Boostic.cloud

Data source configuration manual

Table of contents

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

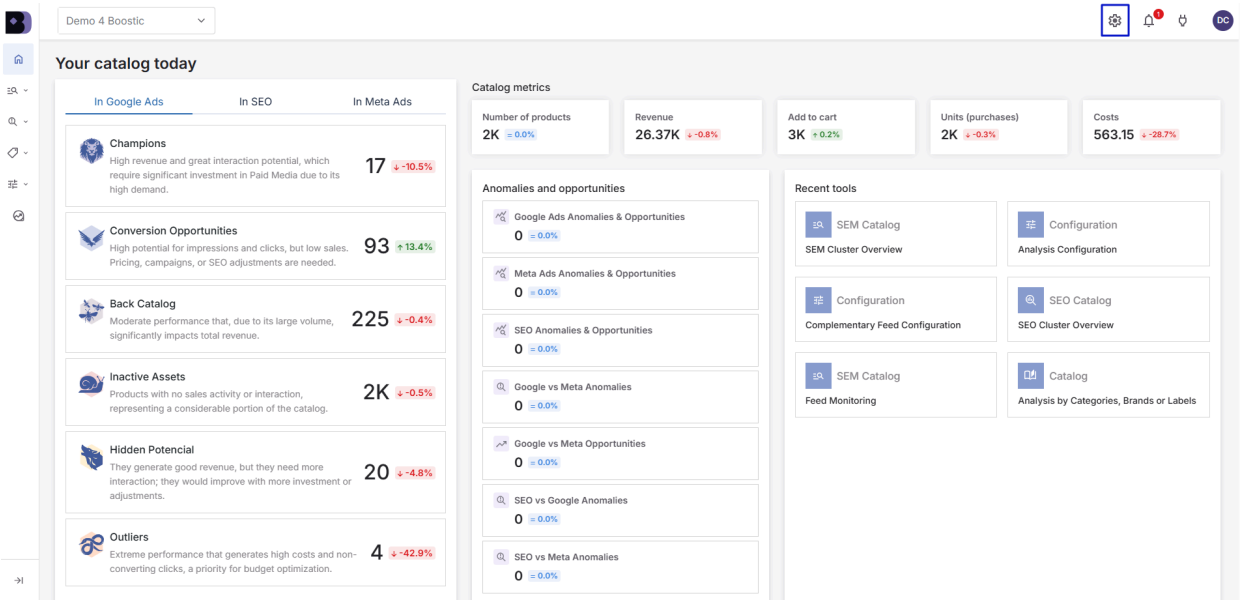
Boostic.cloud obtains and integrates catalog information from the following data sources:

- User behavior:
    - Google Analytics 4
- SEO:
    - Google Search Console
- Advertising spend:
    - Google Ads
    - Meta Ads

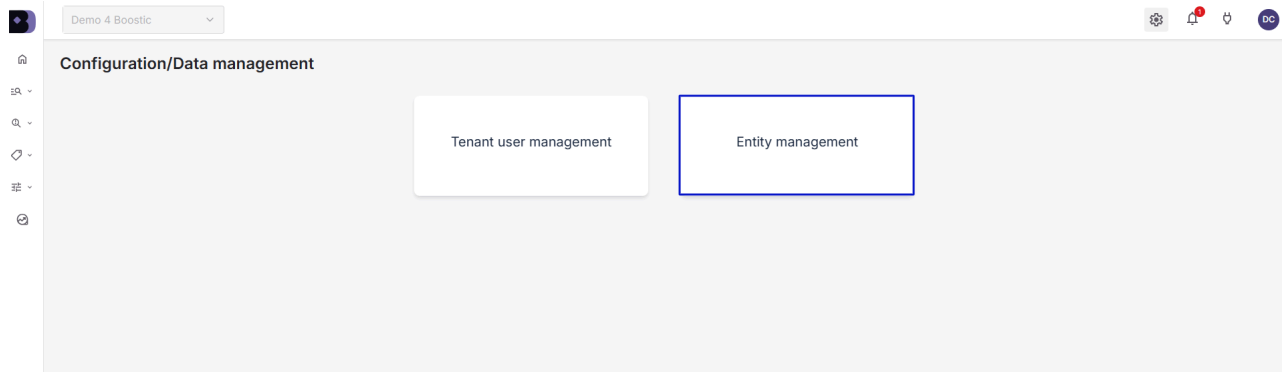
- Catalog metadata:
    - Google Merchant Feed

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

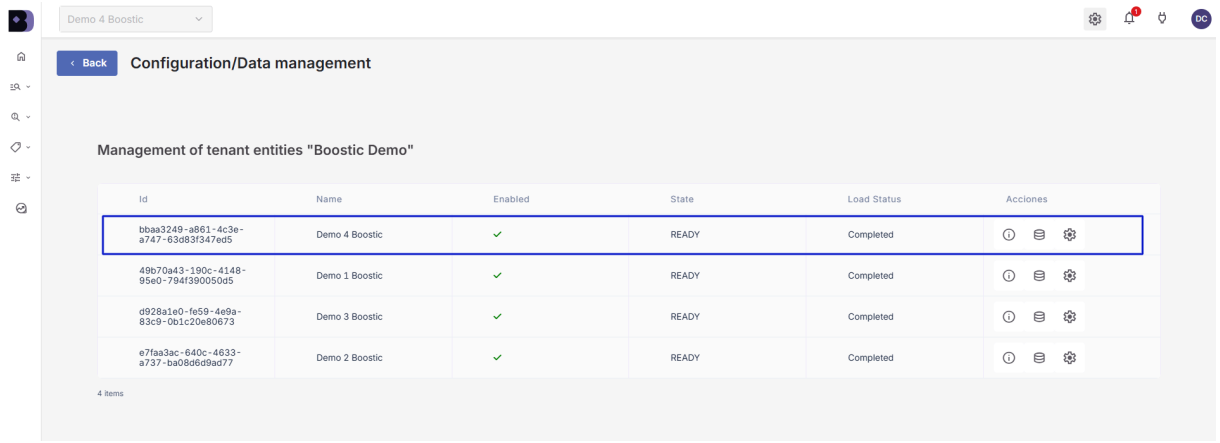
1. Access Settings: From the Boostic.cloud home screen, go to the top right corner and click on the Settings button (represented by a gear icon):



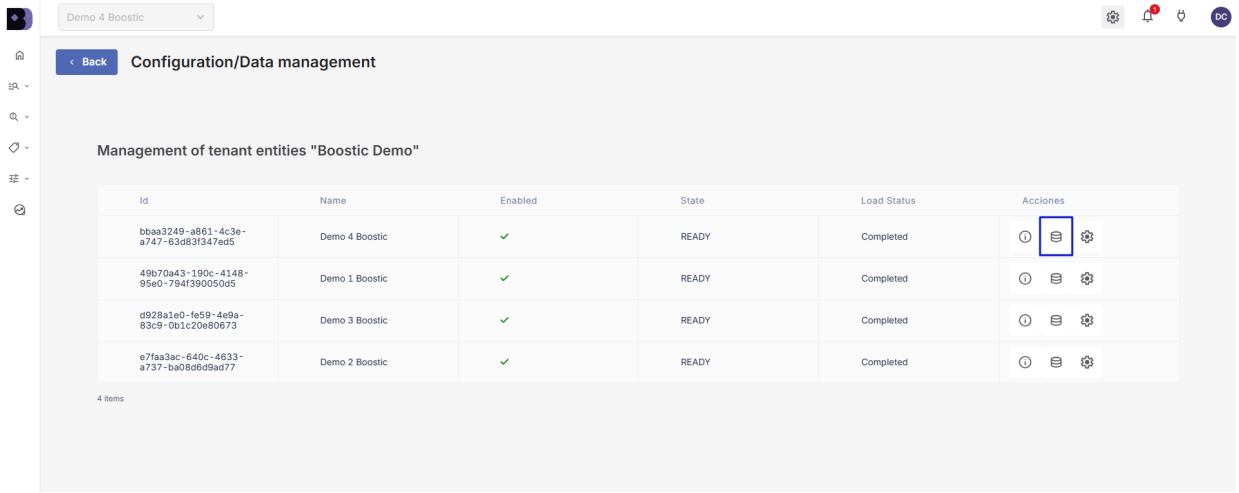
2. Entity Management: In the menu, select the ‘Entity Management’ option. This will take you to a screen with a list of all the accounts or tenants to which you have access.



