

Standard Operating Procedure

Import Ad-Cost Data into Google Analytics

By Wynne Pirini, 2022

Introduction

Whatever marketing analytics system you use, you have to feed it ALL your ad-cost, transaction, and revenue data.

Doing so will unlock the true *decisioning* power of Google Analytics.

As a result, you will confidently know what marketing efforts are profitable and the ones that are not.

In this guide I share our step-by-step Standard Operating Procedure for importing ad-cost data into Google Analytics.

We show how it's done with Facebook Ads. But you can do this with any ad network, as long as it's possible to download all the necessary data.

Note - Google Ads does not require this procedure. You can see Google Ads costs by enabling the link in Admin settings.

Overview

1. Campaign UTMs
2. Download Ad-Cost Data from Facebook
3. Format Data for Universal Analytics
4. Upload Ad-Cost Data to Universal Analytics
5. Format Data for Google Analytics 4
6. Upload Ad-Cost Data to Google Analytics 4
7. Where to See the Data
8. Conclusion
9. Need Help?

1. Campaign UTMs

Take the example of driving Facebook CPC ad campaign to a Mother's Day Sale.

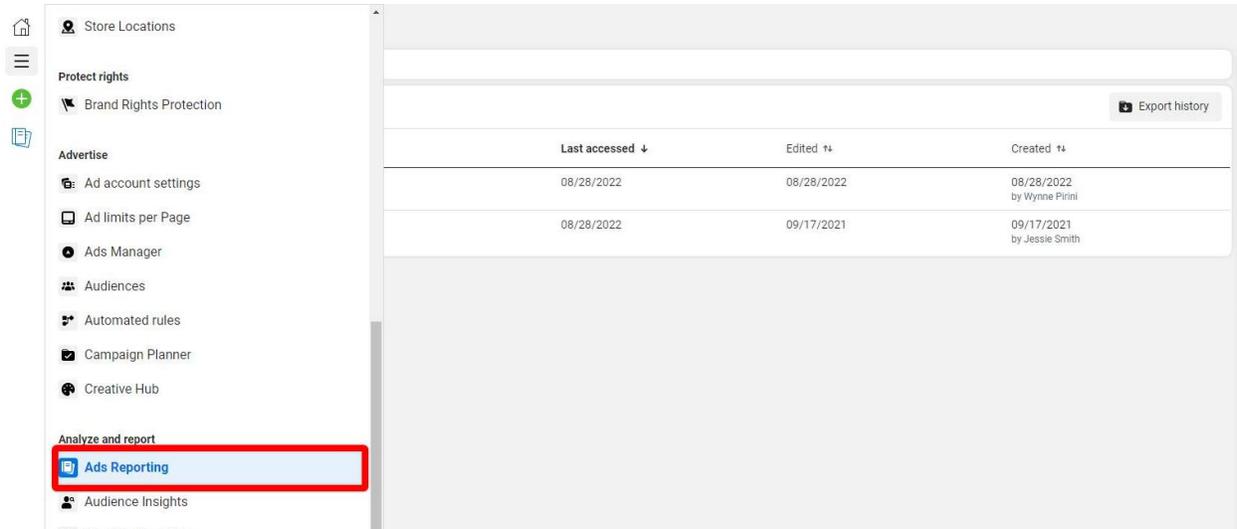
Here's how you'd add UTM parameters to your ad campaign url:

https://yoursite.com/landing-page/?utm_source=facebook&medium=cpc&utm_campaign=mothers-day-sale

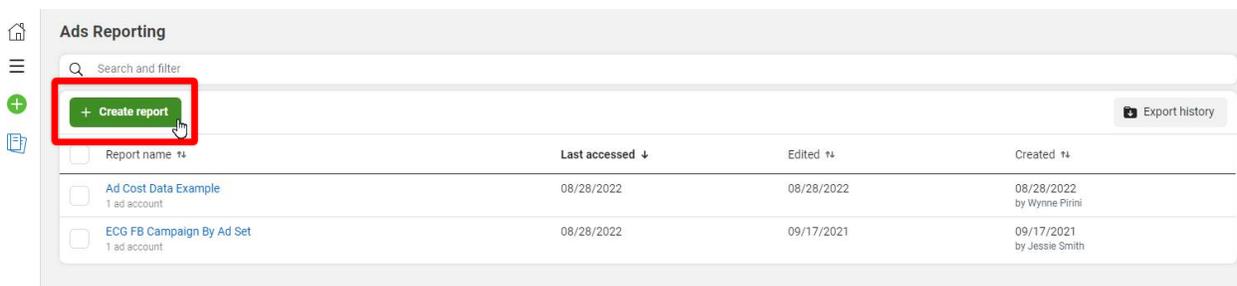
Important note - make sure the utm_source and utm_medium are EXACTLY the same as the ones you use in Section 3 (Format Data).

