCategoryLevel column for table AdGroupCriterion
AdGroupCriterionListingGroupCaseValueProductChannelChannel	String	AdGroupCriterionListingGroupCaseValueProductChannelChannel column for table AdGroupCriterion
AdGroupCriterionListingGroupCaseValueProductChannelExclusivityChannelExclusivity	String	AdGroupCriterionListingGroupCaseValueProductChannelExclusivityChannelExclusivity column for table AdGroupCriterion
AdGroupCriterionListingGroupCaseValueProductConditionCondition	String	AdGroupCriterionListingGroupCaseValueProductConditionCondition column for table AdGroupCriterion
AdGroupCriterionListingGroupCaseValueProductItemIdValue	String	AdGroupCriterionListingGroupCaseValueProductItemIdValue column for table AdGroupCriterion
AdGroupCriterionListingGroupCaseValueProductTypeLevel	String	AdGroupCriterionListingGroupCaseValueProductTypeLevel column for table AdGroupCriterion
AdGroupCriterionListingGroupCaseValueProductTypeValue	String	AdGroupCriterionListingGroupCaseValueProductTypeValue column for table AdGroupCriterion
AdGroupCriterionListingGroupParentAdGroupCriterion	String	AdGroupCriterionListingGroupParentAdGroupCriterion column for table AdGroupCriterion
AdGroupCriterionListingGroupType	String	AdGroupCriterionListingGroupType column for table AdGroupCriterion

AdGroupCriterionMobileAppCategoryMobileAppCategoryConstant	String	AdGroupCriterionMobileAppCategoryMobileAppCategoryConstant column for table AdGroupCriterion
AdGroupCriterionMobileApplicationAppId	String	AdGroupCriterionMobileApplicationAppId column for table AdGroupCriterion
AdGroupCriterionMobileApplicationName	String	AdGroupCriterionMobileApplicationName column for table AdGroupCriterion
AdGroupCriterionNegative	Boolean	AdGroupCriterionNegative column for table AdGroupCriterion
AdGroupCriterionParentalStatusType	String	AdGroupCriterionParentalStatusType column for table AdGroupCriterion
AdGroupCriterionPercentCpcBidMicros	Long	AdGroupCriterionPercentCpcBidMicros column for table AdGroupCriterion
AdGroupCriterionPlacementUrl	String	AdGroupCriterionPlacementUrl column for table AdGroupCriterion
AdGroupCriterionPositionEstimatesEstimatedAddClicksAtFirstPositionCpc	Long	AdGroupCriterionPositionEstimatesEstimatedAddClicksAtFirstPositionCpc column for table AdGroupCriterion
AdGroupCriterionPositionEstimatesEstimatedAddCostAtFirstPositionCpc	Long	AdGroupCriterionPositionEstimatesEstimatedAddCostAtFirstPositionCpc column for table AdGroupCriterion
AdGroupCriterionPositionEstimatesFirstPageCpcMicros	Long	AdGroupCriterionPositionEstimatesFirstPageCpcMicros column for table AdGroupCriterion
AdGroupCriterionPositionEstimatesFirstPositionCpcMicros	Long	AdGroupCriterionPositionEstimatesFirstPositionCpcMicros column for table AdGroupCriterion
AdGroupCriterionPositionEstimatesTopOfPageCpcMicros	Long	AdGroupCriterionPositionEstimatesTopOfPageCpcMicros column for table AdGroupCriterion

AdGroupCriterion		
AdGroupCriterionQualityInfoCreativeQualityScore	String	AdGroupCriterionQualityInfoCreativeQualityScore column for table AdGroupCriterion
AdGroupCriterionQualityInfoPostClickQualityScore	String	AdGroupCriterionQualityInfoPostClickQualityScore column for table AdGroupCriterion
AdGroupCriterionQualityInfoQualityScore	Int	AdGroupCriterionQualityInfoQualityScore column for table AdGroupCriterion
AdGroupCriterionQualityInfoSearchPredictedCtr	String	AdGroupCriterionQualityInfoSearchPredictedCtr column for table AdGroupCriterion
AdGroupCriterionResourceName	String	AdGroupCriterionResourceName column for table AdGroupCriterion
AdGroupCriterionStatus	String	AdGroupCriterionStatus column for table AdGroupCriterion
AdGroupCriterionSystemServingStatus	String	AdGroupCriterionSystemServingStatus column for table AdGroupCriterion
AdGroupCriterionTopicPath	String	AdGroupCriterionTopicPath column for table AdGroupCriterion
AdGroupCriterionTopicTopicConstant	String	AdGroupCriterionTopicTopicConstant column for table AdGroupCriterion
AdGroupCriterionTrackingUrlTemplate	String	AdGroupCriterionTrackingUrlTemplate column for table AdGroupCriterion
AdGroupCriterionType	String	AdGroupCriterionType column for table AdGroupCriterion
AdGroupCriterionUrlCustomParameters	String	AdGroupCriterionUrlCustomParameters column for table AdGroupCriterion



AdGroupCriterionUserInterestUserInterestCategory	<i>String</i>	AdGroupCriterionUserInterestUserInterestCategory column for table AdGroupCriterion
AdGroupCriterionUserListUserList	<i>String</i>	AdGroupCriterionUserListUserList column for table AdGroupCriterion
AdGroupCriterionWebpageConditions	<i>String</i>	AdGroupCriterionWebpageConditions column for table AdGroupCriterion
AdGroupCriterionWebpageCriterionName	<i>String</i>	AdGroupCriterionWebpageCriterionName column for table AdGroupCriterion
AdGroupCriterionYoutubeChannelChannelId	<i>String</i>	AdGroupCriterionYoutubeChannelChannelId column for table AdGroupCriterion
AdGroupCriterionYoutubeVideoVideoId	<i>String</i>	AdGroupCriterionYoutubeVideoVideoId column for table AdGroupCriterion
CustomerId	<i>Long</i>	CustomerId column for table AdGroupCriterion
AdGroupCriterionDisapprovalReasons	<i>String</i>	The reasons for disapproving a criterion.
AdGroupCriterionCustomAudience	<i>String</i>	AdGroupCriterionCustomAudience column for table AdGroupCriterion

## Pseudo-Columns

Pseudo column fields are used in the WHERE clause of SELECT statements and offer a more granular control over the tuples that are returned from the data source.

Name	Type	Description

ManagerId	Long	Id of the manager account on behalf of which you are requesting customer data.
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## AdScheduleView

The ad view in the query.

## Table Specific Information

### Select

Google Ads does not allow every column to be selected in a single query as some data will conflict if selected together. Therefore, when issuing a query that selects all columns, only the default metrics, segments, and attributes will be returned. In general, these defaults are the same fields that are exposed through the Ads console.

To use the nondefault fields, explicitly select them in your query.

Filters can also be used in the WHERE clause. The supported operators are the =, !=, >, >=, <, <=, LIKE, NOT LIKE, IN, and NOT IN operators. All filters must be joined by the AND keyword as OR is not supported by the Ads API.

## Columns

Name	Type	Description
CampaignAdServingOptimizationStatus	String	CampaignAdServingOptimizationStatus column for table AdScheduleView
CampaignAdvertisingChannelSubType	String	CampaignAdvertisingChannelSubType column for table AdScheduleView
CampaignAdvertisingChannelType	String	CampaignAdvertisingChannelType

	<i>ng</i>	column for table AdScheduleView
CampaignAppCampaignSettingAppId	<i>String</i>	CampaignAppCampaignSettingAppId column for table AdScheduleView
CampaignAppCampaignSettingAppStore	<i>String</i>	CampaignAppCampaignSettingAppStore column for table AdScheduleView
CampaignAppCampaignSettingBiddingStrategyGoalType	<i>String</i>	CampaignAppCampaignSettingBiddingStrategyGoalType column for table AdScheduleView
CampaignBaseCampaign	<i>String</i>	CampaignBaseCampaign column for table AdScheduleView
CampaignBiddingStrategy	<i>String</i>	CampaignBiddingStrategy column for table AdScheduleView
CampaignBiddingStrategyType	<i>String</i>	CampaignBiddingStrategyType column for table AdScheduleView
CampaignCampaignBudget	<i>String</i>	CampaignCampaignBudget column for table AdScheduleView
CampaignCommissionCommissionRateMicros	<i>Long</i>	CampaignCommissionCommissionRateMicros column for table AdScheduleView
CampaignDynamicSearchAdsSettingDomainName	<i>String</i>	CampaignDynamicSearchAdsSettingDomainName column for table AdScheduleView
CampaignDynamicSearchAdsSettingFeeds	<i>String</i>	CampaignDynamicSearchAdsSettingFeeds column for table AdScheduleView
CampaignDynamicSearchAdsSettingLanguageCode	<i>String</i>	CampaignDynamicSearchAdsSettingLanguageCode column for table AdScheduleView
CampaignDynamicSearchAdsSettingUseSuppliedUrlsOnly	<i>Boolean</i>	CampaignDynamicSearchAdsSettingUseSuppliedUrlsOnly column for table AdScheduleView

	<i>ol</i>	eSuppliedUrlsOnly column for table AdScheduleView
CampaignEndDate	<i>Date</i>	CampaignEndDate column for table AdScheduleView
CampaignExperimentType	<i>String</i>	CampaignExperimentType column for table AdScheduleView
CampaignFinalUrlSuffix	<i>String</i>	CampaignFinalUrlSuffix column for table AdScheduleView
CampaignFrequencyCaps	<i>String</i>	CampaignFrequencyCaps column for table AdScheduleView
CampaignGeoTargetTypeSettingNegativeGeoTargetType	<i>String</i>	CampaignGeoTargetTypeSettingNegativeGeoTargetType column for table AdScheduleView
CampaignGeoTargetTypeSettingPositiveGeoTargetType	<i>String</i>	CampaignGeoTargetTypeSettingPositiveGeoTargetType column for table AdScheduleView
CampaignHotelSettingHotelCenterId	<i>Long</i>	CampaignHotelSettingHotelCenterId column for table AdScheduleView
CampaignId	<i>Long</i>	CampaignId column for table AdScheduleView
CampaignLabels	<i>String</i>	CampaignLabels column for table AdScheduleView
CampaignManualCpcEnhancedCpcEnabled	<i>Boolean</i>	CampaignManualCpcEnhancedCpcEnabled column for table AdScheduleView
CampaignManualCpm	<i>String</i>	CampaignManualCpm column for table AdScheduleView
CampaignManualCpv	<i>String</i>	CampaignManualCpv column for table

	<i>ng</i>	AdScheduleView
CampaignMaximizeConversionValueTargetRoas	<i>Double</i>	CampaignMaximizeConversionValueTargetRoas column for table AdScheduleView
CampaignMaximizeConversions	<i>Long</i>	CampaignMaximizeConversions column for table AdScheduleView
CampaignName	<i>String</i>	CampaignName column for table AdScheduleView
CampaignNetworkSettingsTargetContentNetwork	<i>Boolean</i>	CampaignNetworkSettingsTargetContentNetwork column for table AdScheduleView
CampaignNetworkSettingsTargetGoogleSearch	<i>Boolean</i>	CampaignNetworkSettingsTargetGoogleSearch column for table AdScheduleView
CampaignNetworkSettingsTargetPartnerSearchNetwork	<i>Boolean</i>	CampaignNetworkSettingsTargetPartnerSearchNetwork column for table AdScheduleView
CampaignNetworkSettingsTargetSearchNetwork	<i>Boolean</i>	CampaignNetworkSettingsTargetSearchNetwork column for table AdScheduleView
CampaignPaymentMode	<i>String</i>	CampaignPaymentMode column for table AdScheduleView
CampaignPercentCpcCpcBidCeilingMicros	<i>Long</i>	CampaignPercentCpcCpcBidCeilingMicros column for table AdScheduleView
CampaignPercentCpcEnhancedCpcEnabled	<i>Boolean</i>	CampaignPercentCpcEnhancedCpcEnabled column for table AdScheduleView
CampaignRealTimeBiddingSettingOptIn	<i>Boolean</i>	CampaignRealTimeBiddingSettingOptIn column for table AdScheduleView

CampaignResourceName	String	CampaignResourceName column for table AdScheduleView
CampaignSelectiveOptimizationConversionActions	String	CampaignSelectiveOptimizationConversionActions column for table AdScheduleView
CampaignServingStatus	String	CampaignServingStatus column for table AdScheduleView
CampaignShoppingSettingCampaignPriority	Int	CampaignShoppingSettingCampaignPriority column for table AdScheduleView
CampaignShoppingSettingEnableLocal	Boolean	CampaignShoppingSettingEnableLocal column for table AdScheduleView
CampaignShoppingSettingMerchantId	Long	CampaignShoppingSettingMerchantId column for table AdScheduleView
CampaignShoppingSettingSalesCountry	String	CampaignShoppingSettingSalesCountry column for table AdScheduleView
CampaignStartDate	Date	CampaignStartDate column for table AdScheduleView
CampaignStatus	String	CampaignStatus column for table AdScheduleView
CampaignTargetCpaCpcBidCeilingMicros	Long	CampaignTargetCpaCpcBidCeilingMicros column for table AdScheduleView
CampaignTargetCpaCpcBidFloorMicros	Long	CampaignTargetCpaCpcBidFloorMicros column for table AdScheduleView
CampaignTargetCpaTargetCpaMicros	Long	CampaignTargetCpaTargetCpaMicros column for table AdScheduleView
CampaignTargetCpm	String	CampaignTargetCpm column for table AdScheduleView

CampaignTargetImpressionShareCpcBidCeilingMicros	Micros	CampaignTargetImpressionShareCpcBidCeilingMicros column for table AdScheduleView
CampaignTargetImpressionShareLocation	String	CampaignTargetImpressionShareLocation column for table AdScheduleView
CampaignTargetImpressionShareLocationFractionMicros	Micros	CampaignTargetImpressionShareLocationFractionMicros column for table AdScheduleView
CampaignTargetRoasCpcBidCeilingMicros	Long	CampaignTargetRoasCpcBidCeilingMicros column for table AdScheduleView
CampaignTargetRoasCpcBidFloorMicros	Long	CampaignTargetRoasCpcBidFloorMicros column for table AdScheduleView
CampaignTargetRoasTargetRoas	Double	CampaignTargetRoasTargetRoas column for table AdScheduleView
CampaignTargetSpendCpcBidCeilingMicros	Long	CampaignTargetSpendCpcBidCeilingMicros column for table AdScheduleView
CampaignTargetSpendTargetSpendMicros	Long	CampaignTargetSpendTargetSpendMicros column for table AdScheduleView
CampaignTargetingSettingTargetRestrictions	String	CampaignTargetingSettingTargetRestrictions column for table AdScheduleView
CampaignTrackingSettingTrackingUrl	String	CampaignTrackingSettingTrackingUrl column for table AdScheduleView
CampaignTrackingUrlTemplate	String	CampaignTrackingUrlTemplate column for table AdScheduleView
CampaignUrlCustomParameters	String	CampaignUrlCustomParameters

	<i>String</i>	column for table AdScheduleView
CampaignVanityPharmaVanityPharmaDisplayUrlMode	<i>String</i>	CampaignVanityPharmaVanityPharmaDisplayUrlMode column for table AdScheduleView
CampaignVanityPharmaVanityPharmaText	<i>String</i>	CampaignVanityPharmaVanityPharmaText column for table AdScheduleView
CampaignVideoBrandSafetySuitability	<i>String</i>	CampaignVideoBrandSafetySuitability column for table AdScheduleView
CampaignCriterionAdScheduleDayOfWeek	<i>String</i>	CampaignCriterionAdScheduleDayOfWeek column for table AdScheduleView
CampaignCriterionAdScheduleEndHour	<i>Int</i>	CampaignCriterionAdScheduleEndHour column for table AdScheduleView
CampaignCriterionAdScheduleEndMinute	<i>String</i>	CampaignCriterionAdScheduleEndMinute column for table AdScheduleView
CampaignCriterionAdScheduleStartHour	<i>Int</i>	CampaignCriterionAdScheduleStartHour column for table AdScheduleView
CampaignCriterionAdScheduleStartMinute	<i>String</i>	CampaignCriterionAdScheduleStartMinute column for table AdScheduleView
CampaignCriterionAgeRangeType	<i>String</i>	CampaignCriterionAgeRangeType column for table AdScheduleView
CampaignCriterionBidModifier	<i>String</i>	CampaignCriterionBidModifier column for table AdScheduleView
CampaignCriterionCampaign	<i>String</i>	CampaignCriterionCampaign column for table AdScheduleView
CampaignCriterionCarrierCarrierConstant	<i>String</i>	CampaignCriterionCarrierCarrierConstant column for table AdScheduleView



CampaignCriterionContentLabelType	String	CampaignCriterionContentLabelType column for table AdScheduleView
CampaignCriterionCriterionId	Long	CampaignCriterionCriterionId column for table AdScheduleView
CampaignCriterionCustomAffinityCustomAffinity	String	CampaignCriterionCustomAffinityCustomAffinity column for table AdScheduleView
CampaignCriterionDeviceType	String	CampaignCriterionDeviceType column for table AdScheduleView
CampaignCriterionGenderType	String	CampaignCriterionGenderType column for table AdScheduleView
CampaignCriterionIncomeRangeType	String	CampaignCriterionIncomeRangeType column for table AdScheduleView
CampaignCriterionIpBlockIpAddress	String	CampaignCriterionIpBlockIpAddress column for table AdScheduleView
CampaignCriterionKeywordMatchType	String	CampaignCriterionKeywordMatchType column for table AdScheduleView
CampaignCriterionKeywordText	String	CampaignCriterionKeywordText column for table AdScheduleView
CampaignCriterionLanguageLanguageConstant	String	CampaignCriterionLanguageLanguageConstant column for table AdScheduleView
CampaignCriterionListingScopeDimensions	String	CampaignCriterionListingScopeDimensions column for table AdScheduleView
CampaignCriterionLocationGeoTargetConstant	String	CampaignCriterionLocationGeoTargetConstant column for table AdScheduleView

CampaignCriterionLocationGroup	String	CampaignCriterionLocationGroup column for table AdScheduleView
CampaignCriterionLocationGroupFeed	String	CampaignCriterionLocationGroupFeed column for table AdScheduleView
CampaignCriterionMobileAppCategoryMobileAppCategoryConstant	String	CampaignCriterionMobileAppCategoryMobileAppCategoryConstant column for table AdScheduleView
CampaignCriterionMobileApplicationAppId	String	CampaignCriterionMobileApplicationAppId column for table AdScheduleView
CampaignCriterionMobileApplicationName	String	CampaignCriterionMobileApplicationName column for table AdScheduleView
CampaignCriterionMobileDeviceMobileDeviceConstant	String	CampaignCriterionMobileDeviceMobileDeviceConstant column for table AdScheduleView
CampaignCriterionNegative	Boolean	CampaignCriterionNegative column for table AdScheduleView
CampaignCriterionOperatingSystemVersion	String	CampaignCriterionOperatingSystemVersion column for table AdScheduleView
CampaignCriterionParentalStatusType	String	CampaignCriterionParentalStatusType column for table AdScheduleView
CampaignCriterionPlacementUrl	String	CampaignCriterionPlacementUrl column for table AdScheduleView
CampaignCriterionProximityAddressCityName	String	CampaignCriterionProximityAddressCityName column for table AdScheduleView
CampaignCriterionProximityAddressCountryCode	String	CampaignCriterionProximityAddressCountryCode column for table AdScheduleView

	<i>ng</i>	untryCode column for table AdScheduleView
CampaignCriterionProximityAddressPostalCode	<i>String</i>	CampaignCriterionProximityAddressPostalCode column for table AdScheduleView
CampaignCriterionProximityAddressProvinceCode	<i>String</i>	CampaignCriterionProximityAddressProvinceCode column for table AdScheduleView
CampaignCriterionProximityAddressProvinceName	<i>String</i>	CampaignCriterionProximityAddressProvinceName column for table AdScheduleView
CampaignCriterionProximityAddressStreetAddress	<i>String</i>	CampaignCriterionProximityAddressStreetAddress column for table AdScheduleView
CampaignCriterionProximityGeoPointLatitudeInMicroDegrees	<i>Double</i>	CampaignCriterionProximityGeoPointLatitudeInMicroDegrees column for table AdScheduleView
CampaignCriterionProximityGeoPointLongitudeInMicroDegrees	<i>Double</i>	CampaignCriterionProximityGeoPointLongitudeInMicroDegrees column for table AdScheduleView
CampaignCriterionProximityRadius	<i>Double</i>	CampaignCriterionProximityRadius column for table AdScheduleView
CampaignCriterionProximityRadiusUnits	<i>String</i>	CampaignCriterionProximityRadiusUnits column for table AdScheduleView
CampaignCriterionResourceName	<i>String</i>	CampaignCriterionResourceName column for table AdScheduleView
CampaignCriterionStatus	<i>String</i>	CampaignCriterionStatus column for table AdScheduleView

CampaignCriterionTopicPath	String	CampaignCriterionTopicPath column for table AdScheduleView
CampaignCriterionTopicTopicConstant	String	CampaignCriterionTopicTopicConstant column for table AdScheduleView
CampaignCriterionType	String	CampaignCriterionType column for table AdScheduleView
CampaignCriterionUserInterestUserInterestCategory	String	CampaignCriterionUserInterestUserInterestCategory column for table AdScheduleView
CampaignCriterionUserListUserList	String	CampaignCriterionUserListUserList column for table AdScheduleView
CampaignCriterionWebpageConditions	String	CampaignCriterionWebpageConditions column for table AdScheduleView
CampaignCriterionWebpageCriterionName	String	CampaignCriterionWebpageCriterionName column for table AdScheduleView
CampaignCriterionYoutubeChannelChannelId	String	CampaignCriterionYoutubeChannelChannelId column for table AdScheduleView
CampaignCriterionYoutubeVideoVideoId	String	CampaignCriterionYoutubeVideoVideoId column for table AdScheduleView
CustomerAutoTaggingEnabled	Boolean	CustomerAutoTaggingEnabled column for table AdScheduleView
CustomerCallReportingSettingCallConversionAction	String	CustomerCallReportingSettingCallConversionAction column for table AdScheduleView
CustomerCallReportingSettingCallConversionReportingEnabled	Boolean	CustomerCallReportingSettingCallConversionReportingEnabled column for table AdScheduleView

CustomerCallReportingSettingCallReportingEnabled	Bo ol	CustomerCallReportingSettingCallRep ortingEnabled column for table AdScheduleView
CustomerConversionTrackingSettingConversionTrackingId	Long	CustomerConversionTrackingSettingC onversionTrackingId column for table AdScheduleView
CustomerConversionTrackingSettingCrossAccountConversionTrackingId	Long	CustomerConversionTrackingSettingCr ossAccountConversionTrackingId column for table AdScheduleView
CustomerCurrencyCode	Stri ng	CustomerCurrencyCode column for table AdScheduleView
CustomerDescriptiveName	Stri ng	CustomerDescriptiveName column for table AdScheduleView
CustomerFinalUrlSuffix	Stri ng	CustomerFinalUrlSuffix column for table AdScheduleView
CustomerHasPartnersBadge	Bo ol	CustomerHasPartnersBadge column for table AdScheduleView
CustomerId	Lo ng	CustomerId column for table AdScheduleView
CustomerManager	Bo ol	CustomerManager column for table AdScheduleView
CustomerPayPerConversionEligibilityFailureReasons	Stri ng	CustomerPayPerConversionEligibilityF ailureReasons column for table AdScheduleView
CustomerRemarketingSettingGoogleGlobalSiteTag	Stri ng	CustomerRemarketingSettingGoogleGl obalSiteTag column for table AdScheduleView
CustomerResourceName	Stri ng	CustomerResourceName column for table AdScheduleView

CustomerTestAccount	<i>Boolean</i>	CustomerTestAccount column for table AdScheduleView
CustomerTimeZone	<i>String</i>	CustomerTimeZone column for table AdScheduleView
CustomerTrackingUrlTemplate	<i>String</i>	CustomerTrackingUrlTemplate column for table AdScheduleView
AllConversions	<i>Double</i>	AllConversions column for table AdScheduleView
AllConversionsFromInteractionsRate	<i>Double</i>	AllConversionsFromInteractionsRate column for table AdScheduleView
AllConversionsValue	<i>Double</i>	AllConversionsValue column for table AdScheduleView
AverageCost	<i>Double</i>	AverageCost column for table AdScheduleView
AverageCpc	<i>Double</i>	AverageCpc column for table AdScheduleView
AverageCpe	<i>Double</i>	AverageCpe column for table AdScheduleView
AverageCpm	<i>Double</i>	AverageCpm column for table AdScheduleView
AverageCpv	<i>Double</i>	AverageCpv column for table AdScheduleView

Clicks	<i>Long</i>	Clicks column for table AdScheduleView
Conversions	<i>Double</i>	Conversions column for table AdScheduleView
ConversionsFromInteractionsRate	<i>Double</i>	ConversionsFromInteractionsRate column for table AdScheduleView
ConversionsValue	<i>Double</i>	ConversionsValue column for table AdScheduleView
CostMicros	<i>Long</i>	CostMicros column for table AdScheduleView
CostPerAllConversions	<i>Double</i>	CostPerAllConversions column for table AdScheduleView
CostPerConversion	<i>Double</i>	CostPerConversion column for table AdScheduleView
CrossDeviceConversions	<i>Double</i>	CrossDeviceConversions column for table AdScheduleView
Ctr	<i>Double</i>	Ctr column for table AdScheduleView
EngagementRate	<i>Double</i>	EngagementRate column for table AdScheduleView
Engagements	<i>Long</i>	Engagements column for table AdScheduleView

Impressions	<i>Long</i>	Impressions column for table AdScheduleView
InteractionEventTypes	<i>String</i>	InteractionEventTypes column for table AdScheduleView
InteractionRate	<i>Double</i>	InteractionRate column for table AdScheduleView
Interactions	<i>Long</i>	Interactions column for table AdScheduleView
ValuePerAllConversions	<i>Double</i>	ValuePerAllConversions column for table AdScheduleView
ValuePerConversion	<i>Double</i>	ValuePerConversion column for table AdScheduleView
VideoQuartile100Rate	<i>Double</i>	VideoQuartile100Rate column for table AdScheduleView
VideoQuartile25Rate	<i>Double</i>	VideoQuartile25Rate column for table AdScheduleView
VideoQuartile50Rate	<i>Double</i>	VideoQuartile50Rate column for table AdScheduleView
VideoQuartile75Rate	<i>Double</i>	VideoQuartile75Rate column for table AdScheduleView
VideoViewRate	<i>Double</i>	VideoViewRate column for table AdScheduleView



VideoViews	<i>Long</i>	VideoViews column for table AdScheduleView
ViewThroughConversions	<i>Long</i>	ViewThroughConversions column for table AdScheduleView
ConversionAction	<i>String</i>	ConversionAction column for table AdScheduleView
ConversionActionCategory	<i>String</i>	ConversionActionCategory column for table AdScheduleView
ConversionActionName	<i>String</i>	ConversionActionName column for table AdScheduleView
Date	<i>Date</i>	Date column for table AdScheduleView
ExternalConversionSource	<i>String</i>	ExternalConversionSource column for table AdScheduleView
Month	<i>Date</i>	Month column for table AdScheduleView
MonthOfYear	<i>String</i>	MonthOfYear column for table AdScheduleView
Quarter	<i>Date</i>	Quarter column for table AdScheduleView
Week	<i>Date</i>	Week column for table AdScheduleView
Year	<i>Int</i>	Year column for table AdScheduleView

## Pseudo-Columns

Pseudo column fields are used in the WHERE clause of SELECT statements and offer a more granular control over the tuples that are returned from the data source.

Name	Type	Description
ManagerId	<i>Long</i>	Id of the manager account on behalf of which you are requesting customer data.

## AgeRangeView

The age range view in the query.

## Table Specific Information

### Select

Google Ads does not allow every column to be selected in a single query as some data will conflict if selected together. Therefore, when issuing a query that selects all columns, only the default metrics, segments, and attributes will be returned. In general, these defaults are the same fields that are exposed through the Ads console.

To use the nondefault fields, explicitly select them in your query.

Filters can also be used in the WHERE clause. The supported operators are the =, !=, >, >=, <, <=, LIKE, NOT LIKE, IN, and NOT IN operators. All filters must be joined by the AND keyword as OR is not supported by the Ads API.

## Columns

Name	Type	Description
AdGroupAdRotationMode	<i>Str</i>	AdGroupAdRotationMode column for

	<i>ing</i>	table AgeRangeView
AdGroupBaseAdGroup	<i>String</i>	AdGroupBaseAdGroup column for table AgeRangeView
AdGroupCampaign	<i>String</i>	AdGroupCampaign column for table AgeRangeView
AdGroupCpcBidMicros	<i>Long</i>	AdGroupCpcBidMicros column for table AgeRangeView
AdGroupCpmBidMicros	<i>Long</i>	AdGroupCpmBidMicros column for table AgeRangeView
AdGroupCpvBidMicros	<i>Long</i>	AdGroupCpvBidMicros column for table AgeRangeView
AdGroupDisplayCustomBidDimension	<i>String</i>	AdGroupDisplayCustomBidDimension column for table AgeRangeView
AdGroupEffectiveTargetCpaMicros	<i>Long</i>	AdGroupEffectiveTargetCpaMicros column for table AgeRangeView
AdGroupEffectiveTargetCpaSource	<i>String</i>	AdGroupEffectiveTargetCpaSource column for table AgeRangeView
AdGroupEffectiveTargetRoas	<i>Double</i>	AdGroupEffectiveTargetRoas column for table AgeRangeView
AdGroupEffectiveTargetRoasSource	<i>String</i>	AdGroupEffectiveTargetRoasSource column for table AgeRangeView
AdGroupExplorerAutoOptimizerSettingOptIn	<i>Boolean</i>	AdGroupExplorerAutoOptimizerSettingOptIn column for table AgeRangeView
AdGroupFinalUrlSuffix	<i>String</i>	AdGroupFinalUrlSuffix column for table AgeRangeView
AdGroupId	<i>Long</i>	AdGroupId column for table

	<i>ng</i>	AgeRangeView
AdGroupLabels	<i>String</i>	AdGroupLabels column for table AgeRangeView
AdGroupName	<i>String</i>	AdGroupName column for table AgeRangeView
AdGroupPercentCpcBidMicros	<i>Long</i>	AdGroupPercentCpcBidMicros column for table AgeRangeView
AdGroupResourceName	<i>String</i>	AdGroupResourceName column for table AgeRangeView
AdGroupStatus	<i>String</i>	AdGroupStatus column for table AgeRangeView
AdGroupTargetCpaMicros	<i>Long</i>	AdGroupTargetCpaMicros column for table AgeRangeView
AdGroupTargetCpmMicros	<i>Long</i>	AdGroupTargetCpmMicros column for table AgeRangeView
AdGroupTargetRoas	<i>Double</i>	AdGroupTargetRoas column for table AgeRangeView
AdGroupTargetingSettingTargetRestrictions	<i>String</i>	AdGroupTargetingSettingTargetRestrictions column for table AgeRangeView
AdGroupTrackingUrlTemplate	<i>String</i>	AdGroupTrackingUrlTemplate column for table AgeRangeView
AdGroupType	<i>String</i>	AdGroupType column for table AgeRangeView
AdGroupUrlCustomParameters	<i>String</i>	AdGroupUrlCustomParameters column for table AgeRangeView
AdGroupCriterionAdGroup	<i>String</i>	AdGroupCriterionAdGroup column for

	<i>ing</i>	table AgeRangeView
AdGroupCriterionAgeRangeType	<i>String</i>	AdGroupCriterionAgeRangeType column for table AgeRangeView
AdGroupCriterionAppPaymentModelType	<i>String</i>	AdGroupCriterionAppPaymentModelType column for table AgeRangeView
AdGroupCriterionApprovalStatus	<i>String</i>	AdGroupCriterionApprovalStatus column for table AgeRangeView
AdGroupCriterionBidModifier	<i>Double</i>	AdGroupCriterionBidModifier column for table AgeRangeView
AdGroupCriterionCpcBidMicros	<i>Long</i>	AdGroupCriterionCpcBidMicros column for table AgeRangeView
AdGroupCriterionCpmBidMicros	<i>Long</i>	AdGroupCriterionCpmBidMicros column for table AgeRangeView
AdGroupCriterionCpvBidMicros	<i>Long</i>	AdGroupCriterionCpvBidMicros column for table AgeRangeView
AdGroupCriterionCriterionId	<i>Long</i>	AdGroupCriterionCriterionId column for table AgeRangeView
AdGroupCriterionCustomAffinityCustomAffinity	<i>String</i>	AdGroupCriterionCustomAffinityCustomAffinity column for table AgeRangeView
AdGroupCriterionCustomIntentCustomIntent	<i>String</i>	AdGroupCriterionCustomIntentCustomIntent column for table AgeRangeView
AdGroupCriterionEffectiveCpcBidMicros	<i>Long</i>	AdGroupCriterionEffectiveCpcBidMicros column for table AgeRangeView
AdGroupCriterionEffectiveCpcBidSource	<i>String</i>	AdGroupCriterionEffectiveCpcBidSource column for table AgeRangeView

AdGroupCriterionEffectiveCpmBidMicros	Long	AdGroupCriterionEffectiveCpmBidMicros column for table AgeRangeView
AdGroupCriterionEffectiveCpmBidSource	String	AdGroupCriterionEffectiveCpmBidSource column for table AgeRangeView
AdGroupCriterionEffectiveCpvBidMicros	Long	AdGroupCriterionEffectiveCpvBidMicros column for table AgeRangeView
AdGroupCriterionEffectiveCpvBidSource	String	AdGroupCriterionEffectiveCpvBidSource column for table AgeRangeView
AdGroupCriterionEffectivePercentCpcBidMicros	Long	AdGroupCriterionEffectivePercentCpcBidMicros column for table AgeRangeView
AdGroupCriterionEffectivePercentCpcBidSource	String	AdGroupCriterionEffectivePercentCpcBidSource column for table AgeRangeView
AdGroupCriterionFinalMobileUrls	String	AdGroupCriterionFinalMobileUrls column for table AgeRangeView
AdGroupCriterionFinalUrlSuffix	String	AdGroupCriterionFinalUrlSuffix column for table AgeRangeView
AdGroupCriterionFinalUrls	String	AdGroupCriterionFinalUrls column for table AgeRangeView
AdGroupCriterionGenderType	String	AdGroupCriterionGenderType column for table AgeRangeView
AdGroupCriterionIncomeRangeType	String	AdGroupCriterionIncomeRangeType column for table AgeRangeView
AdGroupCriterionKeywordMatchType	String	AdGroupCriterionKeywordMatchType column for table AgeRangeView
AdGroupCriterionKeywordText	String	AdGroupCriterionKeywordText column for table AgeRangeView

AdGroupCriterionListingGroupCaseValueHotelCityCityCriteria	AdGroupCriterionListingGroupCaseValueHotelCityCityCriteria column for table AgeRangeView
AdGroupCriterionListingGroupCaseValueHotelClassValue	AdGroupCriterionListingGroupCaseValueHotelClassValue column for table AgeRangeView
AdGroupCriterionListingGroupCaseValueHotelCountryRegionCountryRegionCriteria	AdGroupCriterionListingGroupCaseValueHotelCountryRegionCountryRegionCriteria column for table AgeRangeView
AdGroupCriterionListingGroupCaseValueHotelIdValue	AdGroupCriterionListingGroupCaseValueHotelIdValue column for table AgeRangeView
AdGroupCriterionListingGroupCaseValueHotelStateStateCriteria	AdGroupCriterionListingGroupCaseValueHotelStateStateCriteria column for table AgeRangeView
AdGroupCriterionListingGroupCaseValueProductBrandValue	AdGroupCriterionListingGroupCaseValueProductBrandValue column for table AgeRangeView
AdGroupCriterionListingGroupCaseValueProductCustomAttributeIndex	AdGroupCriterionListingGroupCaseValueProductCustomAttributeIndex column for table AgeRangeView
AdGroupCriterionListingGroupCaseValueProductCustomAttributeValue	AdGroupCriterionListingGroupCaseValueProductCustomAttributeValue column for table AgeRangeView
AdGroupCriterionListingGroupCaseValueProductBiddingCategoryCountryCode	AdGroupCriterionListingGroupCaseValueProductBiddingCategoryCountryCode column for table AgeRangeView
AdGroupCriterionListingGroupCaseValueProductBiddingCategoryId	AdGroupCriterionListingGroupCaseValueProductBiddingCategoryId column for table AgeRangeView

AdGroupCriterionListingGroupCaseValue	String	AdGroupCriterionListingGroupCaseValueProductBiddingCategoryLevel column for table AgeRangeView
AdGroupCriterionListingGroupCaseValueProductChannel	String	AdGroupCriterionListingGroupCaseValueProductChannelChannel column for table AgeRangeView
AdGroupCriterionListingGroupCaseValueProductChannelExclusivity	String	AdGroupCriterionListingGroupCaseValueProductChannelExclusivityChannelExclusivity column for table AgeRangeView
AdGroupCriterionListingGroupCaseValueProductCondition	String	AdGroupCriterionListingGroupCaseValueProductConditionCondition column for table AgeRangeView
AdGroupCriterionListingGroupCaseValueProductItemId	String	AdGroupCriterionListingGroupCaseValueProductItemIdValue column for table AgeRangeView
AdGroupCriterionListingGroupCaseValueProductTypeLevel	String	AdGroupCriterionListingGroupCaseValueProductTypeLevel column for table AgeRangeView
AdGroupCriterionListingGroupCaseValueProductTypeValue	String	AdGroupCriterionListingGroupCaseValueProductTypeValue column for table AgeRangeView
AdGroupCriterionListingGroupParentAdGroupCriterion	String	AdGroupCriterionListingGroupParentAdGroupCriterion column for table AgeRangeView
AdGroupCriterionListingGroupType	String	AdGroupCriterionListingGroupType column for table AgeRangeView
AdGroupCriterionMobileAppCategoryMobileAppCategoryConstant	String	AdGroupCriterionMobileAppCategoryMobileAppCategoryConstant column for table AgeRangeView



AdGroupCriterionMobileApplicationAppId	String	AdGroupCriterionMobileApplicationAppId column for table AgeRangeView
AdGroupCriterionMobileApplicationName	String	AdGroupCriterionMobileApplicationName column for table AgeRangeView
AdGroupCriterionNegative	Boolean	AdGroupCriterionNegative column for table AgeRangeView
AdGroupCriterionParentalStatusType	String	AdGroupCriterionParentalStatusType column for table AgeRangeView
AdGroupCriterionPercentCpcBidMicros	Long	AdGroupCriterionPercentCpcBidMicros column for table AgeRangeView
AdGroupCriterionPlacementUrl	String	AdGroupCriterionPlacementUrl column for table AgeRangeView
AdGroupCriterionPositionEstimatesEstimatedAddClicksAtFirstPositionCpc	Long	AdGroupCriterionPositionEstimatesEstimatedAddClicksAtFirstPositionCpc column for table AgeRangeView
AdGroupCriterionPositionEstimatesEstimatedAddCostAtFirstPositionCpc	Long	AdGroupCriterionPositionEstimatesEstimatedAddCostAtFirstPositionCpc column for table AgeRangeView
AdGroupCriterionPositionEstimatesFirstPageCpcMicros	Long	AdGroupCriterionPositionEstimatesFirstPageCpcMicros column for table AgeRangeView
AdGroupCriterionPositionEstimatesFirstPositionCpcMicros	Long	AdGroupCriterionPositionEstimatesFirstPositionCpcMicros column for table AgeRangeView
AdGroupCriterionPositionEstimatesTopOfPageCpcMicros	Long	AdGroupCriterionPositionEstimatesTopOfPageCpcMicros column for table AgeRangeView
AdGroupCriterionQualityInfoCreativeQualityScore	String	AdGroupCriterionQualityInfoCreativeQualityScore column for table

		AgeRangeView
AdGroupCriterionQualityInfoPostClickQualityScore	String	AdGroupCriterionQualityInfoPostClickQualityScore column for table AgeRangeView
AdGroupCriterionQualityInfoQualityScore	Int	AdGroupCriterionQualityInfoQualityScore column for table AgeRangeView
AdGroupCriterionQualityInfoSearchPredictedCtr	String	AdGroupCriterionQualityInfoSearchPredictedCtr column for table AgeRangeView
AdGroupCriterionResourceName	String	AdGroupCriterionResourceName column for table AgeRangeView
AdGroupCriterionStatus	String	AdGroupCriterionStatus column for table AgeRangeView
AdGroupCriterionSystemServingStatus	String	AdGroupCriterionSystemServingStatus column for table AgeRangeView
AdGroupCriterionTopicPath	String	AdGroupCriterionTopicPath column for table AgeRangeView
AdGroupCriterionTopicTopicConstant	String	AdGroupCriterionTopicTopicConstant column for table AgeRangeView
AdGroupCriterionTrackingUrlTemplate	String	AdGroupCriterionTrackingUrlTemplate column for table AgeRangeView
AdGroupCriterionType	String	AdGroupCriterionType column for table AgeRangeView
AdGroupCriterionUrlCustomParameters	String	AdGroupCriterionUrlCustomParameters column for table AgeRangeView
AdGroupCriterionUserInterestUserInterestCategory	String	AdGroupCriterionUserInterestUserInterestCategory column for table AgeRangeView

AdGroupCriterionUserListUserList	String	AdGroupCriterionUserListUserList column for table AgeRangeView
AdGroupCriterionWebpageConditions	String	AdGroupCriterionWebpageConditions column for table AgeRangeView
AdGroupCriterionWebpageCriterionName	String	AdGroupCriterionWebpageCriterionName column for table AgeRangeView
AdGroupCriterionYoutubeChannelChannelId	String	AdGroupCriterionYoutubeChannelChannelId column for table AgeRangeView
AdGroupCriterionYoutubeVideoVideoId	String	AdGroupCriterionYoutubeVideoVideoId column for table AgeRangeView
CampaignAdServingOptimizationStatus	String	CampaignAdServingOptimizationStatus column for table AgeRangeView
CampaignAdvertisingChannelSubType	String	CampaignAdvertisingChannelSubType column for table AgeRangeView
CampaignAdvertisingChannelType	String	CampaignAdvertisingChannelType column for table AgeRangeView
CampaignAppCampaignSettingAppId	String	CampaignAppCampaignSettingAppId column for table AgeRangeView
CampaignAppCampaignSettingAppStore	String	CampaignAppCampaignSettingAppStore column for table AgeRangeView
CampaignAppCampaignSettingBiddingStrategyGoalType	String	CampaignAppCampaignSettingBiddingStrategyGoalType column for table AgeRangeView
CampaignBaseCampaign	String	CampaignBaseCampaign column for table AgeRangeView
CampaignBiddingStrategy	String	CampaignBiddingStrategy column for table AgeRangeView

CampaignBiddingStrategyType	String	CampaignBiddingStrategyType column for table AgeRangeView
CampaignCampaignBudget	String	CampaignCampaignBudget column for table AgeRangeView
CampaignCommissionCommissionRateMicros	Long	CampaignCommissionCommissionRateMicros column for table AgeRangeView
CampaignDynamicSearchAdsSettingDomainName	String	CampaignDynamicSearchAdsSettingDomainName column for table AgeRangeView
CampaignDynamicSearchAdsSettingFeeds	String	CampaignDynamicSearchAdsSettingFeeds column for table AgeRangeView
CampaignDynamicSearchAdsSettingLanguageCode	String	CampaignDynamicSearchAdsSettingLanguageCode column for table AgeRangeView
CampaignDynamicSearchAdsSettingUseSuppliedUrlsOnly	Boolean	CampaignDynamicSearchAdsSettingUseSuppliedUrlsOnly column for table AgeRangeView
CampaignEndDate	Date	CampaignEndDate column for table AgeRangeView
CampaignExperimentType	String	CampaignExperimentType column for table AgeRangeView
CampaignFinalUrlSuffix	String	CampaignFinalUrlSuffix column for table AgeRangeView
CampaignFrequencyCaps	String	CampaignFrequencyCaps column for table AgeRangeView
CampaignGeoTargetTypeSettingNegativeGeoTargetType	String	CampaignGeoTargetTypeSettingNegativeGeoTargetType column for table AgeRangeView

CampaignGeoTargetTypeSettingPositiveGeoTargetSetting	String	CampaignGeoTargetTypeSettingPositiveGeoTargetType column for table AgeRangeView
CampaignHotelSettingHotelCenterId	Long	CampaignHotelSettingHotelCenterId column for table AgeRangeView
CampaignId	Long	CampaignId column for table AgeRangeView
CampaignLabels	String	CampaignLabels column for table AgeRangeView
CampaignManualCpcEnhancedCpcEnabled	Boolean	CampaignManualCpcEnhancedCpcEnabled column for table AgeRangeView
CampaignManualCpm	String	CampaignManualCpm column for table AgeRangeView
CampaignManualCpv	String	CampaignManualCpv column for table AgeRangeView
CampaignMaximizeConversionValueTargetRoas	Double	CampaignMaximizeConversionValueTargetRoas column for table AgeRangeView
CampaignMaximizeConversions	Long	CampaignMaximizeConversions column for table AgeRangeView
CampaignName	String	CampaignName column for table AgeRangeView
CampaignNetworkSettingsTargetContentNetwork	Boolean	CampaignNetworkSettingsTargetContentNetwork column for table AgeRangeView
CampaignNetworkSettingsTargetGoogleSearch	Boolean	CampaignNetworkSettingsTargetGoogleSearch column for table AgeRangeView

CampaignNetworkSettingsTargetPartnerSearchNetwork	Boolean	CampaignNetworkSettingsTargetPartnerSearchNetwork column for table AgeRangeView
CampaignNetworkSettingsTargetSearchNetwork	Boolean	CampaignNetworkSettingsTargetSearchNetwork column for table AgeRangeView
CampaignPaymentMode	String	CampaignPaymentMode column for table AgeRangeView
CampaignPercentCpcCpcBidCeilingMicros	Long	CampaignPercentCpcCpcBidCeilingMicros column for table AgeRangeView
CampaignPercentCpcEnhancedCpcEnabled	Boolean	CampaignPercentCpcEnhancedCpcEnabled column for table AgeRangeView
CampaignRealTimeBiddingSettingOptIn	Boolean	CampaignRealTimeBiddingSettingOptIn column for table AgeRangeView
CampaignResourceName	String	CampaignResourceName column for table AgeRangeView
CampaignSelectiveOptimizationConversionActions	String	CampaignSelectiveOptimizationConversionActions column for table AgeRangeView
CampaignServingStatus	String	CampaignServingStatus column for table AgeRangeView
CampaignShoppingSettingCampaignPriority	Int	CampaignShoppingSettingCampaignPriority column for table AgeRangeView
CampaignShoppingSettingEnableLocal	Boolean	CampaignShoppingSettingEnableLocal column for table AgeRangeView
CampaignShoppingSettingMerchantId	Long	CampaignShoppingSettingMerchantId column for table AgeRangeView
CampaignShoppingSettingSalesCountry	String	CampaignShoppingSettingSalesCountry column for table AgeRangeView

	<i>ing</i>	y column for table AgeRangeView
CampaignStartDate	<i>Date</i>	CampaignStartDate column for table AgeRangeView
CampaignStatus	<i>String</i>	CampaignStatus column for table AgeRangeView
CampaignTargetCpaCpcBidCeilingMicros	<i>Long</i>	CampaignTargetCpaCpcBidCeilingMicros column for table AgeRangeView
CampaignTargetCpaCpcBidFloorMicros	<i>Long</i>	CampaignTargetCpaCpcBidFloorMicros column for table AgeRangeView
CampaignTargetCpaTargetCpaMicros	<i>Long</i>	CampaignTargetCpaTargetCpaMicros column for table AgeRangeView
CampaignTargetCpm	<i>String</i>	CampaignTargetCpm column for table AgeRangeView
CampaignTargetImpressionShareCpcBidCeilingMicros	<i>Long</i>	CampaignTargetImpressionShareCpcBidCeilingMicros column for table AgeRangeView
CampaignTargetImpressionShareLocation	<i>String</i>	CampaignTargetImpressionShareLocation column for table AgeRangeView
CampaignTargetImpressionShareLocationFractionMicros	<i>Long</i>	CampaignTargetImpressionShareLocationFractionMicros column for table AgeRangeView
CampaignTargetRoasCpcBidCeilingMicros	<i>Long</i>	CampaignTargetRoasCpcBidCeilingMicros column for table AgeRangeView
CampaignTargetRoasCpcBidFloorMicros	<i>Long</i>	CampaignTargetRoasCpcBidFloorMicros column for table AgeRangeView
CampaignTargetRoasTargetRoas	<i>Double</i>	CampaignTargetRoasTargetRoas column for table AgeRangeView

CampaignTargetSpendCpcBidCeilingMicros	Long	CampaignTargetSpendCpcBidCeilingMicros column for table AgeRangeView
CampaignTargetSpendTargetSpendMicros	Long	CampaignTargetSpendTargetSpendMicros column for table AgeRangeView
CampaignTargetingSettingTargetRestrictions	String	CampaignTargetingSettingTargetRestrictions column for table AgeRangeView
CampaignTrackingSettingTrackingUrl	String	CampaignTrackingSettingTrackingUrl column for table AgeRangeView
CampaignTrackingUrlTemplate	String	CampaignTrackingUrlTemplate column for table AgeRangeView
CampaignUrlCustomParameters	String	CampaignUrlCustomParameters column for table AgeRangeView
CampaignVanityPharmaVanityPharmaDisplayUrlMode	String	CampaignVanityPharmaVanityPharmaDisplayUrlMode column for table AgeRangeView
CampaignVanityPharmaVanityPharmaText	String	CampaignVanityPharmaVanityPharmaText column for table AgeRangeView
CampaignVideoBrandSafetySuitability	String	CampaignVideoBrandSafetySuitability column for table AgeRangeView
CustomerAutoTaggingEnabled	Boolean	CustomerAutoTaggingEnabled column for table AgeRangeView
CustomerCallReportingSettingCallConversionAction	String	CustomerCallReportingSettingCallConversionAction column for table AgeRangeView
CustomerCallReportingSettingCallConversionReportingEnabled	Boolean	CustomerCallReportingSettingCallConversionReportingEnabled column for table AgeRangeView
CustomerCallReportingSettingCallReportingEnabled	Boolean	CustomerCallReportingSettingCallReportingEnabled column for table AgeRangeView



	<i>boolean</i>	marketingEnabled column for table AgeRangeView
CustomerConversionTrackingSettingConversionTrackingId	<i>long</i>	conversionTrackingId column for table AgeRangeView
CustomerConversionTrackingSettingCrossAccountConversionTrackingId	<i>long</i>	crossAccountConversionTrackingId column for table AgeRangeView
CustomerCurrencyCode	<i>String</i>	CustomerCurrencyCode column for table AgeRangeView
CustomerDescriptiveName	<i>String</i>	CustomerDescriptiveName column for table AgeRangeView
CustomerFinalUrlSuffix	<i>String</i>	CustomerFinalUrlSuffix column for table AgeRangeView
CustomerHasPartnersBadge	<i>boolean</i>	CustomerHasPartnersBadge column for table AgeRangeView
CustomerId	<i>Long</i>	CustomerId column for table AgeRangeView
CustomerManager	<i>boolean</i>	CustomerManager column for table AgeRangeView
CustomerPayPerConversionEligibilityFailureReasons	<i>String</i>	CustomerPayPerConversionEligibilityFailureReasons column for table AgeRangeView
CustomerRemarketingSettingGoogleGlobalSiteTag	<i>String</i>	CustomerRemarketingSettingGoogleGlobalSiteTag column for table AgeRangeView
CustomerResourceName	<i>String</i>	CustomerResourceName column for table AgeRangeView

CustomerTestAccount	<i>Boolean</i>	CustomerTestAccount column for table AgeRangeView
CustomerTimeZone	<i>String</i>	CustomerTimeZone column for table AgeRangeView
CustomerTrackingUrlTemplate	<i>String</i>	CustomerTrackingUrlTemplate column for table AgeRangeView
ActiveViewCpm	<i>Double</i>	ActiveViewCpm column for table AgeRangeView
ActiveViewCtr	<i>Double</i>	ActiveViewCtr column for table AgeRangeView
ActiveViewImpressions	<i>Long</i>	ActiveViewImpressions column for table AgeRangeView
ActiveViewMeasurability	<i>Double</i>	ActiveViewMeasurability column for table AgeRangeView
ActiveViewMeasurableCostMicros	<i>Long</i>	ActiveViewMeasurableCostMicros column for table AgeRangeView
ActiveViewMeasurableImpressions	<i>Long</i>	ActiveViewMeasurableImpressions column for table AgeRangeView
ActiveViewViewability	<i>Double</i>	ActiveViewViewability column for table AgeRangeView
AllConversions	<i>Double</i>	AllConversions column for table AgeRangeView
AllConversionsFromInteractionsRate	<i>Double</i>	AllConversionsFromInteractionsRate column for table AgeRangeView

	<i>le</i>	
AllConversionsFromInteractionsValuePerInteraction	<i>Do ub le</i>	AllConversionsFromInteractionsValuePerInteraction column for table AgeRangeView
AllConversionsValue	<i>Do ub le</i>	AllConversionsValue column for table AgeRangeView
AllConversionsValuePerCost	<i>Do ub le</i>	AllConversionsValuePerCost column for table AgeRangeView
AverageCost	<i>Do ub le</i>	AverageCost column for table AgeRangeView
AverageCpc	<i>Do ub le</i>	AverageCpc column for table AgeRangeView
AverageCpe	<i>Do ub le</i>	AverageCpe column for table AgeRangeView
AverageCpm	<i>Do ub le</i>	AverageCpm column for table AgeRangeView
AverageCpv	<i>Do ub le</i>	AverageCpv column for table AgeRangeView
Clicks	<i>Lo ng</i>	Clicks column for table AgeRangeView
Conversions	<i>Do ub le</i>	Conversions column for table AgeRangeView

ConversionsFromInteractionsRate	<i>Double</i>	ConversionsFromInteractionsRate column for table AgeRangeView
ConversionsValue	<i>Double</i>	ConversionsValue column for table AgeRangeView
CostMicros	<i>Long</i>	CostMicros column for table AgeRangeView
CostPerAllConversions	<i>Double</i>	CostPerAllConversions column for table AgeRangeView
CostPerConversion	<i>Double</i>	CostPerConversion column for table AgeRangeView
CrossDeviceConversions	<i>Double</i>	CrossDeviceConversions column for table AgeRangeView
Ctr	<i>Double</i>	Ctr column for table AgeRangeView
EngagementRate	<i>Double</i>	EngagementRate column for table AgeRangeView
Engagements	<i>Long</i>	Engagements column for table AgeRangeView
GmailForwards	<i>Long</i>	GmailForwards column for table AgeRangeView
GmailSaves	<i>Long</i>	GmailSaves column for table AgeRangeView

GmailSecondaryClicks	<i>Long</i>	GmailSecondaryClicks column for table AgeRangeView
Impressions	<i>Long</i>	Impressions column for table AgeRangeView
InteractionEventTypes	<i>String</i>	InteractionEventTypes column for table AgeRangeView
InteractionRate	<i>Double</i>	InteractionRate column for table AgeRangeView
Interactions	<i>Long</i>	Interactions column for table AgeRangeView
ValuePerAllConversions	<i>Double</i>	ValuePerAllConversions column for table AgeRangeView
ValuePerConversion	<i>Double</i>	ValuePerConversion column for table AgeRangeView
VideoQuartile100Rate	<i>Double</i>	VideoQuartile100Rate column for table AgeRangeView
VideoQuartile25Rate	<i>Double</i>	VideoQuartile25Rate column for table AgeRangeView
VideoQuartile50Rate	<i>Double</i>	VideoQuartile50Rate column for table AgeRangeView
VideoQuartile75Rate	<i>Double</i>	VideoQuartile75Rate column for table AgeRangeView

VideoViewRate	<i>Double</i>	VideoViewRate column for table AgeRangeView
VideoViews	<i>Long</i>	VideoViews column for table AgeRangeView
ViewThroughConversions	<i>Long</i>	ViewThroughConversions column for table AgeRangeView
AdNetworkType	<i>String</i>	AdNetworkType column for table AgeRangeView
ClickType	<i>String</i>	ClickType column for table AgeRangeView
ConversionAction	<i>String</i>	ConversionAction column for table AgeRangeView
ConversionActionCategory	<i>String</i>	ConversionActionCategory column for table AgeRangeView
ConversionActionName	<i>String</i>	ConversionActionName column for table AgeRangeView
Date	<i>Date</i>	Date column for table AgeRangeView
DayOfWeek	<i>String</i>	DayOfWeek column for table AgeRangeView
Device	<i>String</i>	Device column for table AgeRangeView
ExternalConversionSource	<i>String</i>	ExternalConversionSource column for table AgeRangeView
Month	<i>Date</i>	Month column for table AgeRangeView

MonthOfYear	<i>String</i>	MonthOfYear column for table AgeRangeView
Quarter	<i>Date</i>	Quarter column for table AgeRangeView
Week	<i>Date</i>	Week column for table AgeRangeView
Year	<i>Int</i>	Year column for table AgeRangeView

## Pseudo-Columns

Pseudo column fields are used in the WHERE clause of SELECT statements and offer a more granular control over the tuples that are returned from the data source.

Name	Type	Description
ManagerId	<i>Long</i>	Id of the manager account on behalf of which you are requesting customer data.

## Asset

The asset referenced in the query.

## Table Specific Information

### Select

Google Ads does not allow every column to be selected in a single query as some data will conflict if selected together. Therefore, when issuing a query that selects all columns, only

the default metrics, segments, and attributes will be returned. In general, these defaults are the same fields that are exposed through the Ads console.

To use the nondefault fields, explicitly select them in your query.

Filters can also be used in the WHERE clause. The supported operators are the =, !=, >, >=, <, <=, LIKE, NOT LIKE, IN, and NOT IN operators. All filters must be joined by the AND keyword as OR is not supported by the Ads API.

## Columns

Name	Type	Description
AssetId	Long	AssetId column for table Asset
AssetImageAssetFileSize	Long	AssetImageAssetFileSize column for table Asset
AssetImageAssetFullSizeHeightPixels	Long	AssetImageAssetFullSizeHeightPixels column for table Asset
AssetImageAssetFullSizeUrl	String	AssetImageAssetFullSizeUrl column for table Asset
AssetImageAssetFullSizeWidthPixels	Long	AssetImageAssetFullSizeWidthPixels column for table Asset
AssetImageAssetMimeType	String	AssetImageAssetMimeType column for table Asset
AssetName	String	AssetName column for table Asset
AssetResourceName	String	AssetResourceName column for table Asset
AssetTextAssetText	String	AssetTextAssetText column for table Asset



AssetType	<i>String</i>	AssetType column for table Asset
AssetYoutubeVideoAssetYoutubeVideoId	<i>String</i>	AssetYoutubeVideoAssetYoutubeVideoId column for table Asset
CustomerId	<i>Long</i>	CustomerId column for table Asset.

## Pseudo-Columns

Pseudo column fields are used in the WHERE clause of SELECT statements and offer a more granular control over the tuples that are returned from the data source.

Name	Type	Description
ManagerId	<i>Long</i>	Id of the manager account on behalf of which you are requesting customer data.

## BiddingStrategy

The bidding strategy referenced in the query.

## Table Specific Information

### Select

Google Ads does not allow every column to be selected in a single query as some data will conflict if selected together. Therefore, when issuing a query that selects all columns, only the default metrics, segments, and attributes will be returned. In general, these defaults are the same fields that are exposed through the Ads console.

To use the nondefault fields, explicitly select them in your query.

Filters can also be used in the WHERE clause. The supported operators are the =, !=, >, >=, <, <=, LIKE, NOT LIKE, IN, and NOT IN operators. All filters must be joined by the AND keyword as OR is not supported by the Ads API.

## Columns

Name	Type	Description
BiddingStrategyCampaignCount	Long	BiddingStrategyCampaignCount column for table BiddingStrategy
BiddingStrategyEnhancedCpc	String	BiddingStrategyEnhancedCpc column for table BiddingStrategy
BiddingStrategyId	Long	BiddingStrategyId column for table BiddingStrategy
BiddingStrategyName	String	BiddingStrategyName column for table BiddingStrategy
BiddingStrategyNonRemovedCampaignCount	Long	BiddingStrategyNonRemovedCampaignCount column for table BiddingStrategy
BiddingStrategyResourceName	String	BiddingStrategyResourceName column for table BiddingStrategy
BiddingStrategyStatus	String	BiddingStrategyStatus column for table BiddingStrategy
BiddingStrategyTargetCpaCpcBidCeilingMicros	Long	BiddingStrategyTargetCpaCpcBidCeilingMicros column for table BiddingStrategy
BiddingStrategyTargetCpaCpcBidFloorMicros	Long	BiddingStrategyTargetCpaCpcBidFloorMicros column for table BiddingStrategy
BiddingStrategyTargetCpaTargetCpaMicros	Long	BiddingStrategyTargetCpaTargetCpaMicros column for table BiddingStrategy

BiddingStrategyTargetImpressionShareCpcBidCeilingMicros	Long	BiddingStrategyTargetImpressionShareCpcBidCeilingMicros column for table BiddingStrategy
BiddingStrategyTargetImpressionShareLocation	String	BiddingStrategyTargetImpressionShareLocation column for table BiddingStrategy
BiddingStrategyTargetImpressionShareLocationFractionMicros	Long	BiddingStrategyTargetImpressionShareLocationFractionMicros column for table BiddingStrategy
BiddingStrategyTargetRoasCpcBidCeilingMicros	Long	BiddingStrategyTargetRoasCpcBidCeilingMicros column for table BiddingStrategy
BiddingStrategyTargetRoasCpcBidFloorMicros	Long	BiddingStrategyTargetRoasCpcBidFloorMicros column for table BiddingStrategy
BiddingStrategyTargetRoasTargetRoas	Double	BiddingStrategyTargetRoasTargetRoas column for table BiddingStrategy
BiddingStrategyTargetSpendCpcBidCeilingMicros	Long	BiddingStrategyTargetSpendCpcBidCeilingMicros column for table BiddingStrategy
BiddingStrategyTargetSpendTargetSpendMicros	Long	BiddingStrategyTargetSpendTargetSpendMicros column for table BiddingStrategy
BiddingStrategyEffectiveCurrencyCode	String	The currency used by the bidding strategy.
BiddingStrategyType	String	BiddingStrategyType column for table BiddingStrategy
CustomerId	Long	CustomerId column for table BiddingStrategy.

## Pseudo-Columns

Pseudo column fields are used in the WHERE clause of SELECT statements and offer a more granular control over the tuples that are returned from the data source.

Name	Type	Description
ManagerId	Long	Id of the manager account on behalf of which you are requesting customer data.

## Campaign

The campaign referenced in the query.

## Table Specific Information

### Select

Google Ads does not allow every column to be selected in a single query as some data will conflict if selected together. Therefore, when issuing a query that selects all columns, only the default metrics, segments, and attributes will be returned. In general, these defaults are the same fields that are exposed through the Ads console.

To use the nondefault fields, explicitly select them in your query.

Filters can also be used in the WHERE clause. The supported operators are the =, !=, >, >=, <, <=, LIKE, NOT LIKE, IN, and NOT IN operators. All filters must be joined by the AND keyword as OR is not supported by the Ads API.

## Columns

Name	Type	Description
CampaignId	Long	CampaignId column for table Campaign

CampaignName	String	CampaignName column for table Campaign
CampaignStatus	String	CampaignStatus column for table Campaign
CampaignServingStatus	String	CampaignServingStatus column for table Campaign
CampaignAdServingOptimizationStatus	String	CampaignAdServingOptimizationStatus column for table Campaign
CampaignAdvertisingChannelSubType	String	CampaignAdvertisingChannelSubType column for table Campaign
CampaignAdvertisingChannelType	String	CampaignAdvertisingChannelType column for table Campaign
CampaignAppCampaignSettingAppId	String	CampaignAppCampaignSettingAppId column for table Campaign
CampaignAppCampaignSettingAppStore	String	CampaignAppCampaignSettingAppStore column for table Campaign
CampaignAppCampaignSettingBiddingStrategyGoalType	String	CampaignAppCampaignSettingBiddingStrategyGoalType column for table Campaign
CampaignBaseCampaign	String	CampaignBaseCampaign column for table Campaign
CampaignBiddingStrategy	String	CampaignBiddingStrategy column for table Campaign
CampaignBiddingStrategyType	String	CampaignBiddingStrategyType column for table Campaign
CampaignCampaignBudget	String	CampaignCampaignBudget column for table Campaign

CampaignCommissionCommissionRateMicros	Long	CampaignCommissionCommissionRateMicros column for table Campaign
CampaignDynamicSearchAdsSettingDomainName	String	CampaignDynamicSearchAdsSettingDomainName column for table Campaign
CampaignDynamicSearchAdsSettingFeeds	String	CampaignDynamicSearchAdsSettingFeeds column for table Campaign
CampaignDynamicSearchAdsSettingLanguageCode	String	CampaignDynamicSearchAdsSettingLanguageCode column for table Campaign
CampaignDynamicSearchAdsSettingUseSuppliedUrlsOnly	Boolean	CampaignDynamicSearchAdsSettingUseSuppliedUrlsOnly column for table Campaign
CampaignEndDate	Date	CampaignEndDate column for table Campaign
CampaignExperimentType	String	CampaignExperimentType column for table Campaign
CampaignFinalUrlSuffix	String	CampaignFinalUrlSuffix column for table Campaign
CampaignFrequencyCaps	String	CampaignFrequencyCaps column for table Campaign
CampaignGeoTargetTypeSettingNegativeGeoTargetType	String	CampaignGeoTargetTypeSettingNegativeGeoTargetType column for table Campaign
CampaignGeoTargetTypeSettingPositiveGeoTargetType	String	CampaignGeoTargetTypeSettingPositiveGeoTargetType column for table Campaign
CampaignHotelSettingHotelCenterId	Long	CampaignHotelSettingHotelCenterId column for table Campaign
CampaignLabels	String	CampaignLabels column for table Campaign

		Campaign
CampaignManualCpcEnhancedCpcEnabled	Bool	CampaignManualCpcEnhancedCpcEnabled column for table Campaign
CampaignManualCpm	String	CampaignManualCpm column for table Campaign
CampaignManualCpv	String	CampaignManualCpv column for table Campaign
CampaignMaximizeConversionValueTargetRoas	Double	CampaignMaximizeConversionValueTargetRoas column for table Campaign
CampaignMaximizeConversions	Long	CampaignMaximizeConversions column for table Campaign
CampaignNetworkSettingsTargetContentNetwork	Bool	CampaignNetworkSettingsTargetContentNetwork column for table Campaign
CampaignNetworkSettingsTargetGoogleSearch	Bool	CampaignNetworkSettingsTargetGoogleSearch column for table Campaign
CampaignNetworkSettingsTargetPartnerSearchNetwork	Bool	CampaignNetworkSettingsTargetPartnerSearchNetwork column for table Campaign
CampaignNetworkSettingsTargetSearchNetwork	Bool	CampaignNetworkSettingsTargetSearchNetwork column for table Campaign
CampaignPaymentMode	String	CampaignPaymentMode column for table Campaign
CampaignPercentCpcCpcBidCeilingMicros	Long	CampaignPercentCpcCpcBidCeilingMicros column for table Campaign
CampaignPercentCpcEnhancedCpcEnabled	Bool	CampaignPercentCpcEnhancedCpcEnabled column for table Campaign
CampaignRealTimeBiddingSettingOptIn	Bool	CampaignRealTimeBiddingSettingOptIn

		column for table Campaign
CampaignResourceName	String	CampaignResourceName column for table Campaign
CampaignSelectiveOptimizationConversionActions	String	CampaignSelectiveOptimizationConversionActions column for table Campaign
CampaignShoppingSettingCampaignPriority	Int	CampaignShoppingSettingCampaignPriority column for table Campaign
CampaignShoppingSettingEnableLocal	Bool	CampaignShoppingSettingEnableLocal column for table Campaign
CampaignShoppingSettingMerchantId	Long	CampaignShoppingSettingMerchantId column for table Campaign
CampaignShoppingSettingSalesCountry	String	CampaignShoppingSettingSalesCountry column for table Campaign
CampaignStartDate	Date	CampaignStartDate column for table Campaign
CampaignTargetCpaCpcBidCeilingMicros	Long	CampaignTargetCpaCpcBidCeilingMicros column for table Campaign
CampaignTargetCpaCpcBidFloorMicros	Long	CampaignTargetCpaCpcBidFloorMicros column for table Campaign
CampaignTargetCpaTargetCpaMicros	Long	CampaignTargetCpaTargetCpaMicros column for table Campaign
CampaignTargetCpm	String	CampaignTargetCpm column for table Campaign
CampaignTargetImpressionShareCpcBidCeilingMicros	Long	CampaignTargetImpressionShareCpcBidCeilingMicros column for table Campaign
CampaignTargetImpressionShareLocation	String	CampaignTargetImpressionShareLocation column for table Campaign



CampaignTargetImpressionShareLocationFractionMicros	Long	CampaignTargetImpressionShareLocationFractionMicros column for table Campaign
CampaignTargetRoasCpcBidCeilingMicros	Long	CampaignTargetRoasCpcBidCeilingMicros column for table Campaign
CampaignTargetRoasCpcBidFloorMicros	Long	CampaignTargetRoasCpcBidFloorMicros column for table Campaign
CampaignTargetRoasTargetRoas	Double	CampaignTargetRoasTargetRoas column for table Campaign
CampaignTargetSpendCpcBidCeilingMicros	Long	CampaignTargetSpendCpcBidCeilingMicros column for table Campaign
CampaignTargetSpendTargetSpendMicros	Long	CampaignTargetSpendTargetSpendMicros column for table Campaign
CampaignTargetingSettingTargetRestrictionsString		CampaignTargetingSettingTargetRestrictions column for table Campaign
CampaignTrackingSettingTrackingUrl	String	CampaignTrackingSettingTrackingUrl column for table Campaign
CampaignTrackingUrlTemplate	String	CampaignTrackingUrlTemplate column for table Campaign
CampaignUrlCustomParameters	String	CampaignUrlCustomParameters column for table Campaign
CampaignVanityPharmaVanityPharmaDisplayUrlMode	String	CampaignVanityPharmaVanityPharmaDisplayUrlMode column for table Campaign
CampaignVanityPharmaVanityPharmaText	String	CampaignVanityPharmaVanityPharmaText column for table Campaign
CampaignVideoBrandSafetySuitability	String	CampaignVideoBrandSafetySuitability column for table Campaign

CustomerId	Long	CustomerId column for table Campaign.
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## Pseudo-Columns

Pseudo column fields are used in the WHERE clause of SELECT statements and offer a more granular control over the tuples that are returned from the data source.