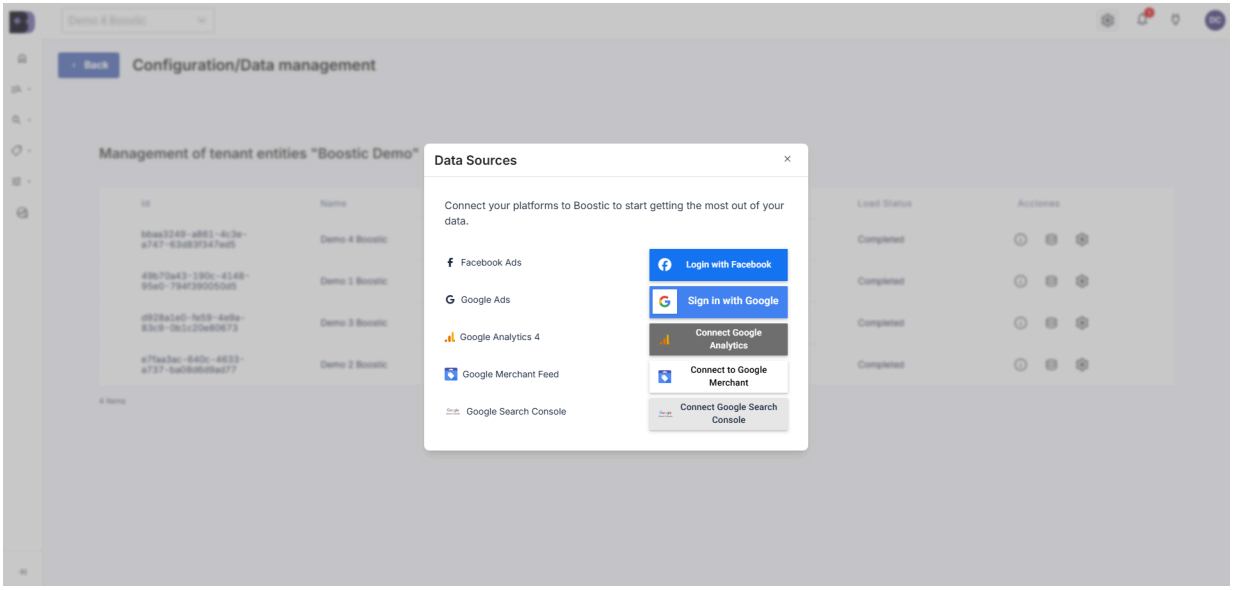
3. Find your Entity: Locate the entity you want to work on in the list.



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’.



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.

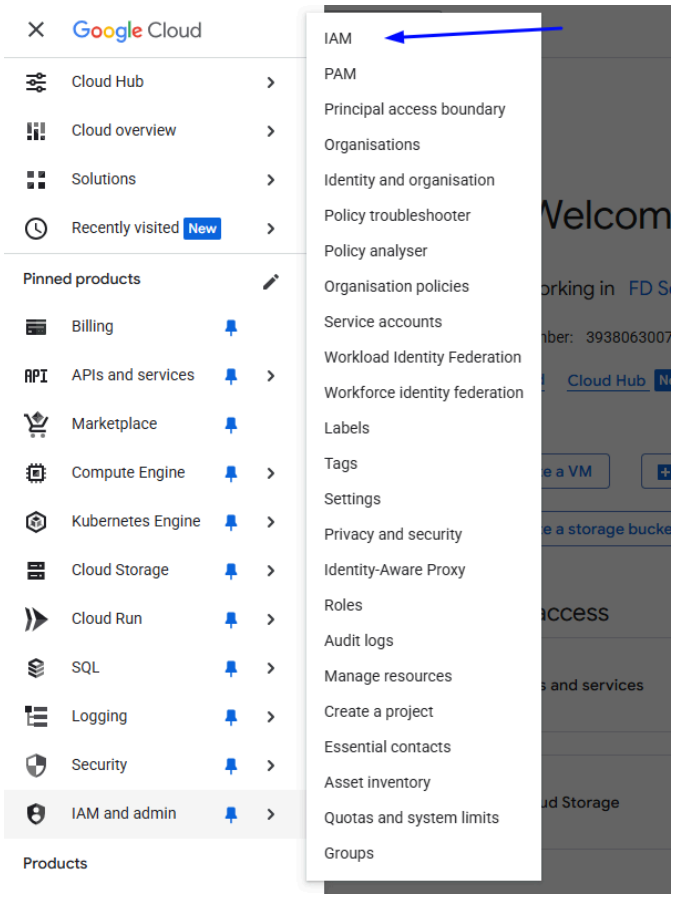
It is also important to highlight two aspects of the link between GA4 and BigQuery:

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[1] 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

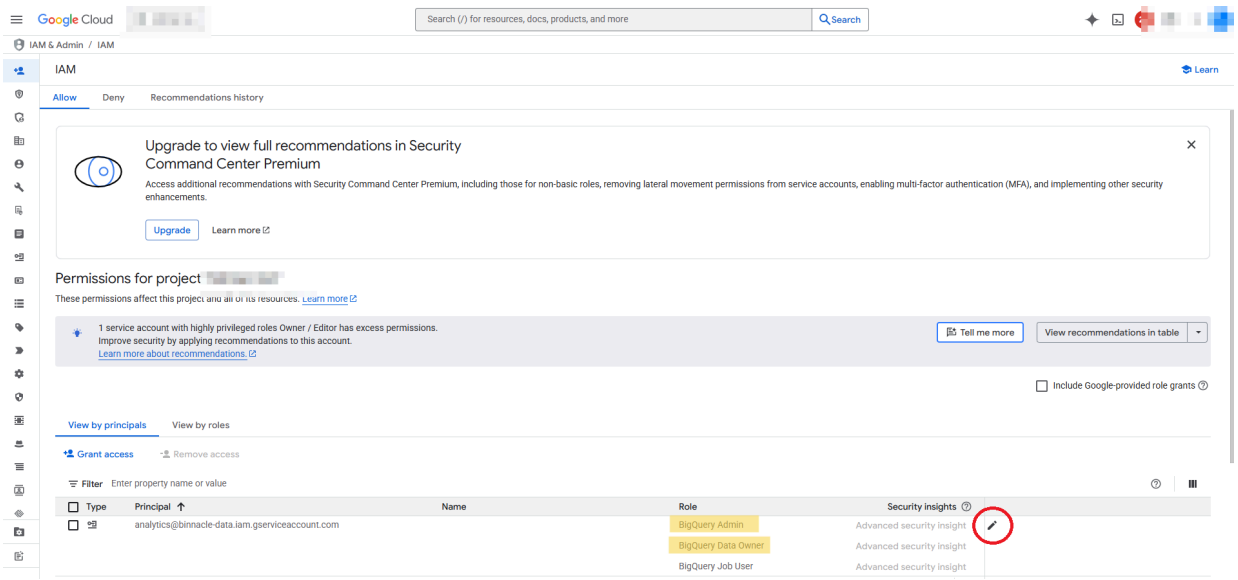
Within the Google Cloud project, it is necessary to access the "IAM and Administration" section, and within this section, "IAM".