2. Download Ad-Cost Data from Facebook

- Login to Facebook Business Manager
- Click the Hamburger button in the top left to reveal a dropdown menu
- Under the "Analyze and report" section, click "Ads Reporting"



- Click the "Create Report" button



- From the popup, choose the ad account from which you want to export ad-cost data and click the "Create" button
- Give your report a name

Campaign name	Ad Set Name	Delivery	Reach	Impressions	Frequency	Attribution setting	Results	Amount spent	Cost per result
BigJoe_Prospect_Conversion...	All	Active Campaign	175,104	336,790	1.92	7-day click	134 Website Purchases	\$4,874.33	\$36.38 Website Purchas
	Conversions_Revenue_L...	Active Ad set	175,068	336,790	1.92	7-day click	134 Website Purchases	\$4,874.33	\$36.38 Website Purchas
BigJoe_Remarket_Conversion...	All	Active Campaign	46,853	185,965	3.97	7-day click	41 Website Purchases	\$2,786.72	\$67.97 Website Purchas
	Conversions_Revenue_...	Active Ad set	46,845	185,965	3.97	7-day click	41 Website Purchases	\$2,786.72	\$67.97 Website Purchas
BigJoe_Prospect_Conversion...	All	Active Campaign	98,535	162,447	1.65	7-day click	38 Website Purchases	\$1,393.74	\$36.68 Website Purchas
	Conversions_Revenue_L...	Active Ad set	98,504	162,447	1.65	7-day click	38 Website Purchases	\$1,393.74	\$36.68 Website Purchas
BigJoe_Prospect_Traffic_All	All	Active Campaign	114,320	152,539	1.33	7-day click or 1-day view	1,625 Landing Page Views	\$829.38	\$0.50 Landing Page Vi
	LPV_Default_Interest-S...	Active Ad set	114,320	152,539	1.33	7-day click or 1-day view	1,625 Landing Page Views	\$829.38	\$0.50 Landing Page Vi
Total results			415,075 People	837,741 Total	2.02 Per Person	Multiple attribution set...		\$9,884.17 Total Spent	

- Choose the date range for the report
- Click "Ungroup breakdown" option to ungroup the data
- In the "Customize pivot table" side panel, click "Breakdown" tab. Ensure "Campaign name", "Campaign ID", and "Day" options are checked, then uncheck all other options

Campaign name	Campaign ID	Day	Impressions	Amount spent	Clicks (all)
BigJoe_Prospect_Conversion...	6282692849364	2022-08-28	5,289	\$46.81	201
BigJoe_Prospect_Conversion...	6282710696964	2022-08-28	10,418	\$159.26	254
BigJoe_Prospect_Traffic_All	6282697333164	2022-08-28	2,172	\$21.13	52
BigJoe_Remarket_Conversion...	6282701816364	2022-08-28	6,009	\$92.91	96
BigJoe_Prospect_Conversion...	6282692849364	2022-08-27	6,012	\$48.20	224
BigJoe_Prospect_Conversion...	6282710696964	2022-08-27	11,203	\$172.90	279
BigJoe_Prospect_Traffic_All	6282697333164	2022-08-27	5,821	\$29.70	104
BigJoe_Remarket_Conversion...	6282701816364	2022-08-27	6,915	\$95.93	105
BigJoe_Prospect_Conversion...	6282692849364	2022-08-26	5,787	\$48.17	238
BigJoe_Prospect_Conversion...	6282710696964	2022-08-26	11,802	\$173.85	318
BigJoe_Prospect_Traffic_All	6282697333164	2022-08-26	5,392	\$29.37	72
BigJoe_Remarket_Conversion...	6282701816364	2022-08-26	7,316	\$97.31	111
BigJoe_Prospect_Conversion...	6282692849364	2022-08-25	6,338	\$49.60	230
BigJoe_Prospect_Conversion...	6282710696964	2022-08-25	11,740	\$173.76	296
BigJoe_Prospect_Traffic_All	6282697333164	2022-08-25	5,435	\$29.56	80
Total results			837,987 Total	\$9,886.86 Total Spent	21,512 Total