Name	Type	Description
ManagerId	Long	Id of the manager account on behalf of which you are requesting customer data.

## CampaignAudienceView

The Audience Performance report includes performance data from interests and remarketing lists for display ads, and remarketing lists for search ads (RLSA), aggregated at the audience level one row per audience.

## Table Specific Information

### Select

Google Ads does not allow every column to be selected in a single query as some data will conflict if selected together. Therefore, when issuing a query that selects all columns, only the default metrics, segments, and attributes will be returned. In general, these defaults are the same fields that are exposed through the Ads console.

To use the nondefault fields, explicitly select them in your query.

Filters can also be used in the WHERE clause. The supported operators are the =, !=, >, >=, <, <=, LIKE, NOT LIKE, IN, and NOT IN operators. All filters must be joined by the AND keyword as OR is not supported by the Ads API.

## Columns

Name	Type	Description
CampaignId	Long	The ID of the campaign.
CampaignName	String	The name of the campaign.
CampaignStatus	String	The status of the campaign.
CampaignServingStatus	String	The ad serving status of the campaign.
CustomerId	Long	CustomerId column for table CampaignAudienceView.
CustomerName	String	The name of the customer.
Clicks	Long	The number of clicks.
Impressions	Long	The number of impressions.
ClickType	String	Click type.
Device	String	Device to which metrics apply.
Date	Timestamp	Date to which metrics apply. yyyy-MM-dd format, e.g., 2018-04-17.

## Pseudo-Columns

Pseudo column fields are used in the WHERE clause of SELECT statements and offer a more granular control over the tuples that are returned from the data source.

Name	Type	Description
ManagerId	Long	Id of the manager account on behalf of which you are requesting customer data.

## CampaignBidModifier

The campaign bid modifier view in the query.

## Table Specific Information

### Select

Google Ads does not allow every column to be selected in a single query as some data will conflict if selected together. Therefore, when issuing a query that selects all columns, only the default metrics, segments, and attributes will be returned. In general, these defaults are the same fields that are exposed through the Ads console.

To use the nondefault fields, explicitly select them in your query.

Filters can also be used in the WHERE clause. The supported operators are the =, !=, >, >=, <, <=, LIKE, NOT LIKE, IN, and NOT IN operators. All filters must be joined by the AND keyword as OR is not supported by the Ads API.

## Columns

Name	Ty	Description
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	pe	
CampaignAdServingOptimizationStatus	String	CampaignAdServingOptimizationStatus column for table CampaignBidModifier
CampaignAdvertisingChannelSubType	String	CampaignAdvertisingChannelSubType column for table CampaignBidModifier
CampaignAdvertisingChannelType	String	CampaignAdvertisingChannelType column for table CampaignBidModifier
CampaignAppCampaignSettingAppId	String	CampaignAppCampaignSettingAppId column for table CampaignBidModifier
CampaignAppCampaignSettingAppStore	String	CampaignAppCampaignSettingAppStore column for table CampaignBidModifier
CampaignAppCampaignSettingBiddingStrategyGoalType	String	CampaignAppCampaignSettingBiddingStrategyGoalType column for table CampaignBidModifier
CampaignBaseCampaign	String	CampaignBaseCampaign column for table CampaignBidModifier
CampaignBiddingStrategy	String	CampaignBiddingStrategy column for table CampaignBidModifier
CampaignBiddingStrategyType	String	CampaignBiddingStrategyType column for table CampaignBidModifier
CampaignCampaignBudget	String	CampaignCampaignBudget column for table CampaignBidModifier
CampaignCommissionCommissionRateMicros	Long	CampaignCommissionCommissionRate

	<i>g</i>	eMicros column for table CampaignBidModifier
CampaignDynamicSearchAdsSettingDomainName	<i>String</i>	CampaignDynamicSearchAdsSettingDomainName column for table CampaignBidModifier
CampaignDynamicSearchAdsSettingFeeds	<i>String</i>	CampaignDynamicSearchAdsSettingFeeds column for table CampaignBidModifier
CampaignDynamicSearchAdsSettingLanguageCode	<i>String</i>	CampaignDynamicSearchAdsSettingLanguageCode column for table CampaignBidModifier
CampaignDynamicSearchAdsSettingUseSuppliedUrlsOnly	<i>Boolean</i>	CampaignDynamicSearchAdsSettingUseSuppliedUrlsOnly column for table CampaignBidModifier
CampaignEndDate	<i>Date</i>	CampaignEndDate column for table CampaignBidModifier
CampaignExperimentType	<i>String</i>	CampaignExperimentType column for table CampaignBidModifier
CampaignFinalUrlSuffix	<i>String</i>	CampaignFinalUrlSuffix column for table CampaignBidModifier
CampaignFrequencyCaps	<i>String</i>	CampaignFrequencyCaps column for table CampaignBidModifier
CampaignGeoTargetTypeSettingNegativeGeoTargetType	<i>String</i>	CampaignGeoTargetTypeSettingNegativeGeoTargetType column for table CampaignBidModifier
CampaignGeoTargetTypeSettingPositiveGeoTargetType	<i>String</i>	CampaignGeoTargetTypeSettingPositiveGeoTargetType column for table CampaignBidModifier
CampaignHotelSettingHotelCenterId	<i>Long</i>	CampaignHotelSettingHotelCenterId

	<i>g</i>	column for table CampaignBidModifier
CampaignId	<i>Long</i>	CampaignId column for table CampaignBidModifier
CampaignLabels	<i>String</i>	CampaignLabels column for table CampaignBidModifier
CampaignManualCpcEnhancedCpcEnabled	<i>Boolean</i>	CampaignManualCpcEnhancedCpcEnabled column for table CampaignBidModifier
CampaignManualCpm	<i>String</i>	CampaignManualCpm column for table CampaignBidModifier
CampaignManualCpv	<i>String</i>	CampaignManualCpv column for table CampaignBidModifier
CampaignMaximizeConversionValueTargetRoas	<i>Double</i>	CampaignMaximizeConversionValueTargetRoas column for table CampaignBidModifier
CampaignMaximizeConversions	<i>Long</i>	CampaignMaximizeConversions column for table CampaignBidModifier
CampaignName	<i>String</i>	CampaignName column for table CampaignBidModifier
CampaignNetworkSettingsTargetContentNetwork	<i>Boolean</i>	CampaignNetworkSettingsTargetContentNetwork column for table CampaignBidModifier
CampaignNetworkSettingsTargetGoogleSearch	<i>Boolean</i>	CampaignNetworkSettingsTargetGoogleSearch column for table CampaignBidModifier
CampaignNetworkSettingsTargetPartnerSearchNetwork	<i>Boolean</i>	CampaignNetworkSettingsTargetPartnerSearchNetwork column for table

CampaignBidModifier		
CampaignNetworkSettingsTargetSearchNetwork	Bo ol	CampaignNetworkSettingsTargetSearchNetwork column for table CampaignBidModifier
CampaignPaymentMode	Stri ng	CampaignPaymentMode column for table CampaignBidModifier
CampaignPercentCpcCpcBidCeilingMicros	Lon g	CampaignPercentCpcCpcBidCeilingMicros column for table CampaignBidModifier
CampaignPercentCpcEnhancedCpcEnabled	Bo ol	CampaignPercentCpcEnhancedCpcEnabled column for table CampaignBidModifier
CampaignRealTimeBiddingSettingOptIn	Bo ol	CampaignRealTimeBiddingSettingOptIn column for table CampaignBidModifier
CampaignResourceName	Stri ng	CampaignResourceName column for table CampaignBidModifier
CampaignSelectiveOptimizationConversionActions	Stri ng	CampaignSelectiveOptimizationConversionActions column for table CampaignBidModifier
CampaignServingStatus	Stri ng	CampaignServingStatus column for table CampaignBidModifier
CampaignShoppingSettingCampaignPriority	Int	CampaignShoppingSettingCampaignPriority column for table CampaignBidModifier
CampaignShoppingSettingEnableLocal	Bo ol	CampaignShoppingSettingEnableLocal column for table CampaignBidModifier
CampaignShoppingSettingMerchantId	Lon	CampaignShoppingSettingMerchantId



	<i>g</i>	column for table CampaignBidModifier
CampaignShoppingSettingSalesCountry	<i>String</i>	CampaignShoppingSettingSalesCountry column for table CampaignBidModifier
CampaignStartDate	<i>Date</i>	CampaignStartDate column for table CampaignBidModifier
CampaignStatus	<i>String</i>	CampaignStatus column for table CampaignBidModifier
CampaignTargetCpaCpcBidCeilingMicros	<i>Long</i>	CampaignTargetCpaCpcBidCeilingMicros column for table CampaignBidModifier
CampaignTargetCpaCpcBidFloorMicros	<i>Long</i>	CampaignTargetCpaCpcBidFloorMicros column for table CampaignBidModifier
CampaignTargetCpaTargetCpaMicros	<i>Long</i>	CampaignTargetCpaTargetCpaMicros column for table CampaignBidModifier
CampaignTargetCpm	<i>String</i>	CampaignTargetCpm column for table CampaignBidModifier
CampaignTargetImpressionShareCpcBidCeilingMicros	<i>Long</i>	CampaignTargetImpressionShareCpcBidCeilingMicros column for table CampaignBidModifier
CampaignTargetImpressionShareLocation	<i>String</i>	CampaignTargetImpressionShareLocation column for table CampaignBidModifier
CampaignTargetImpressionShareLocationFractionMicros	<i>Long</i>	CampaignTargetImpressionShareLocationFractionMicros column for table CampaignBidModifier

CampaignTargetRoasCpcBidCeilingMicros	Long	CampaignTargetRoasCpcBidCeilingMicros column for table CampaignBidModifier
CampaignTargetRoasCpcBidFloorMicros	Long	CampaignTargetRoasCpcBidFloorMicros column for table CampaignBidModifier
CampaignTargetRoasTargetRoas	Double	CampaignTargetRoasTargetRoas column for table CampaignBidModifier
CampaignTargetSpendCpcBidCeilingMicros	Long	CampaignTargetSpendCpcBidCeilingMicros column for table CampaignBidModifier
CampaignTargetSpendTargetSpendMicros	Long	CampaignTargetSpendTargetSpendMicros column for table CampaignBidModifier
CampaignTargetingSettingTargetRestrictions	String	CampaignTargetingSettingTargetRestrictions column for table CampaignBidModifier
CampaignTrackingSettingTrackingUrl	String	CampaignTrackingSettingTrackingUrl column for table CampaignBidModifier
CampaignTrackingUrlTemplate	String	CampaignTrackingUrlTemplate column for table CampaignBidModifier
CampaignUrlCustomParameters	String	CampaignUrlCustomParameters column for table CampaignBidModifier
CampaignVanityPharmaVanityPharmaDisplayUrlMode	String	CampaignVanityPharmaVanityPharmaDisplayUrlMode column for table CampaignBidModifier

CampaignVanityPharmaVanityPharmaText	String	CampaignVanityPharmaVanityPharmaText column for table CampaignBidModifier
CampaignVideoBrandSafetySuitability	String	CampaignVideoBrandSafetySuitability column for table CampaignBidModifier
CustomerAutoTaggingEnabled	Boolean	CustomerAutoTaggingEnabled column for table CampaignBidModifier
CustomerCallReportingSettingCallConversionAction	String	CustomerCallReportingSettingCallConversionAction column for table CampaignBidModifier
CustomerCallReportingSettingCallConversionReportingEnabled	Boolean	CustomerCallReportingSettingCallConversionReportingEnabled column for table CampaignBidModifier
CustomerCallReportingSettingCallReportingEnabled	Boolean	CustomerCallReportingSettingCallReportingEnabled column for table CampaignBidModifier
CustomerConversionTrackingSettingConversionTrackingId	Long	CustomerConversionTrackingSettingConversionTrackingId column for table CampaignBidModifier
CustomerConversionTrackingSettingCrossAccountConversionTrackingId	Long	CustomerConversionTrackingSettingCrossAccountConversionTrackingId column for table CampaignBidModifier
CustomerCurrencyCode	String	CustomerCurrencyCode column for table CampaignBidModifier
CustomerDescriptiveName	String	CustomerDescriptiveName column for table CampaignBidModifier
CustomerFinalUrlSuffix	String	CustomerFinalUrlSuffix column for table CampaignBidModifier

CustomerHasPartnersBadge	<i>Boolean</i>	CustomerHasPartnersBadge column for table CampaignBidModifier
CustomerId	<i>Long</i>	CustomerId column for table CampaignBidModifier
CustomerManager	<i>Boolean</i>	CustomerManager column for table CampaignBidModifier
CustomerPayPerConversionEligibilityFailureReasons	<i>String</i>	CustomerPayPerConversionEligibilityFailureReasons column for table CampaignBidModifier
CustomerRemarketingSettingGoogleGlobalSiteTag	<i>String</i>	CustomerRemarketingSettingGoogleGlobalSiteTag column for table CampaignBidModifier
CustomerResourceName	<i>String</i>	CustomerResourceName column for table CampaignBidModifier
CustomerTestAccount	<i>Boolean</i>	CustomerTestAccount column for table CampaignBidModifier
CustomerTimeZone	<i>String</i>	CustomerTimeZone column for table CampaignBidModifier
CustomerTrackingUrlTemplate	<i>String</i>	CustomerTrackingUrlTemplate column for table CampaignBidModifier
InteractionEventTypes	<i>String</i>	InteractionEventTypes column for table CampaignBidModifier

## Pseudo-Columns

Pseudo column fields are used in the WHERE clause of SELECT statements and offer a more granular control over the tuples that are returned from the data source.

Name	Type	Description
ManagerId	Long	Id of the manager account on behalf of which you are requesting customer data.

## CampaignBudget

The campaign budget referenced in the query.

## Table Specific Information

### Select

Google Ads does not allow every column to be selected in a single query as some data will conflict if selected together. Therefore, when issuing a query that selects all columns, only the default metrics, segments, and attributes will be returned. In general, these defaults are the same fields that are exposed through the Ads console.

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Filters can also be used in the WHERE clause. The supported operators are the =, !=, >, >=, <, <=, LIKE, NOT LIKE, IN, and NOT IN operators. All filters must be joined by the AND keyword as OR is not supported by the Ads API.

## Columns

Name	Type	Description
CampaignBudgetAmountMicros	Long	CampaignBudgetAmountMicros column for table CampaignBudget
CampaignBudgetDeliveryMethod	String	CampaignBudgetDeliveryMethod column for table CampaignBudget

CampaignBudgetExplicitlyShared	Boolean	CampaignBudgetExplicitlyShared column for table CampaignBudget
CampaignBudgetHasRecommendedBudget	Boolean	CampaignBudgetHasRecommendedBudget column for table CampaignBudget
CampaignBudgetId	Long	CampaignBudgetId column for table CampaignBudget
CampaignBudgetName	String	CampaignBudgetName column for table CampaignBudget
CampaignBudgetPeriod	String	CampaignBudgetPeriod column for table CampaignBudget
CampaignBudgetRecommendedBudgetAmountMicros	Long	CampaignBudgetRecommendedBudgetAmountMicros column for table CampaignBudget
CampaignBudgetRecommendedBudgetEstimatedChangeWeeklyClicks	Long	CampaignBudgetRecommendedBudgetEstimatedChangeWeeklyClicks column for table CampaignBudget
CampaignBudgetRecommendedBudgetEstimatedChangeWeeklyCostMicros	Long	CampaignBudgetRecommendedBudgetEstimatedChangeWeeklyCostMicros column for table CampaignBudget
CampaignBudgetRecommendedBudgetEstimatedChangeWeeklyInteractions	Long	CampaignBudgetRecommendedBudgetEstimatedChangeWeeklyInteractions column for table CampaignBudget
CampaignBudgetRecommendedBudgetEstimatedChangeWeeklyViews	Long	CampaignBudgetRecommendedBudgetEstimatedChangeWeeklyViews column for table CampaignBudget
CampaignBudgetReferenceCount	Long	CampaignBudgetReferenceCount column for table CampaignBudget
CampaignBudgetResourceName	String	CampaignBudgetResourceName

	<i>ing</i>	column for table CampaignBudget
CampaignBudgetStatus	<i>Str ing</i>	CampaignBudgetStatus column for table CampaignBudget
CampaignBudgetTotalAmountMicros	<i>Lo ng</i>	CampaignBudgetTotalAmountMicros column for table CampaignBudget
CampaignBudgetType	<i>Str ing</i>	CampaignBudgetType column for table CampaignBudget
CustomerId	<i>Lo ng</i>	CustomerId column for table CampaignBudget table.

## Pseudo-Columns

Pseudo column fields are used in the WHERE clause of SELECT statements and offer a more granular control over the tuples that are returned from the data source.

Name	Type	Description
ManagerId	<i>Long</i>	Id of the manager account on behalf of which you are requesting customer data.

## CampaignCriterion

The campaign criterion in the query.

## Table Specific Information

## Select

Google Ads does not allow every column to be selected in a single query as some data will conflict if selected together. Therefore, when issuing a query that selects all columns, only the default metrics, segments, and attributes will be returned. In general, these defaults are the same fields that are exposed through the Ads console.

To use the nondefault fields, explicitly select them in your query.

Filters can also be used in the WHERE clause. The supported operators are the =, !=, >, >=, <, <=, LIKE, NOT LIKE, IN, and NOT IN operators. All filters must be joined by the AND keyword as OR is not supported by the Ads API.

## Columns

Name	Type	Description
CampaignCriterionAdScheduleDayOfWeek	String	CampaignCriterionAdScheduleDayOfWeek column for table CampaignCriterion
CampaignCriterionAdScheduleEndHour	Int	CampaignCriterionAdScheduleEndHour column for table CampaignCriterion
CampaignCriterionAdScheduleEndMinute	String	CampaignCriterionAdScheduleEndMinute column for table CampaignCriterion
CampaignCriterionAdScheduleStartHour	Int	CampaignCriterionAdScheduleStartHour column for table CampaignCriterion
CampaignCriterionAdScheduleStartMinute	String	CampaignCriterionAdScheduleStartMinute column for table CampaignCriterion
CampaignCriterionAgeRangeType	String	CampaignCriterionAgeRangeType column for table CampaignCriterion



CampaignCriterionBidModifier	String	CampaignCriterionBidModifier column for table CampaignCriterion
CampaignCriterionCampaign	String	CampaignCriterionCampaign column for table CampaignCriterion
CampaignCriterionCarrierCarrierConstant	String	CampaignCriterionCarrierCarrierConstant column for table CampaignCriterion
CampaignCriterionContentLabelType	String	CampaignCriterionContentLabelType column for table CampaignCriterion
CampaignCriterionCriterionId	Long	CampaignCriterionCriterionId column for table CampaignCriterion
CampaignCriterionCustomAffinityCustomAffinity	String	CampaignCriterionCustomAffinityCustomAffinity column for table CampaignCriterion
CampaignCriterionDeviceType	String	CampaignCriterionDeviceType column for table CampaignCriterion
CampaignCriterionGenderType	String	CampaignCriterionGenderType column for table CampaignCriterion
CampaignCriterionIncomeRangeType	String	CampaignCriterionIncomeRangeType column for table CampaignCriterion
CampaignCriterionIpBlockIpAddress	String	CampaignCriterionIpBlockIpAddress column for table CampaignCriterion
CampaignCriterionKeywordMatchType	String	CampaignCriterionKeywordMatchType column for table CampaignCriterion
CampaignCriterionKeywordText	String	CampaignCriterionKeywordText column for table CampaignCriterion
CampaignCriterionLanguageLanguageConstant	String	CampaignCriterionLanguageLanguageConstant column for table

CampaignCriterion		
CampaignCriterionListingScopeDimensions	String	CampaignCriterionListingScopeDimensions column for table CampaignCriterion
CampaignCriterionLocationGeoTargetConstant	String	CampaignCriterionLocationGeoTargetConstant column for table CampaignCriterion
CampaignCriterionLocationGroup	String	CampaignCriterionLocationGroup column for table CampaignCriterion
CampaignCriterionLocationGroupFeed	String	CampaignCriterionLocationGroupFeed column for table CampaignCriterion
CampaignCriterionMobileAppCategoryMobileAppCategoryConstant	String	CampaignCriterionMobileAppCategoryMobileAppCategoryConstant column for table CampaignCriterion
CampaignCriterionMobileApplicationAppId	String	CampaignCriterionMobileApplicationAppId column for table CampaignCriterion
CampaignCriterionMobileApplicationName	String	CampaignCriterionMobileApplicationName column for table CampaignCriterion
CampaignCriterionMobileDeviceMobileDeviceConstant	String	CampaignCriterionMobileDeviceMobileDeviceConstant column for table CampaignCriterion
CampaignCriterionNegative	Boolean	CampaignCriterionNegative column for table CampaignCriterion
CampaignCriterionOperatingSystemVersion	String	CampaignCriterionOperatingSystemVersion column for table CampaignCriterion
CampaignCriterionParentalStatusType	String	CampaignCriterionParentalStatusType

	<i>ng</i>	column for table CampaignCriterion
CampaignCriterionPlacementUrl	<i>String</i>	CampaignCriterionPlacementUrl column for table CampaignCriterion
CampaignCriterionProximityAddressCityName	<i>String</i>	CampaignCriterionProximityAddressCityName column for table CampaignCriterion
CampaignCriterionProximityAddressCountryCode	<i>String</i>	CampaignCriterionProximityAddressCountryCode column for table CampaignCriterion
CampaignCriterionProximityAddressPostalCode	<i>String</i>	CampaignCriterionProximityAddressPostalCode column for table CampaignCriterion
CampaignCriterionProximityAddressProvinceCode	<i>String</i>	CampaignCriterionProximityAddressProvinceCode column for table CampaignCriterion
CampaignCriterionProximityAddressProvinceName	<i>String</i>	CampaignCriterionProximityAddressProvinceName column for table CampaignCriterion
CampaignCriterionProximityAddressStreetAddress	<i>String</i>	CampaignCriterionProximityAddressStreetAddress column for table CampaignCriterion
CampaignCriterionProximityGeoPointLatitudeInMicroDegrees	<i>Double</i>	CampaignCriterionProximityGeoPointLatitudeInMicroDegrees column for table CampaignCriterion
CampaignCriterionProximityGeoPointLongitudeInMicroDegrees	<i>Double</i>	CampaignCriterionProximityGeoPointLongitudeInMicroDegrees column for table CampaignCriterion
CampaignCriterionProximityRadius	<i>Double</i>	CampaignCriterionProximityRadius column for table CampaignCriterion

CampaignCriterionProximityRadiusUnits	String	CampaignCriterionProximityRadiusUnits column for table CampaignCriterion
CampaignCriterionResourceName	String	CampaignCriterionResourceName column for table CampaignCriterion
CampaignCriterionStatus	String	CampaignCriterionStatus column for table CampaignCriterion
CampaignCriterionTopicPath	String	CampaignCriterionTopicPath column for table CampaignCriterion
CampaignCriterionTopicTopicConstant	String	CampaignCriterionTopicTopicConstant column for table CampaignCriterion
CampaignCriterionType	String	CampaignCriterionType column for table CampaignCriterion
CampaignCriterionUserInterestUserInterestCategory	String	CampaignCriterionUserInterestUserInterestCategory column for table CampaignCriterion
CampaignCriterionUserListUserList	String	CampaignCriterionUserListUserList column for table CampaignCriterion
CampaignCriterionWebpageConditions	String	CampaignCriterionWebpageConditions column for table CampaignCriterion
CampaignCriterionWebpageCriterionName	String	CampaignCriterionWebpageCriterionName column for table CampaignCriterion
CampaignCriterionYoutubeChannelChannelId	String	CampaignCriterionYoutubeChannelChannelId column for table CampaignCriterion
CampaignCriterionYoutubeVideoVideoId	String	CampaignCriterionYoutubeVideoVideoId column for table CampaignCriterion

CampaignCriterionCustomAudience	<i>String</i>	AdGroupCriterionCustomAudience column for table AdGroupCriterion
CustomerId	<i>Long</i>	CustomerId column for table CampaignCriterion.

## Pseudo-Columns

Pseudo column fields are used in the WHERE clause of SELECT statements and offer a more granular control over the tuples that are returned from the data source.

Name	Type	Description
ManagerId	<i>Long</i>	Id of the manager account on behalf of which you are requesting customer data.

## ClickView

The click view in the query.

## Table Specific Information

### Select

Google Ads does not allow every column to be selected in a single query as some data will conflict if selected together. Therefore, when issuing a query that selects all columns, only the default metrics, segments, and attributes will be returned. In general, these defaults are the same fields that are exposed through the Ads console.

To use the nondefault fields, explicitly select them in your query.

Filters can also be used in the WHERE clause. The supported operators are the =, !=, >, >=, <, <=, LIKE, NOT LIKE, IN, and NOT IN operators. All filters must be joined by the AND keyword as OR is not supported by the Ads API.

Queries to ClickView must have a filter limiting the results to one day and can be requested for dates back to 90 days before the time of the request.

```
SELECT * FROM ClickView WHERE Date DURING Yesterday
```

## Columns

Name	Type	Description
ClickViewAdGroupAd	String	ClickViewAdGroupAd column for table ClickView
ClickViewAreaOfInterestCity	String	ClickViewAreaOfInterestCity column for table ClickView
ClickViewAreaOfInterestCountry	String	ClickViewAreaOfInterestCountry column for table ClickView
ClickViewAreaOfInterestMetro	String	ClickViewAreaOfInterestMetro column for table ClickView
ClickViewAreaOfInterestMostSpecific	String	ClickViewAreaOfInterestMostSpecific column for table ClickView
ClickViewAreaOfInterestRegion	String	ClickViewAreaOfInterestRegion column for table ClickView
ClickViewGclid	String	ClickViewGclid column for table ClickView
ClickViewLocationOfPresenceCity	String	ClickViewLocationOfPresenceCity column for table ClickView

ClickViewLocationOfPresenceCountry	String	ClickViewLocationOfPresenceCountry column for table ClickView
ClickViewLocationOfPresenceMetro	String	ClickViewLocationOfPresenceMetro column for table ClickView
ClickViewLocationOfPresenceMostSpecific	String	ClickViewLocationOfPresenceMostSpecific column for table ClickView
ClickViewLocationOfPresenceRegion	String	ClickViewLocationOfPresenceRegion column for table ClickView
ClickViewPageNumber	Long	ClickViewPageNumber column for table ClickView
ClickViewResourceName	String	ClickViewResourceName column for table ClickView
CustomerAutoTaggingEnabled	Boolean	CustomerAutoTaggingEnabled column for table ClickView
CustomerCallReportingSettingCallConversionAction	String	CustomerCallReportingSettingCallConversionAction column for table ClickView
CustomerCallReportingSettingCallConversionReportingEnabled	Boolean	CustomerCallReportingSettingCallConversionReportingEnabled column for table ClickView
CustomerCallReportingSettingCallReportingEnabled	Boolean	CustomerCallReportingSettingCallReportingEnabled column for table ClickView
CustomerConversionTrackingSettingConversionTrackingId	Long	CustomerConversionTrackingSettingConversionTrackingId column for table ClickView
CustomerConversionTrackingSettingCrossAccountConversionTrackingId	Long	CustomerConversionTrackingSettingCrossAccountConversionTrackingId column for table ClickView

CustomerCurrencyCode	<i>String</i>	CustomerCurrencyCode column for table ClickView
CustomerDescriptiveName	<i>String</i>	CustomerDescriptiveName column for table ClickView
CustomerFinalUrlSuffix	<i>String</i>	CustomerFinalUrlSuffix column for table ClickView
CustomerHasPartnersBadge	<i>Boolean</i>	CustomerHasPartnersBadge column for table ClickView
CustomerId	<i>Long</i>	CustomerId column for table ClickView
CustomerManager	<i>Boolean</i>	CustomerManager column for table ClickView
CustomerPayPerConversionEligibilityFailureReasons	<i>String</i>	CustomerPayPerConversionEligibilityFailureReasons column for table ClickView
CustomerRemarketingSettingGoogleGlobalSiteTag	<i>String</i>	CustomerRemarketingSettingGoogleGlobalSiteTag column for table ClickView
CustomerResourceName	<i>String</i>	CustomerResourceName column for table ClickView
CustomerTestAccount	<i>Boolean</i>	CustomerTestAccount column for table ClickView
CustomerTimeZone	<i>String</i>	CustomerTimeZone column for table ClickView
CustomerTrackingUrlTemplate	<i>String</i>	CustomerTrackingUrlTemplate column for table ClickView
Clicks	<i>Long</i>	Clicks column for table ClickView



ClickViewCampaignLocationTarget	<i>String</i>	The associated campaign location target, if one exists.
ClickViewUserList	<i>String</i>	The associated user list, if one exists.
AdNetworkType	<i>String</i>	AdNetworkType column for table ClickView
ClickType	<i>String</i>	ClickType column for table ClickView
Date	<i>Date</i>	Date column for table ClickView
Device	<i>String</i>	Device column for table ClickView
MonthOfYear	<i>String</i>	MonthOfYear column for table ClickView
Slot	<i>String</i>	Slot column for table ClickView

## ConversionAction

The conversion action view in the query.

## Table Specific Information

### Select

Google Ads does not allow every column to be selected in a single query as some data will conflict if selected together. Therefore, when issuing a query that selects all columns, only the default metrics, segments, and attributes will be returned. In general, these defaults are the same fields that are exposed through the Ads console.

To use the nondefault fields, explicitly select them in your query.

Filters can also be used in the WHERE clause. The supported operators are the =, !=, >, >=, <, <=, LIKE, NOT LIKE, IN, and NOT IN operators. All filters must be joined by the AND keyword as OR is not supported by the Ads API.

## Columns

Name	Type	Description
CustomerAutoTaggingEnabled	Boolean	CustomerAutoTaggingEnabled column for table ConversionAction
CustomerCallReportingSettingCallConversionAction	String	CustomerCallReportingSettingCallConversionAction column for table ConversionAction
CustomerCallReportingSettingCallConversionReportingEnabled	Boolean	CustomerCallReportingSettingCallConversionReportingEnabled column for table ConversionAction
CustomerCallReportingSettingCallReportingEnabled	Boolean	CustomerCallReportingSettingCallReportingEnabled column for table ConversionAction
CustomerConversionTrackingSettingConversionTrackingId	String	CustomerConversionTrackingSettingConversionTrackingId column for table ConversionAction
CustomerConversionTrackingSettingCrossAccountConversionTrackingId	String	CustomerConversionTrackingSettingCrossAccountConversionTrackingId column for table ConversionAction
CustomerCurrencyCode	String	CustomerCurrencyCode column for table ConversionAction
CustomerDescriptiveName	String	CustomerDescriptiveName column for table ConversionAction

CustomerFinalUrlSuffix	<i>String</i>	CustomerFinalUrlSuffix column for table ConversionAction
CustomerHasPartnersBadge	<i>Boolean</i>	CustomerHasPartnersBadge column for table ConversionAction
CustomerId	<i>Long</i>	CustomerId column for table ConversionAction
CustomerManager	<i>Boolean</i>	CustomerManager column for table ConversionAction
CustomerPayPerConversionEligibilityFailureReasons	<i>String</i>	CustomerPayPerConversionEligibilityFailureReasons column for table ConversionAction
CustomerRemarketingSettingGoogleGlobalSiteTag	<i>String</i>	CustomerRemarketingSettingGoogleGlobalSiteTag column for table ConversionAction
CustomerResourceName	<i>String</i>	CustomerResourceName column for table ConversionAction
CustomerTestAccount	<i>Boolean</i>	CustomerTestAccount column for table ConversionAction
CustomerTimeZone	<i>String</i>	CustomerTimeZone column for table ConversionAction
CustomerTrackingUrlTemplate	<i>String</i>	CustomerTrackingUrlTemplate column for table ConversionAction
ConversionLastConversionDate	<i>Date</i>	ConversionLastConversionDate column for table ConversionAction
ConversionLastReceivedRequestDateTime	<i>Date</i>	ConversionLastReceivedRequestDateTime column for table ConversionAction

## Pseudo-Columns

Pseudo column fields are used in the WHERE clause of SELECT statements and offer a more granular control over the tuples that are returned from the data source.

Name	Type	Description
ManagerId	Long	Id of the manager account on behalf of which you are requesting customer data.

## Customer

The customer referenced in the query.

## Table Specific Information

### Select

Google Ads does not allow every column to be selected in a single query as some data will conflict if selected together. Therefore, when issuing a query that selects all columns, only the default metrics, segments, and attributes will be returned. In general, these defaults are the same fields that are exposed through the Ads console.

To use the nondefault fields, explicitly select them in your query.

Filters can also be used in the WHERE clause. The supported operators are the =, !=, >, >=, <, <=, LIKE, NOT LIKE, IN, and NOT IN operators. All filters must be joined by the AND keyword as OR is not supported by the Ads API.

## Columns

Name	Ty	Description
------	----	-------------

	pe	
CustomerAutoTaggingEnabled	Bo ol	CustomerAutoTaggingEnabled column for table Customer
CustomerCallReportingSettingCallConversionAction	Stri ng	CustomerCallReportingSettingCallConversionAction column for table Customer
CustomerCallReportingSettingCallConversionReportingEnabled	Bo ol	CustomerCallReportingSettingCallConversionReportingEnabled column for table Customer
CustomerCallReportingSettingCallReportingEnabled	Bo ol	CustomerCallReportingSettingCallReportingEnabled column for table Customer
CustomerConversionTrackingSettingConversionTrackingId	Long	CustomerConversionTrackingSettingConversionTrackingId column for table Customer
CustomerConversionTrackingSettingCrossAccountConversionTrackingId	Long	CustomerConversionTrackingSettingCrossAccountConversionTrackingId column for table Customer
CustomerCurrencyCode	Stri ng	CustomerCurrencyCode column for table Customer
CustomerDescriptiveName	Stri ng	CustomerDescriptiveName column for table Customer
CustomerFinalUrlSuffix	Stri ng	CustomerFinalUrlSuffix column for table Customer
CustomerHasPartnersBadge	Bo ol	CustomerHasPartnersBadge column for table Customer
CustomerId	Long	CustomerId column for table Customer

CustomerManager	<i>Bo ol</i>	CustomerManager column for table Customer
CustomerPayPerConversionEligibilityFailureReasons	<i>Stri ng</i>	CustomerPayPerConversionEligibilityFailureReasons column for table Customer
CustomerRemarketingSettingGoogleGlobalSiteTag	<i>Stri ng</i>	CustomerRemarketingSettingGoogleGlobalSiteTag column for table Customer
CustomerResourceName	<i>Stri ng</i>	CustomerResourceName column for table Customer
CustomerTestAccount	<i>Bo ol</i>	CustomerTestAccount column for table Customer
CustomerTimeZone	<i>Stri ng</i>	CustomerTimeZone column for table Customer
CustomerTrackingUrlTemplate	<i>Stri ng</i>	CustomerTrackingUrlTemplate column for table Customer
CustomerOptimizationScore	<i>Do ubl e</i>	An estimate of how well a customer's campaigns are set to perform. It ranges from 0% (0.0) to 100% (1.0).
CustomerOptimizationScoreWeight	<i>Do ubl e</i>	CustomerOptimizationScoreWeight column for table Customer

## CustomerClientLink

The links between customer client accounts and manager accounts

## Table Specific Information

## Select

Google Ads does not allow every column to be selected in a single query as some data will conflict if selected together. Therefore, when issuing a query that selects all columns, only the default metrics, segments, and attributes will be returned. In general, these defaults are the same fields that are exposed through the Ads console.

To use the nondefault fields, explicitly select them in your query.

Filters can also be used in the WHERE clause. The supported operators are the =, !=, >, >=, <, <=, LIKE, NOT LIKE, IN, and NOT IN operators. All filters must be joined by the AND keyword as OR is not supported by the Ads API.

Query the CustomerClientLink table to get a list of the linked Customer Client Ids subaccounts, starting from the ManagerId specified in the connection property. If you wish to retrieve the listing, from a different hierarchy level you can do so by filtering with the CustomerId pseudo-column, specifying the customer id of the account for which you want to get the linked subaccounts. If you want to avoid the full hierarchy listing and only get subaccounts for a specific manager/CustomerId set `RecurseChildren` connection property to false. Note that `ManagerId` property should be specified to be able to get data from this table.

```
SELECT * FROM CustomerClientLink Where CustomerId='2705304492'
```

## Columns

Name	Type	Description
ClientCustomerId	String	
Hidden	String	
ManagerLinkId	String	
ResourceName	String	

Status	String	
LinkedManagerId	String	Id of the linked manager.

## Pseudo-Columns

Pseudo column fields are used in the WHERE clause of SELECT statements and offer a more granular control over the tuples that are returned from the data source.

Name	Type	Description
CustomerId	Long	CustomerId for which to get the linked client customer ids.
ManagerId	Long	Id of the manager account on behalf of which you are requesting customer data.

## DetailPlacementView

The detail placement view in the query.

## Table Specific Information

### Select

Google Ads does not allow every column to be selected in a single query as some data will conflict if selected together. Therefore, when issuing a query that selects all columns, only



the default metrics, segments, and attributes will be returned. In general, these defaults are the same fields that are exposed through the Ads console.

To use the nondefault fields, explicitly select them in your query.

Filters can also be used in the WHERE clause. The supported operators are the =, !=, >, >=, <, <=, LIKE, NOT LIKE, IN, and NOT IN operators. All filters must be joined by the AND keyword as OR is not supported by the Ads API.

## Columns

Name	Type	Description
AdGroupAdRotationMode	String	AdGroupAdRotationMode column for table DetailPlacementView
AdGroupBaseAdGroup	String	AdGroupBaseAdGroup column for table DetailPlacementView
AdGroupCampaign	String	AdGroupCampaign column for table DetailPlacementView
AdGroupCpcBidMicros	Long	AdGroupCpcBidMicros column for table DetailPlacementView
AdGroupCpmBidMicros	Long	AdGroupCpmBidMicros column for table DetailPlacementView
AdGroupCpvBidMicros	Long	AdGroupCpvBidMicros column for table DetailPlacementView
AdGroupDisplayCustomBidDimension	String	AdGroupDisplayCustomBidDimension column for table DetailPlacementView
AdGroupEffectiveTargetCpaMicros	Long	AdGroupEffectiveTargetCpaMicros column for table DetailPlacementView

AdGroupEffectiveTargetCpaSource	String	AdGroupEffectiveTargetCpaSource column for table DetailPlacementView
AdGroupEffectiveTargetRoas	Double	AdGroupEffectiveTargetRoas column for table DetailPlacementView
AdGroupEffectiveTargetRoasSource	String	AdGroupEffectiveTargetRoasSource column for table DetailPlacementView
AdGroupExplorerAutoOptimizerSettingOptIn	Boolean	AdGroupExplorerAutoOptimizerSettingOptIn column for table DetailPlacementView
AdGroupFinalUrlSuffix	String	AdGroupFinalUrlSuffix column for table DetailPlacementView
AdGroupId	Long	AdGroupId column for table DetailPlacementView
AdGroupLabels	String	AdGroupLabels column for table DetailPlacementView
AdGroupName	String	AdGroupName column for table DetailPlacementView
AdGroupPercentCpcBidMicros	Long	AdGroupPercentCpcBidMicros column for table DetailPlacementView
AdGroupResourceName	String	AdGroupResourceName column for table DetailPlacementView
AdGroupStatus	String	AdGroupStatus column for table DetailPlacementView
AdGroupTargetCpaMicros	Long	AdGroupTargetCpaMicros column for table DetailPlacementView

AdGroupTargetCpmMicros	Long	AdGroupTargetCpmMicros column for table DetailPlacementView
AdGroupTargetRoas	Double	AdGroupTargetRoas column for table DetailPlacementView
AdGroupTargetingSettingTargetRestrictions	String	AdGroupTargetingSettingTargetRestrictions column for table DetailPlacementView
AdGroupTrackingUrlTemplate	String	AdGroupTrackingUrlTemplate column for table DetailPlacementView
AdGroupType	String	AdGroupType column for table DetailPlacementView
AdGroupUrlCustomParameters	String	AdGroupUrlCustomParameters column for table DetailPlacementView
CampaignAdServingOptimizationStatus	String	CampaignAdServingOptimizationStatus column for table DetailPlacementView
CampaignAdvertisingChannelSubType	String	CampaignAdvertisingChannelSubType column for table DetailPlacementView
CampaignAdvertisingChannelType	String	CampaignAdvertisingChannelType column for table DetailPlacementView
CampaignAppCampaignSettingAppId	String	CampaignAppCampaignSettingAppId column for table DetailPlacementView
CampaignAppCampaignSettingAppStore	String	CampaignAppCampaignSettingAppStore column for table DetailPlacementView

CampaignAppCampaignSettingBiddingStrategyGoalType	String	CampaignAppCampaignSettingBiddingStrategyGoalType column for table DetailPlacementView
CampaignBaseCampaign	String	CampaignBaseCampaign column for table DetailPlacementView
CampaignBiddingStrategy	String	CampaignBiddingStrategy column for table DetailPlacementView
CampaignBiddingStrategyType	String	CampaignBiddingStrategyType column for table DetailPlacementView
CampaignCampaignBudget	String	CampaignCampaignBudget column for table DetailPlacementView
CampaignCommissionCommissionRateMicros	Long	CampaignCommissionCommissionRateMicros column for table DetailPlacementView
CampaignDynamicSearchAdsSettingDomainName	String	CampaignDynamicSearchAdsSettingDomainName column for table DetailPlacementView
CampaignDynamicSearchAdsSettingFeeds	String	CampaignDynamicSearchAdsSettingFeeds column for table DetailPlacementView
CampaignDynamicSearchAdsSettingLanguageCode	String	CampaignDynamicSearchAdsSettingLanguageCode column for table DetailPlacementView
CampaignDynamicSearchAdsSettingUseSuppliedUrlsOnly	Boolean	CampaignDynamicSearchAdsSettingUseSuppliedUrlsOnly column for table DetailPlacementView
CampaignEndDate	Date	CampaignEndDate column for table DetailPlacementView

CampaignExperimentType	String	CampaignExperimentType column for table DetailPlacementView
CampaignFinalUrlSuffix	String	CampaignFinalUrlSuffix column for table DetailPlacementView
CampaignFrequencyCaps	String	CampaignFrequencyCaps column for table DetailPlacementView
CampaignGeoTargetTypeSettingNegativeGeoTargetType	String	CampaignGeoTargetTypeSettingNegativeGeoTargetType column for table DetailPlacementView
CampaignGeoTargetTypeSettingPositiveGeoTargetType	String	CampaignGeoTargetTypeSettingPositiveGeoTargetType column for table DetailPlacementView
CampaignHotelSettingHotelCenterId	Long	CampaignHotelSettingHotelCenterId column for table DetailPlacementView
CampaignId	Long	CampaignId column for table DetailPlacementView
CampaignLabels	String	CampaignLabels column for table DetailPlacementView
CampaignManualCpcEnhancedCpcEnabled	Boolean	CampaignManualCpcEnhancedCpcEnabled column for table DetailPlacementView
CampaignManualCpm	String	CampaignManualCpm column for table DetailPlacementView
CampaignManualCpv	String	CampaignManualCpv column for table DetailPlacementView
CampaignMaximizeConversionValueTargetRoas	Double	CampaignMaximizeConversionValueTargetRoas column for table DetailPlacementView

CampaignMaximizeConversions	Long	DetailPlacementView column for table AdScheduleView
CampaignName	String	CampaignName column for table DetailPlacementView
CampaignNetworkSettingsTargetContentNetwork	Boolean	CampaignNetworkSettingsTargetContentNetwork column for table DetailPlacementView
CampaignNetworkSettingsTargetGoogleSearch	Boolean	CampaignNetworkSettingsTargetGoogleSearch column for table DetailPlacementView
CampaignNetworkSettingsTargetPartnerSearchNetwork	Boolean	CampaignNetworkSettingsTargetPartnerSearchNetwork column for table DetailPlacementView
CampaignNetworkSettingsTargetSearchNetwork	Boolean	CampaignNetworkSettingsTargetSearchNetwork column for table DetailPlacementView
CampaignPaymentMode	String	CampaignPaymentMode column for table DetailPlacementView
CampaignPercentCpcCpcBidCeilingMicros	Long	CampaignPercentCpcCpcBidCeilingMicros column for table DetailPlacementView
CampaignPercentCpcEnhancedCpcEnabled	Boolean	CampaignPercentCpcEnhancedCpcEnabled column for table DetailPlacementView
CampaignRealTimeBiddingSettingOptIn	Boolean	CampaignRealTimeBiddingSettingOptIn column for table DetailPlacementView
CampaignResourceName	String	CampaignResourceName column for table DetailPlacementView

CampaignSelectiveOptimizationConversionActions	String	CampaignSelectiveOptimizationConversionActions column for table DetailPlacementView
CampaignServingStatus	String	CampaignServingStatus column for table DetailPlacementView
CampaignShoppingSettingCampaignPriority	Int	CampaignShoppingSettingCampaignPriority column for table DetailPlacementView
CampaignShoppingSettingEnableLocal	Boolean	CampaignShoppingSettingEnableLocal column for table DetailPlacementView
CampaignShoppingSettingMerchantId	Long	CampaignShoppingSettingMerchantId column for table DetailPlacementView
CampaignShoppingSettingSalesCountry	String	CampaignShoppingSettingSalesCountry column for table DetailPlacementView
CampaignStartDate	Date	CampaignStartDate column for table DetailPlacementView
CampaignStatus	String	CampaignStatus column for table DetailPlacementView
CampaignTargetCpaCpcBidCeilingMicros	Long	CampaignTargetCpaCpcBidCeilingMicros column for table DetailPlacementView
CampaignTargetCpaCpcBidFloorMicros	Long	CampaignTargetCpaCpcBidFloorMicros column for table DetailPlacementView
CampaignTargetCpaTargetCpaMicros	Long	CampaignTargetCpaTargetCpaMicros column for table DetailPlacementView

CampaignTargetCpm	String	CampaignTargetCpm column for table DetailPlacementView
CampaignTargetImpressionShareCpcBidCeilingMicros	Long	CampaignTargetImpressionShareCpcBidCeilingMicros column for table DetailPlacementView
CampaignTargetImpressionShareLocation	String	CampaignTargetImpressionShareLocation column for table DetailPlacementView
CampaignTargetImpressionShareLocationFractionMicros	Long	CampaignTargetImpressionShareLocationFractionMicros column for table DetailPlacementView
CampaignTargetRoasCpcBidCeilingMicros	Long	CampaignTargetRoasCpcBidCeilingMicros column for table DetailPlacementView
CampaignTargetRoasCpcBidFloorMicros	Long	CampaignTargetRoasCpcBidFloorMicros column for table DetailPlacementView
CampaignTargetRoasTargetRoas	Double	CampaignTargetRoasTargetRoas column for table DetailPlacementView
CampaignTargetSpendCpcBidCeilingMicros	Long	CampaignTargetSpendCpcBidCeilingMicros column for table DetailPlacementView
CampaignTargetSpendTargetSpendMicros	Long	CampaignTargetSpendTargetSpendMicros column for table DetailPlacementView
CampaignTargetingSettingTargetRestrictions	String	CampaignTargetingSettingTargetRestrictions column for table DetailPlacementView
CampaignTrackingSettingTrackingUrl	String	CampaignTrackingSettingTrackingUrl



	<i>ng</i>	column for table DetailPlacementView
CampaignTrackingUrlTemplate	<i>String</i>	CampaignTrackingUrlTemplate column for table DetailPlacementView
CampaignUrlCustomParameters	<i>String</i>	CampaignUrlCustomParameters column for table DetailPlacementView
CampaignVanityPharmaVanityPharmaDisplayUrlMode	<i>String</i>	CampaignVanityPharmaVanityPharmaDisplayUrlMode column for table DetailPlacementView
CampaignVanityPharmaVanityPharmaText	<i>String</i>	CampaignVanityPharmaVanityPharmaText column for table DetailPlacementView
CampaignVideoBrandSafetySuitability	<i>String</i>	CampaignVideoBrandSafetySuitability column for table DetailPlacementView
CustomerAutoTaggingEnabled	<i>Boolean</i>	CustomerAutoTaggingEnabled column for table DetailPlacementView
CustomerCallReportingSettingCallConversionAction	<i>String</i>	CustomerCallReportingSettingCallConversionAction column for table DetailPlacementView
CustomerCallReportingSettingCallConversionReportingEnabled	<i>Boolean</i>	CustomerCallReportingSettingCallConversionReportingEnabled column for table DetailPlacementView
CustomerCallReportingSettingCallReportingEnabled	<i>Boolean</i>	CustomerCallReportingSettingCallReportingEnabled column for table DetailPlacementView
CustomerConversionTrackingSettingConversionTrackingId	<i>Long</i>	CustomerConversionTrackingSettingConversionTrackingId column for table

DetailPlacementView		
CustomerConversionTrackingSettingCrossAccountConversionTrackingId	Long	CustomerConversionTrackingSettingCrossAccountConversionTrackingId column for table DetailPlacementView
CustomerCurrencyCode	String	CustomerCurrencyCode column for table DetailPlacementView
CustomerDescriptiveName	String	CustomerDescriptiveName column for table DetailPlacementView
CustomerFinalUrlSuffix	String	CustomerFinalUrlSuffix column for table DetailPlacementView
CustomerHasPartnersBadge	Boolean	CustomerHasPartnersBadge column for table DetailPlacementView
CustomerId	Long	CustomerId column for table DetailPlacementView
CustomerManager	Boolean	CustomerManager column for table DetailPlacementView
CustomerPayPerConversionEligibilityFailureReasons	String	CustomerPayPerConversionEligibilityFailureReasons column for table DetailPlacementView
CustomerRemarketingSettingGoogleGlobalSiteTag	String	CustomerRemarketingSettingGoogleGlobalSiteTag column for table DetailPlacementView
CustomerResourceName	String	CustomerResourceName column for table DetailPlacementView
CustomerTestAccount	Boolean	CustomerTestAccount column for table DetailPlacementView
CustomerTimeZone	String	CustomerTimeZone column for table

	<i>ng</i>	DetailPlacementView
CustomerTrackingUrlTemplate	<i>String</i>	CustomerTrackingUrlTemplate column for table DetailPlacementView
ActiveViewCpm	<i>Double</i>	ActiveViewCpm column for table DetailPlacementView
ActiveViewCtr	<i>Double</i>	ActiveViewCtr column for table DetailPlacementView
ActiveViewImpressions	<i>Long</i>	ActiveViewImpressions column for table DetailPlacementView
ActiveViewMeasurability	<i>Double</i>	ActiveViewMeasurability column for table DetailPlacementView
ActiveViewMeasurableCostMicros	<i>Long</i>	ActiveViewMeasurableCostMicros column for table DetailPlacementView
ActiveViewMeasurableImpressions	<i>Long</i>	ActiveViewMeasurableImpressions column for table DetailPlacementView
ActiveViewViewability	<i>Double</i>	ActiveViewViewability column for table DetailPlacementView
AllConversions	<i>Double</i>	AllConversions column for table DetailPlacementView
AllConversionsFromInteractionsRate	<i>Double</i>	AllConversionsFromInteractionsRate column for table DetailPlacementView

AllConversionsValue	<i>Double</i>	AllConversionsValue column for table DetailPlacementView
AverageCost	<i>Double</i>	AverageCost column for table DetailPlacementView
AverageCpc	<i>Double</i>	AverageCpc column for table DetailPlacementView
AverageCpe	<i>Double</i>	AverageCpe column for table DetailPlacementView
AverageCpm	<i>Double</i>	AverageCpm column for table DetailPlacementView
AverageCpv	<i>Double</i>	AverageCpv column for table DetailPlacementView
Clicks	<i>Long</i>	Clicks column for table DetailPlacementView
Conversions	<i>Double</i>	Conversions column for table DetailPlacementView
ConversionsValue	<i>Double</i>	ConversionsValue column for table DetailPlacementView
CostMicros	<i>Long</i>	CostMicros column for table DetailPlacementView
CostPerAllConversions	<i>Double</i>	CostPerAllConversions column for table DetailPlacementView

	<i>e</i>	
CostPerConversion	<i>Double</i>	CostPerConversion column for table DetailPlacementView
CrossDeviceConversions	<i>Double</i>	CrossDeviceConversions column for table DetailPlacementView
Ctr	<i>Double</i>	Ctr column for table DetailPlacementView
EngagementRate	<i>Double</i>	EngagementRate column for table DetailPlacementView
Engagements	<i>Long</i>	Engagements column for table DetailPlacementView
Impressions	<i>Long</i>	Impressions column for table DetailPlacementView
InteractionEventTypes	<i>String</i>	InteractionEventTypes column for table DetailPlacementView
InteractionRate	<i>Double</i>	InteractionRate column for table DetailPlacementView
Interactions	<i>Long</i>	Interactions column for table DetailPlacementView
ValuePerAllConversions	<i>Double</i>	ValuePerAllConversions column for table DetailPlacementView
ValuePerConversion	<i>Double</i>	ValuePerConversion column for table DetailPlacementView

	<i>e</i>	
VideoQuartile100Rate	<i>Double</i>	VideoQuartile100Rate column for table DetailPlacementView
VideoQuartile25Rate	<i>Double</i>	VideoQuartile25Rate column for table DetailPlacementView
VideoQuartile50Rate	<i>Double</i>	VideoQuartile50Rate column for table DetailPlacementView
VideoQuartile75Rate	<i>Double</i>	VideoQuartile75Rate column for table DetailPlacementView
VideoViewRate	<i>Double</i>	VideoViewRate column for table DetailPlacementView
VideoViews	<i>Long</i>	VideoViews column for table DetailPlacementView
ViewThroughConversions	<i>Long</i>	ViewThroughConversions column for table DetailPlacementView
AdNetworkType	<i>String</i>	AdNetworkType column for table DetailPlacementView
ConversionAction	<i>String</i>	ConversionAction column for table DetailPlacementView
ConversionActionCategory	<i>String</i>	ConversionActionCategory column for table DetailPlacementView
ConversionActionName	<i>String</i>	ConversionActionName column for table DetailPlacementView

Date	<i>Date</i>	Date column for table DetailPlacementView
DayOfWeek	<i>String</i>	DayOfWeek column for table DetailPlacementView
Device	<i>String</i>	Device column for table DetailPlacementView
ExternalConversionSource	<i>String</i>	ExternalConversionSource column for table DetailPlacementView
Month	<i>Date</i>	Month column for table DetailPlacementView
MonthOfYear	<i>String</i>	MonthOfYear column for table DetailPlacementView
Quarter	<i>Date</i>	Quarter column for table DetailPlacementView
Week	<i>Date</i>	Week column for table DetailPlacementView
Year	<i>Int</i>	Year column for table DetailPlacementView

## DisplayKeywordView

The display keyword view in the query.

## Table Specific Information

### Select

Google Ads does not allow every column to be selected in a single query as some data will conflict if selected together. Therefore, when issuing a query that selects all columns, only

the default metrics, segments, and attributes will be returned. In general, these defaults are the same fields that are exposed through the Ads console.

To use the nondefault fields, explicitly select them in your query.

Filters can also be used in the WHERE clause. The supported operators are the =, !=, >, >=, <, <=, LIKE, NOT LIKE, IN, and NOT IN operators. All filters must be joined by the AND keyword as OR is not supported by the Ads API.

## Columns

Name	Type	Description
AdGroupAdRotationMode	String	AdGroupAdRotationMode column for table DisplayKeywordView
AdGroupBaseAdGroup	String	AdGroupBaseAdGroup column for table DisplayKeywordView
AdGroupCampaign	String	AdGroupCampaign column for table DisplayKeywordView
AdGroupCpcBidMicros	Long	AdGroupCpcBidMicros column for table DisplayKeywordView
AdGroupCpmBidMicros	Long	AdGroupCpmBidMicros column for table DisplayKeywordView
AdGroupCpvBidMicros	Long	AdGroupCpvBidMicros column for table DisplayKeywordView
AdGroupDisplayCustomBidDimension	String	AdGroupDisplayCustomBidDimension column for table DisplayKeywordView
AdGroupEffectiveTargetCpaMicros	Long	AdGroupEffectiveTargetCpaMicros column for table DisplayKeywordView
AdGroupEffectiveTargetCpaSource	String	AdGroupEffectiveTargetCpaSource



	<i>ing</i>	column for table DisplayKeywordView
AdGroupEffectiveTargetRoas	<i>Double</i>	AdGroupEffectiveTargetRoas column for table DisplayKeywordView
AdGroupEffectiveTargetRoasSource	<i>String</i>	AdGroupEffectiveTargetRoasSource column for table DisplayKeywordView
AdGroupExplorerAutoOptimizerSettingOptIn	<i>Boolean</i>	AdGroupExplorerAutoOptimizerSettingOptIn column for table DisplayKeywordView
AdGroupFinalUrlSuffix	<i>String</i>	AdGroupFinalUrlSuffix column for table DisplayKeywordView
AdGroupId	<i>Long</i>	AdGroupId column for table DisplayKeywordView
AdGroupLabels	<i>String</i>	AdGroupLabels column for table DisplayKeywordView
AdGroupName	<i>String</i>	AdGroupName column for table DisplayKeywordView
AdGroupPercentCpcBidMicros	<i>Long</i>	AdGroupPercentCpcBidMicros column for table DisplayKeywordView
AdGroupResourceName	<i>String</i>	AdGroupResourceName column for table DisplayKeywordView
AdGroupStatus	<i>String</i>	AdGroupStatus column for table DisplayKeywordView
AdGroupTargetCpaMicros	<i>Long</i>	AdGroupTargetCpaMicros column for table DisplayKeywordView
AdGroupTargetCpmMicros	<i>Long</i>	AdGroupTargetCpmMicros column for table DisplayKeywordView

AdGroupTargetRoas	<i>Double</i>	AdGroupTargetRoas column for table DisplayKeywordView
AdGroupTargetingSettingTargetRestrictions	<i>String</i>	AdGroupTargetingSettingTargetRestrictions column for table DisplayKeywordView
AdGroupTrackingUrlTemplate	<i>String</i>	AdGroupTrackingUrlTemplate column for table DisplayKeywordView
AdGroupType	<i>String</i>	AdGroupType column for table DisplayKeywordView
AdGroupUrlCustomParameters	<i>String</i>	AdGroupUrlCustomParameters column for table DisplayKeywordView
AdGroupCriterionAdGroup	<i>String</i>	AdGroupCriterionAdGroup column for table DisplayKeywordView
AdGroupCriterionAgeRangeType	<i>String</i>	AdGroupCriterionAgeRangeType column for table DisplayKeywordView
AdGroupCriterionAppPaymentModelType	<i>String</i>	AdGroupCriterionAppPaymentModelType column for table DisplayKeywordView
AdGroupCriterionApprovalStatus	<i>String</i>	AdGroupCriterionApprovalStatus column for table DisplayKeywordView
AdGroupCriterionBidModifier	<i>Double</i>	AdGroupCriterionBidModifier column for table DisplayKeywordView
AdGroupCriterionCpcBidMicros	<i>Long</i>	AdGroupCriterionCpcBidMicros column for table DisplayKeywordView
AdGroupCriterionCpmBidMicros	<i>Long</i>	AdGroupCriterionCpmBidMicros column for table DisplayKeywordView

AdGroupCriterionCpvBidMicros	Long	AdGroupCriterionCpvBidMicros column for table DisplayKeywordView
AdGroupCriterionCriterionId	Long	AdGroupCriterionCriterionId column for table DisplayKeywordView
AdGroupCriterionCustomAffinityCustomAffinity	String	AdGroupCriterionCustomAffinityCustomAffinity column for table DisplayKeywordView
AdGroupCriterionCustomIntentCustomIntent	String	AdGroupCriterionCustomIntentCustomIntent column for table DisplayKeywordView
AdGroupCriterionEffectiveCpcBidMicros	Long	AdGroupCriterionEffectiveCpcBidMicros column for table DisplayKeywordView
AdGroupCriterionEffectiveCpcBidSource	String	AdGroupCriterionEffectiveCpcBidSource column for table DisplayKeywordView
AdGroupCriterionEffectiveCpmBidMicros	Long	AdGroupCriterionEffectiveCpmBidMicros column for table DisplayKeywordView
AdGroupCriterionEffectiveCpmBidSource	String	AdGroupCriterionEffectiveCpmBidSource column for table DisplayKeywordView
AdGroupCriterionEffectiveCpvBidMicros	Long	AdGroupCriterionEffectiveCpvBidMicros column for table DisplayKeywordView
AdGroupCriterionEffectiveCpvBidSource	String	AdGroupCriterionEffectiveCpvBidSource column for table DisplayKeywordView
AdGroupCriterionEffectivePercentCpcBidMicros	Long	AdGroupCriterionEffectivePercentCpcBidMicros column for table DisplayKeywordView

AdGroupCriterionEffectivePercentCpcBidSource	String	AdGroupCriterionEffectivePercentCpcBidSource column for table DisplayKeywordView
AdGroupCriterionFinalMobileUrls	String	AdGroupCriterionFinalMobileUrls column for table DisplayKeywordView
AdGroupCriterionFinalUrlSuffix	String	AdGroupCriterionFinalUrlSuffix column for table DisplayKeywordView
AdGroupCriterionFinalUrls	String	AdGroupCriterionFinalUrls column for table DisplayKeywordView
AdGroupCriterionGenderType	String	AdGroupCriterionGenderType column for table DisplayKeywordView
AdGroupCriterionIncomeRangeType	String	AdGroupCriterionIncomeRangeType column for table DisplayKeywordView
AdGroupCriterionKeywordMatchType	String	AdGroupCriterionKeywordMatchType column for table DisplayKeywordView
AdGroupCriterionKeywordText	String	AdGroupCriterionKeywordText column for table DisplayKeywordView
AdGroupCriterionListingGroupCaseValueHotelCityCityCriteria	String	AdGroupCriterionListingGroupCaseValueHotelCityCityCriteria column for table DisplayKeywordView
AdGroupCriterionListingGroupCaseValueHotelClassValue	String	AdGroupCriterionListingGroupCaseValueHotelClassValue column for table DisplayKeywordView
AdGroupCriterionListingGroupCaseValueHotelCountryRegionCountryRegionCriteria	String	AdGroupCriterionListingGroupCaseValueHotelCountryRegionCountryRegionCriteria column for table DisplayKeywordView
AdGroupCriterionListingGroupCaseValueHotelIdValue	String	AdGroupCriterionListingGroupCaseValueHotelIdValue column for table DisplayKeywordView

	DisplayKeywordView	
AdGroupCriterionListingGroupCaseValueHotelStateStateCriteria	AdGroupCriterionListingGroupCaseValueHotelStateStateCriteria column for table DisplayKeywordView	
AdGroupCriterionListingGroupCaseValueProductBrandValue	AdGroupCriterionListingGroupCaseValueProductBrandValue column for table DisplayKeywordView	
AdGroupCriterionListingGroupCaseValueProductCustomAttributeIndex	AdGroupCriterionListingGroupCaseValueProductCustomAttributeIndex column for table DisplayKeywordView	
AdGroupCriterionListingGroupCaseValueProductCustomAttributeValue	AdGroupCriterionListingGroupCaseValueProductCustomAttributeValue column for table DisplayKeywordView	
AdGroupCriterionListingGroupCaseValueProductBiddingCategoryCountryCode	AdGroupCriterionListingGroupCaseValueProductBiddingCategoryCountryCode column for table DisplayKeywordView	
AdGroupCriterionListingGroupCaseValueProductBiddingCategoryId	AdGroupCriterionListingGroupCaseValueProductBiddingCategoryId column for table DisplayKeywordView	
AdGroupCriterionListingGroupCaseValueProductBiddingCategoryLevel	AdGroupCriterionListingGroupCaseValueProductBiddingCategoryLevel column for table DisplayKeywordView	
AdGroupCriterionListingGroupCaseValueProductChannelChannel	AdGroupCriterionListingGroupCaseValueProductChannelChannel column for table DisplayKeywordView	
AdGroupCriterionListingGroupCaseValueProductChannelExclusivityChannelExclusivity	AdGroupCriterionListingGroupCaseValueProductChannelExclusivityChannelExclusivity column for table DisplayKeywordView	
AdGroupCriterionListingGroupCaseValueProductConditionCondition	AdGroupCriterionListingGroupCaseValueProductConditionCondition	

	<i>ing</i>	eProductConditionCondition column for table DisplayKeywordView
AdGroupCriterionListingGroupCaseValueProductItemIdValue	<i>ing</i>	AdGroupCriterionListingGroupCaseValueProductItemIdValue column for table DisplayKeywordView
AdGroupCriterionListingGroupCaseValueProductTypeLevel	<i>ing</i>	AdGroupCriterionListingGroupCaseValueProductTypeLevel column for table DisplayKeywordView
AdGroupCriterionListingGroupCaseValueProductTypeValue	<i>ing</i>	AdGroupCriterionListingGroupCaseValueProductTypeValue column for table DisplayKeywordView
AdGroupCriterionListingGroupParentAdGroupCriterion	<i>ing</i>	AdGroupCriterionListingGroupParentAdGroupCriterion column for table DisplayKeywordView
AdGroupCriterionListingGroupType	<i>String</i>	AdGroupCriterionListingGroupType column for table DisplayKeywordView
AdGroupCriterionMobileAppCategoryMobileAppCategoryConstant	<i>ing</i>	AdGroupCriterionMobileAppCategoryMobileAppCategoryConstant column for table DisplayKeywordView
AdGroupCriterionMobileApplicationAppId	<i>String</i>	AdGroupCriterionMobileApplicationAppId column for table DisplayKeywordView
AdGroupCriterionMobileApplicationName	<i>String</i>	AdGroupCriterionMobileApplicationName column for table DisplayKeywordView
AdGroupCriterionNegative	<i>Bo ol</i>	AdGroupCriterionNegative column for table DisplayKeywordView
AdGroupCriterionParentalStatusType	<i>String</i>	AdGroupCriterionParentalStatusType column for table DisplayKeywordView

AdGroupCriterionPercentCpcBidMicros	Long	AdGroupCriterionPercentCpcBidMicros column for table DisplayKeywordView
AdGroupCriterionPlacementUrl	String	AdGroupCriterionPlacementUrl column for table DisplayKeywordView
AdGroupCriterionPositionEstimatesEstimatedAddClicksAtFirstPositionCpc	Long	AdGroupCriterionPositionEstimatesEstimatedAddClicksAtFirstPositionCpc column for table DisplayKeywordView
AdGroupCriterionPositionEstimatesEstimatedAddCostAtFirstPositionCpc	Long	AdGroupCriterionPositionEstimatesEstimatedAddCostAtFirstPositionCpc column for table DisplayKeywordView
AdGroupCriterionPositionEstimatesFirstPageCpcMicros	Long	AdGroupCriterionPositionEstimatesFirstPageCpcMicros column for table DisplayKeywordView
AdGroupCriterionPositionEstimatesFirstPositionCpcMicros	Long	AdGroupCriterionPositionEstimatesFirstPositionCpcMicros column for table DisplayKeywordView
AdGroupCriterionPositionEstimatesTopOfPageCpcMicros	Long	AdGroupCriterionPositionEstimatesTopOfPageCpcMicros column for table DisplayKeywordView
AdGroupCriterionQualityInfoCreativeQualityScore	String	AdGroupCriterionQualityInfoCreativeQualityScore column for table DisplayKeywordView
AdGroupCriterionQualityInfoPostClickQualityScore	String	AdGroupCriterionQualityInfoPostClickQualityScore column for table DisplayKeywordView
AdGroupCriterionQualityInfoQualityScore	Int	AdGroupCriterionQualityInfoQualityScore column for table DisplayKeywordView
AdGroupCriterionQualityInfoSearchPredictedCtr	String	AdGroupCriterionQualityInfoSearchPredictedCtr column for table DisplayKeywordView

		DisplayKeywordView
AdGroupCriterionResourceName	String	AdGroupCriterionResourceName column for table DisplayKeywordView
AdGroupCriterionStatus	String	AdGroupCriterionStatus column for table DisplayKeywordView
AdGroupCriterionSystemServingStatus	String	AdGroupCriterionSystemServingStatus column for table DisplayKeywordView
AdGroupCriterionTopicPath	String	AdGroupCriterionTopicPath column for table DisplayKeywordView
AdGroupCriterionTopicTopicConstant	String	AdGroupCriterionTopicTopicConstant column for table DisplayKeywordView
AdGroupCriterionTrackingUrlTemplate	String	AdGroupCriterionTrackingUrlTemplate column for table DisplayKeywordView
AdGroupCriterionType	String	AdGroupCriterionType column for table DisplayKeywordView
AdGroupCriterionUrlCustomParameters	String	AdGroupCriterionUrlCustomParameters column for table DisplayKeywordView
AdGroupCriterionUserInterestUserInterestCategory	String	AdGroupCriterionUserInterestUserInterestCategory column for table DisplayKeywordView
AdGroupCriterionUserListUserList	String	AdGroupCriterionUserListUserList column for table DisplayKeywordView
AdGroupCriterionWebpageConditions	String	AdGroupCriterionWebpageConditions column for table DisplayKeywordView
AdGroupCriterionWebpageCriterionName	String	AdGroupCriterionWebpageCriterionName column for table DisplayKeywordView



AdGroupCriterionYoutubeChannelChannelId	<i>String</i>	AdGroupCriterionYoutubeChannelChannelId column for table DisplayKeywordView
AdGroupCriterionYoutubeVideoVideoId	<i>String</i>	AdGroupCriterionYoutubeVideoVideoId column for table DisplayKeywordView
Id	<i>Long</i>	The ID of the campaign.
Name	<i>String</i>	The name of the campaign.
Status	<i>String</i>	The status of the campaign.
ServingStatus	<i>String</i>	The ad serving status of the campaign.
AdServingOptimizationStatus	<i>String</i>	The ad serving optimization status of the campaign.
AdvertisingChannelType	<i>String</i>	The primary serving target for ads within the campaign. The targeting options can be refined in network_settings.
AdvertisingChannelSubType	<i>String</i>	Optional refinement to advertising_channel_type. Must be a valid sub-type of the parent channel type.
TrackingUrlTemplate	<i>String</i>	The URL template for constructing a tracking URL.
UrlCustomParameters	<i>String</i>	The list of mappings used to substitute custom parameter tags in a tracking_url_template, final_urls, or mobile_final_urls.
OptIn	<i>String</i>	Whether the campaign is opted in to

	<i>ing</i>	real-time bidding.
TargetSearchNetwork	<i>Bo ol</i>	Whether ads will be served on partner sites in the Google Search Network (requires target_google_search to also be true).
TargetGoogleSearch	<i>Bo ol</i>	Whether ads will be served with google.com search results.
TargetContentNetwork	<i>Bo ol</i>	Whether ads will be served on specified placements in the Google Display Network. Placements are specified using the Placement criterion.
TargetPartnerSearchNetwork	<i>Bo ol</i>	Whether ads will be served on the Google Partner Network. This is available only to some select Google partner accounts.
Labels	<i>Str ing</i>	The resource names of labels attached to this campaign.
Id [KEY]	<i>Str ing</i>	Client Customer Id.
DescriptiveName	<i>Str ing</i>	Name of the Customer.
CurrencyCode	<i>Str ing</i>	CurrencyCode of the customer.
TimeZone	<i>Str ing</i>	DateTimeZone of the customer.
Manager	<i>Bo ol</i>	Whether the customer is a manager.

