



## Data source configuration manual

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# Introduction

Boostic.cloud is a SaaS platform designed to provide a 360° view of the performance of e-commerce product catalogs. Its main objective is to automate the analysis of data from multiple sources - such as Google Analytics 4, Google Ads, Google Merchant, Google Search Console, and e-commerce platforms like Shopify, PrestaShop or Magento - and transform them into actionable insights for the optimization of campaigns and catalog strategies.

Through a fully data-driven approach, Boostic generates a dynamic model of product behaviour, automatically classifying each item into clusters according to 17 key metrics of SEO, SEM, sales and interactions. This classification allows it to detect featured products, hidden growth opportunities, inactive assets and items that could be draining the budget without generating a return. In addition, the platform exports these rankings to a supplemental feed, ideal for enriching Google Ads campaigns with smarter and more effective targeting.

The purpose of this manual is to guide you step by step through the configuration of the different sources of information that Boostic needs to deliver its full analytical potential. Proper integration ensures that every piece of data is interpreted correctly and that the system can automate complex diagnostic and optimization tasks, saving time and reducing manual errors.

## Data sources

Boostic.cloud obtains and integrates catalog information from the following data sources:

- User behavior:
  - [Google Analytics 4](#)
- SEO:
  - [Google Search Console](#)
- Advertising spend:
  - [Google Ads](#)
  - [Meta Ads](#)



- Catalog metadata:
  - [Google Merchant Feed](#)

To start linking different platforms with Boostic.cloud, you must first access your organization's connection management panel. Follow these steps:

1. Access Settings: From the Boostic.cloud home screen, go to the top right corner and click on the Settings button (represented by a gear icon):

The screenshot shows the Boostic.cloud home screen. At the top right, the Settings button (gear icon) is highlighted with a blue box. The main content area is divided into several sections:

- Your catalog today:** A table showing catalog performance across different categories.
 

Category	In Google Ads	In SEO	In Meta Ads
Champions	High revenue and great interaction potential, which require significant investment in Paid Media due to its high demand.	17	-10.5%
Conversion Opportunities	High potential for impressions and clicks, but low sales. Pricing, campaigns, or SEO adjustments are needed.	93	+13.4%
Back Catalog	Moderate performance that, due to its large volume, significantly impacts total revenue.	225	-0.4%
Inactive Assets	Products with no sales activity or interaction, representing a considerable portion of the catalog.	2K	-0.5%
Hidden Potential	They generate good revenue, but they need more interaction; they would improve with more investment or adjustments.	20	-4.8%
Outliers	Extreme performance that generates high costs and non-converting clicks, a priority for budget optimization.	4	-42.9%
- Catalog metrics:** A summary of key performance indicators.
 

Metric	Value	Change
Number of products	2K	+0.0%
Revenue	26.37K	-0.8%
Add to cart	3K	+0.2%
Units (purchases)	2K	-0.3%
Costs	563.15	-28.7%
- Anomalies and opportunities:** A list of identified issues and opportunities.
 

Category	Count	Change
Google Ads Anomalies & Opportunities	0	+0.0%
Meta Ads Anomalies & Opportunities	0	+0.0%
SEO Anomalies & Opportunities	0	+0.0%
Google vs Meta Anomalies	0	+0.0%
Google vs Meta Opportunities	0	+0.0%
SEO vs Google Anomalies	0	+0.0%
SEO vs Meta Anomalies	0	+0.0%
- Recent tools:** A list of recently used tools.
 

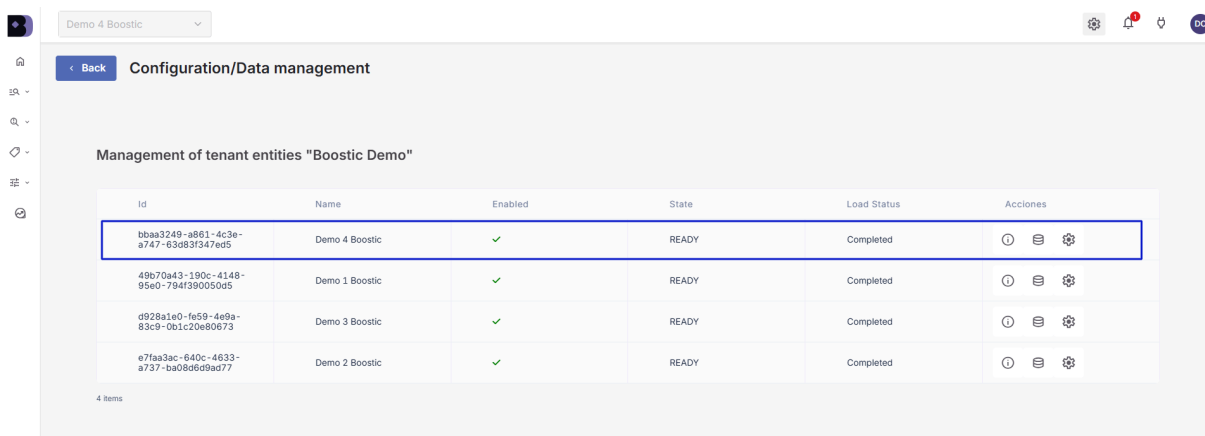
Tool	Function
SEM Catalog	SEM Cluster Overview
Configuration	Analysis Configuration
Configuration	Complementary Feed Configuration
SEO Catalog	SEO Cluster Overview
SEM Catalog	Feed Monitoring
Catalog	Analysis by Categories, Brands or Labels

2. Entity Management: In the menu, select the 'Entity Management' option. This will take you to a screen with a list of all the accounts or tenants to which you have access.

The screenshot shows the 'Configuration/Data management' screen. It features two main buttons: 'Tenant user management' and 'Entity management'. The 'Entity management' button is highlighted with a blue box.