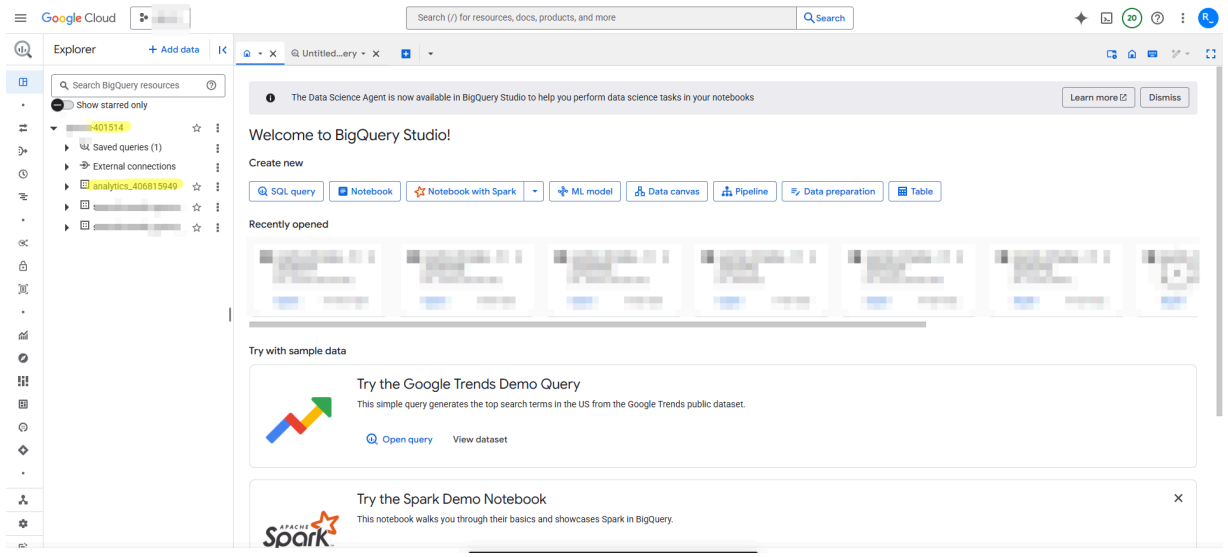
Within this section the roles must be assigned to the Binnacle Data service account 'analytics@binnacle-data.iam.gserviceaccount.com':

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

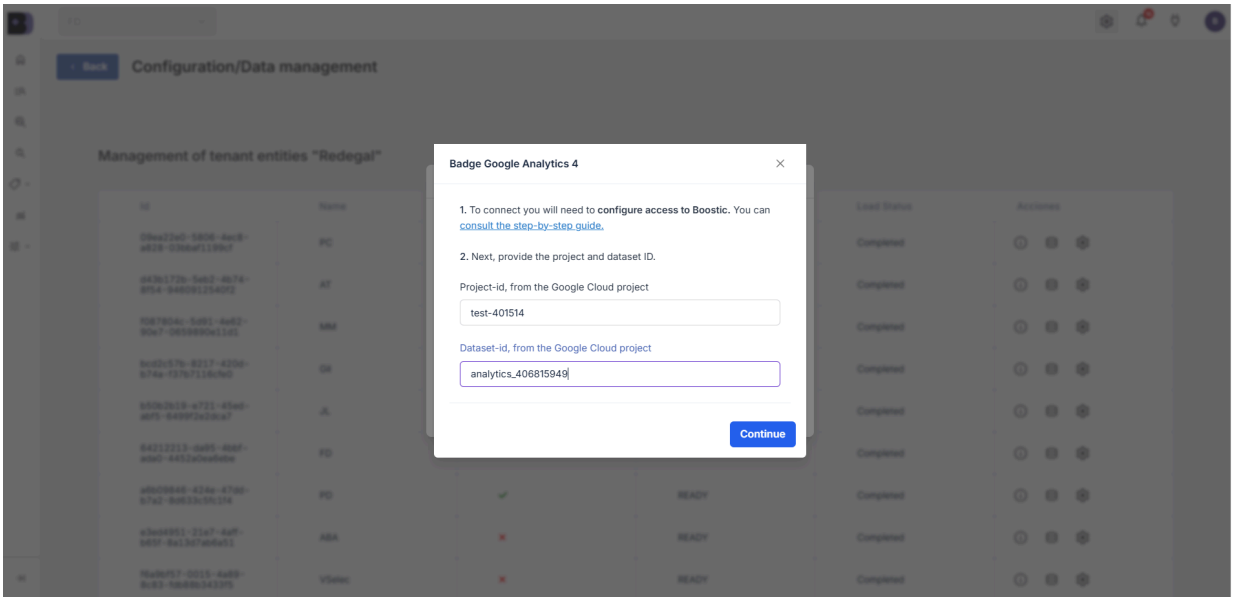
[1] https://support.google.com/analytics/answer/9823238?hl=en#zippy=%2Cin-this-article



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:



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.

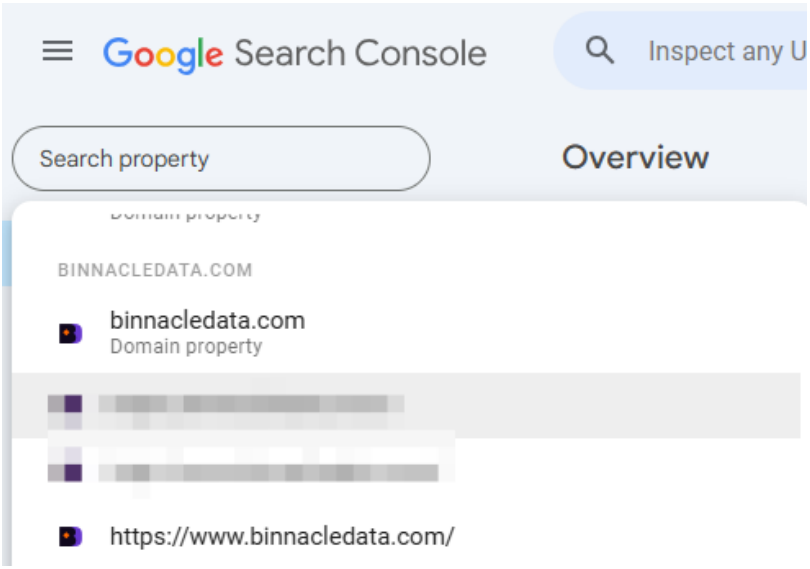
So, in general, it is not only highly recommended to activate billing and keep the complete history in BigQuery, but it is also necessary for medium-sized clients, as it is not possible to change the days of expiration, which could lead to a failure due to storage limits.

Google Search Console

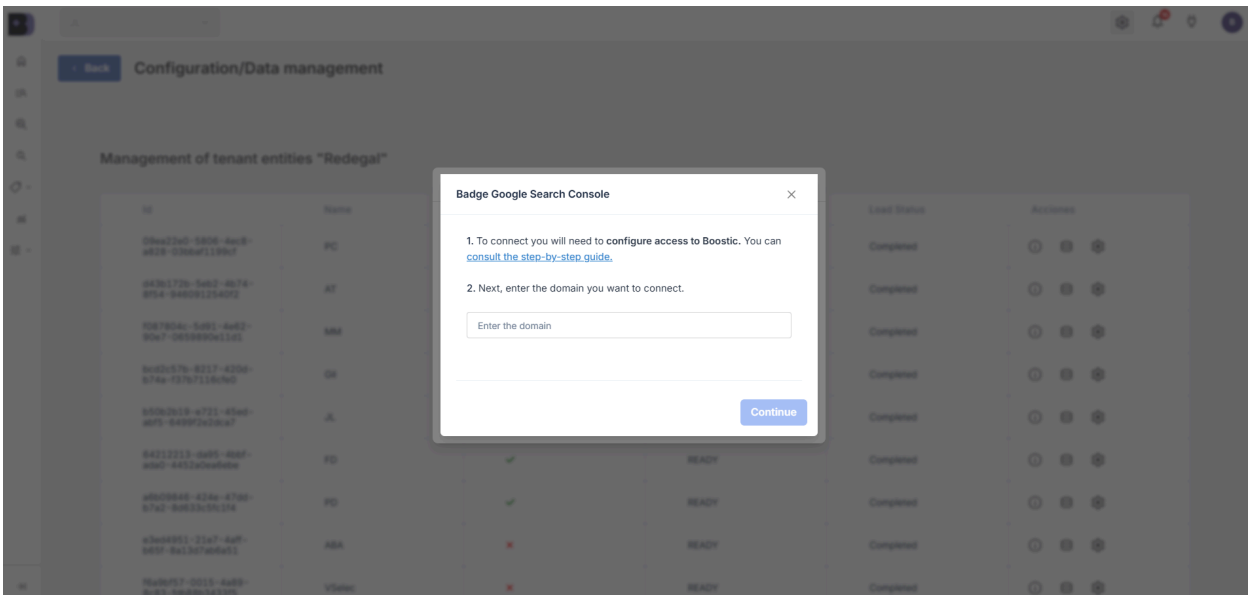
Boostic.cloud downloads page performance information (clicks, impressions, and average position) related to queries, pages, countries, devices and dates.