TestAccount	<i>Boolean</i>	Boolean showing if the account is a test account.
AutoTaggingEnabled	<i>Boolean</i>	Boolean showing if the AutoTagging is enabled.
HasPartnersBadge	<i>Boolean</i>	Whether the Customer has a Partners program badge. If the Customer is not associated with the Partners program, this will be false.
ConversionTrackingId	<i>Long</i>	The conversion tracking id used for this account. This id is automatically assigned after any conversion tracking feature is used. If the customer doesn't use conversion tracking, this is 0. This field is read-only.
CrossAccountConversionTrackingId	<i>Long</i>	The conversion tracking id of the customer's manager. This is set when the customer is opted into cross account conversion tracking, and it overrides conversion_tracking_id. This field can only be managed through the Google Ads UI. This field is read-only.
CallConversionAction	<i>String</i>	Customer-level call conversion action to attribute a call conversion to. If not set a default conversion action is used. Only in effect when call_conversion_reporting_enabled is set to true.
CallConversionReportingEnabled	<i>Boolean</i>	Whether to enable call conversion reporting.
CallReportingEnabled	<i>Boolean</i>	Enable reporting of phone call events by redirecting them via Google System.
ActiveViewCpm	<i>Double</i>	ActiveViewCpm column for table

	<i>ub le</i>	DisplayKeywordView
ActiveViewCtr	<i>Do ub le</i>	ActiveViewCtr column for table DisplayKeywordView
ActiveViewImpressions	<i>Lo ng</i>	ActiveViewImpressions column for table DisplayKeywordView
ActiveViewMeasurability	<i>Do ub le</i>	ActiveViewMeasurability column for table DisplayKeywordView
ActiveViewMeasurableCostMicros	<i>Lo ng</i>	ActiveViewMeasurableCostMicros column for table DisplayKeywordView
ActiveViewMeasurableImpressions	<i>Lo ng</i>	ActiveViewMeasurableImpressions column for table DisplayKeywordView
ActiveViewViewability	<i>Do ub le</i>	ActiveViewViewability column for table DisplayKeywordView
AllConversions	<i>Do ub le</i>	AllConversions column for table DisplayKeywordView
AllConversionsFromInteractionsRate	<i>Do ub le</i>	AllConversionsFromInteractionsRate column for table DisplayKeywordView
AllConversionsFromInteractionsValuePerInteraction	<i>Do ub le</i>	AllConversionsFromInteractionsValuePerInteraction column for table DisplayKeywordView
AllConversionsValue	<i>Do ub le</i>	AllConversionsValue column for table DisplayKeywordView

AllConversionsValuePerCost	<i>Do ub le</i>	AllConversionsValuePerCost column for table DisplayKeywordView
AverageCost	<i>Do ub le</i>	AverageCost column for table DisplayKeywordView
AverageCpc	<i>Do ub le</i>	AverageCpc column for table DisplayKeywordView
AverageCpe	<i>Do ub le</i>	AverageCpe column for table DisplayKeywordView
AverageCpm	<i>Do ub le</i>	AverageCpm column for table DisplayKeywordView
AverageCpv	<i>Do ub le</i>	AverageCpv column for table DisplayKeywordView
Clicks	<i>Lo ng</i>	Clicks column for table DisplayKeywordView
Conversions	<i>Do ub le</i>	Conversions column for table DisplayKeywordView
ConversionsFromInteractionsRate	<i>Do ub le</i>	ConversionsFromInteractionsRate column for table DisplayKeywordView
ConversionsValue	<i>Do ub le</i>	ConversionsValue column for table DisplayKeywordView
CostMicros	<i>Lo</i>	CostMicros column for table

	<i>ng</i>	DisplayKeywordView
CostPerAllConversions	<i>Do ub le</i>	CostPerAllConversions column for table DisplayKeywordView
CostPerConversion	<i>Do ub le</i>	CostPerConversion column for table DisplayKeywordView
CrossDeviceConversions	<i>Do ub le</i>	CrossDeviceConversions column for table DisplayKeywordView
Ctr	<i>Do ub le</i>	Ctr column for table DisplayKeywordView
EngagementRate	<i>Do ub le</i>	EngagementRate column for table DisplayKeywordView
Engagements	<i>Lo ng</i>	Engagements column for table DisplayKeywordView
GmailForwards	<i>Lo ng</i>	GmailForwards column for table DisplayKeywordView
GmailSaves	<i>Lo ng</i>	GmailSaves column for table DisplayKeywordView
GmailSecondaryClicks	<i>Lo ng</i>	GmailSecondaryClicks column for table DisplayKeywordView
Impressions	<i>Lo ng</i>	Impressions column for table DisplayKeywordView
InteractionEventTypes	<i>Str ing</i>	InteractionEventTypes column for table DisplayKeywordView

InteractionRate	<i>Double</i>	InteractionRate column for table DisplayKeywordView
Interactions	<i>Long</i>	Interactions column for table DisplayKeywordView
ValuePerAllConversions	<i>Double</i>	ValuePerAllConversions column for table DisplayKeywordView
ValuePerConversion	<i>Double</i>	ValuePerConversion column for table DisplayKeywordView
VideoQuartile100Rate	<i>Double</i>	VideoQuartile100Rate column for table DisplayKeywordView
VideoQuartile25Rate	<i>Double</i>	VideoQuartile25Rate column for table DisplayKeywordView
VideoQuartile50Rate	<i>Double</i>	VideoQuartile50Rate column for table DisplayKeywordView
VideoQuartile75Rate	<i>Double</i>	VideoQuartile75Rate column for table DisplayKeywordView
VideoViewRate	<i>Double</i>	VideoViewRate column for table DisplayKeywordView
VideoViews	<i>Long</i>	VideoViews column for table DisplayKeywordView
ViewThroughConversions	<i>Long</i>	ViewThroughConversions column for table DisplayKeywordView

AdNetworkType	<i>String</i>	AdNetworkType column for table DisplayKeywordView
ClickType	<i>String</i>	ClickType column for table DisplayKeywordView
ConversionAction	<i>String</i>	ConversionAction column for table DisplayKeywordView
ConversionActionCategory	<i>String</i>	ConversionActionCategory column for table DisplayKeywordView
ConversionActionName	<i>String</i>	ConversionActionName column for table DisplayKeywordView
CustomerId	<i>Long</i>	CustomerId column for table DisplayKeywordView.
Date	<i>Date</i>	Date column for table DisplayKeywordView
DayOfWeek	<i>String</i>	DayOfWeek column for table DisplayKeywordView
Device	<i>String</i>	Device column for table DisplayKeywordView
ExternalConversionSource	<i>String</i>	ExternalConversionSource column for table DisplayKeywordView
Month	<i>Date</i>	Month column for table DisplayKeywordView
MonthOfYear	<i>String</i>	MonthOfYear column for table DisplayKeywordView
Quarter	<i>Date</i>	Quarter column for table DisplayKeywordView
Week	<i>Date</i>	Week column for table



	<i>te</i>	DisplayKeywordView
Year	<i>Int</i>	Year column for table DisplayKeywordView

## Pseudo-Columns

Pseudo column fields are used in the WHERE clause of SELECT statements and offer a more granular control over the tuples that are returned from the data source.

Name	Type	Description
ManagerId	<i>Long</i>	Id of the manager account on behalf of which you are requesting customer data.

## DistanceView

The distance view in the query.

## Table Specific Information

### Select

Google Ads does not allow every column to be selected in a single query as some data will conflict if selected together. Therefore, when issuing a query that selects all columns, only the default metrics, segments, and attributes will be returned. In general, these defaults are the same fields that are exposed through the Ads console.

To use the nondefault fields, explicitly select them in your query.

Filters can also be used in the WHERE clause. The supported operators are the =, !=, >, >=, <, <=, LIKE, NOT LIKE, IN, and NOT IN operators. All filters must be joined by the AND keyword as OR is not supported by the Ads API.

# Columns

Name	Type	Description
DistanceViewDistanceBucket	String	DistanceViewDistanceBucket column for table DistanceView
DistanceViewMetricSystem	Boolean	DistanceViewMetricSystem column for table DistanceView
CustomerAutoTaggingEnabled	Boolean	CustomerAutoTaggingEnabled column for table DistanceView
CustomerCallReportingSettingCallConversionAction	String	CustomerCallReportingSettingCallConversionAction column for table DistanceView
CustomerCallReportingSettingCallConversionReportingEnabled	Boolean	CustomerCallReportingSettingCallConversionReportingEnabled column for table DistanceView
CustomerCallReportingSettingCallReportingEnabled	Boolean	CustomerCallReportingSettingCallReportingEnabled column for table DistanceView
CustomerConversionTrackingSettingConversionTrackingId	String	CustomerConversionTrackingSettingConversionTrackingId column for table DistanceView
CustomerConversionTrackingSettingCrossAccountConversionTrackingId	String	CustomerConversionTrackingSettingCrossAccountConversionTrackingId column for table DistanceView
CustomerCurrencyCode	String	CustomerCurrencyCode column for table DistanceView
CustomerDescriptiveName	String	CustomerDescriptiveName column for table DistanceView

CustomerFinalUrlSuffix	<i>String</i>	CustomerFinalUrlSuffix column for table DistanceView
CustomerHasPartnersBadge	<i>Boolean</i>	CustomerHasPartnersBadge column for table DistanceView
CustomerId	<i>Long</i>	CustomerId column for table DistanceView
CustomerManager	<i>Boolean</i>	CustomerManager column for table DistanceView
CustomerPayPerConversionEligibilityFailureReasons	<i>String</i>	CustomerPayPerConversionEligibilityFailureReasons column for table DistanceView
CustomerRemarketingSettingGoogleGlobalSiteTag	<i>String</i>	CustomerRemarketingSettingGoogleGlobalSiteTag column for table DistanceView
CustomerResourceName	<i>String</i>	CustomerResourceName column for table DistanceView
CustomerTestAccount	<i>Boolean</i>	CustomerTestAccount column for table DistanceView
CustomerTimeZone	<i>String</i>	CustomerTimeZone column for table DistanceView
CustomerTrackingUrlTemplate	<i>String</i>	CustomerTrackingUrlTemplate column for table DistanceView
AllConversions	<i>Double</i>	AllConversions column for table DistanceView
AllConversionsFromInteractionsRate	<i>Double</i>	AllConversionsFromInteractionsRate column for table DistanceView

AllConversionsValue	<i>Double</i>	AllConversionsValue column for table DistanceView
AverageCpc	<i>Double</i>	AverageCpc column for table DistanceView
AverageCpm	<i>Double</i>	AverageCpm column for table DistanceView
Clicks	<i>Long</i>	Clicks column for table DistanceView
Conversions	<i>Double</i>	Conversions column for table DistanceView
ConversionsFromInteractionsRate	<i>Double</i>	ConversionsFromInteractionsRate column for table DistanceView
ConversionsValue	<i>Double</i>	ConversionsValue column for table DistanceView
CostMicros	<i>Long</i>	CostMicros column for table DistanceView
CostPerAllConversions	<i>Double</i>	CostPerAllConversions column for table DistanceView
CostPerConversion	<i>Double</i>	CostPerConversion column for table DistanceView
CrossDeviceConversions	<i>Double</i>	CrossDeviceConversions column for table DistanceView

	<i>e</i>	
Ctr	<i>Double</i>	Ctr column for table DistanceView
Impressions	<i>Long</i>	Impressions column for table DistanceView
ValuePerAllConversions	<i>Double</i>	ValuePerAllConversions column for table DistanceView
ValuePerConversion	<i>Double</i>	ValuePerConversion column for table DistanceView
ViewThroughConversions	<i>Long</i>	ViewThroughConversions column for table DistanceView
AdNetworkType	<i>String</i>	AdNetworkType column for table DistanceView
ConversionAction	<i>String</i>	ConversionAction column for table DistanceView
ConversionActionCategory	<i>String</i>	ConversionActionCategory column for table DistanceView
ConversionActionName	<i>String</i>	ConversionActionName column for table DistanceView
Date	<i>Date</i>	Date column for table DistanceView
DayOfWeek	<i>String</i>	DayOfWeek column for table DistanceView
Device	<i>String</i>	Device column for table DistanceView

ExternalConversionSource	<i>String</i>	ExternalConversionSource column for table DistanceView
Month	<i>Date</i>	Month column for table DistanceView
MonthOfYear	<i>String</i>	MonthOfYear column for table DistanceView
Quarter	<i>Date</i>	Quarter column for table DistanceView
Week	<i>Date</i>	Week column for table DistanceView
Year	<i>Int</i>	Year column for table DistanceView

## DynamicSearchAdsSearchTermView

The dynamic search ads search term view in the query.

### Table Specific Information

#### Select

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To use the nondefault fields, explicitly select them in your query.

Filters can also be used in the WHERE clause. The supported operators are the =, !=, >, >=, <, <=, LIKE, NOT LIKE, IN, and NOT IN operators. All filters must be joined by the AND keyword as OR is not supported by the Ads API.

## Columns

Name	Type	Description
AdGroupAdRotationMode	String	AdGroupAdRotationMode column for table DynamicSearchAdsSearchTermView
AdGroupBaseAdGroup	String	AdGroupBaseAdGroup column for table DynamicSearchAdsSearchTermView
AdGroupCampaign	String	AdGroupCampaign column for table DynamicSearchAdsSearchTermView
AdGroupCpcBidMicros	Long	AdGroupCpcBidMicros column for table DynamicSearchAdsSearchTermView
AdGroupCpmBidMicros	Long	AdGroupCpmBidMicros column for table DynamicSearchAdsSearchTermView
AdGroupCpvBidMicros	Long	AdGroupCpvBidMicros column for table DynamicSearchAdsSearchTermView
AdGroupDisplayCustomBidDimension	String	AdGroupDisplayCustomBidDimension column for table DynamicSearchAdsSearchTermView
AdGroupEffectiveTargetCpaMicros	Long	AdGroupEffectiveTargetCpaMicros column for table DynamicSearchAdsSearchTermView
AdGroupEffectiveTargetCpaSource	String	AdGroupEffectiveTargetCpaSource column for table DynamicSearchAdsSearchTermView

AdGroupEffectiveTargetRoas	<i>Double</i>	AdGroupEffectiveTargetRoas column for table DynamicSearchAdsSearchTermView
AdGroupEffectiveTargetRoasSource	<i>String</i>	AdGroupEffectiveTargetRoasSource column for table DynamicSearchAdsSearchTermView
AdGroupExplorerAutoOptimizerSettingOptIn	<i>Boolean</i>	AdGroupExplorerAutoOptimizerSettingOptIn column for table DynamicSearchAdsSearchTermView
AdGroupFinalUrlSuffix	<i>String</i>	AdGroupFinalUrlSuffix column for table DynamicSearchAdsSearchTermView
AdGroupId	<i>Long</i>	AdGroupId column for table DynamicSearchAdsSearchTermView
AdGroupLabels	<i>String</i>	AdGroupLabels column for table DynamicSearchAdsSearchTermView
AdGroupName	<i>String</i>	AdGroupName column for table DynamicSearchAdsSearchTermView
AdGroupPercentCpcBidMicros	<i>Long</i>	AdGroupPercentCpcBidMicros column for table DynamicSearchAdsSearchTermView
AdGroupResourceName	<i>String</i>	AdGroupResourceName column for table DynamicSearchAdsSearchTermView
AdGroupStatus	<i>String</i>	AdGroupStatus column for table DynamicSearchAdsSearchTermView
AdGroupTargetCpaMicros	<i>Long</i>	AdGroupTargetCpaMicros column for table DynamicSearchAdsSearchTermView



AdGroupTargetCpmMicros	<i>Long</i>	AdGroupTargetCpmMicros column for table DynamicSearchAdsSearchTermView
AdGroupTargetRoas	<i>Double</i>	AdGroupTargetRoas column for table DynamicSearchAdsSearchTermView
AdGroupTargetingSettingTargetRestrictions	<i>String</i>	AdGroupTargetingSettingTargetRestrictions column for table DynamicSearchAdsSearchTermView
AdGroupTrackingUrlTemplate	<i>String</i>	AdGroupTrackingUrlTemplate column for table DynamicSearchAdsSearchTermView
AdGroupType	<i>String</i>	AdGroupType column for table DynamicSearchAdsSearchTermView
AdGroupUrlCustomParameters	<i>String</i>	AdGroupUrlCustomParameters column for table DynamicSearchAdsSearchTermView
CampaignAdServingOptimizationStatus	<i>String</i>	CampaignAdServingOptimizationStatus column for table DynamicSearchAdsSearchTermView
CampaignAdvertisingChannelSubType	<i>String</i>	CampaignAdvertisingChannelSubType column for table DynamicSearchAdsSearchTermView
CampaignAdvertisingChannelType	<i>String</i>	CampaignAdvertisingChannelType column for table DynamicSearchAdsSearchTermView
CampaignAppCampaignSettingAppId	<i>String</i>	CampaignAppCampaignSettingAppId column for table DynamicSearchAdsSearchTermView
CampaignAppCampaignSettingAppStore	<i>String</i>	CampaignAppCampaignSettingAppStore column for table DynamicSearchAdsSearchTermView

	<i>String</i>	re column for table DynamicSearchAdsSearchTermView
CampaignAppCampaignSettingBiddingStrategyGoalType	<i>String</i>	CampaignAppCampaignSettingBiddingStrategyGoalType column for table DynamicSearchAdsSearchTermView
CampaignBaseCampaign	<i>String</i>	CampaignBaseCampaign column for table DynamicSearchAdsSearchTermView
CampaignBiddingStrategy	<i>String</i>	CampaignBiddingStrategy column for table DynamicSearchAdsSearchTermView
CampaignBiddingStrategyType	<i>String</i>	CampaignBiddingStrategyType column for table DynamicSearchAdsSearchTermView
CampaignCampaignBudget	<i>String</i>	CampaignCampaignBudget column for table DynamicSearchAdsSearchTermView
CampaignCommissionCommissionRateMicros	<i>Long</i>	CampaignCommissionCommissionRateMicros column for table DynamicSearchAdsSearchTermView
CampaignDynamicSearchAdsSettingDomainName	<i>String</i>	CampaignDynamicSearchAdsSettingDomainName column for table DynamicSearchAdsSearchTermView
CampaignDynamicSearchAdsSettingFeeds	<i>String</i>	CampaignDynamicSearchAdsSettingFeeds column for table DynamicSearchAdsSearchTermView
CampaignDynamicSearchAdsSettingLanguageCode	<i>String</i>	CampaignDynamicSearchAdsSettingLanguageCode column for table DynamicSearchAdsSearchTermView
CampaignDynamicSearchAdsSettingUseSuppliedUrlsOnly	<i>Boolean</i>	CampaignDynamicSearchAdsSettingUseSuppliedUrlsOnly column for table DynamicSearchAdsSearchTermView

	<i>ol</i>	seSuppliedUrlsOnly column for table DynamicSearchAdsSearchTermView
CampaignEndDate	<i>Date</i>	CampaignEndDate column for table DynamicSearchAdsSearchTermView
CampaignExperimentType	<i>String</i>	CampaignExperimentType column for table DynamicSearchAdsSearchTermView
CampaignFinalUrlSuffix	<i>String</i>	CampaignFinalUrlSuffix column for table DynamicSearchAdsSearchTermView
CampaignFrequencyCaps	<i>String</i>	CampaignFrequencyCaps column for table DynamicSearchAdsSearchTermView
CampaignGeoTargetTypeSettingNegativeGeoTargetType	<i>String</i>	CampaignGeoTargetTypeSettingNegat iveGeoTargetType column for table DynamicSearchAdsSearchTermView
CampaignGeoTargetTypeSettingPositiveGeoTargetType	<i>String</i>	CampaignGeoTargetTypeSettingPositi veGeoTargetType column for table DynamicSearchAdsSearchTermView
CampaignHotelSettingHotelCenterId	<i>Long</i>	CampaignHotelSettingHotelCenterId column for table DynamicSearchAdsSearchTermView
CampaignId	<i>Long</i>	CampaignId column for table DynamicSearchAdsSearchTermView
CampaignLabels	<i>String</i>	CampaignLabels column for table DynamicSearchAdsSearchTermView
CampaignManualCpcEnhancedCpcEnabled	<i>Bo ol</i>	CampaignManualCpcEnhancedCpcEna bled column for table DynamicSearchAdsSearchTermView

CampaignManualCpm	String	CampaignManualCpm column for table DynamicSearchAdsSearchTermView
CampaignManualCpv	String	CampaignManualCpv column for table DynamicSearchAdsSearchTermView
CampaignMaximizeConversionValueTargetRoas	Double	CampaignMaximizeConversionValueTargetRoas column for table DynamicSearchAdsSearchTermView
CampaignMaximizeConversions	Long	DynamicSearchAdsSearchTermView column for table AdScheduleView
CampaignName	String	CampaignName column for table DynamicSearchAdsSearchTermView
CampaignNetworkSettingsTargetContentNetwork	Boolean	CampaignNetworkSettingsTargetContentNetwork column for table DynamicSearchAdsSearchTermView
CampaignNetworkSettingsTargetGoogleSearch	Boolean	CampaignNetworkSettingsTargetGoogleSearch column for table DynamicSearchAdsSearchTermView
CampaignNetworkSettingsTargetPartnerSearchNetwork	Boolean	CampaignNetworkSettingsTargetPartnerSearchNetwork column for table DynamicSearchAdsSearchTermView
CampaignNetworkSettingsTargetSearchNetwork	Boolean	CampaignNetworkSettingsTargetSearchNetwork column for table DynamicSearchAdsSearchTermView
CampaignPaymentMode	String	CampaignPaymentMode column for table DynamicSearchAdsSearchTermView
CampaignPercentCpcCpcBidCeilingMicros	Long	CampaignPercentCpcCpcBidCeilingMicros column for table DynamicSearchAdsSearchTermView

CampaignPercentCpcEnhancedCpcEnabled	<i>Boolean</i>	CampaignPercentCpcEnhancedCpcEnabled column for table DynamicSearchAdsSearchTermView
CampaignRealTimeBiddingSettingOptIn	<i>Boolean</i>	CampaignRealTimeBiddingSettingOptIn column for table DynamicSearchAdsSearchTermView
CampaignResourceName	<i>String</i>	CampaignResourceName column for table DynamicSearchAdsSearchTermView
CampaignSelectiveOptimizationConversionActions	<i>String</i>	CampaignSelectiveOptimizationConversionActions column for table DynamicSearchAdsSearchTermView
CampaignServingStatus	<i>String</i>	CampaignServingStatus column for table DynamicSearchAdsSearchTermView
CampaignShoppingSettingCampaignPriority	<i>Integer</i>	CampaignShoppingSettingCampaignPriority column for table DynamicSearchAdsSearchTermView
CampaignShoppingSettingEnableLocal	<i>Boolean</i>	CampaignShoppingSettingEnableLocal column for table DynamicSearchAdsSearchTermView
CampaignShoppingSettingMerchantId	<i>Long</i>	CampaignShoppingSettingMerchantId column for table DynamicSearchAdsSearchTermView
CampaignShoppingSettingSalesCountry	<i>String</i>	CampaignShoppingSettingSalesCountry column for table DynamicSearchAdsSearchTermView
CampaignStartDate	<i>Date</i>	CampaignStartDate column for table DynamicSearchAdsSearchTermView
CampaignStatus	<i>String</i>	CampaignStatus column for table

	<i>ng</i>	DynamicSearchAdsSearchTermView
CampaignTargetCpaCpcBidCeilingMicros	<i>Long</i>	CampaignTargetCpaCpcBidCeilingMicros column for table DynamicSearchAdsSearchTermView
CampaignTargetCpaCpcBidFloorMicros	<i>Long</i>	CampaignTargetCpaCpcBidFloorMicros column for table DynamicSearchAdsSearchTermView
CampaignTargetCpaTargetCpaMicros	<i>Long</i>	CampaignTargetCpaTargetCpaMicros column for table DynamicSearchAdsSearchTermView
CampaignTargetCpm	<i>String</i>	CampaignTargetCpm column for table DynamicSearchAdsSearchTermView
CampaignTargetImpressionShareCpcBidCeilingMicros	<i>Long</i>	CampaignTargetImpressionShareCpcBidCeilingMicros column for table DynamicSearchAdsSearchTermView
CampaignTargetImpressionShareLocation	<i>String</i>	CampaignTargetImpressionShareLocation column for table DynamicSearchAdsSearchTermView
CampaignTargetImpressionShareLocationFractionMicros	<i>Long</i>	CampaignTargetImpressionShareLocationFractionMicros column for table DynamicSearchAdsSearchTermView
CampaignTargetRoasCpcBidCeilingMicros	<i>Long</i>	CampaignTargetRoasCpcBidCeilingMicros column for table DynamicSearchAdsSearchTermView
CampaignTargetRoasCpcBidFloorMicros	<i>Long</i>	CampaignTargetRoasCpcBidFloorMicros column for table DynamicSearchAdsSearchTermView
CampaignTargetRoasTargetRoas	<i>Double</i>	CampaignTargetRoasTargetRoas column for table DynamicSearchAdsSearchTermView

CampaignTargetSpendCpcBidCeilingMicros	Long	CampaignTargetSpendCpcBidCeilingMicros column for table DynamicSearchAdsSearchTermView
CampaignTargetSpendTargetSpendMicros	Long	CampaignTargetSpendTargetSpendMicros column for table DynamicSearchAdsSearchTermView
CampaignTargetingSettingTargetRestrictions	String	CampaignTargetingSettingTargetRestrictions column for table DynamicSearchAdsSearchTermView
CampaignTrackingSettingTrackingUrl	String	CampaignTrackingSettingTrackingUrl column for table DynamicSearchAdsSearchTermView
CampaignTrackingUrlTemplate	String	CampaignTrackingUrlTemplate column for table DynamicSearchAdsSearchTermView
CampaignUrlCustomParameters	String	CampaignUrlCustomParameters column for table DynamicSearchAdsSearchTermView
CampaignVanityPharmaVanityPharmaDisplayUrlMode	String	CampaignVanityPharmaVanityPharmaDisplayUrlMode column for table DynamicSearchAdsSearchTermView
CampaignVanityPharmaVanityPharmaText	String	CampaignVanityPharmaVanityPharmaText column for table DynamicSearchAdsSearchTermView
CampaignVideoBrandSafetySuitability	String	CampaignVideoBrandSafetySuitability column for table DynamicSearchAdsSearchTermView
CustomerAutoTaggingEnabled	Boolean	CustomerAutoTaggingEnabled column for table DynamicSearchAdsSearchTermView

CustomerCallReportingSettingCallConversionAction	String	CustomerCallReportingSettingCallConversionAction column for table DynamicSearchAdsSearchTermView
CustomerCallReportingSettingCallConversionReportingEnabled	Boolean	CustomerCallReportingSettingCallConversionReportingEnabled column for table DynamicSearchAdsSearchTermView
CustomerCallReportingSettingCallReportingEnabled	Boolean	CustomerCallReportingSettingCallReportingEnabled column for table DynamicSearchAdsSearchTermView
CustomerConversionTrackingSettingConversionTrackingId	Long	CustomerConversionTrackingSettingConversionTrackingId column for table DynamicSearchAdsSearchTermView
CustomerConversionTrackingSettingCrossAccountConversionTrackingId	Long	CustomerConversionTrackingSettingCrossAccountConversionTrackingId column for table DynamicSearchAdsSearchTermView
CustomerCurrencyCode	String	CustomerCurrencyCode column for table DynamicSearchAdsSearchTermView
CustomerDescriptiveName	String	CustomerDescriptiveName column for table DynamicSearchAdsSearchTermView
CustomerFinalUrlSuffix	String	CustomerFinalUrlSuffix column for table DynamicSearchAdsSearchTermView
CustomerHasPartnersBadge	Boolean	CustomerHasPartnersBadge column for table DynamicSearchAdsSearchTermView
CustomerId	Long	CustomerId column for table DynamicSearchAdsSearchTermView



CustomerManager	<i>Boolean</i>	CustomerManager column for table DynamicSearchAdsSearchTermView
CustomerPayPerConversionEligibilityFailureReasons	<i>String</i>	CustomerPayPerConversionEligibilityFailureReasons column for table DynamicSearchAdsSearchTermView
CustomerRemarketingSettingGoogleGlobalSiteTag	<i>String</i>	CustomerRemarketingSettingGoogleGlobalSiteTag column for table DynamicSearchAdsSearchTermView
CustomerResourceName	<i>String</i>	CustomerResourceName column for table DynamicSearchAdsSearchTermView
CustomerTestAccount	<i>Boolean</i>	CustomerTestAccount column for table DynamicSearchAdsSearchTermView
CustomerTimeZone	<i>String</i>	CustomerTimeZone column for table DynamicSearchAdsSearchTermView
CustomerTrackingUrlTemplate	<i>String</i>	CustomerTrackingUrlTemplate column for table DynamicSearchAdsSearchTermView
AllConversions	<i>Double</i>	AllConversions column for table DynamicSearchAdsSearchTermView
AllConversionsFromInteractionsRate	<i>Double</i>	AllConversionsFromInteractionsRate column for table DynamicSearchAdsSearchTermView
AllConversionsValue	<i>Double</i>	AllConversionsValue column for table DynamicSearchAdsSearchTermView
AverageCpc	<i>Double</i>	AverageCpc column for table DynamicSearchAdsSearchTermView

	<i>e</i>	
AverageCpm	<i>Double</i>	AverageCpm column for table DynamicSearchAdsSearchTermView
Clicks	<i>Long</i>	Clicks column for table DynamicSearchAdsSearchTermView
Conversions	<i>Double</i>	Conversions column for table DynamicSearchAdsSearchTermView
ConversionsFromInteractionsRate	<i>Double</i>	ConversionsFromInteractionsRate column for table DynamicSearchAdsSearchTermView
ConversionsValue	<i>Double</i>	ConversionsValue column for table DynamicSearchAdsSearchTermView
CostMicros	<i>Long</i>	CostMicros column for table DynamicSearchAdsSearchTermView
CostPerAllConversions	<i>Double</i>	CostPerAllConversions column for table DynamicSearchAdsSearchTermView
CostPerConversion	<i>Double</i>	CostPerConversion column for table DynamicSearchAdsSearchTermView
CrossDeviceConversions	<i>Double</i>	CrossDeviceConversions column for table DynamicSearchAdsSearchTermView
Ctr	<i>Double</i>	Ctr column for table DynamicSearchAdsSearchTermView

Impressions	<i>Long</i>	Impressions column for table DynamicSearchAdsSearchTermView
ValuePerAllConversions	<i>Double</i>	ValuePerAllConversions column for table DynamicSearchAdsSearchTermView
ValuePerConversion	<i>Double</i>	ValuePerConversion column for table DynamicSearchAdsSearchTermView
ConversionAction	<i>String</i>	ConversionAction column for table DynamicSearchAdsSearchTermView
ConversionActionCategory	<i>String</i>	ConversionActionCategory column for table DynamicSearchAdsSearchTermView
ConversionActionName	<i>String</i>	ConversionActionName column for table DynamicSearchAdsSearchTermView
Date	<i>Date</i>	Date column for table DynamicSearchAdsSearchTermView
DayOfWeek	<i>String</i>	DayOfWeek column for table DynamicSearchAdsSearchTermView
ExternalConversionSource	<i>String</i>	ExternalConversionSource column for table DynamicSearchAdsSearchTermView
Month	<i>Date</i>	Month column for table DynamicSearchAdsSearchTermView
MonthOfYear	<i>String</i>	MonthOfYear column for table DynamicSearchAdsSearchTermView
Quarter	<i>Date</i>	Quarter column for table DynamicSearchAdsSearchTermView

Webpage	<i>String</i>	Webpage column for table DynamicSearchAdsSearchTermView
Week	<i>Date</i>	Week column for table DynamicSearchAdsSearchTermView
Year	<i>Int</i>	Year column for table DynamicSearchAdsSearchTermView

## ExpandedLandingPageView

The expanded landing page view in the query.

## Table Specific Information

### Select

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## Columns

Name	Type	Description
CustomerAutoTaggingEnabled	Bo	CustomerAutoTaggingEnabled column

	<i>ol</i>	for table ExpandedLandingPageView
CustomerCallReportingSettingCallConversionAction	<i>String</i>	CustomerCallReportingSettingCallConversionAction column for table ExpandedLandingPageView
CustomerCallReportingSettingCallConversionReportingEnabled	<i>Boolean</i>	CustomerCallReportingSettingCallConversionReportingEnabled column for table ExpandedLandingPageView
CustomerCallReportingSettingCallReportingEnabled	<i>Boolean</i>	CustomerCallReportingSettingCallReportingEnabled column for table ExpandedLandingPageView
CustomerConversionTrackingSettingConversionTrackingId	<i>Long</i>	CustomerConversionTrackingSettingConversionTrackingId column for table ExpandedLandingPageView
CustomerConversionTrackingSettingCrossAccountConversionTrackingId	<i>Long</i>	CustomerConversionTrackingSettingCrossAccountConversionTrackingId column for table ExpandedLandingPageView
CustomerCurrencyCode	<i>String</i>	CustomerCurrencyCode column for table ExpandedLandingPageView
CustomerDescriptiveName	<i>String</i>	CustomerDescriptiveName column for table ExpandedLandingPageView
CustomerFinalUrlSuffix	<i>String</i>	CustomerFinalUrlSuffix column for table ExpandedLandingPageView
CustomerHasPartnersBadge	<i>Boolean</i>	CustomerHasPartnersBadge column for table ExpandedLandingPageView
CustomerId	<i>Long</i>	CustomerId column for table ExpandedLandingPageView
CustomerManager	<i>Boolean</i>	CustomerManager column for table ExpandedLandingPageView

CustomerPayPerConversionEligibilityFailureReasons	String	CustomerPayPerConversionEligibilityFailureReasons column for table ExpandedLandingPageView
CustomerRemarketingSettingGoogleGlobalSiteTag	String	CustomerRemarketingSettingGoogleGlobalSiteTag column for table ExpandedLandingPageView
CustomerResourceName	String	CustomerResourceName column for table ExpandedLandingPageView
CustomerTestAccount	Boolean	CustomerTestAccount column for table ExpandedLandingPageView
CustomerTimeZone	String	CustomerTimeZone column for table ExpandedLandingPageView
CustomerTrackingUrlTemplate	String	CustomerTrackingUrlTemplate column for table ExpandedLandingPageView
ActiveViewCpm	Double	ActiveViewCpm column for table ExpandedLandingPageView
ActiveViewCtr	Double	ActiveViewCtr column for table ExpandedLandingPageView
ActiveViewImpressions	Long	ActiveViewImpressions column for table ExpandedLandingPageView
ActiveViewMeasurability	Double	ActiveViewMeasurability column for table ExpandedLandingPageView
ActiveViewMeasurableCostMicros	Long	ActiveViewMeasurableCostMicros column for table ExpandedLandingPageView

ActiveViewMeasurableImpressions	<i>Long</i>	ActiveViewMeasurableImpressions column for table ExpandedLandingPageView
ActiveViewViewability	<i>Double</i>	ActiveViewViewability column for table ExpandedLandingPageView
AllConversions	<i>Double</i>	AllConversions column for table ExpandedLandingPageView
AllConversionsFromInteractionsRate	<i>Double</i>	AllConversionsFromInteractionsRate column for table ExpandedLandingPageView
AllConversionsFromInteractionsValuePerInteraction	<i>Double</i>	AllConversionsFromInteractionsValuePerInteraction column for table ExpandedLandingPageView
AllConversionsValue	<i>Double</i>	AllConversionsValue column for table ExpandedLandingPageView
AllConversionsValuePerCost	<i>Double</i>	AllConversionsValuePerCost column for table ExpandedLandingPageView
AverageCost	<i>Double</i>	AverageCost column for table ExpandedLandingPageView
AverageCpc	<i>Double</i>	AverageCpc column for table ExpandedLandingPageView
AverageCpe	<i>Double</i>	AverageCpe column for table ExpandedLandingPageView

AverageCpm	<i>Double</i>	AverageCpm column for table ExpandedLandingPageView
AverageCpv	<i>Double</i>	AverageCpv column for table ExpandedLandingPageView
Clicks	<i>Long</i>	Clicks column for table ExpandedLandingPageView
Conversions	<i>Double</i>	Conversions column for table ExpandedLandingPageView
ConversionsFromInteractionsRate	<i>Double</i>	ConversionsFromInteractionsRate column for table ExpandedLandingPageView
ConversionsFromInteractionsValuePerInteraction	<i>Double</i>	ConversionsFromInteractionsValuePerInteraction column for table ExpandedLandingPageView
ConversionsValue	<i>Double</i>	ConversionsValue column for table ExpandedLandingPageView
ConversionsValuePerCost	<i>Double</i>	ConversionsValuePerCost column for table ExpandedLandingPageView
CostMicros	<i>Long</i>	CostMicros column for table ExpandedLandingPageView
CostPerAllConversions	<i>Double</i>	CostPerAllConversions column for table ExpandedLandingPageView
CostPerConversion	<i>Double</i>	CostPerConversion column for table ExpandedLandingPageView



	<i>e</i>	
CrossDeviceConversions	<i>Double</i>	CrossDeviceConversions column for table ExpandedLandingPageView
Ctr	<i>Double</i>	Ctr column for table ExpandedLandingPageView
EngagementRate	<i>Double</i>	EngagementRate column for table ExpandedLandingPageView
Engagements	<i>Long</i>	Engagements column for table ExpandedLandingPageView
Impressions	<i>Long</i>	Impressions column for table ExpandedLandingPageView
InteractionEventTypes	<i>String</i>	InteractionEventTypes column for table ExpandedLandingPageView
InteractionRate	<i>Double</i>	InteractionRate column for table ExpandedLandingPageView
Interactions	<i>Long</i>	Interactions column for table ExpandedLandingPageView
MobileFriendlyClicksPercentage	<i>Double</i>	MobileFriendlyClicksPercentage column for table ExpandedLandingPageView
SpeedScore	<i>Long</i>	SpeedScore column for table ExpandedLandingPageView
ValidAcceleratedMobilePagesClicksPercentage	<i>Double</i>	ValidAcceleratedMobilePagesClicksPercentage column for table ExpandedLandingPageView

ValuePerAllConversions	<i>Double</i>	ValuePerAllConversions column for table ExpandedLandingPageView
ValuePerConversion	<i>Double</i>	ValuePerConversion column for table ExpandedLandingPageView
VideoViewRate	<i>Double</i>	VideoViewRate column for table ExpandedLandingPageView
VideoViews	<i>Long</i>	VideoViews column for table ExpandedLandingPageView
AdNetworkType	<i>String</i>	AdNetworkType column for table ExpandedLandingPageView
ClickType	<i>String</i>	ClickType column for table ExpandedLandingPageView
ConversionAction	<i>String</i>	ConversionAction column for table ExpandedLandingPageView
ConversionActionCategory	<i>String</i>	ConversionActionCategory column for table ExpandedLandingPageView
ConversionActionName	<i>String</i>	ConversionActionName column for table ExpandedLandingPageView
Date	<i>Date</i>	Date column for table ExpandedLandingPageView
DayOfWeek	<i>String</i>	DayOfWeek column for table ExpandedLandingPageView
Device	<i>String</i>	Device column for table ExpandedLandingPageView
ExternalConversionSource	<i>String</i>	ExternalConversionSource column for

	<i>ng</i>	table ExpandedLandingPageView
Month	<i>Date</i>	Month column for table ExpandedLandingPageView
MonthOfYear	<i>String</i>	MonthOfYear column for table ExpandedLandingPageView
Quarter	<i>Date</i>	Quarter column for table ExpandedLandingPageView
Slot	<i>String</i>	Slot column for table ExpandedLandingPageView
Week	<i>Date</i>	Week column for table ExpandedLandingPageView
Year	<i>Int</i>	Year column for table ExpandedLandingPageView

## ExtensionFeedItem

The extension feed item in the query.

## Table Specific Information

### Select

Google Ads does not allow every column to be selected in a single query as some data will conflict if selected together. Therefore, when issuing a query that selects all columns, only the default metrics, segments, and attributes will be returned. In general, these defaults are the same fields that are exposed through the Ads console.

To use the nondefault fields, explicitly select them in your query.

Filters can also be used in the WHERE clause. The supported operators are the =, !=, >, >=, <, <=, LIKE, NOT LIKE, IN, and NOT IN operators. All filters must be joined by the AND keyword as OR is not supported by the Ads API.

## Columns

Name	Type	Description
CustomerAutoTaggingEnabled	Boolean	CustomerAutoTaggingEnabled column for table ExtensionFeedItem
CustomerCallReportingSettingCallConversionAction	String	CustomerCallReportingSettingCallConversionAction column for table ExtensionFeedItem
CustomerCallReportingSettingCallConversionReportingEnabled	Boolean	CustomerCallReportingSettingCallConversionReportingEnabled column for table ExtensionFeedItem
CustomerCallReportingSettingCallReportingEnabled	Boolean	CustomerCallReportingSettingCallReportingEnabled column for table ExtensionFeedItem
CustomerConversionTrackingSettingConversionTrackingId	String	CustomerConversionTrackingSettingConversionTrackingId column for table ExtensionFeedItem
CustomerConversionTrackingSettingCrossAccountConversionTrackingId	String	CustomerConversionTrackingSettingCrossAccountConversionTrackingId column for table ExtensionFeedItem
CustomerCurrencyCode	String	CustomerCurrencyCode column for table ExtensionFeedItem
CustomerDescriptiveName	String	CustomerDescriptiveName column for table ExtensionFeedItem
CustomerFinalUrlSuffix	String	CustomerFinalUrlSuffix column for table ExtensionFeedItem
CustomerHasPartnersBadge	Boolean	CustomerHasPartnersBadge column for table ExtensionFeedItem

CustomerId	Long	CustomerId column for table ExtensionFeedItem
CustomerManager	Boolean	CustomerManager column for table ExtensionFeedItem
CustomerPayPerConversionEligibilityFailureReasons	String	CustomerPayPerConversionEligibilityFailureReasons column for table ExtensionFeedItem
CustomerRemarketingSettingGoogleGlobalSiteTag	String	CustomerRemarketingSettingGoogleGlobalSiteTag column for table ExtensionFeedItem
CustomerResourceName	String	CustomerResourceName column for table ExtensionFeedItem
CustomerTestAccount	Boolean	CustomerTestAccount column for table ExtensionFeedItem
CustomerTimeZone	String	CustomerTimeZone column for table ExtensionFeedItem
CustomerTrackingUrlTemplate	String	CustomerTrackingUrlTemplate column for table ExtensionFeedItem
AbsoluteTopImpressionPercentage	Double	AbsoluteTopImpressionPercentage column for table ExtensionFeedItem
AllConversions	Double	AllConversions column for table ExtensionFeedItem
AllConversionsFromClickToCall	Double	AllConversionsFromClickToCall column for table ExtensionFeedItem
AllConversionsFromDirections	Double	AllConversionsFromDirections column for table ExtensionFeedItem

	<i>Do ubl e</i>	
AllConversionsFromInteractionsRate	<i>Do ubl e</i>	AllConversionsFromInteractionsRate column for table ExtensionFeedItem
AllConversionsFromMenu	<i>Do ubl e</i>	AllConversionsFromMenu column for table ExtensionFeedItem
AllConversionsFromOrder	<i>Do ubl e</i>	AllConversionsFromOrder column for table ExtensionFeedItem
AllConversionsFromOtherEngagement	<i>Do ubl e</i>	AllConversionsFromOtherEngagement column for table ExtensionFeedItem
AllConversionsFromStoreVisit	<i>Do ubl e</i>	AllConversionsFromStoreVisit column for table ExtensionFeedItem
AllConversionsFromStoreWebsite	<i>Do ubl e</i>	AllConversionsFromStoreWebsite column for table ExtensionFeedItem
AllConversionsValue	<i>Do ubl e</i>	AllConversionsValue column for table ExtensionFeedItem
AverageCpc	<i>Do ubl e</i>	AverageCpc column for table ExtensionFeedItem
AverageCpm	<i>Do ubl e</i>	AverageCpm column for table ExtensionFeedItem
AverageCpv	<i>Do ubl e</i>	AverageCpv column for table ExtensionFeedItem

	<i>e</i>	
Clicks	<i>Long</i>	Clicks column for table ExtensionFeedItem
Conversions	<i>Double</i>	Conversions column for table ExtensionFeedItem
ConversionsFromInteractionsRate	<i>Double</i>	ConversionsFromInteractionsRate column for table ExtensionFeedItem
ConversionsValue	<i>Double</i>	ConversionsValue column for table ExtensionFeedItem
CostMicros	<i>Long</i>	CostMicros column for table ExtensionFeedItem
CostPerAllConversions	<i>Double</i>	CostPerAllConversions column for table ExtensionFeedItem
CostPerConversion	<i>Double</i>	CostPerConversion column for table ExtensionFeedItem
CrossDeviceConversions	<i>Double</i>	CrossDeviceConversions column for table ExtensionFeedItem
Ctr	<i>Double</i>	Ctr column for table ExtensionFeedItem
Impressions	<i>Long</i>	Impressions column for table ExtensionFeedItem
MessageChatRate	<i>Do</i>	MessageChatRate column for table

	<i>ub le</i>	ExtensionFeedItem
MessageChats	<i>Long</i>	MessageChats column for table ExtensionFeedItem
MessageImpressions	<i>Long</i>	MessageImpressions column for table ExtensionFeedItem
PhoneCalls	<i>Long</i>	PhoneCalls column for table ExtensionFeedItem
PhoneImpressions	<i>Long</i>	PhoneImpressions column for table ExtensionFeedItem
PhoneThroughRate	<i>Double</i>	PhoneThroughRate column for table ExtensionFeedItem
TopImpressionPercentage	<i>Double</i>	TopImpressionPercentage column for table ExtensionFeedItem
ValuePerAllConversions	<i>Double</i>	ValuePerAllConversions column for table ExtensionFeedItem
ValuePerConversion	<i>Double</i>	ValuePerConversion column for table ExtensionFeedItem
VideoViewRate	<i>Double</i>	VideoViewRate column for table ExtensionFeedItem
VideoViews	<i>Long</i>	VideoViews column for table ExtensionFeedItem
AdNetworkType	<i>String</i>	AdNetworkType column for table ExtensionFeedItem



ClickType	<i>String</i>	ClickType column for table ExtensionFeedItem
ConversionAction	<i>String</i>	ConversionAction column for table ExtensionFeedItem
ConversionActionCategory	<i>String</i>	ConversionActionCategory column for table ExtensionFeedItem
ConversionActionName	<i>String</i>	ConversionActionName column for table ExtensionFeedItem
Date	<i>Date</i>	Date column for table ExtensionFeedItem
DayOfWeek	<i>String</i>	DayOfWeek column for table ExtensionFeedItem
Device	<i>String</i>	Device column for table ExtensionFeedItem
ExternalConversionSource	<i>String</i>	ExternalConversionSource column for table ExtensionFeedItem
InteractionOnThisExtension	<i>Boolean</i>	InteractionOnThisExtension column for table ExtensionFeedItem
Month	<i>Date</i>	Month column for table ExtensionFeedItem
MonthOfYear	<i>String</i>	MonthOfYear column for table ExtensionFeedItem
Quarter	<i>Date</i>	Quarter column for table ExtensionFeedItem
Slot	<i>String</i>	Slot column for table ExtensionFeedItem
Week	<i>Date</i>	Week column for table

	<i>e</i>	ExtensionFeedItem
Year	<i>Int</i>	Year column for table ExtensionFeedItem

## Feed

The feed referenced in the query.

## Table Specific Information

### Select

Google Ads does not allow every column to be selected in a single query as some data will conflict if selected together. Therefore, when issuing a query that selects all columns, only the default metrics, segments, and attributes will be returned. In general, these defaults are the same fields that are exposed through the Ads console.

To use the nondefault fields, explicitly select them in your query.

Filters can also be used in the WHERE clause. The supported operators are the =, !=, >, >=, <, <=, LIKE, NOT LIKE, IN, and NOT IN operators. All filters must be joined by the AND keyword as OR is not supported by the Ads API.

## Columns

Name	Type	Description
CustomerId	<i>Long</i>	CustomerId column for table Feed.
FeedAffiliateLocationFeedDataChainIds	<i>Long</i>	FeedAffiliateLocationFeedDataChainIds column for table Feed

FeedAffiliateLocationFeedDataRelationshipType	<i>String</i>	FeedAffiliateLocationFeedDataRelationshipType column for table Feed
FeedAttributes	<i>String</i>	FeedAttributes column for table Feed
FeedId	<i>Long</i>	FeedId column for table Feed
FeedName	<i>String</i>	FeedName column for table Feed
FeedOrigin	<i>String</i>	FeedOrigin column for table Feed
FeedPlacesLocationFeedDataBusinessNameFilter	<i>String</i>	FeedPlacesLocationFeedDataBusinessNameFilter column for table Feed
FeedPlacesLocationFeedDataCategoryFilters	<i>String</i>	FeedPlacesLocationFeedDataCategoryFilters column for table Feed
FeedPlacesLocationFeedDataEmailAddress	<i>String</i>	FeedPlacesLocationFeedDataEmailAddress column for table Feed
FeedPlacesLocationFeedDataLabelFilters	<i>String</i>	FeedPlacesLocationFeedDataLabelFilters column for table Feed
FeedResourceName	<i>String</i>	FeedResourceName column for table Feed
FeedStatus	<i>String</i>	FeedStatus column for table Feed

## Pseudo-Columns

Pseudo column fields are used in the WHERE clause of SELECT statements and offer a more granular control over the tuples that are returned from the data source.

Name	Type	Description
ManagerId	Long	Id of the manager account on behalf of which you are requesting customer data.

## FeedPlaceholderView

The feed placeholder view in the query.

## Table Specific Information

### Select

Google Ads does not allow every column to be selected in a single query as some data will conflict if selected together. Therefore, when issuing a query that selects all columns, only the default metrics, segments, and attributes will be returned. In general, these defaults are the same fields that are exposed through the Ads console.

To use the nondefault fields, explicitly select them in your query.

Filters can also be used in the WHERE clause. The supported operators are the =, !=, >, >=, <, <=, LIKE, NOT LIKE, IN, and NOT IN operators. All filters must be joined by the AND keyword as OR is not supported by the Ads API.

## Columns

Name	Type	Description
CustomerAutoTaggingEnabled	Boolean	CustomerAutoTaggingEnabled column for table FeedPlaceholderView
CustomerCallReportingSettingCallConversionAction	String	CustomerCallReportingSettingCallConversionAction column for table

FeedPlaceholderView		
CustomerCallReportingSettingCallConversionReportingEnabled	Boolean	CustomerCallReportingSettingCallConversionReportingEnabled column for table FeedPlaceholderView
CustomerCallReportingSettingCallReportingEnabled	Boolean	CustomerCallReportingSettingCallReportingEnabled column for table FeedPlaceholderView
CustomerConversionTrackingSettingConversionTrackingId	String	CustomerConversionTrackingSettingConversionTrackingId column for table FeedPlaceholderView
CustomerConversionTrackingSettingCrossAccountConversionTrackingId	String	CustomerConversionTrackingSettingCrossAccountConversionTrackingId column for table FeedPlaceholderView
CustomerCurrencyCode	String	CustomerCurrencyCode column for table FeedPlaceholderView
CustomerDescriptiveName	String	CustomerDescriptiveName column for table FeedPlaceholderView
CustomerFinalUrlSuffix	String	CustomerFinalUrlSuffix column for table FeedPlaceholderView
CustomerHasPartnersBadge	Boolean	CustomerHasPartnersBadge column for table FeedPlaceholderView
CustomerId	Long	CustomerId column for table FeedPlaceholderView
CustomerManager	Boolean	CustomerManager column for table FeedPlaceholderView
CustomerPayPerConversionEligibilityFailureReasons	String	CustomerPayPerConversionEligibilityFailureReasons column for table FeedPlaceholderView

CustomerRemarketingSettingGoogleGlobalSiteTag	String	CustomerRemarketingSettingGoogleGlobalSiteTag column for table FeedPlaceholderView
CustomerResourceName	String	CustomerResourceName column for table FeedPlaceholderView
CustomerTestAccount	Boolean	CustomerTestAccount column for table FeedPlaceholderView
CustomerTimeZone	String	CustomerTimeZone column for table FeedPlaceholderView
CustomerTrackingUrlTemplate	String	CustomerTrackingUrlTemplate column for table FeedPlaceholderView
AllConversions	Double	AllConversions column for table FeedPlaceholderView
AllConversionsFromInteractionsRate	Double	AllConversionsFromInteractionsRate column for table FeedPlaceholderView
AllConversionsValue	Double	AllConversionsValue column for table FeedPlaceholderView
AverageCost	Double	AverageCost column for table FeedPlaceholderView
AverageCpc	Double	AverageCpc column for table FeedPlaceholderView
AverageCpe	Double	AverageCpe column for table FeedPlaceholderView

AverageCpm	<i>Double</i>	AverageCpm column for table FeedPlaceholderView
AverageCpv	<i>Double</i>	AverageCpv column for table FeedPlaceholderView
Clicks	<i>Long</i>	Clicks column for table FeedPlaceholderView
Conversions	<i>Double</i>	Conversions column for table FeedPlaceholderView
ConversionsFromInteractionsRate	<i>Double</i>	ConversionsFromInteractionsRate column for table FeedPlaceholderView
ConversionsValue	<i>Double</i>	ConversionsValue column for table FeedPlaceholderView
CostMicros	<i>Long</i>	CostMicros column for table FeedPlaceholderView
CostPerAllConversions	<i>Double</i>	CostPerAllConversions column for table FeedPlaceholderView
CostPerConversion	<i>Double</i>	CostPerConversion column for table FeedPlaceholderView
CrossDeviceConversions	<i>Double</i>	CrossDeviceConversions column for table FeedPlaceholderView
Ctr	<i>Double</i>	Ctr column for table FeedPlaceholderView

	<i>e</i>	
EngagementRate	<i>Double</i>	EngagementRate column for table FeedPlaceholderView
Engagements	<i>Long</i>	Engagements column for table FeedPlaceholderView
Impressions	<i>Long</i>	Impressions column for table FeedPlaceholderView
InteractionEventTypes	<i>String</i>	InteractionEventTypes column for table FeedPlaceholderView
InteractionRate	<i>Double</i>	InteractionRate column for table FeedPlaceholderView
Interactions	<i>Long</i>	Interactions column for table FeedPlaceholderView
ValuePerAllConversions	<i>Double</i>	ValuePerAllConversions column for table FeedPlaceholderView
ValuePerConversion	<i>Double</i>	ValuePerConversion column for table FeedPlaceholderView
VideoViewRate	<i>Double</i>	VideoViewRate column for table FeedPlaceholderView
VideoViews	<i>Long</i>	VideoViews column for table FeedPlaceholderView
ViewThroughConversions	<i>Long</i>	ViewThroughConversions column for table FeedPlaceholderView



AdNetworkType	<i>String</i>	AdNetworkType column for table FeedPlaceholderView
ClickType	<i>String</i>	ClickType column for table FeedPlaceholderView
ConversionAction	<i>String</i>	ConversionAction column for table FeedPlaceholderView
ConversionActionCategory	<i>String</i>	ConversionActionCategory column for table FeedPlaceholderView
ConversionActionName	<i>String</i>	ConversionActionName column for table FeedPlaceholderView
Date	<i>Date</i>	Date column for table FeedPlaceholderView
DayOfWeek	<i>String</i>	DayOfWeek column for table FeedPlaceholderView
Device	<i>String</i>	Device column for table FeedPlaceholderView
ExternalConversionSource	<i>String</i>	ExternalConversionSource column for table FeedPlaceholderView
Month	<i>Date</i>	Month column for table FeedPlaceholderView
MonthOfYear	<i>String</i>	MonthOfYear column for table FeedPlaceholderView
Quarter	<i>Date</i>	Quarter column for table FeedPlaceholderView
Slot	<i>String</i>	Slot column for table FeedPlaceholderView
Week	<i>Date</i>	Week column for table

	<i>e</i>	FeedPlaceholderView
Year	<i>Int</i>	Year column for table FeedPlaceholderView

## GenderView

The gender view in the query.

## Table Specific Information

### Select

Google Ads does not allow every column to be selected in a single query as some data will conflict if selected together. Therefore, when issuing a query that selects all columns, only the default metrics, segments, and attributes will be returned. In general, these defaults are the same fields that are exposed through the Ads console.

To use the nondefault fields, explicitly select them in your query.

Filters can also be used in the WHERE clause. The supported operators are the =, !=, >, >=, <, <=, LIKE, NOT LIKE, IN, and NOT IN operators. All filters must be joined by the AND keyword as OR is not supported by the Ads API.

## Columns

Name	Type	Description
AdGroupAdRotationMode	<i>String</i>	AdGroupAdRotationMode column for table GenderView
AdGroupBaseAdGroup	<i>String</i>	AdGroupBaseAdGroup column for table GenderView

AdGroupCampaign	<i>String</i>	AdGroupCampaign column for table GenderView
AdGroupCpcBidMicros	<i>Long</i>	AdGroupCpcBidMicros column for table GenderView
AdGroupCpmBidMicros	<i>Long</i>	AdGroupCpmBidMicros column for table GenderView
AdGroupCpvBidMicros	<i>Long</i>	AdGroupCpvBidMicros column for table GenderView
AdGroupDisplayCustomBidDimension	<i>String</i>	AdGroupDisplayCustomBidDimension column for table GenderView
AdGroupEffectiveTargetCpaMicros	<i>Long</i>	AdGroupEffectiveTargetCpaMicros column for table GenderView
AdGroupEffectiveTargetCpaSource	<i>String</i>	AdGroupEffectiveTargetCpaSource column for table GenderView
AdGroupEffectiveTargetRoas	<i>Double</i>	AdGroupEffectiveTargetRoas column for table GenderView
AdGroupEffectiveTargetRoasSource	<i>String</i>	AdGroupEffectiveTargetRoasSource column for table GenderView
AdGroupExplorerAutoOptimizerSettingOptIn	<i>Boolean</i>	AdGroupExplorerAutoOptimizerSettingOptIn column for table GenderView
AdGroupFinalUrlSuffix	<i>String</i>	AdGroupFinalUrlSuffix column for table GenderView
AdGroupId	<i>Long</i>	AdGroupId column for table GenderView
AdGroupLabels	<i>String</i>	AdGroupLabels column for table GenderView

AdGroupName	String	AdGroupName column for table GenderView
AdGroupPercentCpcBidMicros	Long	AdGroupPercentCpcBidMicros column for table GenderView
AdGroupResourceName	String	AdGroupResourceName column for table GenderView
AdGroupStatus	String	AdGroupStatus column for table GenderView
AdGroupTargetCpaMicros	Long	AdGroupTargetCpaMicros column for table GenderView
AdGroupTargetCpmMicros	Long	AdGroupTargetCpmMicros column for table GenderView
AdGroupTargetRoas	Double	AdGroupTargetRoas column for table GenderView
AdGroupTargetingSettingTargetRestrictions	String	AdGroupTargetingSettingTargetRestrictions column for table GenderView
AdGroupTrackingUrlTemplate	String	AdGroupTrackingUrlTemplate column for table GenderView
AdGroupType	String	AdGroupType column for table GenderView
AdGroupUrlCustomParameters	String	AdGroupUrlCustomParameters column for table GenderView
AdGroupCriterionAdGroup	String	AdGroupCriterionAdGroup column for table GenderView
AdGroupCriterionAgeRangeType	String	AdGroupCriterionAgeRangeType column for table GenderView

AdGroupCriterionAppPaymentModelType	String	AdGroupCriterionAppPaymentModelType column for table GenderView
AdGroupCriterionApprovalStatus	String	AdGroupCriterionApprovalStatus column for table GenderView
AdGroupCriterionBidModifier	Double	AdGroupCriterionBidModifier column for table GenderView
AdGroupCriterionCpcBidMicros	Long	AdGroupCriterionCpcBidMicros column for table GenderView
AdGroupCriterionCpmBidMicros	Long	AdGroupCriterionCpmBidMicros column for table GenderView
AdGroupCriterionCpvBidMicros	Long	AdGroupCriterionCpvBidMicros column for table GenderView
AdGroupCriterionCriterionId	Long	AdGroupCriterionCriterionId column for table GenderView
AdGroupCriterionCustomAffinityCustomAffinity	String	AdGroupCriterionCustomAffinityCustomAffinity column for table GenderView
AdGroupCriterionCustomIntentCustomIntent	String	AdGroupCriterionCustomIntentCustomIntent column for table GenderView
AdGroupCriterionEffectiveCpcBidMicros	Long	AdGroupCriterionEffectiveCpcBidMicros column for table GenderView
AdGroupCriterionEffectiveCpcBidSource	String	AdGroupCriterionEffectiveCpcBidSource column for table GenderView
AdGroupCriterionEffectiveCpmBidMicros	Long	AdGroupCriterionEffectiveCpmBidMicros column for table GenderView
AdGroupCriterionEffectiveCpmBidSource	String	AdGroupCriterionEffectiveCpmBidSource column for table GenderView

AdGroupCriterionEffectiveCpvBidMicros	Long	AdGroupCriterionEffectiveCpvBidMicros column for table GenderView
AdGroupCriterionEffectiveCpvBidSource	String	AdGroupCriterionEffectiveCpvBidSource column for table GenderView
AdGroupCriterionEffectivePercentCpcBidMicros	Long	AdGroupCriterionEffectivePercentCpcBidMicros column for table GenderView
AdGroupCriterionEffectivePercentCpcBidSource	String	AdGroupCriterionEffectivePercentCpcBidSource column for table GenderView
AdGroupCriterionFinalMobileUrls	String	AdGroupCriterionFinalMobileUrls column for table GenderView
AdGroupCriterionFinalUrlSuffix	String	AdGroupCriterionFinalUrlSuffix column for table GenderView
AdGroupCriterionFinalUrls	String	AdGroupCriterionFinalUrls column for table GenderView
AdGroupCriterionGenderType	String	AdGroupCriterionGenderType column for table GenderView
AdGroupCriterionIncomeRangeType	String	AdGroupCriterionIncomeRangeType column for table GenderView
AdGroupCriterionKeywordMatchType	String	AdGroupCriterionKeywordMatchType column for table GenderView
AdGroupCriterionKeywordText	String	AdGroupCriterionKeywordText column for table GenderView
AdGroupCriterionListingGroupCaseValueHotelCityCityCriteria	String	AdGroupCriterionListingGroupCaseValueHotelCityCityCriteria column for table GenderView
AdGroupCriterionListingGroupCaseValueHotelClassValue	String	AdGroupCriterionListingGroupCaseValueHotelClassValue column for table GenderView

AdGroupCriterionListingGroupCaseValueHotelCountryRegionCountryRegionCriterion	Sw ing	AdGroupCriterionListingGroupCaseValueHotelCountryRegionCountryRegionCriterion column for table GenderView
AdGroupCriterionListingGroupCaseValueHotelIdValue	Sw ing	AdGroupCriterionListingGroupCaseValueHotelIdValue column for table GenderView
AdGroupCriterionListingGroupCaseValueHotelStateStateCriteria	Sw ing	AdGroupCriterionListingGroupCaseValueHotelStateStateCriteria column for table GenderView
AdGroupCriterionListingGroupCaseValueProductBrandValue	Sw ing	AdGroupCriterionListingGroupCaseValueProductBrandValue column for table GenderView
AdGroupCriterionListingGroupCaseValueProductCustomAttributeIndex	Sw ing	AdGroupCriterionListingGroupCaseValueProductCustomAttributeIndex column for table GenderView
AdGroupCriterionListingGroupCaseValueProductCustomAttributeValue	Sw ing	AdGroupCriterionListingGroupCaseValueProductCustomAttributeValue column for table GenderView
AdGroupCriterionListingGroupCaseValueProductBiddingCategoryCountryCode	Sw ing	AdGroupCriterionListingGroupCaseValueProductBiddingCategoryCountryCode column for table GenderView
AdGroupCriterionListingGroupCaseValueProductBiddingCategoryId	Sw ing	AdGroupCriterionListingGroupCaseValueProductBiddingCategoryId column for table GenderView
AdGroupCriterionListingGroupCaseValueProductBiddingCategoryLevel	Sw ing	AdGroupCriterionListingGroupCaseValueProductBiddingCategoryLevel column for table GenderView
AdGroupCriterionListingGroupCaseValueProductChannelChannel	Sw ing	AdGroupCriterionListingGroupCaseValueProductChannelChannel column for table GenderView

AdGroupCriterionListingGroupCaseValueProductChannelExclusivity	String	AdGroupCriterionListingGroupCaseValueProductChannelExclusivity column for table GenderView
AdGroupCriterionListingGroupCaseValueProductConditionCondition	String	AdGroupCriterionListingGroupCaseValueProductConditionCondition column for table GenderView
AdGroupCriterionListingGroupCaseValueProductItemIdValue	String	AdGroupCriterionListingGroupCaseValueProductItemIdValue column for table GenderView
AdGroupCriterionListingGroupCaseValueProductTypeLevel	String	AdGroupCriterionListingGroupCaseValueProductTypeLevel column for table GenderView
AdGroupCriterionListingGroupCaseValueProductTypeValue	String	AdGroupCriterionListingGroupCaseValueProductTypeValue column for table GenderView
AdGroupCriterionListingGroupParentAdGroupCriterion	String	AdGroupCriterionListingGroupParentAdGroupCriterion column for table GenderView
AdGroupCriterionListingGroupType	String	AdGroupCriterionListingGroupType column for table GenderView
AdGroupCriterionMobileAppCategoryMobileAppCategoryConstant	String	AdGroupCriterionMobileAppCategoryMobileAppCategoryConstant column for table GenderView
AdGroupCriterionMobileApplicationAppId	String	AdGroupCriterionMobileApplicationAppId column for table GenderView
AdGroupCriterionMobileApplicationName	String	AdGroupCriterionMobileApplicationName column for table GenderView
AdGroupCriterionNegative	Boolean	AdGroupCriterionNegative column for table GenderView



AdGroupCriterionParentalStatusType	String	AdGroupCriterionParentalStatusType column for table GenderView
AdGroupCriterionPercentCpcBidMicros	Long	AdGroupCriterionPercentCpcBidMicros column for table GenderView
AdGroupCriterionPlacementUrl	String	AdGroupCriterionPlacementUrl column for table GenderView
AdGroupCriterionPositionEstimatesEstimatedAddClicksAtFirstPositionCpc	Long	AdGroupCriterionPositionEstimatesEstimatedAddClicksAtFirstPositionCpc column for table GenderView
AdGroupCriterionPositionEstimatesEstimatedAddCostAtFirstPositionCpc	Long	AdGroupCriterionPositionEstimatesEstimatedAddCostAtFirstPositionCpc column for table GenderView
AdGroupCriterionPositionEstimatesFirstPageCpcMicros	Long	AdGroupCriterionPositionEstimatesFirstPageCpcMicros column for table GenderView
AdGroupCriterionPositionEstimatesFirstPositionCpcMicros	Long	AdGroupCriterionPositionEstimatesFirstPositionCpcMicros column for table GenderView
AdGroupCriterionPositionEstimatesTopOfPageCpcMicros	Long	AdGroupCriterionPositionEstimatesTopOfPageCpcMicros column for table GenderView
AdGroupCriterionQualityInfoCreativeQualityScore	String	AdGroupCriterionQualityInfoCreativeQualityScore column for table GenderView
AdGroupCriterionQualityInfoPostClickQualityScore	String	AdGroupCriterionQualityInfoPostClickQualityScore column for table GenderView
AdGroupCriterionQualityInfoQualityScore	Int	AdGroupCriterionQualityInfoQualityScore column for table GenderView

AdGroupCriterionQualityInfoSearchPredictedCtr	<i>String</i>	AdGroupCriterionQualityInfoSearchPredictedCtr column for table GenderView
AdGroupCriterionResourceName	<i>String</i>	AdGroupCriterionResourceName column for table GenderView
AdGroupCriterionStatus	<i>String</i>	AdGroupCriterionStatus column for table GenderView
AdGroupCriterionSystemServingStatus	<i>String</i>	AdGroupCriterionSystemServingStatus column for table GenderView
AdGroupCriterionTopicPath	<i>String</i>	AdGroupCriterionTopicPath column for table GenderView
AdGroupCriterionTopicTopicConstant	<i>String</i>	AdGroupCriterionTopicTopicConstant column for table GenderView
AdGroupCriterionTrackingUrlTemplate	<i>String</i>	AdGroupCriterionTrackingUrlTemplate column for table GenderView
AdGroupCriterionType	<i>String</i>	AdGroupCriterionType column for table GenderView
AdGroupCriterionUrlCustomParameters	<i>String</i>	AdGroupCriterionUrlCustomParameters column for table GenderView
AdGroupCriterionUserInterestUserInterestCategory	<i>String</i>	AdGroupCriterionUserInterestUserInterestCategory column for table GenderView
AdGroupCriterionUserListUserList	<i>String</i>	AdGroupCriterionUserListUserList column for table GenderView
AdGroupCriterionWebpageConditions	<i>String</i>	AdGroupCriterionWebpageConditions column for table GenderView
AdGroupCriterionWebpageCriterionName	<i>String</i>	AdGroupCriterionWebpageCriterionName column for table GenderView