3. Find your Entity: Locate the entity you want to work on in the list.

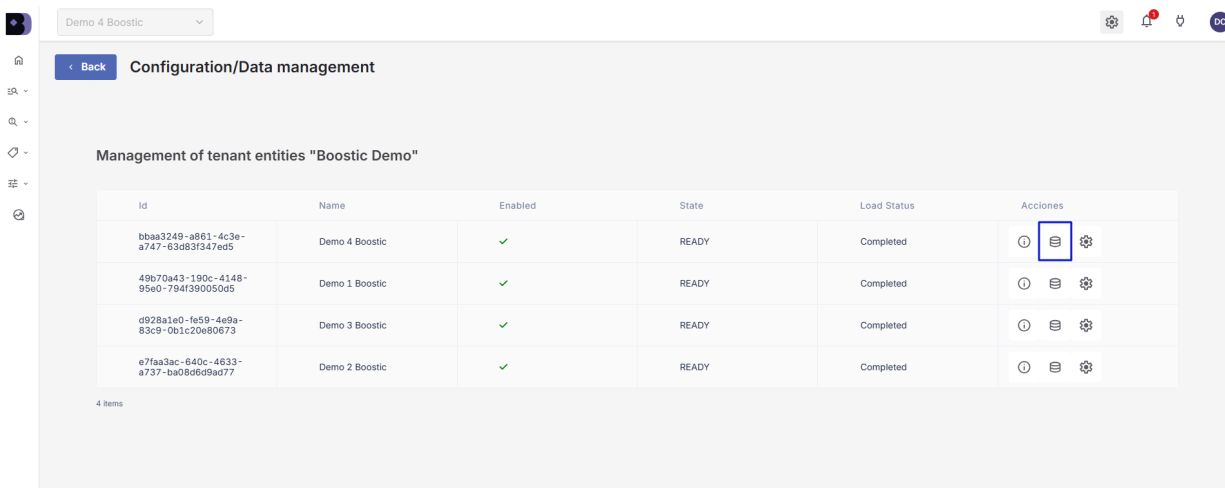


The screenshot shows a web interface with a sidebar on the left and a main content area. The main content area has a header 'Configuration/Data management' and a sub-header 'Management of tenant entities "Boostic Demo"'. Below this is a table with the following data:

Id	Name	Enabled	State	Load Status	Acciones
bbaa3249-a861-4c3e-a747-63d83f347ed5	Demo 4 Boostic	✓	READY	Completed	ⓘ ⓘ ⚙
49b70a43-190c-4148-95e0-794f390050d5	Demo 1 Boostic	✓	READY	Completed	ⓘ ⓘ ⚙
d928a1e0-fe59-4e9a-83c9-0b1c20e80673	Demo 3 Boostic	✓	READY	Completed	ⓘ ⓘ ⚙
e7faa3ac-640c-4633-a737-ba08d6d9ad77	Demo 2 Boostic	✓	READY	Completed	ⓘ ⓘ ⚙

4 Items

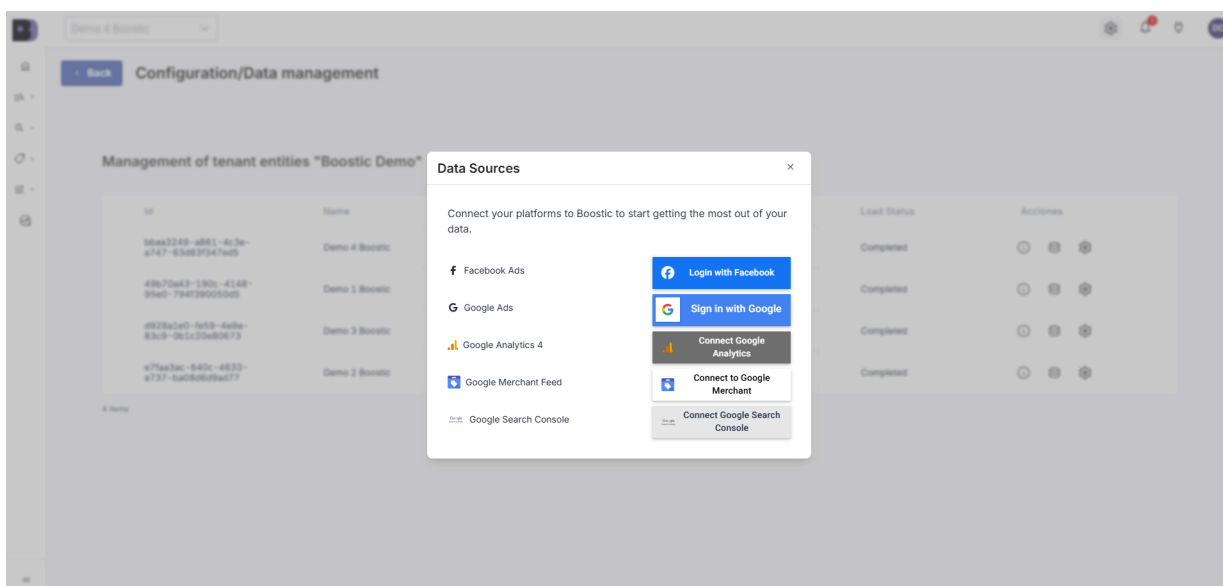
4. Configure Sources: In the right-hand column of 'Actions', you will see three icons available. Click on the middle icon (represented by a database or stacked cylinders) labeled 'Configure data sources'.



The screenshot shows the same web interface as before, but with the middle icon (represented by a database or stacked cylinders) in the 'Acciones' column of the first row highlighted with a blue box.

5. Platform Selection: When you click on it, a pop-up window titled "Data Sources" will open. Here you will see the complete list of available platforms (Google Ads, Google Analytics 4, Facebook Ads, etc.) ready to be connected.





## Google Analytics 4

Boostic.cloud connects to Google Analytics 4 via the Google BigQuery API, and downloads raw event data, so it is able to obtain the complete event funnel of all products, including the anonymous pings sent by GA4 in the case of users who do not accept cookies.

In this case, it should be noted that Boostic.cloud is subject to the limitations of exporting data from GA4 to BigQuery since the free version of GA4 only allows exporting 1 million events per day. Therefore, for websites with a large amount of traffic, it is recommended to activate the 'streaming' mode or limit the type of events to be linked to BigQuery.