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

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



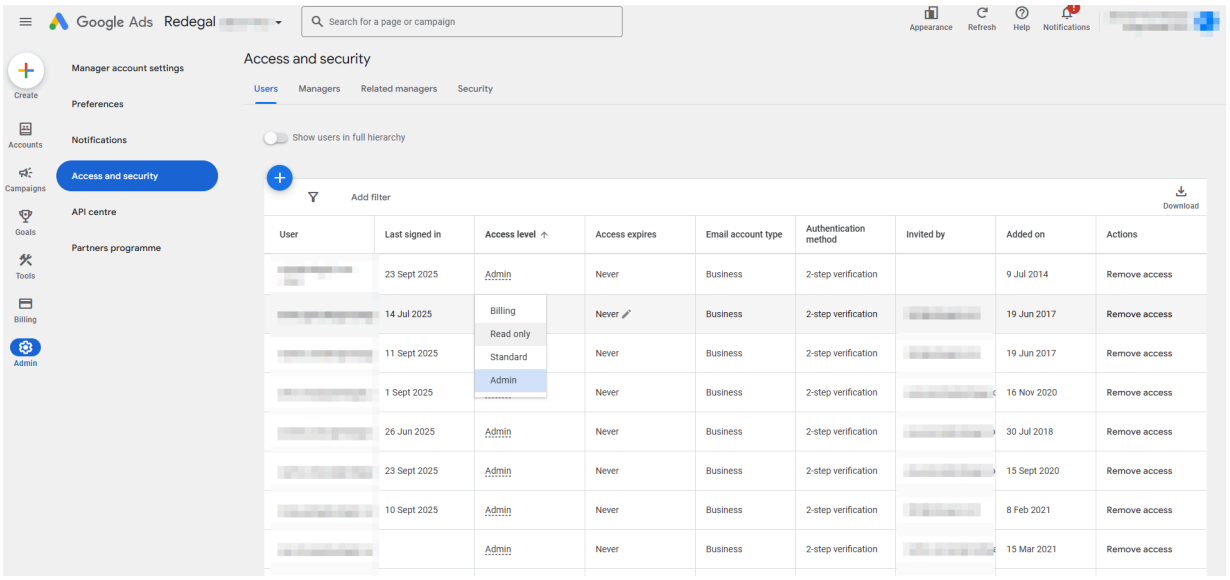
Additionally, the customer must enter the domain(s) from which the information will be extracted directly into the Boostic.cloud platform. To do this, they must select the Google Search Console data source in entity management, and then they will be able to add this information:



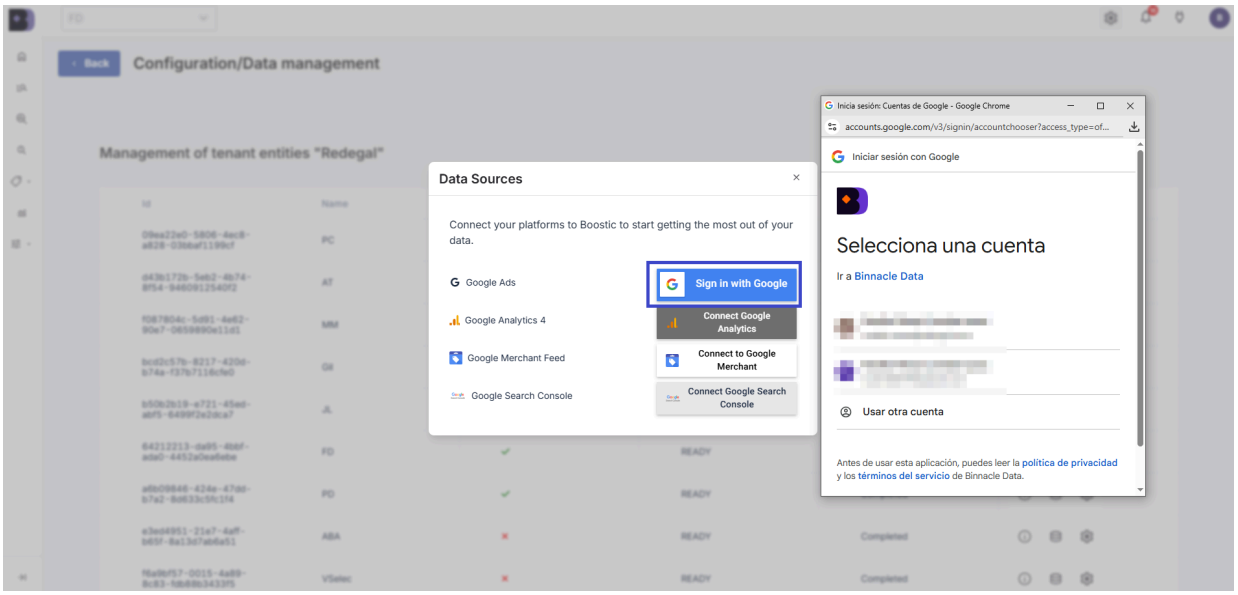
Google Ads

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.

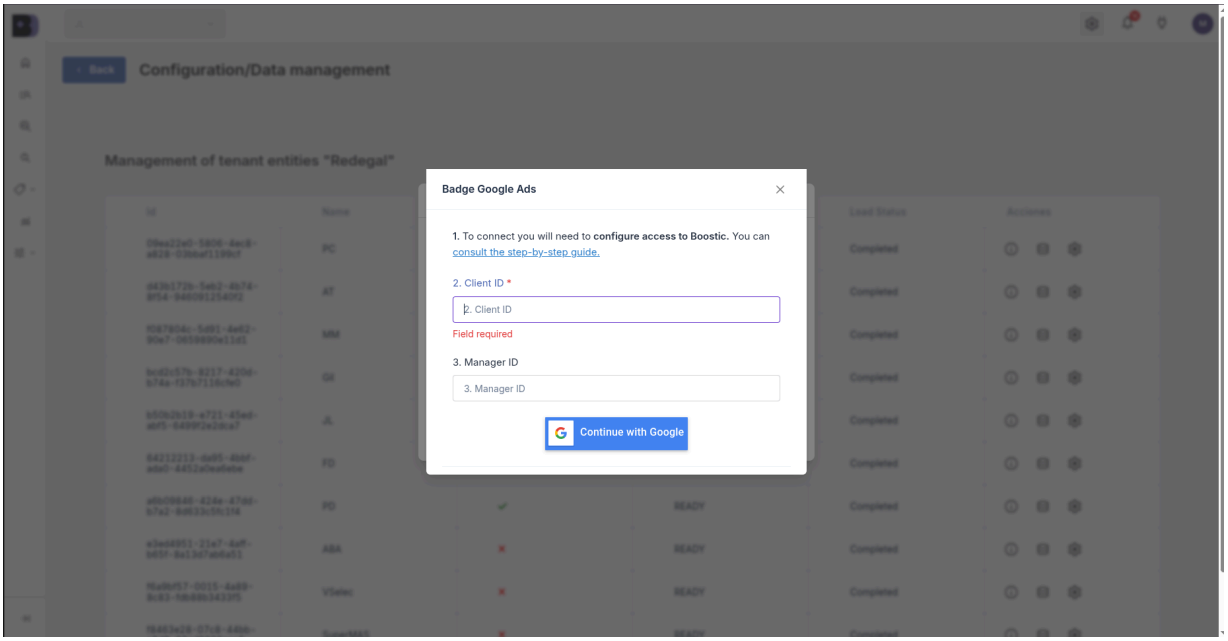
It is necessary to have a Google Ads user with read permissions on the advertising accounts to be connected (it is recommended that this user has minimum read permissions) and use that user to complete the OAuth2 authorization from Boostic.cloud.