- In the "Customize pivot table" side panel, click "Metrics" tab. Ensure "Impressions", "Amount spent", and Clicks (all)" options are checked, then uncheck all other options

XYZ FB ad-costs

You have unsaved changes
Data refreshed 3 minutes ago

Had delivery

Search and filter

Clear This month: Aug 1, 2022 – Aug 28, 2022

Customize pivot table

Pivot table Group breakdowns

Campaign name	Campaign ID	Day	Impressions	Amount spent	Clicks (all)
BigJoe__Prospect__Conversion...	6282692849364	2022-08-28	5,289	\$46.81	201
BigJoe__Prospect__Conversion...	6282710696964	2022-08-28	10,418	\$159.26	254
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BigJoe__Remarket__Conversion...	6282701816364	2022-08-26	7,316	\$97.31	111
BigJoe__Prospect__Conversion...	6282692849364	2022-08-25	6,338	\$49.60	230
BigJoe__Prospect__Conversion...	6282710696964	2022-08-25	11,740	\$173.76	296
BigJoe__Prospect__Traffic__All	6282697333164	2022-08-25	5,435	\$29.56	80
Total results			837,987 Total	\$9,886.86 Total Spent	21,512 Total

50 / 112 rows displayed

CPC (All) See more
The average cost for each click (all).

Customize pivot table

- Breakdowns
- Metrics
 - Results
 - Result rate
 - Reach
 - Frequency
 - Impressions
 - Delivery
 - Amount spent
 - Clicks (all)
 - CPC (All)
 - CTR (all)
 - Gross impressions (includes invalid impressions from non-human traffic)
 - Auto-refresh impressions
 - Attribution setting
 - Quality ranking
 - Engagement rate ranking
 - Conversion rate ranking
 - Cost per result
 - Cost per 1,000 people reached
 - CPM (cost per 1,000 Impressions)
 - Ad Delivery
 - Ad Set Delivery

- Click "Save" to save the report for future reference
- Click the export icon, choose the CSV option, then click the "Export" button to download a copy to your computer

Export report

Export name

XYZ FB ad-costs

Export as:

Formatted data table (.xlsx)

Raw data table (.xlsx)

CSV (.csv)

Image (.png)

Options:

Include summary row

Cancel Export

3. Format Data for Universal Analytics

- Open the CSV file in Google Sheets or MS Excel
- Change the table headings
- Add column headers for ga:source (facebook) and ga:medium (cpc)
- Rename the remaining columns with "ga:" format
- Format date to YYYYMMDD - example 20220801
- Export the updated CSV file

	A	B	C	D	E	F	G
1	ga:campaign	ga:date	ga:impressions	ga:spend	ga:clicks	ga:source	ga:medium
2	Prospect_Co	20220828	5366	47.63	204	facebook	cpc
3	Prospect_Co	20220828	10565	160.65	258	facebook	cpc
4	Prospect_Tr	20220828	2199	21.38	53	facebook	cpc
5	Remarket_C	20220828	6085	94.23	97	facebook	cpc
6	Prospect_Co	20220827	6012	48.2	224	facebook	cpc
7	Prospect_Co	20220827	11203	172.9	279	facebook	cpc
8	Prospect_Tr	20220827	5821	29.7	104	facebook	cpc
9	Remarket_C	20220827	6915	95.93	105	facebook	cpc
10	Prospect_Co	20220826	5787	48.17	238	facebook	cpc
11	Prospect_Co	20220826	11802	173.85	318	facebook	cpc
12	Prospect_Tr	20220826	5392	29.37	72	facebook	cpc
13	Remarket_C	20220826	7316	97.31	111	facebook	cpc
14	Prospect_Co	20220825	6338	49.6	230	facebook	cpc
15	Prospect_Co	20220825	11740	173.76	296	facebook	cpc
16	Prospect_Tr	20220825	5435	29.56	80	facebook	cpc
17	Remarket_C	20220825	6860	98.35	120	facebook	cpc
18	Prospect_Co	20220824	6275	49.76	244	facebook	cpc
19	Prospect_Co	20220824	11483	173.8	290	facebook	cpc
20	Prospect_Tr	20220824	5844	29.83	92	facebook	cpc
21	Remarket_C	20220824	6354	100.25	109	facebook	cpc
22	Prospect_Co	20220823	5468	50.67	194	facebook	cpc
23	Prospect_Co	20220823	10635	174.85	234	facebook	cpc
24	BigJoe_Prospect_Tr	20220823	4764	30.34	94	facebook	cpc