It is also important to highlight two aspects of the link between GA4 and BigQuery:

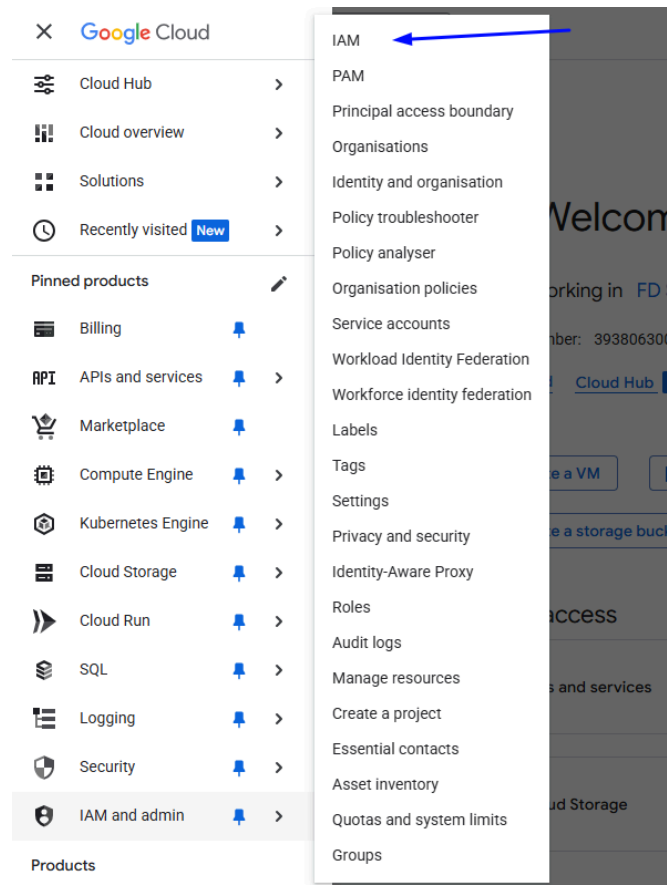
1. No data will be available until the GA4–BigQuery link is activated; the historical dataset starts the day after the connection is successfully set up.
2. Linking to BigQuery may include additional costs. BigQuery costs depend on storage usage and data query consumption.
  - a. The Boostic.cloud connector only reads each day's data once, so the consumption of reading data should not generate costs (they could be generated by other uses that the customer may make of GA4 data in BigQuery, such as querying it in Looker Studio reports).
  - b. While storage includes a small free tier, it will generate costs in the medium term, although these should be very low. BigQuery costs €0.02 per Gb, so we estimate that a website with traffic of 600k-800k events per day would cost around €10 per year.



To [link<sup>1</sup> GA4 with BigQuery](#) the customer must have a Google Cloud account with an active billing account and create a Google Cloud project. Once configured and linked, it is necessary to set up access permissions (in the Google Cloud project) for the Boostic.cloud service account.

## Configuring access permissions for BigQuery

Within the Google Cloud project, it is necessary to access the "IAM and Administration" section, and within this section, "IAM".



Within this section the roles must be assigned to the Binnacle Data service account '[analytics@binnacle-data.iam.gserviceaccount.com](mailto:analytics@binnacle-data.iam.gserviceaccount.com)':

- BigQuery Data Owner
- BigQuery Job User
- BigQuery Read Session User

<sup>1</sup> <https://support.google.com/analytics/answer/9823238?hl=en#zippy=%2Cin-this-article>



Upgrade to view full recommendations in Security Command Center Premium

Access additional recommendations with Security Command Center Premium, including those for non-basic roles, removing lateral movement permissions from service accounts, enabling multi-factor authentication (MFA), and implementing other security enhancements.

[Upgrade](#) [Learn more](#)

Permissions for project [project-id]

These permissions affect this project and all of its resources. [Learn more](#)

1 service account with highly privileged roles Owner / Editor has excess permissions. Improve security by applying recommendations to this account. [Learn more about recommendations](#)

[Tell me more](#) [View recommendations in table](#)

☐ Include Google-provided role grants

View by principals View by roles

[Grant access](#) [Remove access](#)

Filter Enter property name or value

Type	Principal	Name	Role	Security insights
<input type="checkbox"/>	analytics@binnacle-data.iam.gserviceaccount.com		BigQuery Admin	Advanced security insight
<input type="checkbox"/>			BigQuery Data Owner	Advanced security insight
			BigQuery Job User	Advanced security insight

For each BigQuery project, the customer will need to know the project-id and dataset-id of the Google Cloud project. The dataset ID usually follows the format `analytics_*`. These are the two values highlighted in yellow in the following image:

Google Cloud

Search (/) for resources, docs, products, and more

Search

Explorer

+ Add data

Search BigQuery resources

Show starred only

401514

Saved queries (1)

External connections

analytics\_406815949

Recently opened

Try with sample data

Try the Google Trends Demo Query

This simple query generates the top search terms in the US from the Google Trends public dataset.

[Open query](#) [View dataset](#)

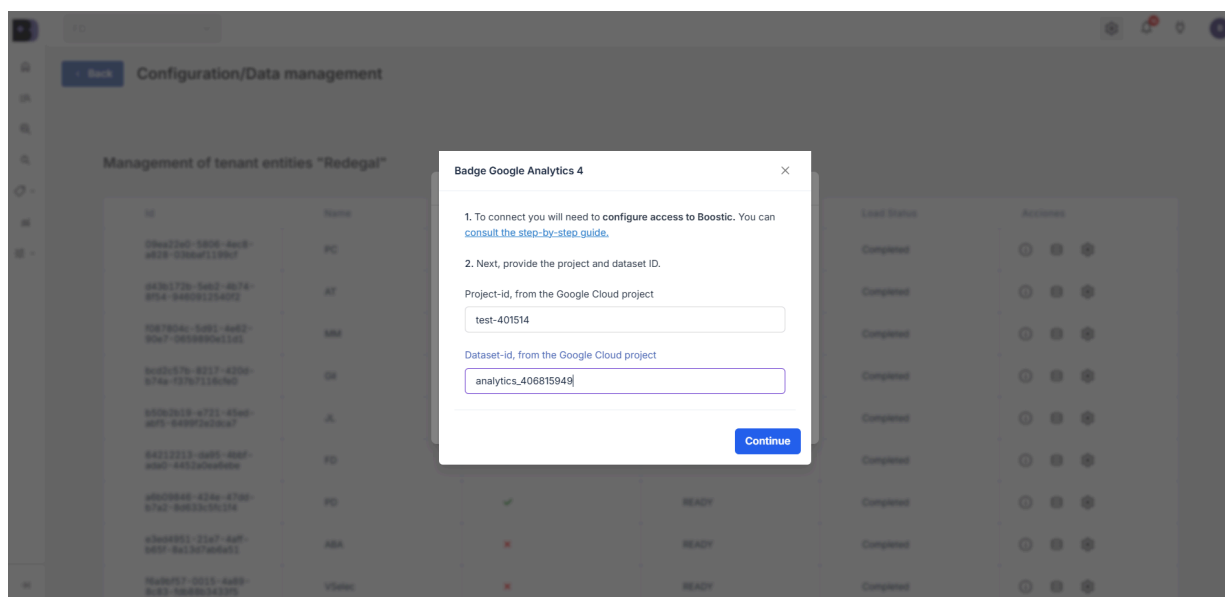
Try the Spark Demo Notebook

This notebook walks you through their basics and showcases Spark in BigQuery.

