



Data sources 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:

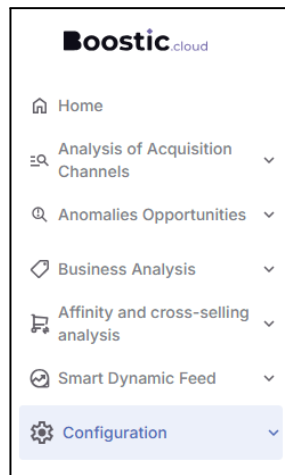
- User behavior:
 - [Google Analytics 4](#)
- SEO:
 - [Google Search Console](#)
- Advertising spend:
 - [Google Ads](#)
 - [Meta Ads](#)



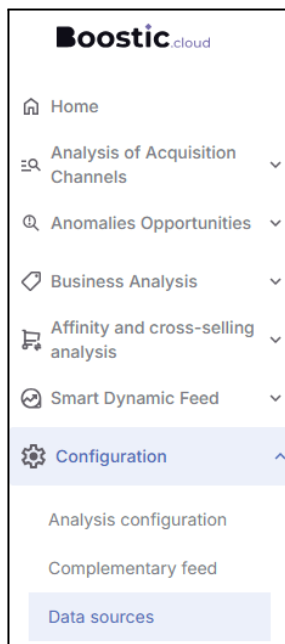
- Catalog metadata:
 - [Google Merchant Feed](#)

To start connecting the different platforms to Boostic.cloud, follow these steps:

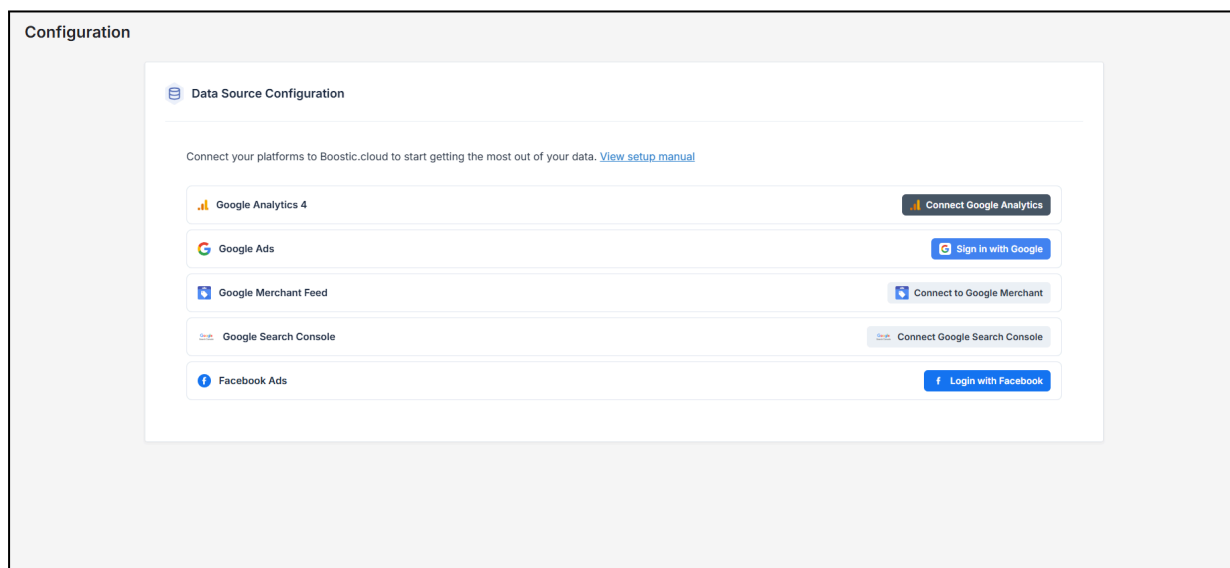
1. Side menu: From the Boostic.cloud main screen, go to the left-hand side menu and click on the 'Configuration' section:



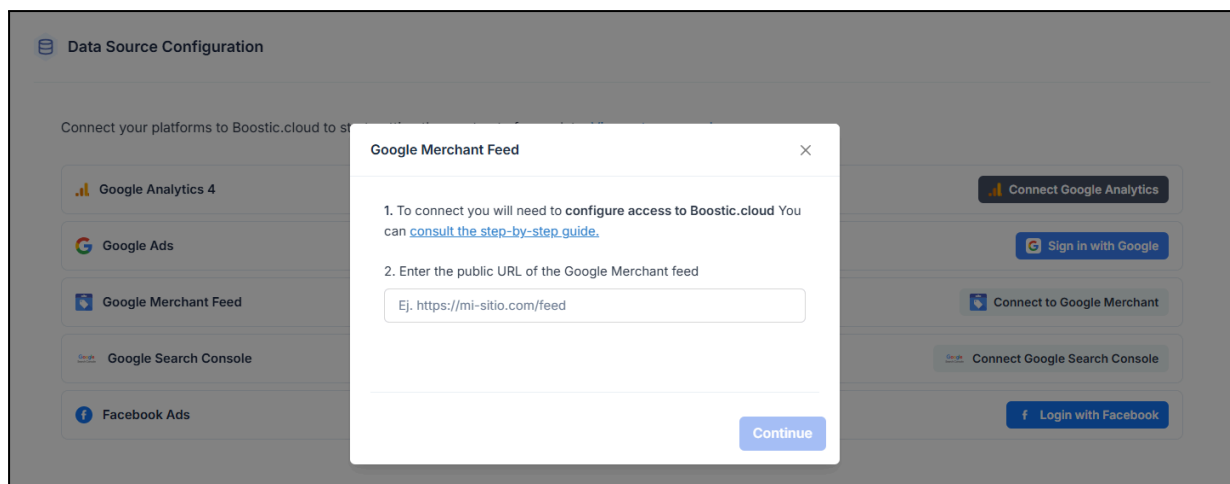
2. Configuration: In this section, select the 'Data Sources' option:



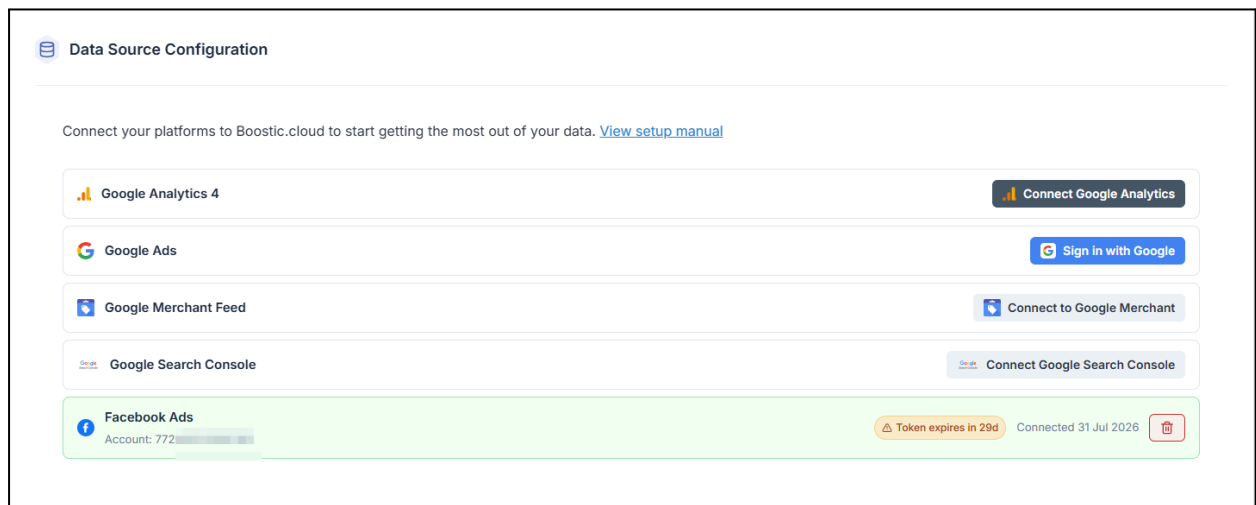
3. Set Up Sources: On this screen, you'll find the complete list of available platforms (Google Analytics 4, Google Ads, Google Merchant, Google Search Console, and Facebook Ads):



4. Platform Selection: Select the data source you want to configure and connect to Boostic.cloud. For each one, a window will open with the information you need to enter:



- Once the source is properly connected, you can view the connection details in the same window: the date it was connected, the associated account IDs, etc.



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:

- 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.
- Linking to BigQuery may include additional costs. BigQuery costs depend on storage usage and data query consumption.
 - 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).
 - While storage includes a small free tier, it will generate costs in the medium term, although these should be very low. BigQuery costs

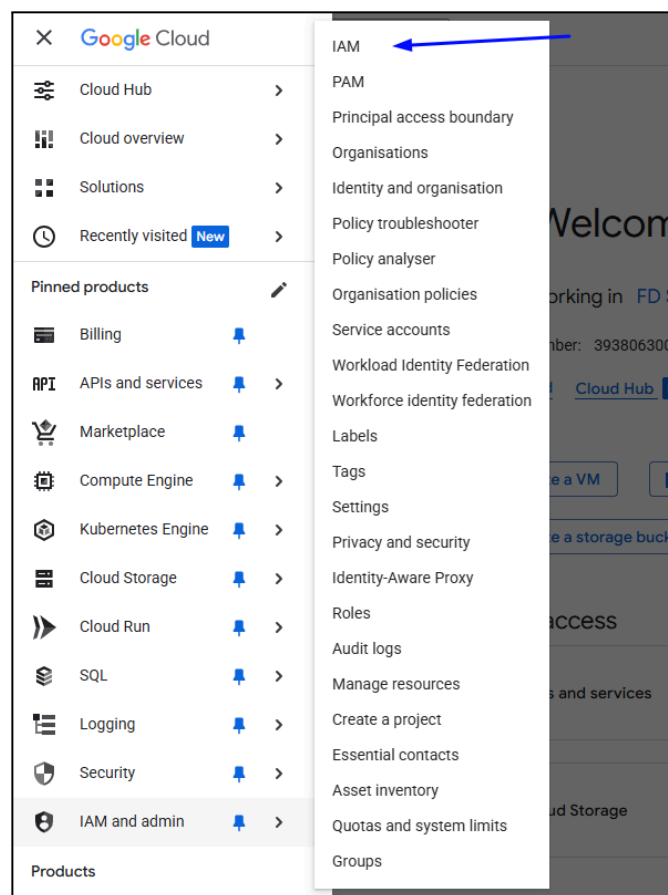


€0.02 per Gb, so we estimate that a website with traffic of 600k-800k events per day would cost around €10 per year.

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".

