



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 dashboard. At the top left, there is a dropdown menu for 'Demo 4 Boostic'. In the top right corner, there is a gear icon for settings, a bell icon for notifications, and a user profile icon. The main content area is divided into several sections:

- Your catalog today:** This section is divided into three tabs: 'In Google Ads', 'In SEO', and 'In Meta Ads'. Under 'In Google Ads', there are six categories:
 - Champions:** 17 items, -10.5% change. Description: High revenue and great interaction potential, which require significant investment in Paid Media due to its high demand.
 - Conversion Opportunities:** 93 items, +13.4% change. Description: High potential for impressions and clicks, but low sales. Pricing, campaigns, or SEO adjustments are needed.
 - Back Catalog:** 225 items, -0.4% change. Description: Moderate performance that, due to its large volume, significantly impacts total revenue.
 - Inactive Assets:** 2K items, -0.5% change. Description: Products with no sales activity or interaction, representing a considerable portion of the catalog.
 - Hidden Potential:** 20 items, -4.8% change. Description: They generate good revenue, but they need more interaction; they would improve with more investment or adjustments.
 - Outliers:** 4 items, -42.9% change. Description: Extreme performance that generates high costs and non-converting clicks, a priority for budget optimization.
- Catalog metrics:** A row of four cards showing:
 - Number of products: 2K, 0.0% change.
 - Revenue: 26.37K, -0.8% change.
 - Add to cart: 3K, +0.2% change.
 - Units (purchases): 2K, -0.3% change.
 - Costs: 563.15, -28.7% change.
- Anomalies and opportunities:** A list of six items, each with a 0.0% change:
 - Google Ads Anomalies & Opportunities
 - Meta Ads Anomalies & Opportunities
 - SEO Anomalies & Opportunities
 - Google Ads vs Meta Ads Anomalies
 - Google Ads vs Meta Ads Opportunities
 - SEO vs Google Ads Anomalies
 - SEO vs Meta Ads Anomalies
- Recent tools:** A grid of tool cards:
 - 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. At the top left, there is a dropdown menu for 'Demo 4 Boostic'. In the top right corner, there is a gear icon for settings, a bell icon for notifications, and a user profile icon. The main content area is a light gray box with the title 'Configuration/Data management'. Below the title, there are two white rectangular buttons: 'Tenant user management' and 'Entity management'. The 'Entity management' button is highlighted with a blue border.

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



The screenshot shows a web interface for 'Demo 4 Boostic'. The main heading is 'Configuration/Data management'. Below it, the section is titled 'Management of tenant entities "Boostic Demo"'. A table lists four tenant entities, each with an 'Id', 'Name', 'Enabled' status, 'State', 'Load Status', and 'Acciones' (Actions) column. The first row is highlighted with a blue border.

| Id | Name | Enabled | State | Load Status | Acciones |
|--------------------------------------|----------------|---------|-------|-------------|----------|
| bbaa3249-a861-4c3e-9747-63d63f347ed5 | 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 | ⓘ ☰ ⚙ |

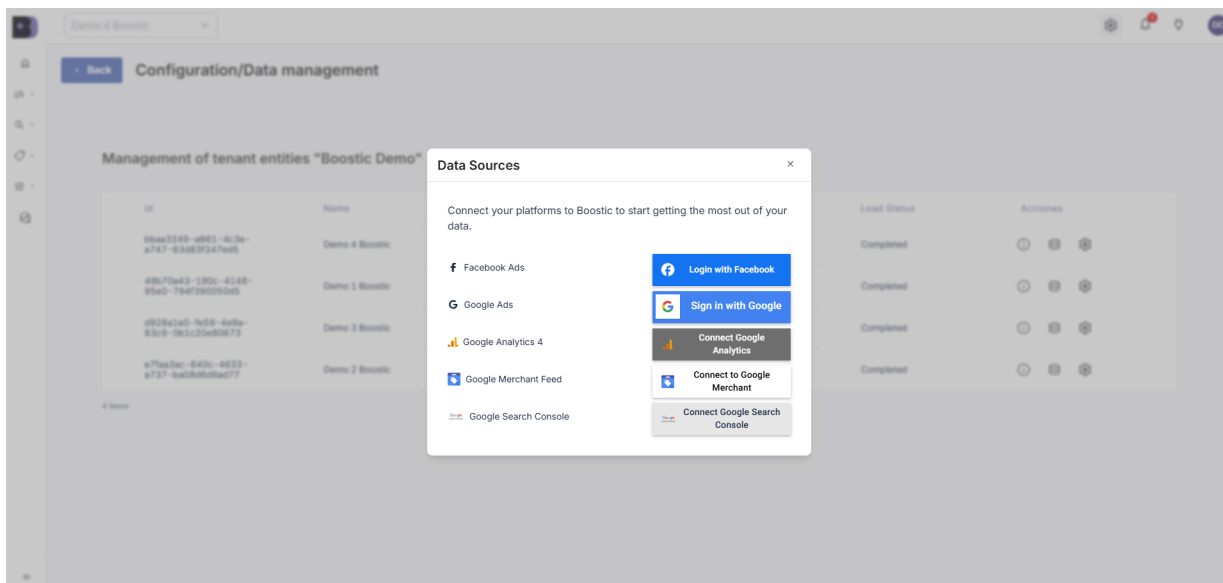
4 items

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'.