This is a process that the user performs directly through Booostic.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.



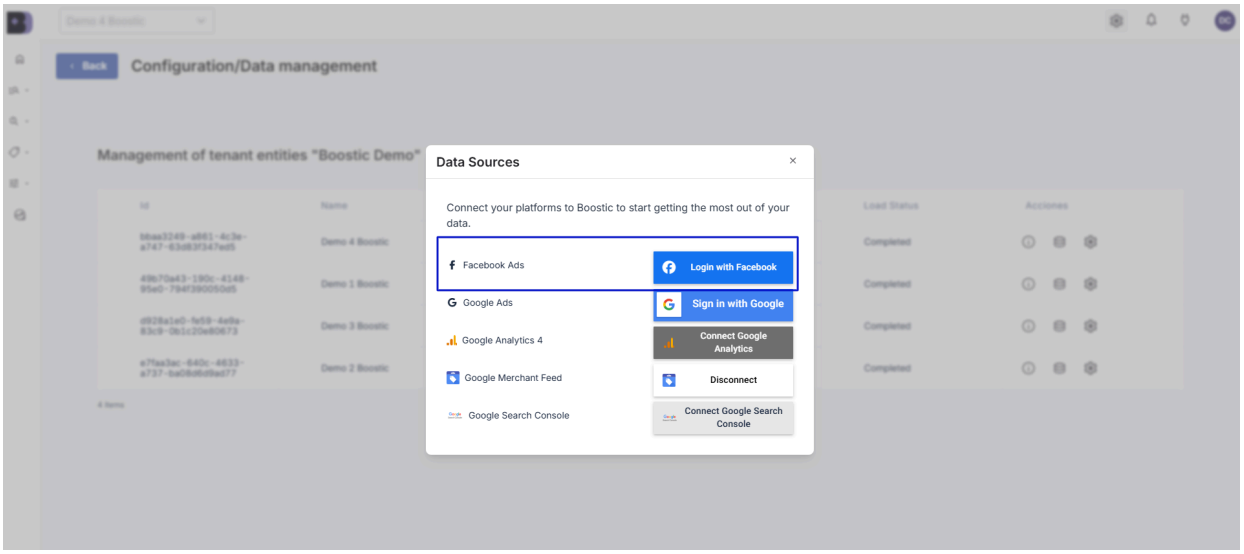
If you are already logged in, you would need to add the client ID and Manager ID directly:



Meta Ads

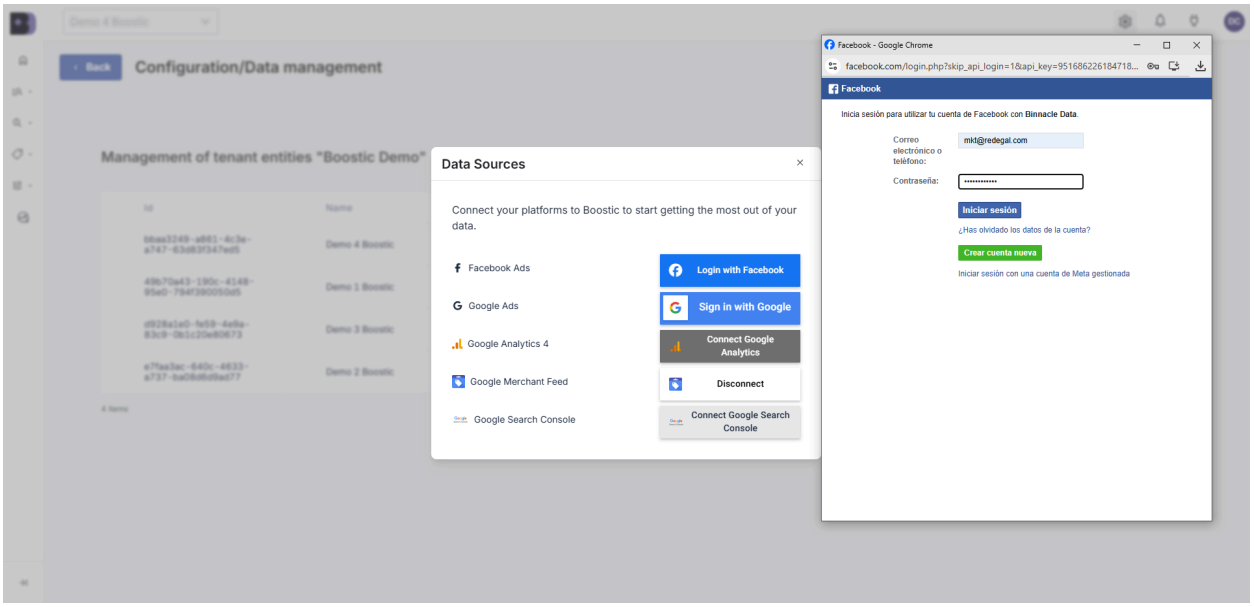
Integration with Meta Ads is carried out through a direct and secure authorization process (OAuth) from the Boostic.cloud interface itself. It is essential that the connection has the necessary permissions (administrator or analyst) for the advertising account you wish to link.

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.



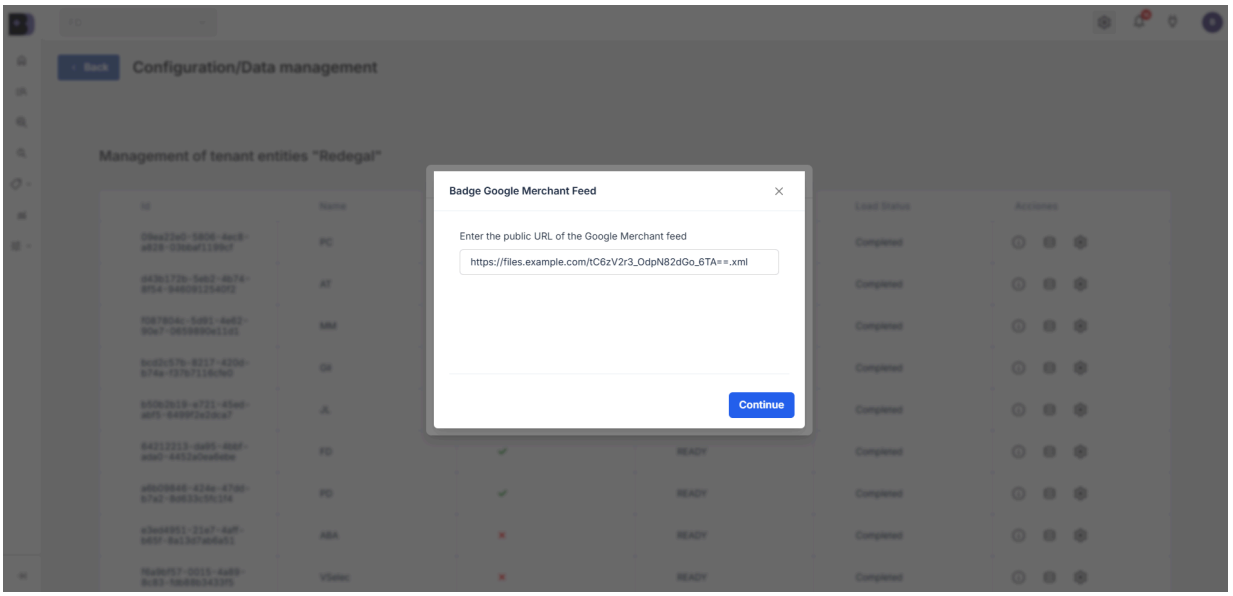
Once authorization is complete, the system will return you to the platform and the link will be active.