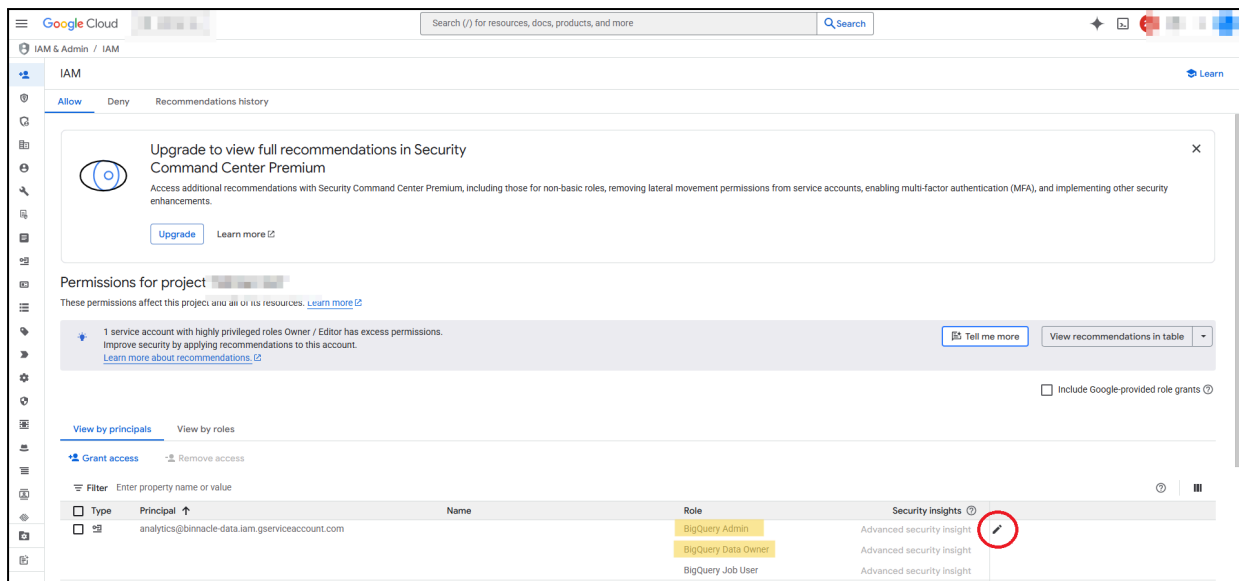


Within this section the roles must be assigned to the Binnacle Data service account 'analytics@binnacle-data.iam.gserviceaccount.com':

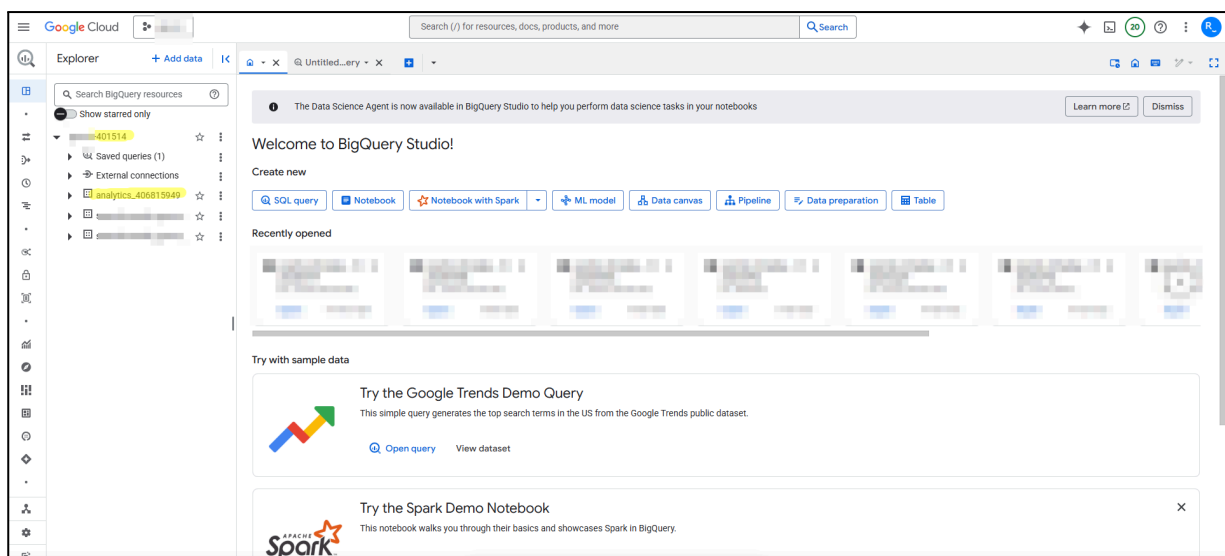
- BigQuery Data Owner
- BigQuery Job User
- BigQuery Read Session User

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



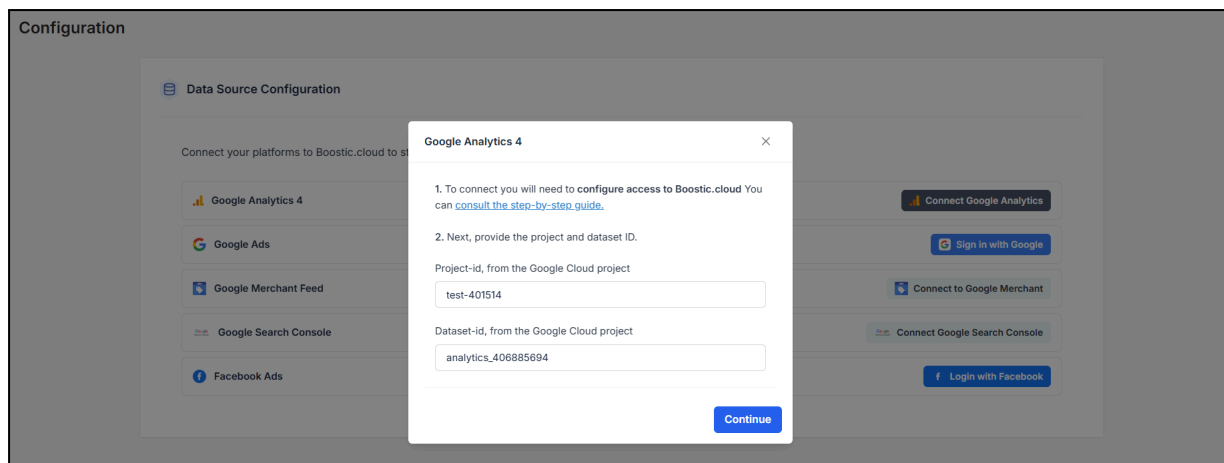


For each BigQuery project, the customer will need to know the *project-id* and *dataset-id* of the Google Cloud project. The dataset ID usually follows the format *analytics_**. These are the two values highlighted in yellow in the following image:



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:





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.