This screenshot is identical to the previous one, but the middle icon (represented by a database or stacked cylinders) in the 'Acciones' column of the first row is highlighted with a blue box, indicating the next step in the process.

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:

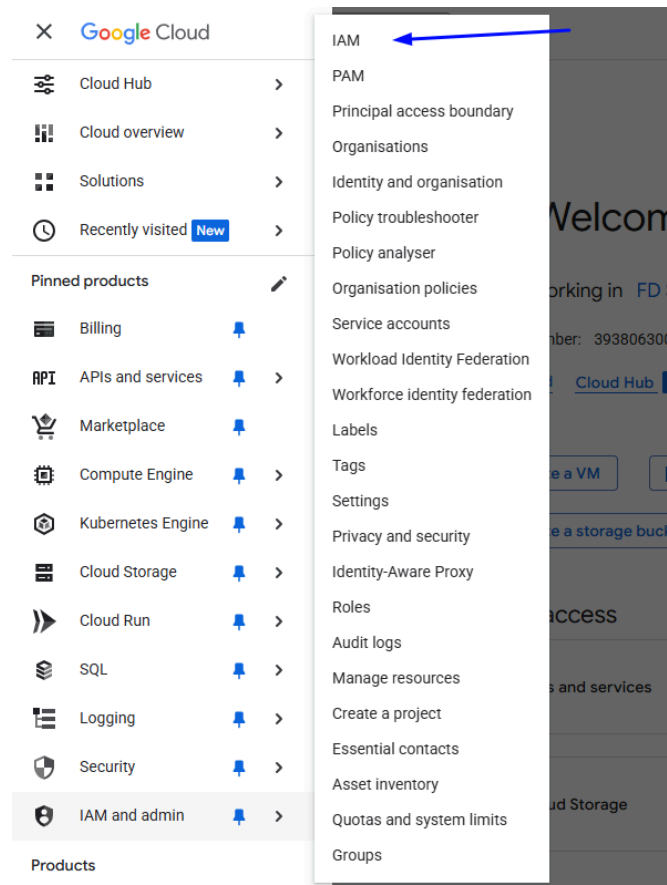
1. No data will be available until the GA4–BigQuery link is activated; the historical dataset starts the day after the connection is successfully set up.
2. Linking to BigQuery may include additional costs. BigQuery costs depend on storage usage and data query consumption.
 - a. The Boostic.cloud connector 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 [link¹ 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>



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.

Permissions for project [redacted]

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](#)

View by principals | View by roles

| Type | Principal | Name | Role | Security insights |
|------|-------------------------------------------------|------|---------------------|---------------------------|
| | analytics@binnacle-data.iam.gserviceaccount.com | | BigQuery Admin | Advanced security insight |
| | | | 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:

Search BigQuery resources

analytics_401514

analytics_406815949

Welcome to BigQuery Studio!

Create new

SQL query | Notebook | Notebook with Spark | ML model | Data canvas | Pipeline | Data preparation | Table

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.