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.

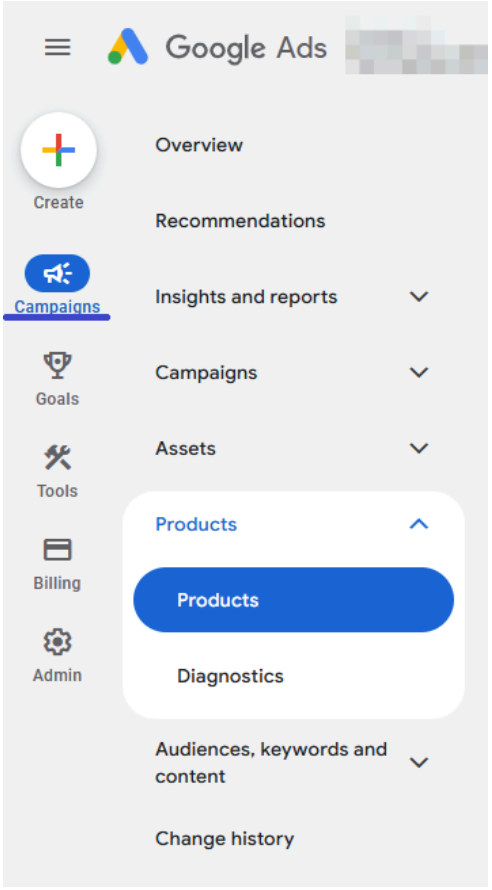
Below are the steps to extract the control reports from both Google Ads and Meta Ads.

Google Ads

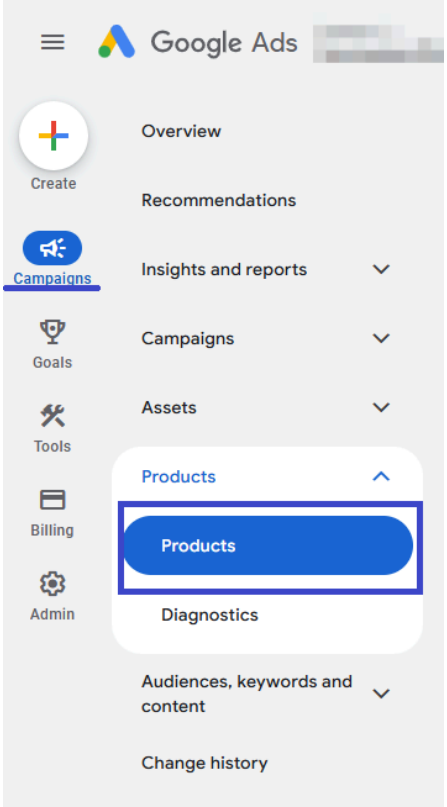
The objective is to obtain a performance report broken down at the “Product” (SKU) level for a specific period of time.

Steps to follow:

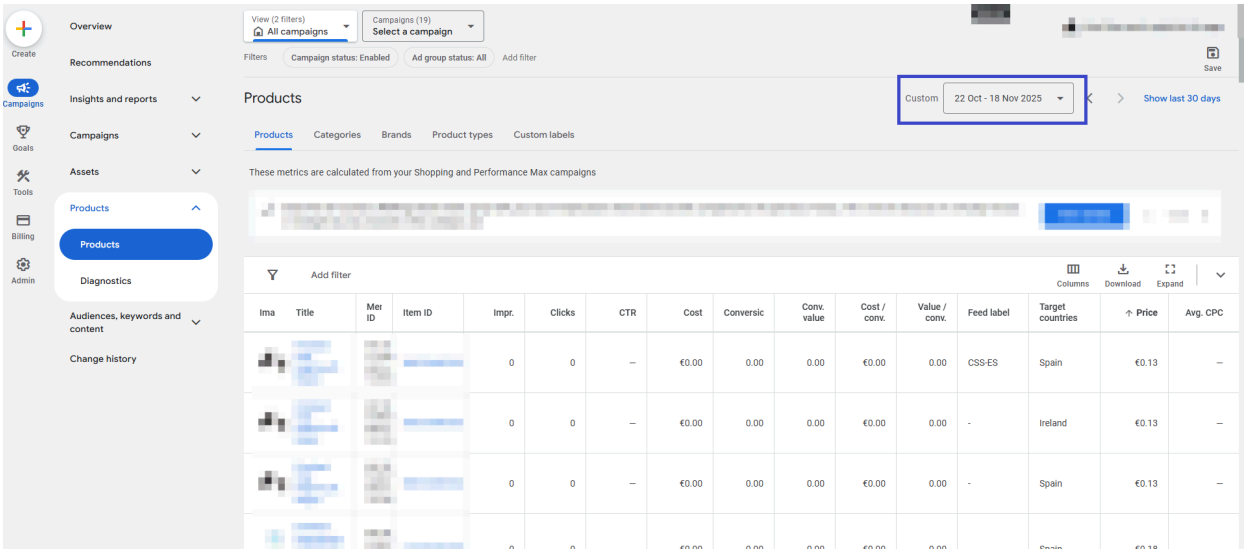
1. Log in to your Google Ads account.
2. In the left side navigation menu, click on Campaigns.



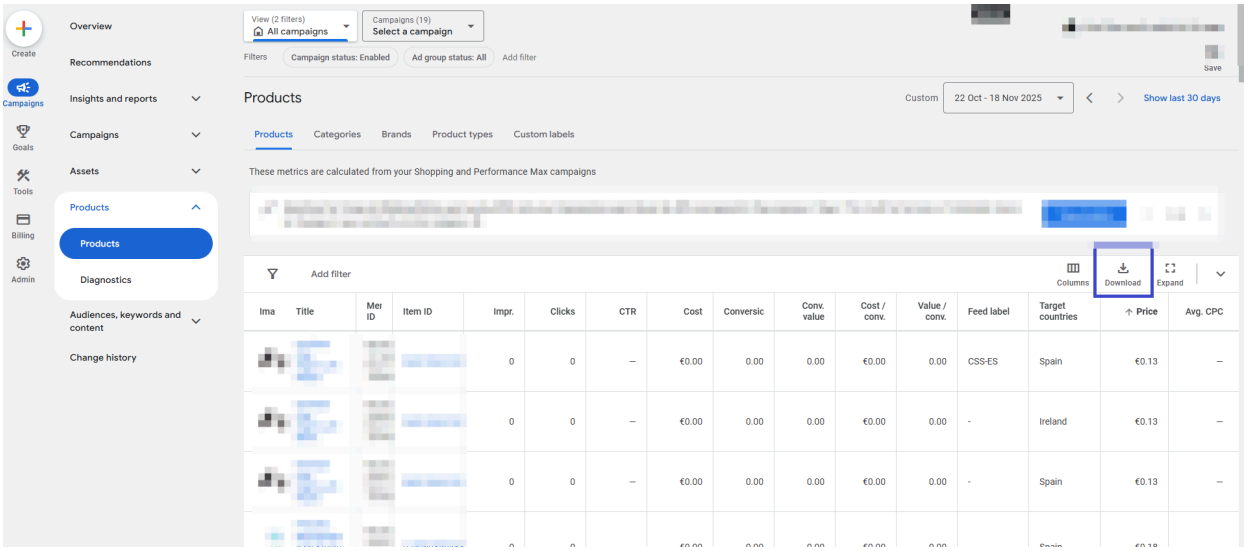
3. In the options that appear under “Campaigns,” locate and click on the Products section.



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.



5. 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.