AdGroupCriterionYoutubeChannelChannelId	<i>String</i>	AdGroupCriterionYoutubeChannelChannelId column for table GenderView
AdGroupCriterionYoutubeVideoVideoId	<i>String</i>	AdGroupCriterionYoutubeVideoVideoId column for table GenderView
CampaignAdServingOptimizationStatus	<i>String</i>	CampaignAdServingOptimizationStatus column for table GenderView
CampaignAdvertisingChannelSubType	<i>String</i>	CampaignAdvertisingChannelSubType column for table GenderView
CampaignAdvertisingChannelType	<i>String</i>	CampaignAdvertisingChannelType column for table GenderView
CampaignAppCampaignSettingAppId	<i>String</i>	CampaignAppCampaignSettingAppId column for table GenderView
CampaignAppCampaignSettingAppStore	<i>String</i>	CampaignAppCampaignSettingAppStore column for table GenderView
CampaignAppCampaignSettingBiddingStrategyGoalType	<i>String</i>	CampaignAppCampaignSettingBiddingStrategyGoalType column for table GenderView
CampaignBaseCampaign	<i>String</i>	CampaignBaseCampaign column for table GenderView
CampaignBiddingStrategy	<i>String</i>	CampaignBiddingStrategy column for table GenderView
CampaignBiddingStrategyType	<i>String</i>	CampaignBiddingStrategyType column for table GenderView
CampaignCampaignBudget	<i>String</i>	CampaignCampaignBudget column for table GenderView
CampaignCommissionCommissionRateMicros	<i>Long</i>	CampaignCommissionCommissionRateMicros column for table GenderView

CampaignDynamicSearchAdsSettingDomainName	String	CampaignDynamicSearchAdsSettingDomainName column for table GenderView
CampaignDynamicSearchAdsSettingFeeds	String	CampaignDynamicSearchAdsSettingFeeds column for table GenderView
CampaignDynamicSearchAdsSettingLanguageCode	String	CampaignDynamicSearchAdsSettingLanguageCode column for table GenderView
CampaignDynamicSearchAdsSettingUseSuppliedUrlsOnly	Boolean	CampaignDynamicSearchAdsSettingUseSuppliedUrlsOnly column for table GenderView
CampaignEndDate	Date	CampaignEndDate column for table GenderView
CampaignExperimentType	String	CampaignExperimentType column for table GenderView
CampaignFinalUrlSuffix	String	CampaignFinalUrlSuffix column for table GenderView
CampaignFrequencyCaps	String	CampaignFrequencyCaps column for table GenderView
CampaignGeoTargetTypeSettingNegativeGeoTargetType	String	CampaignGeoTargetTypeSettingNegativeGeoTargetType column for table GenderView
CampaignGeoTargetTypeSettingPositiveGeoTargetType	String	CampaignGeoTargetTypeSettingPositiveGeoTargetType column for table GenderView
CampaignHotelSettingHotelCenterId	Long	CampaignHotelSettingHotelCenterId column for table GenderView
CampaignId	Long	CampaignId column for table GenderView

CampaignLabels	<i>String</i>	CampaignLabels column for table GenderView
CampaignManualCpcEnhancedCpcEnabled	<i>Boolean</i>	CampaignManualCpcEnhancedCpcEnabled column for table GenderView
CampaignManualCpm	<i>String</i>	CampaignManualCpm column for table GenderView
CampaignManualCpv	<i>String</i>	CampaignManualCpv column for table GenderView
CampaignMaximizeConversionValueTargetRoas	<i>Double</i>	CampaignMaximizeConversionValueTargetRoas column for table GenderView
CampaignMaximizeConversions	<i>Long</i>	GenderView column for table AdScheduleView
CampaignName	<i>String</i>	CampaignName column for table GenderView
CampaignNetworkSettingsTargetContentNetwork	<i>Boolean</i>	CampaignNetworkSettingsTargetContentNetwork column for table GenderView
CampaignNetworkSettingsTargetGoogleSearch	<i>Boolean</i>	CampaignNetworkSettingsTargetGoogleSearch column for table GenderView
CampaignNetworkSettingsTargetPartnerSearchNetwork	<i>Boolean</i>	CampaignNetworkSettingsTargetPartnerSearchNetwork column for table GenderView
CampaignNetworkSettingsTargetSearchNetwork	<i>Boolean</i>	CampaignNetworkSettingsTargetSearchNetwork column for table GenderView
CampaignPaymentMode	<i>String</i>	CampaignPaymentMode column for table GenderView

CampaignPercentCpcCpcBidCeilingMicros	Long	CampaignPercentCpcCpcBidCeilingMicros column for table GenderView
CampaignPercentCpcEnhancedCpcEnabled	Boolean	CampaignPercentCpcEnhancedCpcEnabled column for table GenderView
CampaignRealTimeBiddingSettingOptIn	Boolean	CampaignRealTimeBiddingSettingOptIn column for table GenderView
CampaignResourceName	String	CampaignResourceName column for table GenderView
CampaignSelectiveOptimizationConversionActions	String	CampaignSelectiveOptimizationConversionActions column for table GenderView
CampaignServingStatus	String	CampaignServingStatus column for table GenderView
CampaignShoppingSettingCampaignPriority	Int	CampaignShoppingSettingCampaignPriority column for table GenderView
CampaignShoppingSettingEnableLocal	Boolean	CampaignShoppingSettingEnableLocal column for table GenderView
CampaignShoppingSettingMerchantId	Long	CampaignShoppingSettingMerchantId column for table GenderView
CampaignShoppingSettingSalesCountry	String	CampaignShoppingSettingSalesCountry column for table GenderView
CampaignStartDate	Date	CampaignStartDate column for table GenderView
CampaignStatus	String	CampaignStatus column for table GenderView
CampaignTargetCpaCpcBidCeilingMicros	Long	CampaignTargetCpaCpcBidCeilingMicros column for table GenderView

CampaignTargetCpaCpcBidFloorMicros	Long	CampaignTargetCpaCpcBidFloorMicros column for table GenderView
CampaignTargetCpaTargetCpaMicros	Long	CampaignTargetCpaTargetCpaMicros column for table GenderView
CampaignTargetCpm	String	CampaignTargetCpm column for table GenderView
CampaignTargetImpressionShareCpcBidCeilingMicros	Long	CampaignTargetImpressionShareCpcBidCeilingMicros column for table GenderView
CampaignTargetImpressionShareLocation	String	CampaignTargetImpressionShareLocation column for table GenderView
CampaignTargetImpressionShareLocationFractionMicros	Long	CampaignTargetImpressionShareLocationFractionMicros column for table GenderView
CampaignTargetRoasCpcBidCeilingMicros	Long	CampaignTargetRoasCpcBidCeilingMicros column for table GenderView
CampaignTargetRoasCpcBidFloorMicros	Long	CampaignTargetRoasCpcBidFloorMicros column for table GenderView
CampaignTargetRoasTargetRoas	Double	CampaignTargetRoasTargetRoas column for table GenderView
CampaignTargetSpendCpcBidCeilingMicros	Long	CampaignTargetSpendCpcBidCeilingMicros column for table GenderView
CampaignTargetSpendTargetSpendMicros	Long	CampaignTargetSpendTargetSpendMicros column for table GenderView
CampaignTargetingSettingTargetRestrictions	String	CampaignTargetingSettingTargetRestrictions column for table GenderView
CampaignTrackingSettingTrackingUrl	String	CampaignTrackingSettingTrackingUrl

	<i>ing</i>	column for table GenderView
CampaignTrackingUrlTemplate	<i>String</i>	CampaignTrackingUrlTemplate column for table GenderView
CampaignUrlCustomParameters	<i>String</i>	CampaignUrlCustomParameters column for table GenderView
CampaignVanityPharmaVanityPharmaDisplayUrlMode	<i>String</i>	CampaignVanityPharmaVanityPharmaDisplayUrlMode column for table GenderView
CampaignVanityPharmaVanityPharmaText	<i>String</i>	CampaignVanityPharmaVanityPharmaText column for table GenderView
CampaignVideoBrandSafetySuitability	<i>String</i>	CampaignVideoBrandSafetySuitability column for table GenderView
CustomerAutoTaggingEnabled	<i>Boolean</i>	CustomerAutoTaggingEnabled column for table GenderView
CustomerCallReportingSettingCallConversionAction	<i>String</i>	CustomerCallReportingSettingCallConversionAction column for table GenderView
CustomerCallReportingSettingCallConversionReportingEnabled	<i>Boolean</i>	CustomerCallReportingSettingCallConversionReportingEnabled column for table GenderView
CustomerCallReportingSettingCallReportingEnabled	<i>Boolean</i>	CustomerCallReportingSettingCallReportingEnabled column for table GenderView
CustomerConversionTrackingSettingConversionTrackingId	<i>String</i>	CustomerConversionTrackingSettingConversionTrackingId column for table GenderView
CustomerConversionTrackingSettingCrossAccountConversionTrackingId	<i>String</i>	CustomerConversionTrackingSettingCrossAccountConversionTrackingId column for table GenderView



CustomerCurrencyCode	<i>String</i>	CustomerCurrencyCode column for table GenderView
CustomerDescriptiveName	<i>String</i>	CustomerDescriptiveName column for table GenderView
CustomerFinalUrlSuffix	<i>String</i>	CustomerFinalUrlSuffix column for table GenderView
CustomerHasPartnersBadge	<i>Boolean</i>	CustomerHasPartnersBadge column for table GenderView
CustomerId	<i>Long</i>	CustomerId column for table GenderView
CustomerManager	<i>Boolean</i>	CustomerManager column for table GenderView
CustomerPayPerConversionEligibilityFailureReasons	<i>String</i>	CustomerPayPerConversionEligibilityFailureReasons column for table GenderView
CustomerRemarketingSettingGoogleGlobalSiteTag	<i>String</i>	CustomerRemarketingSettingGoogleGlobalSiteTag column for table GenderView
CustomerResourceName	<i>String</i>	CustomerResourceName column for table GenderView
CustomerTestAccount	<i>Boolean</i>	CustomerTestAccount column for table GenderView
CustomerTimeZone	<i>String</i>	CustomerTimeZone column for table GenderView
CustomerTrackingUrlTemplate	<i>String</i>	CustomerTrackingUrlTemplate column for table GenderView
ActiveViewCpm	<i>Double</i>	ActiveViewCpm column for table GenderView

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ActiveViewCtr	<i>Do ub le</i>	ActiveViewCtr column for table GenderView
ActiveViewImpressions	<i>Lo ng</i>	ActiveViewImpressions column for table GenderView
ActiveViewMeasurability	<i>Do ub le</i>	ActiveViewMeasurability column for table GenderView
ActiveViewMeasurableCostMicros	<i>Lo ng</i>	ActiveViewMeasurableCostMicros column for table GenderView
ActiveViewMeasurableImpressions	<i>Lo ng</i>	ActiveViewMeasurableImpressions column for table GenderView
ActiveViewViewability	<i>Do ub le</i>	ActiveViewViewability column for table GenderView
AllConversions	<i>Do ub le</i>	AllConversions column for table GenderView
AllConversionsFromInteractionsRate	<i>Do ub le</i>	AllConversionsFromInteractionsRate column for table GenderView
AllConversionsFromInteractionsValuePerInteraction	<i>Do ub le</i>	AllConversionsFromInteractionsValuePerInteraction column for table GenderView
AllConversionsValue	<i>Do ub le</i>	AllConversionsValue column for table GenderView
AllConversionsValuePerCost	<i>Do</i>	AllConversionsValuePerCost column for

	<i>ub le</i>	table GenderView
AverageCost	<i>Do ub le</i>	AverageCost column for table GenderView
AverageCpc	<i>Do ub le</i>	AverageCpc column for table GenderView
AverageCpe	<i>Do ub le</i>	AverageCpe column for table GenderView
AverageCpm	<i>Do ub le</i>	AverageCpm column for table GenderView
AverageCpv	<i>Do ub le</i>	AverageCpv column for table GenderView
Clicks	<i>Lo ng</i>	Clicks column for table GenderView
Conversions	<i>Do ub le</i>	Conversions column for table GenderView
ConversionsFromInteractionsRate	<i>Do ub le</i>	ConversionsFromInteractionsRate column for table GenderView
ConversionsValue	<i>Do ub le</i>	ConversionsValue column for table GenderView
CostMicros	<i>Lo ng</i>	CostMicros column for table GenderView

CostPerAllConversions	<i>Double</i>	CostPerAllConversions column for table GenderView
CostPerConversion	<i>Double</i>	CostPerConversion column for table GenderView
CrossDeviceConversions	<i>Double</i>	CrossDeviceConversions column for table GenderView
Ctr	<i>Double</i>	Ctr column for table GenderView
EngagementRate	<i>Double</i>	EngagementRate column for table GenderView
Engagements	<i>Long</i>	Engagements column for table GenderView
GmailForwards	<i>Long</i>	GmailForwards column for table GenderView
GmailSaves	<i>Long</i>	GmailSaves column for table GenderView
GmailSecondaryClicks	<i>Long</i>	GmailSecondaryClicks column for table GenderView
Impressions	<i>Long</i>	Impressions column for table GenderView
InteractionEventTypes	<i>String</i>	InteractionEventTypes column for table GenderView
InteractionRate	<i>Double</i>	InteractionRate column for table GenderView

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Interactions	<i>Long</i>	Interactions column for table GenderView
ValuePerAllConversions	<i>Double</i>	ValuePerAllConversions column for table GenderView
ValuePerConversion	<i>Double</i>	ValuePerConversion column for table GenderView
VideoQuartile100Rate	<i>Double</i>	VideoQuartile100Rate column for table GenderView
VideoQuartile25Rate	<i>Double</i>	VideoQuartile25Rate column for table GenderView
VideoQuartile50Rate	<i>Double</i>	VideoQuartile50Rate column for table GenderView
VideoQuartile75Rate	<i>Double</i>	VideoQuartile75Rate column for table GenderView
VideoViewRate	<i>Double</i>	VideoViewRate column for table GenderView
VideoViews	<i>Long</i>	VideoViews column for table GenderView
ViewThroughConversions	<i>Long</i>	ViewThroughConversions column for table GenderView
AdNetworkType	<i>Str</i>	AdNetworkType column for table

	<i>ing</i>	GenderView
ClickType	<i>String</i>	ClickType column for table GenderView
ConversionAction	<i>String</i>	ConversionAction column for table GenderView
ConversionActionCategory	<i>String</i>	ConversionActionCategory column for table GenderView
ConversionActionName	<i>String</i>	ConversionActionName column for table GenderView
Date	<i>Date</i>	Date column for table GenderView
DayOfWeek	<i>String</i>	DayOfWeek column for table GenderView
Device	<i>String</i>	Device column for table GenderView
ExternalConversionSource	<i>String</i>	ExternalConversionSource column for table GenderView
Month	<i>Date</i>	Month column for table GenderView
MonthOfYear	<i>String</i>	MonthOfYear column for table GenderView
Quarter	<i>Date</i>	Quarter column for table GenderView
Week	<i>Date</i>	Week column for table GenderView
Year	<i>Int</i>	Year column for table GenderView

# GeographicView

The geographic view in the query.

## Table Specific Information

### Select

Google Ads does not allow every column to be selected in a single query as some data will conflict if selected together. Therefore, when issuing a query that selects all columns, only the default metrics, segments, and attributes will be returned. In general, these defaults are the same fields that are exposed through the Ads console.

To use the nondefault fields, explicitly select them in your query.

Filters can also be used in the WHERE clause. The supported operators are the =, !=, >, >=, <, <=, LIKE, NOT LIKE, IN, and NOT IN operators. All filters must be joined by the AND keyword as OR is not supported by the Ads API.

### Columns

Name	Type	Description
CustomerAutoTaggingEnabled	Boolean	CustomerAutoTaggingEnabled column for table GeographicView
CustomerCallReportingSettingCallConversionActionSetting	String	CustomerCallReportingSettingCallConversionAction column for table GeographicView
CustomerCallReportingSettingCallConversionReportingEnabled	Boolean	CustomerCallReportingSettingCallConversionReportingEnabled column for table GeographicView

CustomerCallReportingSettingCallReportingEnabled	Bo ol	CustomerCallReportingSettingCallRep ortingEnabled column for table GeographicView
CustomerConversionTrackingSettingConversionTrackingId	Long	CustomerConversionTrackingSettingC onversionTrackingId column for table GeographicView
CustomerConversionTrackingSettingCrossAccountConversionTrackingId	Long	CustomerConversionTrackingSettingC rossAccountConversionTrackingId column for table GeographicView
CustomerCurrencyCode	Stri ng	CustomerCurrencyCode column for table GeographicView
CustomerDescriptiveName	Stri ng	CustomerDescriptiveName column for table GeographicView
CustomerFinalUrlSuffix	Stri ng	CustomerFinalUrlSuffix column for table GeographicView
CustomerHasPartnersBadge	Bo ol	CustomerHasPartnersBadge column for table GeographicView
CustomerId	Lon g	CustomerId column for table GeographicView
CustomerManager	Bo ol	CustomerManager column for table GeographicView
CustomerPayPerConversionEligibilityFailureReasons	Stri ng	CustomerPayPerConversionEligibilityF ailureReasons column for table GeographicView
CustomerRemarketingSettingGoogleGlobalSiteTag	Stri ng	CustomerRemarketingSettingGoogleGl obalSiteTag column for table GeographicView
CustomerResourceName	Stri ng	CustomerResourceName column for table GeographicView



CustomerTestAccount	<i>Boolean</i>	CustomerTestAccount column for table GeographicView
CustomerTimeZone	<i>String</i>	CustomerTimeZone column for table GeographicView
CustomerTrackingUrlTemplate	<i>String</i>	CustomerTrackingUrlTemplate column for table GeographicView
AllConversions	<i>Double</i>	AllConversions column for table GeographicView
AllConversionsFromInteractionsRate	<i>Double</i>	AllConversionsFromInteractionsRate column for table GeographicView
AllConversionsValue	<i>Double</i>	AllConversionsValue column for table GeographicView
AverageCost	<i>Double</i>	AverageCost column for table GeographicView
AverageCpc	<i>Double</i>	AverageCpc column for table GeographicView
AverageCpm	<i>Double</i>	AverageCpm column for table GeographicView
AverageCpv	<i>Double</i>	AverageCpv column for table GeographicView
Clicks	<i>Long</i>	Clicks column for table GeographicView

Conversions	<i>Double</i>	Conversions column for table GeographicView
ConversionsFromInteractionsRate	<i>Double</i>	ConversionsFromInteractionsRate column for table GeographicView
ConversionsValue	<i>Double</i>	ConversionsValue column for table GeographicView
CostMicros	<i>Long</i>	CostMicros column for table GeographicView
CostPerAllConversions	<i>Double</i>	CostPerAllConversions column for table GeographicView
CostPerConversion	<i>Double</i>	CostPerConversion column for table GeographicView
CrossDeviceConversions	<i>Double</i>	CrossDeviceConversions column for table GeographicView
Ctr	<i>Double</i>	Ctr column for table GeographicView
Impressions	<i>Long</i>	Impressions column for table GeographicView
InteractionEventTypes	<i>String</i>	InteractionEventTypes column for table GeographicView
InteractionRate	<i>Double</i>	InteractionRate column for table GeographicView

Interactions	<i>Long</i>	Interactions column for table GeographicView
ValuePerAllConversions	<i>Double</i>	ValuePerAllConversions column for table GeographicView
ValuePerConversion	<i>Double</i>	ValuePerConversion column for table GeographicView
VideoViewRate	<i>Double</i>	VideoViewRate column for table GeographicView
VideoViews	<i>Long</i>	VideoViews column for table GeographicView
ViewThroughConversions	<i>Long</i>	ViewThroughConversions column for table GeographicView
AdNetworkType	<i>String</i>	AdNetworkType column for table GeographicView
ConversionAction	<i>String</i>	ConversionAction column for table GeographicView
ConversionActionCategory	<i>String</i>	ConversionActionCategory column for table GeographicView
ConversionActionName	<i>String</i>	ConversionActionName column for table GeographicView
Date	<i>Date</i>	Date column for table GeographicView
DayOfWeek	<i>String</i>	DayOfWeek column for table GeographicView
Device	<i>String</i>	Device column for table

	<i>ng</i>	GeographicView
ExternalConversionSource	<i>String</i>	ExternalConversionSource column for table GeographicView
GeoTargetAirport	<i>String</i>	GeoTargetAirport column for table GeographicView
GeoTargetCanton	<i>String</i>	GeoTargetCanton column for table GeographicView
GeoTargetCity	<i>String</i>	GeoTargetCity column for table GeographicView
GeoTargetCounty	<i>String</i>	GeoTargetCounty column for table GeographicView
GeoTargetDistrict	<i>String</i>	GeoTargetDistrict column for table GeographicView
GeoTargetMetro	<i>String</i>	GeoTargetMetro column for table GeographicView
GeoTargetMostSpecificLocation	<i>String</i>	GeoTargetMostSpecificLocation column for table GeographicView
GeoTargetPostalCode	<i>String</i>	GeoTargetPostalCode column for table GeographicView
GeoTargetProvince	<i>String</i>	GeoTargetProvince column for table GeographicView
GeoTargetRegion	<i>String</i>	GeoTargetRegion column for table GeographicView
GeoTargetState	<i>String</i>	GeoTargetState column for table GeographicView
Month	<i>Date</i>	Month column for table GeographicView

MonthOfYear	<i>String</i>	MonthOfYear column for table GeographicView
Quarter	<i>Date</i>	Quarter column for table GeographicView
Week	<i>Date</i>	Week column for table GeographicView
Year	<i>Int</i>	Year column for table GeographicView

## Pseudo-Columns

Pseudo column fields are used in the WHERE clause of SELECT statements and offer a more granular control over the tuples that are returned from the data source.

Name	Type	Description
ManagerId	<i>Long</i>	Id of the manager account on behalf of which you are requesting customer data.

## GroupPlacementView

The group placement view in the query.

## Table Specific Information

### Select

Google Ads does not allow every column to be selected in a single query as some data will conflict if selected together. Therefore, when issuing a query that selects all columns, only

the default metrics, segments, and attributes will be returned. In general, these defaults are the same fields that are exposed through the Ads console.

To use the nondefault fields, explicitly select them in your query.

Filters can also be used in the WHERE clause. The supported operators are the =, !=, >, >=, <, <=, LIKE, NOT LIKE, IN, and NOT IN operators. All filters must be joined by the AND keyword as OR is not supported by the Ads API.

## Columns

Name	Type	Description
AdGroupAdRotationMode	String	AdGroupAdRotationMode column for table GroupPlacementView
AdGroupBaseAdGroup	String	AdGroupBaseAdGroup column for table GroupPlacementView
AdGroupCampaign	String	AdGroupCampaign column for table GroupPlacementView
AdGroupCpcBidMicros	Long	AdGroupCpcBidMicros column for table GroupPlacementView
AdGroupCpmBidMicros	Long	AdGroupCpmBidMicros column for table GroupPlacementView
AdGroupCpvBidMicros	Long	AdGroupCpvBidMicros column for table GroupPlacementView
AdGroupDisplayCustomBidDimension	String	AdGroupDisplayCustomBidDimension column for table GroupPlacementView
AdGroupEffectiveTargetCpaMicros	Long	AdGroupEffectiveTargetCpaMicros column for table GroupPlacementView

AdGroupEffectiveTargetCpaSource	String	AdGroupEffectiveTargetCpaSource column for table GroupPlacementView
AdGroupEffectiveTargetRoas	Double	AdGroupEffectiveTargetRoas column for table GroupPlacementView
AdGroupEffectiveTargetRoasSource	String	AdGroupEffectiveTargetRoasSource column for table GroupPlacementView
AdGroupExplorerAutoOptimizerSettingOptIn	Boolean	AdGroupExplorerAutoOptimizerSettingOptIn column for table GroupPlacementView
AdGroupFinalUrlSuffix	String	AdGroupFinalUrlSuffix column for table GroupPlacementView
AdGroupId	Long	AdGroupId column for table GroupPlacementView
AdGroupLabels	String	AdGroupLabels column for table GroupPlacementView
AdGroupName	String	AdGroupName column for table GroupPlacementView
AdGroupPercentCpcBidMicros	Long	AdGroupPercentCpcBidMicros column for table GroupPlacementView
AdGroupResourceName	String	AdGroupResourceName column for table GroupPlacementView
AdGroupStatus	String	AdGroupStatus column for table GroupPlacementView
AdGroupTargetCpaMicros	Long	AdGroupTargetCpaMicros column for table GroupPlacementView

AdGroupTargetCpmMicros	Long	AdGroupTargetCpmMicros column for table GroupPlacementView
AdGroupTargetRoas	Double	AdGroupTargetRoas column for table GroupPlacementView
AdGroupTargetingSettingTargetRestrictions	String	AdGroupTargetingSettingTargetRestrictions column for table GroupPlacementView
AdGroupTrackingUrlTemplate	String	AdGroupTrackingUrlTemplate column for table GroupPlacementView
AdGroupType	String	AdGroupType column for table GroupPlacementView
AdGroupUrlCustomParameters	String	AdGroupUrlCustomParameters column for table GroupPlacementView
CampaignAdServingOptimizationStatus	String	CampaignAdServingOptimizationStatus column for table GroupPlacementView
CampaignAdvertisingChannelSubType	String	CampaignAdvertisingChannelSubType column for table GroupPlacementView
CampaignAdvertisingChannelType	String	CampaignAdvertisingChannelType column for table GroupPlacementView
CampaignAppCampaignSettingAppId	String	CampaignAppCampaignSettingAppId column for table GroupPlacementView
CampaignAppCampaignSettingAppStore	String	CampaignAppCampaignSettingAppStore column for table GroupPlacementView



CampaignAppCampaignSettingBiddingStrategyGoalType	String	CampaignAppCampaignSettingBiddingStrategyGoalType column for table GroupPlacementView
CampaignBaseCampaign	String	CampaignBaseCampaign column for table GroupPlacementView
CampaignBiddingStrategy	String	CampaignBiddingStrategy column for table GroupPlacementView
CampaignBiddingStrategyType	String	CampaignBiddingStrategyType column for table GroupPlacementView
CampaignCampaignBudget	String	CampaignCampaignBudget column for table GroupPlacementView
CampaignCommissionCommissionRateMicros	Long	CampaignCommissionCommissionRateMicros column for table GroupPlacementView
CampaignDynamicSearchAdsSettingDomainName	String	CampaignDynamicSearchAdsSettingDomainName column for table GroupPlacementView
CampaignDynamicSearchAdsSettingFeeds	String	CampaignDynamicSearchAdsSettingFeeds column for table GroupPlacementView
CampaignDynamicSearchAdsSettingLanguageCode	String	CampaignDynamicSearchAdsSettingLanguageCode column for table GroupPlacementView
CampaignDynamicSearchAdsSettingUseSuppliedUrlsOnly	Boolean	CampaignDynamicSearchAdsSettingUseSuppliedUrlsOnly column for table GroupPlacementView
CampaignEndDate	Date	CampaignEndDate column for table GroupPlacementView

CampaignExperimentType	String	CampaignExperimentType column for table GroupPlacementView
CampaignFinalUrlSuffix	String	CampaignFinalUrlSuffix column for table GroupPlacementView
CampaignFrequencyCaps	String	CampaignFrequencyCaps column for table GroupPlacementView
CampaignGeoTargetTypeSettingNegativeGeoTargetType	String	CampaignGeoTargetTypeSettingNegativeGeoTargetType column for table GroupPlacementView
CampaignGeoTargetTypeSettingPositiveGeoTargetType	String	CampaignGeoTargetTypeSettingPositiveGeoTargetType column for table GroupPlacementView
CampaignHotelSettingHotelCenterId	Long	CampaignHotelSettingHotelCenterId column for table GroupPlacementView
CampaignId	Long	CampaignId column for table GroupPlacementView
CampaignLabels	String	CampaignLabels column for table GroupPlacementView
CampaignManualCpcEnhancedCpcEnabled	Boolean	CampaignManualCpcEnhancedCpcEnabled column for table GroupPlacementView
CampaignManualCpm	String	CampaignManualCpm column for table GroupPlacementView
CampaignManualCpv	String	CampaignManualCpv column for table GroupPlacementView
CampaignMaximizeConversionValueTargetRoas	Double	CampaignMaximizeConversionValueTargetRoas column for table GroupPlacementView

CampaignMaximizeConversions	Long	GroupPlacementView column for table AdScheduleView
CampaignName	String	CampaignName column for table GroupPlacementView
CampaignNetworkSettingsTargetContentNetwork	Boolean	CampaignNetworkSettingsTargetContentNetwork column for table GroupPlacementView
CampaignNetworkSettingsTargetGoogleSearch	Boolean	CampaignNetworkSettingsTargetGoogleSearch column for table GroupPlacementView
CampaignNetworkSettingsTargetPartnerSearchNetwork	Boolean	CampaignNetworkSettingsTargetPartnerSearchNetwork column for table GroupPlacementView
CampaignNetworkSettingsTargetSearchNetwork	Boolean	CampaignNetworkSettingsTargetSearchNetwork column for table GroupPlacementView
CampaignPaymentMode	String	CampaignPaymentMode column for table GroupPlacementView
CampaignPercentCpcCpcBidCeilingMicros	Long	CampaignPercentCpcCpcBidCeilingMicros column for table GroupPlacementView
CampaignPercentCpcEnhancedCpcEnabled	Boolean	CampaignPercentCpcEnhancedCpcEnabled column for table GroupPlacementView
CampaignRealTimeBiddingSettingOptIn	Boolean	CampaignRealTimeBiddingSettingOptIn column for table GroupPlacementView
CampaignResourceName	String	CampaignResourceName column for table GroupPlacementView

CampaignSelectiveOptimizationConversionActions	String	CampaignSelectiveOptimizationConversionActions column for table GroupPlacementView
CampaignServingStatus	String	CampaignServingStatus column for table GroupPlacementView
CampaignShoppingSettingCampaignPriority	Int	CampaignShoppingSettingCampaignPriority column for table GroupPlacementView
CampaignShoppingSettingEnableLocal	Boolean	CampaignShoppingSettingEnableLocal column for table GroupPlacementView
CampaignShoppingSettingMerchantId	Long	CampaignShoppingSettingMerchantId column for table GroupPlacementView
CampaignShoppingSettingSalesCountry	String	CampaignShoppingSettingSalesCountry column for table GroupPlacementView
CampaignStartDate	Date	CampaignStartDate column for table GroupPlacementView
CampaignStatus	String	CampaignStatus column for table GroupPlacementView
CampaignTargetCpaCpcBidCeilingMicros	Long	CampaignTargetCpaCpcBidCeilingMicros column for table GroupPlacementView
CampaignTargetCpaCpcBidFloorMicros	Long	CampaignTargetCpaCpcBidFloorMicros column for table GroupPlacementView
CampaignTargetCpaTargetCpaMicros	Long	CampaignTargetCpaTargetCpaMicros column for table GroupPlacementView

CampaignTargetCpm	String	CampaignTargetCpm column for table GroupPlacementView
CampaignTargetImpressionShareCpcBidCeilingMicros	Long	CampaignTargetImpressionShareCpcBidCeilingMicros column for table GroupPlacementView
CampaignTargetImpressionShareLocation	String	CampaignTargetImpressionShareLocation column for table GroupPlacementView
CampaignTargetImpressionShareLocationFractionMicros	Long	CampaignTargetImpressionShareLocationFractionMicros column for table GroupPlacementView
CampaignTargetRoasCpcBidCeilingMicros	Long	CampaignTargetRoasCpcBidCeilingMicros column for table GroupPlacementView
CampaignTargetRoasCpcBidFloorMicros	Long	CampaignTargetRoasCpcBidFloorMicros column for table GroupPlacementView
CampaignTargetRoasTargetRoas	Double	CampaignTargetRoasTargetRoas column for table GroupPlacementView
CampaignTargetSpendCpcBidCeilingMicros	Long	CampaignTargetSpendCpcBidCeilingMicros column for table GroupPlacementView
CampaignTargetSpendTargetSpendMicros	Long	CampaignTargetSpendTargetSpendMicros column for table GroupPlacementView
CampaignTargetingSettingTargetRestrictions	String	CampaignTargetingSettingTargetRestrictions column for table GroupPlacementView
CampaignTrackingSettingTrackingUrl	String	CampaignTrackingSettingTrackingUrl

	<i>ng</i>	column for table GroupPlacementView
CampaignTrackingUrlTemplate	<i>String</i>	CampaignTrackingUrlTemplate column for table GroupPlacementView
CampaignUrlCustomParameters	<i>String</i>	CampaignUrlCustomParameters column for table GroupPlacementView
CampaignVanityPharmaVanityPharmaDisplayUrlMode	<i>String</i>	CampaignVanityPharmaVanityPharma DisplayUrlMode column for table GroupPlacementView
CampaignVanityPharmaVanityPharmaText	<i>String</i>	CampaignVanityPharmaVanityPharma Text column for table GroupPlacementView
CampaignVideoBrandSafetySuitability	<i>String</i>	CampaignVideoBrandSafetySuitability column for table GroupPlacementView
CustomerAutoTaggingEnabled	<i>Boolean</i>	CustomerAutoTaggingEnabled column for table GroupPlacementView
CustomerCallReportingSettingCallConversionAction	<i>String</i>	CustomerCallReportingSettingCallCon versionAction column for table GroupPlacementView
CustomerCallReportingSettingCallConversionReportingEnabled	<i>Boolean</i>	CustomerCallReportingSettingCallCon versionReportingEnabled column for table GroupPlacementView
CustomerCallReportingSettingCallReportingEnabled	<i>Boolean</i>	CustomerCallReportingSettingCallRep ortingEnabled column for table GroupPlacementView
CustomerConversionTrackingSettingConversionTrackingId	<i>Long</i>	CustomerConversionTrackingSettingC onversionTrackingId column for table

GroupPlacementView		
CustomerConversionTrackingSettingCrossAccountConversionTrackingId	String	CustomerConversionTrackingSettingCrossAccountConversionTrackingId column for table GroupPlacementView
CustomerCurrencyCode	String	CustomerCurrencyCode column for table GroupPlacementView
CustomerDescriptiveName	String	CustomerDescriptiveName column for table GroupPlacementView
CustomerFinalUrlSuffix	String	CustomerFinalUrlSuffix column for table GroupPlacementView
CustomerHasPartnersBadge	Boolean	CustomerHasPartnersBadge column for table GroupPlacementView
CustomerId	Long	CustomerId column for table GroupPlacementView
CustomerManager	Boolean	CustomerManager column for table GroupPlacementView
CustomerPayPerConversionEligibilityFailureReasons	String	CustomerPayPerConversionEligibilityFailureReasons column for table GroupPlacementView
CustomerRemarketingSettingGoogleGlobalSiteTag	String	CustomerRemarketingSettingGoogleGlobalSiteTag column for table GroupPlacementView
CustomerResourceName	String	CustomerResourceName column for table GroupPlacementView
CustomerTestAccount	Boolean	CustomerTestAccount column for table GroupPlacementView
CustomerTimeZone	String	CustomerTimeZone column for table

	<i>ng</i>	GroupPlacementView
CustomerTrackingUrlTemplate	<i>String</i>	CustomerTrackingUrlTemplate column for table GroupPlacementView
ActiveViewCpm	<i>Double</i>	ActiveViewCpm column for table GroupPlacementView
ActiveViewCtr	<i>Double</i>	ActiveViewCtr column for table GroupPlacementView
ActiveViewImpressions	<i>Long</i>	ActiveViewImpressions column for table GroupPlacementView
ActiveViewMeasurability	<i>Double</i>	ActiveViewMeasurability column for table GroupPlacementView
ActiveViewMeasurableCostMicros	<i>Long</i>	ActiveViewMeasurableCostMicros column for table GroupPlacementView
ActiveViewMeasurableImpressions	<i>Long</i>	ActiveViewMeasurableImpressions column for table GroupPlacementView
ActiveViewViewability	<i>Double</i>	ActiveViewViewability column for table GroupPlacementView
AllConversions	<i>Double</i>	AllConversions column for table GroupPlacementView
AllConversionsFromInteractionsRate	<i>Double</i>	AllConversionsFromInteractionsRate column for table GroupPlacementView



AllConversionsValue	<i>Double</i>	AllConversionsValue column for table GroupPlacementView
AllConversionsValuePerCost	<i>Double</i>	AllConversionsValuePerCost column for table GroupPlacementView
AverageCost	<i>Double</i>	AverageCost column for table GroupPlacementView
AverageCpc	<i>Double</i>	AverageCpc column for table GroupPlacementView
AverageCpe	<i>Double</i>	AverageCpe column for table GroupPlacementView
AverageCpm	<i>Double</i>	AverageCpm column for table GroupPlacementView
AverageCpv	<i>Double</i>	AverageCpv column for table GroupPlacementView
Clicks	<i>Long</i>	Clicks column for table GroupPlacementView
Conversions	<i>Double</i>	Conversions column for table GroupPlacementView
ConversionsFromInteractionsRate	<i>Double</i>	ConversionsFromInteractionsRate column for table GroupPlacementView
ConversionsValue	<i>Double</i>	ConversionsValue column for table

	<i>ub le</i>	GroupPlacementView
CostMicros	<i>Long</i>	CostMicros column for table GroupPlacementView
CostPerAllConversions	<i>Double</i>	CostPerAllConversions column for table GroupPlacementView
CostPerConversion	<i>Double</i>	CostPerConversion column for table GroupPlacementView
CrossDeviceConversions	<i>Double</i>	CrossDeviceConversions column for table GroupPlacementView
Ctr	<i>Double</i>	Ctr column for table GroupPlacementView
EngagementRate	<i>Double</i>	EngagementRate column for table GroupPlacementView
Engagements	<i>Long</i>	Engagements column for table GroupPlacementView
Impressions	<i>Long</i>	Impressions column for table GroupPlacementView
InteractionEventTypes	<i>String</i>	InteractionEventTypes column for table GroupPlacementView
InteractionRate	<i>Double</i>	InteractionRate column for table GroupPlacementView
Interactions	<i>Long</i>	Interactions column for table

	<i>g</i>	GroupPlacementView
ValuePerAllConversions	<i>Double</i>	ValuePerAllConversions column for table GroupPlacementView
ValuePerConversion	<i>Double</i>	ValuePerConversion column for table GroupPlacementView
VideoViewRate	<i>Double</i>	VideoViewRate column for table GroupPlacementView
VideoViews	<i>Long</i>	VideoViews column for table GroupPlacementView
ViewThroughConversions	<i>Long</i>	ViewThroughConversions column for table GroupPlacementView
AdNetworkType	<i>String</i>	AdNetworkType column for table GroupPlacementView
ClickType	<i>String</i>	ClickType column for table GroupPlacementView
ConversionAction	<i>String</i>	ConversionAction column for table GroupPlacementView
ConversionActionCategory	<i>String</i>	ConversionActionCategory column for table GroupPlacementView
ConversionActionName	<i>String</i>	ConversionActionName column for table GroupPlacementView
Date	<i>Date</i>	Date column for table GroupPlacementView
DayOfWeek	<i>String</i>	DayOfWeek column for table GroupPlacementView

Device	<i>String</i>	Device column for table GroupPlacementView
ExternalConversionSource	<i>String</i>	ExternalConversionSource column for table GroupPlacementView
Month	<i>Date</i>	Month column for table GroupPlacementView
MonthOfYear	<i>String</i>	MonthOfYear column for table GroupPlacementView
Quarter	<i>Date</i>	Quarter column for table GroupPlacementView
Week	<i>Date</i>	Week column for table GroupPlacementView
Year	<i>Int</i>	Year column for table GroupPlacementView

## Pseudo-Columns

Pseudo column fields are used in the WHERE clause of SELECT statements and offer a more granular control over the tuples that are returned from the data source.

Name	Type	Description
ManagerId	<i>Long</i>	Id of the manager account on behalf of which you are requesting customer data.

## HotelGroupView

The hotel group view in the query.

## Table Specific Information

### Select

Google Ads does not allow every column to be selected in a single query as some data will conflict if selected together. Therefore, when issuing a query that selects all columns, only the default metrics, segments, and attributes will be returned. In general, these defaults are the same fields that are exposed through the Ads console.

To use the nondefault fields, explicitly select them in your query.

Filters can also be used in the WHERE clause. The supported operators are the =, !=, >, >=, <, <=, LIKE, NOT LIKE, IN, and NOT IN operators. All filters must be joined by the AND keyword as OR is not supported by the Ads API.

### Columns

Name	Type	Description
AdGroupAdRotationMode	String	AdGroupAdRotationMode column for table HotelGroupView
AdGroupBaseAdGroup	String	AdGroupBaseAdGroup column for table HotelGroupView
AdGroupCampaign	String	AdGroupCampaign column for table HotelGroupView
AdGroupCpcBidMicros	Long	AdGroupCpcBidMicros column for table HotelGroupView
AdGroupCpmBidMicros	Long	AdGroupCpmBidMicros column for table HotelGroupView
AdGroupCpvBidMicros	Long	AdGroupCpvBidMicros column for table HotelGroupView

AdGroupDisplayCustomBidDimension	<i>String</i>	AdGroupDisplayCustomBidDimension column for table HotelGroupView
AdGroupEffectiveTargetCpaMicros	<i>Long</i>	AdGroupEffectiveTargetCpaMicros column for table HotelGroupView
AdGroupEffectiveTargetCpaSource	<i>String</i>	AdGroupEffectiveTargetCpaSource column for table HotelGroupView
AdGroupEffectiveTargetRoas	<i>Double</i>	AdGroupEffectiveTargetRoas column for table HotelGroupView
AdGroupEffectiveTargetRoasSource	<i>String</i>	AdGroupEffectiveTargetRoasSource column for table HotelGroupView
AdGroupExplorerAutoOptimizerSettingOptIn	<i>Boolean</i>	AdGroupExplorerAutoOptimizerSettingOptIn column for table HotelGroupView
AdGroupFinalUrlSuffix	<i>String</i>	AdGroupFinalUrlSuffix column for table HotelGroupView
AdGroupId	<i>Long</i>	AdGroupId column for table HotelGroupView
AdGroupLabels	<i>String</i>	AdGroupLabels column for table HotelGroupView
AdGroupName	<i>String</i>	AdGroupName column for table HotelGroupView
AdGroupPercentCpcBidMicros	<i>Long</i>	AdGroupPercentCpcBidMicros column for table HotelGroupView
AdGroupResourceName	<i>String</i>	AdGroupResourceName column for table HotelGroupView
AdGroupStatus	<i>String</i>	AdGroupStatus column for table HotelGroupView

AdGroupTargetCpaMicros	Long	AdGroupTargetCpaMicros column for table HotelGroupView
AdGroupTargetCpmMicros	Long	AdGroupTargetCpmMicros column for table HotelGroupView
AdGroupTargetRoas	Double	AdGroupTargetRoas column for table HotelGroupView
AdGroupTargetingSettingTargetRestrictions	String	AdGroupTargetingSettingTargetRestrictions column for table HotelGroupView
AdGroupTrackingUrlTemplate	String	AdGroupTrackingUrlTemplate column for table HotelGroupView
AdGroupType	String	AdGroupType column for table HotelGroupView
AdGroupUrlCustomParameters	String	AdGroupUrlCustomParameters column for table HotelGroupView
AdGroupCriterionAdGroup	String	AdGroupCriterionAdGroup column for table HotelGroupView
AdGroupCriterionAgeRangeType	String	AdGroupCriterionAgeRangeType column for table HotelGroupView
AdGroupCriterionAppPaymentModelType	String	AdGroupCriterionAppPaymentModelType column for table HotelGroupView
AdGroupCriterionApprovalStatus	String	AdGroupCriterionApprovalStatus column for table HotelGroupView
AdGroupCriterionBidModifier	Double	AdGroupCriterionBidModifier column for table HotelGroupView
AdGroupCriterionCpcBidMicros	Long	AdGroupCriterionCpcBidMicros column for table HotelGroupView

AdGroupCriterionCpmBidMicros	Long	AdGroupCriterionCpmBidMicros column for table HotelGroupView
AdGroupCriterionCpvBidMicros	Long	AdGroupCriterionCpvBidMicros column for table HotelGroupView
AdGroupCriterionCriterionId	Long	AdGroupCriterionCriterionId column for table HotelGroupView
AdGroupCriterionCustomAffinityCustomAffinity	String	AdGroupCriterionCustomAffinityCustomAffinity column for table HotelGroupView
AdGroupCriterionCustomIntentCustomIntent	String	AdGroupCriterionCustomIntentCustomIntent column for table HotelGroupView
AdGroupCriterionEffectiveCpcBidMicros	Long	AdGroupCriterionEffectiveCpcBidMicros column for table HotelGroupView
AdGroupCriterionEffectiveCpcBidSource	String	AdGroupCriterionEffectiveCpcBidSource column for table HotelGroupView
AdGroupCriterionEffectiveCpmBidMicros	Long	AdGroupCriterionEffectiveCpmBidMicros column for table HotelGroupView
AdGroupCriterionEffectiveCpmBidSource	String	AdGroupCriterionEffectiveCpmBidSource column for table HotelGroupView
AdGroupCriterionEffectiveCpvBidMicros	Long	AdGroupCriterionEffectiveCpvBidMicros column for table HotelGroupView
AdGroupCriterionEffectiveCpvBidSource	String	AdGroupCriterionEffectiveCpvBidSource column for table HotelGroupView
AdGroupCriterionEffectivePercentCpcBidMicros	Long	AdGroupCriterionEffectivePercentCpcBidMicros column for table HotelGroupView
AdGroupCriterionEffectivePercentCpcBidSource	String	AdGroupCriterionEffectivePercentCpcBidSource column for table HotelGroupView



	<i>ing</i>	dSource column for table HotelGroupView
AdGroupCriterionFinalMobileUrls	<i>String</i>	AdGroupCriterionFinalMobileUrls column for table HotelGroupView
AdGroupCriterionFinalUrlSuffix	<i>String</i>	AdGroupCriterionFinalUrlSuffix column for table HotelGroupView
AdGroupCriterionFinalUrls	<i>String</i>	AdGroupCriterionFinalUrls column for table HotelGroupView
AdGroupCriterionGenderType	<i>String</i>	AdGroupCriterionGenderType column for table HotelGroupView
AdGroupCriterionIncomeRangeType	<i>String</i>	AdGroupCriterionIncomeRangeType column for table HotelGroupView
AdGroupCriterionKeywordMatchType	<i>String</i>	AdGroupCriterionKeywordMatchType column for table HotelGroupView
AdGroupCriterionKeywordText	<i>String</i>	AdGroupCriterionKeywordText column for table HotelGroupView
AdGroupCriterionListingGroupCaseValueHotelCityCityCriteria	<i>String</i>	AdGroupCriterionListingGroupCaseValueHotelCityCityCriteria column for table HotelGroupView
AdGroupCriterionListingGroupCaseValueHotelClassValue	<i>String</i>	AdGroupCriterionListingGroupCaseValueHotelClassValue column for table HotelGroupView
AdGroupCriterionListingGroupCaseValueHotelCountryRegionCountryRegionCriteria	<i>String</i>	AdGroupCriterionListingGroupCaseValueHotelCountryRegionCountryRegionCriteria column for table HotelGroupView
AdGroupCriterionListingGroupCaseValueHotelIdValue	<i>String</i>	AdGroupCriterionListingGroupCaseValueHotelIdValue column for table HotelGroupView

AdGroupCriterionListingGroupCaseValueHotelState	State	AdGroupCriterionListingGroupCaseValueHotelState	State	AdGroupCriterionListingGroupCaseValueHotelState	State
ing		ing		ing	
eHotelState column for table HotelGroupView					
AdGroupCriterionListingGroupCaseValueProductBrand	Brand	AdGroupCriterionListingGroupCaseValueProductBrand	Brand	AdGroupCriterionListingGroupCaseValueProductBrand	Brand
ing		ing		ing	
eProductBrandValue column for table HotelGroupView					
AdGroupCriterionListingGroupCaseValueProductCustomAttributeIndex	ProductCustomAttributeIndex	AdGroupCriterionListingGroupCaseValueProductCustomAttributeIndex	ProductCustomAttributeIndex	AdGroupCriterionListingGroupCaseValueProductCustomAttributeIndex	ProductCustomAttributeIndex
ing		ing		ing	
eProductCustomAttributeIndex column for table HotelGroupView					
AdGroupCriterionListingGroupCaseValueProductCustomAttribute	ProductCustomAttribute	AdGroupCriterionListingGroupCaseValueProductCustomAttribute	ProductCustomAttribute	AdGroupCriterionListingGroupCaseValueProductCustomAttribute	ProductCustomAttribute
ing		ing		ing	
eProductCustomAttributeValue column for table HotelGroupView					
AdGroupCriterionListingGroupCaseValueProductBiddingCategoryCountryCode	ProductBiddingCategoryCountryCode	AdGroupCriterionListingGroupCaseValueProductBiddingCategoryCountryCode	ProductBiddingCategoryCountryCode	AdGroupCriterionListingGroupCaseValueProductBiddingCategoryCountryCode	ProductBiddingCategoryCountryCode
ing		ing		ing	
eProductBiddingCategoryCountryCode column for table HotelGroupView					
AdGroupCriterionListingGroupCaseValueProductBiddingCategoryId	ProductBiddingCategoryId	AdGroupCriterionListingGroupCaseValueProductBiddingCategoryId	ProductBiddingCategoryId	AdGroupCriterionListingGroupCaseValueProductBiddingCategoryId	ProductBiddingCategoryId
ing		ing		ing	
eProductBiddingCategoryId column for table HotelGroupView					
AdGroupCriterionListingGroupCaseValueProductBiddingCategoryLevel	ProductBiddingCategoryLevel	AdGroupCriterionListingGroupCaseValueProductBiddingCategoryLevel	ProductBiddingCategoryLevel	AdGroupCriterionListingGroupCaseValueProductBiddingCategoryLevel	ProductBiddingCategoryLevel
ing		ing		ing	
eProductBiddingCategoryLevel column for table HotelGroupView					
AdGroupCriterionListingGroupCaseValueProductChannel	ProductChannel	AdGroupCriterionListingGroupCaseValueProductChannel	ProductChannel	AdGroupCriterionListingGroupCaseValueProductChannel	ProductChannel
ing		ing		ing	
eProductChannelChannel column for table HotelGroupView					
AdGroupCriterionListingGroupCaseValueProductChannelExclusivity	ProductChannelExclusivity	AdGroupCriterionListingGroupCaseValueProductChannelExclusivity	ProductChannelExclusivity	AdGroupCriterionListingGroupCaseValueProductChannelExclusivity	ProductChannelExclusivity
ing		ing		ing	
eProductChannelExclusivityChannelExclusivity column for table HotelGroupView					
AdGroupCriterionListingGroupCaseValueProductCondition	ProductCondition	AdGroupCriterionListingGroupCaseValueProductCondition	ProductCondition	AdGroupCriterionListingGroupCaseValueProductCondition	ProductCondition
ing		ing		ing	
eProductConditionCondition column for table HotelGroupView					

AdGroupCriterionListingGroupCaseValueProductItemIdValue	String	AdGroupCriterionListingGroupCaseValueProductItemIdValue column for table HotelGroupView
AdGroupCriterionListingGroupCaseValueProductTypeLevel	String	AdGroupCriterionListingGroupCaseValueProductTypeLevel column for table HotelGroupView
AdGroupCriterionListingGroupCaseValueProductTypeValue	String	AdGroupCriterionListingGroupCaseValueProductTypeValue column for table HotelGroupView
AdGroupCriterionListingGroupParentAdGroupCriterion	String	AdGroupCriterionListingGroupParentAdGroupCriterion column for table HotelGroupView
AdGroupCriterionListingGroupType	String	AdGroupCriterionListingGroupType column for table HotelGroupView
AdGroupCriterionMobileAppCategoryMobileAppCategoryConstant	String	AdGroupCriterionMobileAppCategoryMobileAppCategoryConstant column for table HotelGroupView
AdGroupCriterionMobileApplicationAppId	String	AdGroupCriterionMobileApplicationAppId column for table HotelGroupView
AdGroupCriterionMobileApplicationName	String	AdGroupCriterionMobileApplicationName column for table HotelGroupView
AdGroupCriterionNegative	Boolean	AdGroupCriterionNegative column for table HotelGroupView
AdGroupCriterionParentalStatusType	String	AdGroupCriterionParentalStatusType column for table HotelGroupView
AdGroupCriterionPercentCpcBidMicros	Long	AdGroupCriterionPercentCpcBidMicros column for table HotelGroupView
AdGroupCriterionPlacementUrl	String	AdGroupCriterionPlacementUrl column for table HotelGroupView

AdGroupCriterionPositionEstimatesEstimatedAddClicksAtFirstPositionCpc	<i>ng</i>	AdGroupCriterionPositionEstimatesEstimatedAddClicksAtFirstPositionCpc column for table HotelGroupView
AdGroupCriterionPositionEstimatesEstimatedAddCostAtFirstPositionCpc	<i>ng</i>	AdGroupCriterionPositionEstimatesEstimatedAddCostAtFirstPositionCpc column for table HotelGroupView
AdGroupCriterionPositionEstimatesFirstPageCpcMicros	<i>ng</i>	AdGroupCriterionPositionEstimatesFirstPageCpcMicros column for table HotelGroupView
AdGroupCriterionPositionEstimatesFirstPositionCpcMicros	<i>ng</i>	AdGroupCriterionPositionEstimatesFirstPositionCpcMicros column for table HotelGroupView
AdGroupCriterionPositionEstimatesTopOfPageCpcMicros	<i>ng</i>	AdGroupCriterionPositionEstimatesTopOfPageCpcMicros column for table HotelGroupView
AdGroupCriterionQualityInfoCreativeQualityScore	<i>String</i>	AdGroupCriterionQualityInfoCreativeQualityScore column for table HotelGroupView
AdGroupCriterionQualityInfoPostClickQualityScore	<i>String</i>	AdGroupCriterionQualityInfoPostClickQualityScore column for table HotelGroupView
AdGroupCriterionQualityInfoQualityScore	<i>Int</i>	AdGroupCriterionQualityInfoQualityScore column for table HotelGroupView
AdGroupCriterionQualityInfoSearchPredictedCtr	<i>String</i>	AdGroupCriterionQualityInfoSearchPredictedCtr column for table HotelGroupView
AdGroupCriterionResourceName	<i>String</i>	AdGroupCriterionResourceName column for table HotelGroupView
AdGroupCriterionStatus	<i>String</i>	AdGroupCriterionStatus column for table HotelGroupView

AdGroupCriterionSystemServingStatus	String	AdGroupCriterionSystemServingStatus column for table HotelGroupView
AdGroupCriterionTopicPath	String	AdGroupCriterionTopicPath column for table HotelGroupView
AdGroupCriterionTopicTopicConstant	String	AdGroupCriterionTopicTopicConstant column for table HotelGroupView
AdGroupCriterionTrackingUrlTemplate	String	AdGroupCriterionTrackingUrlTemplate column for table HotelGroupView
AdGroupCriterionType	String	AdGroupCriterionType column for table HotelGroupView
AdGroupCriterionUrlCustomParameters	String	AdGroupCriterionUrlCustomParameters column for table HotelGroupView
AdGroupCriterionUserInterestUserInterestCategory	String	AdGroupCriterionUserInterestUserInterestCategory column for table HotelGroupView
AdGroupCriterionUserListUserList	String	AdGroupCriterionUserListUserList column for table HotelGroupView
AdGroupCriterionWebpageConditions	String	AdGroupCriterionWebpageConditions column for table HotelGroupView
AdGroupCriterionWebpageCriterionName	String	AdGroupCriterionWebpageCriterionName column for table HotelGroupView
AdGroupCriterionYoutubeChannelChannelId	String	AdGroupCriterionYoutubeChannelChannelId column for table HotelGroupView
AdGroupCriterionYoutubeVideoVideoId	String	AdGroupCriterionYoutubeVideoVideoId column for table HotelGroupView
CampaignAdServingOptimizationStatus	String	CampaignAdServingOptimizationStatus column for table HotelGroupView

CampaignAdvertisingChannelSubType	String	CampaignAdvertisingChannelSubType column for table HotelGroupView
CampaignAdvertisingChannelType	String	CampaignAdvertisingChannelType column for table HotelGroupView
CampaignAppCampaignSettingAppId	String	CampaignAppCampaignSettingAppId column for table HotelGroupView
CampaignAppCampaignSettingAppStore	String	CampaignAppCampaignSettingAppStore column for table HotelGroupView
CampaignAppCampaignSettingBiddingStrategyGoalType	String	CampaignAppCampaignSettingBiddingStrategyGoalType column for table HotelGroupView
CampaignBaseCampaign	String	CampaignBaseCampaign column for table HotelGroupView
CampaignBiddingStrategy	String	CampaignBiddingStrategy column for table HotelGroupView
CampaignBiddingStrategyType	String	CampaignBiddingStrategyType column for table HotelGroupView
CampaignCampaignBudget	String	CampaignCampaignBudget column for table HotelGroupView
CampaignCommissionCommissionRateMicros	Long	CampaignCommissionCommissionRateMicros column for table HotelGroupView
CampaignDynamicSearchAdsSettingDomainName	String	CampaignDynamicSearchAdsSettingDomainName column for table HotelGroupView
CampaignDynamicSearchAdsSettingFeeds	String	CampaignDynamicSearchAdsSettingFeeds column for table HotelGroupView
CampaignDynamicSearchAdsSettingLanguageCode	String	CampaignDynamicSearchAdsSettingLanguageCode column for table HotelGroupView

	<i>ing</i>	languageCode column for table HotelGroupView
CampaignDynamicSearchAdsSettingUseSuppliedUrlsOnly	<i>Boolean</i>	CampaignDynamicSearchAdsSettingUseSuppliedUrlsOnly column for table HotelGroupView
CampaignEndDate	<i>Date</i>	CampaignEndDate column for table HotelGroupView
CampaignExperimentType	<i>String</i>	CampaignExperimentType column for table HotelGroupView
CampaignFinalUrlSuffix	<i>String</i>	CampaignFinalUrlSuffix column for table HotelGroupView
CampaignFrequencyCaps	<i>String</i>	CampaignFrequencyCaps column for table HotelGroupView
CampaignGeoTargetTypeSettingNegativeGeoTargetType	<i>String</i>	CampaignGeoTargetTypeSettingNegativeGeoTargetType column for table HotelGroupView
CampaignGeoTargetTypeSettingPositiveGeoTargetType	<i>String</i>	CampaignGeoTargetTypeSettingPositiveGeoTargetType column for table HotelGroupView
CampaignHotelSettingHotelCenterId	<i>Long</i>	CampaignHotelSettingHotelCenterId column for table HotelGroupView
CampaignId	<i>Long</i>	CampaignId column for table HotelGroupView
CampaignLabels	<i>String</i>	CampaignLabels column for table HotelGroupView
CampaignManualCpcEnhancedCpcEnabled	<i>Boolean</i>	CampaignManualCpcEnhancedCpcEnabled column for table HotelGroupView
CampaignManualCpm	<i>String</i>	CampaignManualCpm column for table

	<i>ing</i>	HotelGroupView
CampaignManualCpv	<i>String</i>	CampaignManualCpv column for table HotelGroupView
CampaignMaximizeConversionValueTargetRoas	<i>Double</i>	CampaignMaximizeConversionValueTargetRoas column for table HotelGroupView
CampaignMaximizeConversions	<i>Long</i>	CampaignMaximizeConversions column for table HotelGroupView
CampaignName	<i>String</i>	CampaignName column for table HotelGroupView
CampaignNetworkSettingsTargetContentNetwork	<i>Boolean</i>	CampaignNetworkSettingsTargetContentNetwork column for table HotelGroupView
CampaignNetworkSettingsTargetGoogleSearch	<i>Boolean</i>	CampaignNetworkSettingsTargetGoogleSearch column for table HotelGroupView
CampaignNetworkSettingsTargetPartnerSearchNetwork	<i>Boolean</i>	CampaignNetworkSettingsTargetPartnerSearchNetwork column for table HotelGroupView
CampaignNetworkSettingsTargetSearchNetwork	<i>Boolean</i>	CampaignNetworkSettingsTargetSearchNetwork column for table HotelGroupView
CampaignPaymentMode	<i>String</i>	CampaignPaymentMode column for table HotelGroupView
CampaignPercentCpcCpcBidCeilingMicros	<i>Long</i>	CampaignPercentCpcCpcBidCeilingMicros column for table HotelGroupView
CampaignPercentCpcEnhancedCpcEnabled	<i>Boolean</i>	CampaignPercentCpcEnhancedCpcEnabled column for table HotelGroupView



CampaignRealTimeBiddingSettingOptIn	<i>Boolean</i>	CampaignRealTimeBiddingSettingOptIn column for table HotelGroupView
CampaignResourceName	<i>String</i>	CampaignResourceName column for table HotelGroupView
CampaignSelectiveOptimizationConversionActions	<i>String</i>	CampaignSelectiveOptimizationConversionActions column for table HotelGroupView
CampaignServingStatus	<i>String</i>	CampaignServingStatus column for table HotelGroupView
CampaignShoppingSettingCampaignPriority	<i>Int</i>	CampaignShoppingSettingCampaignPriority column for table HotelGroupView
CampaignShoppingSettingEnableLocal	<i>Boolean</i>	CampaignShoppingSettingEnableLocal column for table HotelGroupView
CampaignShoppingSettingMerchantId	<i>Long</i>	CampaignShoppingSettingMerchantId column for table HotelGroupView
CampaignShoppingSettingSalesCountry	<i>String</i>	CampaignShoppingSettingSalesCountry column for table HotelGroupView
CampaignStartDate	<i>Date</i>	CampaignStartDate column for table HotelGroupView
CampaignStatus	<i>String</i>	CampaignStatus column for table HotelGroupView
CampaignTargetCpaCpcBidCeilingMicros	<i>Long</i>	CampaignTargetCpaCpcBidCeilingMicros column for table HotelGroupView
CampaignTargetCpaCpcBidFloorMicros	<i>Long</i>	CampaignTargetCpaCpcBidFloorMicros column for table HotelGroupView
CampaignTargetCpaTargetCpaMicros	<i>Long</i>	CampaignTargetCpaTargetCpaMicros column for table HotelGroupView

CampaignTargetCpm	String	CampaignTargetCpm column for table HotelGroupView
CampaignTargetImpressionShareCpcBidCeilingMicros	Long	CampaignTargetImpressionShareCpcBidCeilingMicros column for table HotelGroupView
CampaignTargetImpressionShareLocation	String	CampaignTargetImpressionShareLocation column for table HotelGroupView
CampaignTargetImpressionShareLocationFractionMicros	Long	CampaignTargetImpressionShareLocationFractionMicros column for table HotelGroupView
CampaignTargetRoasCpcBidCeilingMicros	Long	CampaignTargetRoasCpcBidCeilingMicros column for table HotelGroupView
CampaignTargetRoasCpcBidFloorMicros	Long	CampaignTargetRoasCpcBidFloorMicros column for table HotelGroupView
CampaignTargetRoasTargetRoas	Double	CampaignTargetRoasTargetRoas column for table HotelGroupView
CampaignTargetSpendCpcBidCeilingMicros	Long	CampaignTargetSpendCpcBidCeilingMicros column for table HotelGroupView
CampaignTargetSpendTargetSpendMicros	Long	CampaignTargetSpendTargetSpendMicros column for table HotelGroupView
CampaignTargetingSettingTargetRestrictions	String	CampaignTargetingSettingTargetRestrictions column for table HotelGroupView
CampaignTrackingSettingTrackingUrl	String	CampaignTrackingSettingTrackingUrl column for table HotelGroupView
CampaignTrackingUrlTemplate	String	CampaignTrackingUrlTemplate column for table HotelGroupView

CampaignUrlCustomParameters	String	CampaignUrlCustomParameters column for table HotelGroupView
CampaignVanityPharmaVanityPharmaDisplayUrlMode	String	CampaignVanityPharmaVanityPharmaDisplayUrlMode column for table HotelGroupView
CampaignVanityPharmaVanityPharmaText	String	CampaignVanityPharmaVanityPharmaText column for table HotelGroupView
CampaignVideoBrandSafetySuitability	String	CampaignVideoBrandSafetySuitability column for table HotelGroupView
CustomerAutoTaggingEnabled	Boolean	CustomerAutoTaggingEnabled column for table HotelGroupView
CustomerCallReportingSettingCallConversionAction	String	CustomerCallReportingSettingCallConversionAction column for table HotelGroupView
CustomerCallReportingSettingCallConversionReportingEnabled	Boolean	CustomerCallReportingSettingCallConversionReportingEnabled column for table HotelGroupView
CustomerCallReportingSettingCallReportingEnabled	Boolean	CustomerCallReportingSettingCallReportingEnabled column for table HotelGroupView
CustomerConversionTrackingSettingConversionTrackingId	String	CustomerConversionTrackingSettingConversionTrackingId column for table HotelGroupView
CustomerConversionTrackingSettingCrossAccountConversionTrackingId	String	CustomerConversionTrackingSettingCrossAccountConversionTrackingId column for table HotelGroupView
CustomerCurrencyCode	String	CustomerCurrencyCode column for table HotelGroupView
CustomerDescriptiveName	String	CustomerDescriptiveName column for

	<i>ing</i>	table HotelGroupView
CustomerFinalUrlSuffix	<i>String</i>	CustomerFinalUrlSuffix column for table HotelGroupView
CustomerHasPartnersBadge	<i>Boolean</i>	CustomerHasPartnersBadge column for table HotelGroupView
CustomerId	<i>Long</i>	CustomerId column for table HotelGroupView
CustomerManager	<i>Boolean</i>	CustomerManager column for table HotelGroupView
CustomerPayPerConversionEligibilityFailureReasons	<i>String</i>	CustomerPayPerConversionEligibilityFailureReasons column for table HotelGroupView
CustomerRemarketingSettingGoogleGlobalSiteTag	<i>String</i>	CustomerRemarketingSettingGoogleGlobalSiteTag column for table HotelGroupView
CustomerResourceName	<i>String</i>	CustomerResourceName column for table HotelGroupView
CustomerTestAccount	<i>Boolean</i>	CustomerTestAccount column for table HotelGroupView
CustomerTimeZone	<i>String</i>	CustomerTimeZone column for table HotelGroupView
CustomerTrackingUrlTemplate	<i>String</i>	CustomerTrackingUrlTemplate column for table HotelGroupView
AllConversions	<i>Double</i>	AllConversions column for table HotelGroupView
AllConversionsFromInteractionsRate	<i>Double</i>	AllConversionsFromInteractionsRate column for table HotelGroupView

	<i>le</i>	
AllConversionsFromInteractionsValuePerInteraction	<i>Double</i>	AllConversionsFromInteractionsValuePerInteraction column for table HotelGroupView
AllConversionsValue	<i>Double</i>	AllConversionsValue column for table HotelGroupView
AllConversionsValuePerCost	<i>Double</i>	AllConversionsValuePerCost column for table HotelGroupView
AverageCpc	<i>Double</i>	AverageCpc column for table HotelGroupView
AverageCpm	<i>Double</i>	AverageCpm column for table HotelGroupView
Clicks	<i>Long</i>	Clicks column for table HotelGroupView
Conversions	<i>Double</i>	Conversions column for table HotelGroupView
ConversionsFromInteractionsRate	<i>Double</i>	ConversionsFromInteractionsRate column for table HotelGroupView
ConversionsFromInteractionsValuePerInteraction	<i>Double</i>	ConversionsFromInteractionsValuePerInteraction column for table HotelGroupView
ConversionsValue	<i>Double</i>	ConversionsValue column for table HotelGroupView

ConversionsValuePerCost	<i>Double</i>	ConversionsValuePerCost column for table HotelGroupView
CostMicros	<i>Long</i>	CostMicros column for table HotelGroupView
CostPerAllConversions	<i>Double</i>	CostPerAllConversions column for table HotelGroupView
CostPerConversion	<i>Double</i>	CostPerConversion column for table HotelGroupView
CrossDeviceConversions	<i>Double</i>	CrossDeviceConversions column for table HotelGroupView
Ctr	<i>Double</i>	Ctr column for table HotelGroupView
HotelAverageLeadValueMicros	<i>Double</i>	HotelAverageLeadValueMicros column for table HotelGroupView
Impressions	<i>Long</i>	Impressions column for table HotelGroupView
SearchAbsoluteTopImpressionShare	<i>Double</i>	SearchAbsoluteTopImpressionShare column for table HotelGroupView
SearchBudgetLostAbsoluteTopImpressionShare	<i>Double</i>	SearchBudgetLostAbsoluteTopImpressionShare column for table HotelGroupView
SearchBudgetLostImpressionShare	<i>Double</i>	SearchBudgetLostImpressionShare column for table HotelGroupView

	<i>le</i>	
SearchBudgetLostTopImpressionShare	<i>Double</i>	SearchBudgetLostTopImpressionShare column for table HotelGroupView
SearchImpressionShare	<i>Double</i>	SearchImpressionShare column for table HotelGroupView
SearchRankLostAbsoluteTopImpressionShare	<i>Double</i>	SearchRankLostAbsoluteTopImpressionShare column for table HotelGroupView
SearchRankLostImpressionShare	<i>Double</i>	SearchRankLostImpressionShare column for table HotelGroupView
SearchRankLostTopImpressionShare	<i>Double</i>	SearchRankLostTopImpressionShare column for table HotelGroupView
SearchTopImpressionShare	<i>Double</i>	SearchTopImpressionShare column for table HotelGroupView
ValuePerAllConversions	<i>Double</i>	ValuePerAllConversions column for table HotelGroupView
ValuePerConversion	<i>Double</i>	ValuePerConversion column for table HotelGroupView
HotelEligibleImpressions	<i>Long</i>	The number of impressions that hotel partners could have had given their feed performance.
Date	<i>Date</i>	Date column for table HotelGroupView

DayOfWeek	<i>String</i>	DayOfWeek column for table HotelGroupView
Hour	<i>Int</i>	Hour column for table HotelGroupView
Month	<i>Date</i>	Month column for table HotelGroupView
Quarter	<i>Date</i>	Quarter column for table HotelGroupView
Week	<i>Date</i>	Week column for table HotelGroupView
Year	<i>Int</i>	Year column for table HotelGroupView

## Pseudo-Columns

Pseudo column fields are used in the WHERE clause of SELECT statements and offer a more granular control over the tuples that are returned from the data source.