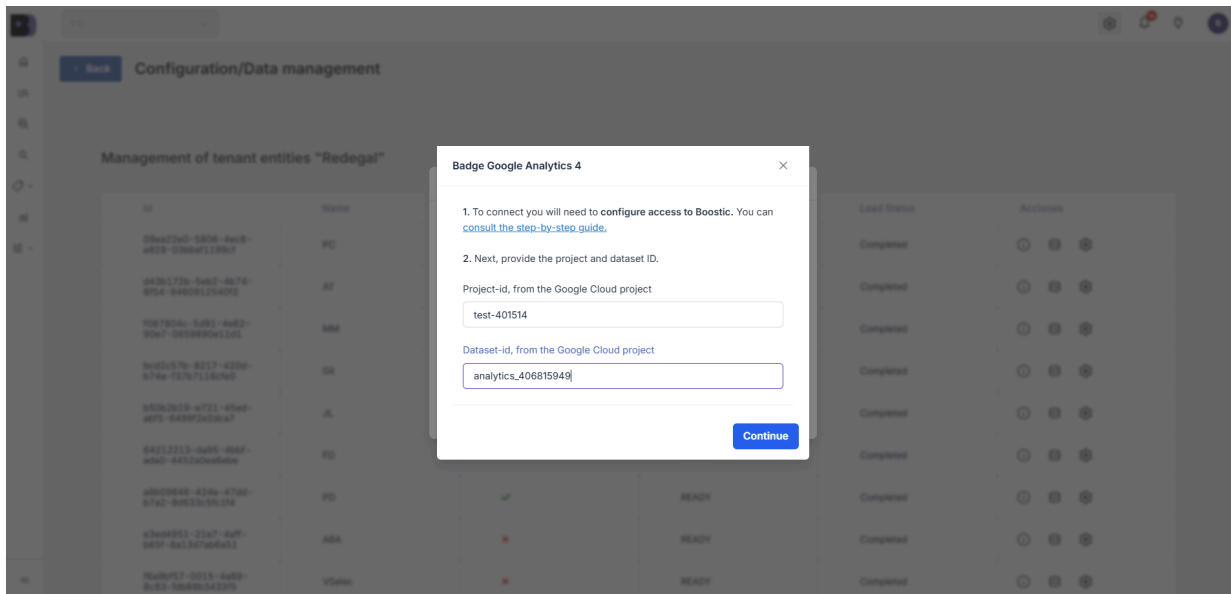
Open query | View dataset

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.

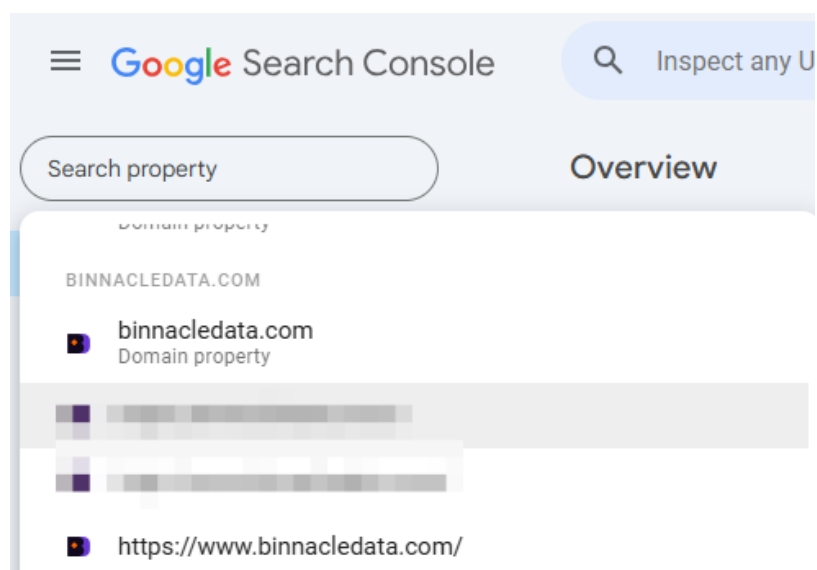


Google Search Console

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

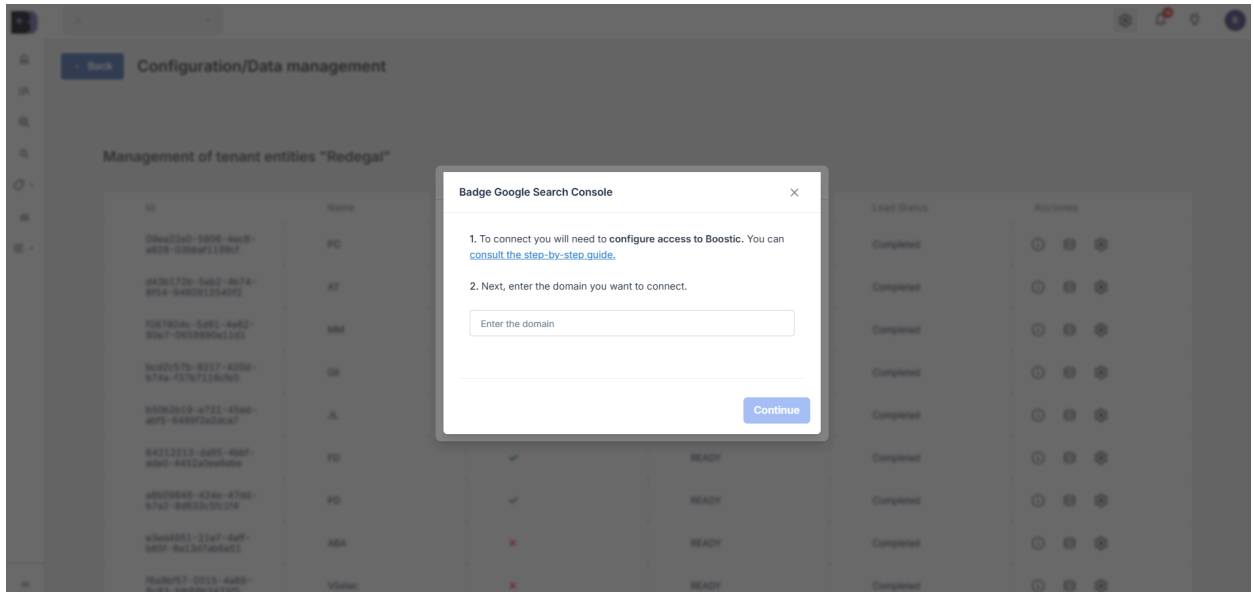
Access permissions for Boostic.cloud are configured by assigning restricted access permissions to the e-mail address: analytics@binnacle-data.iam.gserviceaccount.com.