4. Upload Ad-Cost Data to Universal Analytics

- ❑ In Universal Analytics, go to "Admin"

Universal Analytics will no longer process new data in standard properties beginning 1 July 2023. Prepare now by setting up and switching over to a Google Analytics property.

Analytics All accounts > Measurebit Shop UA All Web Site Data - Try searching "Users today"

Home

Customisation

REPORTS

- Real-time
- Audience
- Acquisition
- Behaviour
- Conversions

Attribution ^{BETA}

Discover

Admin

Google Analytics Home

Users	Revenue	Conversion Rate	Sessions
5	\$0.00	0%	16

Line chart showing data from 22 Aug to 28 Aug. The Y-axis ranges from 0 to 5. The data points are: 22 Aug (0), 23 Aug (0), 24 Aug (0), 25 Aug (4), 26 Aug (2), 27 Aug (0), 28 Aug (1).

Last 7 days AUDIENCE OVERVIEW >

How do you acquire users?

Traffic Channel	Source/Medium	Referrals
		8
		6

<https://analytics.google.com/analytics/web/#/a210593308w294874327p256081763/admin>

- ❑ Under Property Settings, click "Data Import"

Analytics All accounts > Measurebit Shop UA All Web Site Data - Try searching "Users today"

ADMIN USER

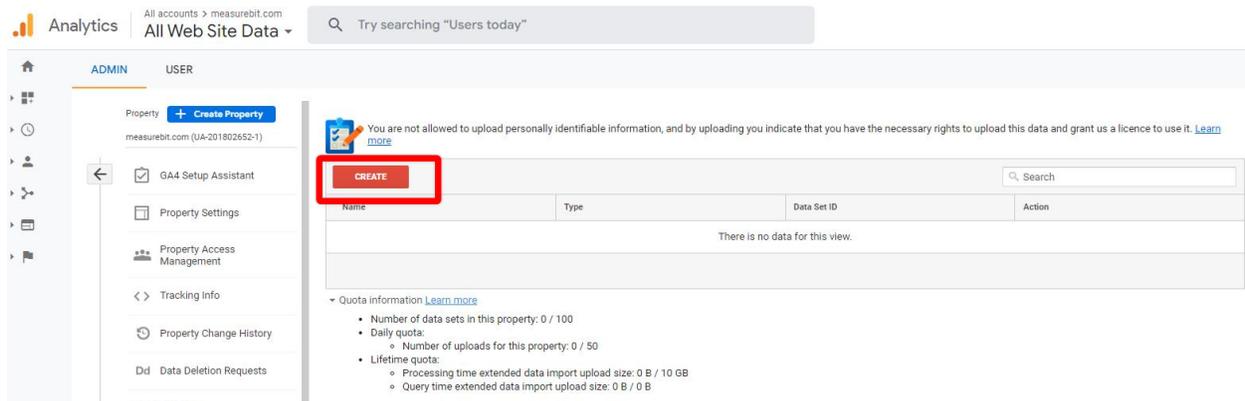
- Account Settings
- Account Access Management
- All Filters
- Account Change History
- Rubbish Bin

- GA4 Setup Assistant
- Property Settings
- Property Access Management
- Tracking Info
- Property Change History
- Data Deletion Requests