Once this information has been located, the customer will need to add the project-id and dataset-id of the Google Cloud project they wish to connect to via the Boostic.cloud platform, in the entity management module:







Linking GA4 to BigQuery generates a table of data every day, by default, with the free account it has a 60-day expiration limit and also a storage limitation. With low traffic accounts the storage limitation should not be a problem in 60 days, but with slightly larger accounts the process can fail. In addition, the cost is very low, and it is highly recommended to disable the data expiration policy, so that the raw traffic data is always available for any future use.

The cost in 'daily' mode comes only for storage, and is very low. For example, a customer with 2,500-3,000 sessions per day generates a cost of 0.60-0.70€ per month in storage.

For large clients, who can exceed 1M events per day, what should be done is to activate the streaming mode, which has no limitation of events. It is more expensive, as it has a cost for streaming and a cost for storage. Even so, it is still very low. For example, a client with about 40,000 sessions per day generates a cost of about 1.50€ per month between streaming and storage.

So, in general, it is not only highly recommended to activate billing and keep the complete history in BigQuery, but it is also necessary for medium-sized clients, as it is not possible to change the days of expiration, which could lead to a failure due to storage limits.

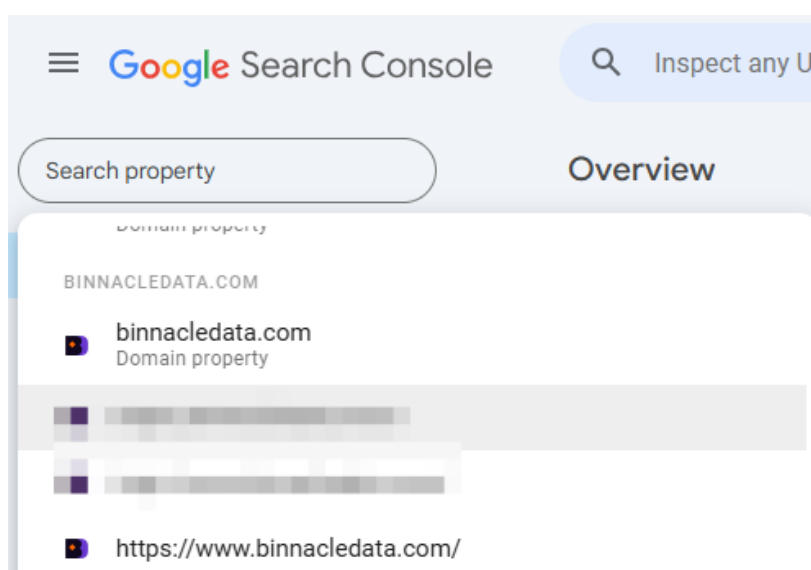


## Google Search Console

Boostic.cloud downloads page performance information (clicks, impressions, and average position) related to queries, pages, countries, devices and dates.

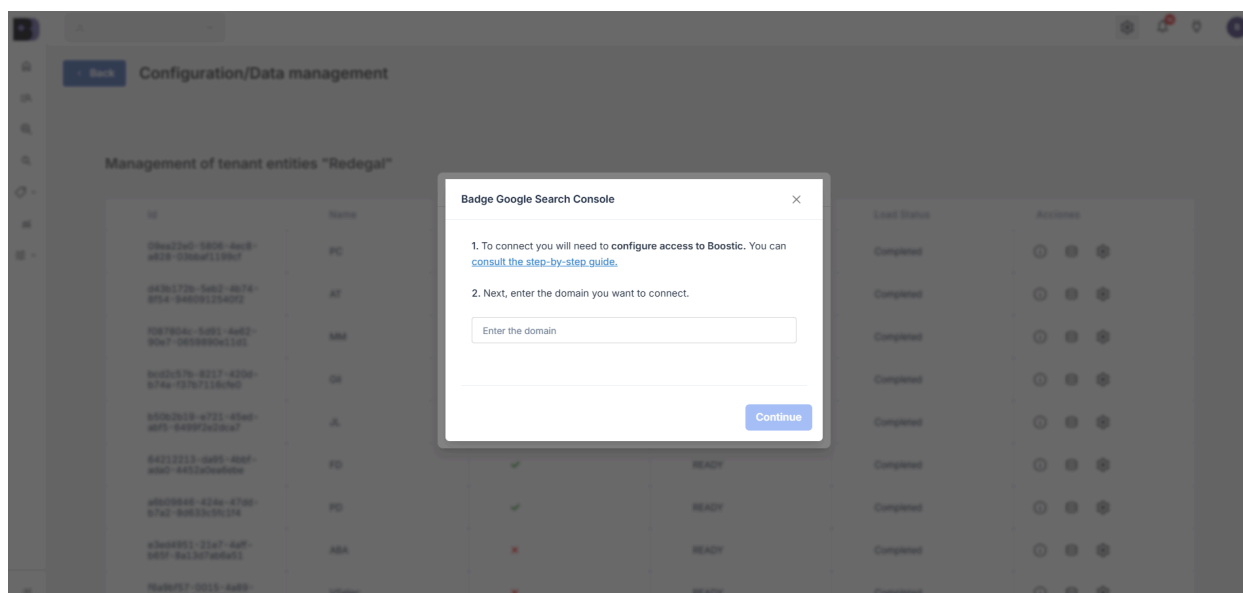
Access permissions for Boostic.cloud are configured by assigning restricted access permissions to the e-mail address: [analytics@binnacle-data.iam.gserviceaccount.com](mailto:analytics@binnacle-data.iam.gserviceaccount.com).

Access permission should be given at subdomain level, not the domain property level.