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:

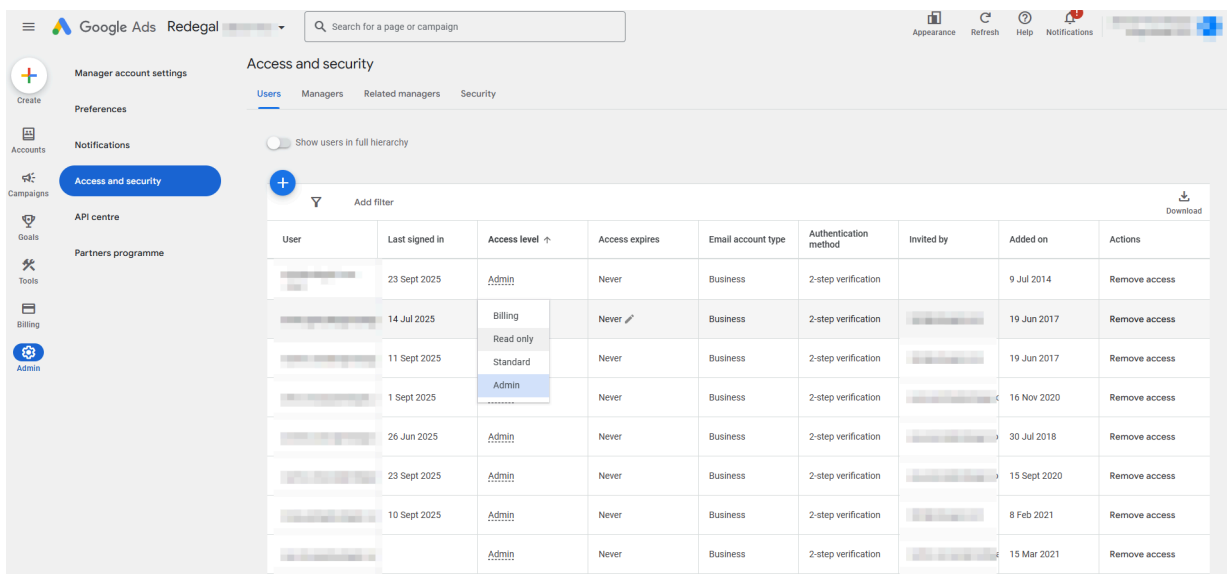




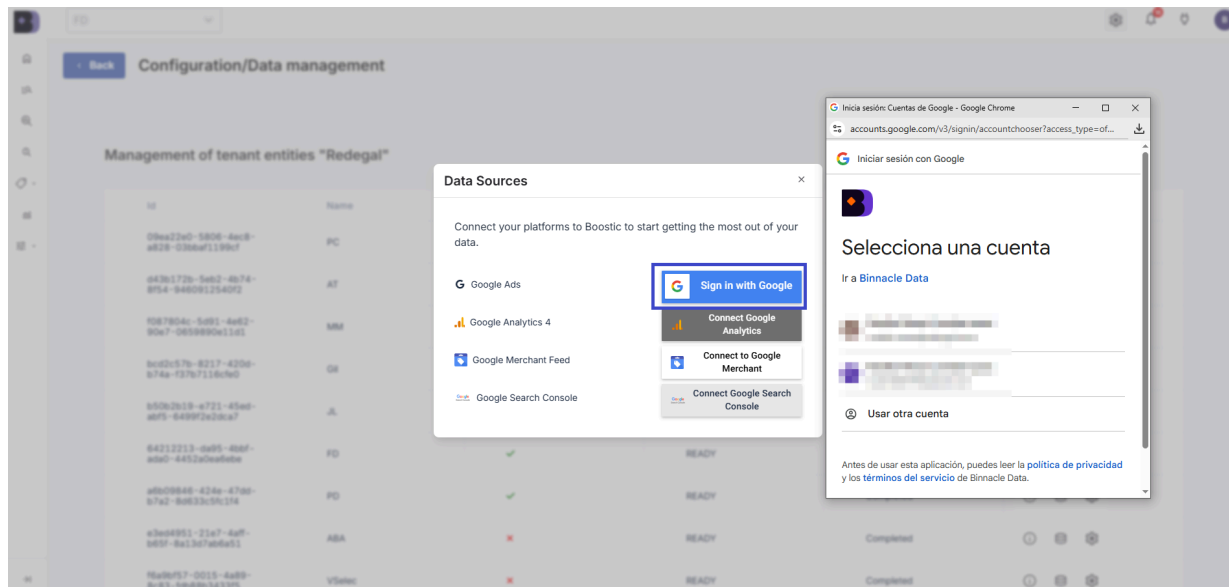
Google Ads

The Boostic.cloud connector uses the official Google Ads APIs, and permissions are granted via OAuth directly from the Boostic.cloud interface.