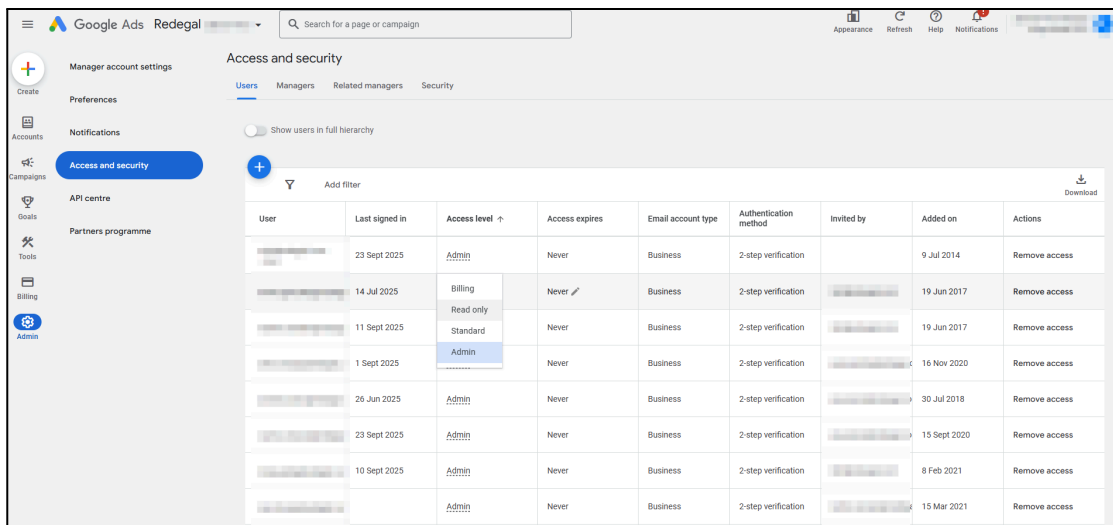
Google Ads

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



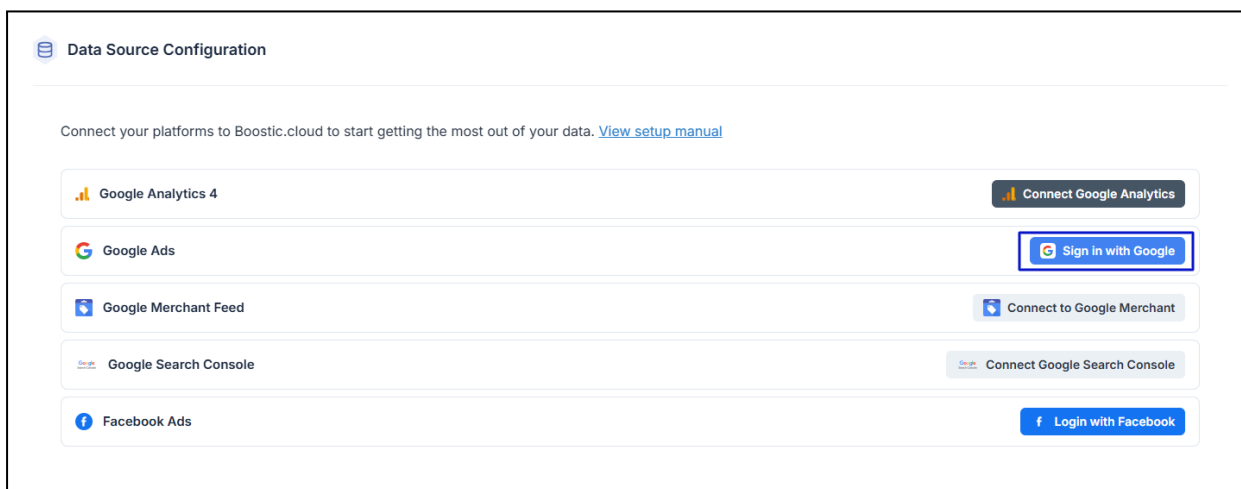
to passwords, roles, or permissions for the team's regular users from affecting or disrupting the connection in the future.



The screenshot shows the 'Access and security' page in the Google Ads interface. The left sidebar contains navigation links: Manager account settings, Preferences, Notifications, API centre, and Partners programme. The main content area is titled 'Access and security' and includes tabs for Users, Managers, Related managers, and Security. A table lists the following users:

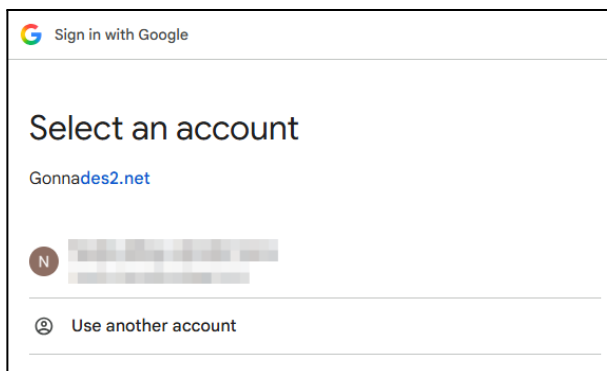
User	Last signed in	Access level	Access expires	Email account type	Authentication method	Invited by	Added on	Actions
[Redacted]	23 Sept 2025	Admin	Never	Business	2-step verification	[Redacted]	9 Jul 2014	Remove access
[Redacted]	14 Jul 2025	Billing	Never	Business	2-step verification	[Redacted]	19 Jun 2017	Remove access
[Redacted]	11 Sept 2025	Read only	Never	Business	2-step verification	[Redacted]	19 Jun 2017	Remove access
[Redacted]	1 Sept 2025	Standard	Never	Business	2-step verification	[Redacted]	16 Nov 2020	Remove access
[Redacted]	26 Jun 2025	Admin	Never	Business	2-step verification	[Redacted]	30 Jul 2018	Remove access
[Redacted]	23 Sept 2025	Admin	Never	Business	2-step verification	[Redacted]	15 Sept 2020	Remove access
[Redacted]	10 Sept 2025	Admin	Never	Business	2-step verification	[Redacted]	8 Feb 2021	Remove access
[Redacted]		Admin	Never	Business	2-step verification	[Redacted]	15 Mar 2021	Remove access

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



The screenshot shows the 'Data Source Configuration' page. It includes a link to 'View setup manual' and several connection buttons:

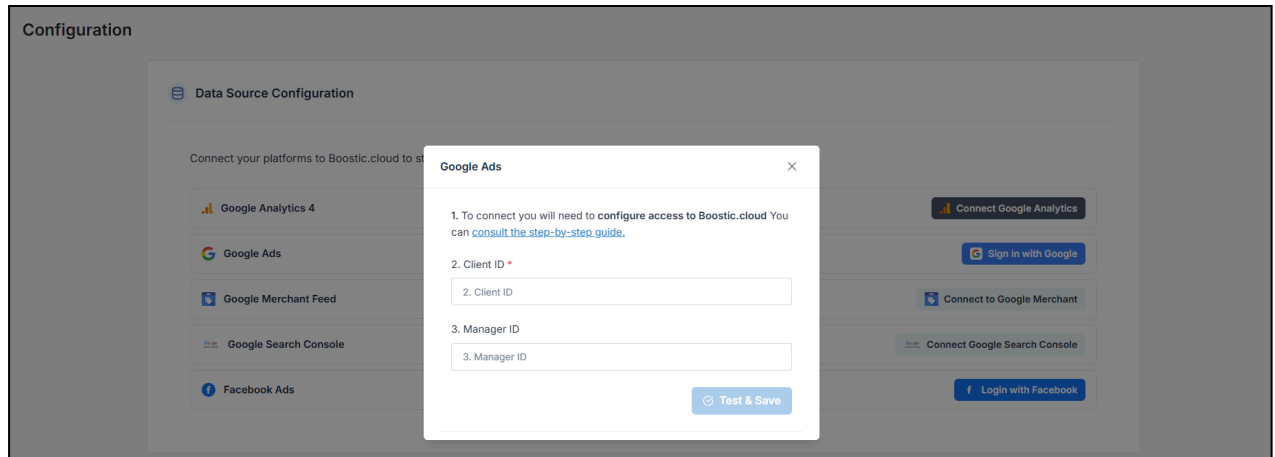
- Google Analytics 4: Connect Google Analytics
- Google Ads: Sign in with Google (highlighted with a red box)
- Google Merchant Feed: Connect to Google Merchant
- Google Search Console: Connect Google Search Console
- Facebook Ads: Login with Facebook



The screenshot shows the 'Sign in with Google' dialog box. It displays the text 'Select an account' and a list of accounts. The first account is 'Gonnades2.net' with a profile picture. Below the list is a link to 'Use another account'.



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

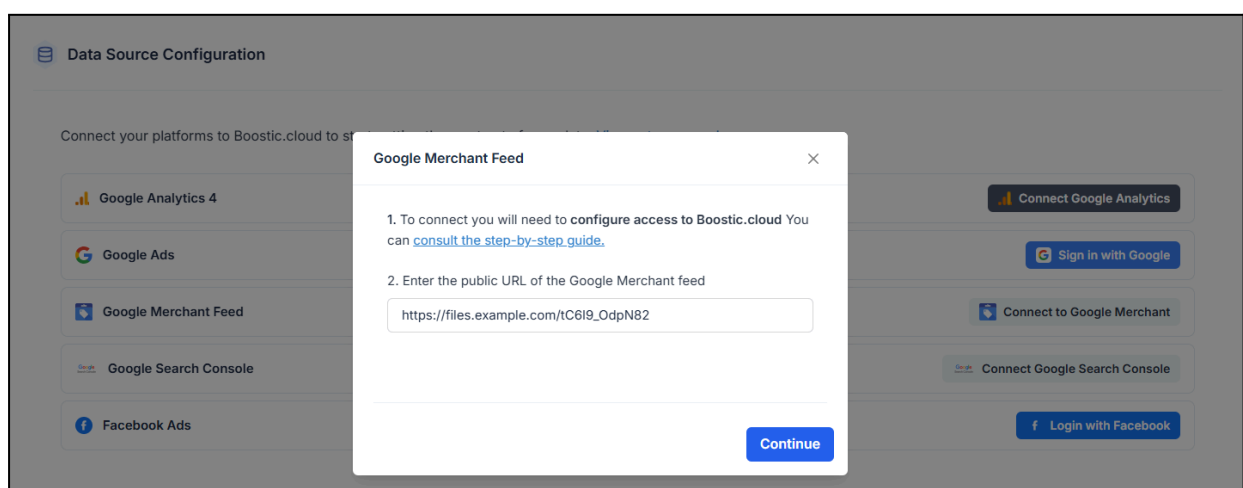


Google Merchant Feed

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 Sources section of the platform so that Boostic can start importing and processing the catalog.