Additionally, the customer must enter the domain(s) from which the information will be extracted directly into the Boostic.cloud platform. To do this, they must select the Google Search Console data source in entity management, and then they will be able to add this information:

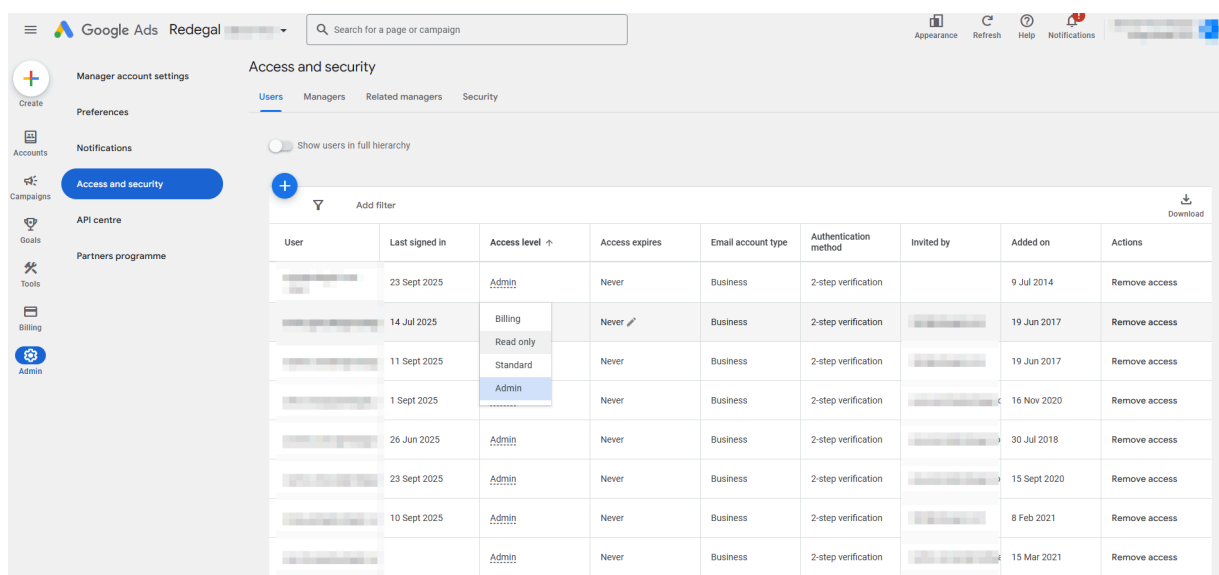




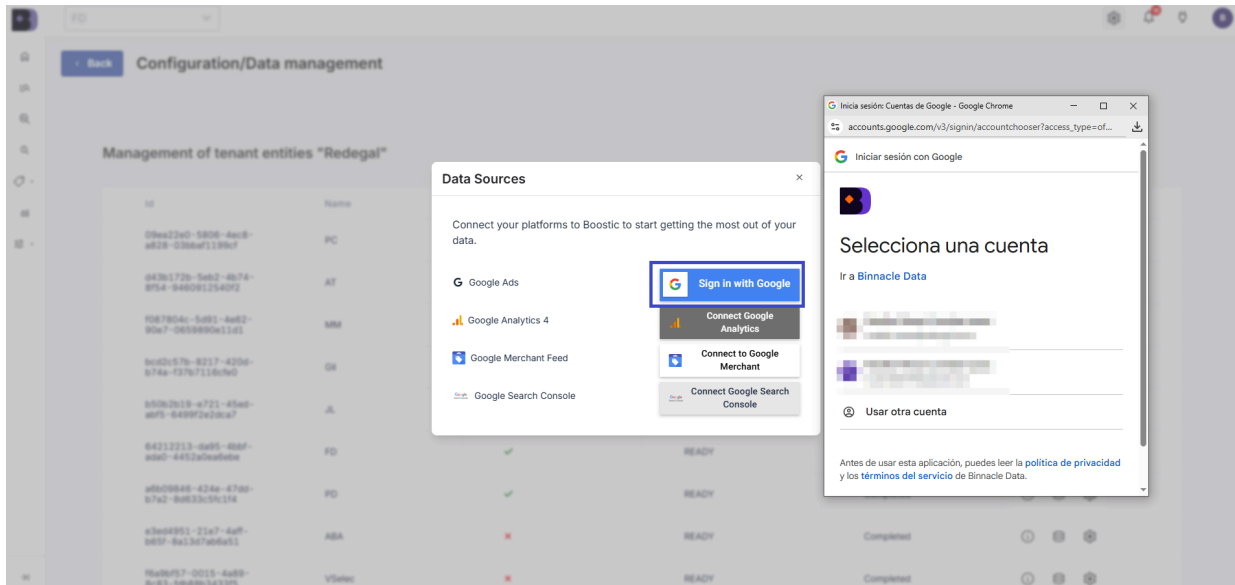
## Google Ads

The Boostic.cloud connector uses the official Google Ads APIs and permissions are granted via OAuth and directly from the Boostic.cloud UI, or through a lightweight console wizard provided by our integration team.

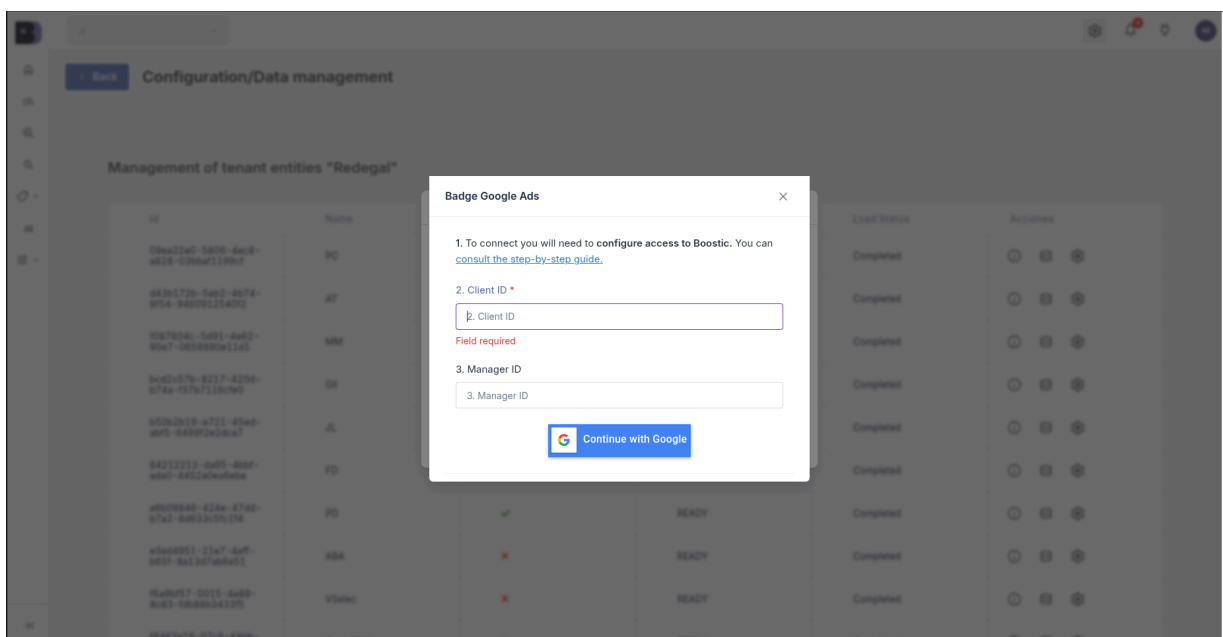
It is necessary to have a Google Ads user with read permissions on the advertising accounts to be connected (it is recommended that this user has minimum read permissions) and use that user to complete the OAuth2 authorization from Boostic.cloud.