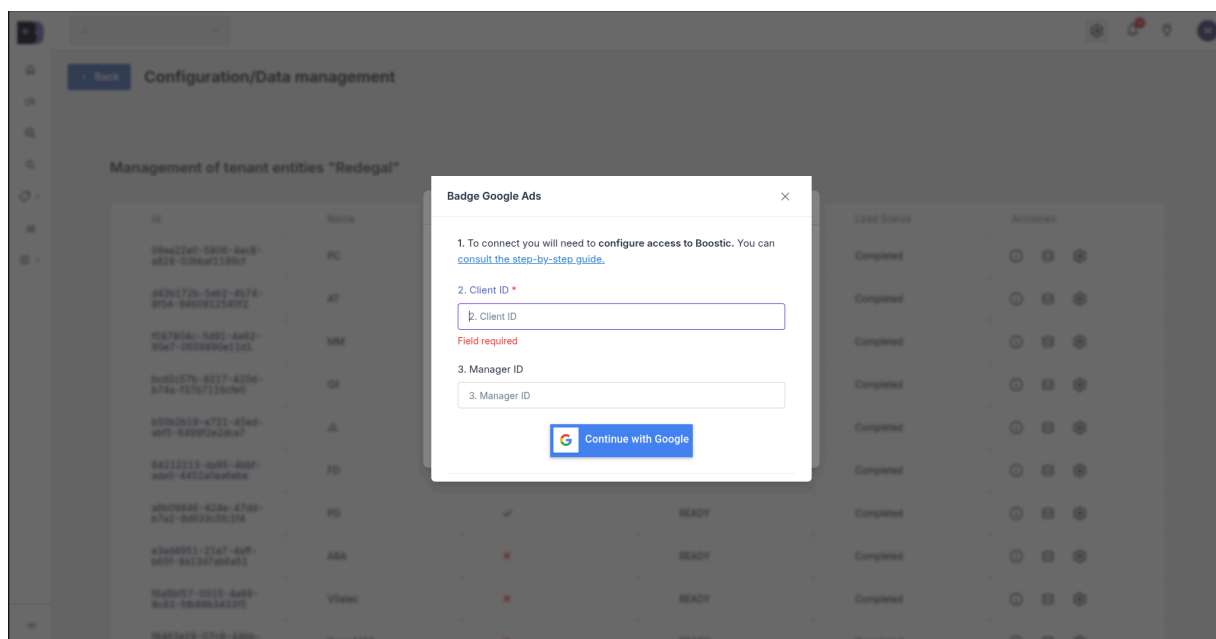
To establish the connection, we strongly recommend using a Google Ads account that has read-only permissions. Best practice is to create a specific account solely for sharing information with external tools like Boostic.cloud. This prevents changes to passwords, roles, or permissions for the team's regular users from affecting or disrupting the connection in the future.



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.



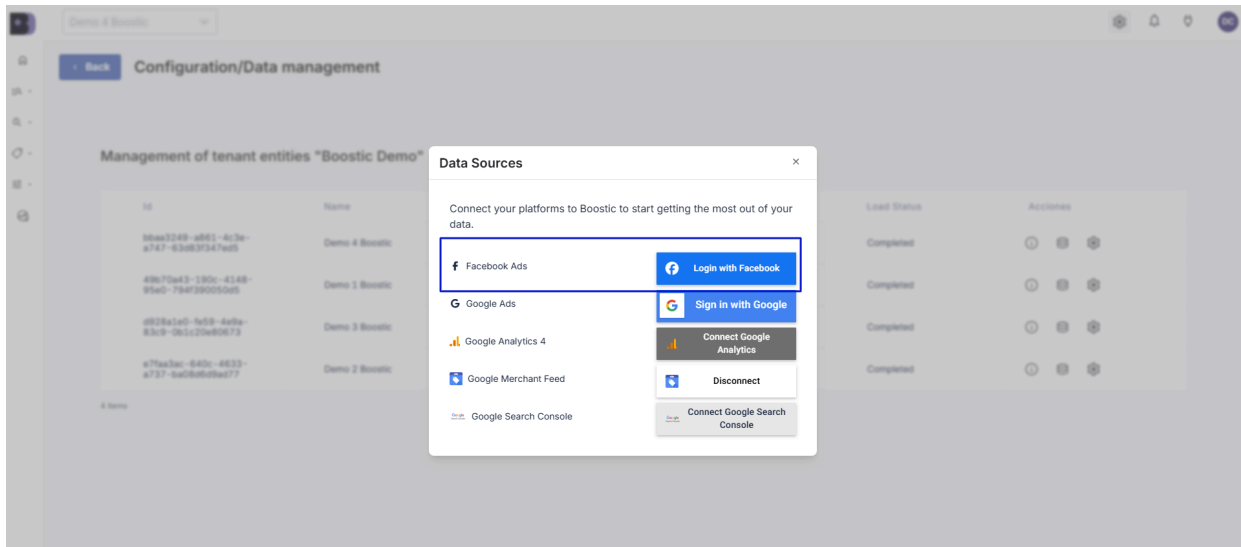
If you are already logged in, you would need to add the client ID and Manager ID directly:



Meta Ads

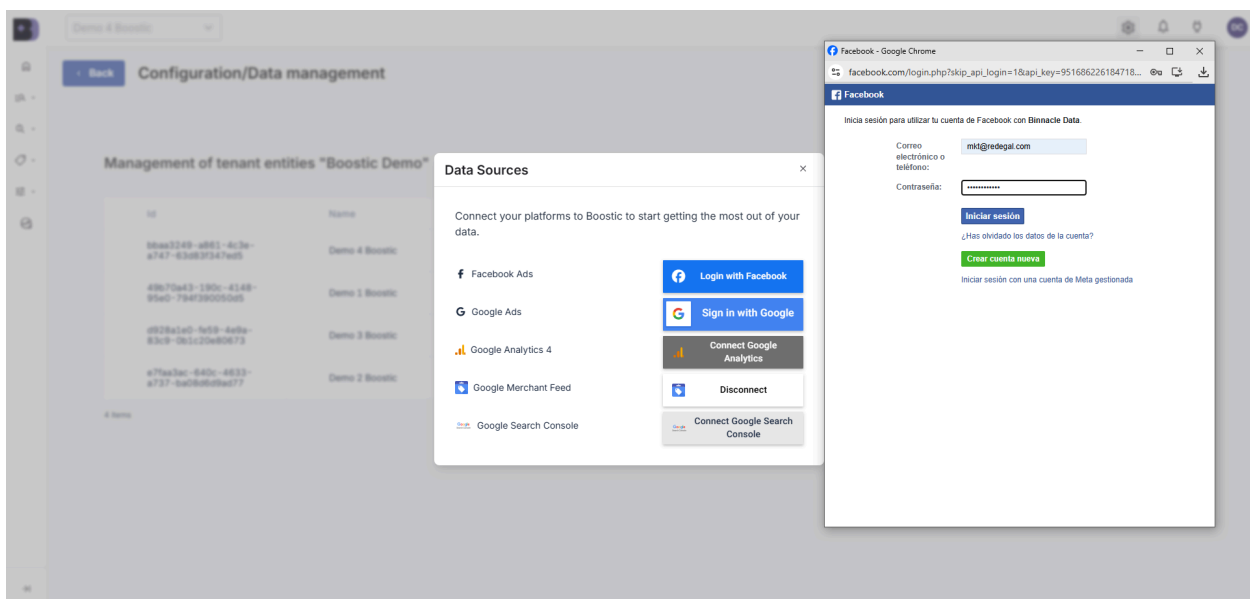
Integration with Meta Ads is carried out through a direct and secure authorization process (OAuth) from the Boostic.cloud interface itself. It is essential that the connection has the necessary permissions (administrator or analyst) for the advertising account you wish to link.

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.



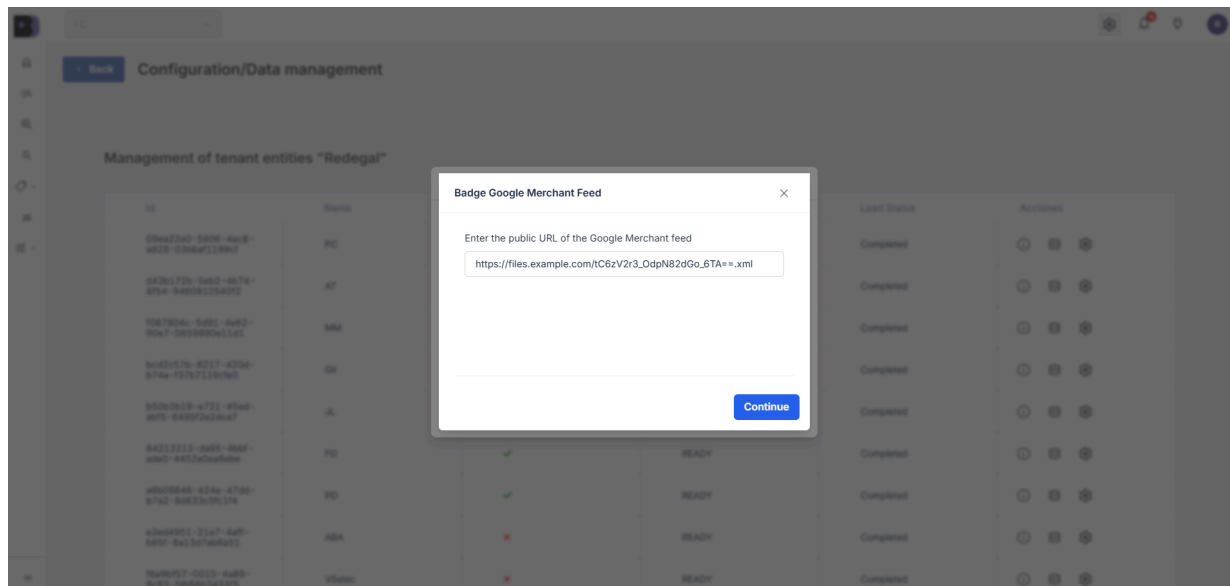
Once authorization is complete, the system will return you to the platform and the link will be active.