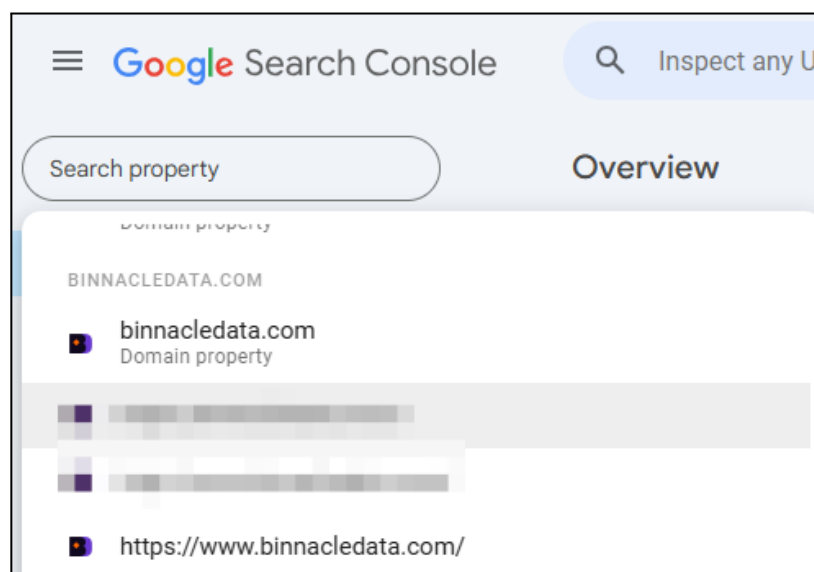


Google Search Console

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

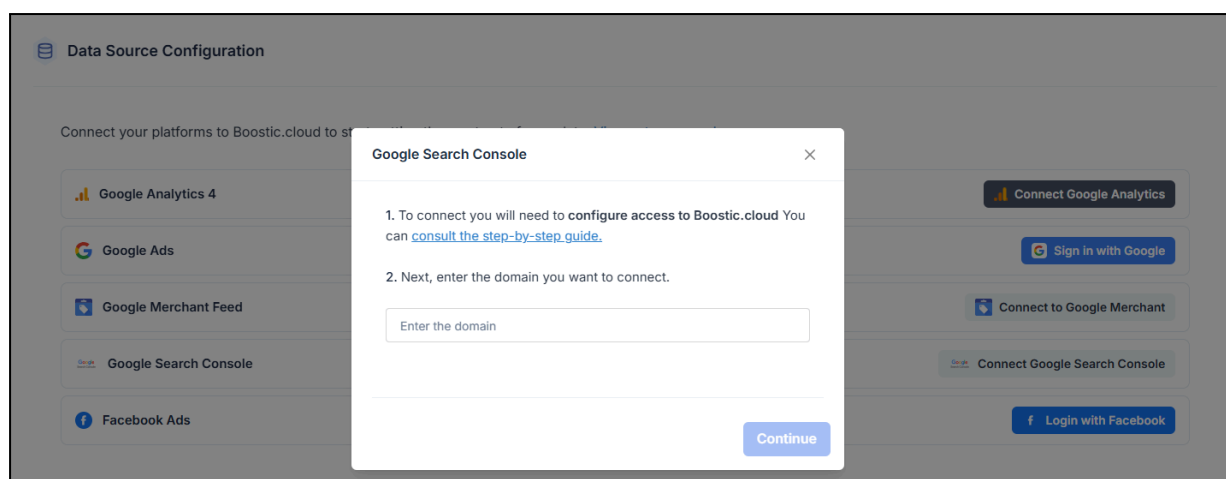
Access permissions for Boostic.cloud are configured by assigning restricted access permissions to the e-mail address: analytics@binnacle-data.iam.gserviceaccount.com.

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, and then they will be able to add this information:



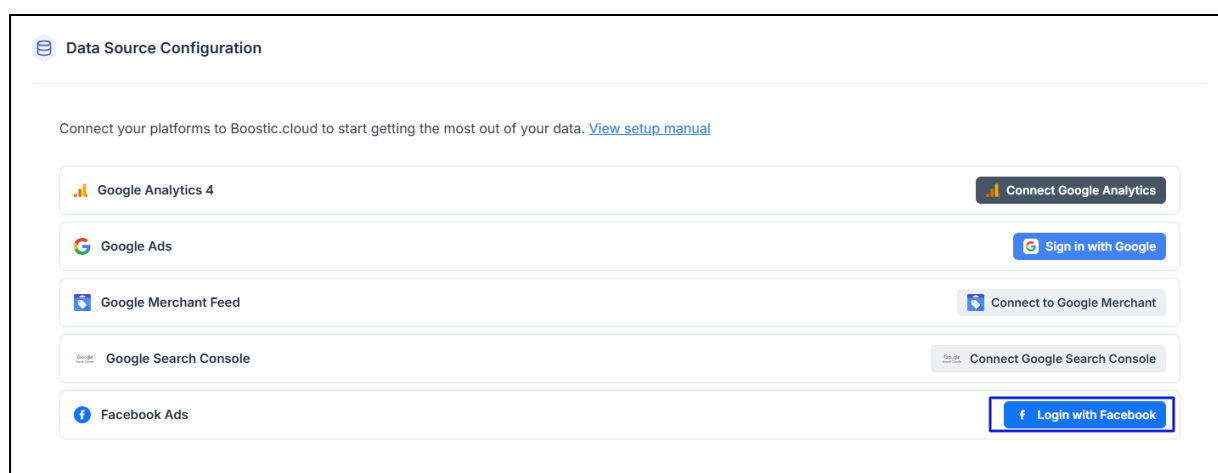


Meta Ads

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 (analyst) for the advertising account you wish to link.

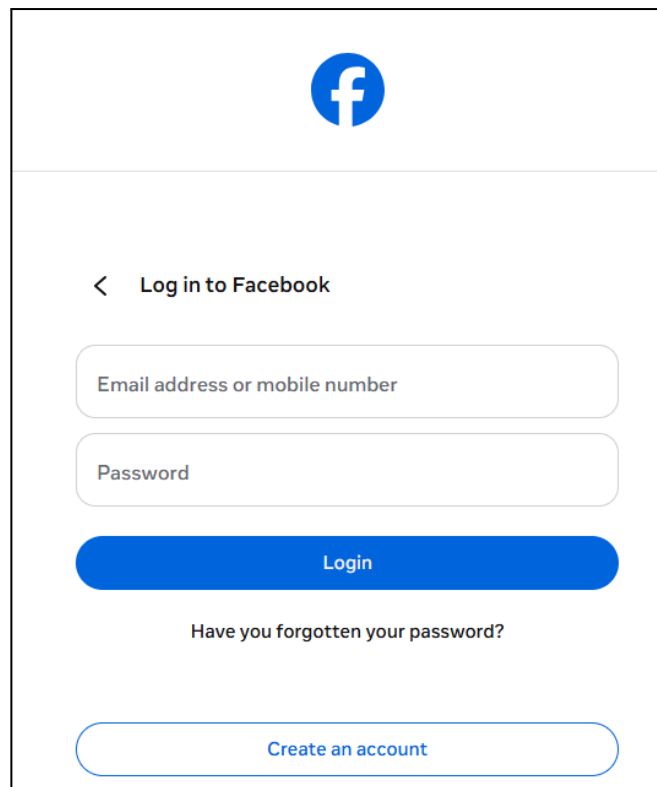
The best practice is to create a dedicated user account solely for sharing information with external tools such as Boostic.cloud. This prevents changes to passwords, roles or permissions for the team's regular users from affecting or disrupting the connection in the future.

To connect, you need to go to data sources configuration 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 for the Facebook (Meta) profile that manages the ad account and complete the verification process.



A screenshot of the Facebook login interface. At the top is the Facebook logo. Below it is a back arrow and the text "Log in to Facebook". There are two input fields: "Email address or mobile number" and "Password". Below these is a blue "Login" button. Under the button is the text "Have you forgotten your password?". At the bottom is a link that says "Create an account".