This is a process that the user performs directly through Boostic.cloud. To connect, you need to go to the data source in the entity management and select the Google Ads option. Once selected, you log in with your email address to verify your account.



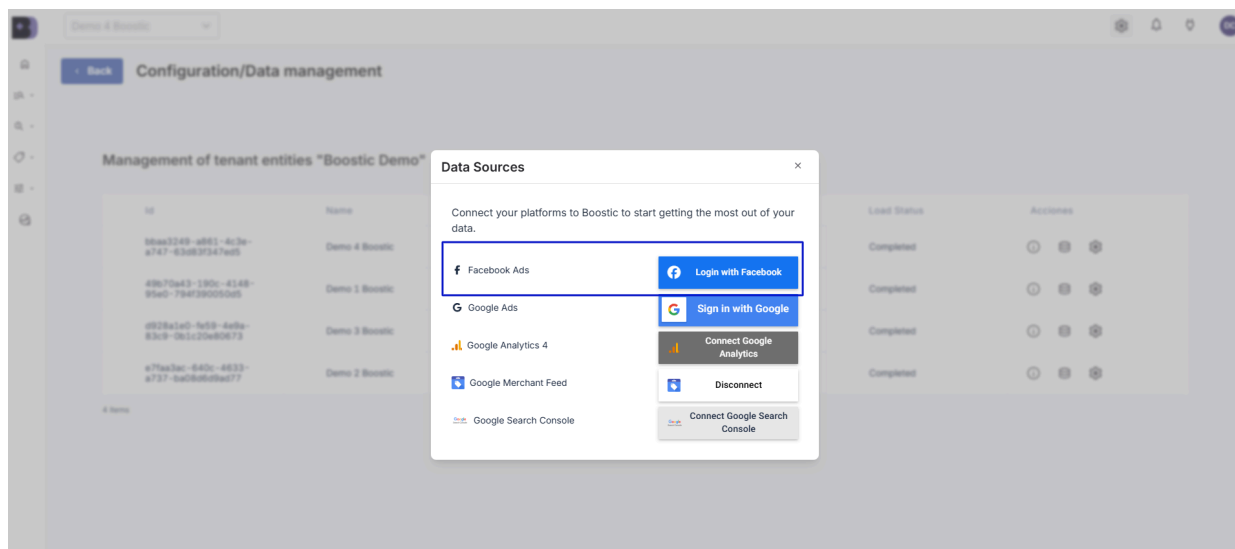
If you are already logged in, you would need to add the client ID and Manager ID directly:



## Meta Ads

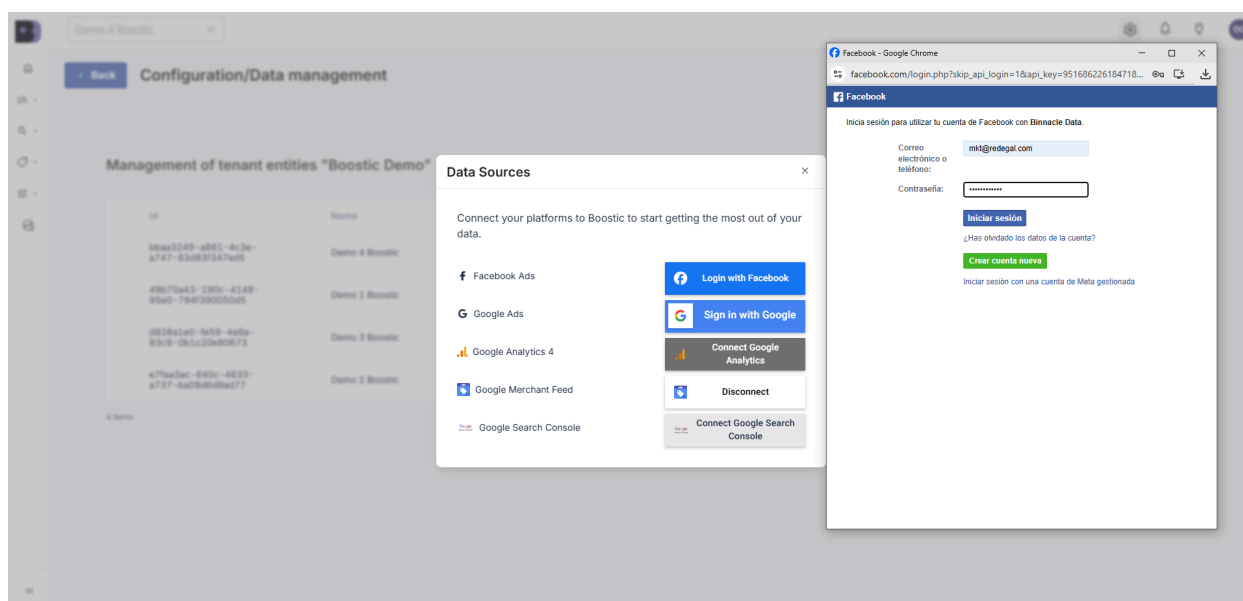
Integration with Meta Ads is carried out through a direct and secure authorization process (OAuth) from the Boostic.cloud interface itself. It is essential that the connection has the necessary permissions (administrator or analyst) for the advertising account you wish to link.

To connect, you need to go to data source management and select the Facebook Ads option.



The system will automatically redirect you to Meta's authentication gateway. The next step is to log in with the credentials of the Facebook (Meta) profile that manages the advertising account and verify it.

Follow the instructions on the screen to authorize the application. You will need to confirm Boostic.cloud's access to your ad performance data.