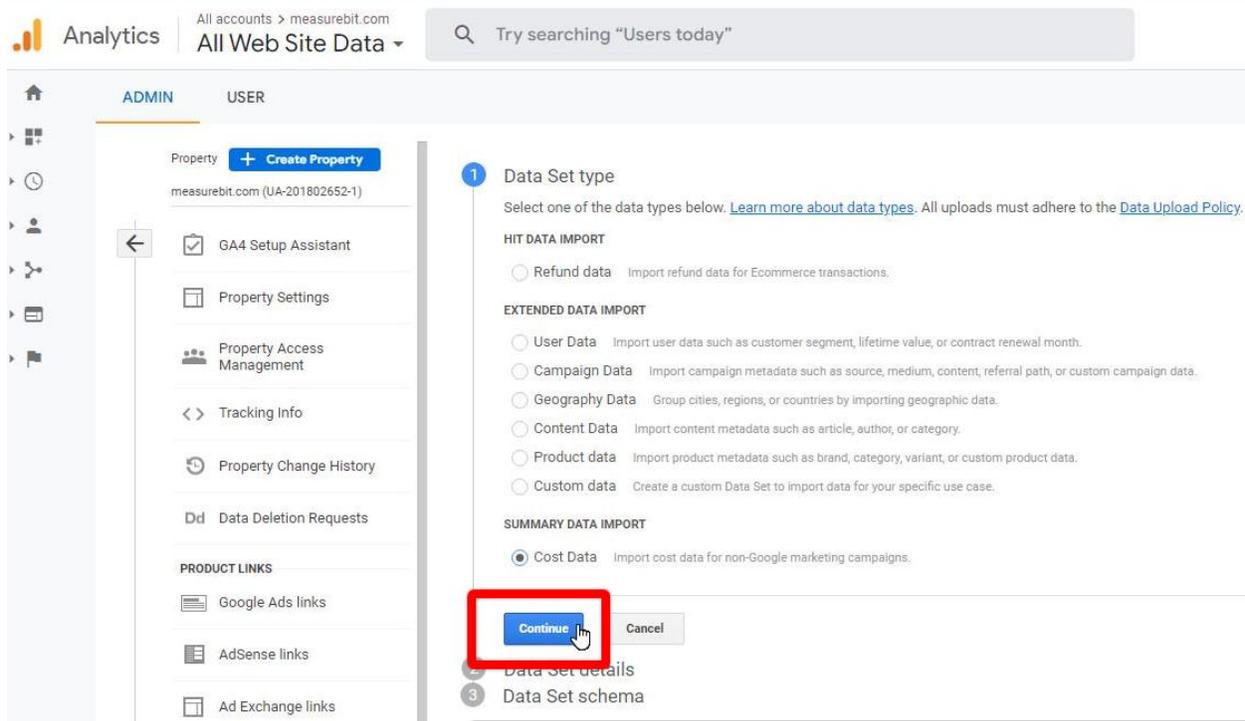
PRODUCT LINKS

- Google Ads links
- AdSense links
- Ad Exchange links
- All Products
- Postbacks
- Audience Definitions
- Custom Definitions
- Data Import**