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.

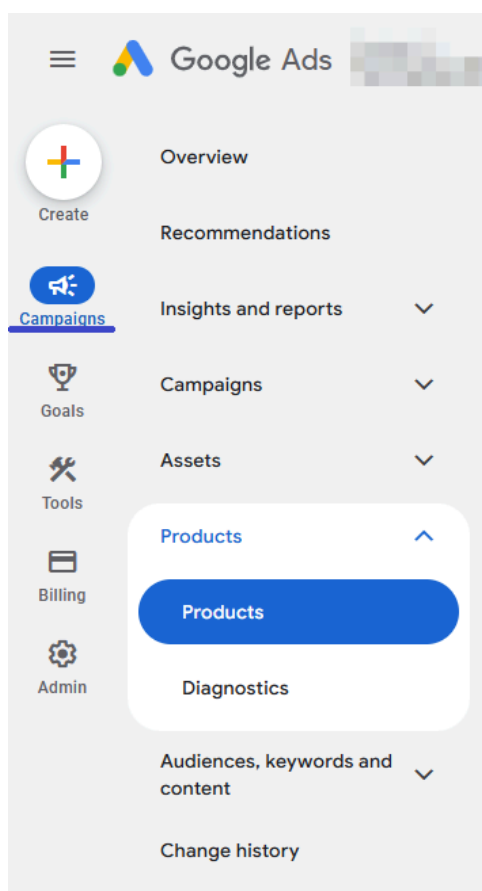
Below are the steps to extract the control reports from both Google Ads and Meta Ads.

Google Ads

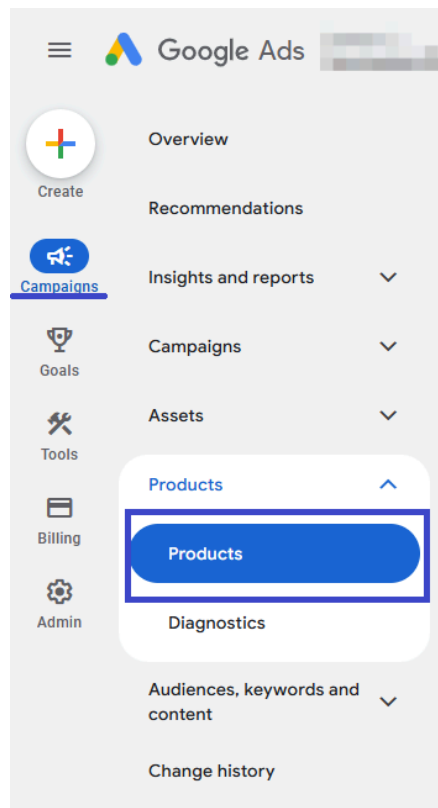
The objective is to obtain a performance report broken down at the “Product” (SKU) level for a specific period of time.

Steps to follow:

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



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



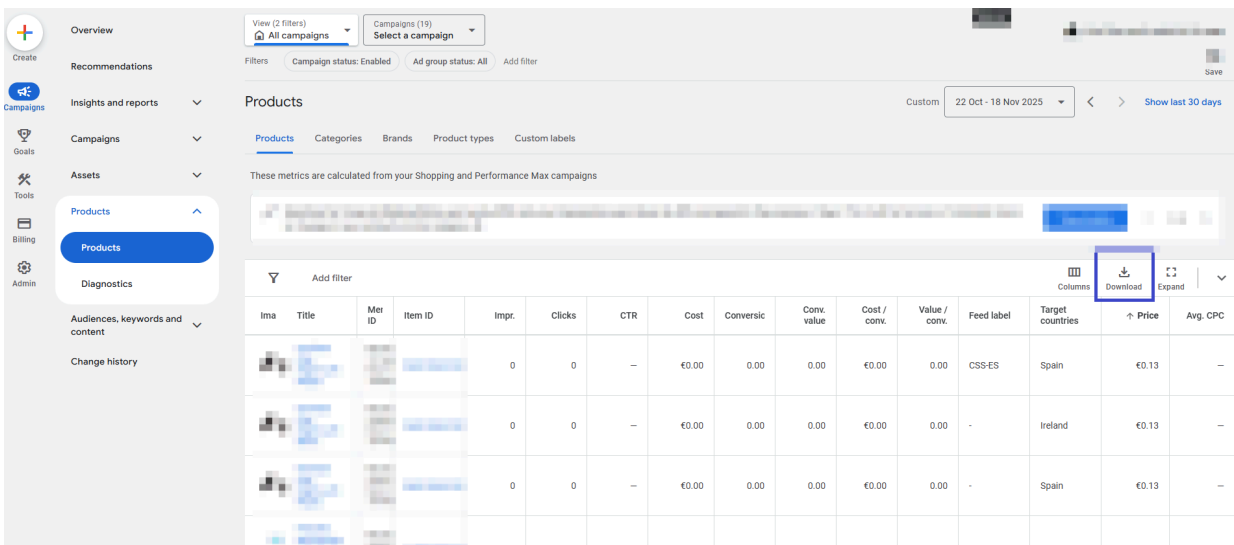
- At the top right of the screen, you will find the date selector: select a 7-day period, because this is the minimum attribution period we use to calibrate the algorithm.