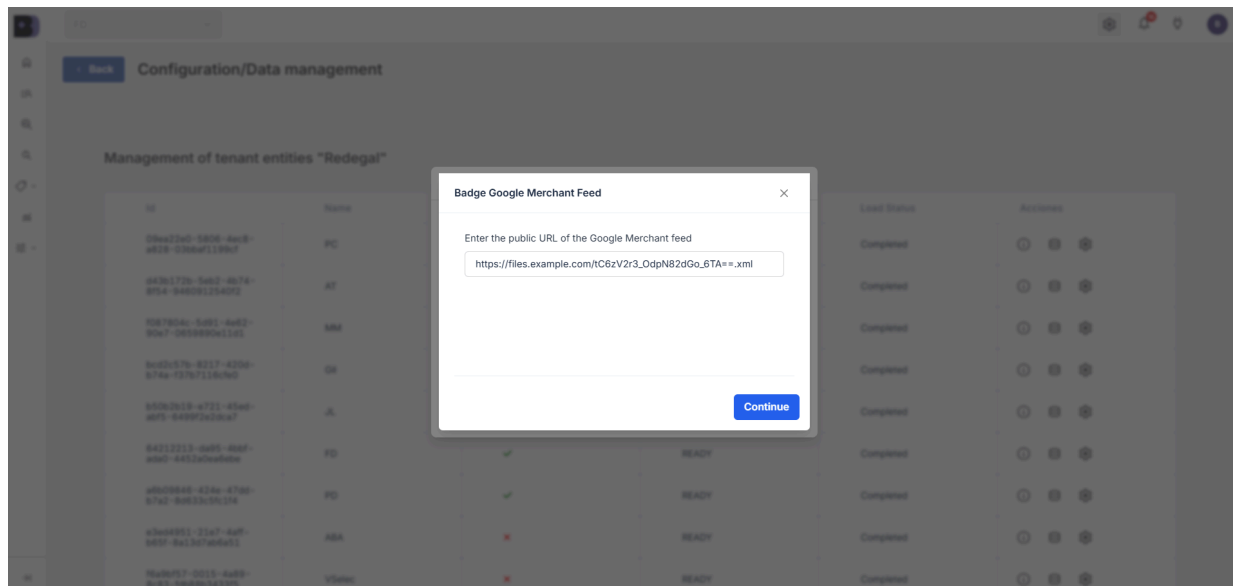
Once authorization is complete, the system will return you to the platform and the link will be active.

## Google Merchant Feed

The Google Merchant Feed acts as the central information hub for Boostic.cloud, providing essential metadata for each product (images, titles, prices, stock, and categorization).

You must obtain the source URL for your data feed (usually available in the Google Merchant Center settings). It is essential that this URL is public and accessible (without the need for access credentials).

Once you have the link, you must enter it directly into the corresponding field in the Data Source Management section of the platform so that Boostic can start importing and processing the catalog.



## Appendix: Data Validation

To ensure complete data integrity and verify that the information displayed by Boostic.cloud accurately reflects your advertising accounts (and that all the required accounts are connected), an initial validation process is required.

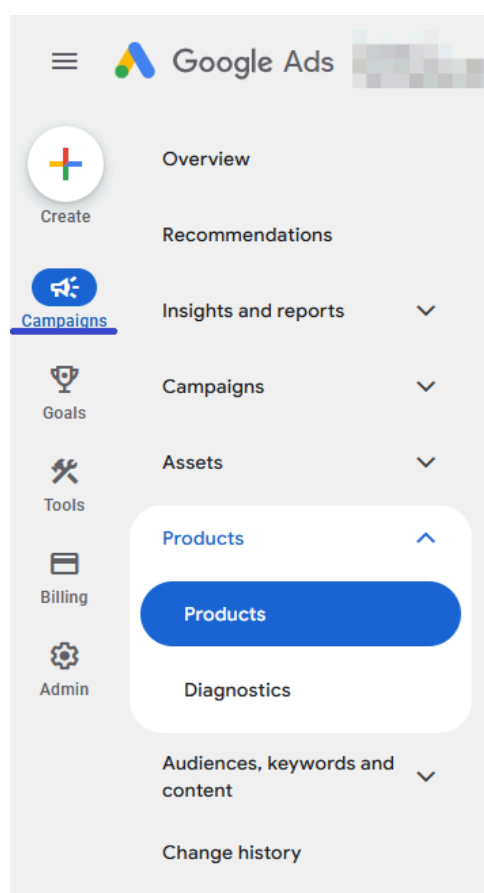
Below are the steps to extract the control reports from both Google Ads and Meta Ads.

### Google Ads

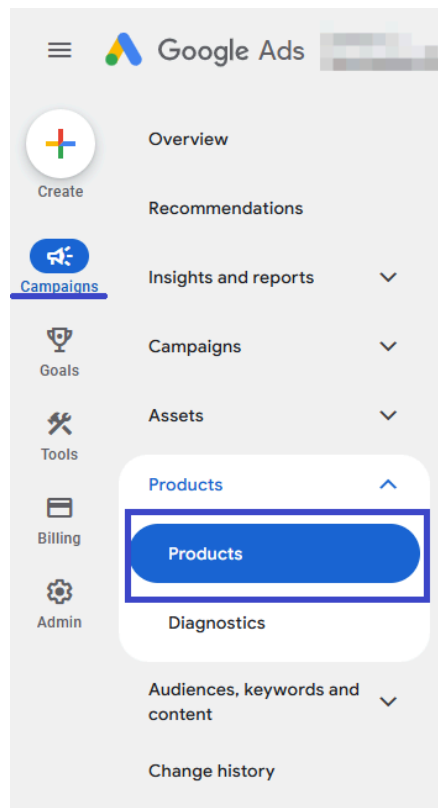
The objective is to obtain a performance report broken down at the “Product” (SKU) level for a specific period of time.

Steps to follow:

1. Log in to your Google Ads account.
2. In the left side navigation menu, click on Campaigns.



3. In the options that appear under “Campaigns,” locate and click on the Products section.



4. At the top right of the screen, you will find the date selector: select a 7-day period, because this is the minimum attribution period we use to calibrate the algorithm.