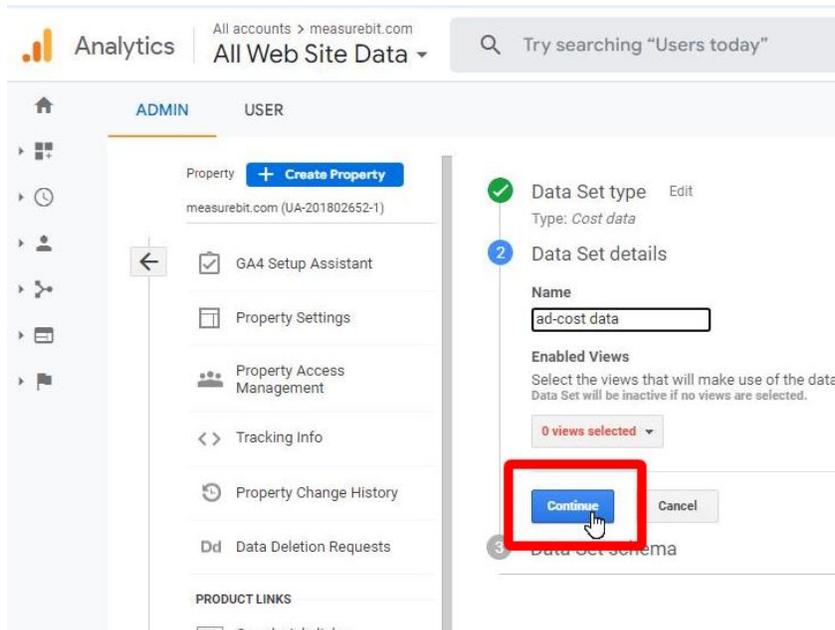
□ Click "Create" button



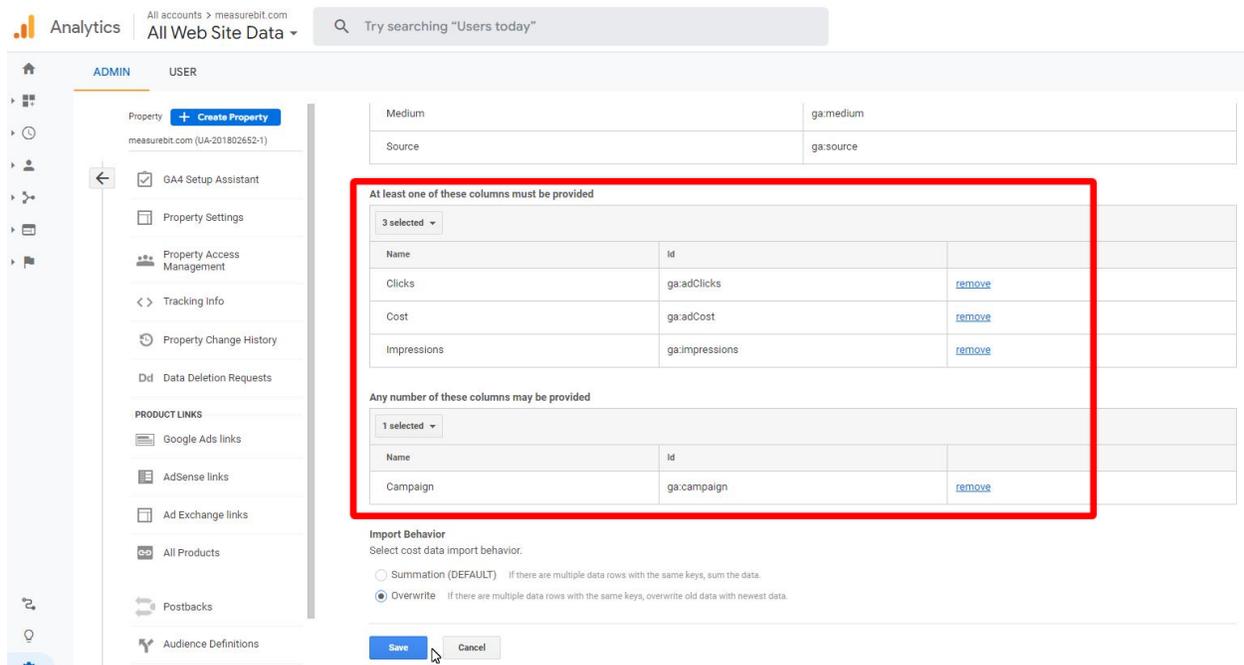
□ Under Summary Data Import, choose "Cost Data" option, then click "Continue"



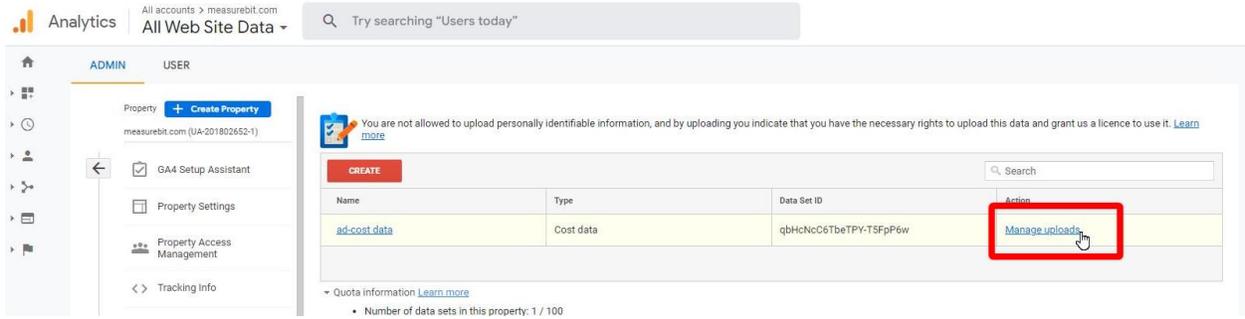
□ Name the data schema e.g. "ad-cost data", then click "Continue"