Name	Type	Description
ManagerId	<i>Long</i>	Id of the manager account on behalf of which you are requesting customer data.

## HotelPerformanceView

The hotel performance view in the query.

## Table Specific Information



## Select

Google Ads does not allow every column to be selected in a single query as some data will conflict if selected together. Therefore, when issuing a query that selects all columns, only the default metrics, segments, and attributes will be returned. In general, these defaults are the same fields that are exposed through the Ads console.

To use the nondefault fields, explicitly select them in your query.

Filters can also be used in the WHERE clause. The supported operators are the =, !=, >, >=, <, <=, LIKE, NOT LIKE, IN, and NOT IN operators. All filters must be joined by the AND keyword as OR is not supported by the Ads API.

## Columns

Name	Type	Description
AllConversions	Double	AllConversions column for table HotelPerformanceView
AllConversionsFromInteractionsRate	Double	AllConversionsFromInteractionsRate column for table HotelPerformanceView
AllConversionsFromInteractionsValuePerInteraction	Double	AllConversionsFromInteractionsValuePerInteraction column for table HotelPerformanceView
AllConversionsValue	Double	AllConversionsValue column for table HotelPerformanceView
AllConversionsValuePerCost	Double	AllConversionsValuePerCost column for table HotelPerformanceView
AverageCpc	Double	AverageCpc column for table HotelPerformanceView
AverageCpm	Double	AverageCpm column for table HotelPerformanceView

Clicks	<i>Long</i>	Clicks column for table HotelPerformanceView
Conversions	<i>Double</i>	Conversions column for table HotelPerformanceView
ConversionsFromInteractionsRate	<i>Double</i>	ConversionsFromInteractionsRate column for table HotelPerformanceView
ConversionsFromInteractionsValuePerInteraction	<i>Double</i>	ConversionsFromInteractionsValuePerInteraction column for table HotelPerformanceView
ConversionsValue	<i>Double</i>	ConversionsValue column for table HotelPerformanceView
ConversionsValuePerCost	<i>Double</i>	ConversionsValuePerCost column for table HotelPerformanceView
CostMicros	<i>Long</i>	CostMicros column for table HotelPerformanceView
CostPerAllConversions	<i>Double</i>	CostPerAllConversions column for table HotelPerformanceView
CostPerConversion	<i>Double</i>	CostPerConversion column for table HotelPerformanceView
CrossDeviceConversions	<i>Double</i>	CrossDeviceConversions column for table HotelPerformanceView
Ctr	<i>Double</i>	Ctr column for table HotelPerformanceView
HotelAverageLeadValueMicros	<i>Double</i>	HotelAverageLeadValueMicros column for table HotelPerformanceView
HotelPriceDifferencePercentage	<i>Double</i>	HotelPriceDifferencePercentage column for table HotelPerformanceView

Impressions	<i>Long</i>	Impressions column for table HotelPerformanceView
SearchAbsoluteTopImpressionShare	<i>Double</i>	SearchAbsoluteTopImpressionShare column for table HotelPerformanceView
SearchBudgetLostAbsoluteTopImpressionShare	<i>Double</i>	SearchBudgetLostAbsoluteTopImpressionShare column for table HotelPerformanceView
SearchBudgetLostImpressionShare	<i>Double</i>	SearchBudgetLostImpressionShare column for table HotelPerformanceView
SearchBudgetLostTopImpressionShare	<i>Double</i>	SearchBudgetLostTopImpressionShare column for table HotelPerformanceView
SearchImpressionShare	<i>Double</i>	SearchImpressionShare column for table HotelPerformanceView
SearchRankLostAbsoluteTopImpressionShare	<i>Double</i>	SearchRankLostAbsoluteTopImpressionShare column for table HotelPerformanceView
SearchRankLostImpressionShare	<i>Double</i>	SearchRankLostImpressionShare column for table HotelPerformanceView
SearchRankLostTopImpressionShare	<i>Double</i>	SearchRankLostTopImpressionShare column for table HotelPerformanceView
SearchTopImpressionShare	<i>Double</i>	SearchTopImpressionShare column for table HotelPerformanceView
ValuePerAllConversions	<i>Double</i>	ValuePerAllConversions column for table HotelPerformanceView
ValuePerConversion	<i>Double</i>	ValuePerConversion column for table HotelPerformanceView
HotelEligibleImpressions	<i>Long</i>	The number of impressions that hotel partners could have had given their feed

		performance.
AdNetworkType	<i>String</i>	AdNetworkType column for table HotelPerformanceView
ClickType	<i>String</i>	ClickType column for table HotelPerformanceView
Date	<i>Date</i>	Date column for table HotelPerformanceView
DayOfWeek	<i>String</i>	DayOfWeek column for table HotelPerformanceView
Device	<i>String</i>	Device column for table HotelPerformanceView
GeoTargetCountry	<i>String</i>	GeoTargetCountry column for table HotelPerformanceView
HotelBookingWindowDays	<i>Long</i>	HotelBookingWindowDays column for table HotelPerformanceView
HotelCenterId	<i>Long</i>	HotelCenterId column for table HotelPerformanceView
HotelCheckInDate	<i>Date</i>	HotelCheckInDate column for table HotelPerformanceView
HotelCheckInDayOfWeek	<i>String</i>	HotelCheckInDayOfWeek column for table HotelPerformanceView
HotelCity	<i>String</i>	HotelCity column for table HotelPerformanceView
HotelClass	<i>Int</i>	HotelClass column for table HotelPerformanceView
HotelCountry	<i>String</i>	HotelCountry column for table HotelPerformanceView

HotelDateSelectionType	<i>String</i>	HotelDateSelectionType column for table HotelPerformanceView
HotelLengthOfStay	<i>Int</i>	HotelLengthOfStay column for table HotelPerformanceView
HotelPriceBucket	<i>String</i>	HotelPriceBucket column for table HotelPerformanceView
HotelRateRuleId	<i>String</i>	HotelRateRuleId column for table HotelPerformanceView
HotelRateType	<i>String</i>	HotelRateType column for table HotelPerformanceView
HotelState	<i>String</i>	HotelState column for table HotelPerformanceView
Hour	<i>Int</i>	Hour column for table HotelPerformanceView
Month	<i>Date</i>	Month column for table HotelPerformanceView
PartnerHotelId	<i>String</i>	PartnerHotelId column for table HotelPerformanceView
Quarter	<i>Date</i>	Quarter column for table HotelPerformanceView
Week	<i>Date</i>	Week column for table HotelPerformanceView
Year	<i>Int</i>	Year column for table HotelPerformanceView

## Pseudo-Columns

Pseudo column fields are used in the WHERE clause of SELECT statements and offer a more granular control over the tuples that are returned from the data source.

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ManagerId	<i>Long</i>	Id of the manager account on behalf of which you are requesting customer data.

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## Columns

Name	Type	Description
AdGroupAdRotationMode	<i>Str</i>	AdGroupAdRotationMode column for

	<i>ing</i>	table KeywordView
AdGroupBaseAdGroup	<i>String</i>	AdGroupBaseAdGroup column for table KeywordView
AdGroupCampaign	<i>String</i>	AdGroupCampaign column for table KeywordView
AdGroupCpcBidMicros	<i>Long</i>	AdGroupCpcBidMicros column for table KeywordView
AdGroupCpmBidMicros	<i>Long</i>	AdGroupCpmBidMicros column for table KeywordView
AdGroupCpvBidMicros	<i>Long</i>	AdGroupCpvBidMicros column for table KeywordView
AdGroupDisplayCustomBidDimension	<i>String</i>	AdGroupDisplayCustomBidDimension column for table KeywordView
AdGroupEffectiveTargetCpaMicros	<i>Long</i>	AdGroupEffectiveTargetCpaMicros column for table KeywordView
AdGroupEffectiveTargetCpaSource	<i>String</i>	AdGroupEffectiveTargetCpaSource column for table KeywordView
AdGroupEffectiveTargetRoas	<i>Double</i>	AdGroupEffectiveTargetRoas column for table KeywordView
AdGroupEffectiveTargetRoasSource	<i>String</i>	AdGroupEffectiveTargetRoasSource column for table KeywordView
AdGroupExplorerAutoOptimizerSettingOptIn	<i>Boolean</i>	AdGroupExplorerAutoOptimizerSettingOptIn column for table KeywordView
AdGroupFinalUrlSuffix	<i>String</i>	AdGroupFinalUrlSuffix column for table KeywordView
AdGroupId	<i>Long</i>	AdGroupId column for table

	<i>ng</i>	KeywordView
AdGroupLabels	<i>String</i>	AdGroupLabels column for table KeywordView
AdGroupName	<i>String</i>	AdGroupName column for table KeywordView
AdGroupPercentCpcBidMicros	<i>Long</i>	AdGroupPercentCpcBidMicros column for table KeywordView
AdGroupResourceName	<i>String</i>	AdGroupResourceName column for table KeywordView
AdGroupStatus	<i>String</i>	AdGroupStatus column for table KeywordView
AdGroupTargetCpaMicros	<i>Long</i>	AdGroupTargetCpaMicros column for table KeywordView
AdGroupTargetCpmMicros	<i>Long</i>	AdGroupTargetCpmMicros column for table KeywordView
AdGroupTargetRoas	<i>Double</i>	AdGroupTargetRoas column for table KeywordView
AdGroupTargetingSettingTargetRestrictions	<i>String</i>	AdGroupTargetingSettingTargetRestrictions column for table KeywordView
AdGroupTrackingUrlTemplate	<i>String</i>	AdGroupTrackingUrlTemplate column for table KeywordView
AdGroupType	<i>String</i>	AdGroupType column for table KeywordView
AdGroupUrlCustomParameters	<i>String</i>	AdGroupUrlCustomParameters column for table KeywordView
AdGroupCriterionAdGroup	<i>String</i>	AdGroupCriterionAdGroup column for



	<i>ing</i>	table KeywordView
AdGroupCriterionAgeRangeType	<i>String</i>	AdGroupCriterionAgeRangeType column for table KeywordView
AdGroupCriterionAppPaymentModelType	<i>String</i>	AdGroupCriterionAppPaymentModelType column for table KeywordView
AdGroupCriterionApprovalStatus	<i>String</i>	AdGroupCriterionApprovalStatus column for table KeywordView
AdGroupCriterionBidModifier	<i>Double</i>	AdGroupCriterionBidModifier column for table KeywordView
AdGroupCriterionCpcBidMicros	<i>Long</i>	AdGroupCriterionCpcBidMicros column for table KeywordView
AdGroupCriterionCpmBidMicros	<i>Long</i>	AdGroupCriterionCpmBidMicros column for table KeywordView
AdGroupCriterionCpvBidMicros	<i>Long</i>	AdGroupCriterionCpvBidMicros column for table KeywordView
AdGroupCriterionCriterionId	<i>Long</i>	AdGroupCriterionCriterionId column for table KeywordView
AdGroupCriterionCustomAffinityCustomAffinity	<i>String</i>	AdGroupCriterionCustomAffinityCustomAffinity column for table KeywordView
AdGroupCriterionCustomIntentCustomIntent	<i>String</i>	AdGroupCriterionCustomIntentCustomIntent column for table KeywordView
AdGroupCriterionEffectiveCpcBidMicros	<i>Long</i>	AdGroupCriterionEffectiveCpcBidMicros column for table KeywordView
AdGroupCriterionEffectiveCpcBidSource	<i>String</i>	AdGroupCriterionEffectiveCpcBidSource column for table KeywordView

AdGroupCriterionEffectiveCpmBidMicros	Long	AdGroupCriterionEffectiveCpmBidMicros column for table KeywordView
AdGroupCriterionEffectiveCpmBidSource	String	AdGroupCriterionEffectiveCpmBidSource column for table KeywordView
AdGroupCriterionEffectiveCpvBidMicros	Long	AdGroupCriterionEffectiveCpvBidMicros column for table KeywordView
AdGroupCriterionEffectiveCpvBidSource	String	AdGroupCriterionEffectiveCpvBidSource column for table KeywordView
AdGroupCriterionEffectivePercentCpcBidMicros	Long	AdGroupCriterionEffectivePercentCpcBidMicros column for table KeywordView
AdGroupCriterionEffectivePercentCpcBidSource	String	AdGroupCriterionEffectivePercentCpcBidSource column for table KeywordView
AdGroupCriterionFinalMobileUrls	String	AdGroupCriterionFinalMobileUrls column for table KeywordView
AdGroupCriterionFinalUrlSuffix	String	AdGroupCriterionFinalUrlSuffix column for table KeywordView
AdGroupCriterionFinalUrls	String	AdGroupCriterionFinalUrls column for table KeywordView
AdGroupCriterionGenderType	String	AdGroupCriterionGenderType column for table KeywordView
AdGroupCriterionIncomeRangeType	String	AdGroupCriterionIncomeRangeType column for table KeywordView
AdGroupCriterionKeywordMatchType	String	AdGroupCriterionKeywordMatchType column for table KeywordView
AdGroupCriterionKeywordText	String	AdGroupCriterionKeywordText column for table KeywordView

AdGroupCriterionListingGroupCaseValueHotelCityCityCriterion	AdGroupCriterionListingGroupCaseValueHotelCityCityCriterion column for table KeywordView
AdGroupCriterionListingGroupCaseValueHotelClassValue	AdGroupCriterionListingGroupCaseValueHotelClassValue column for table KeywordView
AdGroupCriterionListingGroupCaseValueHotelCountryRegionCountryRegionCriterion	AdGroupCriterionListingGroupCaseValueHotelCountryRegionCountryRegionCriterion column for table KeywordView
AdGroupCriterionListingGroupCaseValueHotelIdValue	AdGroupCriterionListingGroupCaseValueHotelIdValue column for table KeywordView
AdGroupCriterionListingGroupCaseValueHotelStateStateCriterion	AdGroupCriterionListingGroupCaseValueHotelStateStateCriterion column for table KeywordView
AdGroupCriterionListingGroupCaseValueProductBrandValue	AdGroupCriterionListingGroupCaseValueProductBrandValue column for table KeywordView
AdGroupCriterionListingGroupCaseValueProductCustomAttributeIndex	AdGroupCriterionListingGroupCaseValueProductCustomAttributeIndex column for table KeywordView
AdGroupCriterionListingGroupCaseValueProductCustomAttributeValue	AdGroupCriterionListingGroupCaseValueProductCustomAttributeValue column for table KeywordView
AdGroupCriterionListingGroupCaseValueProductBiddingCategoryCountryCode	AdGroupCriterionListingGroupCaseValueProductBiddingCategoryCountryCode column for table KeywordView
AdGroupCriterionListingGroupCaseValueProductBiddingCategoryId	AdGroupCriterionListingGroupCaseValueProductBiddingCategoryId column for table KeywordView

AdGroupCriterionListingGroupCaseValueProductBiddingCategoryLevel	String	AdGroupCriterionListingGroupCaseValueProductBiddingCategoryLevel column for table KeywordView
AdGroupCriterionListingGroupCaseValueProductChannel	String	AdGroupCriterionListingGroupCaseValueProductChannelChannel column for table KeywordView
AdGroupCriterionListingGroupCaseValueProductChannelExclusivityChannelExclusivity	String	AdGroupCriterionListingGroupCaseValueProductChannelExclusivityChannelExclusivity column for table KeywordView
AdGroupCriterionListingGroupCaseValueProductCondition	String	AdGroupCriterionListingGroupCaseValueProductConditionCondition column for table KeywordView
AdGroupCriterionListingGroupCaseValueProductItemIdValue	String	AdGroupCriterionListingGroupCaseValueProductItemIdValue column for table KeywordView
AdGroupCriterionListingGroupCaseValueProductTypeLevel	String	AdGroupCriterionListingGroupCaseValueProductTypeLevel column for table KeywordView
AdGroupCriterionListingGroupCaseValueProductTypeValue	String	AdGroupCriterionListingGroupCaseValueProductTypeValue column for table KeywordView
AdGroupCriterionListingGroupParentAdGroupCriterion	String	AdGroupCriterionListingGroupParentAdGroupCriterion column for table KeywordView
AdGroupCriterionListingGroupType	String	AdGroupCriterionListingGroupType column for table KeywordView
AdGroupCriterionMobileAppCategoryMobileAppCategoryConstant	String	AdGroupCriterionMobileAppCategoryMobileAppCategoryConstant column for table KeywordView
AdGroupCriterionMobileApplicationAppId	String	AdGroupCriterionMobileApplicationApp

	<i>ing</i>	Id column for table KeywordView
AdGroupCriterionMobileApplicationName	<i>String</i>	AdGroupCriterionMobileApplicationName column for table KeywordView
AdGroupCriterionNegative	<i>Boolean</i>	AdGroupCriterionNegative column for table KeywordView
AdGroupCriterionParentalStatusType	<i>String</i>	AdGroupCriterionParentalStatusType column for table KeywordView
AdGroupCriterionPercentCpcBidMicros	<i>Long</i>	AdGroupCriterionPercentCpcBidMicros column for table KeywordView
AdGroupCriterionPlacementUrl	<i>String</i>	AdGroupCriterionPlacementUrl column for table KeywordView
AdGroupCriterionPositionEstimatesEstimatedAddClicksAtFirstPositionCpc	<i>Long</i>	AdGroupCriterionPositionEstimatesEstimatedAddClicksAtFirstPositionCpc column for table KeywordView
AdGroupCriterionPositionEstimatesEstimatedAddCostAtFirstPositionCpc	<i>Long</i>	AdGroupCriterionPositionEstimatesEstimatedAddCostAtFirstPositionCpc column for table KeywordView
AdGroupCriterionPositionEstimatesFirstPageCpcMicros	<i>Long</i>	AdGroupCriterionPositionEstimatesFirstPageCpcMicros column for table KeywordView
AdGroupCriterionPositionEstimatesFirstPositionCpcMicros	<i>Long</i>	AdGroupCriterionPositionEstimatesFirstPositionCpcMicros column for table KeywordView
AdGroupCriterionPositionEstimatesTopOfPageCpcMicros	<i>Long</i>	AdGroupCriterionPositionEstimatesTopOfPageCpcMicros column for table KeywordView
AdGroupCriterionQualityInfoCreativeQualityScore	<i>String</i>	AdGroupCriterionQualityInfoCreativeQualityScore column for table KeywordView

AdGroupCriterionQualityInfoPostClickQualityScore	String	AdGroupCriterionQualityInfoPostClickQualityScore column for table KeywordView
AdGroupCriterionQualityInfoQualityScore	Int	AdGroupCriterionQualityInfoQualityScore column for table KeywordView
AdGroupCriterionQualityInfoSearchPredictedCtr	String	AdGroupCriterionQualityInfoSearchPredictedCtr column for table KeywordView
AdGroupCriterionResourceName	String	AdGroupCriterionResourceName column for table KeywordView
AdGroupCriterionStatus	String	AdGroupCriterionStatus column for table KeywordView
AdGroupCriterionSystemServingStatus	String	AdGroupCriterionSystemServingStatus column for table KeywordView
AdGroupCriterionTopicPath	String	AdGroupCriterionTopicPath column for table KeywordView
AdGroupCriterionTopicTopicConstant	String	AdGroupCriterionTopicTopicConstant column for table KeywordView
AdGroupCriterionTrackingUrlTemplate	String	AdGroupCriterionTrackingUrlTemplate column for table KeywordView
AdGroupCriterionType	String	AdGroupCriterionType column for table KeywordView
AdGroupCriterionUrlCustomParameters	String	AdGroupCriterionUrlCustomParameters column for table KeywordView
AdGroupCriterionUserInterestUserInterestCategory	String	AdGroupCriterionUserInterestUserInterestCategory column for table KeywordView
AdGroupCriterionUserListUserList	String	AdGroupCriterionUserListUserList

	<i>ing</i>	column for table KeywordView
AdGroupCriterionWebpageConditions	<i>String</i>	AdGroupCriterionWebpageConditions column for table KeywordView
AdGroupCriterionWebpageCriterionName	<i>String</i>	AdGroupCriterionWebpageCriterionName column for table KeywordView
AdGroupCriterionYoutubeChannelChannelId	<i>String</i>	AdGroupCriterionYoutubeChannelChannelId column for table KeywordView
AdGroupCriterionYoutubeVideoVideoId	<i>String</i>	AdGroupCriterionYoutubeVideoVideoId column for table KeywordView
CampaignAdServingOptimizationStatus	<i>String</i>	CampaignAdServingOptimizationStatus column for table KeywordView
CampaignAdvertisingChannelSubType	<i>String</i>	CampaignAdvertisingChannelSubType column for table KeywordView
CampaignAdvertisingChannelType	<i>String</i>	CampaignAdvertisingChannelType column for table KeywordView
CampaignAppCampaignSettingAppId	<i>String</i>	CampaignAppCampaignSettingAppId column for table KeywordView
CampaignAppCampaignSettingAppStore	<i>String</i>	CampaignAppCampaignSettingAppStore column for table KeywordView
CampaignAppCampaignSettingBiddingStrategyGoalType	<i>String</i>	CampaignAppCampaignSettingBiddingStrategyGoalType column for table KeywordView
CampaignBaseCampaign	<i>String</i>	CampaignBaseCampaign column for table KeywordView
CampaignBiddingStrategy	<i>String</i>	CampaignBiddingStrategy column for table KeywordView
CampaignBiddingStrategyType	<i>String</i>	CampaignBiddingStrategyType column

	<i>ing</i>	for table KeywordView
CampaignCampaignBudget	<i>String</i>	CampaignCampaignBudget column for table KeywordView
CampaignCommissionCommissionRateMicros	<i>Long</i>	CampaignCommissionCommissionRateMicros column for table KeywordView
CampaignDynamicSearchAdsSettingDomainName	<i>String</i>	CampaignDynamicSearchAdsSettingDomainName column for table KeywordView
CampaignDynamicSearchAdsSettingFeeds	<i>String</i>	CampaignDynamicSearchAdsSettingFeeds column for table KeywordView
CampaignDynamicSearchAdsSettingLanguageCode	<i>String</i>	CampaignDynamicSearchAdsSettingLanguageCode column for table KeywordView
CampaignDynamicSearchAdsSettingUseSuppliedUrlsOnly	<i>Boolean</i>	CampaignDynamicSearchAdsSettingUseSuppliedUrlsOnly column for table KeywordView
CampaignEndDate	<i>Date</i>	CampaignEndDate column for table KeywordView
CampaignExperimentType	<i>String</i>	CampaignExperimentType column for table KeywordView
CampaignFinalUrlSuffix	<i>String</i>	CampaignFinalUrlSuffix column for table KeywordView
CampaignFrequencyCaps	<i>String</i>	CampaignFrequencyCaps column for table KeywordView
CampaignGeoTargetTypeSettingNegativeGeoTargetType	<i>String</i>	CampaignGeoTargetTypeSettingNegativeGeoTargetType column for table KeywordView
CampaignGeoTargetTypeSettingPositiveGeoTargetType	<i>String</i>	CampaignGeoTargetTypeSettingPositiveGeoTargetType column for table KeywordView



	<i>ing</i>	eGeoTargetType column for table KeywordView
CampaignHotelSettingHotelCenterId	<i>Long</i>	CampaignHotelSettingHotelCenterId column for table KeywordView
CampaignId	<i>Long</i>	CampaignId column for table KeywordView
CampaignLabels	<i>String</i>	CampaignLabels column for table KeywordView
CampaignManualCpcEnhancedCpcEnabled	<i>Boolean</i>	CampaignManualCpcEnhancedCpcEnabled column for table KeywordView
CampaignManualCpm	<i>String</i>	CampaignManualCpm column for table KeywordView
CampaignManualCpv	<i>String</i>	CampaignManualCpv column for table KeywordView
CampaignMaximizeConversionValueTargetRoas	<i>Double</i>	CampaignMaximizeConversionValueTargetRoas column for table KeywordView
CampaignMaximizeConversions	<i>Long</i>	CampaignMaximizeConversions column for table KeywordView
CampaignName	<i>String</i>	CampaignName column for table KeywordView
CampaignNetworkSettingsTargetContentNetwork	<i>Boolean</i>	CampaignNetworkSettingsTargetContentNetwork column for table KeywordView
CampaignNetworkSettingsTargetGoogleSearch	<i>Boolean</i>	CampaignNetworkSettingsTargetGoogleSearch column for table KeywordView
CampaignNetworkSettingsTargetPartnerSearchNetwork	<i>Boolean</i>	CampaignNetworkSettingsTargetPartnerSearchNetwork column for table KeywordView

	<i>ol</i>	erSearchNetwork column for table KeywordView
CampaignNetworkSettingsTargetSearchNetwork	<i>Boolean</i>	CampaignNetworkSettingsTargetSearchNetwork column for table KeywordView
CampaignPaymentMode	<i>String</i>	CampaignPaymentMode column for table KeywordView
CampaignPercentCpcCpcBidCeilingMicros	<i>Long</i>	CampaignPercentCpcCpcBidCeilingMicros column for table KeywordView
CampaignPercentCpcEnhancedCpcEnabled	<i>Boolean</i>	CampaignPercentCpcEnhancedCpcEnabled column for table KeywordView
CampaignRealTimeBiddingSettingOptIn	<i>Boolean</i>	CampaignRealTimeBiddingSettingOptIn column for table KeywordView
CampaignResourceName	<i>String</i>	CampaignResourceName column for table KeywordView
CampaignSelectiveOptimizationConversionActions	<i>String</i>	CampaignSelectiveOptimizationConversionActions column for table KeywordView
CampaignServingStatus	<i>String</i>	CampaignServingStatus column for table KeywordView
CampaignShoppingSettingCampaignPriority	<i>Int</i>	CampaignShoppingSettingCampaignPriority column for table KeywordView
CampaignShoppingSettingEnableLocal	<i>Boolean</i>	CampaignShoppingSettingEnableLocal column for table KeywordView
CampaignShoppingSettingMerchantId	<i>Long</i>	CampaignShoppingSettingMerchantId column for table KeywordView
CampaignShoppingSettingSalesCountry	<i>String</i>	CampaignShoppingSettingSalesCountry column for table KeywordView

CampaignStartDate	<i>Date</i>	CampaignStartDate column for table KeywordView
CampaignStatus	<i>String</i>	CampaignStatus column for table KeywordView
CampaignTargetCpaCpcBidCeilingMicros	<i>Long</i>	CampaignTargetCpaCpcBidCeilingMicros column for table KeywordView
CampaignTargetCpaCpcBidFloorMicros	<i>Long</i>	CampaignTargetCpaCpcBidFloorMicros column for table KeywordView
CampaignTargetCpaTargetCpaMicros	<i>Long</i>	CampaignTargetCpaTargetCpaMicros column for table KeywordView
CampaignTargetCpm	<i>String</i>	CampaignTargetCpm column for table KeywordView
CampaignTargetImpressionShareCpcBidCeilingMicros	<i>Long</i>	CampaignTargetImpressionShareCpcBidCeilingMicros column for table KeywordView
CampaignTargetImpressionShareLocation	<i>String</i>	CampaignTargetImpressionShareLocation column for table KeywordView
CampaignTargetImpressionShareLocationFractionMicros	<i>Long</i>	CampaignTargetImpressionShareLocationFractionMicros column for table KeywordView
CampaignTargetRoasCpcBidCeilingMicros	<i>Long</i>	CampaignTargetRoasCpcBidCeilingMicros column for table KeywordView
CampaignTargetRoasCpcBidFloorMicros	<i>Long</i>	CampaignTargetRoasCpcBidFloorMicros column for table KeywordView
CampaignTargetRoasTargetRoas	<i>Double</i>	CampaignTargetRoasTargetRoas column for table KeywordView
CampaignTargetSpendCpcBidCeilingMicros	<i>Long</i>	CampaignTargetSpendCpcBidCeilingMicros column for table KeywordView

	<i>ng</i>	cross column for table KeywordView
CampaignTargetSpendTargetSpendMicros	<i>Long</i>	CampaignTargetSpendTargetSpendMicros column for table KeywordView
CampaignTargetingSettingTargetRestrictions	<i>String</i>	CampaignTargetingSettingTargetRestrictions column for table KeywordView
CampaignTrackingSettingTrackingUrl	<i>String</i>	CampaignTrackingSettingTrackingUrl column for table KeywordView
CampaignTrackingUrlTemplate	<i>String</i>	CampaignTrackingUrlTemplate column for table KeywordView
CampaignUrlCustomParameters	<i>String</i>	CampaignUrlCustomParameters column for table KeywordView
CampaignVanityPharmaVanityPharmaDisplayUrlMode	<i>String</i>	CampaignVanityPharmaVanityPharmaDisplayUrlMode column for table KeywordView
CampaignVanityPharmaVanityPharmaText	<i>String</i>	CampaignVanityPharmaVanityPharmaText column for table KeywordView
CampaignVideoBrandSafetySuitability	<i>String</i>	CampaignVideoBrandSafetySuitability column for table KeywordView
CustomerAutoTaggingEnabled	<i>Boolean</i>	CustomerAutoTaggingEnabled column for table KeywordView
CustomerCallReportingSettingCallConversionAction	<i>String</i>	CustomerCallReportingSettingCallConversionAction column for table KeywordView
CustomerCallReportingSettingCallConversionReportingEnabled	<i>Boolean</i>	CustomerCallReportingSettingCallConversionReportingEnabled column for table KeywordView
CustomerCallReportingSettingCallReportingEnabled	<i>Boolean</i>	CustomerCallReportingSettingCallReportingEnabled column for table

KeywordView		
CustomerConversionTrackingSettingConversionTrackingId	Long	CustomerConversionTrackingSettingConversionTrackingId column for table KeywordView
CustomerConversionTrackingSettingCrossAccountConversionTrackingId	Long	CustomerConversionTrackingSettingCrossAccountConversionTrackingId column for table KeywordView
CustomerCurrencyCode	String	CustomerCurrencyCode column for table KeywordView
CustomerDescriptiveName	String	CustomerDescriptiveName column for table KeywordView
CustomerFinalUrlSuffix	String	CustomerFinalUrlSuffix column for table KeywordView
CustomerHasPartnersBadge	Boolean	CustomerHasPartnersBadge column for table KeywordView
CustomerId	Long	CustomerId column for table KeywordView
CustomerManager	Boolean	CustomerManager column for table KeywordView
CustomerPayPerConversionEligibilityFailureReasons	String	CustomerPayPerConversionEligibilityFailureReasons column for table KeywordView
CustomerRemarketingSettingGoogleGlobalSiteTag	String	CustomerRemarketingSettingGoogleGlobalSiteTag column for table KeywordView
CustomerResourceName	String	CustomerResourceName column for table KeywordView
CustomerTestAccount	Boolean	CustomerTestAccount column for table

	<i>ol</i>	KeywordView
CustomerTimeZone	<i>String</i>	CustomerTimeZone column for table KeywordView
CustomerTrackingUrlTemplate	<i>String</i>	CustomerTrackingUrlTemplate column for table KeywordView
AbsoluteTopImpressionPercentage	<i>Double</i>	AbsoluteTopImpressionPercentage column for table KeywordView
ActiveViewCpm	<i>Double</i>	ActiveViewCpm column for table KeywordView
ActiveViewCtr	<i>Double</i>	ActiveViewCtr column for table KeywordView
ActiveViewImpressions	<i>Long</i>	ActiveViewImpressions column for table KeywordView
ActiveViewMeasurability	<i>Double</i>	ActiveViewMeasurability column for table KeywordView
ActiveViewMeasurableCostMicros	<i>Long</i>	ActiveViewMeasurableCostMicros column for table KeywordView
ActiveViewMeasurableImpressions	<i>Long</i>	ActiveViewMeasurableImpressions column for table KeywordView
ActiveViewViewability	<i>Double</i>	ActiveViewViewability column for table KeywordView
AllConversions	<i>Double</i>	AllConversions column for table KeywordView

AllConversionsFromInteractionsRate	<i>Double</i>	AllConversionsFromInteractionsRate column for table KeywordView
AllConversionsFromInteractionsValuePerInteraction	<i>Double</i>	AllConversionsFromInteractionsValuePerInteraction column for table KeywordView
AllConversionsValue	<i>Double</i>	AllConversionsValue column for table KeywordView
AllConversionsValuePerCost	<i>Double</i>	AllConversionsValuePerCost column for table KeywordView
AverageCost	<i>Double</i>	AverageCost column for table KeywordView
AverageCpc	<i>Double</i>	AverageCpc column for table KeywordView
AverageCpe	<i>Double</i>	AverageCpe column for table KeywordView
AverageCpm	<i>Double</i>	AverageCpm column for table KeywordView
AverageCpv	<i>Double</i>	AverageCpv column for table KeywordView
AveragePageViews	<i>Double</i>	AveragePageViews column for table KeywordView

AverageTimeOnSite	<i>Double</i>	AverageTimeOnSite column for table KeywordView
BounceRate	<i>Double</i>	BounceRate column for table KeywordView
Clicks	<i>Long</i>	Clicks column for table KeywordView
Conversions	<i>Double</i>	Conversions column for table KeywordView
ConversionsFromInteractionsRate	<i>Double</i>	ConversionsFromInteractionsRate column for table KeywordView
ConversionsValue	<i>Double</i>	ConversionsValue column for table KeywordView
CostMicros	<i>Long</i>	CostMicros column for table KeywordView
CostPerAllConversions	<i>Double</i>	CostPerAllConversions column for table KeywordView
CostPerConversion	<i>Double</i>	CostPerConversion column for table KeywordView
CostPerCurrentModelAttributedConversion	<i>Double</i>	CostPerCurrentModelAttributedConversion column for table KeywordView
CrossDeviceConversions	<i>Double</i>	CrossDeviceConversions column for table KeywordView



	<i>le</i>	
Ctr	<i>Double</i>	Ctr column for table KeywordView
CurrentModelAttributedConversions	<i>Double</i>	CurrentModelAttributedConversions column for table KeywordView
CurrentModelAttributedConversionsValue	<i>Double</i>	CurrentModelAttributedConversionsValue column for table KeywordView
EngagementRate	<i>Double</i>	EngagementRate column for table KeywordView
Engagements	<i>Long</i>	Engagements column for table KeywordView
GmailForwards	<i>Long</i>	GmailForwards column for table KeywordView
GmailSaves	<i>Long</i>	GmailSaves column for table KeywordView
GmailSecondaryClicks	<i>Long</i>	GmailSecondaryClicks column for table KeywordView
HistoricalCreativeQualityScore	<i>String</i>	HistoricalCreativeQualityScore column for table KeywordView
HistoricalLandingPageQualityScore	<i>String</i>	HistoricalLandingPageQualityScore column for table KeywordView
HistoricalQualityScore	<i>Long</i>	HistoricalQualityScore column for table KeywordView
HistoricalSearchPredictedCtr	<i>String</i>	HistoricalSearchPredictedCtr column

	<i>ing</i>	for table KeywordView
Impressions	<i>Long</i>	Impressions column for table KeywordView
InteractionEventTypes	<i>String</i>	InteractionEventTypes column for table KeywordView
InteractionRate	<i>Double</i>	InteractionRate column for table KeywordView
Interactions	<i>Long</i>	Interactions column for table KeywordView
PercentNewVisitors	<i>Double</i>	PercentNewVisitors column for table KeywordView
SearchAbsoluteTopImpressionShare	<i>Double</i>	SearchAbsoluteTopImpressionShare column for table KeywordView
SearchBudgetLostAbsoluteTopImpressionShare	<i>Double</i>	SearchBudgetLostAbsoluteTopImpressionShare column for table KeywordView
SearchBudgetLostTopImpressionShare	<i>Double</i>	SearchBudgetLostTopImpressionShare column for table KeywordView
SearchClickShare	<i>Double</i>	SearchClickShare column for table KeywordView
SearchExactMatchImpressionShare	<i>Double</i>	SearchExactMatchImpressionShare column for table KeywordView
SearchImpressionShare	<i>Double</i>	SearchImpressionShare column for

	<i>double</i>	table KeywordView
SearchRankLostAbsoluteTopImpressionShare	<i>double</i>	SearchRankLostAbsoluteTopImpressionShare column for table KeywordView
SearchRankLostImpressionShare	<i>double</i>	SearchRankLostImpressionShare column for table KeywordView
SearchRankLostTopImpressionShare	<i>double</i>	SearchRankLostTopImpressionShare column for table KeywordView
SearchTopImpressionShare	<i>double</i>	SearchTopImpressionShare column for table KeywordView
TopImpressionPercentage	<i>double</i>	TopImpressionPercentage column for table KeywordView
ValuePerAllConversions	<i>double</i>	ValuePerAllConversions column for table KeywordView
ValuePerConversion	<i>double</i>	ValuePerConversion column for table KeywordView
ValuePerCurrentModelAttributedConversion	<i>double</i>	ValuePerCurrentModelAttributedConversion column for table KeywordView
VideoQuartile100Rate	<i>double</i>	VideoQuartile100Rate column for table KeywordView
VideoQuartile25Rate	<i>double</i>	VideoQuartile25Rate column for table

	<i>ub le</i>	KeywordView
VideoQuartile50Rate	<i>Do ub le</i>	VideoQuartile50Rate column for table KeywordView
VideoQuartile75Rate	<i>Do ub le</i>	VideoQuartile75Rate column for table KeywordView
VideoViewRate	<i>Do ub le</i>	VideoViewRate column for table KeywordView
VideoViews	<i>Lo ng</i>	VideoViews column for table KeywordView
ViewThroughConversions	<i>Lo ng</i>	ViewThroughConversions column for table KeywordView
AdNetworkType	<i>Str ing</i>	AdNetworkType column for table KeywordView
ClickType	<i>Str ing</i>	ClickType column for table KeywordView
ConversionAction	<i>Str ing</i>	ConversionAction column for table KeywordView
ConversionActionCategory	<i>Str ing</i>	ConversionActionCategory column for table KeywordView
ConversionActionName	<i>Str ing</i>	ConversionActionName column for table KeywordView
ConversionAdjustment	<i>Bo ol</i>	ConversionAdjustment column for table KeywordView
ConversionLagBucket	<i>Str</i>	ConversionLagBucket column for table

	<i>ing</i>	KeywordView
ConversionOrAdjustmentLagBucket	<i>String</i>	ConversionOrAdjustmentLagBucket column for table KeywordView
Date	<i>Date</i>	Date column for table KeywordView
DayOfWeek	<i>String</i>	DayOfWeek column for table KeywordView
Device	<i>String</i>	Device column for table KeywordView
ExternalConversionSource	<i>String</i>	ExternalConversionSource column for table KeywordView
Month	<i>Date</i>	Month column for table KeywordView
MonthOfYear	<i>String</i>	MonthOfYear column for table KeywordView
Quarter	<i>Date</i>	Quarter column for table KeywordView
Slot	<i>String</i>	Slot column for table KeywordView
Week	<i>Date</i>	Week column for table KeywordView
Year	<i>Int</i>	Year column for table KeywordView

## Pseudo-Columns

Pseudo column fields are used in the WHERE clause of SELECT statements and offer a more granular control over the tuples that are returned from the data source.

Name	Type	Description
ManagerId	Long	Id of the manager account on behalf of which you are requesting customer data.

## LandingPageView

The landing page view in the query.

## Table Specific Information

### Select

Google Ads does not allow every column to be selected in a single query as some data will conflict if selected together. Therefore, when issuing a query that selects all columns, only the default metrics, segments, and attributes will be returned. In general, these defaults are the same fields that are exposed through the Ads console.

To use the nondefault fields, explicitly select them in your query.

Filters can also be used in the WHERE clause. The supported operators are the =, !=, >, >=, <, <=, LIKE, NOT LIKE, IN, and NOT IN operators. All filters must be joined by the AND keyword as OR is not supported by the Ads API.

## Columns

Name	Type	Description
CustomerAutoTaggingEnabled	Bo	CustomerAutoTaggingEnabled column

	<i>ol</i>	for table LandingPageView
CustomerCallReportingSettingCallConversionAction	<i>String</i>	CustomerCallReportingSettingCallConversionAction column for table LandingPageView
CustomerCallReportingSettingCallConversionReportingEnabled	<i>Boolean</i>	CustomerCallReportingSettingCallConversionReportingEnabled column for table LandingPageView
CustomerCallReportingSettingCallReportingEnabled	<i>Boolean</i>	CustomerCallReportingSettingCallReportingEnabled column for table LandingPageView
CustomerConversionTrackingSettingConversionTrackingId	<i>Long</i>	CustomerConversionTrackingSettingConversionTrackingId column for table LandingPageView
CustomerConversionTrackingSettingCrossAccountConversionTrackingId	<i>Long</i>	CustomerConversionTrackingSettingCrossAccountConversionTrackingId column for table LandingPageView
CustomerCurrencyCode	<i>String</i>	CustomerCurrencyCode column for table LandingPageView
CustomerDescriptiveName	<i>String</i>	CustomerDescriptiveName column for table LandingPageView
CustomerFinalUrlSuffix	<i>String</i>	CustomerFinalUrlSuffix column for table LandingPageView
CustomerHasPartnersBadge	<i>Boolean</i>	CustomerHasPartnersBadge column for table LandingPageView
CustomerId	<i>Long</i>	CustomerId column for table LandingPageView
CustomerManager	<i>Boolean</i>	CustomerManager column for table LandingPageView

CustomerPayPerConversionEligibilityFailureReasons	String	CustomerPayPerConversionEligibilityFailureReasons column for table LandingPageView
CustomerRemarketingSettingGoogleGlobalSiteTag	String	CustomerRemarketingSettingGoogleGlobalSiteTag column for table LandingPageView
CustomerResourceName	String	CustomerResourceName column for table LandingPageView
CustomerTestAccount	Boolean	CustomerTestAccount column for table LandingPageView
CustomerTimeZone	String	CustomerTimeZone column for table LandingPageView
CustomerTrackingUrlTemplate	String	CustomerTrackingUrlTemplate column for table LandingPageView
ActiveViewCpm	Double	ActiveViewCpm column for table LandingPageView
ActiveViewCtr	Double	ActiveViewCtr column for table LandingPageView
ActiveViewImpressions	Long	ActiveViewImpressions column for table LandingPageView
ActiveViewMeasurability	Double	ActiveViewMeasurability column for table LandingPageView
ActiveViewMeasurableCostMicros	Long	ActiveViewMeasurableCostMicros column for table LandingPageView
ActiveViewMeasurableImpressions	Long	ActiveViewMeasurableImpressions column for table LandingPageView



ActiveViewViewability	<i>Double</i>	ActiveViewViewability column for table LandingPageView
AllConversions	<i>Double</i>	AllConversions column for table LandingPageView
AllConversionsFromInteractionsRate	<i>Double</i>	AllConversionsFromInteractionsRate column for table LandingPageView
AllConversionsFromInteractionsValuePerInteraction	<i>Double</i>	AllConversionsFromInteractionsValuePerInteraction column for table LandingPageView
AllConversionsValue	<i>Double</i>	AllConversionsValue column for table LandingPageView
AllConversionsValuePerCost	<i>Double</i>	AllConversionsValuePerCost column for table LandingPageView
AverageCost	<i>Double</i>	AverageCost column for table LandingPageView
AverageCpc	<i>Double</i>	AverageCpc column for table LandingPageView
AverageCpe	<i>Double</i>	AverageCpe column for table LandingPageView
AverageCpm	<i>Double</i>	AverageCpm column for table LandingPageView

AverageCpv	<i>Double</i>	AverageCpv column for table LandingPageView
Clicks	<i>Long</i>	Clicks column for table LandingPageView
Conversions	<i>Double</i>	Conversions column for table LandingPageView
ConversionsFromInteractionsRate	<i>Double</i>	ConversionsFromInteractionsRate column for table LandingPageView
ConversionsFromInteractionsValuePerInteraction	<i>Double</i>	ConversionsFromInteractionsValuePerInteraction column for table LandingPageView
ConversionsValue	<i>Double</i>	ConversionsValue column for table LandingPageView
ConversionsValuePerCost	<i>Double</i>	ConversionsValuePerCost column for table LandingPageView
CostMicros	<i>Long</i>	CostMicros column for table LandingPageView
CostPerAllConversions	<i>Double</i>	CostPerAllConversions column for table LandingPageView
CostPerConversion	<i>Double</i>	CostPerConversion column for table LandingPageView
CrossDeviceConversions	<i>Double</i>	CrossDeviceConversions column for table LandingPageView

	<i>e</i>	
Ctr	<i>Double</i>	Ctr column for table LandingPageView
EngagementRate	<i>Double</i>	EngagementRate column for table LandingPageView
Engagements	<i>Long</i>	Engagements column for table LandingPageView
Impressions	<i>Long</i>	Impressions column for table LandingPageView
InteractionEventTypes	<i>String</i>	InteractionEventTypes column for table LandingPageView
InteractionRate	<i>Double</i>	InteractionRate column for table LandingPageView
Interactions	<i>Long</i>	Interactions column for table LandingPageView
MobileFriendlyClicksPercentage	<i>Double</i>	MobileFriendlyClicksPercentage column for table LandingPageView
SpeedScore	<i>Long</i>	SpeedScore column for table LandingPageView
ValidAcceleratedMobilePagesClicksPercentage	<i>Double</i>	ValidAcceleratedMobilePagesClicksPercentage column for table LandingPageView
ValuePerAllConversions	<i>Double</i>	ValuePerAllConversions column for table LandingPageView

ValuePerConversion	<i>Double</i>	ValuePerConversion column for table LandingPageView
VideoViewRate	<i>Double</i>	VideoViewRate column for table LandingPageView
VideoViews	<i>Long</i>	VideoViews column for table LandingPageView
AdNetworkType	<i>String</i>	AdNetworkType column for table LandingPageView
ClickType	<i>String</i>	ClickType column for table LandingPageView
ConversionAction	<i>String</i>	ConversionAction column for table LandingPageView
ConversionActionCategory	<i>String</i>	ConversionActionCategory column for table LandingPageView
ConversionActionName	<i>String</i>	ConversionActionName column for table LandingPageView
Date	<i>Date</i>	Date column for table LandingPageView
DayOfWeek	<i>String</i>	DayOfWeek column for table LandingPageView
Device	<i>String</i>	Device column for table LandingPageView
ExternalConversionSource	<i>String</i>	ExternalConversionSource column for table LandingPageView
Month	<i>Date</i>	Month column for table LandingPageView

MonthOfYear	<i>String</i>	MonthOfYear column for table LandingPageView
Quarter	<i>Date</i>	Quarter column for table LandingPageView
Slot	<i>String</i>	Slot column for table LandingPageView
Week	<i>Date</i>	Week column for table LandingPageView
Year	<i>Int</i>	Year column for table LandingPageView

## Pseudo-Columns

Pseudo column fields are used in the WHERE clause of SELECT statements and offer a more granular control over the tuples that are returned from the data source.

Name	Type	Description
ManagerId	<i>Long</i>	Id of the manager account on behalf of which you are requesting customer data.

## LocationView

The location view in the query.

## Table Specific Information

## Select

Google Ads does not allow every column to be selected in a single query as some data will conflict if selected together. Therefore, when issuing a query that selects all columns, only the default metrics, segments, and attributes will be returned. In general, these defaults are the same fields that are exposed through the Ads console.

To use the nondefault fields, explicitly select them in your query.

Filters can also be used in the WHERE clause. The supported operators are the =, !=, >, >=, <, <=, LIKE, NOT LIKE, IN, and NOT IN operators. All filters must be joined by the AND keyword as OR is not supported by the Ads API.

## Columns

Name	Type	Description
CampaignAdServingOptimizationStatus	String	CampaignAdServingOptimizationStatus column for table LocationView
CampaignAdvertisingChannelSubType	String	CampaignAdvertisingChannelSubType column for table LocationView
CampaignAdvertisingChannelType	String	CampaignAdvertisingChannelType column for table LocationView
CampaignAppCampaignSettingAppId	String	CampaignAppCampaignSettingAppId column for table LocationView
CampaignAppCampaignSettingAppStore	String	CampaignAppCampaignSettingAppStore column for table LocationView
CampaignAppCampaignSettingBiddingStrategyGoalType	String	CampaignAppCampaignSettingBiddingStrategyGoalType column for table LocationView
CampaignBaseCampaign	String	CampaignBaseCampaign column for table LocationView

CampaignBiddingStrategy	String	CampaignBiddingStrategy column for table LocationView
CampaignBiddingStrategyType	String	CampaignBiddingStrategyType column for table LocationView
CampaignCampaignBudget	String	CampaignCampaignBudget column for table LocationView
CampaignCommissionCommissionRateMicros	Long	CampaignCommissionCommissionRateMicros column for table LocationView
CampaignDynamicSearchAdsSettingDomainName	String	CampaignDynamicSearchAdsSettingDomainName column for table LocationView
CampaignDynamicSearchAdsSettingFeeds	String	CampaignDynamicSearchAdsSettingFeeds column for table LocationView
CampaignDynamicSearchAdsSettingLanguageCode	String	CampaignDynamicSearchAdsSettingLanguageCode column for table LocationView
CampaignDynamicSearchAdsSettingUseSuppliedUrlsOnly	Boolean	CampaignDynamicSearchAdsSettingUseSuppliedUrlsOnly column for table LocationView
CampaignEndDate	Date	CampaignEndDate column for table LocationView
CampaignExperimentType	String	CampaignExperimentType column for table LocationView
CampaignFinalUrlSuffix	String	CampaignFinalUrlSuffix column for table LocationView
CampaignFrequencyCaps	String	CampaignFrequencyCaps column for table LocationView

CampaignGeoTargetTypeSettingNegativeGeoTargetType	String	CampaignGeoTargetTypeSettingNegativeGeoTargetType column for table LocationView
CampaignGeoTargetTypeSettingPositiveGeoTargetType	String	CampaignGeoTargetTypeSettingPositiveGeoTargetType column for table LocationView
CampaignHotelSettingHotelCenterId	Long	CampaignHotelSettingHotelCenterId column for table LocationView
CampaignId	Long	CampaignId column for table LocationView
CampaignLabels	String	CampaignLabels column for table LocationView
CampaignManualCpcEnhancedCpcEnabled	Boolean	CampaignManualCpcEnhancedCpcEnabled column for table LocationView
CampaignManualCpm	String	CampaignManualCpm column for table LocationView
CampaignManualCpv	String	CampaignManualCpv column for table LocationView
CampaignMaximizeConversionValueTargetRoas	Double	CampaignMaximizeConversionValueTargetRoas column for table LocationView
CampaignMaximizeConversions	Long	CampaignMaximizeConversions column for table LocationView
CampaignName	String	CampaignName column for table LocationView
CampaignNetworkSettingsTargetContentNetwork	Boolean	CampaignNetworkSettingsTargetContentNetwork column for table LocationView



CampaignNetworkSettingsTargetGoogleSearch	Bo ol	CampaignNetworkSettingsTargetGoogl eSearch column for table LocationView
CampaignNetworkSettingsTargetPartnerSearchNetwork	Bo ol	CampaignNetworkSettingsTargetPartn erSearchNetwork column for table LocationView
CampaignNetworkSettingsTargetSearchNetwork	Bo ol	CampaignNetworkSettingsTargetSearc hNetwork column for table LocationView
CampaignPaymentMode	Stri ng	CampaignPaymentMode column for table LocationView
CampaignPercentCpcCpcBidCeilingMicros	Lo ng	CampaignPercentCpcCpcBidCeilingMic ros column for table LocationView
CampaignPercentCpcEnhancedCpcEnabled	Bo ol	CampaignPercentCpcEnhancedCpcEna bled column for table LocationView
CampaignRealTimeBiddingSettingOptIn	Bo ol	CampaignRealTimeBiddingSettingOptI n column for table LocationView
CampaignResourceName	Stri ng	CampaignResourceName column for table LocationView
CampaignSelectiveOptimizationConversionActions	Stri ng	CampaignSelectiveOptimizationConve rsionActions column for table LocationView
CampaignServingStatus	Stri ng	CampaignServingStatus column for table LocationView
CampaignShoppingSettingCampaignPriority	Int	CampaignShoppingSettingCampaignPr iority column for table LocationView
CampaignShoppingSettingEnableLocal	Bo ol	CampaignShoppingSettingEnableLocal column for table LocationView

CampaignShoppingSettingMerchantId	Long	CampaignShoppingSettingMerchantId column for table LocationView
CampaignShoppingSettingSalesCountry	String	CampaignShoppingSettingSalesCountry column for table LocationView
CampaignStartDate	Date	CampaignStartDate column for table LocationView
CampaignStatus	String	CampaignStatus column for table LocationView
CampaignTargetCpaCpcBidCeilingMicros	Long	CampaignTargetCpaCpcBidCeilingMicros column for table LocationView
CampaignTargetCpaCpcBidFloorMicros	Long	CampaignTargetCpaCpcBidFloorMicros column for table LocationView
CampaignTargetCpaTargetCpaMicros	Long	CampaignTargetCpaTargetCpaMicros column for table LocationView
CampaignTargetCpm	String	CampaignTargetCpm column for table LocationView
CampaignTargetImpressionShareCpcBidCeilingMicros	Long	CampaignTargetImpressionShareCpcBidCeilingMicros column for table LocationView
CampaignTargetImpressionShareLocation	String	CampaignTargetImpressionShareLocation column for table LocationView
CampaignTargetImpressionShareLocationFractionMicros	Long	CampaignTargetImpressionShareLocationFractionMicros column for table LocationView
CampaignTargetRoasCpcBidCeilingMicros	Long	CampaignTargetRoasCpcBidCeilingMicros column for table LocationView
CampaignTargetRoasCpcBidFloorMicros	Long	CampaignTargetRoasCpcBidFloorMicros column for table LocationView

CampaignTargetRoasTargetRoas	<i>Double</i>	CampaignTargetRoasTargetRoas column for table LocationView
CampaignTargetSpendCpcBidCeilingMicros	<i>Long</i>	CampaignTargetSpendCpcBidCeilingMicros column for table LocationView
CampaignTargetSpendTargetSpendMicros	<i>Long</i>	CampaignTargetSpendTargetSpendMicros column for table LocationView
CampaignTargetingSettingTargetRestrictions	<i>String</i>	CampaignTargetingSettingTargetRestrictions column for table LocationView
CampaignTrackingSettingTrackingUrl	<i>String</i>	CampaignTrackingSettingTrackingUrl column for table LocationView
CampaignTrackingUrlTemplate	<i>String</i>	CampaignTrackingUrlTemplate column for table LocationView
CampaignUrlCustomParameters	<i>String</i>	CampaignUrlCustomParameters column for table LocationView
CampaignVanityPharmaVanityPharmaDisplayUrlMode	<i>String</i>	CampaignVanityPharmaVanityPharmaDisplayUrlMode column for table LocationView
CampaignVanityPharmaVanityPharmaText	<i>String</i>	CampaignVanityPharmaVanityPharmaText column for table LocationView
CampaignVideoBrandSafetySuitability	<i>String</i>	CampaignVideoBrandSafetySuitability column for table LocationView
CampaignCriterionAdScheduleDayOfWeek	<i>String</i>	CampaignCriterionAdScheduleDayOfWeek column for table LocationView
CampaignCriterionAdScheduleEndHour	<i>Int</i>	CampaignCriterionAdScheduleEndHour column for table LocationView
CampaignCriterionAdScheduleEndMinute	<i>String</i>	CampaignCriterionAdScheduleEndMinute column for table LocationView

CampaignCriterionAdScheduleStartHour	<i>Int</i>	CampaignCriterionAdScheduleStartHour column for table LocationView
CampaignCriterionAdScheduleStartMinute	<i>String</i>	CampaignCriterionAdScheduleStartMinute column for table LocationView
CampaignCriterionAgeRangeType	<i>String</i>	CampaignCriterionAgeRangeType column for table LocationView
CampaignCriterionBidModifier	<i>String</i>	CampaignCriterionBidModifier column for table LocationView
CampaignCriterionCampaign	<i>String</i>	CampaignCriterionCampaign column for table LocationView
CampaignCriterionCarrierCarrierConstant	<i>String</i>	CampaignCriterionCarrierCarrierConstant column for table LocationView
CampaignCriterionContentLabelType	<i>String</i>	CampaignCriterionContentLabelType column for table LocationView
CampaignCriterionCriterionId	<i>Long</i>	CampaignCriterionCriterionId column for table LocationView
CampaignCriterionCustomAffinityCustomAffinity	<i>String</i>	CampaignCriterionCustomAffinityCustomAffinity column for table LocationView
CampaignCriterionDeviceType	<i>String</i>	CampaignCriterionDeviceType column for table LocationView
CampaignCriterionGenderType	<i>String</i>	CampaignCriterionGenderType column for table LocationView
CampaignCriterionIncomeRangeType	<i>String</i>	CampaignCriterionIncomeRangeType column for table LocationView
CampaignCriterionIpBlockIpAddress	<i>String</i>	CampaignCriterionIpBlockIpAddress column for table LocationView

CampaignCriterionKeywordMatchType	String	CampaignCriterionKeywordMatchType column for table LocationView
CampaignCriterionKeywordText	String	CampaignCriterionKeywordText column for table LocationView
CampaignCriterionLanguageLanguageConstant	String	CampaignCriterionLanguageLanguageConstant column for table LocationView
CampaignCriterionListingScopeDimensions	String	CampaignCriterionListingScopeDimensions column for table LocationView
CampaignCriterionLocationGeoTargetConstant	String	CampaignCriterionLocationGeoTargetConstant column for table LocationView
CampaignCriterionLocationGroup	String	CampaignCriterionLocationGroup column for table LocationView
CampaignCriterionLocationGroupFeed	String	CampaignCriterionLocationGroupFeed column for table LocationView
CampaignCriterionMobileAppCategoryMobileAppCategoryConstant	String	CampaignCriterionMobileAppCategoryMobileAppCategoryConstant column for table LocationView
CampaignCriterionMobileApplicationAppId	String	CampaignCriterionMobileApplicationAppId column for table LocationView
CampaignCriterionMobileApplicationName	String	CampaignCriterionMobileApplicationName column for table LocationView
CampaignCriterionMobileDeviceMobileDeviceConstant	String	CampaignCriterionMobileDeviceMobileDeviceConstant column for table LocationView
CampaignCriterionNegative	Boolean	CampaignCriterionNegative column for table LocationView

CampaignCriterionOperatingSystemVersion	String	CampaignCriterionOperatingSystemVersionConstant column for table LocationView
CampaignCriterionParentalStatusType	String	CampaignCriterionParentalStatusType column for table LocationView
CampaignCriterionPlacementUrl	String	CampaignCriterionPlacementUrl column for table LocationView
CampaignCriterionProximityAddressCityName	String	CampaignCriterionProximityAddressCityName column for table LocationView
CampaignCriterionProximityAddressCountryCode	String	CampaignCriterionProximityAddressCountryCode column for table LocationView
CampaignCriterionProximityAddressPostalCode	String	CampaignCriterionProximityAddressPostalCode column for table LocationView
CampaignCriterionProximityAddressProvinceCode	String	CampaignCriterionProximityAddressProvinceCode column for table LocationView
CampaignCriterionProximityAddressProvinceName	String	CampaignCriterionProximityAddressProvinceName column for table LocationView
CampaignCriterionProximityAddressStreetAddress	String	CampaignCriterionProximityAddressStreetAddress column for table LocationView
CampaignCriterionProximityGeoPointLatitudeInMicroDegrees	Double	CampaignCriterionProximityGeoPointLatitudeInMicroDegrees column for table LocationView
CampaignCriterionProximityGeoPointLongitudeInMicroDegrees	Double	CampaignCriterionProximityGeoPointLongitudeInMicroDegrees column for table LocationView

CampaignCriterionProximityRadius	<i>Double</i>	CampaignCriterionProximityRadius column for table LocationView
CampaignCriterionProximityRadiusUnits	<i>String</i>	CampaignCriterionProximityRadiusUnits column for table LocationView
CampaignCriterionResourceName	<i>String</i>	CampaignCriterionResourceName column for table LocationView
CampaignCriterionStatus	<i>String</i>	CampaignCriterionStatus column for table LocationView
CampaignCriterionTopicPath	<i>String</i>	CampaignCriterionTopicPath column for table LocationView
CampaignCriterionTopicTopicConstant	<i>String</i>	CampaignCriterionTopicTopicConstant column for table LocationView
CampaignCriterionType	<i>String</i>	CampaignCriterionType column for table LocationView
CampaignCriterionUserInterestUserInterestCategory	<i>String</i>	CampaignCriterionUserInterestUserInterestCategory column for table LocationView
CampaignCriterionUserListUserList	<i>String</i>	CampaignCriterionUserListUserList column for table LocationView
CampaignCriterionWebpageConditions	<i>String</i>	CampaignCriterionWebpageConditions column for table LocationView
CampaignCriterionWebpageCriterionName	<i>String</i>	CampaignCriterionWebpageCriterionName column for table LocationView
CampaignCriterionYoutubeChannelChannelId	<i>String</i>	CampaignCriterionYoutubeChannelChannelId column for table LocationView
CampaignCriterionYoutubeVideoVideoId	<i>String</i>	CampaignCriterionYoutubeVideoVideoId column for table LocationView

	<i>ng</i>	d column for table LocationView
CustomerAutoTaggingEnabled	<i>Bo ol</i>	CustomerAutoTaggingEnabled column for table LocationView
CustomerCallReportingSettingCallConversionAction	<i>Stri ng</i>	CustomerCallReportingSettingCallConversionAction column for table LocationView
CustomerCallReportingSettingCallConversionReportingEnabled	<i>Bo ol</i>	CustomerCallReportingSettingCallConversionReportingEnabled column for table LocationView
CustomerCallReportingSettingCallReportingEnabled	<i>Bo ol</i>	CustomerCallReportingSettingCallReportingEnabled column for table LocationView
CustomerConversionTrackingSettingConversionTrackingId	<i>Long</i>	CustomerConversionTrackingSettingConversionTrackingId column for table LocationView
CustomerConversionTrackingSettingCrossAccountConversionTrackingId	<i>Long</i>	CustomerConversionTrackingSettingCrossAccountConversionTrackingId column for table LocationView
CustomerCurrencyCode	<i>Stri ng</i>	CustomerCurrencyCode column for table LocationView
CustomerDescriptiveName	<i>Stri ng</i>	CustomerDescriptiveName column for table LocationView
CustomerFinalUrlSuffix	<i>Stri ng</i>	CustomerFinalUrlSuffix column for table LocationView
CustomerHasPartnersBadge	<i>Bo ol</i>	CustomerHasPartnersBadge column for table LocationView
CustomerId	<i>Long</i>	CustomerId column for table LocationView



CustomerManager	<i>Bo ol</i>	CustomerManager column for table LocationView
CustomerPayPerConversionEligibilityFailureReasons	<i>Stri ng</i>	CustomerPayPerConversionEligibilityFailureReasons column for table LocationView
CustomerRemarketingSettingGoogleGlobalSiteTag	<i>Stri ng</i>	CustomerRemarketingSettingGoogleGlobalSiteTag column for table LocationView
CustomerResourceName	<i>Stri ng</i>	CustomerResourceName column for table LocationView
CustomerTestAccount	<i>Bo ol</i>	CustomerTestAccount column for table LocationView
CustomerTimeZone	<i>Stri ng</i>	CustomerTimeZone column for table LocationView
CustomerTrackingUrlTemplate	<i>Stri ng</i>	CustomerTrackingUrlTemplate column for table LocationView
AllConversions	<i>Do ubl e</i>	AllConversions column for table LocationView
AllConversionsFromInteractionsRate	<i>Do ubl e</i>	AllConversionsFromInteractionsRate column for table LocationView
AllConversionsValue	<i>Do ubl e</i>	AllConversionsValue column for table LocationView
AverageCost	<i>Do ubl e</i>	AverageCost column for table LocationView
AverageCpc	<i>Do</i>	AverageCpc column for table

	<i>ub le</i>	LocationView
AverageCpe	<i>Do ub le</i>	AverageCpe column for table LocationView
AverageCpm	<i>Do ub le</i>	AverageCpm column for table LocationView
AverageCpv	<i>Do ub le</i>	AverageCpv column for table LocationView
Clicks	<i>Lo ng</i>	Clicks column for table LocationView
Conversions	<i>Do ub le</i>	Conversions column for table LocationView
ConversionsFromInteractionsRate	<i>Do ub le</i>	ConversionsFromInteractionsRate column for table LocationView
ConversionsValue	<i>Do ub le</i>	ConversionsValue column for table LocationView
CostMicros	<i>Lo ng</i>	CostMicros column for table LocationView
CostPerAllConversions	<i>Do ub le</i>	CostPerAllConversions column for table LocationView
CostPerConversion	<i>Do ub le</i>	CostPerConversion column for table LocationView

CrossDeviceConversions	<i>Double</i>	CrossDeviceConversions column for table LocationView
Ctr	<i>Double</i>	Ctr column for table LocationView
EngagementRate	<i>Double</i>	EngagementRate column for table LocationView
Engagements	<i>Long</i>	Engagements column for table LocationView
Impressions	<i>Long</i>	Impressions column for table LocationView
InteractionEventTypes	<i>String</i>	InteractionEventTypes column for table LocationView
InteractionRate	<i>Double</i>	InteractionRate column for table LocationView
Interactions	<i>Long</i>	Interactions column for table LocationView
ValuePerAllConversions	<i>Double</i>	ValuePerAllConversions column for table LocationView
ValuePerConversion	<i>Double</i>	ValuePerConversion column for table LocationView
VideoViewRate	<i>Double</i>	VideoViewRate column for table LocationView

VideoViews	<i>Long</i>	VideoViews column for table LocationView
ViewThroughConversions	<i>Long</i>	ViewThroughConversions column for table LocationView
ConversionAction	<i>String</i>	ConversionAction column for table LocationView
ConversionActionCategory	<i>String</i>	ConversionActionCategory column for table LocationView
ConversionActionName	<i>String</i>	ConversionActionName column for table LocationView
Date	<i>Date</i>	Date column for table LocationView
ExternalConversionSource	<i>String</i>	ExternalConversionSource column for table LocationView
Month	<i>Date</i>	Month column for table LocationView
MonthOfYear	<i>String</i>	MonthOfYear column for table LocationView
Quarter	<i>Date</i>	Quarter column for table LocationView
Week	<i>Date</i>	Week column for table LocationView
Year	<i>Int</i>	Year column for table LocationView

## Pseudo-Columns

Pseudo column fields are used in the WHERE clause of SELECT statements and offer a more granular control over the tuples that are returned from the data source.

Name	Type	Description
ManagerId	Long	Id of the manager account on behalf of which you are requesting customer data.

## ManagedPlacementView

The managed placement view in the query.

## Table Specific Information

### Select

Google Ads does not allow every column to be selected in a single query as some data will conflict if selected together. Therefore, when issuing a query that selects all columns, only the default metrics, segments, and attributes will be returned. In general, these defaults are the same fields that are exposed through the Ads console.

To use the nondefault fields, explicitly select them in your query.

Filters can also be used in the WHERE clause. The supported operators are the =, !=, >, >=, <, <=, LIKE, NOT LIKE, IN, and NOT IN operators. All filters must be joined by the AND keyword as OR is not supported by the Ads API.