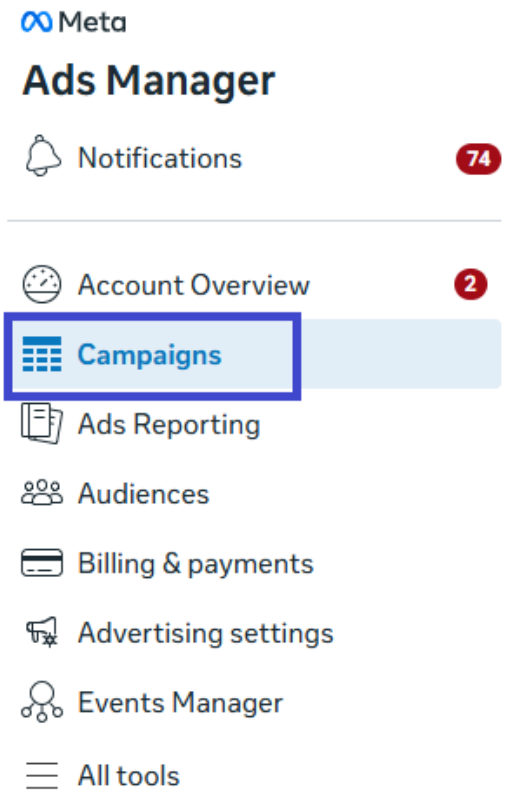
When sending us the file, it is essential that you indicate in the body of the email the exact dates selected for data extraction.

Meta Ads

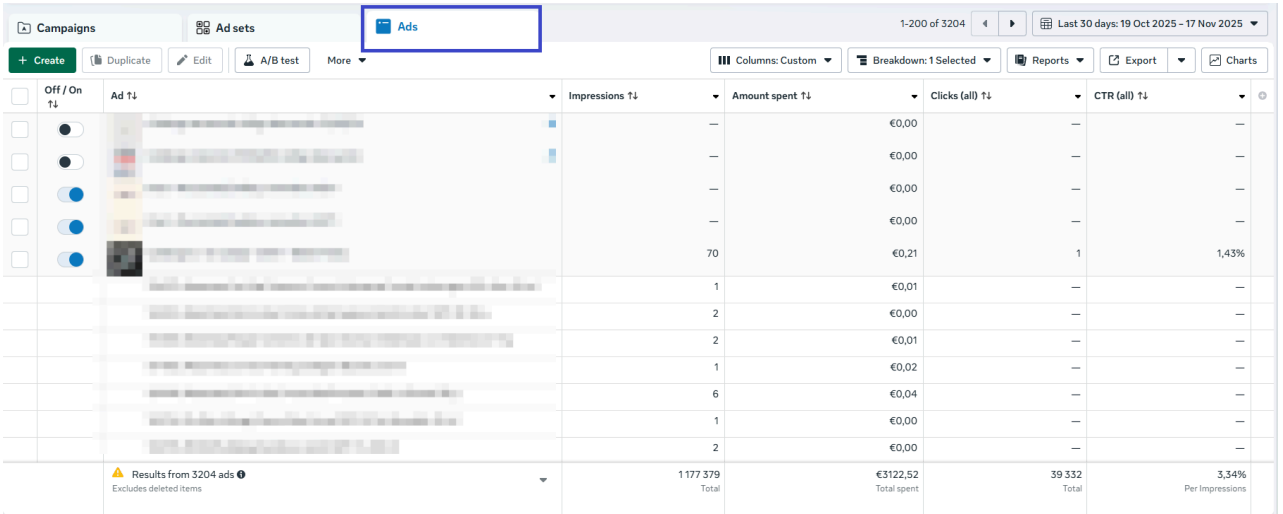
The goal is to obtain an ad performance report broken down at the “Product ID” level so that the data can be cross-referenced with Boostic.

Steps to follow:

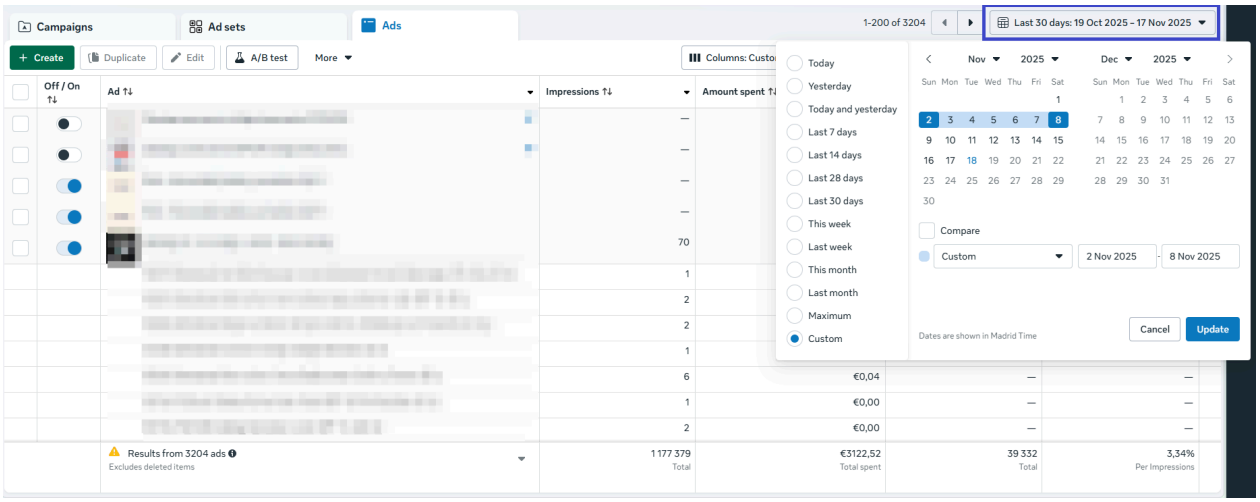
1. Log in to your Ads Manager account.
2. In the left side menu, make sure you have the Campaigns section selected.



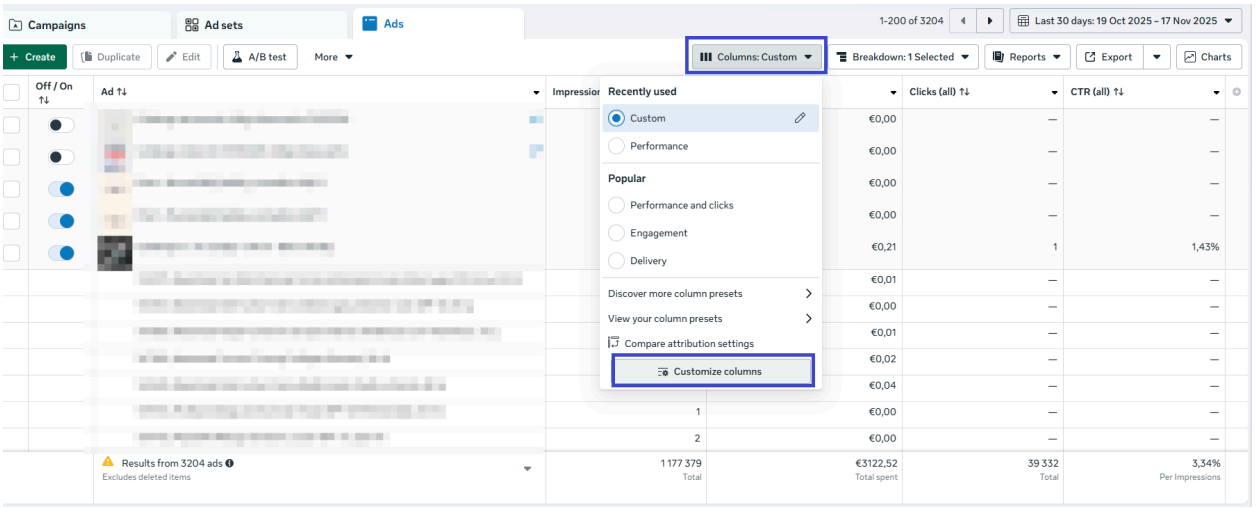
3. In the center of the screen, click on the Ads tab.