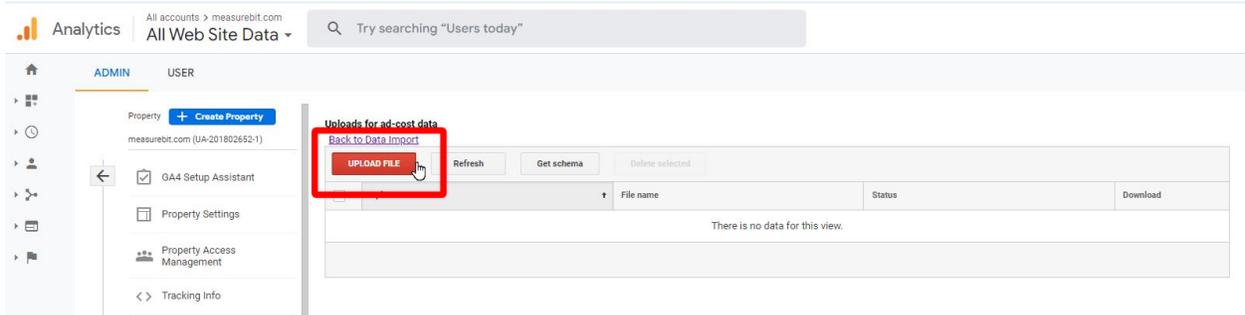
- Map CSV columns to standard Google Analytics fields, choose if you want to overwrite existing data or sum data sets together when there's a conflict, then click continue



- To import ad-cost data, click "Manage uploads"



❑ Click "Upload File", then select the CSV you formatted for Universal Analytics



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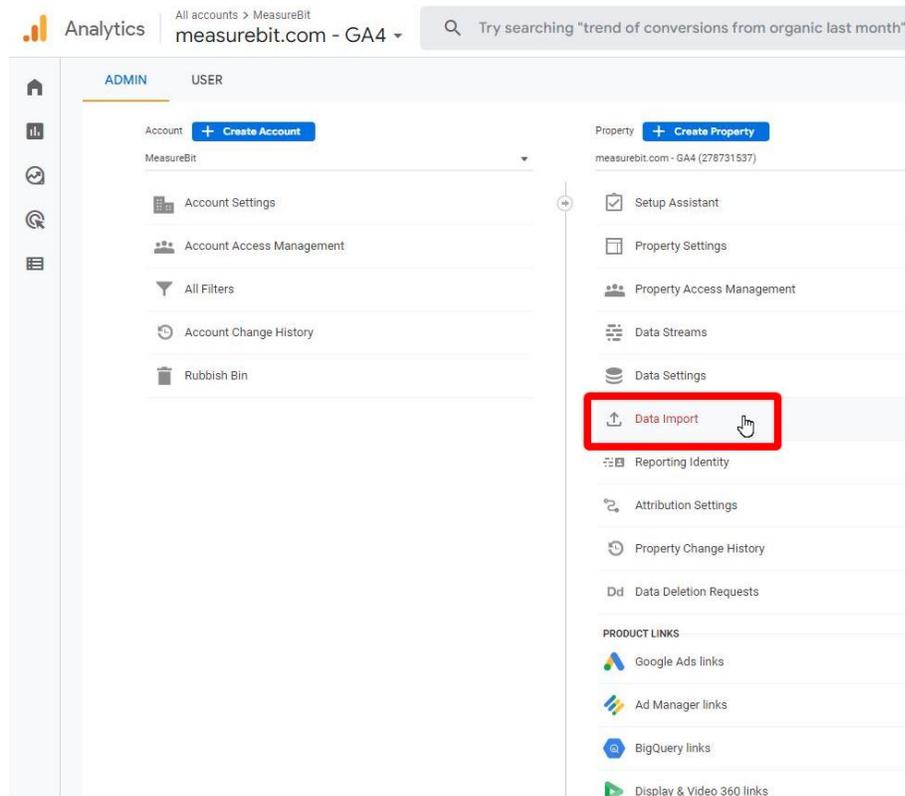
5. Format Data for Google Analytics 4