The image shows the Google Ads 'Products' report interface. The date selector at the top right is set to 'Custom 22 Oct - 18 Nov 2025' and is highlighted with a blue box. Below the date selector is a table with columns for various metrics and rows of product data.

| 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 with the 'Products' report selected. The left sidebar contains navigation options like 'Overview', 'Recommendations', 'Insights and reports', 'Campaigns', 'Assets', 'Products', 'Diagnostics', 'Audiences, keywords and content', and 'Change history'. The main content area displays a table of product performance metrics. The 'Download' button is highlighted with a red box.

| 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 | - |

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.



Meta
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.

| Off / On | Ad | Impressions | Amount spent | Clicks (all) | CTR (all) |
|-------------------------------------------------|----|-------------------|-------------------------|-----------------|--------------------------|
| <input type="checkbox"/> | | — | €0,00 | — | — |
| <input type="checkbox"/> | | — | €0,00 | — | — |
| <input type="checkbox"/> | | — | €0,00 | — | — |
| <input type="checkbox"/> | | — | €0,00 | — | — |
| <input checked="" type="checkbox"/> | | 70 | €0,21 | 1 | 1,43% |
| <input type="checkbox"/> | | 1 | €0,01 | — | — |
| <input type="checkbox"/> | | 2 | €0,00 | — | — |
| <input type="checkbox"/> | | 2 | €0,01 | — | — |
| <input type="checkbox"/> | | 1 | €0,02 | — | — |
| <input type="checkbox"/> | | 6 | €0,04 | — | — |
| <input type="checkbox"/> | | 1 | €0,00 | — | — |
| <input type="checkbox"/> | | 2 | €0,00 | — | — |
| Results from 3204 ads Excludes deleted items | | 1177 379 Total | €3122,52 Total spent | 39 532 Total | 3,34% Per Impressions |



Customize columns

Search for metrics or column settings

All Tracking Recently used Custom Collapse all

Performance
4 selected

- Actions
- Amount spent
- Auto-refresh impressions
- Clicks (all)
- CTR (all)
- Frequency
- Impressions
- Result rate
- Results ROAS
- Ad Set Delivery
- Attribution setting
- Average purchases conversion value
- CPC (all)
- Delivery
- Gross impressions (includes invalid impres...
- Reach
- Results
- Results value

Ad

- Impressions
- Amount spent
- Clicks (all)
- CTR (all)

Compare attribution settings

Save as column preset Cancel Apply

Once selected, click on 'Apply'.

- 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.

1-200 of 3204 Last 30 days: 19 Oct 2025 - 17 Nov 2025

Columns: Custom Breakdown Reports Export Charts

| Off / On | Ad | Impressions | Amount spent | Product | CTR (all) |
|--------------------------|-----------|-------------|--------------|------------|-----------------|
| <input type="checkbox"/> | [Ad Name] | | | Product ID | |
| <input type="checkbox"/> | [Ad Name] | | | Product ID | |
| <input type="checkbox"/> | [Ad Name] | | | Product ID | |
| <input type="checkbox"/> | [Ad Name] | | | Product ID | |
| <input type="checkbox"/> | [Ad Name] | 70 | €0,40 | Product ID | 1,43% |
| <input type="checkbox"/> | [Ad Name] | 145 | €0,32 | Product ID | 0,69% |
| <input type="checkbox"/> | [Ad Name] | 80 | €0,20 | Product ID | 1,25% |
| <input type="checkbox"/> | [Ad Name] | 56 | €0,19 | Product ID | |
| <input type="checkbox"/> | [Ad Name] | 63 | €0,20 | Product ID | 1,59% |
| <input type="checkbox"/> | [Ad Name] | 78 | €7,03 | Product ID | |
| Results from 3204 ads | | 1177 379 | €3122,52 | | 39 332 |
| Excludes deleted items | | Total | Total spent | Total | Per Impressions |



- 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 a dashboard with a table of advertising data. The table has columns for 'Off / On', 'Ad', 'Impressions', 'Amount spent', and 'Clicks (all)'. A summary row at the bottom shows a total of 1177 379 impressions, €3122,52 spent, and 39 332 clicks, resulting in a 3,34% conversion rate per impression. An 'Export' dropdown menu is open, showing options to export as .csv or .xlsx, customize the export, schedule it, or share a table link.

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