## Columns

Name	Type	Description
AdGroupAdRotationMode	Str	AdGroupAdRotationMode column for

	<i>ing</i>	table ManagedPlacementView
AdGroupBaseAdGroup	<i>String</i>	AdGroupBaseAdGroup column for table ManagedPlacementView
AdGroupCampaign	<i>String</i>	AdGroupCampaign column for table ManagedPlacementView
AdGroupCpcBidMicros	<i>Long</i>	AdGroupCpcBidMicros column for table ManagedPlacementView
AdGroupCpmBidMicros	<i>Long</i>	AdGroupCpmBidMicros column for table ManagedPlacementView
AdGroupCpvBidMicros	<i>Long</i>	AdGroupCpvBidMicros column for table ManagedPlacementView
AdGroupDisplayCustomBidDimension	<i>String</i>	AdGroupDisplayCustomBidDimension column for table ManagedPlacementView
AdGroupEffectiveTargetCpaMicros	<i>Long</i>	AdGroupEffectiveTargetCpaMicros column for table ManagedPlacementView
AdGroupEffectiveTargetCpaSource	<i>String</i>	AdGroupEffectiveTargetCpaSource column for table ManagedPlacementView
AdGroupEffectiveTargetRoas	<i>Double</i>	AdGroupEffectiveTargetRoas column for table ManagedPlacementView
AdGroupEffectiveTargetRoasSource	<i>String</i>	AdGroupEffectiveTargetRoasSource column for table ManagedPlacementView
AdGroupExplorerAutoOptimizerSettingOptIn	<i>Boolean</i>	AdGroupExplorerAutoOptimizerSettingOptIn column for table ManagedPlacementView

AdGroupFinalUrlSuffix	<i>String</i>	AdGroupFinalUrlSuffix column for table ManagedPlacementView
AdGroupId	<i>Long</i>	AdGroupId column for table ManagedPlacementView
AdGroupLabels	<i>String</i>	AdGroupLabels column for table ManagedPlacementView
AdGroupName	<i>String</i>	AdGroupName column for table ManagedPlacementView
AdGroupPercentCpcBidMicros	<i>Long</i>	AdGroupPercentCpcBidMicros column for table ManagedPlacementView
AdGroupResourceName	<i>String</i>	AdGroupResourceName column for table ManagedPlacementView
AdGroupStatus	<i>String</i>	AdGroupStatus column for table ManagedPlacementView
AdGroupTargetCpaMicros	<i>Long</i>	AdGroupTargetCpaMicros column for table ManagedPlacementView
AdGroupTargetCpmMicros	<i>Long</i>	AdGroupTargetCpmMicros column for table ManagedPlacementView
AdGroupTargetRoas	<i>Double</i>	AdGroupTargetRoas column for table ManagedPlacementView
AdGroupTargetingSettingTargetRestrictions	<i>String</i>	AdGroupTargetingSettingTargetRestrictions column for table ManagedPlacementView
AdGroupTrackingUrlTemplate	<i>String</i>	AdGroupTrackingUrlTemplate column for table ManagedPlacementView
AdGroupType	<i>String</i>	AdGroupType column for table ManagedPlacementView

AdGroupUrlCustomParameters	String	AdGroupUrlCustomParameters column for table ManagedPlacementView
AdGroupCriterionAdGroup	String	AdGroupCriterionAdGroup column for table ManagedPlacementView
AdGroupCriterionAgeRangeType	String	AdGroupCriterionAgeRangeType column for table ManagedPlacementView
AdGroupCriterionAppPaymentModelType	String	AdGroupCriterionAppPaymentModelType column for table ManagedPlacementView
AdGroupCriterionApprovalStatus	String	AdGroupCriterionApprovalStatus column for table ManagedPlacementView
AdGroupCriterionBidModifier	Double	AdGroupCriterionBidModifier column for table ManagedPlacementView
AdGroupCriterionCpcBidMicros	Long	AdGroupCriterionCpcBidMicros column for table ManagedPlacementView
AdGroupCriterionCpmBidMicros	Long	AdGroupCriterionCpmBidMicros column for table ManagedPlacementView
AdGroupCriterionCpvBidMicros	Long	AdGroupCriterionCpvBidMicros column for table ManagedPlacementView
AdGroupCriterionCriterionId	Long	AdGroupCriterionCriterionId column for table ManagedPlacementView
AdGroupCriterionCustomAffinityCustomAffinity	String	AdGroupCriterionCustomAffinityCustomAffinity column for table ManagedPlacementView
AdGroupCriterionCustomIntentCustomIntent	String	AdGroupCriterionCustomIntentCustomIntent column for table ManagedPlacementView



	<i>ing</i>	ntent column for table ManagedPlacementView
AdGroupCriterionEffectiveCpcBidMicros	<i>Long</i>	AdGroupCriterionEffectiveCpcBidMicros column for table ManagedPlacementView
AdGroupCriterionEffectiveCpcBidSource	<i>String</i>	AdGroupCriterionEffectiveCpcBidSource column for table ManagedPlacementView
AdGroupCriterionEffectiveCpmBidMicros	<i>Long</i>	AdGroupCriterionEffectiveCpmBidMicros column for table ManagedPlacementView
AdGroupCriterionEffectiveCpmBidSource	<i>String</i>	AdGroupCriterionEffectiveCpmBidSource column for table ManagedPlacementView
AdGroupCriterionEffectiveCpvBidMicros	<i>Long</i>	AdGroupCriterionEffectiveCpvBidMicros column for table ManagedPlacementView
AdGroupCriterionEffectiveCpvBidSource	<i>String</i>	AdGroupCriterionEffectiveCpvBidSource column for table ManagedPlacementView
AdGroupCriterionEffectivePercentCpcBidMicros	<i>Long</i>	AdGroupCriterionEffectivePercentCpcBidMicros column for table ManagedPlacementView
AdGroupCriterionEffectivePercentCpcBidSource	<i>String</i>	AdGroupCriterionEffectivePercentCpcBidSource column for table ManagedPlacementView
AdGroupCriterionFinalMobileUrls	<i>String</i>	AdGroupCriterionFinalMobileUrls column for table ManagedPlacementView
AdGroupCriterionFinalUrlSuffix	<i>String</i>	AdGroupCriterionFinalUrlSuffix column

	<i>ing</i>	for table ManagedPlacementView
AdGroupCriterionFinalUrls	<i>String</i>	AdGroupCriterionFinalUrls column for table ManagedPlacementView
AdGroupCriterionGenderType	<i>String</i>	AdGroupCriterionGenderType column for table ManagedPlacementView
AdGroupCriterionIncomeRangeType	<i>String</i>	AdGroupCriterionIncomeRangeType column for table ManagedPlacementView
AdGroupCriterionKeywordMatchType	<i>String</i>	AdGroupCriterionKeywordMatchType column for table ManagedPlacementView
AdGroupCriterionKeywordText	<i>String</i>	AdGroupCriterionKeywordText column for table ManagedPlacementView
AdGroupCriterionListingGroupCaseValueHotelCityCityCriterion	<i>String</i>	AdGroupCriterionListingGroupCaseValueHotelCityCityCriterion column for table ManagedPlacementView
AdGroupCriterionListingGroupCaseValueHotelClassValue	<i>String</i>	AdGroupCriterionListingGroupCaseValueHotelClassValue column for table ManagedPlacementView
AdGroupCriterionListingGroupCaseValueHotelCountryRegionCountryRegionCriterion	<i>String</i>	AdGroupCriterionListingGroupCaseValueHotelCountryRegionCountryRegionCriterion column for table ManagedPlacementView
AdGroupCriterionListingGroupCaseValueHotelIdValue	<i>String</i>	AdGroupCriterionListingGroupCaseValueHotelIdValue column for table ManagedPlacementView
AdGroupCriterionListingGroupCaseValueHotelStateStateCriterion	<i>String</i>	AdGroupCriterionListingGroupCaseValueHotelStateStateCriterion column for table ManagedPlacementView

AdGroupCriterionListingGroupCaseValueProductBrandValue	AdGroupCriterionListingGroupCaseValueProductBrandValue column for table ManagedPlacementView
AdGroupCriterionListingGroupCaseValueProductCustomAttributeIndex	AdGroupCriterionListingGroupCaseValueProductCustomAttributeIndex column for table ManagedPlacementView
AdGroupCriterionListingGroupCaseValueProductCustomAttributeValue	AdGroupCriterionListingGroupCaseValueProductCustomAttributeValue column for table ManagedPlacementView
AdGroupCriterionListingGroupCaseValueProductBiddingCategoryCountryCode	AdGroupCriterionListingGroupCaseValueProductBiddingCategoryCountryCode column for table ManagedPlacementView
AdGroupCriterionListingGroupCaseValueProductBiddingCategoryId	AdGroupCriterionListingGroupCaseValueProductBiddingCategoryId column for table ManagedPlacementView
AdGroupCriterionListingGroupCaseValueProductBiddingCategoryLevel	AdGroupCriterionListingGroupCaseValueProductBiddingCategoryLevel column for table ManagedPlacementView
AdGroupCriterionListingGroupCaseValueProductChannelChannel	AdGroupCriterionListingGroupCaseValueProductChannelChannel column for table ManagedPlacementView
AdGroupCriterionListingGroupCaseValueProductChannelExclusivityChannelExclusivity	AdGroupCriterionListingGroupCaseValueProductChannelExclusivityChannelExclusivity column for table ManagedPlacementView
AdGroupCriterionListingGroupCaseValueProductConditionCondition	AdGroupCriterionListingGroupCaseValueProductConditionCondition column for table ManagedPlacementView
AdGroupCriterionListingGroupCaseValueProductItemIdValue	AdGroupCriterionListingGroupCaseValueProductItemIdValue column for table ManagedPlacementView

ManagedPlacementView		
AdGroupCriterionListingGroupCaseValueProductTypeLevel	String	AdGroupCriterionListingGroupCaseValueProductTypeLevel column for table ManagedPlacementView
AdGroupCriterionListingGroupCaseValueProductTypeValue	String	AdGroupCriterionListingGroupCaseValueProductTypeValue column for table ManagedPlacementView
AdGroupCriterionListingGroupParentAdGroupCriterion	String	AdGroupCriterionListingGroupParentAdGroupCriterion column for table ManagedPlacementView
AdGroupCriterionListingGroupType	String	AdGroupCriterionListingGroupType column for table ManagedPlacementView
AdGroupCriterionMobileAppCategoryMobileAppCategoryConstant	String	AdGroupCriterionMobileAppCategoryMobileAppCategoryConstant column for table ManagedPlacementView
AdGroupCriterionMobileApplicationAppId	String	AdGroupCriterionMobileApplicationAppId column for table ManagedPlacementView
AdGroupCriterionMobileApplicationName	String	AdGroupCriterionMobileApplicationName column for table ManagedPlacementView
AdGroupCriterionNegative	Boolean	AdGroupCriterionNegative column for table ManagedPlacementView
AdGroupCriterionParentalStatusType	String	AdGroupCriterionParentalStatusType column for table ManagedPlacementView
AdGroupCriterionPercentCpcBidMicros	Long	AdGroupCriterionPercentCpcBidMicros column for table ManagedPlacementView

AdGroupCriterionPlacementUrl	String	AdGroupCriterionPlacementUrl column for table ManagedPlacementView
AdGroupCriterionPositionEstimatesEstimatedAddClicksAtFirstPositionCpc	Double	AdGroupCriterionPositionEstimatesEstimatedAddClicksAtFirstPositionCpc column for table ManagedPlacementView
AdGroupCriterionPositionEstimatesEstimatedAddCostAtFirstPositionCpc	Double	AdGroupCriterionPositionEstimatesEstimatedAddCostAtFirstPositionCpc column for table ManagedPlacementView
AdGroupCriterionPositionEstimatesFirstPageCpcMicros	Double	AdGroupCriterionPositionEstimatesFirstPageCpcMicros column for table ManagedPlacementView
AdGroupCriterionPositionEstimatesFirstPositionCpcMicros	Double	AdGroupCriterionPositionEstimatesFirstPositionCpcMicros column for table ManagedPlacementView
AdGroupCriterionPositionEstimatesTopOfPageCpcMicros	Double	AdGroupCriterionPositionEstimatesTopOfPageCpcMicros column for table ManagedPlacementView
AdGroupCriterionQualityInfoCreativeQualityScore	String	AdGroupCriterionQualityInfoCreativeQualityScore column for table ManagedPlacementView
AdGroupCriterionQualityInfoPostClickQualityScore	String	AdGroupCriterionQualityInfoPostClickQualityScore column for table ManagedPlacementView
AdGroupCriterionQualityInfoQualityScore	Int	AdGroupCriterionQualityInfoQualityScore column for table ManagedPlacementView
AdGroupCriterionQualityInfoSearchPredictedCtr	String	AdGroupCriterionQualityInfoSearchPredictedCtr column for table ManagedPlacementView

AdGroupCriterionResourceName	String	AdGroupCriterionResourceName column for table ManagedPlacementView
AdGroupCriterionStatus	String	AdGroupCriterionStatus column for table ManagedPlacementView
AdGroupCriterionSystemServingStatus	String	AdGroupCriterionSystemServingStatus column for table ManagedPlacementView
AdGroupCriterionTopicPath	String	AdGroupCriterionTopicPath column for table ManagedPlacementView
AdGroupCriterionTopicTopicConstant	String	AdGroupCriterionTopicTopicConstant column for table ManagedPlacementView
AdGroupCriterionTrackingUrlTemplate	String	AdGroupCriterionTrackingUrlTemplate column for table ManagedPlacementView
AdGroupCriterionType	String	AdGroupCriterionType column for table ManagedPlacementView
AdGroupCriterionUrlCustomParameters	String	AdGroupCriterionUrlCustomParameters column for table ManagedPlacementView
AdGroupCriterionUserInterestUserInterestCategory	String	AdGroupCriterionUserInterestUserInterestCategory column for table ManagedPlacementView
AdGroupCriterionUserListUserList	String	AdGroupCriterionUserListUserList column for table ManagedPlacementView
AdGroupCriterionWebpageConditions	String	AdGroupCriterionWebpageConditions column for table ManagedPlacementView

AdGroupCriterionWebpageCriterionName	String	AdGroupCriterionWebpageCriterionName column for table ManagedPlacementView
AdGroupCriterionYoutubeChannelChannelId	String	AdGroupCriterionYoutubeChannelChannelId column for table ManagedPlacementView
AdGroupCriterionYoutubeVideoVideoId	String	AdGroupCriterionYoutubeVideoVideoId column for table ManagedPlacementView
CampaignAdServingOptimizationStatus	String	CampaignAdServingOptimizationStatus column for table ManagedPlacementView
CampaignAdvertisingChannelSubType	String	CampaignAdvertisingChannelSubType column for table ManagedPlacementView
CampaignAdvertisingChannelType	String	CampaignAdvertisingChannelType column for table ManagedPlacementView
CampaignAppCampaignSettingAppId	String	CampaignAppCampaignSettingAppId column for table ManagedPlacementView
CampaignAppCampaignSettingAppStore	String	CampaignAppCampaignSettingAppStore column for table ManagedPlacementView
CampaignAppCampaignSettingBiddingStrategyGoalType	String	CampaignAppCampaignSettingBiddingStrategyGoalType column for table ManagedPlacementView
CampaignBaseCampaign	String	CampaignBaseCampaign column for table ManagedPlacementView
CampaignBiddingStrategy	String	CampaignBiddingStrategy column for

	<i>ing</i>	table ManagedPlacementView
CampaignBiddingStrategyType	<i>String</i>	CampaignBiddingStrategyType column for table ManagedPlacementView
CampaignCampaignBudget	<i>String</i>	CampaignCampaignBudget column for table ManagedPlacementView
CampaignCommissionCommissionRateMicros	<i>Long</i>	CampaignCommissionCommissionRateMicros column for table ManagedPlacementView
CampaignDynamicSearchAdsSettingDomainName	<i>String</i>	CampaignDynamicSearchAdsSettingDomainName column for table ManagedPlacementView
CampaignDynamicSearchAdsSettingFeeds	<i>String</i>	CampaignDynamicSearchAdsSettingFeeds column for table ManagedPlacementView
CampaignDynamicSearchAdsSettingLanguageCode	<i>String</i>	CampaignDynamicSearchAdsSettingLanguageCode column for table ManagedPlacementView
CampaignDynamicSearchAdsSettingUseSuppliedUrlsOnly	<i>Boolean</i>	CampaignDynamicSearchAdsSettingUseSuppliedUrlsOnly column for table ManagedPlacementView
CampaignEndDate	<i>Date</i>	CampaignEndDate column for table ManagedPlacementView
CampaignExperimentType	<i>String</i>	CampaignExperimentType column for table ManagedPlacementView
CampaignFinalUrlSuffix	<i>String</i>	CampaignFinalUrlSuffix column for table ManagedPlacementView
CampaignFrequencyCaps	<i>String</i>	CampaignFrequencyCaps column for table ManagedPlacementView



CampaignGeoTargetTypeSettingNegativeGeoTargetType	String	CampaignGeoTargetTypeSettingNegativeGeoTargetType column for table ManagedPlacementView
CampaignGeoTargetTypeSettingPositiveGeoTargetType	String	CampaignGeoTargetTypeSettingPositiveGeoTargetType column for table ManagedPlacementView
CampaignHotelSettingHotelCenterId	Long	CampaignHotelSettingHotelCenterId column for table ManagedPlacementView
CampaignId	Long	CampaignId column for table ManagedPlacementView
CampaignLabels	String	CampaignLabels column for table ManagedPlacementView
CampaignManualCpcEnhancedCpcEnabled	Boolean	CampaignManualCpcEnhancedCpcEnabled column for table ManagedPlacementView
CampaignManualCpm	String	CampaignManualCpm column for table ManagedPlacementView
CampaignManualCpv	String	CampaignManualCpv column for table ManagedPlacementView
CampaignMaximizeConversionValueTargetRoas	Double	CampaignMaximizeConversionValueTargetRoas column for table ManagedPlacementView
CampaignMaximizeConversions	Long	CampaignMaximizeConversions column for table ManagedPlacementView
CampaignName	String	CampaignName column for table ManagedPlacementView
CampaignNetworkSettingsTargetContentNetwork	Boolean	CampaignNetworkSettingsTargetContentNetwork column for table ManagedPlacementView

		ManagedPlacementView
CampaignNetworkSettingsTargetGoogleSearch	<i>Bo ol</i>	CampaignNetworkSettingsTargetGoogl eSearch column for table ManagedPlacementView
CampaignNetworkSettingsTargetPartnerSearchNetwork	<i>Bo ol</i>	CampaignNetworkSettingsTargetPartn erSearchNetwork column for table ManagedPlacementView
CampaignNetworkSettingsTargetSearchNetwork	<i>Bo ol</i>	CampaignNetworkSettingsTargetSearc hNetwork column for table ManagedPlacementView
CampaignPaymentMode	<i>Str ing</i>	CampaignPaymentMode column for table ManagedPlacementView
CampaignPercentCpcCpcBidCeilingMicros	<i>Lo ng</i>	CampaignPercentCpcCpcBidCeilingMicr os column for table ManagedPlacementView
CampaignPercentCpcEnhancedCpcEnabled	<i>Bo ol</i>	CampaignPercentCpcEnhancedCpcEna bled column for table ManagedPlacementView
CampaignRealTimeBiddingSettingOptIn	<i>Bo ol</i>	CampaignRealTimeBiddingSettingOptl n column for table ManagedPlacementView
CampaignResourceName	<i>Str ing</i>	CampaignResourceName column for table ManagedPlacementView
CampaignSelectiveOptimizationConversionActions	<i>Str ing</i>	CampaignSelectiveOptimizationConver sionActions column for table ManagedPlacementView
CampaignServingStatus	<i>Str ing</i>	CampaignServingStatus column for table ManagedPlacementView
CampaignShoppingSettingCampaignPriority	<i>Int</i>	CampaignShoppingSettingCampaignPri

		ority column for table ManagedPlacementView
CampaignShoppingSettingEnableLocal	<i>Bo ol</i>	CampaignShoppingSettingEnableLocal column for table ManagedPlacementView
CampaignShoppingSettingMerchantId	<i>Lo ng</i>	CampaignShoppingSettingMerchantId column for table ManagedPlacementView
CampaignShoppingSettingSalesCountry	<i>Str ing</i>	CampaignShoppingSettingSalesCountr y column for table ManagedPlacementView
CampaignStartDate	<i>Da te</i>	CampaignStartDate column for table ManagedPlacementView
CampaignStatus	<i>Str ing</i>	CampaignStatus column for table ManagedPlacementView
CampaignTargetCpaCpcBidCeilingMicros	<i>Lo ng</i>	CampaignTargetCpaCpcBidCeilingMicr os column for table ManagedPlacementView
CampaignTargetCpaCpcBidFloorMicros	<i>Lo ng</i>	CampaignTargetCpaCpcBidFloorMicros column for table ManagedPlacementView
CampaignTargetCpaTargetCpaMicros	<i>Lo ng</i>	CampaignTargetCpaTargetCpaMicros column for table ManagedPlacementView
CampaignTargetCpm	<i>Str ing</i>	CampaignTargetCpm column for table ManagedPlacementView
CampaignTargetImpressionShareCpcBidCeilingMicros	<i>Lo ng</i>	CampaignTargetImpressionShareCpcBi dCeilingMicros column for table ManagedPlacementView

CampaignTargetImpressionShareLocation	String	CampaignTargetImpressionShareLocation column for table ManagedPlacementView
CampaignTargetImpressionShareLocationFractionMicros	Micros	CampaignTargetImpressionShareLocationFractionMicros column for table ManagedPlacementView
CampaignTargetRoasCpcBidCeilingMicros	Long	CampaignTargetRoasCpcBidCeilingMicros column for table ManagedPlacementView
CampaignTargetRoasCpcBidFloorMicros	Long	CampaignTargetRoasCpcBidFloorMicros column for table ManagedPlacementView
CampaignTargetRoasTargetRoas	Double	CampaignTargetRoasTargetRoas column for table ManagedPlacementView
CampaignTargetSpendCpcBidCeilingMicros	Long	CampaignTargetSpendCpcBidCeilingMicros column for table ManagedPlacementView
CampaignTargetSpendTargetSpendMicros	Long	CampaignTargetSpendTargetSpendMicros column for table ManagedPlacementView
CampaignTargetingSettingTargetRestrictions	String	CampaignTargetingSettingTargetRestrictions column for table ManagedPlacementView
CampaignTrackingSettingTrackingUrl	String	CampaignTrackingSettingTrackingUrl column for table ManagedPlacementView
CampaignTrackingUrlTemplate	String	CampaignTrackingUrlTemplate column for table ManagedPlacementView
CampaignUrlCustomParameters	String	CampaignUrlCustomParameters

	<i>ing</i>	column for table ManagedPlacementView
CampaignVanityPharmaVanityPharmaDisplayUrlMode	<i>Mode</i>	CampaignVanityPharmaVanityPharmaDisplayUrlMode column for table ManagedPlacementView
CampaignVanityPharmaVanityPharmaText	<i>String</i>	CampaignVanityPharmaVanityPharmaText column for table ManagedPlacementView
CampaignVideoBrandSafetySuitability	<i>String</i>	CampaignVideoBrandSafetySuitability column for table ManagedPlacementView
CustomerAutoTaggingEnabled	<i>Boolean</i>	CustomerAutoTaggingEnabled column for table ManagedPlacementView
CustomerCallReportingSettingCallConversionAction	<i>String</i>	CustomerCallReportingSettingCallConversionAction column for table ManagedPlacementView
CustomerCallReportingSettingCallConversionReportingEnabled	<i>Boolean</i>	CustomerCallReportingSettingCallConversionReportingEnabled column for table ManagedPlacementView
CustomerCallReportingSettingCallReportingEnabled	<i>Boolean</i>	CustomerCallReportingSettingCallReportingEnabled column for table ManagedPlacementView
CustomerConversionTrackingSettingConversionTrackingId	<i>Long</i>	CustomerConversionTrackingSettingConversionTrackingId column for table ManagedPlacementView
CustomerConversionTrackingSettingCrossAccountConversionTrackingId	<i>Long</i>	CustomerConversionTrackingSettingCrossAccountConversionTrackingId column for table ManagedPlacementView
CustomerCurrencyCode	<i>String</i>	CustomerCurrencyCode column for

	<i>ing</i>	table ManagedPlacementView
CustomerDescriptiveName	<i>String</i>	CustomerDescriptiveName column for table ManagedPlacementView
CustomerFinalUrlSuffix	<i>String</i>	CustomerFinalUrlSuffix column for table ManagedPlacementView
CustomerHasPartnersBadge	<i>Boolean</i>	CustomerHasPartnersBadge column for table ManagedPlacementView
CustomerId	<i>Long</i>	CustomerId column for table ManagedPlacementView
CustomerManager	<i>Boolean</i>	CustomerManager column for table ManagedPlacementView
CustomerPayPerConversionEligibilityFailureReasons	<i>String</i>	CustomerPayPerConversionEligibilityFailureReasons column for table ManagedPlacementView
CustomerRemarketingSettingGoogleGlobalSiteTag	<i>String</i>	CustomerRemarketingSettingGoogleGlobalSiteTag column for table ManagedPlacementView
CustomerResourceName	<i>String</i>	CustomerResourceName column for table ManagedPlacementView
CustomerTestAccount	<i>Boolean</i>	CustomerTestAccount column for table ManagedPlacementView
CustomerTimeZone	<i>String</i>	CustomerTimeZone column for table ManagedPlacementView
CustomerTrackingUrlTemplate	<i>String</i>	CustomerTrackingUrlTemplate column for table ManagedPlacementView
ActiveViewCpm	<i>Double</i>	ActiveViewCpm column for table ManagedPlacementView

ActiveViewCtr	<i>Do ub le</i>	ActiveViewCtr column for table ManagedPlacementView
ActiveViewImpressions	<i>Lo ng</i>	ActiveViewImpressions column for table ManagedPlacementView
ActiveViewMeasurability	<i>Do ub le</i>	ActiveViewMeasurability column for table ManagedPlacementView
ActiveViewMeasurableCostMicros	<i>Lo ng</i>	ActiveViewMeasurableCostMicros column for table ManagedPlacementView
ActiveViewMeasurableImpressions	<i>Lo ng</i>	ActiveViewMeasurableImpressions column for table ManagedPlacementView
ActiveViewViewability	<i>Do ub le</i>	ActiveViewViewability column for table ManagedPlacementView
AllConversions	<i>Do ub le</i>	AllConversions column for table ManagedPlacementView
AllConversionsFromInteractionsRate	<i>Do ub le</i>	AllConversionsFromInteractionsRate column for table ManagedPlacementView
AllConversionsFromInteractionsValuePerInteraction	<i>Do ub le</i>	AllConversionsFromInteractionsValuePerInteraction column for table ManagedPlacementView
AllConversionsValue	<i>Do ub le</i>	AllConversionsValue column for table ManagedPlacementView
AllConversionsValuePerCost	<i>Do</i>	AllConversionsValuePerCost column for

	<i>ub le</i>	table ManagedPlacementView
AverageCost	<i>Do ub le</i>	AverageCost column for table ManagedPlacementView
AverageCpc	<i>Do ub le</i>	AverageCpc column for table ManagedPlacementView
AverageCpe	<i>Do ub le</i>	AverageCpe column for table ManagedPlacementView
AverageCpm	<i>Do ub le</i>	AverageCpm column for table ManagedPlacementView
AverageCpv	<i>Do ub le</i>	AverageCpv column for table ManagedPlacementView
Clicks	<i>Lo ng</i>	Clicks column for table ManagedPlacementView
Conversions	<i>Do ub le</i>	Conversions column for table ManagedPlacementView
ConversionsFromInteractionsRate	<i>Do ub le</i>	ConversionsFromInteractionsRate column for table ManagedPlacementView
ConversionsValue	<i>Do ub le</i>	ConversionsValue column for table ManagedPlacementView
CostMicros	<i>Lo ng</i>	CostMicros column for table ManagedPlacementView



CostPerAllConversions	<i>Double</i>	CostPerAllConversions column for table ManagedPlacementView
CostPerConversion	<i>Double</i>	CostPerConversion column for table ManagedPlacementView
CrossDeviceConversions	<i>Double</i>	CrossDeviceConversions column for table ManagedPlacementView
Ctr	<i>Double</i>	Ctr column for table ManagedPlacementView
EngagementRate	<i>Double</i>	EngagementRate column for table ManagedPlacementView
Engagements	<i>Long</i>	Engagements column for table ManagedPlacementView
GmailForwards	<i>Long</i>	GmailForwards column for table ManagedPlacementView
GmailSaves	<i>Long</i>	GmailSaves column for table ManagedPlacementView
GmailSecondaryClicks	<i>Long</i>	GmailSecondaryClicks column for table ManagedPlacementView
Impressions	<i>Long</i>	Impressions column for table ManagedPlacementView
InteractionEventTypes	<i>String</i>	InteractionEventTypes column for table ManagedPlacementView
InteractionRate	<i>Double</i>	InteractionRate column for table ManagedPlacementView

	<i>le</i>	
Interactions	<i>Long</i>	Interactions column for table ManagedPlacementView
ValuePerAllConversions	<i>Double</i>	ValuePerAllConversions column for table ManagedPlacementView
ValuePerConversion	<i>Double</i>	ValuePerConversion column for table ManagedPlacementView
VideoQuartile100Rate	<i>Double</i>	VideoQuartile100Rate column for table ManagedPlacementView
VideoQuartile25Rate	<i>Double</i>	VideoQuartile25Rate column for table ManagedPlacementView
VideoQuartile50Rate	<i>Double</i>	VideoQuartile50Rate column for table ManagedPlacementView
VideoQuartile75Rate	<i>Double</i>	VideoQuartile75Rate column for table ManagedPlacementView
VideoViewRate	<i>Double</i>	VideoViewRate column for table ManagedPlacementView
VideoViews	<i>Long</i>	VideoViews column for table ManagedPlacementView
ViewThroughConversions	<i>Long</i>	ViewThroughConversions column for table ManagedPlacementView
AdNetworkType	<i>Str</i>	AdNetworkType column for table

	<i>ing</i>	ManagedPlacementView
ClickType	<i>String</i>	ClickType column for table ManagedPlacementView
ConversionAction	<i>String</i>	ConversionAction column for table ManagedPlacementView
ConversionActionCategory	<i>String</i>	ConversionActionCategory column for table ManagedPlacementView
ConversionActionName	<i>String</i>	ConversionActionName column for table ManagedPlacementView
Date	<i>Date</i>	Date column for table ManagedPlacementView
DayOfWeek	<i>String</i>	DayOfWeek column for table ManagedPlacementView
Device	<i>String</i>	Device column for table ManagedPlacementView
ExternalConversionSource	<i>String</i>	ExternalConversionSource column for table ManagedPlacementView
Month	<i>Date</i>	Month column for table ManagedPlacementView
MonthOfYear	<i>String</i>	MonthOfYear column for table ManagedPlacementView
Quarter	<i>Date</i>	Quarter column for table ManagedPlacementView
Week	<i>Date</i>	Week column for table ManagedPlacementView
Year	<i>Int</i>	Year column for table ManagedPlacementView

## Pseudo-Columns

Pseudo column fields are used in the WHERE clause of SELECT statements and offer a more granular control over the tuples that are returned from the data source.

Name	Type	Description
ManagerId	Long	Id of the manager account on behalf of which you are requesting customer data.

## PaidOrganicSearchTermView

The paid organic search term view in the query.

## Table Specific Information

### Select

Google Ads does not allow every column to be selected in a single query as some data will conflict if selected together. Therefore, when issuing a query that selects all columns, only the default metrics, segments, and attributes will be returned. In general, these defaults are the same fields that are exposed through the Ads console.

To use the nondefault fields, explicitly select them in your query.

Filters can also be used in the WHERE clause. The supported operators are the =, !=, >, >=, <, <=, LIKE, NOT LIKE, IN, and NOT IN operators. All filters must be joined by the AND keyword as OR is not supported by the Ads API.

## Columns

Name	Ty	Description
------	----	-------------

	pe	
AdGroupAdRotationMode	String	AdGroupAdRotationMode column for table PaidOrganicSearchTermView
AdGroupBaseAdGroup	String	AdGroupBaseAdGroup column for table PaidOrganicSearchTermView
AdGroupCampaign	String	AdGroupCampaign column for table PaidOrganicSearchTermView
AdGroupCpcBidMicros	Long	AdGroupCpcBidMicros column for table PaidOrganicSearchTermView
AdGroupCpmBidMicros	Long	AdGroupCpmBidMicros column for table PaidOrganicSearchTermView
AdGroupCpvBidMicros	Long	AdGroupCpvBidMicros column for table PaidOrganicSearchTermView
AdGroupDisplayCustomBidDimension	String	AdGroupDisplayCustomBidDimension column for table PaidOrganicSearchTermView
AdGroupEffectiveTargetCpaMicros	Long	AdGroupEffectiveTargetCpaMicros column for table PaidOrganicSearchTermView
AdGroupEffectiveTargetCpaSource	String	AdGroupEffectiveTargetCpaSource column for table PaidOrganicSearchTermView
AdGroupEffectiveTargetRoas	Double	AdGroupEffectiveTargetRoas column for table PaidOrganicSearchTermView
AdGroupEffectiveTargetRoasSource	String	AdGroupEffectiveTargetRoasSource column for table PaidOrganicSearchTermView

AdGroupExplorerAutoOptimizerSettingOptIn	Boolean	AdGroupExplorerAutoOptimizerSettingOptIn column for table PaidOrganicSearchTermView
AdGroupFinalUrlSuffix	String	AdGroupFinalUrlSuffix column for table PaidOrganicSearchTermView
AdGroupId	Long	AdGroupId column for table PaidOrganicSearchTermView
AdGroupLabels	String	AdGroupLabels column for table PaidOrganicSearchTermView
AdGroupName	String	AdGroupName column for table PaidOrganicSearchTermView
AdGroupPercentCpcBidMicros	Long	AdGroupPercentCpcBidMicros column for table PaidOrganicSearchTermView
AdGroupResourceName	String	AdGroupResourceName column for table PaidOrganicSearchTermView
AdGroupStatus	String	AdGroupStatus column for table PaidOrganicSearchTermView
AdGroupTargetCpaMicros	Long	AdGroupTargetCpaMicros column for table PaidOrganicSearchTermView
AdGroupTargetCpmMicros	Long	AdGroupTargetCpmMicros column for table PaidOrganicSearchTermView
AdGroupTargetRoas	Double	AdGroupTargetRoas column for table PaidOrganicSearchTermView
AdGroupTargetingSettingTargetRestrictions	String	AdGroupTargetingSettingTargetRestrictions column for table PaidOrganicSearchTermView
AdGroupTrackingUrlTemplate	String	AdGroupTrackingUrlTemplate column

	<i>ng</i>	for table PaidOrganicSearchTermView
AdGroupType	<i>String</i>	AdGroupType column for table PaidOrganicSearchTermView
AdGroupUrlCustomParameters	<i>String</i>	AdGroupUrlCustomParameters column for table PaidOrganicSearchTermView
CampaignAdServingOptimizationStatus	<i>String</i>	CampaignAdServingOptimizationStatus column for table PaidOrganicSearchTermView
CampaignAdvertisingChannelSubType	<i>String</i>	CampaignAdvertisingChannelSubType column for table PaidOrganicSearchTermView
CampaignAdvertisingChannelType	<i>String</i>	CampaignAdvertisingChannelType column for table PaidOrganicSearchTermView
CampaignAppCampaignSettingAppId	<i>String</i>	CampaignAppCampaignSettingAppId column for table PaidOrganicSearchTermView
CampaignAppCampaignSettingAppStore	<i>String</i>	CampaignAppCampaignSettingAppStore column for table PaidOrganicSearchTermView
CampaignAppCampaignSettingBiddingStrategyGoalType	<i>String</i>	CampaignAppCampaignSettingBiddingStrategyGoalType column for table PaidOrganicSearchTermView
CampaignBaseCampaign	<i>String</i>	CampaignBaseCampaign column for table PaidOrganicSearchTermView
CampaignBiddingStrategy	<i>String</i>	CampaignBiddingStrategy column for table PaidOrganicSearchTermView
CampaignBiddingStrategyType	<i>String</i>	CampaignBiddingStrategyType

	<i>ng</i>	column for table PaidOrganicSearchTermView
CampaignCampaignBudget	<i>String</i>	CampaignCampaignBudget column for table PaidOrganicSearchTermView
CampaignCommissionCommissionRateMicros	<i>Long</i>	CampaignCommissionCommissionRateMicros column for table PaidOrganicSearchTermView
CampaignDynamicSearchAdsSettingDomainName	<i>String</i>	CampaignDynamicSearchAdsSettingDomainName column for table PaidOrganicSearchTermView
CampaignDynamicSearchAdsSettingFeeds	<i>String</i>	CampaignDynamicSearchAdsSettingFeeds column for table PaidOrganicSearchTermView
CampaignDynamicSearchAdsSettingLanguageCode	<i>String</i>	CampaignDynamicSearchAdsSettingLanguageCode column for table PaidOrganicSearchTermView
CampaignDynamicSearchAdsSettingUseSuppliedUrlsOnly	<i>Boolean</i>	CampaignDynamicSearchAdsSettingUseSuppliedUrlsOnly column for table PaidOrganicSearchTermView
CampaignEndDate	<i>Date</i>	CampaignEndDate column for table PaidOrganicSearchTermView
CampaignExperimentType	<i>String</i>	CampaignExperimentType column for table PaidOrganicSearchTermView
CampaignFinalUrlSuffix	<i>String</i>	CampaignFinalUrlSuffix column for table PaidOrganicSearchTermView
CampaignFrequencyCaps	<i>String</i>	CampaignFrequencyCaps column for table PaidOrganicSearchTermView
CampaignGeoTargetTypeSettingNegativeGeoTargetType	<i>String</i>	CampaignGeoTargetTypeSettingNegativeGeoTargetType column for table



PaidOrganicSearchTermView		
CampaignGeoTargetTypeSettingPositiveGeoTargetType	String	CampaignGeoTargetTypeSettingPositiveGeoTargetType column for table PaidOrganicSearchTermView
CampaignHotelSettingHotelCenterId	Long	CampaignHotelSettingHotelCenterId column for table PaidOrganicSearchTermView
CampaignId	Long	CampaignId column for table PaidOrganicSearchTermView
CampaignLabels	String	CampaignLabels column for table PaidOrganicSearchTermView
CampaignManualCpcEnhancedCpcEnabled	Boolean	CampaignManualCpcEnhancedCpcEnabled column for table PaidOrganicSearchTermView
CampaignManualCpm	String	CampaignManualCpm column for table PaidOrganicSearchTermView
CampaignManualCpv	String	CampaignManualCpv column for table PaidOrganicSearchTermView
CampaignMaximizeConversionValueTargetRoas	Double	CampaignMaximizeConversionValueTargetRoas column for table PaidOrganicSearchTermView
CampaignMaximizeConversions	Long	CampaignMaximizeConversions column for table PaidOrganicSearchTermView
CampaignName	String	CampaignName column for table PaidOrganicSearchTermView
CampaignNetworkSettingsTargetContentNetwork	Boolean	CampaignNetworkSettingsTargetContentNetwork column for table PaidOrganicSearchTermView

CampaignNetworkSettingsTargetGoogleSearch	Boolean	CampaignNetworkSettingsTargetGoogleSearch column for table PaidOrganicSearchTermView
CampaignNetworkSettingsTargetPartnerSearchNetwork	Boolean	CampaignNetworkSettingsTargetPartnerSearchNetwork column for table PaidOrganicSearchTermView
CampaignNetworkSettingsTargetSearchNetwork	Boolean	CampaignNetworkSettingsTargetSearchNetwork column for table PaidOrganicSearchTermView
CampaignPaymentMode	String	CampaignPaymentMode column for table PaidOrganicSearchTermView
CampaignPercentCpcCpcBidCeilingMicros	Long	CampaignPercentCpcCpcBidCeilingMicros column for table PaidOrganicSearchTermView
CampaignPercentCpcEnhancedCpcEnabled	Boolean	CampaignPercentCpcEnhancedCpcEnabled column for table PaidOrganicSearchTermView
CampaignRealTimeBiddingSettingOptIn	Boolean	CampaignRealTimeBiddingSettingOptIn column for table PaidOrganicSearchTermView
CampaignResourceName	String	CampaignResourceName column for table PaidOrganicSearchTermView
CampaignSelectiveOptimizationConversionActions	String	CampaignSelectiveOptimizationConversionActions column for table PaidOrganicSearchTermView
CampaignServingStatus	String	CampaignServingStatus column for table PaidOrganicSearchTermView
CampaignShoppingSettingCampaignPriority	Int	CampaignShoppingSettingCampaignPriority column for table PaidOrganicSearchTermView

CampaignShoppingSettingEnableLocal	<i>Bo ol</i>	CampaignShoppingSettingEnableLocal column for table PaidOrganicSearchTermView
CampaignShoppingSettingMerchantId	<i>Lon g</i>	CampaignShoppingSettingMerchantId column for table PaidOrganicSearchTermView
CampaignShoppingSettingSalesCountry	<i>Stri ng</i>	CampaignShoppingSettingSalesCountry column for table PaidOrganicSearchTermView
CampaignStartDate	<i>Dat e</i>	CampaignStartDate column for table PaidOrganicSearchTermView
CampaignStatus	<i>Stri ng</i>	CampaignStatus column for table PaidOrganicSearchTermView
CampaignTargetCpaCpcBidCeilingMicros	<i>Lon g</i>	CampaignTargetCpaCpcBidCeilingMicros column for table PaidOrganicSearchTermView
CampaignTargetCpaCpcBidFloorMicros	<i>Lon g</i>	CampaignTargetCpaCpcBidFloorMicros column for table PaidOrganicSearchTermView
CampaignTargetCpaTargetCpaMicros	<i>Lon g</i>	CampaignTargetCpaTargetCpaMicros column for table PaidOrganicSearchTermView
CampaignTargetCpm	<i>Stri ng</i>	CampaignTargetCpm column for table PaidOrganicSearchTermView
CampaignTargetImpressionShareCpcBidCeilingMicros	<i>Lon g</i>	CampaignTargetImpressionShareCpcBidCeilingMicros column for table PaidOrganicSearchTermView
CampaignTargetImpressionShareLocation	<i>Stri ng</i>	CampaignTargetImpressionShareLocation column for table PaidOrganicSearchTermView

CampaignTargetImpressionShareLocationFractionMicros	Micros	CampaignTargetImpressionShareLocationFractionMicros column for table PaidOrganicSearchTermView
CampaignTargetRoasCpcBidCeilingMicros	Long	CampaignTargetRoasCpcBidCeilingMicros column for table PaidOrganicSearchTermView
CampaignTargetRoasCpcBidFloorMicros	Long	CampaignTargetRoasCpcBidFloorMicros column for table PaidOrganicSearchTermView
CampaignTargetRoasTargetRoas	Double	CampaignTargetRoasTargetRoas column for table PaidOrganicSearchTermView
CampaignTargetSpendCpcBidCeilingMicros	Long	CampaignTargetSpendCpcBidCeilingMicros column for table PaidOrganicSearchTermView
CampaignTargetSpendTargetSpendMicros	Long	CampaignTargetSpendTargetSpendMicros column for table PaidOrganicSearchTermView
CampaignTargetingSettingTargetRestrictions	String	CampaignTargetingSettingTargetRestrictions column for table PaidOrganicSearchTermView
CampaignTrackingSettingTrackingUrl	String	CampaignTrackingSettingTrackingUrl column for table PaidOrganicSearchTermView
CampaignTrackingUrlTemplate	String	CampaignTrackingUrlTemplate column for table PaidOrganicSearchTermView
CampaignUrlCustomParameters	String	CampaignUrlCustomParameters column for table PaidOrganicSearchTermView

CampaignVanityPharmaVanityPharmaDisplayUrlMode	String	CampaignVanityPharmaVanityPharmaDisplayUrlMode column for table PaidOrganicSearchTermView
CampaignVanityPharmaVanityPharmaText	String	CampaignVanityPharmaVanityPharmaText column for table PaidOrganicSearchTermView
CampaignVideoBrandSafetySuitability	String	CampaignVideoBrandSafetySuitability column for table PaidOrganicSearchTermView
CustomerAutoTaggingEnabled	Boolean	CustomerAutoTaggingEnabled column for table PaidOrganicSearchTermView
CustomerCallReportingSettingCallConversionAction	String	CustomerCallReportingSettingCallConversionAction column for table PaidOrganicSearchTermView
CustomerCallReportingSettingCallConversionReportingEnabled	Boolean	CustomerCallReportingSettingCallConversionReportingEnabled column for table PaidOrganicSearchTermView
CustomerCallReportingSettingCallReportingEnabled	Boolean	CustomerCallReportingSettingCallReportingEnabled column for table PaidOrganicSearchTermView
CustomerConversionTrackingSettingConversionTrackingId	String	CustomerConversionTrackingSettingConversionTrackingId column for table PaidOrganicSearchTermView
CustomerConversionTrackingSettingCrossAccountConversionTrackingId	String	CustomerConversionTrackingSettingCrossAccountConversionTrackingId column for table PaidOrganicSearchTermView
CustomerCurrencyCode	String	CustomerCurrencyCode column for table PaidOrganicSearchTermView
CustomerDescriptiveName	String	CustomerDescriptiveName column for

	<i>ng</i>	table PaidOrganicSearchTermView
CustomerFinalUrlSuffix	<i>String</i>	CustomerFinalUrlSuffix column for table PaidOrganicSearchTermView
CustomerHasPartnersBadge	<i>Boolean</i>	CustomerHasPartnersBadge column for table PaidOrganicSearchTermView
CustomerId	<i>Long</i>	CustomerId column for table PaidOrganicSearchTermView
CustomerManager	<i>Boolean</i>	CustomerManager column for table PaidOrganicSearchTermView
CustomerPayPerConversionEligibilityFailureReasons	<i>String</i>	CustomerPayPerConversionEligibilityFailureReasons column for table PaidOrganicSearchTermView
CustomerRemarketingSettingGoogleGlobalSiteTag	<i>String</i>	CustomerRemarketingSettingGoogleGlobalSiteTag column for table PaidOrganicSearchTermView
CustomerResourceName	<i>String</i>	CustomerResourceName column for table PaidOrganicSearchTermView
CustomerTestAccount	<i>Boolean</i>	CustomerTestAccount column for table PaidOrganicSearchTermView
CustomerTimeZone	<i>String</i>	CustomerTimeZone column for table PaidOrganicSearchTermView
CustomerTrackingUrlTemplate	<i>String</i>	CustomerTrackingUrlTemplate column for table PaidOrganicSearchTermView
AverageCpc	<i>Double</i>	AverageCpc column for table PaidOrganicSearchTermView
Clicks	<i>Long</i>	Clicks column for table

	<i>g</i>	PaidOrganicSearchTermView
CombinedClicks	<i>Long</i>	CombinedClicks column for table PaidOrganicSearchTermView
CombinedClicksPerQuery	<i>Double</i>	CombinedClicksPerQuery column for table PaidOrganicSearchTermView
CombinedQueries	<i>Long</i>	CombinedQueries column for table PaidOrganicSearchTermView
Ctr	<i>Double</i>	Ctr column for table PaidOrganicSearchTermView
Impressions	<i>Long</i>	Impressions column for table PaidOrganicSearchTermView
OrganicClicks	<i>Long</i>	OrganicClicks column for table PaidOrganicSearchTermView
OrganicClicksPerQuery	<i>Double</i>	OrganicClicksPerQuery column for table PaidOrganicSearchTermView
OrganicImpressions	<i>Long</i>	OrganicImpressions column for table PaidOrganicSearchTermView
OrganicImpressionsPerQuery	<i>Double</i>	OrganicImpressionsPerQuery column for table PaidOrganicSearchTermView
OrganicQueries	<i>Long</i>	OrganicQueries column for table PaidOrganicSearchTermView
Date	<i>Date</i>	Date column for table PaidOrganicSearchTermView
DayOfWeek	<i>String</i>	DayOfWeek column for table

	<i>ng</i>	PaidOrganicSearchTermView
Device	<i>String</i>	Device column for table PaidOrganicSearchTermView
KeywordAdGroupCriterion	<i>String</i>	KeywordAdGroupCriterion column for table PaidOrganicSearchTermView
KeywordInfoMatchType	<i>String</i>	KeywordInfoMatchType column for table PaidOrganicSearchTermView
KeywordInfoText	<i>String</i>	KeywordInfoText column for table PaidOrganicSearchTermView
Month	<i>Date</i>	Month column for table PaidOrganicSearchTermView
MonthOfYear	<i>String</i>	MonthOfYear column for table PaidOrganicSearchTermView
Quarter	<i>Date</i>	Quarter column for table PaidOrganicSearchTermView
SearchEngineResultsPageType	<i>String</i>	SearchEngineResultsPageType column for table PaidOrganicSearchTermView
Week	<i>Date</i>	Week column for table PaidOrganicSearchTermView
Year	<i>Int</i>	Year column for table PaidOrganicSearchTermView

## Pseudo-Columns

Pseudo column fields are used in the WHERE clause of SELECT statements and offer a more granular control over the tuples that are returned from the data source.



Name	Type	Description
ManagerId	Long	Id of the manager account on behalf of which you are requesting customer data.

## ParentalStatusView

The parental status view in the query.

## Table Specific Information

### Select

Google Ads does not allow every column to be selected in a single query as some data will conflict if selected together. Therefore, when issuing a query that selects all columns, only the default metrics, segments, and attributes will be returned. In general, these defaults are the same fields that are exposed through the Ads console.

To use the nondefault fields, explicitly select them in your query.

Filters can also be used in the WHERE clause. The supported operators are the =, !=, >, >=, <, <=, LIKE, NOT LIKE, IN, and NOT IN operators. All filters must be joined by the AND keyword as OR is not supported by the Ads API.

### Columns

Name	Type	Description
AdGroupAdRotationMode	String	AdGroupAdRotationMode column for table ParentalStatusView
AdGroupBaseAdGroup	String	AdGroupBaseAdGroup column for table ParentalStatusView

AdGroupCampaign	<i>String</i>	AdGroupCampaign column for table ParentalStatusView
AdGroupCpcBidMicros	<i>Long</i>	AdGroupCpcBidMicros column for table ParentalStatusView
AdGroupCpmBidMicros	<i>Long</i>	AdGroupCpmBidMicros column for table ParentalStatusView
AdGroupCpvBidMicros	<i>Long</i>	AdGroupCpvBidMicros column for table ParentalStatusView
AdGroupDisplayCustomBidDimension	<i>String</i>	AdGroupDisplayCustomBidDimension column for table ParentalStatusView
AdGroupEffectiveTargetCpaMicros	<i>Long</i>	AdGroupEffectiveTargetCpaMicros column for table ParentalStatusView
AdGroupEffectiveTargetCpaSource	<i>String</i>	AdGroupEffectiveTargetCpaSource column for table ParentalStatusView
AdGroupEffectiveTargetRoas	<i>Double</i>	AdGroupEffectiveTargetRoas column for table ParentalStatusView
AdGroupEffectiveTargetRoasSource	<i>String</i>	AdGroupEffectiveTargetRoasSource column for table ParentalStatusView
AdGroupExplorerAutoOptimizerSettingOptIn	<i>Boolean</i>	AdGroupExplorerAutoOptimizerSettingOptIn column for table ParentalStatusView
AdGroupFinalUrlSuffix	<i>String</i>	AdGroupFinalUrlSuffix column for table ParentalStatusView
AdGroupId	<i>Long</i>	AdGroupId column for table ParentalStatusView
AdGroupLabels	<i>String</i>	AdGroupLabels column for table ParentalStatusView

AdGroupName	String	AdGroupName column for table ParentalStatusView
AdGroupPercentCpcBidMicros	Long	AdGroupPercentCpcBidMicros column for table ParentalStatusView
AdGroupResourceName	String	AdGroupResourceName column for table ParentalStatusView
AdGroupStatus	String	AdGroupStatus column for table ParentalStatusView
AdGroupTargetCpaMicros	Long	AdGroupTargetCpaMicros column for table ParentalStatusView
AdGroupTargetCpmMicros	Long	AdGroupTargetCpmMicros column for table ParentalStatusView
AdGroupTargetRoas	Double	AdGroupTargetRoas column for table ParentalStatusView
AdGroupTargetingSettingTargetRestrictions	String	AdGroupTargetingSettingTargetRestrictions column for table ParentalStatusView
AdGroupTrackingUrlTemplate	String	AdGroupTrackingUrlTemplate column for table ParentalStatusView
AdGroupType	String	AdGroupType column for table ParentalStatusView
AdGroupUrlCustomParameters	String	AdGroupUrlCustomParameters column for table ParentalStatusView
AdGroupCriterionAdGroup	String	AdGroupCriterionAdGroup column for table ParentalStatusView
AdGroupCriterionAgeRangeType	String	AdGroupCriterionAgeRangeType column for table ParentalStatusView

AdGroupCriterionAppPaymentModelType	String	AdGroupCriterionAppPaymentModelType column for table ParentalStatusView
AdGroupCriterionApprovalStatus	String	AdGroupCriterionApprovalStatus column for table ParentalStatusView
AdGroupCriterionBidModifier	Double	AdGroupCriterionBidModifier column for table ParentalStatusView
AdGroupCriterionCpcBidMicros	Long	AdGroupCriterionCpcBidMicros column for table ParentalStatusView
AdGroupCriterionCpmBidMicros	Long	AdGroupCriterionCpmBidMicros column for table ParentalStatusView
AdGroupCriterionCpvBidMicros	Long	AdGroupCriterionCpvBidMicros column for table ParentalStatusView
AdGroupCriterionCriterionId	Long	AdGroupCriterionCriterionId column for table ParentalStatusView
AdGroupCriterionCustomAffinityCustomAffinity	String	AdGroupCriterionCustomAffinityCustomAffinity column for table ParentalStatusView
AdGroupCriterionCustomIntentCustomIntent	String	AdGroupCriterionCustomIntentCustomIntent column for table ParentalStatusView
AdGroupCriterionEffectiveCpcBidMicros	Long	AdGroupCriterionEffectiveCpcBidMicros column for table ParentalStatusView
AdGroupCriterionEffectiveCpcBidSource	String	AdGroupCriterionEffectiveCpcBidSource column for table ParentalStatusView
AdGroupCriterionEffectiveCpmBidMicros	Long	AdGroupCriterionEffectiveCpmBidMicros column for table ParentalStatusView

AdGroupCriterionEffectiveCpmBidSource	String	AdGroupCriterionEffectiveCpmBidSource column for table ParentalStatusView
AdGroupCriterionEffectiveCpvBidMicros	Long	AdGroupCriterionEffectiveCpvBidMicros column for table ParentalStatusView
AdGroupCriterionEffectiveCpvBidSource	String	AdGroupCriterionEffectiveCpvBidSource column for table ParentalStatusView
AdGroupCriterionEffectivePercentCpcBidMicros	Long	AdGroupCriterionEffectivePercentCpcBidMicros column for table ParentalStatusView
AdGroupCriterionEffectivePercentCpcBidSource	String	AdGroupCriterionEffectivePercentCpcBidSource column for table ParentalStatusView
AdGroupCriterionFinalMobileUrls	String	AdGroupCriterionFinalMobileUrls column for table ParentalStatusView
AdGroupCriterionFinalUrlSuffix	String	AdGroupCriterionFinalUrlSuffix column for table ParentalStatusView
AdGroupCriterionFinalUrls	String	AdGroupCriterionFinalUrls column for table ParentalStatusView
AdGroupCriterionGenderType	String	AdGroupCriterionGenderType column for table ParentalStatusView
AdGroupCriterionIncomeRangeType	String	AdGroupCriterionIncomeRangeType column for table ParentalStatusView
AdGroupCriterionKeywordMatchType	String	AdGroupCriterionKeywordMatchType column for table ParentalStatusView
AdGroupCriterionKeywordText	String	AdGroupCriterionKeywordText column for table ParentalStatusView
AdGroupCriterionListingGroupCaseValueHotelCityCityCriteria	AdGroup	AdGroupCriterionListingGroupCaseValueHotelCityCityCriteria column for table ParentalStatusView

	ing	eHotelCityCityCriterion column for table ParentalStatusView
AdGroupCriterionListingGroupCaseValueHotelClassValue	ing	eHotelClassValue column for table ParentalStatusView
AdGroupCriterionListingGroupCaseValueHotelCountryRegionCountryRegionValue	ing	eHotelCountryRegionCountryRegionCriterion column for table ParentalStatusView
AdGroupCriterionListingGroupCaseValueHotelIdValue	ing	AdGroupCriterionListingGroupCaseValueHotelIdValue column for table ParentalStatusView
AdGroupCriterionListingGroupCaseValueHotelStateStateValue	ing	AdGroupCriterionListingGroupCaseValueHotelStateStateCriterion column for table ParentalStatusView
AdGroupCriterionListingGroupCaseValueProductBrandValue	ing	AdGroupCriterionListingGroupCaseValueProductBrandValue column for table ParentalStatusView
AdGroupCriterionListingGroupCaseValueProductCustomAttributeIndexValue	ing	AdGroupCriterionListingGroupCaseValueProductCustomAttributeIndex column for table ParentalStatusView
AdGroupCriterionListingGroupCaseValueProductCustomAttributeValue	ing	AdGroupCriterionListingGroupCaseValueProductCustomAttributeValue column for table ParentalStatusView
AdGroupCriterionListingGroupCaseValueProductBiddingCategoryCountryCodeValue	ing	AdGroupCriterionListingGroupCaseValueProductBiddingCategoryCountryCode column for table ParentalStatusView
AdGroupCriterionListingGroupCaseValueProductBiddingCategoryIdValue	ing	AdGroupCriterionListingGroupCaseValueProductBiddingCategoryId column for table ParentalStatusView

AdGroupCriterionListingGroupCaseValue	String	AdGroupCriterionListingGroupCaseValueProductBiddingCategoryLevel column for table ParentalStatusView
AdGroupCriterionListingGroupCaseValueProductChannel	String	AdGroupCriterionListingGroupCaseValueProductChannelChannel column for table ParentalStatusView
AdGroupCriterionListingGroupCaseValueProductChannelExclusivity	String	AdGroupCriterionListingGroupCaseValueProductChannelExclusivityChannelExclusivity column for table ParentalStatusView
AdGroupCriterionListingGroupCaseValueProductCondition	String	AdGroupCriterionListingGroupCaseValueProductConditionCondition column for table ParentalStatusView
AdGroupCriterionListingGroupCaseValueProductItemId	String	AdGroupCriterionListingGroupCaseValueProductItemIdValue column for table ParentalStatusView
AdGroupCriterionListingGroupCaseValueProductTypeLevel	String	AdGroupCriterionListingGroupCaseValueProductTypeLevel column for table ParentalStatusView
AdGroupCriterionListingGroupCaseValueProductTypeValue	String	AdGroupCriterionListingGroupCaseValueProductTypeValue column for table ParentalStatusView
AdGroupCriterionListingGroupParentAdGroupCriterion	String	AdGroupCriterionListingGroupParentAdGroupCriterion column for table ParentalStatusView
AdGroupCriterionListingGroupType	String	AdGroupCriterionListingGroupType column for table ParentalStatusView
AdGroupCriterionMobileAppCategoryMobileAppCategoryConstant	String	AdGroupCriterionMobileAppCategoryMobileAppCategoryConstant column for table ParentalStatusView

AdGroupCriterionMobileApplicationAppId	String	AdGroupCriterionMobileApplicationAppId column for table ParentalStatusView
AdGroupCriterionMobileApplicationName	String	AdGroupCriterionMobileApplicationName column for table ParentalStatusView
AdGroupCriterionNegative	Boolean	AdGroupCriterionNegative column for table ParentalStatusView
AdGroupCriterionParentalStatusType	String	AdGroupCriterionParentalStatusType column for table ParentalStatusView
AdGroupCriterionPercentCpcBidMicros	Long	AdGroupCriterionPercentCpcBidMicros column for table ParentalStatusView
AdGroupCriterionPlacementUrl	String	AdGroupCriterionPlacementUrl column for table ParentalStatusView
AdGroupCriterionPositionEstimatesEstimatedAddClicksAtFirstPositionCpc	Long	AdGroupCriterionPositionEstimatesEstimatedAddClicksAtFirstPositionCpc column for table ParentalStatusView
AdGroupCriterionPositionEstimatesEstimatedAddCostAtFirstPositionCpc	Long	AdGroupCriterionPositionEstimatesEstimatedAddCostAtFirstPositionCpc column for table ParentalStatusView
AdGroupCriterionPositionEstimatesFirstPageCpcMicros	Long	AdGroupCriterionPositionEstimatesFirstPageCpcMicros column for table ParentalStatusView
AdGroupCriterionPositionEstimatesFirstPositionCpcMicros	Long	AdGroupCriterionPositionEstimatesFirstPositionCpcMicros column for table ParentalStatusView
AdGroupCriterionPositionEstimatesTopOfPageCpcMicros	Long	AdGroupCriterionPositionEstimatesTopOfPageCpcMicros column for table ParentalStatusView



AdGroupCriterionQualityInfoCreativeQualityScore	<i>String</i>	AdGroupCriterionQualityInfoCreativeQualityScore column for table ParentalStatusView
AdGroupCriterionQualityInfoPostClickQualityScore	<i>String</i>	AdGroupCriterionQualityInfoPostClickQualityScore column for table ParentalStatusView
AdGroupCriterionQualityInfoQualityScore	<i>Int</i>	AdGroupCriterionQualityInfoQualityScore column for table ParentalStatusView
AdGroupCriterionQualityInfoSearchPredictedCtr	<i>String</i>	AdGroupCriterionQualityInfoSearchPredictedCtr column for table ParentalStatusView
AdGroupCriterionResourceName	<i>String</i>	AdGroupCriterionResourceName column for table ParentalStatusView
AdGroupCriterionStatus	<i>String</i>	AdGroupCriterionStatus column for table ParentalStatusView
AdGroupCriterionSystemServingStatus	<i>String</i>	AdGroupCriterionSystemServingStatus column for table ParentalStatusView
AdGroupCriterionTopicPath	<i>String</i>	AdGroupCriterionTopicPath column for table ParentalStatusView
AdGroupCriterionTopicTopicConstant	<i>String</i>	AdGroupCriterionTopicTopicConstant column for table ParentalStatusView
AdGroupCriterionTrackingUrlTemplate	<i>String</i>	AdGroupCriterionTrackingUrlTemplate column for table ParentalStatusView
AdGroupCriterionType	<i>String</i>	AdGroupCriterionType column for table ParentalStatusView
AdGroupCriterionUrlCustomParameters	<i>String</i>	AdGroupCriterionUrlCustomParameters column for table ParentalStatusView

AdGroupCriterionUserInterestUserInterestCategory	String	AdGroupCriterionUserInterestUserInterestCategory column for table ParentalStatusView
AdGroupCriterionUserListUserList	String	AdGroupCriterionUserListUserList column for table ParentalStatusView
AdGroupCriterionWebpageConditions	String	AdGroupCriterionWebpageConditions column for table ParentalStatusView
AdGroupCriterionWebpageCriterionName	String	AdGroupCriterionWebpageCriterionName column for table ParentalStatusView
AdGroupCriterionYoutubeChannelChannelId	String	AdGroupCriterionYoutubeChannelChannelId column for table ParentalStatusView
AdGroupCriterionYoutubeVideoVideoId	String	AdGroupCriterionYoutubeVideoVideoId column for table ParentalStatusView
CampaignAdServingOptimizationStatus	String	CampaignAdServingOptimizationStatus column for table ParentalStatusView
CampaignAdvertisingChannelSubType	String	CampaignAdvertisingChannelSubType column for table ParentalStatusView
CampaignAdvertisingChannelType	String	CampaignAdvertisingChannelType column for table ParentalStatusView
CampaignAppCampaignSettingAppId	String	CampaignAppCampaignSettingAppId column for table ParentalStatusView
CampaignAppCampaignSettingAppStore	String	CampaignAppCampaignSettingAppStore column for table ParentalStatusView
CampaignAppCampaignSettingBiddingStrategyGoalType	String	CampaignAppCampaignSettingBiddingStrategyGoalType column for table ParentalStatusView

CampaignBaseCampaign	String	CampaignBaseCampaign column for table ParentalStatusView
CampaignBiddingStrategy	String	CampaignBiddingStrategy column for table ParentalStatusView
CampaignBiddingStrategyType	String	CampaignBiddingStrategyType column for table ParentalStatusView
CampaignCampaignBudget	String	CampaignCampaignBudget column for table ParentalStatusView
CampaignCommissionCommissionRateMicros	Long	CampaignCommissionCommissionRateMicros column for table ParentalStatusView
CampaignDynamicSearchAdsSettingDomainName	String	CampaignDynamicSearchAdsSettingDomainName column for table ParentalStatusView
CampaignDynamicSearchAdsSettingFeeds	String	CampaignDynamicSearchAdsSettingFeeds column for table ParentalStatusView
CampaignDynamicSearchAdsSettingLanguageCode	String	CampaignDynamicSearchAdsSettingLanguageCode column for table ParentalStatusView
CampaignDynamicSearchAdsSettingUseSuppliedUrlsOnly	Boolean	CampaignDynamicSearchAdsSettingUseSuppliedUrlsOnly column for table ParentalStatusView
CampaignEndDate	Date	CampaignEndDate column for table ParentalStatusView
CampaignExperimentType	String	CampaignExperimentType column for table ParentalStatusView
CampaignFinalUrlSuffix	String	CampaignFinalUrlSuffix column for table ParentalStatusView

CampaignFrequencyCaps	String	CampaignFrequencyCaps column for table ParentalStatusView
CampaignGeoTargetTypeSettingNegativeGeoTargetType	String	CampaignGeoTargetTypeSettingNegativeGeoTargetType column for table ParentalStatusView
CampaignGeoTargetTypeSettingPositiveGeoTargetType	String	CampaignGeoTargetTypeSettingPositiveGeoTargetType column for table ParentalStatusView
CampaignHotelSettingHotelCenterId	Long	CampaignHotelSettingHotelCenterId column for table ParentalStatusView
CampaignId	Long	CampaignId column for table ParentalStatusView
CampaignLabels	String	CampaignLabels column for table ParentalStatusView
CampaignManualCpcEnhancedCpcEnabled	Boolean	CampaignManualCpcEnhancedCpcEnabled column for table ParentalStatusView
CampaignManualCpm	String	CampaignManualCpm column for table ParentalStatusView
CampaignManualCpv	String	CampaignManualCpv column for table ParentalStatusView
CampaignMaximizeConversionValueTargetRoas	Double	CampaignMaximizeConversionValueTargetRoas column for table ParentalStatusView
CampaignMaximizeConversions	Long	CampaignMaximizeConversions column for table ParentalStatusView
CampaignName	String	CampaignName column for table ParentalStatusView

CampaignNetworkSettingsTargetContentNetwork	Boolean	CampaignNetworkSettingsTargetContentNetwork column for table ParentalStatusView
CampaignNetworkSettingsTargetGoogleSearch	Boolean	CampaignNetworkSettingsTargetGoogleSearch column for table ParentalStatusView
CampaignNetworkSettingsTargetPartnerSearchNetwork	Boolean	CampaignNetworkSettingsTargetPartnerSearchNetwork column for table ParentalStatusView
CampaignNetworkSettingsTargetSearchNetwork	Boolean	CampaignNetworkSettingsTargetSearchNetwork column for table ParentalStatusView
CampaignPaymentMode	String	CampaignPaymentMode column for table ParentalStatusView
CampaignPercentCpcCpcBidCeilingMicros	Long	CampaignPercentCpcCpcBidCeilingMicros column for table ParentalStatusView
CampaignPercentCpcEnhancedCpcEnabled	Boolean	CampaignPercentCpcEnhancedCpcEnabled column for table ParentalStatusView
CampaignRealTimeBiddingSettingOptIn	Boolean	CampaignRealTimeBiddingSettingOptIn column for table ParentalStatusView
CampaignResourceName	String	CampaignResourceName column for table ParentalStatusView
CampaignSelectiveOptimizationConversionActions	String	CampaignSelectiveOptimizationConversionActions column for table ParentalStatusView
CampaignServingStatus	String	CampaignServingStatus column for table ParentalStatusView

CampaignShoppingSettingCampaignPriority	<i>Int</i>	CampaignShoppingSettingCampaignPriority column for table ParentalStatusView
CampaignShoppingSettingEnableLocal	<i>Boolean</i>	CampaignShoppingSettingEnableLocal column for table ParentalStatusView
CampaignShoppingSettingMerchantId	<i>Long</i>	CampaignShoppingSettingMerchantId column for table ParentalStatusView
CampaignShoppingSettingSalesCountry	<i>String</i>	CampaignShoppingSettingSalesCountry column for table ParentalStatusView
CampaignStartDate	<i>Date</i>	CampaignStartDate column for table ParentalStatusView
CampaignStatus	<i>String</i>	CampaignStatus column for table ParentalStatusView
CampaignTargetCpaCpcBidCeilingMicros	<i>Long</i>	CampaignTargetCpaCpcBidCeilingMicros column for table ParentalStatusView
CampaignTargetCpaCpcBidFloorMicros	<i>Long</i>	CampaignTargetCpaCpcBidFloorMicros column for table ParentalStatusView
CampaignTargetCpaTargetCpaMicros	<i>Long</i>	CampaignTargetCpaTargetCpaMicros column for table ParentalStatusView
CampaignTargetCpm	<i>String</i>	CampaignTargetCpm column for table ParentalStatusView
CampaignTargetImpressionShareCpcBidCeilingMicros	<i>Long</i>	CampaignTargetImpressionShareCpcBidCeilingMicros column for table ParentalStatusView
CampaignTargetImpressionShareLocation	<i>String</i>	CampaignTargetImpressionShareLocation column for table ParentalStatusView

CampaignTargetImpressionShareLocationFractionMicros	Long	CampaignTargetImpressionShareLocationFractionMicros column for table ParentalStatusView
CampaignTargetRoasCpcBidCeilingMicros	Long	CampaignTargetRoasCpcBidCeilingMicros column for table ParentalStatusView
CampaignTargetRoasCpcBidFloorMicros	Long	CampaignTargetRoasCpcBidFloorMicros column for table ParentalStatusView
CampaignTargetRoasTargetRoas	Double	CampaignTargetRoasTargetRoas column for table ParentalStatusView
CampaignTargetSpendCpcBidCeilingMicros	Long	CampaignTargetSpendCpcBidCeilingMicros column for table ParentalStatusView
CampaignTargetSpendTargetSpendMicros	Long	CampaignTargetSpendTargetSpendMicros column for table ParentalStatusView
CampaignTargetingSettingTargetRestrictions	String	CampaignTargetingSettingTargetRestrictions column for table ParentalStatusView
CampaignTrackingSettingTrackingUrl	String	CampaignTrackingSettingTrackingUrl column for table ParentalStatusView
CampaignTrackingUrlTemplate	String	CampaignTrackingUrlTemplate column for table ParentalStatusView
CampaignUrlCustomParameters	String	CampaignUrlCustomParameters column for table ParentalStatusView
CampaignVanityPharmaVanityPharmaDisplayUrlMode	String	CampaignVanityPharmaVanityPharmaDisplayUrlMode column for table ParentalStatusView

CampaignVanityPharmaVanityPharmaText	String	CampaignVanityPharmaVanityPharmaText column for table ParentalStatusView
CampaignVideoBrandSafetySuitability	String	CampaignVideoBrandSafetySuitability column for table ParentalStatusView
CustomerAutoTaggingEnabled	Boolean	CustomerAutoTaggingEnabled column for table ParentalStatusView
CustomerCallReportingSettingCallConversionAction	String	CustomerCallReportingSettingCallConversionAction column for table ParentalStatusView
CustomerCallReportingSettingCallConversionReportingEnabled	Boolean	CustomerCallReportingSettingCallConversionReportingEnabled column for table ParentalStatusView
CustomerCallReportingSettingCallReportingEnabled	Boolean	CustomerCallReportingSettingCallReportingEnabled column for table ParentalStatusView
CustomerConversionTrackingSettingConversionTrackingId	String	CustomerConversionTrackingSettingConversionTrackingId column for table ParentalStatusView
CustomerConversionTrackingSettingCrossAccountConversionTrackingId	String	CustomerConversionTrackingSettingCrossAccountConversionTrackingId column for table ParentalStatusView
CustomerCurrencyCode	String	CustomerCurrencyCode column for table ParentalStatusView
CustomerDescriptiveName	String	CustomerDescriptiveName column for table ParentalStatusView
CustomerFinalUrlSuffix	String	CustomerFinalUrlSuffix column for table ParentalStatusView
CustomerHasPartnersBadge	Boolean	CustomerHasPartnersBadge column for



	<i>ol</i>	table ParentalStatusView
CustomerId	<i>Long</i>	CustomerId column for table ParentalStatusView
CustomerManager	<i>Boolean</i>	CustomerManager column for table ParentalStatusView
CustomerPayPerConversionEligibilityFailureReasons	<i>String</i>	CustomerPayPerConversionEligibilityFailureReasons column for table ParentalStatusView
CustomerRemarketingSettingGoogleGlobalSiteTag	<i>String</i>	CustomerRemarketingSettingGoogleGlobalSiteTag column for table ParentalStatusView
CustomerResourceName	<i>String</i>	CustomerResourceName column for table ParentalStatusView
CustomerTestAccount	<i>Boolean</i>	CustomerTestAccount column for table ParentalStatusView
CustomerTimeZone	<i>String</i>	CustomerTimeZone column for table ParentalStatusView
CustomerTrackingUrlTemplate	<i>String</i>	CustomerTrackingUrlTemplate column for table ParentalStatusView
ActiveViewCpm	<i>Double</i>	ActiveViewCpm column for table ParentalStatusView
ActiveViewCtr	<i>Double</i>	ActiveViewCtr column for table ParentalStatusView
ActiveViewImpressions	<i>Long</i>	ActiveViewImpressions column for table ParentalStatusView
ActiveViewMeasurability	<i>Double</i>	ActiveViewMeasurability column for

	<i>ub le</i>	table ParentalStatusView
ActiveViewMeasurableCostMicros	<i>Lo ng</i>	ActiveViewMeasurableCostMicros column for table ParentalStatusView
ActiveViewMeasurableImpressions	<i>Lo ng</i>	ActiveViewMeasurableImpressions column for table ParentalStatusView
ActiveViewViewability	<i>Do ub le</i>	ActiveViewViewability column for table ParentalStatusView
AllConversions	<i>Do ub le</i>	AllConversions column for table ParentalStatusView
AllConversionsFromInteractionsRate	<i>Do ub le</i>	AllConversionsFromInteractionsRate column for table ParentalStatusView
AllConversionsFromInteractionsValuePerInteraction	<i>Do ub le</i>	AllConversionsFromInteractionsValueP erInteraction column for table ParentalStatusView
AllConversionsValue	<i>Do ub le</i>	AllConversionsValue column for table ParentalStatusView
AllConversionsValuePerCost	<i>Do ub le</i>	AllConversionsValuePerCost column for table ParentalStatusView
AverageCost	<i>Do ub le</i>	AverageCost column for table ParentalStatusView
AverageCpc	<i>Do ub le</i>	AverageCpc column for table ParentalStatusView

AverageCpe	<i>Double</i>	AverageCpe column for table ParentalStatusView
AverageCpm	<i>Double</i>	AverageCpm column for table ParentalStatusView
AverageCpv	<i>Double</i>	AverageCpv column for table ParentalStatusView
Clicks	<i>Long</i>	Clicks column for table ParentalStatusView
Conversions	<i>Double</i>	Conversions column for table ParentalStatusView
ConversionsFromInteractionsRate	<i>Double</i>	ConversionsFromInteractionsRate column for table ParentalStatusView
ConversionsValue	<i>Double</i>	ConversionsValue column for table ParentalStatusView
CostMicros	<i>Long</i>	CostMicros column for table ParentalStatusView
CostPerAllConversions	<i>Double</i>	CostPerAllConversions column for table ParentalStatusView
CostPerConversion	<i>Double</i>	CostPerConversion column for table ParentalStatusView
CrossDeviceConversions	<i>Double</i>	CrossDeviceConversions column for table ParentalStatusView

	<i>le</i>	
Ctr	<i>Double</i>	Ctr column for table ParentalStatusView
EngagementRate	<i>Double</i>	EngagementRate column for table ParentalStatusView
Engagements	<i>Long</i>	Engagements column for table ParentalStatusView
GmailForwards	<i>Long</i>	GmailForwards column for table ParentalStatusView
GmailSaves	<i>Long</i>	GmailSaves column for table ParentalStatusView
GmailSecondaryClicks	<i>Long</i>	GmailSecondaryClicks column for table ParentalStatusView
Impressions	<i>Long</i>	Impressions column for table ParentalStatusView
InteractionEventTypes	<i>String</i>	InteractionEventTypes column for table ParentalStatusView
InteractionRate	<i>Double</i>	InteractionRate column for table ParentalStatusView
Interactions	<i>Long</i>	Interactions column for table ParentalStatusView
ValuePerAllConversions	<i>Double</i>	ValuePerAllConversions column for table ParentalStatusView
ValuePerConversion	<i>Double</i>	ValuePerConversion column for table

	<i>ub le</i>	ParentalStatusView
VideoQuartile100Rate	<i>Do ub le</i>	VideoQuartile100Rate column for table ParentalStatusView
VideoQuartile25Rate	<i>Do ub le</i>	VideoQuartile25Rate column for table ParentalStatusView
VideoQuartile50Rate	<i>Do ub le</i>	VideoQuartile50Rate column for table ParentalStatusView
VideoQuartile75Rate	<i>Do ub le</i>	VideoQuartile75Rate column for table ParentalStatusView
VideoViewRate	<i>Do ub le</i>	VideoViewRate column for table ParentalStatusView
VideoViews	<i>Lo ng</i>	VideoViews column for table ParentalStatusView
ViewThroughConversions	<i>Lo ng</i>	ViewThroughConversions column for table ParentalStatusView
AdNetworkType	<i>Str ing</i>	AdNetworkType column for table ParentalStatusView
ClickType	<i>Str ing</i>	ClickType column for table ParentalStatusView
ConversionAction	<i>Str ing</i>	ConversionAction column for table ParentalStatusView
ConversionActionCategory	<i>Str ing</i>	ConversionActionCategory column for table ParentalStatusView

ConversionActionName	<i>String</i>	ConversionActionName column for table ParentalStatusView
Date	<i>Date</i>	Date column for table ParentalStatusView
DayOfWeek	<i>String</i>	DayOfWeek column for table ParentalStatusView
Device	<i>String</i>	Device column for table ParentalStatusView
ExternalConversionSource	<i>String</i>	ExternalConversionSource column for table ParentalStatusView
Month	<i>Date</i>	Month column for table ParentalStatusView
MonthOfYear	<i>String</i>	MonthOfYear column for table ParentalStatusView
Quarter	<i>Date</i>	Quarter column for table ParentalStatusView
Week	<i>Date</i>	Week column for table ParentalStatusView
Year	<i>Int</i>	Year column for table ParentalStatusView

## Pseudo-Columns

Pseudo column fields are used in the WHERE clause of SELECT statements and offer a more granular control over the tuples that are returned from the data source.