Products

These metrics are calculated from your Shopping and Performance Max campaigns

Ima	Title	Mer ID	Item ID	Impr.	Clicks	CTR	Cost	Conversic	Conv. value	Cost / conv.	Value / conv.	Feed label	Target countries	Price	Avg. CPC
				0	0	-	€0.00	0.00	0.00	€0.00	0.00	CSS-ES	Spain	€0.13	-
				0	0	-	€0.00	0.00	0.00	€0.00	0.00	-	Ireland	€0.13	-
				0	0	-	€0.00	0.00	0.00	€0.00	0.00	-	Spain	€0.13	-





- Once the data is displayed on the screen, click the Download button (down arrow icon above the table, on the right) and select the .csv or Excel spreadsheet format.

The screenshot shows the Google Ads interface. On the left sidebar, the 'Products' option is selected under the 'Insights and reports' section. The main content area displays the 'Products' section with a table of product performance metrics. The table has columns for 'Impr.', 'Clicks', 'CTR', 'Cost', 'Conversic', 'Conv. value', 'Cost / conv.', 'Value / conv.', 'Feed label', 'Target countries', 'Price', and 'Avg. CPC'. A 'Download' button with a download icon is highlighted in the top right corner of the table area.

When sending us the file, it is essential that you indicate in the body of the email the exact dates selected for data extraction.


## Meta Ads

The goal is to obtain an ad performance report broken down at the “Product ID” level so that the data can be cross-referenced with Boostic.


Steps to follow:

- Log in to your Ads Manager account.
- In the left side menu, make sure you have the Campaigns section selected.







# Ads Manager


 Notifications 


74


 Account Overview 


2


 Campaigns


 Ads Reporting

 Audiences

 Billing & payments

 Advertising settings

 Events Manager

 All tools

3. In the center of the screen, click on the Ads tab.

Campaigns

Ad sets

**Ads**

1-200 of 3204

Last 30 days: 19 Oct 2025 - 17 Nov 2025

+ Create

Duplicate

Edit

A/B test

More

Columns: Custom

Breakdown: 1 Selected

Reports

Export

Charts

<input type="checkbox"/>	Off / On	Ad	Impressions	Amount spent	Clicks (all)	CTR (all)	
<input type="checkbox"/>	<input type="checkbox"/>			€0,00	—	—	—
<input type="checkbox"/>	<input type="checkbox"/>			€0,00	—	—	—
<input type="checkbox"/>	<input type="checkbox"/>			€0,00	—	—	—
<input type="checkbox"/>	<input type="checkbox"/>			€0,00	—	—	—
<input type="checkbox"/>	<input checked="" type="checkbox"/>		70	€0,21	1	1,43%	
			1	€0,01	—	—	—
			2	€0,00	—	—	—
			2	€0,01	—	—	—
			1	€0,02	—	—	—
			6	€0,04	—	—	—
			1	€0,00	—	—	—
			2	€0,00	—	—	—
		Results from 3204 ads	1177 379	€3122,52	39 332	3,34%	
		Excludes deleted items	Total	Total spent	Total	Per Impressions	



- In the date selector (top right), select a 7-day period (it must match the same range used for the Boostic.cloud analysis).

The screenshot shows the Google Ads interface with the date selector in the top right corner. The date range is set to 'Last 30 days: 19 Oct 2025 - 17 Nov 2025'. A custom column menu is open, showing various options like 'Today', 'Yesterday', 'Last 7 days', etc. The 'Custom' option is selected. The table below shows the results for the selected date range.

Off / On	Ad	Impressions	Amount spent
<input type="checkbox"/>	[Ad Name]	70	€0,04
<input type="checkbox"/>	[Ad Name]	1	€0,00
<input type="checkbox"/>	[Ad Name]	2	€0,00
<input type="checkbox"/>	[Ad Name]	2	€0,00
<input type="checkbox"/>	[Ad Name]	1	€0,00
<input type="checkbox"/>	[Ad Name]	6	€0,00
<input type="checkbox"/>	[Ad Name]	1	€0,00
<input type="checkbox"/>	[Ad Name]	2	€0,00
Results from 3204 ads		1 177 379 Total	€3122,52 Total spent

- Adjust the columns to display the necessary metrics. To do this, click on the 'Columns' button and select 'Customize Columns'.

The screenshot shows the Google Ads interface with the 'Columns' button highlighted. The 'Customize Columns' menu is open, showing various options like 'Custom', 'Performance', 'Engagement', etc. The 'Customize columns' option is selected. The table below shows the results for the selected date range.

Off / On	Ad	Impressions	Clicks (all)	CTR (all)
<input type="checkbox"/>	[Ad Name]	70	€0,00	—
<input type="checkbox"/>	[Ad Name]	1	€0,00	—
<input type="checkbox"/>	[Ad Name]	2	€0,00	—
<input type="checkbox"/>	[Ad Name]	2	€0,00	—
<input type="checkbox"/>	[Ad Name]	1	€0,00	—
<input type="checkbox"/>	[Ad Name]	6	€0,00	—
<input type="checkbox"/>	[Ad Name]	1	€0,00	—
<input type="checkbox"/>	[Ad Name]	2	€0,00	—
Results from 3204 ads		1 177 379 Total	€3122,52 Total spent	39 332 Total

Next, select the metrics you want to display: Impressions, Clicks (all), CTR (all), and Amount spent.

Once selected, click on 'Apply'.

- 

7. Once you have configured the view you want to obtain, click on the Export button (down arrow icon or “Reports” button in the top bar of the table) and select the .csv or .xlsx (Excel) format.

The screenshot shows the 'Ads' table in a dashboard. The table has columns for 'Ad', 'Impressions', 'Amount spent', and 'Clicks (all)'. The 'Export' button in the top right is highlighted with a blue box, and a dropdown menu is open showing options: 'Export as .csv', 'Export as .xlsx', 'Customize export', 'Schedule export', and 'Share table link'. The table data includes a summary row at the bottom showing totals for 1,177,379 impressions, €3122,52 spent, 39,332 clicks, and a 3.34% conversion rate.

Ad	Impressions	Amount spent	Clicks (all)
Ad 1	70	€0,21	1,43%
Ad 2	1	€0,01	—
Ad 3	2	€0,00	—
Ad 4	2	€0,01	—
Ad 5	1	€0,02	—
Ad 6	6	€0,04	—
Ad 7	1	€0,00	—
Ad 8	2	€0,00	—
<b>Results from 3204 ads</b>	<b>1 177 379</b>	<b>€3122,52</b>	<b>39 332</b>
Excludes deleted items	Total	Total spent	Total
			<b>3,34%</b>
			Per Impressions

When sending us the file, it is essential that you indicate in the body of the email the exact dates selected for data extraction.