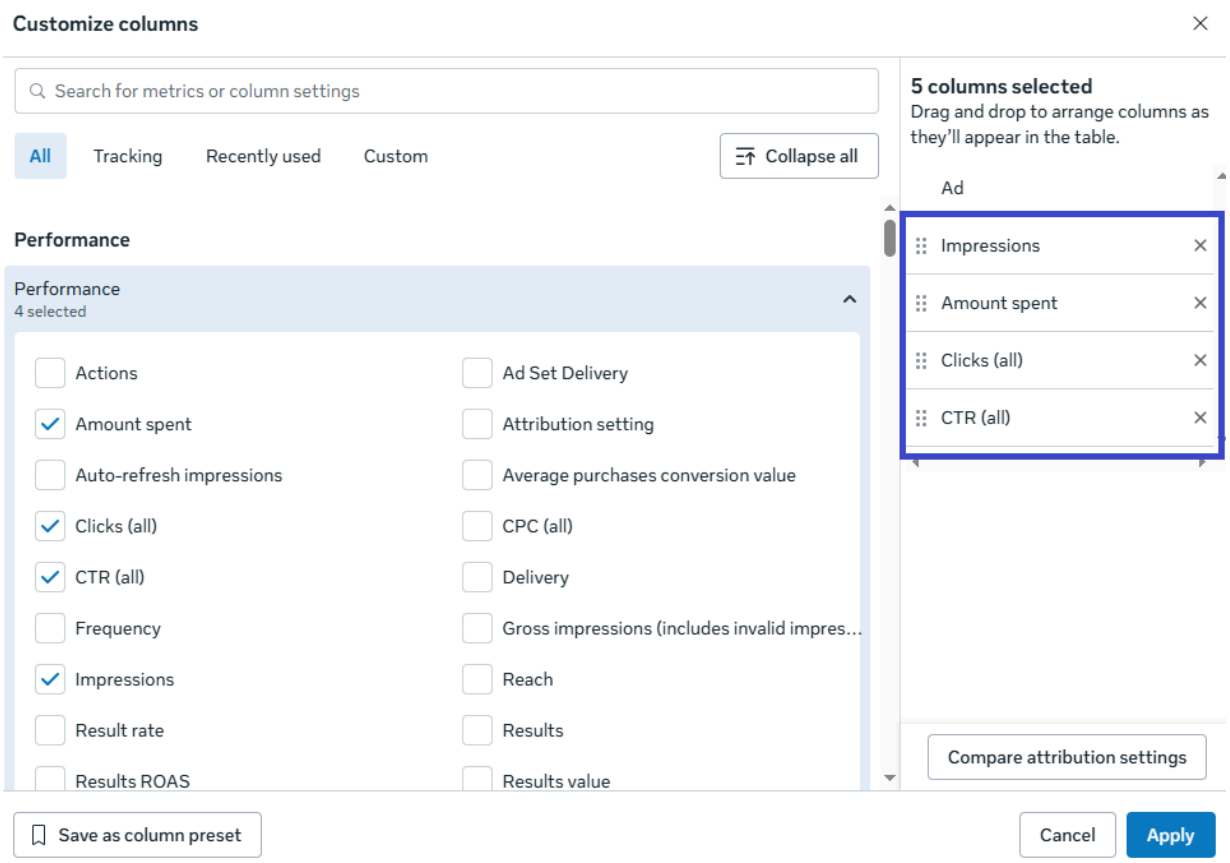
4. In the date selector (top right), select a 7-day period (it must match the same range used for the Boostic.cloud analysis).



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

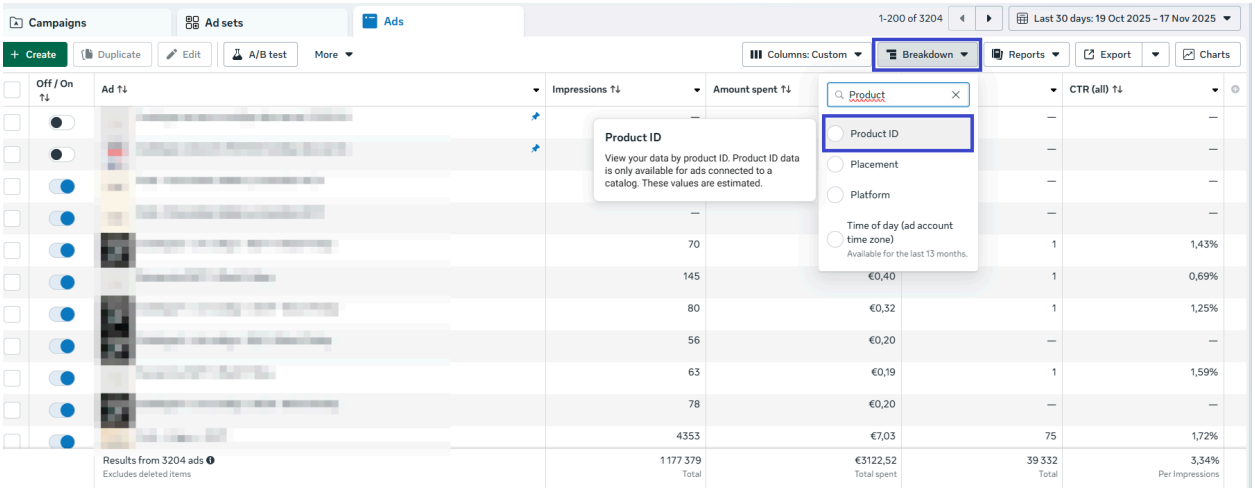


Next, select the metrics you want to display: Impressions, Clicks (all), CTR (all), and Amount spent.

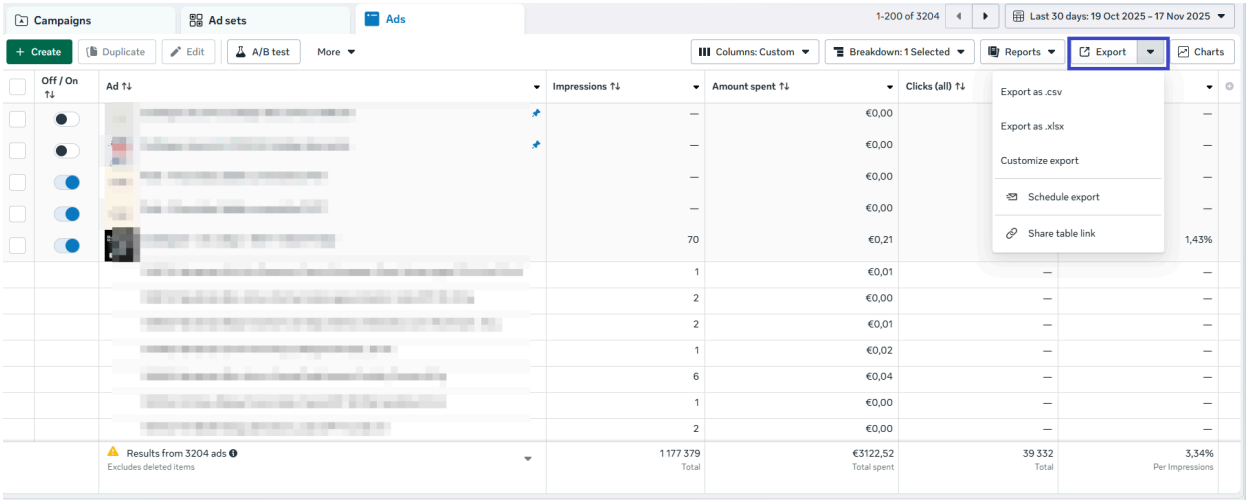


Once selected, click on 'Apply'.

6. To apply the breakdown by product, click on the Breakdown button (located next to the Columns button) and select the Product ID option. This will display the individual performance of each SKU.



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.



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