Name	Type	Description

ManagerId	Long	Id of the manager account on behalf of which you are requesting customer data.
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## ProductGroupView

The product group view in the query.

## Table Specific Information

### Select

Google Ads does not allow every column to be selected in a single query as some data will conflict if selected together. Therefore, when issuing a query that selects all columns, only the default metrics, segments, and attributes will be returned. In general, these defaults are the same fields that are exposed through the Ads console.

To use the nondefault fields, explicitly select them in your query.

Filters can also be used in the WHERE clause. The supported operators are the =, !=, >, >=, <, <=, LIKE, NOT LIKE, IN, and NOT IN operators. All filters must be joined by the AND keyword as OR is not supported by the Ads API.

## Columns

Name	Type	Description
AdGroupAdRotationMode	String	AdGroupAdRotationMode column for table ProductGroupView
AdGroupBaseAdGroup	String	AdGroupBaseAdGroup column for table ProductGroupView
AdGroupCampaign	String	AdGroupCampaign column for table

	<i>ing</i>	ProductGroupView
AdGroupCpcBidMicros	<i>Long</i>	AdGroupCpcBidMicros column for table ProductGroupView
AdGroupCpmBidMicros	<i>Long</i>	AdGroupCpmBidMicros column for table ProductGroupView
AdGroupCpvBidMicros	<i>Long</i>	AdGroupCpvBidMicros column for table ProductGroupView
AdGroupDisplayCustomBidDimension	<i>String</i>	AdGroupDisplayCustomBidDimension column for table ProductGroupView
AdGroupEffectiveTargetCpaMicros	<i>Long</i>	AdGroupEffectiveTargetCpaMicros column for table ProductGroupView
AdGroupEffectiveTargetCpaSource	<i>String</i>	AdGroupEffectiveTargetCpaSource column for table ProductGroupView
AdGroupEffectiveTargetRoas	<i>Double</i>	AdGroupEffectiveTargetRoas column for table ProductGroupView
AdGroupEffectiveTargetRoasSource	<i>String</i>	AdGroupEffectiveTargetRoasSource column for table ProductGroupView
AdGroupExplorerAutoOptimizerSettingOptIn	<i>Boolean</i>	AdGroupExplorerAutoOptimizerSettingOptIn column for table ProductGroupView
AdGroupFinalUrlSuffix	<i>String</i>	AdGroupFinalUrlSuffix column for table ProductGroupView
AdGroupId	<i>Long</i>	AdGroupId column for table ProductGroupView
AdGroupLabels	<i>String</i>	AdGroupLabels column for table ProductGroupView



AdGroupName	String	AdGroupName column for table ProductGroupView
AdGroupPercentCpcBidMicros	Long	AdGroupPercentCpcBidMicros column for table ProductGroupView
AdGroupResourceName	String	AdGroupResourceName column for table ProductGroupView
AdGroupStatus	String	AdGroupStatus column for table ProductGroupView
AdGroupTargetCpaMicros	Long	AdGroupTargetCpaMicros column for table ProductGroupView
AdGroupTargetCpmMicros	Long	AdGroupTargetCpmMicros column for table ProductGroupView
AdGroupTargetRoas	Double	AdGroupTargetRoas column for table ProductGroupView
AdGroupTargetingSettingTargetRestrictions	String	AdGroupTargetingSettingTargetRestrictions column for table ProductGroupView
AdGroupTrackingUrlTemplate	String	AdGroupTrackingUrlTemplate column for table ProductGroupView
AdGroupType	String	AdGroupType column for table ProductGroupView
AdGroupUrlCustomParameters	String	AdGroupUrlCustomParameters column for table ProductGroupView
AdGroupCriterionAdGroup	String	AdGroupCriterionAdGroup column for table ProductGroupView
AdGroupCriterionAgeRangeType	String	AdGroupCriterionAgeRangeType column for table ProductGroupView

AdGroupCriterionAppPaymentModelType	String	AdGroupCriterionAppPaymentModelType column for table ProductGroupView
AdGroupCriterionApprovalStatus	String	AdGroupCriterionApprovalStatus column for table ProductGroupView
AdGroupCriterionBidModifier	Double	AdGroupCriterionBidModifier column for table ProductGroupView
AdGroupCriterionCpcBidMicros	Long	AdGroupCriterionCpcBidMicros column for table ProductGroupView
AdGroupCriterionCpmBidMicros	Long	AdGroupCriterionCpmBidMicros column for table ProductGroupView
AdGroupCriterionCpvBidMicros	Long	AdGroupCriterionCpvBidMicros column for table ProductGroupView
AdGroupCriterionCriterionId	Long	AdGroupCriterionCriterionId column for table ProductGroupView
AdGroupCriterionCustomAffinityCustomAffinity	String	AdGroupCriterionCustomAffinityCustomAffinity column for table ProductGroupView
AdGroupCriterionCustomIntentCustomIntent	String	AdGroupCriterionCustomIntentCustomIntent column for table ProductGroupView
AdGroupCriterionEffectiveCpcBidMicros	Long	AdGroupCriterionEffectiveCpcBidMicros column for table ProductGroupView
AdGroupCriterionEffectiveCpcBidSource	String	AdGroupCriterionEffectiveCpcBidSource column for table ProductGroupView
AdGroupCriterionEffectiveCpmBidMicros	Long	AdGroupCriterionEffectiveCpmBidMicros column for table ProductGroupView

AdGroupCriterionEffectiveCpmBidSource	String	AdGroupCriterionEffectiveCpmBidSource column for table ProductGroupView
AdGroupCriterionEffectiveCpvBidMicros	Long	AdGroupCriterionEffectiveCpvBidMicros column for table ProductGroupView
AdGroupCriterionEffectiveCpvBidSource	String	AdGroupCriterionEffectiveCpvBidSource column for table ProductGroupView
AdGroupCriterionEffectivePercentCpcBidMicros	Long	AdGroupCriterionEffectivePercentCpcBidMicros column for table ProductGroupView
AdGroupCriterionEffectivePercentCpcBidSource	String	AdGroupCriterionEffectivePercentCpcBidSource column for table ProductGroupView
AdGroupCriterionFinalMobileUrls	String	AdGroupCriterionFinalMobileUrls column for table ProductGroupView
AdGroupCriterionFinalUrlSuffix	String	AdGroupCriterionFinalUrlSuffix column for table ProductGroupView
AdGroupCriterionFinalUrls	String	AdGroupCriterionFinalUrls column for table ProductGroupView
AdGroupCriterionGenderType	String	AdGroupCriterionGenderType column for table ProductGroupView
AdGroupCriterionIncomeRangeType	String	AdGroupCriterionIncomeRangeType column for table ProductGroupView
AdGroupCriterionKeywordMatchType	String	AdGroupCriterionKeywordMatchType column for table ProductGroupView
AdGroupCriterionKeywordText	String	AdGroupCriterionKeywordText column for table ProductGroupView
AdGroupCriterionListingGroupCaseValueHotelCityCityCriteria	String	AdGroupCriterionListingGroupCaseValueHotelCityCityCriteria column for

table ProductGroupView	
AdGroupCriterionListingGroupCaseValueHotelClassValue	AdGroupCriterionListingGroupCaseValueHotelClassValue column for table ProductGroupView
AdGroupCriterionListingGroupCaseValueHotelCountryRegionCountryRegionCriterion	AdGroupCriterionListingGroupCaseValueHotelCountryRegionCountryRegionCriterion column for table ProductGroupView
AdGroupCriterionListingGroupCaseValueHotelIdValue	AdGroupCriterionListingGroupCaseValueHotelIdValue column for table ProductGroupView
AdGroupCriterionListingGroupCaseValueHotelStateStateCriterion	AdGroupCriterionListingGroupCaseValueHotelStateStateCriterion column for table ProductGroupView
AdGroupCriterionListingGroupCaseValueProductBrandValue	AdGroupCriterionListingGroupCaseValueProductBrandValue column for table ProductGroupView
AdGroupCriterionListingGroupCaseValueProductCustomAttributeIndex	AdGroupCriterionListingGroupCaseValueProductCustomAttributeIndex column for table ProductGroupView
AdGroupCriterionListingGroupCaseValueProductCustomAttributeValue	AdGroupCriterionListingGroupCaseValueProductCustomAttributeValue column for table ProductGroupView
AdGroupCriterionListingGroupCaseValueProductBiddingCategoryCountryCode	AdGroupCriterionListingGroupCaseValueProductBiddingCategoryCountryCode column for table ProductGroupView
AdGroupCriterionListingGroupCaseValueProductBiddingCategoryId	AdGroupCriterionListingGroupCaseValueProductBiddingCategoryId column for table ProductGroupView
AdGroupCriterionListingGroupCaseValueProductBiddingCategoryLevel	AdGroupCriterionListingGroupCaseValueProductBiddingCategoryLevel column for table ProductGroupView

	<i>String</i>	eProductBiddingCategoryLevel column for table ProductGroupView
AdGroupCriterionListingGroupCaseValueProductChannel	<i>String</i>	AdGroupCriterionListingGroupCaseValueProductChannelChannel column for table ProductGroupView
AdGroupCriterionListingGroupCaseValueProductChannelExclusivity	<i>String</i>	AdGroupCriterionListingGroupCaseValueProductChannelExclusivityChannelExclusivity column for table ProductGroupView
AdGroupCriterionListingGroupCaseValueProductCondition	<i>String</i>	AdGroupCriterionListingGroupCaseValueProductConditionCondition column for table ProductGroupView
AdGroupCriterionListingGroupCaseValueProductItemId	<i>String</i>	AdGroupCriterionListingGroupCaseValueProductItemIdValue column for table ProductGroupView
AdGroupCriterionListingGroupCaseValueProductTypeLevel	<i>String</i>	AdGroupCriterionListingGroupCaseValueProductTypeLevel column for table ProductGroupView
AdGroupCriterionListingGroupCaseValueProductTypeValue	<i>String</i>	AdGroupCriterionListingGroupCaseValueProductTypeValue column for table ProductGroupView
AdGroupCriterionListingGroupParentAdGroupCriterion	<i>String</i>	AdGroupCriterionListingGroupParentAdGroupCriterion column for table ProductGroupView
AdGroupCriterionListingGroupType	<i>String</i>	AdGroupCriterionListingGroupType column for table ProductGroupView
AdGroupCriterionMobileAppCategoryMobileAppCategoryConstant	<i>String</i>	AdGroupCriterionMobileAppCategoryMobileAppCategoryConstant column for table ProductGroupView
AdGroupCriterionMobileApplicationAppId	<i>String</i>	AdGroupCriterionMobileApplicationApp

	<i>ing</i>	Id column for table ProductGroupView
AdGroupCriterionMobileApplicationName	<i>String</i>	AdGroupCriterionMobileApplicationName column for table ProductGroupView
AdGroupCriterionNegative	<i>Bo ol</i>	AdGroupCriterionNegative column for table ProductGroupView
AdGroupCriterionParentalStatusType	<i>String</i>	AdGroupCriterionParentalStatusType column for table ProductGroupView
AdGroupCriterionPercentCpcBidMicros	<i>Long</i>	AdGroupCriterionPercentCpcBidMicros column for table ProductGroupView
AdGroupCriterionPlacementUrl	<i>String</i>	AdGroupCriterionPlacementUrl column for table ProductGroupView
AdGroupCriterionPositionEstimatesEstimatedAddClicksAtFirstPositionCpc	<i>Long</i>	AdGroupCriterionPositionEstimatesEstimatedAddClicksAtFirstPositionCpc column for table ProductGroupView
AdGroupCriterionPositionEstimatesEstimatedAddCostAtFirstPositionCpc	<i>Long</i>	AdGroupCriterionPositionEstimatesEstimatedAddCostAtFirstPositionCpc column for table ProductGroupView
AdGroupCriterionPositionEstimatesFirstPageCpcMicros	<i>Long</i>	AdGroupCriterionPositionEstimatesFirstPageCpcMicros column for table ProductGroupView
AdGroupCriterionPositionEstimatesFirstPositionCpcMicros	<i>Long</i>	AdGroupCriterionPositionEstimatesFirstPositionCpcMicros column for table ProductGroupView
AdGroupCriterionPositionEstimatesTopOfPageCpcMicros	<i>Long</i>	AdGroupCriterionPositionEstimatesTopOfPageCpcMicros column for table ProductGroupView
AdGroupCriterionQualityInfoCreativeQualityScore	<i>String</i>	AdGroupCriterionQualityInfoCreativeQualityScore column for table

		ProductGroupView
AdGroupCriterionQualityInfoPostClickQualityScore	String	AdGroupCriterionQualityInfoPostClickQualityScore column for table ProductGroupView
AdGroupCriterionQualityInfoQualityScore	Int	AdGroupCriterionQualityInfoQualityScore column for table ProductGroupView
AdGroupCriterionQualityInfoSearchPredictedCtr	String	AdGroupCriterionQualityInfoSearchPredictedCtr column for table ProductGroupView
AdGroupCriterionResourceName	String	AdGroupCriterionResourceName column for table ProductGroupView
AdGroupCriterionStatus	String	AdGroupCriterionStatus column for table ProductGroupView
AdGroupCriterionSystemServingStatus	String	AdGroupCriterionSystemServingStatus column for table ProductGroupView
AdGroupCriterionTopicPath	String	AdGroupCriterionTopicPath column for table ProductGroupView
AdGroupCriterionTopicTopicConstant	String	AdGroupCriterionTopicTopicConstant column for table ProductGroupView
AdGroupCriterionTrackingUrlTemplate	String	AdGroupCriterionTrackingUrlTemplate column for table ProductGroupView
AdGroupCriterionType	String	AdGroupCriterionType column for table ProductGroupView
AdGroupCriterionUrlCustomParameters	String	AdGroupCriterionUrlCustomParameters column for table ProductGroupView
AdGroupCriterionUserInterestUserInterestCategory	String	AdGroupCriterionUserInterestUserInterestCategory column for table ProductGroupView

AdGroupCriterionUserListUserList	String	AdGroupCriterionUserListUserList column for table ProductGroupView
AdGroupCriterionWebpageConditions	String	AdGroupCriterionWebpageConditions column for table ProductGroupView
AdGroupCriterionWebpageCriterionName	String	AdGroupCriterionWebpageCriterionName column for table ProductGroupView
AdGroupCriterionYoutubeChannelChannelId	String	AdGroupCriterionYoutubeChannelChannelId column for table ProductGroupView
AdGroupCriterionYoutubeVideoVideoId	String	AdGroupCriterionYoutubeVideoVideoId column for table ProductGroupView
CampaignAdServingOptimizationStatus	String	CampaignAdServingOptimizationStatus column for table ProductGroupView
CampaignAdvertisingChannelSubType	String	CampaignAdvertisingChannelSubType column for table ProductGroupView
CampaignAdvertisingChannelType	String	CampaignAdvertisingChannelType column for table ProductGroupView
CampaignAppCampaignSettingAppId	String	CampaignAppCampaignSettingAppId column for table ProductGroupView
CampaignAppCampaignSettingAppStore	String	CampaignAppCampaignSettingAppStore column for table ProductGroupView
CampaignAppCampaignSettingBiddingStrategyGoalType	String	CampaignAppCampaignSettingBiddingStrategyGoalType column for table ProductGroupView
CampaignBaseCampaign	String	CampaignBaseCampaign column for table ProductGroupView
CampaignBiddingStrategy	String	CampaignBiddingStrategy column for



	<i>ing</i>	table ProductGroupView
CampaignBiddingStrategyType	<i>String</i>	CampaignBiddingStrategyType column for table ProductGroupView
CampaignCampaignBudget	<i>String</i>	CampaignCampaignBudget column for table ProductGroupView
CampaignCommissionCommissionRateMicros	<i>Long</i>	CampaignCommissionCommissionRateMicros column for table ProductGroupView
CampaignDynamicSearchAdsSettingDomainName	<i>String</i>	CampaignDynamicSearchAdsSettingDomainName column for table ProductGroupView
CampaignDynamicSearchAdsSettingFeeds	<i>String</i>	CampaignDynamicSearchAdsSettingFeeds column for table ProductGroupView
CampaignDynamicSearchAdsSettingLanguageCode	<i>String</i>	CampaignDynamicSearchAdsSettingLanguageCode column for table ProductGroupView
CampaignDynamicSearchAdsSettingUseSuppliedUrlsOnly	<i>Boolean</i>	CampaignDynamicSearchAdsSettingUseSuppliedUrlsOnly column for table ProductGroupView
CampaignEndDate	<i>Date</i>	CampaignEndDate column for table ProductGroupView
CampaignExperimentType	<i>String</i>	CampaignExperimentType column for table ProductGroupView
CampaignFinalUrlSuffix	<i>String</i>	CampaignFinalUrlSuffix column for table ProductGroupView
CampaignFrequencyCaps	<i>String</i>	CampaignFrequencyCaps column for table ProductGroupView

CampaignGeoTargetTypeSettingNegativeGeoTargetType	String	CampaignGeoTargetTypeSettingNegativeGeoTargetType column for table ProductGroupView
CampaignGeoTargetTypeSettingPositiveGeoTargetType	String	CampaignGeoTargetTypeSettingPositiveGeoTargetType column for table ProductGroupView
CampaignHotelSettingHotelCenterId	Long	CampaignHotelSettingHotelCenterId column for table ProductGroupView
CampaignId	Long	CampaignId column for table ProductGroupView
CampaignLabels	String	CampaignLabels column for table ProductGroupView
CampaignManualCpcEnhancedCpcEnabled	Boolean	CampaignManualCpcEnhancedCpcEnabled column for table ProductGroupView
CampaignManualCpm	String	CampaignManualCpm column for table ProductGroupView
CampaignManualCpv	String	CampaignManualCpv column for table ProductGroupView
CampaignMaximizeConversionValueTargetRoas	Double	CampaignMaximizeConversionValueTargetRoas column for table ProductGroupView
CampaignMaximizeConversions	Long	CampaignMaximizeConversions column for table ProductGroupView
CampaignName	String	CampaignName column for table ProductGroupView
CampaignNetworkSettingsTargetContentNetwork	Boolean	CampaignNetworkSettingsTargetContentNetwork column for table ProductGroupView

CampaignNetworkSettingsTargetGoogleSearch	<i>Bo ol</i>	CampaignNetworkSettingsTargetGoogleSearch column for table ProductGroupView
CampaignNetworkSettingsTargetPartnerSearchNetwork	<i>Bo ol</i>	CampaignNetworkSettingsTargetPartnerSearchNetwork column for table ProductGroupView
CampaignNetworkSettingsTargetSearchNetwork	<i>Bo ol</i>	CampaignNetworkSettingsTargetSearchNetwork column for table ProductGroupView
CampaignPaymentMode	<i>Str ing</i>	CampaignPaymentMode column for table ProductGroupView
CampaignPercentCpcCpcBidCeilingMicros	<i>Lo ng</i>	CampaignPercentCpcCpcBidCeilingMicros column for table ProductGroupView
CampaignPercentCpcEnhancedCpcEnabled	<i>Bo ol</i>	CampaignPercentCpcEnhancedCpcEnabled column for table ProductGroupView
CampaignRealTimeBiddingSettingOptIn	<i>Bo ol</i>	CampaignRealTimeBiddingSettingOptIn column for table ProductGroupView
CampaignResourceName	<i>Str ing</i>	CampaignResourceName column for table ProductGroupView
CampaignSelectiveOptimizationConversionActions	<i>Str ing</i>	CampaignSelectiveOptimizationConversionActions column for table ProductGroupView
CampaignServingStatus	<i>Str ing</i>	CampaignServingStatus column for table ProductGroupView
CampaignShoppingSettingCampaignPriority	<i>Int</i>	CampaignShoppingSettingCampaignPriority column for table ProductGroupView
CampaignShoppingSettingEnableLocal	<i>Bo</i>	CampaignShoppingSettingEnableLocal

	<i>ol</i>	column for table ProductGroupView
CampaignShoppingSettingMerchantId	<i>Long</i>	CampaignShoppingSettingMerchantId column for table ProductGroupView
CampaignShoppingSettingSalesCountry	<i>String</i>	CampaignShoppingSettingSalesCountry column for table ProductGroupView
CampaignStartDate	<i>Date</i>	CampaignStartDate column for table ProductGroupView
CampaignStatus	<i>String</i>	CampaignStatus column for table ProductGroupView
CampaignTargetCpaCpcBidCeilingMicros	<i>Long</i>	CampaignTargetCpaCpcBidCeilingMicros column for table ProductGroupView
CampaignTargetCpaCpcBidFloorMicros	<i>Long</i>	CampaignTargetCpaCpcBidFloorMicros column for table ProductGroupView
CampaignTargetCpaTargetCpaMicros	<i>Long</i>	CampaignTargetCpaTargetCpaMicros column for table ProductGroupView
CampaignTargetCpm	<i>String</i>	CampaignTargetCpm column for table ProductGroupView
CampaignTargetImpressionShareCpcBidCeilingMicros	<i>Long</i>	CampaignTargetImpressionShareCpcBidCeilingMicros column for table ProductGroupView
CampaignTargetImpressionShareLocation	<i>String</i>	CampaignTargetImpressionShareLocation column for table ProductGroupView
CampaignTargetImpressionShareLocationFractionMicros	<i>Long</i>	CampaignTargetImpressionShareLocationFractionMicros column for table ProductGroupView
CampaignTargetRoasCpcBidCeilingMicros	<i>Long</i>	CampaignTargetRoasCpcBidCeilingMicros column for table ProductGroupView

CampaignTargetRoasCpcBidFloorMicros	Long	CampaignTargetRoasCpcBidFloorMicros column for table ProductGroupView
CampaignTargetRoasTargetRoas	Double	CampaignTargetRoasTargetRoas column for table ProductGroupView
CampaignTargetSpendCpcBidCeilingMicros	Long	CampaignTargetSpendCpcBidCeilingMicros column for table ProductGroupView
CampaignTargetSpendTargetSpendMicros	Long	CampaignTargetSpendTargetSpendMicros column for table ProductGroupView
CampaignTargetingSettingTargetRestrictions	String	CampaignTargetingSettingTargetRestrictions column for table ProductGroupView
CampaignTrackingSettingTrackingUrl	String	CampaignTrackingSettingTrackingUrl column for table ProductGroupView
CampaignTrackingUrlTemplate	String	CampaignTrackingUrlTemplate column for table ProductGroupView
CampaignUrlCustomParameters	String	CampaignUrlCustomParameters column for table ProductGroupView
CampaignVanityPharmaVanityPharmaDisplayUrlMode	String	CampaignVanityPharmaVanityPharmaDisplayUrlMode column for table ProductGroupView
CampaignVanityPharmaVanityPharmaText	String	CampaignVanityPharmaVanityPharmaText column for table ProductGroupView
CampaignVideoBrandSafetySuitability	String	CampaignVideoBrandSafetySuitability column for table ProductGroupView
CustomerAutoTaggingEnabled	Boolean	CustomerAutoTaggingEnabled column

	<i>ol</i>	for table ProductGroupView
CustomerCallReportingSettingCallConversionAction	<i>String</i>	CustomerCallReportingSettingCallConversionAction column for table ProductGroupView
CustomerCallReportingSettingCallConversionReportingEnabled	<i>Boolean</i>	CustomerCallReportingSettingCallConversionReportingEnabled column for table ProductGroupView
CustomerCallReportingSettingCallReportingEnabled	<i>Boolean</i>	CustomerCallReportingSettingCallReportingEnabled column for table ProductGroupView
CustomerConversionTrackingSettingConversionTrackingId	<i>Long</i>	CustomerConversionTrackingSettingConversionTrackingId column for table ProductGroupView
CustomerConversionTrackingSettingCrossAccountConversionTrackingId	<i>Long</i>	CustomerConversionTrackingSettingCrossAccountConversionTrackingId column for table ProductGroupView
CustomerCurrencyCode	<i>String</i>	CustomerCurrencyCode column for table ProductGroupView
CustomerDescriptiveName	<i>String</i>	CustomerDescriptiveName column for table ProductGroupView
CustomerFinalUrlSuffix	<i>String</i>	CustomerFinalUrlSuffix column for table ProductGroupView
CustomerHasPartnersBadge	<i>Boolean</i>	CustomerHasPartnersBadge column for table ProductGroupView
CustomerId	<i>Long</i>	CustomerId column for table ProductGroupView
CustomerManager	<i>Boolean</i>	CustomerManager column for table ProductGroupView

CustomerPayPerConversionEligibilityFailureReasons	String	CustomerPayPerConversionEligibilityFailureReasons column for table ProductGroupView
CustomerRemarketingSettingGoogleGlobalSiteTag	String	CustomerRemarketingSettingGoogleGlobalSiteTag column for table ProductGroupView
CustomerResourceName	String	CustomerResourceName column for table ProductGroupView
CustomerTestAccount	Boolean	CustomerTestAccount column for table ProductGroupView
CustomerTimeZone	String	CustomerTimeZone column for table ProductGroupView
CustomerTrackingUrlTemplate	String	CustomerTrackingUrlTemplate column for table ProductGroupView
AllConversions	Double	AllConversions column for table ProductGroupView
AllConversionsFromInteractionsRate	Double	AllConversionsFromInteractionsRate column for table ProductGroupView
AllConversionsValue	Double	AllConversionsValue column for table ProductGroupView
AverageCpc	Double	AverageCpc column for table ProductGroupView
AverageCpm	Double	AverageCpm column for table ProductGroupView

BenchmarkAverageMaxCpc	<i>Double</i>	BenchmarkAverageMaxCpc column for table ProductGroupView
BenchmarkCtr	<i>Double</i>	BenchmarkCtr column for table ProductGroupView
Clicks	<i>Long</i>	Clicks column for table ProductGroupView
Conversions	<i>Double</i>	Conversions column for table ProductGroupView
ConversionsFromInteractionsRate	<i>Double</i>	ConversionsFromInteractionsRate column for table ProductGroupView
ConversionsValue	<i>Double</i>	ConversionsValue column for table ProductGroupView
CostMicros	<i>Long</i>	CostMicros column for table ProductGroupView
CostPerAllConversions	<i>Double</i>	CostPerAllConversions column for table ProductGroupView
CostPerConversion	<i>Double</i>	CostPerConversion column for table ProductGroupView
CrossDeviceConversions	<i>Double</i>	CrossDeviceConversions column for table ProductGroupView
Ctr	<i>Double</i>	Ctr column for table ProductGroupView



	<i>le</i>	
Impressions	<i>Long</i>	Impressions column for table ProductGroupView
SearchAbsoluteTopImpressionShare	<i>Double</i>	SearchAbsoluteTopImpressionShare column for table ProductGroupView
SearchClickShare	<i>Double</i>	SearchClickShare column for table ProductGroupView
SearchImpressionShare	<i>Double</i>	SearchImpressionShare column for table ProductGroupView
ValuePerAllConversions	<i>Double</i>	ValuePerAllConversions column for table ProductGroupView
ValuePerConversion	<i>Double</i>	ValuePerConversion column for table ProductGroupView
ViewThroughConversions	<i>Long</i>	ViewThroughConversions column for table ProductGroupView
AdNetworkType	<i>String</i>	AdNetworkType column for table ProductGroupView
ClickType	<i>String</i>	ClickType column for table ProductGroupView
ConversionAction	<i>String</i>	ConversionAction column for table ProductGroupView
ConversionActionCategory	<i>String</i>	ConversionActionCategory column for table ProductGroupView

ConversionActionName	<i>String</i>	ConversionActionName column for table ProductGroupView
Date	<i>Date</i>	Date column for table ProductGroupView
DayOfWeek	<i>String</i>	DayOfWeek column for table ProductGroupView
Device	<i>String</i>	Device column for table ProductGroupView
ExternalConversionSource	<i>String</i>	ExternalConversionSource column for table ProductGroupView
Month	<i>Date</i>	Month column for table ProductGroupView
MonthOfYear	<i>String</i>	MonthOfYear column for table ProductGroupView
Quarter	<i>Date</i>	Quarter column for table ProductGroupView
Week	<i>Date</i>	Week column for table ProductGroupView
Year	<i>Int</i>	Year column for table ProductGroupView

## Pseudo-Columns

Pseudo column fields are used in the WHERE clause of SELECT statements and offer a more granular control over the tuples that are returned from the data source.

Name	Type	Description

ManagerId	<i>Long</i>	Id of the manager account on behalf of which you are requesting customer data.
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## Resources

List of resources that can be used in order to generate new Reports or re-generate the old one.

## Columns

Name	Type	Description
CustomerId	<i>Long</i>	CustomerId column for table Resources.
ResourceName	<i>String</i>	The name of the resource.
ReportName	<i>String</i>	The name of the report generated from this resource.
Description	<i>String</i>	The description of the current report.

## Pseudo-Columns

Pseudo column fields are used in the WHERE clause of SELECT statements and offer a more granular control over the tuples that are returned from the data source.

Name	Type	Description
------	------	-------------

ManagerId	Long	Id of the manager account on behalf of which you are requesting customer data.
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## SearchTermView

The search term view in the query.

## Table Specific Information

### Select

Google Ads does not allow every column to be selected in a single query as some data will conflict if selected together. Therefore, when issuing a query that selects all columns, only the default metrics, segments, and attributes will be returned. In general, these defaults are the same fields that are exposed through the Ads console.

To use the nondefault fields, explicitly select them in your query.

Filters can also be used in the WHERE clause. The supported operators are the =, !=, >, >=, <, <=, LIKE, NOT LIKE, IN, and NOT IN operators. All filters must be joined by the AND keyword as OR is not supported by the Ads API.

## Columns

Name	Type	Description
AdGroupAdRotationMode	String	AdGroupAdRotationMode column for table SearchTermView
AdGroupBaseAdGroup	String	AdGroupBaseAdGroup column for table SearchTermView
AdGroupCampaign	String	AdGroupCampaign column for table

	<i>ng</i>	SearchTermView
AdGroupCpcBidMicros	<i>Long</i>	AdGroupCpcBidMicros column for table SearchTermView
AdGroupCpmBidMicros	<i>Long</i>	AdGroupCpmBidMicros column for table SearchTermView
AdGroupCpvBidMicros	<i>Long</i>	AdGroupCpvBidMicros column for table SearchTermView
AdGroupDisplayCustomBidDimension	<i>String</i>	AdGroupDisplayCustomBidDimension column for table SearchTermView
AdGroupEffectiveTargetCpaMicros	<i>Long</i>	AdGroupEffectiveTargetCpaMicros column for table SearchTermView
AdGroupEffectiveTargetCpaSource	<i>String</i>	AdGroupEffectiveTargetCpaSource column for table SearchTermView
AdGroupEffectiveTargetRoas	<i>Double</i>	AdGroupEffectiveTargetRoas column for table SearchTermView
AdGroupEffectiveTargetRoasSource	<i>String</i>	AdGroupEffectiveTargetRoasSource column for table SearchTermView
AdGroupExplorerAutoOptimizerSettingOptIn	<i>Boolean</i>	AdGroupExplorerAutoOptimizerSettingOptIn column for table SearchTermView
AdGroupFinalUrlSuffix	<i>String</i>	AdGroupFinalUrlSuffix column for table SearchTermView
AdGroupId	<i>Long</i>	AdGroupId column for table SearchTermView
AdGroupLabels	<i>String</i>	AdGroupLabels column for table SearchTermView

AdGroupName	String	AdGroupName column for table SearchTermView
AdGroupPercentCpcBidMicros	Long	AdGroupPercentCpcBidMicros column for table SearchTermView
AdGroupResourceName	String	AdGroupResourceName column for table SearchTermView
AdGroupStatus	String	AdGroupStatus column for table SearchTermView
AdGroupTargetCpaMicros	Long	AdGroupTargetCpaMicros column for table SearchTermView
AdGroupTargetCpmMicros	Long	AdGroupTargetCpmMicros column for table SearchTermView
AdGroupTargetRoas	Double	AdGroupTargetRoas column for table SearchTermView
AdGroupTargetingSettingTargetRestrictions	String	AdGroupTargetingSettingTargetRestrictions column for table SearchTermView
AdGroupTrackingUrlTemplate	String	AdGroupTrackingUrlTemplate column for table SearchTermView
AdGroupType	String	AdGroupType column for table SearchTermView
AdGroupUrlCustomParameters	String	AdGroupUrlCustomParameters column for table SearchTermView
CampaignAdServingOptimizationStatus	String	CampaignAdServingOptimizationStatus column for table SearchTermView
CampaignAdvertisingChannelSubType	String	CampaignAdvertisingChannelSubType column for table SearchTermView

CampaignAdvertisingChannelType	String	CampaignAdvertisingChannelType column for table SearchTermView
CampaignAppCampaignSettingAppId	String	CampaignAppCampaignSettingAppId column for table SearchTermView
CampaignAppCampaignSettingAppStore	String	CampaignAppCampaignSettingAppStore column for table SearchTermView
CampaignAppCampaignSettingBiddingStrategyGoalType	String	CampaignAppCampaignSettingBiddingStrategyGoalType column for table SearchTermView
CampaignBaseCampaign	String	CampaignBaseCampaign column for table SearchTermView
CampaignBiddingStrategy	String	CampaignBiddingStrategy column for table SearchTermView
CampaignBiddingStrategyType	String	CampaignBiddingStrategyType column for table SearchTermView
CampaignCampaignBudget	String	CampaignCampaignBudget column for table SearchTermView
CampaignCommissionCommissionRateMicros	Long	CampaignCommissionCommissionRateMicros column for table SearchTermView
CampaignDynamicSearchAdsSettingDomainName	String	CampaignDynamicSearchAdsSettingDomainName column for table SearchTermView
CampaignDynamicSearchAdsSettingFeeds	String	CampaignDynamicSearchAdsSettingFeeds column for table SearchTermView
CampaignDynamicSearchAdsSettingLanguageCode	String	CampaignDynamicSearchAdsSettingLanguageCode column for table SearchTermView

CampaignDynamicSearchAdsSettingUseSuppliedUrlsOnly	Bo ol	CampaignDynamicSearchAdsSettingUseSuppliedUrlsOnly column for table SearchTermView
CampaignEndDate	Dat e	CampaignEndDate column for table SearchTermView
CampaignExperimentType	Stri ng	CampaignExperimentType column for table SearchTermView
CampaignFinalUrlSuffix	Stri ng	CampaignFinalUrlSuffix column for table SearchTermView
CampaignFrequencyCaps	Stri ng	CampaignFrequencyCaps column for table SearchTermView
CampaignGeoTargetTypeSettingNegativeGeoTargetType	Stri ng	CampaignGeoTargetTypeSettingNegativeGeoTargetType column for table SearchTermView
CampaignGeoTargetTypeSettingPositiveGeoTargetType	Stri ng	CampaignGeoTargetTypeSettingPositiveGeoTargetType column for table SearchTermView
CampaignHotelSettingHotelCenterId	Lon g	CampaignHotelSettingHotelCenterId column for table SearchTermView
CampaignId	Lon g	CampaignId column for table SearchTermView
CampaignLabels	Stri ng	CampaignLabels column for table SearchTermView
CampaignManualCpcEnhancedCpcEnabled	Bo ol	CampaignManualCpcEnhancedCpcEnabled column for table SearchTermView
CampaignManualCpm	Stri ng	CampaignManualCpm column for table SearchTermView



CampaignManualCpv	String	CampaignManualCpv column for table SearchTermView
CampaignMaximizeConversionValueTargetRoas	Double	CampaignMaximizeConversionValueTargetRoas column for table SearchTermView
CampaignMaximizeConversions	Long	CampaignMaximizeConversions column for table SearchTermView
CampaignName	String	CampaignName column for table SearchTermView
CampaignNetworkSettingsTargetContentNetwork	Boolean	CampaignNetworkSettingsTargetContentNetwork column for table SearchTermView
CampaignNetworkSettingsTargetGoogleSearch	Boolean	CampaignNetworkSettingsTargetGoogleSearch column for table SearchTermView
CampaignNetworkSettingsTargetPartnerSearchNetwork	Boolean	CampaignNetworkSettingsTargetPartnerSearchNetwork column for table SearchTermView
CampaignNetworkSettingsTargetSearchNetwork	Boolean	CampaignNetworkSettingsTargetSearchNetwork column for table SearchTermView
CampaignPaymentMode	String	CampaignPaymentMode column for table SearchTermView
CampaignPercentCpcCpcBidCeilingMicros	Long	CampaignPercentCpcCpcBidCeilingMicros column for table SearchTermView
CampaignPercentCpcEnhancedCpcEnabled	Boolean	CampaignPercentCpcEnhancedCpcEnabled column for table SearchTermView

CampaignRealTimeBiddingSettingOptIn	Bo ol	CampaignRealTimeBiddingSettingOptIn column for table SearchTermView
CampaignResourceName	Stri ng	CampaignResourceName column for table SearchTermView
CampaignSelectiveOptimizationConversionActions	Stri ng	CampaignSelectiveOptimizationConversionActions column for table SearchTermView
CampaignServingStatus	Stri ng	CampaignServingStatus column for table SearchTermView
CampaignShoppingSettingCampaignPriority	Int	CampaignShoppingSettingCampaignPriority column for table SearchTermView
CampaignShoppingSettingEnableLocal	Bo ol	CampaignShoppingSettingEnableLocal column for table SearchTermView
CampaignShoppingSettingMerchantId	Lon g	CampaignShoppingSettingMerchantId column for table SearchTermView
CampaignShoppingSettingSalesCountry	Stri ng	CampaignShoppingSettingSalesCountry column for table SearchTermView
CampaignStartDate	Dat e	CampaignStartDate column for table SearchTermView
CampaignStatus	Stri ng	CampaignStatus column for table SearchTermView
CampaignTargetCpaCpcBidCeilingMicros	Lon g	CampaignTargetCpaCpcBidCeilingMicros column for table SearchTermView
CampaignTargetCpaCpcBidFloorMicros	Lon g	CampaignTargetCpaCpcBidFloorMicros column for table SearchTermView
CampaignTargetCpaTargetCpaMicros	Lon g	CampaignTargetCpaTargetCpaMicros column for table SearchTermView

CampaignTargetCpm	String	CampaignTargetCpm column for table SearchTermView
CampaignTargetImpressionShareCpcBidCeilingMicros	Long	CampaignTargetImpressionShareCpcBidCeilingMicros column for table SearchTermView
CampaignTargetImpressionShareLocation	String	CampaignTargetImpressionShareLocation column for table SearchTermView
CampaignTargetImpressionShareLocationFractionMicros	Long	CampaignTargetImpressionShareLocationFractionMicros column for table SearchTermView
CampaignTargetRoasCpcBidCeilingMicros	Long	CampaignTargetRoasCpcBidCeilingMicros column for table SearchTermView
CampaignTargetRoasCpcBidFloorMicros	Long	CampaignTargetRoasCpcBidFloorMicros column for table SearchTermView
CampaignTargetRoasTargetRoas	Double	CampaignTargetRoasTargetRoas column for table SearchTermView
CampaignTargetSpendCpcBidCeilingMicros	Long	CampaignTargetSpendCpcBidCeilingMicros column for table SearchTermView
CampaignTargetSpendTargetSpendMicros	Long	CampaignTargetSpendTargetSpendMicros column for table SearchTermView
CampaignTargetingSettingTargetRestrictions	String	CampaignTargetingSettingTargetRestrictions column for table SearchTermView
CampaignTrackingSettingTrackingUrl	String	CampaignTrackingSettingTrackingUrl column for table SearchTermView

CampaignTrackingUrlTemplate	String	CampaignTrackingUrlTemplate column for table SearchTermView
CampaignUrlCustomParameters	String	CampaignUrlCustomParameters column for table SearchTermView
CampaignVanityPharmaVanityPharmaDisplayUrlMode	String	CampaignVanityPharmaVanityPharma DisplayUrlMode column for table SearchTermView
CampaignVanityPharmaVanityPharmaText	String	CampaignVanityPharmaVanityPharma Text column for table SearchTermView
CampaignVideoBrandSafetySuitability	String	CampaignVideoBrandSafetySuitability column for table SearchTermView
CustomerAutoTaggingEnabled	Boolean	CustomerAutoTaggingEnabled column for table SearchTermView
CustomerCallReportingSettingCallConversionAction	String	CustomerCallReportingSettingCallConversionAction column for table SearchTermView
CustomerCallReportingSettingCallConversionReportingEnabled	Boolean	CustomerCallReportingSettingCallConversionReportingEnabled column for table SearchTermView
CustomerCallReportingSettingCallReportingEnabled	Boolean	CustomerCallReportingSettingCallReportingEnabled column for table SearchTermView
CustomerConversionTrackingSettingConversionTrackingId	String	CustomerConversionTrackingSettingConversionTrackingId column for table SearchTermView
CustomerConversionTrackingSettingCrossAccountConversionTrackingId	String	CustomerConversionTrackingSettingCrossAccountConversionTrackingId column for table SearchTermView

CustomerCurrencyCode	String	CustomerCurrencyCode column for table SearchTermView
CustomerDescriptiveName	String	CustomerDescriptiveName column for table SearchTermView
CustomerFinalUrlSuffix	String	CustomerFinalUrlSuffix column for table SearchTermView
CustomerHasPartnersBadge	Boolean	CustomerHasPartnersBadge column for table SearchTermView
CustomerId	Long	CustomerId column for table SearchTermView
CustomerManager	Boolean	CustomerManager column for table SearchTermView
CustomerPayPerConversionEligibilityFailureReasons	String	CustomerPayPerConversionEligibilityFailureReasons column for table SearchTermView
CustomerRemarketingSettingGoogleGlobalSiteTag	String	CustomerRemarketingSettingGoogleGlobalSiteTag column for table SearchTermView
CustomerResourceName	String	CustomerResourceName column for table SearchTermView
CustomerTestAccount	Boolean	CustomerTestAccount column for table SearchTermView
CustomerTimeZone	String	CustomerTimeZone column for table SearchTermView
CustomerTrackingUrlTemplate	String	CustomerTrackingUrlTemplate column for table SearchTermView
AbsoluteTopImpressionPercentage	Double	AbsoluteTopImpressionPercentage column for table SearchTermView

	<i>Double</i>	
AllConversions	<i>Double</i>	AllConversions column for table SearchTermView
AllConversionsFromInteractionsRate	<i>Double</i>	AllConversionsFromInteractionsRate column for table SearchTermView
AllConversionsFromInteractionsValuePerInteraction	<i>Double</i>	AllConversionsFromInteractionsValuePerInteraction column for table SearchTermView
AllConversionsValue	<i>Double</i>	AllConversionsValue column for table SearchTermView
AllConversionsValuePerCost	<i>Double</i>	AllConversionsValuePerCost column for table SearchTermView
AverageCost	<i>Double</i>	AverageCost column for table SearchTermView
AverageCpc	<i>Double</i>	AverageCpc column for table SearchTermView
AverageCpe	<i>Double</i>	AverageCpe column for table SearchTermView
AverageCpm	<i>Double</i>	AverageCpm column for table SearchTermView
AverageCpv	<i>Double</i>	AverageCpv column for table SearchTermView

	<i>e</i>	
Clicks	<i>Long</i>	Clicks column for table SearchTermView
Conversions	<i>Double</i>	Conversions column for table SearchTermView
ConversionsFromInteractionsRate	<i>Double</i>	ConversionsFromInteractionsRate column for table SearchTermView
ConversionsFromInteractionsValuePerInteraction	<i>Double</i>	ConversionsFromInteractionsValuePerInteraction column for table SearchTermView
ConversionsValue	<i>Double</i>	ConversionsValue column for table SearchTermView
ConversionsValuePerCost	<i>Double</i>	ConversionsValuePerCost column for table SearchTermView
CostMicros	<i>Long</i>	CostMicros column for table SearchTermView
CostPerAllConversions	<i>Double</i>	CostPerAllConversions column for table SearchTermView
CostPerConversion	<i>Double</i>	CostPerConversion column for table SearchTermView
CrossDeviceConversions	<i>Double</i>	CrossDeviceConversions column for table SearchTermView

Ctr	<i>Double</i>	Ctr column for table SearchTermView
EngagementRate	<i>Double</i>	EngagementRate column for table SearchTermView
Engagements	<i>Long</i>	Engagements column for table SearchTermView
Impressions	<i>Long</i>	Impressions column for table SearchTermView
InteractionEventTypes	<i>String</i>	InteractionEventTypes column for table SearchTermView
InteractionRate	<i>Double</i>	InteractionRate column for table SearchTermView
Interactions	<i>Long</i>	Interactions column for table SearchTermView
TopImpressionPercentage	<i>Double</i>	TopImpressionPercentage column for table SearchTermView
ValuePerAllConversions	<i>Double</i>	ValuePerAllConversions column for table SearchTermView
ValuePerConversion	<i>Double</i>	ValuePerConversion column for table SearchTermView
VideoQuartile100Rate	<i>Double</i>	VideoQuartile100Rate column for table SearchTermView



VideoQuartile25Rate	<i>Double</i>	VideoQuartile25Rate column for table SearchTermView
VideoQuartile50Rate	<i>Double</i>	VideoQuartile50Rate column for table SearchTermView
VideoQuartile75Rate	<i>Double</i>	VideoQuartile75Rate column for table SearchTermView
VideoViewRate	<i>Double</i>	VideoViewRate column for table SearchTermView
VideoViews	<i>Long</i>	VideoViews column for table SearchTermView
ViewThroughConversions	<i>Long</i>	ViewThroughConversions column for table SearchTermView
AdNetworkType	<i>String</i>	AdNetworkType column for table SearchTermView
ConversionAction	<i>String</i>	ConversionAction column for table SearchTermView
ConversionActionCategory	<i>String</i>	ConversionActionCategory column for table SearchTermView
ConversionActionName	<i>String</i>	ConversionActionName column for table SearchTermView
Date	<i>Date</i>	Date column for table SearchTermView
DayOfWeek	<i>String</i>	DayOfWeek column for table SearchTermView

Device	<i>String</i>	Device column for table SearchTermView
ExternalConversionSource	<i>String</i>	ExternalConversionSource column for table SearchTermView
KeywordAdGroupCriterion	<i>String</i>	KeywordAdGroupCriterion column for table SearchTermView
KeywordInfoMatchType	<i>String</i>	KeywordInfoMatchType column for table SearchTermView
KeywordInfoText	<i>String</i>	KeywordInfoText column for table SearchTermView
Month	<i>Date</i>	Month column for table SearchTermView
MonthOfYear	<i>String</i>	MonthOfYear column for table SearchTermView
Quarter	<i>Date</i>	Quarter column for table SearchTermView
SearchTermMatchType	<i>String</i>	SearchTermMatchType column for table SearchTermView
Week	<i>Date</i>	Week column for table SearchTermView
Year	<i>Int</i>	Year column for table SearchTermView

## Pseudo-Columns

Pseudo column fields are used in the WHERE clause of SELECT statements and offer a more granular control over the tuples that are returned from the data source.

Name	Type	Description
ManagerId	Long	Id of the manager account on behalf of which you are requesting customer data.

## ShoppingPerformanceView

The shopping performance view in the query.

### Table Specific Information

#### Select

Google Ads does not allow every column to be selected in a single query as some data will conflict if selected together. Therefore, when issuing a query that selects all columns, only the default metrics, segments, and attributes will be returned. In general, these defaults are the same fields that are exposed through the Ads console.

To use the nondefault fields, explicitly select them in your query.

Filters can also be used in the WHERE clause. The supported operators are the =, !=, >, >=, <, <=, LIKE, NOT LIKE, IN, and NOT IN operators. All filters must be joined by the AND keyword as OR is not supported by the Ads API.

#### Columns

Name	Type	Description
CustomerAutoTaggingEnabled	Boolean	CustomerAutoTaggingEnabled column for table ShoppingPerformanceView
CustomerCallReportingSettingCallConversionAction	String	CustomerCallReportingSettingCallConversionAction column for table

ShoppingPerformanceView		
CustomerCallReportingSettingCallConversionReportingEnabled	Boolean	CustomerCallReportingSettingCallConversionReportingEnabled column for table ShoppingPerformanceView
CustomerCallReportingSettingCallReportingEnabled	Boolean	CustomerCallReportingSettingCallReportingEnabled column for table ShoppingPerformanceView
CustomerConversionTrackingSettingConversionTrackingId	String	CustomerConversionTrackingSettingConversionTrackingId column for table ShoppingPerformanceView
CustomerConversionTrackingSettingCrossAccountConversionTrackingId	String	CustomerConversionTrackingSettingCrossAccountConversionTrackingId column for table ShoppingPerformanceView
CustomerCurrencyCode	String	CustomerCurrencyCode column for table ShoppingPerformanceView
CustomerDescriptiveName	String	CustomerDescriptiveName column for table ShoppingPerformanceView
CustomerFinalUrlSuffix	String	CustomerFinalUrlSuffix column for table ShoppingPerformanceView
CustomerHasPartnersBadge	Boolean	CustomerHasPartnersBadge column for table ShoppingPerformanceView
CustomerId	Long	CustomerId column for table ShoppingPerformanceView
CustomerManager	Boolean	CustomerManager column for table ShoppingPerformanceView
CustomerPayPerConversionEligibilityFailureReasons	String	CustomerPayPerConversionEligibilityFailureReasons column for table ShoppingPerformanceView

CustomerRemarketingSettingGoogleGlobalSiteTag	String	CustomerRemarketingSettingGoogleGlobalSiteTag column for table ShoppingPerformanceView
CustomerResourceName	String	CustomerResourceName column for table ShoppingPerformanceView
CustomerTestAccount	Boolean	CustomerTestAccount column for table ShoppingPerformanceView
CustomerTimeZone	String	CustomerTimeZone column for table ShoppingPerformanceView
CustomerTrackingUrlTemplate	String	CustomerTrackingUrlTemplate column for table ShoppingPerformanceView
CampaignId	Long	CampaignId column for table ShoppingPerformanceView
CampaignName	String	CampaignName column for table ShoppingPerformanceView
AllConversions	Double	AllConversions column for table ShoppingPerformanceView
AllConversionsFromInteractionsRate	Double	AllConversionsFromInteractionsRate column for table ShoppingPerformanceView
AllConversionsValue	Double	AllConversionsValue column for table ShoppingPerformanceView
AverageCpc	Double	AverageCpc column for table ShoppingPerformanceView
Clicks	Long	Clicks column for table

	<i>g</i>	ShoppingPerformanceView
Conversions	<i>Double</i>	Conversions column for table ShoppingPerformanceView
ConversionsFromInteractionsRate	<i>Double</i>	ConversionsFromInteractionsRate column for table ShoppingPerformanceView
ConversionsValue	<i>Double</i>	ConversionsValue column for table ShoppingPerformanceView
CostMicros	<i>Long</i>	CostMicros column for table ShoppingPerformanceView
CostPerAllConversions	<i>Double</i>	CostPerAllConversions column for table ShoppingPerformanceView
CostPerConversion	<i>Double</i>	CostPerConversion column for table ShoppingPerformanceView
CrossDeviceConversions	<i>Double</i>	CrossDeviceConversions column for table ShoppingPerformanceView
Ctr	<i>Double</i>	Ctr column for table ShoppingPerformanceView
Impressions	<i>Long</i>	Impressions column for table ShoppingPerformanceView
SearchAbsoluteTopImpressionShare	<i>Double</i>	SearchAbsoluteTopImpressionShare column for table ShoppingPerformanceView

SearchClickShare	<i>Double</i>	SearchClickShare column for table ShoppingPerformanceView
SearchImpressionShare	<i>Double</i>	SearchImpressionShare column for table ShoppingPerformanceView
ValuePerAllConversions	<i>Double</i>	ValuePerAllConversions column for table ShoppingPerformanceView
ValuePerConversion	<i>Double</i>	ValuePerConversion column for table ShoppingPerformanceView
AdNetworkType	<i>String</i>	AdNetworkType column for table ShoppingPerformanceView
ClickType	<i>String</i>	ClickType column for table ShoppingPerformanceView
ConversionAction	<i>String</i>	ConversionAction column for table ShoppingPerformanceView
ConversionActionCategory	<i>String</i>	ConversionActionCategory column for table ShoppingPerformanceView
ConversionActionName	<i>String</i>	ConversionActionName column for table ShoppingPerformanceView
Date	<i>Date</i>	Date column for table ShoppingPerformanceView
DayOfWeek	<i>String</i>	DayOfWeek column for table ShoppingPerformanceView
Device	<i>String</i>	Device column for table ShoppingPerformanceView

ExternalConversionSource	<i>String</i>	ExternalConversionSource column for table ShoppingPerformanceView
Month	<i>Date</i>	Month column for table ShoppingPerformanceView
ProductAggregatorId	<i>String</i>	ProductAggregatorId column for table ShoppingPerformanceView
ProductBiddingCategoryLevel1	<i>String</i>	ProductBiddingCategoryLevel1 column for table ShoppingPerformanceView
ProductBiddingCategoryLevel2	<i>String</i>	ProductBiddingCategoryLevel2 column for table ShoppingPerformanceView
ProductBiddingCategoryLevel3	<i>String</i>	ProductBiddingCategoryLevel3 column for table ShoppingPerformanceView
ProductBiddingCategoryLevel4	<i>String</i>	ProductBiddingCategoryLevel4 column for table ShoppingPerformanceView
ProductBiddingCategoryLevel5	<i>String</i>	ProductBiddingCategoryLevel5 column for table ShoppingPerformanceView
ProductBrand	<i>String</i>	ProductBrand column for table ShoppingPerformanceView
ProductChannel	<i>String</i>	ProductChannel column for table ShoppingPerformanceView
ProductChannelExclusivity	<i>String</i>	ProductChannelExclusivity column for table ShoppingPerformanceView
ProductCondition	<i>String</i>	ProductCondition column for table ShoppingPerformanceView



ProductCountry	<i>String</i>	ProductCountry column for table ShoppingPerformanceView
ProductCustomAttribute0	<i>String</i>	ProductCustomAttribute0 column for table ShoppingPerformanceView
ProductCustomAttribute1	<i>String</i>	ProductCustomAttribute1 column for table ShoppingPerformanceView
ProductCustomAttribute2	<i>String</i>	ProductCustomAttribute2 column for table ShoppingPerformanceView
ProductCustomAttribute3	<i>String</i>	ProductCustomAttribute3 column for table ShoppingPerformanceView
ProductCustomAttribute4	<i>String</i>	ProductCustomAttribute4 column for table ShoppingPerformanceView
ProductId	<i>String</i>	ProductId column for table ShoppingPerformanceView
ProductLanguage	<i>String</i>	ProductLanguage column for table ShoppingPerformanceView
ProductMerchantId	<i>String</i>	ProductMerchantId column for table ShoppingPerformanceView
ProductStoreId	<i>String</i>	ProductStoreId column for table ShoppingPerformanceView
ProductTitle	<i>String</i>	ProductTitle column for table ShoppingPerformanceView
ProductTypeL1	<i>String</i>	ProductTypeL1 column for table ShoppingPerformanceView
ProductTypeL2	<i>String</i>	ProductTypeL2 column for table ShoppingPerformanceView
ProductTypeL3	<i>String</i>	ProductTypeL3 column for table

	<i>ng</i>	ShoppingPerformanceView
ProductTypeL4	<i>String</i>	ProductTypeL4 column for table ShoppingPerformanceView
ProductTypeL5	<i>String</i>	ProductTypeL5 column for table ShoppingPerformanceView
Quarter	<i>Date</i>	Quarter column for table ShoppingPerformanceView
Week	<i>Date</i>	Week column for table ShoppingPerformanceView
Year	<i>Int</i>	Year column for table ShoppingPerformanceView

## Pseudo-Columns

Pseudo column fields are used in the WHERE clause of SELECT statements and offer a more granular control over the tuples that are returned from the data source.

Name	Type	Description
ManagerId	<i>Long</i>	Id of the manager account on behalf of which you are requesting customer data.

## TopicView

The topic view in the query.

## Table Specific Information

## Select

Google Ads does not allow every column to be selected in a single query as some data will conflict if selected together. Therefore, when issuing a query that selects all columns, only the default metrics, segments, and attributes will be returned. In general, these defaults are the same fields that are exposed through the Ads console.

To use the nondefault fields, explicitly select them in your query.

Filters can also be used in the WHERE clause. The supported operators are the =, !=, >, >=, <, <=, LIKE, NOT LIKE, IN, and NOT IN operators. All filters must be joined by the AND keyword as OR is not supported by the Ads API.