< Log in to Facebook

Email address or mobile number

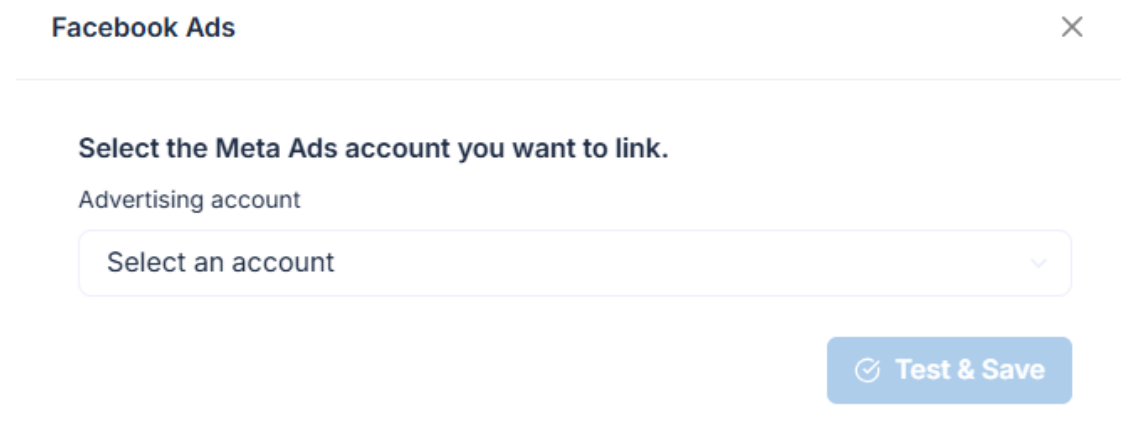
Password

Login

Have you forgotten your password?

Create an account

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

A screenshot of the Facebook Ads account selection screen. At the top is the title "Facebook Ads" with a close button (X). Below the title is the instruction "Select the Meta Ads account you want to link." followed by the label "Advertising account". There is a dropdown menu with the text "Select an account" and a downward arrow. At the bottom right is a blue button with a checkmark icon and the text "Test & Save".

Facebook Ads

Select the Meta Ads account you want to link.

Advertising account

Select an account

Test & Save

Once authorization is complete, the system will redirect you back to the platform so you can select the ad account you want to connect, and the link will become active.



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.

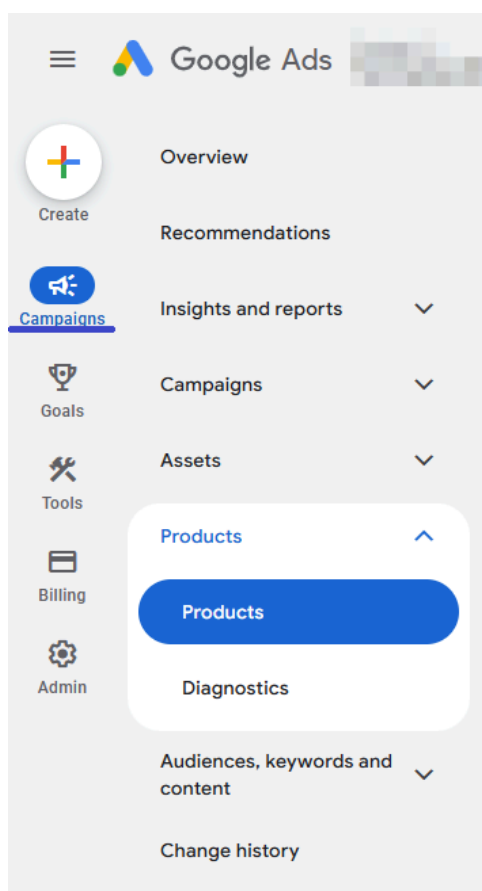
Below are the steps to extract the control reports from both Google Ads and Meta Ads.

Google Ads

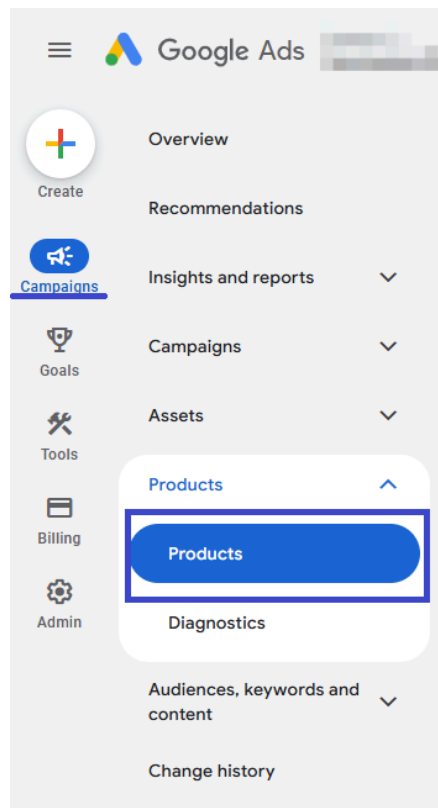
The objective is to obtain a performance report broken down at the “Product” (SKU) level for a specific period of time.

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.