## Columns

Name	Type	Description
AdGroupAdRotationMode	String	AdGroupAdRotationMode column for table TopicView
AdGroupBaseAdGroup	String	AdGroupBaseAdGroup column for table TopicView
AdGroupCampaign	String	AdGroupCampaign column for table TopicView
AdGroupCpcBidMicros	Long	AdGroupCpcBidMicros column for table TopicView
AdGroupCpmBidMicros	Long	AdGroupCpmBidMicros column for table TopicView
AdGroupCpvBidMicros	Long	AdGroupCpvBidMicros column for table TopicView
AdGroupDisplayCustomBidDimension	String	AdGroupDisplayCustomBidDimension column for table TopicView

AdGroupEffectiveTargetCpaMicros	<i>Long</i>	AdGroupEffectiveTargetCpaMicros column for table TopicView
AdGroupEffectiveTargetCpaSource	<i>String</i>	AdGroupEffectiveTargetCpaSource column for table TopicView
AdGroupEffectiveTargetRoas	<i>Double</i>	AdGroupEffectiveTargetRoas column for table TopicView
AdGroupEffectiveTargetRoasSource	<i>String</i>	AdGroupEffectiveTargetRoasSource column for table TopicView
AdGroupExplorerAutoOptimizerSettingOptIn	<i>Boolean</i>	AdGroupExplorerAutoOptimizerSettingOptIn column for table TopicView
AdGroupFinalUrlSuffix	<i>String</i>	AdGroupFinalUrlSuffix column for table TopicView
AdGroupId	<i>Long</i>	AdGroupId column for table TopicView
AdGroupLabels	<i>String</i>	AdGroupLabels column for table TopicView
AdGroupName	<i>String</i>	AdGroupName column for table TopicView
AdGroupPercentCpcBidMicros	<i>Long</i>	AdGroupPercentCpcBidMicros column for table TopicView
AdGroupResourceName	<i>String</i>	AdGroupResourceName column for table TopicView
AdGroupStatus	<i>String</i>	AdGroupStatus column for table TopicView
AdGroupTargetCpaMicros	<i>Long</i>	AdGroupTargetCpaMicros column for table TopicView

AdGroupTargetCpmMicros	Long	AdGroupTargetCpmMicros column for table TopicView
AdGroupTargetRoas	Double	AdGroupTargetRoas column for table TopicView
AdGroupTargetingSettingTargetRestrictions	String	AdGroupTargetingSettingTargetRestrictions column for table TopicView
AdGroupTrackingUrlTemplate	String	AdGroupTrackingUrlTemplate column for table TopicView
AdGroupType	String	AdGroupType column for table TopicView
AdGroupUrlCustomParameters	String	AdGroupUrlCustomParameters column for table TopicView
AdGroupCriterionAdGroup	String	AdGroupCriterionAdGroup column for table TopicView
AdGroupCriterionAgeRangeType	String	AdGroupCriterionAgeRangeType column for table TopicView
AdGroupCriterionAppPaymentModelType	String	AdGroupCriterionAppPaymentModelType column for table TopicView
AdGroupCriterionApprovalStatus	String	AdGroupCriterionApprovalStatus column for table TopicView
AdGroupCriterionBidModifier	Double	AdGroupCriterionBidModifier column for table TopicView
AdGroupCriterionCpcBidMicros	Long	AdGroupCriterionCpcBidMicros column for table TopicView
AdGroupCriterionCpmBidMicros	Long	AdGroupCriterionCpmBidMicros column for table TopicView

AdGroupCriterionCpvBidMicros	Long	AdGroupCriterionCpvBidMicros column for table TopicView
AdGroupCriterionCriterionId	Long	AdGroupCriterionCriterionId column for table TopicView
AdGroupCriterionCustomAffinityCustomAffinity	String	AdGroupCriterionCustomAffinityCustomAffinity column for table TopicView
AdGroupCriterionCustomIntentCustomIntent	String	AdGroupCriterionCustomIntentCustomIntent column for table TopicView
AdGroupCriterionEffectiveCpcBidMicros	Long	AdGroupCriterionEffectiveCpcBidMicros column for table TopicView
AdGroupCriterionEffectiveCpcBidSource	String	AdGroupCriterionEffectiveCpcBidSource column for table TopicView
AdGroupCriterionEffectiveCpmBidMicros	Long	AdGroupCriterionEffectiveCpmBidMicros column for table TopicView
AdGroupCriterionEffectiveCpmBidSource	String	AdGroupCriterionEffectiveCpmBidSource column for table TopicView
AdGroupCriterionEffectiveCpvBidMicros	Long	AdGroupCriterionEffectiveCpvBidMicros column for table TopicView
AdGroupCriterionEffectiveCpvBidSource	String	AdGroupCriterionEffectiveCpvBidSource column for table TopicView
AdGroupCriterionEffectivePercentCpcBidMicros	Long	AdGroupCriterionEffectivePercentCpcBidMicros column for table TopicView
AdGroupCriterionEffectivePercentCpcBidSource	String	AdGroupCriterionEffectivePercentCpcBidSource column for table TopicView
AdGroupCriterionFinalMobileUrls	String	AdGroupCriterionFinalMobileUrls column for table TopicView
AdGroupCriterionFinalUrlSuffix	String	AdGroupCriterionFinalUrlSuffix column

	<i>ing</i>	for table TopicView
AdGroupCriterionFinalUrls	<i>String</i>	AdGroupCriterionFinalUrls column for table TopicView
AdGroupCriterionGenderType	<i>String</i>	AdGroupCriterionGenderType column for table TopicView
AdGroupCriterionIncomeRangeType	<i>String</i>	AdGroupCriterionIncomeRangeType column for table TopicView
AdGroupCriterionKeywordMatchType	<i>String</i>	AdGroupCriterionKeywordMatchType column for table TopicView
AdGroupCriterionKeywordText	<i>String</i>	AdGroupCriterionKeywordText column for table TopicView
AdGroupCriterionListingGroupCaseValueHotelCityCityCriterion	<i>String</i>	AdGroupCriterionListingGroupCaseValueHotelCityCityCriterion column for table TopicView
AdGroupCriterionListingGroupCaseValueHotelClassValue	<i>String</i>	AdGroupCriterionListingGroupCaseValueHotelClassValue column for table TopicView
AdGroupCriterionListingGroupCaseValueHotelCountryRegionCountryRegionCriterion	<i>String</i>	AdGroupCriterionListingGroupCaseValueHotelCountryRegionCountryRegionCriterion column for table TopicView
AdGroupCriterionListingGroupCaseValueHotelIdValue	<i>String</i>	AdGroupCriterionListingGroupCaseValueHotelIdValue column for table TopicView
AdGroupCriterionListingGroupCaseValueHotelStateStateCriterion	<i>String</i>	AdGroupCriterionListingGroupCaseValueHotelStateStateCriterion column for table TopicView
AdGroupCriterionListingGroupCaseValueProductBrandValue	<i>String</i>	AdGroupCriterionListingGroupCaseValueProductBrandValue column for table TopicView

AdGroupCriterionListingGroupCaseValueProductCustomAttributeIndex	AdGroupCriterionListingGroupCaseValueProductCustomAttributeIndex	AdGroupCriterionListingGroupCaseValueProductCustomAttributeIndex column for table TopicView
AdGroupCriterionListingGroupCaseValueProductCustomAttribute	AdGroupCriterionListingGroupCaseValueProductCustomAttribute	AdGroupCriterionListingGroupCaseValueProductCustomAttribute column for table TopicView
AdGroupCriterionListingGroupCaseValueProductBiddingCategoryCountryCode	AdGroupBiddingCategoryCountryCode	AdGroupBiddingCategoryCountryCode column for table TopicView
AdGroupCriterionListingGroupCaseValueProductBiddingCategoryId	AdGroupBiddingCategoryId	AdGroupBiddingCategoryId column for table TopicView
AdGroupCriterionListingGroupCaseValueProductBiddingCategoryLevel	AdGroupBiddingCategoryLevel	AdGroupBiddingCategoryLevel column for table TopicView
AdGroupCriterionListingGroupCaseValueProductChannelChannel	AdGroupChannelChannel	AdGroupChannelChannel column for table TopicView
AdGroupCriterionListingGroupCaseValueProductChannelExclusivityChannelExclusivity	AdGroupChannelExclusivityChannelExclusivity	AdGroupChannelExclusivityChannelExclusivity column for table TopicView
AdGroupCriterionListingGroupCaseValueProductConditionCondition	AdGroupConditionCondition	AdGroupConditionCondition column for table TopicView
AdGroupCriterionListingGroupCaseValueProductItemIdValue	AdGroupItemValue	AdGroupItemValue column for table TopicView
AdGroupCriterionListingGroupCaseValueProductTypeLevel	AdGroupTypeLevel	AdGroupTypeLevel column for table TopicView



AdGroupCriterionListingGroupCaseValueProductTypeValue	String	AdGroupCriterionListingGroupCaseValueProductTypeValue column for table TopicView
AdGroupCriterionListingGroupParentAdGroupCriterion	String	AdGroupCriterionListingGroupParentAdGroupCriterion column for table TopicView
AdGroupCriterionListingGroupType	String	AdGroupCriterionListingGroupType column for table TopicView
AdGroupCriterionMobileAppCategoryMobileAppCategoryConstant	String	AdGroupCriterionMobileAppCategoryMobileAppCategoryConstant column for table TopicView
AdGroupCriterionMobileApplicationAppId	String	AdGroupCriterionMobileApplicationAppId column for table TopicView
AdGroupCriterionMobileApplicationName	String	AdGroupCriterionMobileApplicationName column for table TopicView
AdGroupCriterionNegative	Boolean	AdGroupCriterionNegative column for table TopicView
AdGroupCriterionParentalStatusType	String	AdGroupCriterionParentalStatusType column for table TopicView
AdGroupCriterionPercentCpcBidMicros	Long	AdGroupCriterionPercentCpcBidMicros column for table TopicView
AdGroupCriterionPlacementUrl	String	AdGroupCriterionPlacementUrl column for table TopicView
AdGroupCriterionPositionEstimatesEstimatedAddClicksAtFirstPositionCpc	String	AdGroupCriterionPositionEstimatesEstimatedAddClicksAtFirstPositionCpc column for table TopicView
AdGroupCriterionPositionEstimatesEstimatedAddCostAtFirstPositionCpc	String	AdGroupCriterionPositionEstimatesEstimatedAddCostAtFirstPositionCpc column for table TopicView

AdGroupCriterionPositionEstimatesFirstPageCpcMicros	Long	AdGroupCriterionPositionEstimatesFirstPageCpcMicros column for table TopicView
AdGroupCriterionPositionEstimatesFirstPositionCpcMicros	Long	AdGroupCriterionPositionEstimatesFirstPositionCpcMicros column for table TopicView
AdGroupCriterionPositionEstimatesTopOfPageCpcMicros	Long	AdGroupCriterionPositionEstimatesTopOfPageCpcMicros column for table TopicView
AdGroupCriterionQualityInfoCreativeQualityScore	String	AdGroupCriterionQualityInfoCreativeQualityScore column for table TopicView
AdGroupCriterionQualityInfoPostClickQualityScore	String	AdGroupCriterionQualityInfoPostClickQualityScore column for table TopicView
AdGroupCriterionQualityInfoQualityScore	Int	AdGroupCriterionQualityInfoQualityScore column for table TopicView
AdGroupCriterionQualityInfoSearchPredictedCtr	String	AdGroupCriterionQualityInfoSearchPredictedCtr column for table TopicView
AdGroupCriterionResourceName	String	AdGroupCriterionResourceName column for table TopicView
AdGroupCriterionStatus	String	AdGroupCriterionStatus column for table TopicView
AdGroupCriterionSystemServingStatus	String	AdGroupCriterionSystemServingStatus column for table TopicView
AdGroupCriterionTopicPath	String	AdGroupCriterionTopicPath column for table TopicView
AdGroupCriterionTopicTopicConstant	String	AdGroupCriterionTopicTopicConstant column for table TopicView

AdGroupCriterionTrackingUrlTemplate	String	AdGroupCriterionTrackingUrlTemplate column for table TopicView
AdGroupCriterionType	String	AdGroupCriterionType column for table TopicView
AdGroupCriterionUrlCustomParameters	String	AdGroupCriterionUrlCustomParameters column for table TopicView
AdGroupCriterionUserInterestUserInterestCategory	String	AdGroupCriterionUserInterestUserInterestCategory column for table TopicView
AdGroupCriterionUserListUserList	String	AdGroupCriterionUserListUserList column for table TopicView
AdGroupCriterionWebpageConditions	String	AdGroupCriterionWebpageConditions column for table TopicView
AdGroupCriterionWebpageCriterionName	String	AdGroupCriterionWebpageCriterionName column for table TopicView
AdGroupCriterionYoutubeChannelChannelId	String	AdGroupCriterionYoutubeChannelChannelId column for table TopicView
AdGroupCriterionYoutubeVideoVideoId	String	AdGroupCriterionYoutubeVideoVideoId column for table TopicView
CampaignAdServingOptimizationStatus	String	CampaignAdServingOptimizationStatus column for table TopicView
CampaignAdvertisingChannelSubType	String	CampaignAdvertisingChannelSubType column for table TopicView
CampaignAdvertisingChannelType	String	CampaignAdvertisingChannelType column for table TopicView
CampaignAppCampaignSettingAppId	String	CampaignAppCampaignSettingAppId column for table TopicView

CampaignAppCampaignSettingAppStore	String	CampaignAppCampaignSettingAppStore column for table TopicView
CampaignAppCampaignSettingBiddingStrategyGoalType	String	CampaignAppCampaignSettingBiddingStrategyGoalType column for table TopicView
CampaignBaseCampaign	String	CampaignBaseCampaign column for table TopicView
CampaignBiddingStrategy	String	CampaignBiddingStrategy column for table TopicView
CampaignBiddingStrategyType	String	CampaignBiddingStrategyType column for table TopicView
CampaignCampaignBudget	String	CampaignCampaignBudget column for table TopicView
CampaignCommissionCommissionRateMicros	Long	CampaignCommissionCommissionRateMicros column for table TopicView
CampaignDynamicSearchAdsSettingDomainName	String	CampaignDynamicSearchAdsSettingDomainName column for table TopicView
CampaignDynamicSearchAdsSettingFeeds	String	CampaignDynamicSearchAdsSettingFeeds column for table TopicView
CampaignDynamicSearchAdsSettingLanguageCode	String	CampaignDynamicSearchAdsSettingLanguageCode column for table TopicView
CampaignDynamicSearchAdsSettingUseSuppliedUrlsOnly	Boolean	CampaignDynamicSearchAdsSettingUseSuppliedUrlsOnly column for table TopicView
CampaignEndDate	Date	CampaignEndDate column for table TopicView

CampaignExperimentType	String	CampaignExperimentType column for table TopicView
CampaignFinalUrlSuffix	String	CampaignFinalUrlSuffix column for table TopicView
CampaignFrequencyCaps	String	CampaignFrequencyCaps column for table TopicView
CampaignGeoTargetTypeSettingNegativeGeoTargetType	String	CampaignGeoTargetTypeSettingNegativeGeoTargetType column for table TopicView
CampaignGeoTargetTypeSettingPositiveGeoTargetType	String	CampaignGeoTargetTypeSettingPositiveGeoTargetType column for table TopicView
CampaignHotelSettingHotelCenterId	Long	CampaignHotelSettingHotelCenterId column for table TopicView
CampaignId	Long	CampaignId column for table TopicView
CampaignLabels	String	CampaignLabels column for table TopicView
CampaignManualCpcEnhancedCpcEnabled	Boolean	CampaignManualCpcEnhancedCpcEnabled column for table TopicView
CampaignManualCpm	String	CampaignManualCpm column for table TopicView
CampaignManualCpv	String	CampaignManualCpv column for table TopicView
CampaignMaximizeConversionValueTargetRoas	Double	CampaignMaximizeConversionValueTargetRoas column for table TopicView
CampaignMaximizeConversions	Long	CampaignMaximizeConversions column

	<i>ng</i>	for table TopicView
CampaignName	<i>String</i>	CampaignName column for table TopicView
CampaignNetworkSettingsTargetContentNetwork	<i>Boolean</i>	CampaignNetworkSettingsTargetContentNetwork column for table TopicView
CampaignNetworkSettingsTargetGoogleSearch	<i>Boolean</i>	CampaignNetworkSettingsTargetGoogleSearch column for table TopicView
CampaignNetworkSettingsTargetPartnerSearchNetwork	<i>Boolean</i>	CampaignNetworkSettingsTargetPartnerSearchNetwork column for table TopicView
CampaignNetworkSettingsTargetSearchNetwork	<i>Boolean</i>	CampaignNetworkSettingsTargetSearchNetwork column for table TopicView
CampaignPaymentMode	<i>String</i>	CampaignPaymentMode column for table TopicView
CampaignPercentCpcCpcBidCeilingMicros	<i>Long</i>	CampaignPercentCpcCpcBidCeilingMicros column for table TopicView
CampaignPercentCpcEnhancedCpcEnabled	<i>Boolean</i>	CampaignPercentCpcEnhancedCpcEnabled column for table TopicView
CampaignRealTimeBiddingSettingOptIn	<i>Boolean</i>	CampaignRealTimeBiddingSettingOptIn column for table TopicView
CampaignResourceName	<i>String</i>	CampaignResourceName column for table TopicView
CampaignSelectiveOptimizationConversionActions	<i>String</i>	CampaignSelectiveOptimizationConversionActions column for table TopicView
CampaignServingStatus	<i>String</i>	CampaignServingStatus column for table TopicView

CampaignShoppingSettingCampaignPriority	<i>Int</i>	CampaignShoppingSettingCampaignPriority column for table TopicView
CampaignShoppingSettingEnableLocal	<i>Boolean</i>	CampaignShoppingSettingEnableLocal column for table TopicView
CampaignShoppingSettingMerchantId	<i>Long</i>	CampaignShoppingSettingMerchantId column for table TopicView
CampaignShoppingSettingSalesCountry	<i>String</i>	CampaignShoppingSettingSalesCountry column for table TopicView
CampaignStartDate	<i>Date</i>	CampaignStartDate column for table TopicView
CampaignStatus	<i>String</i>	CampaignStatus column for table TopicView
CampaignTargetCpaCpcBidCeilingMicros	<i>Long</i>	CampaignTargetCpaCpcBidCeilingMicros column for table TopicView
CampaignTargetCpaCpcBidFloorMicros	<i>Long</i>	CampaignTargetCpaCpcBidFloorMicros column for table TopicView
CampaignTargetCpaTargetCpaMicros	<i>Long</i>	CampaignTargetCpaTargetCpaMicros column for table TopicView
CampaignTargetCpm	<i>String</i>	CampaignTargetCpm column for table TopicView
CampaignTargetImpressionShareCpcBidCeilingMicros	<i>Long</i>	CampaignTargetImpressionShareCpcBidCeilingMicros column for table TopicView
CampaignTargetImpressionShareLocation	<i>String</i>	CampaignTargetImpressionShareLocation column for table TopicView
CampaignTargetImpressionShareLocationFractionMicros	<i>Long</i>	CampaignTargetImpressionShareLocationFractionMicros column for table TopicView

CampaignTargetRoasCpcBidCeilingMicros	Long	CampaignTargetRoasCpcBidCeilingMicros column for table TopicView
CampaignTargetRoasCpcBidFloorMicros	Long	CampaignTargetRoasCpcBidFloorMicros column for table TopicView
CampaignTargetRoasTargetRoas	Double	CampaignTargetRoasTargetRoas column for table TopicView
CampaignTargetSpendCpcBidCeilingMicros	Long	CampaignTargetSpendCpcBidCeilingMicros column for table TopicView
CampaignTargetSpendTargetSpendMicros	Long	CampaignTargetSpendTargetSpendMicros column for table TopicView
CampaignTargetingSettingTargetRestrictions	String	CampaignTargetingSettingTargetRestrictions column for table TopicView
CampaignTrackingSettingTrackingUrl	String	CampaignTrackingSettingTrackingUrl column for table TopicView
CampaignTrackingUrlTemplate	String	CampaignTrackingUrlTemplate column for table TopicView
CampaignUrlCustomParameters	String	CampaignUrlCustomParameters column for table TopicView
CampaignVanityPharmaVanityPharmaDisplayUrlMode	String	CampaignVanityPharmaVanityPharmaDisplayUrlMode column for table TopicView
CampaignVanityPharmaVanityPharmaText	String	CampaignVanityPharmaVanityPharmaText column for table TopicView
CampaignVideoBrandSafetySuitability	String	CampaignVideoBrandSafetySuitability column for table TopicView
CustomerAutoTaggingEnabled	Boolean	CustomerAutoTaggingEnabled column for table TopicView



CustomerCallReportingSettingCallConversionAction	String	CustomerCallReportingSettingCallConversionAction column for table TopicView
CustomerCallReportingSettingCallConversionReportingEnabled	Boolean	CustomerCallReportingSettingCallConversionReportingEnabled column for table TopicView
CustomerCallReportingSettingCallReportingEnabled	Boolean	CustomerCallReportingSettingCallReportingEnabled column for table TopicView
CustomerConversionTrackingSettingConversionTrackingId	Long	CustomerConversionTrackingSettingConversionTrackingId column for table TopicView
CustomerConversionTrackingSettingCrossAccountConversionTrackingId	Long	CustomerConversionTrackingSettingCrossAccountConversionTrackingId column for table TopicView
CustomerCurrencyCode	String	CustomerCurrencyCode column for table TopicView
CustomerDescriptiveName	String	CustomerDescriptiveName column for table TopicView
CustomerFinalUrlSuffix	String	CustomerFinalUrlSuffix column for table TopicView
CustomerHasPartnersBadge	Boolean	CustomerHasPartnersBadge column for table TopicView
CustomerId	Long	CustomerId column for table TopicView
CustomerManager	Boolean	CustomerManager column for table TopicView
CustomerPayPerConversionEligibilityFailureReasons	String	CustomerPayPerConversionEligibilityFailureReasons column for table TopicView

		TopicView
CustomerRemarketingSettingGoogleGlobalSiteTagStr	<i>String</i>	CustomerRemarketingSettingGoogleGlobalSiteTag column for table TopicView
CustomerResourceName	<i>String</i>	CustomerResourceName column for table TopicView
CustomerTestAccount	<i>Boolean</i>	CustomerTestAccount column for table TopicView
CustomerTimeZone	<i>String</i>	CustomerTimeZone column for table TopicView
CustomerTrackingUrlTemplate	<i>String</i>	CustomerTrackingUrlTemplate column for table TopicView
ActiveViewCpm	<i>Double</i>	ActiveViewCpm column for table TopicView
ActiveViewCtr	<i>Double</i>	ActiveViewCtr column for table TopicView
ActiveViewImpressions	<i>Long</i>	ActiveViewImpressions column for table TopicView
ActiveViewMeasurability	<i>Double</i>	ActiveViewMeasurability column for table TopicView
ActiveViewMeasurableCostMicros	<i>Long</i>	ActiveViewMeasurableCostMicros column for table TopicView
ActiveViewMeasurableImpressions	<i>Long</i>	ActiveViewMeasurableImpressions column for table TopicView
ActiveViewViewability	<i>Double</i>	ActiveViewViewability column for table

	<i>ub le</i>	TopicView
AllConversions	<i>Do ub le</i>	AllConversions column for table TopicView
AllConversionsFromInteractionsRate	<i>Do ub le</i>	AllConversionsFromInteractionsRate column for table TopicView
AllConversionsFromInteractionsValuePerInteraction	<i>Do ub le</i>	AllConversionsFromInteractionsValuePerInteraction column for table TopicView
AllConversionsValue	<i>Do ub le</i>	AllConversionsValue column for table TopicView
AllConversionsValuePerCost	<i>Do ub le</i>	AllConversionsValuePerCost column for table TopicView
AverageCost	<i>Do ub le</i>	AverageCost column for table TopicView
AverageCpc	<i>Do ub le</i>	AverageCpc column for table TopicView
AverageCpe	<i>Do ub le</i>	AverageCpe column for table TopicView
AverageCpm	<i>Do ub le</i>	AverageCpm column for table TopicView
AverageCpv	<i>Do</i>	AverageCpv column for table

	<i>ub le</i>	TopicView
Clicks	<i>Lo ng</i>	Clicks column for table TopicView
Conversions	<i>Do ub le</i>	Conversions column for table TopicView
ConversionsFromInteractionsRate	<i>Do ub le</i>	ConversionsFromInteractionsRate column for table TopicView
ConversionsValue	<i>Do ub le</i>	ConversionsValue column for table TopicView
CostMicros	<i>Lo ng</i>	CostMicros column for table TopicView
CostPerAllConversions	<i>Do ub le</i>	CostPerAllConversions column for table TopicView
CostPerConversion	<i>Do ub le</i>	CostPerConversion column for table TopicView
CrossDeviceConversions	<i>Do ub le</i>	CrossDeviceConversions column for table TopicView
Ctr	<i>Do ub le</i>	Ctr column for table TopicView
EngagementRate	<i>Do ub le</i>	EngagementRate column for table TopicView

Engagements	<i>Long</i>	Engagements column for table TopicView
GmailForwards	<i>Long</i>	GmailForwards column for table TopicView
GmailSaves	<i>Long</i>	GmailSaves column for table TopicView
GmailSecondaryClicks	<i>Long</i>	GmailSecondaryClicks column for table TopicView
Impressions	<i>Long</i>	Impressions column for table TopicView
InteractionEventTypes	<i>String</i>	InteractionEventTypes column for table TopicView
InteractionRate	<i>Double</i>	InteractionRate column for table TopicView
Interactions	<i>Long</i>	Interactions column for table TopicView
ValuePerAllConversions	<i>Double</i>	ValuePerAllConversions column for table TopicView
ValuePerConversion	<i>Double</i>	ValuePerConversion column for table TopicView
VideoQuartile100Rate	<i>Double</i>	VideoQuartile100Rate column for table TopicView
VideoQuartile25Rate	<i>Double</i>	VideoQuartile25Rate column for table TopicView

VideoQuartile50Rate	<i>Double</i>	VideoQuartile50Rate column for table TopicView
VideoQuartile75Rate	<i>Double</i>	VideoQuartile75Rate column for table TopicView
VideoViewRate	<i>Double</i>	VideoViewRate column for table TopicView
VideoViews	<i>Long</i>	VideoViews column for table TopicView
ViewThroughConversions	<i>Long</i>	ViewThroughConversions column for table TopicView
AdNetworkType	<i>String</i>	AdNetworkType column for table TopicView
ClickType	<i>String</i>	ClickType column for table TopicView
ConversionAction	<i>String</i>	ConversionAction column for table TopicView
ConversionActionCategory	<i>String</i>	ConversionActionCategory column for table TopicView
ConversionActionName	<i>String</i>	ConversionActionName column for table TopicView
Date	<i>Date</i>	Date column for table TopicView
DayOfWeek	<i>String</i>	DayOfWeek column for table TopicView
Device	<i>String</i>	Device column for table TopicView

	<i>ing</i>	
ExternalConversionSource	<i>String</i>	ExternalConversionSource column for table TopicView
Month	<i>Date</i>	Month column for table TopicView
MonthOfYear	<i>String</i>	MonthOfYear column for table TopicView
Quarter	<i>Date</i>	Quarter column for table TopicView
Week	<i>Date</i>	Week column for table TopicView
Year	<i>Int</i>	Year column for table TopicView

## Pseudo-Columns

Pseudo column fields are used in the WHERE clause of SELECT statements and offer a more granular control over the tuples that are returned from the data source.

Name	Type	Description
ManagerId	<i>Long</i>	Id of the manager account on behalf of which you are requesting customer data.

## UserLocationView

The user location view in the query.

## Table Specific Information

### Select

Google Ads does not allow every column to be selected in a single query as some data will conflict if selected together. Therefore, when issuing a query that selects all columns, only the default metrics, segments, and attributes will be returned. In general, these defaults are the same fields that are exposed through the Ads console.

To use the nondefault fields, explicitly select them in your query.

Filters can also be used in the WHERE clause. The supported operators are the =, !=, >, >=, <, <=, LIKE, NOT LIKE, IN, and NOT IN operators. All filters must be joined by the AND keyword as OR is not supported by the Ads API.

### Columns

Name	Type	Description
CustomerAutoTaggingEnabled	Boolean	CustomerAutoTaggingEnabled column for table UserLocationView
CustomerCallReportingSettingCallConversionAction	String	CustomerCallReportingSettingCallConversionAction column for table UserLocationView
CustomerCallReportingSettingCallConversionReportingEnabled	Boolean	CustomerCallReportingSettingCallConversionReportingEnabled column for table UserLocationView
CustomerCallReportingSettingCallReportingEnabled	Boolean	CustomerCallReportingSettingCallReportingEnabled column for table UserLocationView
CustomerConversionTrackingSettingConversionTrackingId	Integer	CustomerConversionTrackingSettingConversionTrackingId column for table



UserLocationView		
CustomerConversionTrackingSettingCrossAccountConversionTrackingId	Long	CustomerConversionTrackingSettingCrossAccountConversionTrackingId column for table UserLocationView
CustomerCurrencyCode	String	CustomerCurrencyCode column for table UserLocationView
CustomerDescriptiveName	String	CustomerDescriptiveName column for table UserLocationView
CustomerFinalUrlSuffix	String	CustomerFinalUrlSuffix column for table UserLocationView
CustomerHasPartnersBadge	Boolean	CustomerHasPartnersBadge column for table UserLocationView
CustomerId	Long	CustomerId column for table UserLocationView
CustomerManager	Boolean	CustomerManager column for table UserLocationView
CustomerPayPerConversionEligibilityFailureReasons	String	CustomerPayPerConversionEligibilityFailureReasons column for table UserLocationView
CustomerRemarketingSettingGoogleGlobalSiteTag	String	CustomerRemarketingSettingGoogleGlobalSiteTag column for table UserLocationView
CustomerResourceName	String	CustomerResourceName column for table UserLocationView
CustomerTestAccount	Boolean	CustomerTestAccount column for table UserLocationView
CustomerTimeZone	String	CustomerTimeZone column for table UserLocationView

CustomerTrackingUrlTemplate	<i>String</i>	CustomerTrackingUrlTemplate column for table UserLocationView
AllConversions	<i>Double</i>	AllConversions column for table UserLocationView
AllConversionsFromInteractionsRate	<i>Double</i>	AllConversionsFromInteractionsRate column for table UserLocationView
AllConversionsValue	<i>Double</i>	AllConversionsValue column for table UserLocationView
AverageCost	<i>Double</i>	AverageCost column for table UserLocationView
AverageCpc	<i>Double</i>	AverageCpc column for table UserLocationView
AverageCpm	<i>Double</i>	AverageCpm column for table UserLocationView
AverageCpv	<i>Double</i>	AverageCpv column for table UserLocationView
Clicks	<i>Long</i>	Clicks column for table UserLocationView
Conversions	<i>Double</i>	Conversions column for table UserLocationView
ConversionsFromInteractionsRate	<i>Double</i>	ConversionsFromInteractionsRate column for table UserLocationView

	<i>e</i>	
ConversionsValue	<i>Double</i>	ConversionsValue column for table UserLocationView
CostMicros	<i>Long</i>	CostMicros column for table UserLocationView
CostPerAllConversions	<i>Double</i>	CostPerAllConversions column for table UserLocationView
CostPerConversion	<i>Double</i>	CostPerConversion column for table UserLocationView
CrossDeviceConversions	<i>Double</i>	CrossDeviceConversions column for table UserLocationView
Ctr	<i>Double</i>	Ctr column for table UserLocationView
Impressions	<i>Long</i>	Impressions column for table UserLocationView
InteractionEventTypes	<i>String</i>	InteractionEventTypes column for table UserLocationView
InteractionRate	<i>Double</i>	InteractionRate column for table UserLocationView
Interactions	<i>Long</i>	Interactions column for table UserLocationView
ValuePerAllConversions	<i>Double</i>	ValuePerAllConversions column for table UserLocationView

	<i>e</i>	
ValuePerConversion	<i>Double</i>	ValuePerConversion column for table UserLocationView
VideoViewRate	<i>Double</i>	VideoViewRate column for table UserLocationView
VideoViews	<i>Long</i>	VideoViews column for table UserLocationView
ViewThroughConversions	<i>Long</i>	ViewThroughConversions column for table UserLocationView
AdNetworkType	<i>String</i>	AdNetworkType column for table UserLocationView
ConversionAction	<i>String</i>	ConversionAction column for table UserLocationView
ConversionActionCategory	<i>String</i>	ConversionActionCategory column for table UserLocationView
ConversionActionName	<i>String</i>	ConversionActionName column for table UserLocationView
Date	<i>Date</i>	Date column for table UserLocationView
DayOfWeek	<i>String</i>	DayOfWeek column for table UserLocationView
Device	<i>String</i>	Device column for table UserLocationView
ExternalConversionSource	<i>String</i>	ExternalConversionSource column for table UserLocationView

GeoTargetAirport	<i>String</i>	GeoTargetAirport column for table UserLocationView
GeoTargetCanton	<i>String</i>	GeoTargetCanton column for table UserLocationView
GeoTargetCity	<i>String</i>	GeoTargetCity column for table UserLocationView
GeoTargetCounty	<i>String</i>	GeoTargetCounty column for table UserLocationView
GeoTargetDistrict	<i>String</i>	GeoTargetDistrict column for table UserLocationView
GeoTargetMetro	<i>String</i>	GeoTargetMetro column for table UserLocationView
GeoTargetMostSpecificLocation	<i>String</i>	GeoTargetMostSpecificLocation column for table UserLocationView
GeoTargetPostalCode	<i>String</i>	GeoTargetPostalCode column for table UserLocationView
GeoTargetProvince	<i>String</i>	GeoTargetProvince column for table UserLocationView
GeoTargetRegion	<i>String</i>	GeoTargetRegion column for table UserLocationView
GeoTargetState	<i>String</i>	GeoTargetState column for table UserLocationView
Month	<i>Date</i>	Month column for table UserLocationView
MonthOfYear	<i>String</i>	MonthOfYear column for table UserLocationView
Quarter	<i>Date</i>	Quarter column for table

	<i>e</i>	UserLocationView
Week	<i>Date</i>	Week column for table UserLocationView
Year	<i>Int</i>	Year column for table UserLocationView

## Pseudo-Columns

Pseudo column fields are used in the WHERE clause of SELECT statements and offer a more granular control over the tuples that are returned from the data source.

Name	Type	Description
ManagerId	<i>Long</i>	Id of the manager account on behalf of which you are requesting customer data.

## Video

The video view in the query.

## Table Specific Information

### Select

Google Ads does not allow every column to be selected in a single query as some data will conflict if selected together. Therefore, when issuing a query that selects all columns, only the default metrics, segments, and attributes will be returned. In general, these defaults are the same fields that are exposed through the Ads console.

To use the nondefault fields, explicitly select them in your query.

Filters can also be used in the WHERE clause. The supported operators are the =, !=, >, >=, <, <=, LIKE, NOT LIKE, IN, and NOT IN operators. All filters must be joined by the AND keyword as OR is not supported by the Ads API.

## Columns

Name	Type	Description
CustomerAutoTaggingEnabled	Boolean	CustomerAutoTaggingEnabled column for table Video
CustomerCallReportingSettingCallConversionAction	String	CustomerCallReportingSettingCallConversionAction column for table Video
CustomerCallReportingSettingCallConversionReportingEnabled	Boolean	CustomerCallReportingSettingCallConversionReportingEnabled column for table Video
CustomerCallReportingSettingCallReportingEnabled	Boolean	CustomerCallReportingSettingCallReportingEnabled column for table Video
CustomerConversionTrackingSettingConversionTrackingId	String	CustomerConversionTrackingSettingConversionTrackingId column for table Video
CustomerConversionTrackingSettingCrossAccountConversionTrackingId	String	CustomerConversionTrackingSettingCrossAccountConversionTrackingId column for table Video
CustomerCurrencyCode	String	CustomerCurrencyCode column for table Video
CustomerDescriptiveName	String	CustomerDescriptiveName column for table Video
CustomerFinalUrlSuffix	String	CustomerFinalUrlSuffix column for table Video

CustomerHasPartnersBadge	<i>Bo ol</i>	CustomerHasPartnersBadge column for table Video
CustomerId	<i>Lon g</i>	CustomerId column for table Video
CustomerManager	<i>Bo ol</i>	CustomerManager column for table Video
CustomerPayPerConversionEligibilityFailureReasons	<i>Stri ng</i>	CustomerPayPerConversionEligibilityFailureReasons column for table Video
CustomerRemarketingSettingGoogleGlobalSiteTag	<i>Stri ng</i>	CustomerRemarketingSettingGoogleGlobalSiteTag column for table Video
CustomerResourceName	<i>Stri ng</i>	CustomerResourceName column for table Video
CustomerTestAccount	<i>Bo ol</i>	CustomerTestAccount column for table Video
CustomerTimeZone	<i>Stri ng</i>	CustomerTimeZone column for table Video
CustomerTrackingUrlTemplate	<i>Stri ng</i>	CustomerTrackingUrlTemplate column for table Video
AllConversions	<i>Do ubl e</i>	AllConversions column for table Video
AllConversionsFromInteractionsRate	<i>Do ubl e</i>	AllConversionsFromInteractionsRate column for table Video
AllConversionsValue	<i>Do ubl e</i>	AllConversionsValue column for table Video
AverageCpc	<i>Do</i>	AverageCpc column for table Video



	<i>Double</i>	
AverageCpe	<i>Double</i>	AverageCpe column for table Video
AverageCpm	<i>Double</i>	AverageCpm column for table Video
AverageCpv	<i>Double</i>	AverageCpv column for table Video
Clicks	<i>Long</i>	Clicks column for table Video
Conversions	<i>Double</i>	Conversions column for table Video
ConversionsFromInteractionsRate	<i>Double</i>	ConversionsFromInteractionsRate column for table Video
ConversionsFromInteractionsValuePerInteraction	<i>Double</i>	ConversionsFromInteractionsValuePerInteraction column for table Video
ConversionsValue	<i>Double</i>	ConversionsValue column for table Video
ConversionsValuePerCost	<i>Double</i>	ConversionsValuePerCost column for table Video
CostMicros	<i>Long</i>	CostMicros column for table Video

CostPerAllConversions	<i>Double</i>	CostPerAllConversions column for table Video
CostPerConversion	<i>Double</i>	CostPerConversion column for table Video
CrossDeviceConversions	<i>Double</i>	CrossDeviceConversions column for table Video
Ctr	<i>Double</i>	Ctr column for table Video
EngagementRate	<i>Double</i>	EngagementRate column for table Video
Engagements	<i>Long</i>	Engagements column for table Video
Impressions	<i>Long</i>	Impressions column for table Video
ValuePerAllConversions	<i>Double</i>	ValuePerAllConversions column for table Video
ValuePerConversion	<i>Double</i>	ValuePerConversion column for table Video
VideoQuartile100Rate	<i>Double</i>	VideoQuartile100Rate column for table Video
VideoQuartile25Rate	<i>Double</i>	VideoQuartile25Rate column for table Video

	<i>e</i>	
VideoQuartile50Rate	<i>Double</i>	VideoQuartile50Rate column for table Video
VideoQuartile75Rate	<i>Double</i>	VideoQuartile75Rate column for table Video
VideoViewRate	<i>Double</i>	VideoViewRate column for table Video
VideoViews	<i>Long</i>	VideoViews column for table Video
ViewThroughConversions	<i>Long</i>	ViewThroughConversions column for table Video
AdNetworkType	<i>String</i>	AdNetworkType column for table Video
ClickType	<i>String</i>	ClickType column for table Video
ConversionAction	<i>String</i>	ConversionAction column for table Video
ConversionActionCategory	<i>String</i>	ConversionActionCategory column for table Video
ConversionActionName	<i>String</i>	ConversionActionName column for table Video
Date	<i>Date</i>	Date column for table Video
DayOfWeek	<i>String</i>	DayOfWeek column for table Video

Device	<i>String</i>	Device column for table Video
ExternalConversionSource	<i>String</i>	ExternalConversionSource column for table Video
Month	<i>Date</i>	Month column for table Video
MonthOfYear	<i>String</i>	MonthOfYear column for table Video
Quarter	<i>Date</i>	Quarter column for table Video
Week	<i>Date</i>	Week column for table Video
Year	<i>Int</i>	Year column for table Video

## Pseudo-Columns

Pseudo column fields are used in the WHERE clause of SELECT statements and offer a more granular control over the tuples that are returned from the data source.

<b>Name</b>	<b>Type</b>	<b>Description</b>
ManagerId	<i>Long</i>	Id of the manager account on behalf of which you are requesting customer data.

## Stored Procedures

Stored procedures are available to complement the data available from the [Data Model](#). It may be necessary to update data available from a view using a stored procedure because

the data does not provide for direct, table-like, two-way updates. In these situations, the retrieval of the data is done using the appropriate view or table, while the update is done by calling a stored procedure. Stored procedures take a list of parameters and return back a dataset that contains the collection of tuples that constitute the response.

## Google Ads Adapter Stored Procedures

Name	Description
<a href="#">CreateReportSchema</a>	Creates a schema file based on the specified report. Columns that will be included by default are attributes of the resource, its metrics, segments and columns of non-segmenting attributed resources. If you want to include columns of segmenting resources too you can use <code>SegmentingResources</code> input.
<a href="#">GetOAuthAccessToken</a>	Obtains the OAuth access token to be used for authentication with various Google services.
<a href="#">GetOAuthAuthorizationURL</a>	Obtains the OAuth authorization URL used for authentication with various Google services.
<a href="#">RefreshOAuthAccessToken</a>	Obtains the OAuth access token to be used for authentication with various Google services.

### CreateReportSchema

Creates a schema file based on the specified report. Columns that will be included by default are attributes of the resource, its metrics, segments and columns of non-segmenting attributed resources. If you want to include columns of segmenting resources too you can use `SegmentingResources` input.

Use this stored procedure when you want to:

- Create a new view from a specific resource in Google AdWords API v201809. For example:

```
EXEC CreateReportSchema ResourceName='click_view',
Description='Clicks on a campaign.',
OutputFolder='C:\\Users\\User\\Desktop'
EXEC CreateReportSchema ResourceName='click_view',
ReportName='ClicksView_New', Description='Clicks on a campaign.'
```

- Create a new view, which will include only a few columns from a specific resource. These columns can be resource attributes, metrics, segments or even columns from a segmenting resource. You can utilize inputs `AttributeResources`, `SegmentingResources`, `Metrics` and `Segments`. Below are a few examples:

```
EXEC CreateReportSchema ResourceName='distance_view',
ReportName='Distance NEW', SegmentingResources='Campaign'
EXEC CreateReportSchema ResourceName='distance_view',
ReportName='Distance FewColumns_1', Metrics='Impressions',
Segments='Device, Year', Description='Sample description.'
EXEC CreateReportSchema ResourceName='distance_view',
ReportName='Distance FewColumns_2',
AttributeResources='DistanceViewMetricSystem,
DistanceViewDistanceBucket', Metrics='Impressions,
CustomerCurrencyCode', Segments='Device, Year', Description='Sample
description.'
EXEC CreateReportSchema ResourceName='distance_view',
ReportName='Distance FewColumns_3', SegmentingResources='Campaign',
AttributeResources='DistanceViewMetricSystem,
DistanceViewDistanceBucket', Metrics='Impressions,
CustomerCurrencyCode', Segments='Device, Year', Description='Sample
description.'
```

## Input

Name	Type	Description
ResourceName	<i>String</i>	The name of the resource you want to use.
ReportName	<i>String</i>	The name for the new view.

PushOnlyFields	<i>String</i>	Boolean value, indicating if metric, segments and selectable fields should not be pushed. Default is false.
AttributeResources	<i>String</i>	A comma-separated list of attributes to include in the schema file.
Metrics	<i>String</i>	A comma-separated list of metrics to include in the schema file.
Segments	<i>String</i>	A comma-separated list of segments to include in the schema file.
SegmentingResources	<i>String</i>	A comma-separated list of resources, the columns of which you want to include in the new view. These columns will segment metrics when querying.
Description	<i>String</i>	An optional description for the view.
OutputFolder	<i>String</i>	The path to output the new schema file to. The value for the Location connection string property will be used by default.

## Result Set Columns

Name	Type	Description
Success	<i>String</i>	Whether or not the schema was created successfully.
SchemaFile	<i>String</i>	The generated schema file.

## GetOAuthAccessToken

Obtains the OAuth access token to be used for authentication with various Google services.

## Input

Name	Type	Description
AuthMode	String	<p>The type of authentication mode to use.</p> <p>The allowed values are <i>APP</i>, <i>WEB</i>.</p> <p>The default value is <i>WEB</i>.</p>
Scope	String	<p>The scope of access to Google APIs. By default, access to all APIs used by this data provider will be specified.</p> <p>The default value is <i><a href="https://www.googleapis.com/auth/adwords">https://www.googleapis.com/auth/adwords</a></i>.</p>
Verifier	String	<p>The verifier code returned by Google after permission for the app to connect has been granted. WEB AuthMode only.</p>
CallbackURL	String	<p>This field determines where the response is sent. The value of this parameter must exactly match one of the values registered in the APIs Console, including the HTTP or HTTPS schemes, capitalization, and trailing forward slash ('/').</p>
Prompt	String	<p>This field indicates the prompt to present the user. The default is <i>CONSENT</i>, so a given user will see a consent page every time, even if they have previously given consent to the application for a given set of scopes. If it is set to <i>SELECT_ACCOUNT</i>, the user will be prompted to select the account to connect to. Lastly, if it is set to <i>NONE</i>, no authentication or consent screens will be displayed to the user.</p> <p>The allowed values are <i>NONE</i>, <i>CONSENT</i>, <i>SELECT_ACCOUNT</i>.</p> <p>The default value is <i>CONSENT</i>.</p>
AccessType	String	<p>This field indicates if your application needs to access a Google API when the user is not present at the browser. This parameter defaults to <i>OFFLINE</i>. If your application needs to</p>



refresh access tokens when the user is not present at the browser, then use *OFFLINE*. This will result in your application obtaining a refresh token the first time your application exchanges an authorization code for a user.

The allowed values are *ONLINE*, *OFFLINE*.

The default value is *OFFLINE*.

State	<i>String</i>	This field indicates any state that may be useful to your application upon receipt of the response. Your application receives the same value it sent, as this parameter makes a round-trip to Google authorization server and back. Uses include redirecting the user to the correct resource in your site, using nonces, and mitigating cross-site request forgery.
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## Result Set Columns

Name	Type	Description
OAuthAccessToken	<i>String</i>	The authentication token returned from Google. This can be used in subsequent calls to other operations for this particular service.
OAuthRefreshToken	<i>String</i>	A token that may be used to obtain a new access token.
ExpiresIn	<i>String</i>	The remaining lifetime on the access token.

## GetOAuthAuthorizationURL

Obtains the OAuth authorization URL used for authentication with various Google services.

## Input

Name	Type	Description
AuthMode	String	<p>The type of authentication mode to use.</p> <p>The allowed values are <i>APP</i>, <i>WEB</i>.</p> <p>The default value is <i>WEB</i>.</p>
Scope	String	<p>The scope of access to Google APIs. By default, access to all APIs used by this data provider will be specified.</p> <p>The default value is <i>https://www.googleapis.com/auth/adwords</i>.</p>
CallbackURL	String	<p>This field determines where the response is sent. The value of this parameter must exactly match one of the values registered in the APIs Console, including the HTTP or HTTPS schemes, case, and trailing forward slash ('/').</p>
Prompt	String	<p>This field indicates the prompt to present the user. The default is <i>CONSENT</i>, so a given user will see a consent page every time, even if they have previously given consent to the application for a given set of scopes. If it is set to <i>SELECT_ACCOUNT</i>, the user will be prompted to select the account to connect to. Lastly, if it is set to <i>NONE</i>, no authentication or consent screens will be displayed to the user.</p> <p>The allowed values are <i>NONE</i>, <i>CONSENT</i>, <i>SELECT_ACCOUNT</i>.</p> <p>The default value is <i>CONSENT</i>.</p>
AccessType	String	<p>This field indicates if your application needs to access a Google API when the user is not present at the browser. This parameter defaults to <i>OFFLINE</i>. If your application needs to refresh access tokens when the user is not present at the browser, then use <i>OFFLINE</i>. This will result in your application obtaining a refresh token the first time your application exchanges an authorization code for a user.</p> <p>The allowed values are <i>ONLINE</i>, <i>OFFLINE</i>.</p> <p>The default value is <i>OFFLINE</i>.</p>
State	String	<p>This field indicates any state that may be useful to your</p>

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application upon receipt of the response. Your application receives the same value it sent, as this parameter makes a round-trip to the Google authorization server and back. Possible uses include redirecting the user to the correct resource in your site, using nonces, and mitigating cross-site request forgery.

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## Result Set Columns

Name	Type	Description
URL	<i>String</i>	The URL to complete user authentication.

## RefreshOAuthAccessToken

Obtains the OAuth access token to be used for authentication with various Google services.

## Input

Name	Type	Description
OAuthRefreshToken	<i>String</i>	The refresh token returned from the original authorization code exchange.

## Result Set Columns

Name	Type	Description
OAuthAccessToken	<i>String</i>	The authentication token returned from Google. This can be used in subsequent calls to other operations for this particular service.
OAuthRefreshToken	<i>String</i>	The refresh token returned from Google. This can be used to get a new access token when the access token expires.
ExpiresIn	<i>String</i>	The remaining lifetime on the access token.

## Connection String Options

The connection string properties are the various options that can be used to establish a connection. This section provides a complete list of the options you can configure in the connection string for this provider. Click the links for further details.

<a href="#">Auth Scheme</a>	The type of authentication to use when connecting to Google Ads.
<a href="#">Client Customer Id</a>	The client customer Id of the AdWords account.
<a href="#">Developer Token</a>	The developer token of the AdWords account.
<a href="#">Firewall Password</a>	A password used to authenticate to a proxy-based firewall.
<a href="#">Firewall Port</a>	The TCP port for a proxy-based firewall.
<a href="#">Firewall Server</a>	The name or IP address of a proxy-based firewall.
<a href="#">Firewall Type</a>	The protocol used by a proxy-based firewall.

Firewall User	The user name to use to authenticate with a proxy-based firewall.
Include Zero Impressions	Whether or not to include or exclude zero impressions in the reports.
Initiate OAuth	Set this property to initiate the process to obtain or refresh the OAuth access token when you connect.
Location	A path to the directory that contains the schema files defining tables, views, and stored procedures.
Log Modules	Core modules to be included in the log file.
Manager Id	The Id of the MCC account.
Max Rows	Limits the number of rows returned rows when no aggregation or group by is used in the query. This helps avoid performance issues at design time.
OAuth Access Token	The access token for connecting using OAuth.
OAuth Client Id	The client ID assigned when you register your application with an OAuth authorization server.
OAuth Client Secret	The client secret assigned when you register your application with an OAuth authorization server.
OAuth Expires In	The lifetime in seconds of the OAuth AccessToken.
OAuth JWT Cert	The JWT Certificate store.
OAuth JWT Cert Password	The password for the OAuth JWT certificate.
OAuth JWT Cert Subject	The subject of the OAuth JWT certificate.
OAuth JWT	The type of key store containing the JWT Certificate.

Cert Type	
OAuth JWT Issuer	The issuer of the Java Web Token.
OAuth JWT Subject	The user subject for which the application is requesting delegated access.
OAuth Refresh Token	The OAuth refresh token for the corresponding OAuth access token.
OAuth Settings Location	The location of the settings file where OAuth values are saved when InitiateOAuth is set to GETANDREFRESH or REFRESH. Alternatively, this can be held in memory by specifying a value starting with memory://.
OAuth Token Timestamp	The Unix epoch timestamp in milliseconds when the current Access Token was created.
OAuth Verifier	The verifier code returned from the OAuth authorization URL.
Other	These hidden properties are used only in specific use cases.
Proxy Auth Scheme	The authentication type to use to authenticate to the ProxyServer proxy.
Proxy Auto Detect	This indicates whether to use the system proxy settings or not. This takes precedence over other proxy settings, so you'll need to set ProxyAutoDetect to FALSE in order use custom proxy settings.
Proxy Exceptions	A semicolon separated list of destination hostnames or IPs that are exempt from connecting through the ProxyServer .
Proxy Password	A password to be used to authenticate to the ProxyServer proxy.
Proxy Port	The TCP port the ProxyServer proxy is running on.
Proxy Server	The hostname or IP address of a proxy to route HTTP traffic through.
Proxy SSL	The SSL type to use when connecting to the ProxyServer proxy.

Type	
Proxy User	A user name to be used to authenticate to the ProxyServer proxy.
Recurse Children	Set this to false if you want to avoid recursing over customer client ids to get the full hierarchy for CustomerClientLink table in googleads_v2 schema.
Schema	The version of schema to use to get Google Ads data.
SSL Server Cert	The certificate to be accepted from the server when connecting using TLS/SSL.
Timeout	The value in seconds until the timeout error is thrown, canceling the operation.

## Auth Scheme

The type of authentication to use when connecting to Google Ads.

## Data Type

string

## Default Value

"Auto"

## Remarks

- Auto: Lets the driver decide automatically based on the other connection properties you have set.
- OAuth: Set this to perform OAuth authentication using a standard user account.
- OAuthJWT: Set this to perform OAuth authentication using an OAuth service account.
- GCPIInstanceAccount: Set this to get Access Token from Google Cloud Platform

instance.

## Client Customer Id

The client customer Id of the AdWords account.

## Data Type

string

## Default Value

""

## Remarks

Together with [DeveloperToken](#), this field is used to authenticate against the Google AdWords servers and is required for use with Google AdWords.

You can find this value in your AdWords account. This value is not the same as the Id of the MCC account. You need to provide the lowest-level Ids to retrieve data.

## Developer Token

The developer token of the AdWords account.

## Data Type

string

## Default Value

""



## Remarks

Together with [ClientCustomerId](#), this field is used to authenticate against the Google AdWords servers and is required for use with Google AdWords.

You can get a [DeveloperToken](#) by signing up for the AdWords API. To do this, log in to the AdWords site with your MCC account and navigate to Settings -> Account Settings -> AdWords API Center. Apply for API access and wait for Google to contact you via email with more instructions. You should receive a token with a pending status. This token is only for testing and does not allow you to connect to live data. Google should contact you to fill out a questionnaire and once this has been received and approved by Google, you will receive your active developer token.

## Firewall Password

A password used to authenticate to a proxy-based firewall.

## Data Type

string

## Default Value

""

## Remarks

This property is passed to the proxy specified by [FirewallServer](#) and [FirewallPort](#), following the authentication method specified by [FirewallType](#).

## Firewall Port

The TCP port for a proxy-based firewall.

## Data Type

int

## Default Value

0

## Remarks

This specifies the TCP port for a proxy allowing traversal of a firewall. Use [FirewallServer](#) to specify the name or IP address. Specify the protocol with [FirewallType](#).

## Firewall Server

The name or IP address of a proxy-based firewall.

## Data Type

string

## Default Value

""

## Remarks

This property specifies the IP address, DNS name, or host name of a proxy allowing traversal of a firewall. The protocol is specified by [FirewallType](#): Use [FirewallServer](#) with this property to connect through SOCKS or do tunneling. Use [ProxyServer](#) to connect to an HTTP proxy.

Note that the adapter uses the system proxy by default. To use a different proxy, set [ProxyAutoDetect](#) to false.

## Firewall Type

The protocol used by a proxy-based firewall.

## Data Type

string

## Default Value

"NONE"

## Remarks

This property specifies the protocol that the adapter will use to tunnel traffic through the [FirewallServer](#) proxy. Note that by default, the adapter connects to the system proxy; to disable this behavior and connect to one of the following proxy types, set [ProxyAutoDetect](#) to false.

Type	Default Port	Description
TUNNEL	80	When this is set, the adapter opens a connection to Google Ads and traffic flows back and forth through the proxy.
SOCKS4	1080	When this is set, the adapter sends data through the SOCKS 4 proxy specified by <a href="#">FirewallServer</a> and <a href="#">FirewallPort</a> and passes the <a href="#">FirewallUser</a> value to the proxy, which determines if the connection request should be granted.
SOCKS5	1080	When this is set, the adapter sends data through the SOCKS 5 proxy specified by <a href="#">FirewallServer</a> and <a href="#">FirewallPort</a> . If your proxy requires authentication, set <a href="#">FirewallUser</a> and <a href="#">FirewallPassword</a> to credentials the proxy recognizes.

To connect to HTTP proxies, use [ProxyServer](#) and [ProxyPort](#). To authenticate to HTTP proxies, use [ProxyAuthScheme](#), [ProxyUser](#), and [ProxyPassword](#).

## Firewall User

The user name to use to authenticate with a proxy-based firewall.

## Data Type

string

## Default Value

""

## Remarks

The [FirewallUser](#) and [FirewallPassword](#) properties are used to authenticate against the proxy specified in [FirewallServer](#) and [FirewallPort](#), following the authentication method specified in [FirewallType](#).

## Include Zero Impressions

Whether or not to include or exclude zero impressions in the reports.

## Data Type

bool

## Default Value

false

## Remarks

Whether or not to include or exclude zero impressions in the reports.

## Initiate OAuth

Set this property to initiate the process to obtain or refresh the OAuth access token when you connect.

## Data Type

string

## Default Value

"OFF"

## Remarks

The following options are available:

1. **OFF**: Indicates that the OAuth flow will be handled entirely by the user. An OAuthAccessToken will be required to authenticate.
2. **GETANDREFRESH**: Indicates that the entire OAuth Flow will be handled by the adapter. If no token currently exists, it will be obtained by prompting the user via the browser. If a token exists, it will be refreshed when applicable.
3. **REFRESH**: Indicates that the adapter will only handle refreshing the OAuthAccessToken. The user will never be prompted by the adapter to authenticate via the browser. The user must handle obtaining the OAuthAccessToken and OAuthRefreshToken initially.

## Location

A path to the directory that contains the schema files defining tables, views, and stored procedures.

## Data Type

string

## Default Value

"%APPDATA%\\CData\\GoogleAds Data Provider\\Schema"

## Remarks

The path to a directory which contains the schema files for the adapter (.rsd files for tables and views, .rsb files for stored procedures). The folder location can be a relative path from the location of the executable. The Location property is only needed if you want to customize definitions (for example, change a column name, ignore a column, and so on) or extend the data model with new tables, views, or stored procedures.

If left unspecified, the default location is "%APPDATA%\\CData\\GoogleAds Data Provider\\Schema" with **%APPDATA%** being set to the user's configuration directory:

Platform	%APPDATA%
Windows	The value of the APPDATA environment variable
Mac	~/Library/Application Support
Linux	~/.config

## Log Modules

Core modules to be included in the log file.

## Data Type

string

## Default Value

""

## Remarks

Only the modules specified (separated by ';') will be included in the log file. By default all modules are included.

## Manager Id

The Id of the MCC account.

## Data Type

string

## Default Value

""

## Remarks

The Id of the MCC account.

If access to a client customer account is inherited only through a manager account, this property is required and must be set to the customer ID of the manager account. If your account has access directly to the client customer account as a User, it is not required. In other words, the client customer's Tools & Settings --> Account Access must show your email under the Users tab in order to access the account without this property, otherwise access has been granted via the manager account, under the Managers tab.

## Max Rows

Limits the number of rows returned rows when no aggregation or group by is used in the query. This helps avoid performance issues at design time.

## Data Type

int

## Default Value

-1

## Remarks

Limits the number of rows returned rows when no aggregation or group by is used in the query. This helps avoid performance issues at design time.

## OAuth Access Token

The access token for connecting using OAuth.

## Data Type

string

## Default Value

""

## Remarks

The OAuthAccessToken property is used to connect using OAuth. The OAuthAccessToken is retrieved from the OAuth server as part of the authentication process. It has a server-dependent timeout and can be reused between requests.

The access token is used in place of your user name and password. The access token protects your credentials by keeping them on the server.

## OAuth Client Id

The client ID assigned when you register your application with an OAuth authorization server.

## Data Type

string



## Default Value

""

## Remarks

As part of registering an OAuth application, you will receive the OAuthClientId value, sometimes also called a consumer key, and a client secret, the [OAuthClientSecret](#).

## OAuth Client Secret

The client secret assigned when you register your application with an OAuth authorization server.

## Data Type

string

## Default Value

""

## Remarks

As part of registering an OAuth application, you will receive the [OAuthClientId](#), also called a consumer key. You will also receive a client secret, also called a consumer secret. Set the client secret in the OAuthClientSecret property.

## OAuth Expires In

The lifetime in seconds of the OAuth AccessToken.

## Data Type

string

## Default Value

""

## Remarks

Pair with `OAuthTokenTimestamp` to determine when the `AccessToken` will expire.

## OAuth JWT Cert

The JWT Certificate store.

## Data Type

string

## Default Value

""

## Remarks

The name of the certificate store for the client certificate.

The [OAuthJWTCertType](#) field specifies the type of the certificate store specified by [OAuthJWTCert](#). If the store is password protected, specify the password in [OAuthJWTCertPassword](#).

[OAuthJWTCert](#) is used in conjunction with the [OAuthJWTCertSubject](#) field in order to specify client certificates. If [OAuthJWTCert](#) has a value, and [OAuthJWTCertSubject](#) is set, a search for a certificate is initiated. Please refer to the [OAuthJWTCertSubject](#) field for details.

Designations of certificate stores are platform-dependent.

The following are designations of the most common User and Machine certificate stores in Windows:

MY	A certificate store holding personal certificates with their associated private keys.
CA	Certifying authority certificates.
ROOT	Root certificates.
SPC	Software publisher certificates.

In Java, the certificate store normally is a file containing certificates and optional private keys.

When the certificate store type is PFXFile, this property must be set to the name of the file. When the type is PFXBlob, the property must be set to the binary contents of a PFX file (i.e. PKCS12 certificate store).

## OAuth JWT Cert Password

The password for the OAuth JWT certificate.

### Data Type

string

### Default Value

""

### Remarks

If the certificate store is of a type that requires a password, this property is used to specify that password in order to open the certificate store.

This is not required when using the GOOGLEJSON [OAuthJWTCertType](#). Google JSON keys are not encrypted.

## OAuth JWT Cert Subject

The subject of the OAuth JWT certificate.

## Data Type

string

## Default Value

"\*"

## Remarks

When loading a certificate the subject is used to locate the certificate in the store.

If an exact match is not found, the store is searched for subjects containing the value of the property.

If a match is still not found, the property is set to an empty string, and no certificate is selected.

The special value "\*" picks the first certificate in the certificate store.

The certificate subject is a comma separated list of distinguished name fields and values. For instance "CN=www.server.com, OU=test, C=US, E=support@cdata.com". Common fields and their meanings are displayed below.

Field	Meaning
CN	Common Name. This is commonly a host name like www.server.com.
O	Organization
OU	Organizational Unit
L	Locality
S	State

C	Country
E	Email Address

If a field value contains a comma it must be quoted.

## OAuth JWT Cert Type

The type of key store containing the JWT Certificate.

### Data Type

string

### Default Value

"USER"

### Remarks

This property can take one of the following values:

USER - default	For Windows, this specifies that the certificate store is a certificate store owned by the current user. <i>Note:</i> This store type is not available in Java.
MACHINE	For Windows, this specifies that the certificate store is a machine store. <i>Note:</i> this store type is not available in Java.
PFXFILE	The certificate store is the name of a PFX (PKCS12) file containing certificates.
PFXBLOB	The certificate store is a string (base-64-encoded) representing a certificate store in PFX (PKCS12) format.
JKSFILE	The certificate store is the name of a Java key store (JKS) file

	containing certificates. <i>Note:</i> this store type is only available in Java.
JKS_BLOB	The certificate store is a string (base-64-encoded) representing a certificate store in Java key store (JKS) format. <i>Note:</i> this store type is only available in Java.
PEMKEY_FILE	The certificate store is the name of a PEM-encoded file that contains a private key and an optional certificate.
PEMKEY_BLOB	The certificate store is a string (base64-encoded) that contains a private key and an optional certificate.
PUBLIC_KEY_FILE	The certificate store is the name of a file that contains a PEM- or DER-encoded public key certificate.
PUBLIC_KEY_BLOB	The certificate store is a string (base-64-encoded) that contains a PEM- or DER-encoded public key certificate.
SSHPUBLIC_KEY_FILE	The certificate store is the name of a file that contains an SSH-style public key.
SSHPUBLIC_KEY_BLOB	The certificate store is a string (base-64-encoded) that contains an SSH-style public key.
P7BFILE	The certificate store is the name of a PKCS7 file containing certificates.
PPKFILE	The certificate store is the name of a file that contains a PPK (PuTTY Private Key).
XMLFILE	The certificate store is the name of a file that contains a certificate in XML format.
XMLBLOB	The certificate store is a string that contains a certificate in XML format.
GOOGLEJSON	The certificate store is the name of a JSON file containing the service account information. Only valid when connecting to a Google service.

## OAuth JWT Issuer

The issuer of the Java Web Token.

### Data Type

string

### Default Value

""

### Remarks

The issuer of the Java Web Token. This is typically either the Client ID or Email Address of the OAuth Application.

This is not required when using the GOOGLEJSON [OAuthJWTCertType](#). Google JSON keys contain a copy of the issuer account.

## OAuth JWT Subject

The user subject for which the application is requesting delegated access.

### Data Type

string

### Default Value

""

### Remarks

The user subject for which the application is requesting delegated access. Typically, the user account name or email address.

## OAuth Refresh Token

The OAuth refresh token for the corresponding OAuth access token.

### Data Type

string

### Default Value

""

### Remarks

The `OAuthRefreshToken` property is used to refresh the `OAuthAccessToken` when using OAuth authentication.

## OAuth Settings Location

The location of the settings file where OAuth values are saved when `InitiateOAuth` is set to `GETANDREFRESH` or `REFRESH`. Alternatively, this can be held in memory by specifying a value starting with `memory://`.

### Data Type

string

### Default Value

"%APPDATA%\CDATA\GoogleAds Data Provider\OAuthSettings.txt"

### Remarks

When `InitiateOAuth` is set to `GETANDREFRESH` or `REFRESH`, the adapter saves OAuth values to avoid requiring the user to manually enter OAuth connection properties and allowing the credentials to be shared across connections or processes.



Alternatively to specifying a file path, memory storage can be used instead. Memory locations are specified by using a value starting with 'memory://' followed by a unique identifier for that set of credentials (ex: memory://user1). The identifier can be anything you choose but should be unique to the user. Unlike with the file based storage, you must manually store the credentials when closing the connection with memory storage to be able to set them in the connection when the process is started again. The OAuth property values can be retrieved with a query to the sys\_connection\_props system table. If there are multiple connections using the same credentials, the properties should be read from the last connection to be closed.

If left unspecified, the default location is "%APPDATA%\\CData\\GoogleAds Data Provider\\OAuthSettings.txt" with **%APPDATA%** being set to the user's configuration directory:

Platform	%APPDATA%
Windows	The value of the APPDATA environment variable
Mac	~/Library/Application Support
Linux	~/.config

## OAuth Token Timestamp

The Unix epoch timestamp in milliseconds when the current Access Token was created.

### Data Type

string

### Default Value

""

### Remarks

Pair with OAuthExpiresIn to determine when the AccessToken will expire.

# OAuth Verifier

The verifier code returned from the OAuth authorization URL.

## Data Type

string

## Default Value

""

## Remarks

The verifier code returned from the OAuth authorization URL. This can be used on systems where a browser cannot be launched such as headless systems.

## Authentication on Headless Machines

See [Getting Started](#) to obtain the OAuthVerifier value.

Set [OAuthSettingsLocation](#) along with OAuthVerifier. When you connect, the adapter exchanges the OAuthVerifier for the OAuth authentication tokens and saves them, encrypted, to the specified file. Set [InitiateOAuth](#) to GETANDREFRESH automate the exchange.

Once the OAuth settings file has been generated, you can remove OAuthVerifier from the connection properties and connect with [OAuthSettingsLocation](#) set.

To automatically refresh the OAuth token values, set [OAuthSettingsLocation](#) and additionally set [InitiateOAuth](#) to REFRESH.

## Other

These hidden properties are used only in specific use cases.

## Data Type

string

## Default Value

""

## Remarks

The properties listed below are available for specific use cases. Normal driver use cases and functionality should not require these properties.

Specify multiple properties in a semicolon-separated list.

## Integration and Formatting

DefaultColumnSize	Sets the default length of string fields when the data source does not provide column length in the metadata. The default value is 2000.
ConvertDateTimeToGMT	Determines whether to convert date-time values to GMT, instead of the local time of the machine.
RecordToFile=filename	Records the underlying socket data transfer to the specified file.

## Proxy Auth Scheme

The authentication type to use to authenticate to the ProxyServer proxy.

## Data Type

string

## Default Value

"BASIC"

## Remarks

This value specifies the authentication type to use to authenticate to the HTTP proxy specified by [ProxyServer](#) and [ProxyPort](#).

Note that the adapter will use the system proxy settings by default, without further configuration needed; if you want to connect to another proxy, you will need to set [ProxyAutoDetect](#) to false, in addition to [ProxyServer](#) and [ProxyPort](#). To authenticate, set [ProxyAuthScheme](#) and set [ProxyUser](#) and [ProxyPassword](#), if needed.

The authentication type can be one of the following:

- **BASIC:** The adapter performs HTTP BASIC authentication.
- **DIGEST:** The adapter performs HTTP DIGEST authentication.
- **NEGOTIATE:** The adapter retrieves an NTLM or Kerberos token based on the applicable protocol for authentication.
- **PROPRIETARY:** The adapter does not generate an NTLM or Kerberos token. You must supply this token in the Authorization header of the HTTP request.

If you need to use another authentication type, such as SOCKS 5 authentication, see [FirewallType](#).

## Proxy Auto Detect

This indicates whether to use the system proxy settings or not. This takes precedence over other proxy settings, so you'll need to set [ProxyAutoDetect](#) to FALSE in order use custom proxy settings.

## Data Type

bool

## Default Value

true

## Remarks

This takes precedence over other proxy settings, so you'll need to set ProxyAutoDetect to FALSE in order use custom proxy settings.

NOTE: When this property is set to True, the proxy used is determined as follows:

- A search from the JVM properties (**http.proxy**, **https.proxy**, **socksProxy**, etc.) is performed.
- In the case that the JVM properties don't exist, a search from **java.home/lib/net.properties** is performed.
- In the case that java.net.useSystemProxies is set to True, a search from **the SystemProxy** is performed.
- In Windows only, an attempt is made to retrieve these properties from the **Internet Options** in the **registry**.

To connect to an HTTP proxy, see [ProxyServer](#). For other proxies, such as SOCKS or tunneling, see [FirewallType](#).

## Proxy Exceptions

A semicolon separated list of destination hostnames or IPs that are exempt from connecting through the ProxyServer .

## Data Type

string

## Default Value

""

## Remarks

The [ProxyServer](#) is used for all addresses, except for addresses defined in this property. Use semicolons to separate entries.

Note that the adapter uses the system proxy settings by default, without further configuration needed; if you want to explicitly configure proxy exceptions for this connection, you need to set [ProxyAutoDetect](#) = false, and configure [ProxyServer](#) and [ProxyPort](#). To authenticate, set [ProxyAuthScheme](#) and set [ProxyUser](#) and [ProxyPassword](#), if needed.

## Proxy Password

A password to be used to authenticate to the ProxyServer proxy.

## Data Type

string

## Default Value

""

## Remarks

This property is used to authenticate to an HTTP proxy server that supports NTLM (Windows), Kerberos, or HTTP authentication. To specify the HTTP proxy, you can set [ProxyServer](#) and [ProxyPort](#). To specify the authentication type, set [ProxyAuthScheme](#).

If you are using HTTP authentication, additionally set [ProxyUser](#) and [ProxyPassword](#) to HTTP proxy.

If you are using NTLM authentication, set [ProxyUser](#) and [ProxyPassword](#) to your Windows password. You may also need these to complete Kerberos authentication.

For SOCKS 5 authentication or tunneling, see [FirewallType](#).

By default, the adapter uses the system proxy. If you want to connect to another proxy, set [ProxyAutoDetect](#) to false.

## Proxy Port

The TCP port the ProxyServer proxy is running on.

## Data Type

int

## Default Value

80

## Remarks

The port the HTTP proxy is running on that you want to redirect HTTP traffic through. Specify the HTTP proxy in [ProxyServer](#). For other proxy types, see [FirewallType](#).

## Proxy Server

The hostname or IP address of a proxy to route HTTP traffic through.

## Data Type

string

## Default Value

""

## Remarks

The hostname or IP address of a proxy to route HTTP traffic through. The adapter can use the HTTP, Windows (NTLM), or Kerberos authentication types to authenticate to an HTTP proxy.

If you need to connect through a SOCKS proxy or tunnel the connection, see [FirewallType](#).

By default, the adapter uses the system proxy. If you need to use another proxy, set [ProxyAutoDetect](#) to false.

## Proxy SSL Type

The SSL type to use when connecting to the ProxyServer proxy.

## Data Type

string

## Default Value

"AUTO"

## Remarks

This property determines when to use SSL for the connection to an HTTP proxy specified by [ProxyServer](#). This value can be AUTO, ALWAYS, NEVER, or TUNNEL. The applicable values are the following:

<b>AUTO</b>	Default setting. If the URL is an HTTPS URL, the adapter will use the TUNNEL option. If the URL is an HTTP URL, the component will use the NEVER option.
<b>ALWAYS</b>	The connection is always SSL enabled.
<b>NEVER</b>	The connection is not SSL enabled.
<b>TUNNEL</b>	The connection is through a tunneling proxy. The proxy server opens a connection to the remote host and traffic flows back and forth through the proxy.

## Proxy User

A user name to be used to authenticate to the ProxyServer proxy.



## Data Type

string

## Default Value

""

## Remarks

The [ProxyUser](#) and [ProxyPassword](#) options are used to connect and authenticate against the HTTP proxy specified in [ProxyServer](#).

You can select one of the available authentication types in [ProxyAuthScheme](#). If you are using HTTP authentication, set this to the user name of a user recognized by the HTTP proxy. If you are using Windows or Kerberos authentication, set this property to a user name in one of the following formats:

```
user@domain  
domain\user
```

## Recurse Children

Set this to false if you want to avoid recursing over customer client ids to get the full hierarchy for CustomerClientLink table in googleads\_v2 schema.

## Data Type

bool

## Default Value

true

## Remarks

Set this to false if you want to avoid recursing over customer client ids to get the full hierarchy for CustomerClientLink table in googleads\_v2 schema.

## Schema

The version of schema to use to get Google Ads data.

## Data Type

string

## Default Value

"v201809"

## Remarks

- Set it to 'googleads\_v3' to connect to Google Ads V3 data.
- Set it to 'googleads\_v6' to connect to Google Ads V6 data.
- Set it to 'v201809' to connect to Google AdWords v201809 data.

## SSL Server Cert

The certificate to be accepted from the server when connecting using TLS/SSL.

## Data Type

string

## Default Value

""

## Remarks

If using a TLS/SSL connection, this property can be used to specify the TLS/SSL certificate to be accepted from the server. Any other certificate that is not trusted by the machine is rejected.

This property can take the following forms:

Description	Example
A full PEM Certificate (example shortened for brevity)	-----BEGIN CERTIFICATE----- MIICHTCCAe4CAQAwDQYJKoZIhvd.....Qw == -----END CERTIFICATE-----
A path to a local file containing the certificate	C:\cert.cer
The public key (example shortened for brevity)	-----BEGIN RSA PUBLIC KEY----- MIGfMA0GCSq.....AQAB -----END RSA PUBLIC KEY-----
The MD5 Thumbprint (hex values can also be either space or colon separated)	34e92226ae0819f2ec14b4a3d904f801c
The SHA1 Thumbprint (hex values can also be either space or colon separated)	bb150d

If not specified, any certificate trusted by the machine is accepted.

Certificates are validated as trusted by the machine based on the System's trust store. The trust store used is the 'javax.net.ssl.trustStore' value specified for the system. If no value is specified for this property, Java's default trust store is used (for example, JAVA\_HOME\lib\security\cacerts).

Use '\*' to signify to accept all certificates. Note that this is not recommended due to security concerns.

## Timeout

The value in seconds until the timeout error is thrown, canceling the operation.

## Data Type

int

## Default Value

60

## Remarks

If Timeout = 0, operations do not time out. The operations run until they complete successfully or until they encounter an error condition.

If Timeout expires and the operation is not yet complete, the adapter throws an exception.

# TIBCO Product Documentation and Support Services

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For information about this product, you can read the documentation, contact TIBCO Support, and join the TIBCO Community.

## How to Access TIBCO Documentation

Documentation for TIBCO products is available on the [TIBCO Product Documentation](#) website, mainly in HTML and PDF formats.

The [TIBCO Product Documentation](#) website is updated frequently and is more current than any other documentation included with the product.

## Product-Specific Documentation

The following documentation for this product is available on the [TIBCO® Data Virtualization](#) page.

- **Users**
  - TDV Getting Started Guide
  - TDV User Guide
  - TDV Web UI User Guide
  - TDV Client Interfaces Guide
  - TDV Tutorial Guide
  - TDV Northbay Example
- **Administration**
  - TDV Installation and Upgrade Guide
  - TDV Administration Guide
  - TDV Active Cluster Guide
  - TDV Security Features Guide
- **Data Sources**

TDV Adapter Guides

TDV Data Source Toolkit Guide (Formerly Extensibility Guide)

- **References**

TDV Reference Guide

TDV Application Programming Interface Guide

- **Other**

TDV Business Directory Guide

TDV Discovery Guide

- *TIBCO TDV and Business Directory Release Notes* Read the release notes for a list of new and changed features. This document also contains lists of known issues and closed issues for this release.

## Release Version Support

TDV 8.5 is designated as a Long Term Support (LTS) version. Some release versions of TIBCO® Data Virtualization products are selected to be long-term support (LTS) versions. Defect corrections will typically be delivered in a new release version and as hotfixes or service packs to one or more LTS versions. See also

[https://docs.tibco.com/pub/tdv/general/LTS/tdv\\_LTS\\_releases.htm](https://docs.tibco.com/pub/tdv/general/LTS/tdv_LTS_releases.htm).

## How to Contact TIBCO Support

Get an overview of [TIBCO Support](#). You can contact TIBCO Support in the following ways:

- For accessing the Support Knowledge Base and getting personalized content about products you are interested in, visit the [TIBCO Support](#) website.
- For creating a Support case, you must have a valid maintenance or support contract with TIBCO. You also need a user name and password to log in to [TIBCO Support](#) website. If you do not have a user name, you can request one by clicking **Register** on the website.

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