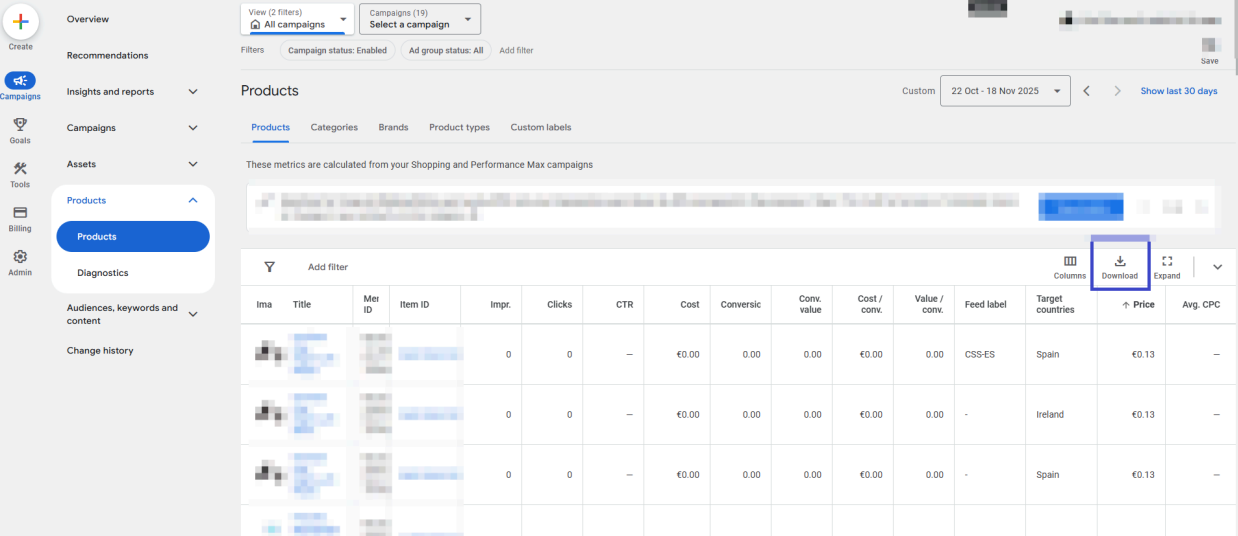


4. At the top right of the screen, you will find the date selector: select a 7-day period, because this is the minimum attribution period we use to calibrate the algorithm.

Item ID	Impressions	Clicks	CTR	Cost	Conversion	Value
1	0	0	0.00	€0.00	0.00	€0.00
2	0	0	0.00	€0.00	0.00	€0.00
3	0	0	0.00	€0.00	0.00	€0.00



- 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 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'. The 'Download' button, located in the top right corner of the table area, is highlighted with a red box.

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: CustomBreakdown: 1 SelectedReportsExportCharts

☐	Off / On ↑↓	Ad ↑↓	Impressions ↑↓	Amount spent ↑↓	Clicks (all) ↑↓	CTR (all) ↑↓	
☐	☐	...	...	€0,00	...	...	...
☐	☐	...	...	€0,00	...	...	...
☐	☒	...	...	€0,00	...	...	...
☐	☒	...	...	€0,00	...	...	...
☐	☒	...	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 ⓘ Excludes deleted items	1177 379 Total	€3122,52 Total spent	39 332 Total	3,34% Per Impressions	



4. 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 dropdown menu open. The 'Last 7 days' option is selected. The date range is set to 'Last 30 days: 19 Oct 2025 - 17 Nov 2025'. The interface also shows a table of ad performance metrics, including Impressions, Amount spent, and CTR.

5. 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' dropdown menu open. The 'Customize Columns' option is selected. The interface also shows a table of ad performance metrics, including Impressions, Clicks (all), CTR (all), and Amount spent.

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

Customize columns

AllTrackingRecently usedCustom

Collapse all

Performance

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

5 columns selected

Drag and drop to arrange columns as they'll appear in the table.

Ad

Impressions

X

Amount spent

X

Clicks (all)

X

CTR (all)

X

Compare attribution settings

Save as column preset

Cancel

Apply

Once selected, click on 'Apply'.

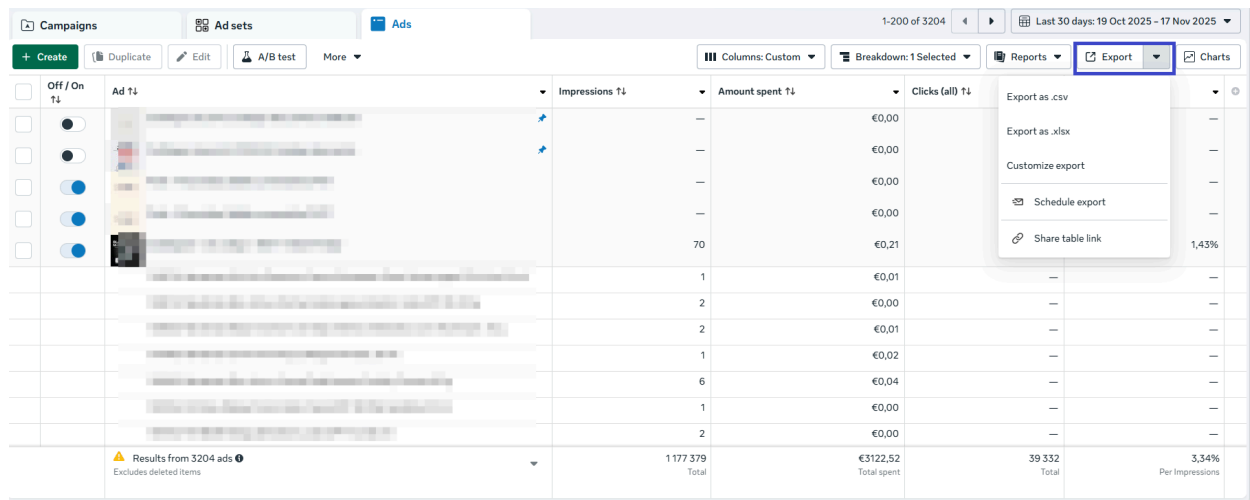
- To apply the breakdown by product, click on the Breakdown button (located next to the Columns button) and select the Product ID option. This will display the individual performance of each SKU.

The screenshot shows the Google Ads interface with the 'Breakdown' menu open, highlighting 'Product ID'. The table displays data for 17 Nov 2025, including columns for Impressions, Amount spent, and CTR. A tooltip explains that Product ID data is only available for ads connected to a catalog.

Off / On	Ad ID	Impressions	Amount spent	CTR (all)
☐	Ad 1	—	—	—
☐	Ad 2	—	—	—
☐	Ad 3	—	—	—
☐	Ad 4	—	—	—
☐	Ad 5	70	€0,40	1
☐	Ad 6	145	€0,32	1
☐	Ad 7	80	€0,20	—
☐	Ad 8	56	€0,19	1
☐	Ad 9	63	€0,20	—
☐	Ad 10	78	€0,20	—
☐	Ad 11	4353	€7,03	75
Results from 3204 ads		1177 379	€3122,52	39 332
Excludes deleted items		Total	Total spent	Total
				3,34%
				Per Impressions



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, 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	—
Results from 3204 ads	1 177 379	€3122,52	39 332
Excludes deleted items	Total	Total spent	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.