- Open the CSV file in Google Sheets or MS Excel
- Add column headers for ga:source (facebook) and ga:medium (cpc)
- Rename the remaining columns with "ga:" format
- Format date to YYYY-MM-DD - example 2022-08-01
- Export the updated CSV file

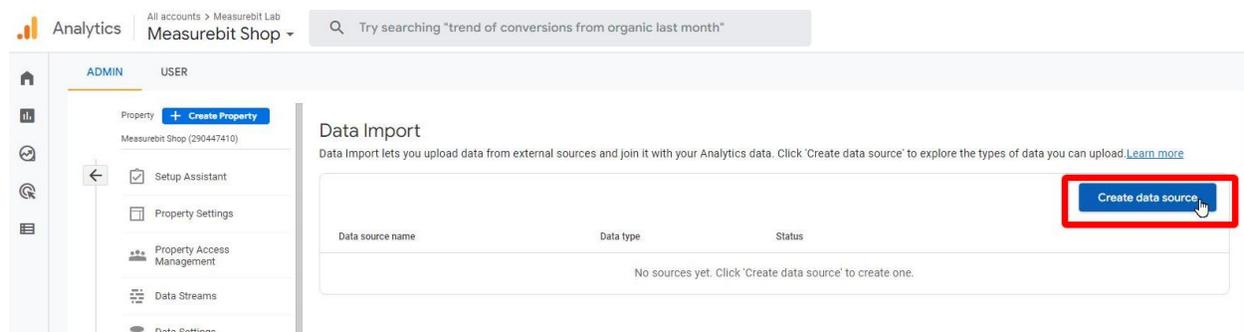
	A	B	C	D	E	F	G	H
1	ga.name	ga.id	ga.date	ga:impressions	ga:spend	ga:clicks	ga:source	ga:medium
2	Prospect_C	6282692849364	2022-08-28	5366	47.63	204	facebook	cpc
3	Prospect_C	6282710696964	2022-08-28	10565	160.65	258	facebook	cpc
4	Prospect_Tr	6282697333164	2022-08-28	2199	21.38	53	facebook	cpc
5	Remarket_C	6282701816364	2022-08-28	6085	94.23	97	facebook	cpc
6	Prospect_C	6282692849364	2022-08-27	6012	48.2	224	facebook	cpc
7	Prospect_C	6282710696964	2022-08-27	11203	172.9	279	facebook	cpc
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10	Prospect_C	6282692849364	2022-08-26	5787	48.17	238	facebook	cpc
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13	Remarket_C	6282701816364	2022-08-26	7316	97.31	111	facebook	cpc
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17	Remarket_C	6282701816364	2022-08-25	6860	98.35	120	facebook	cpc
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19	Prospect_C	6282710696964	2022-08-24	11483	173.8	290	facebook	cpc
20	Prospect_Tr	6282697333164	2022-08-24	5844	29.83	92	facebook	cpc
21	Remarket_C	6282701816364	2022-08-24	6354	100.25	109	facebook	cpc
22	Prospect_C	6282692849364	2022-08-23	5468	50.67	194	facebook	cpc
23	BigJoe_Prospect_C	6282710696964	2022-08-23	10635	174.85	234	facebook	cpc

6. Upload Ad-Cost Data to Google Analytics 4

- In Google Analytics 4, go to "Admin"
- Under Property Settings, click "Data Import"



- Click "Create Data Source"



- Give your data source a name e.g. "ad_cost_data", choose "Cost data" for the data type

× Create data source

1 Data source details — 2 Mapping

Data source details

Data source name*

Cost data

Import ad cost data from non-Google sources. This upload associates cost data with the campaigns, sources and mediums at report/query time. This data can be deleted without impacting underlying event data.

Item data

Import product metadata such as brand, category and/or variant. This data, once uploaded, is used in event processing in place of collected parameters as well as to fix historically data in reporting. Removing this data requires a data deletion.

User data by User ID

Import User ID data to update and associate new user property values for each User ID that you upload, based on your other data sources. Removing this data requires a user or data deletion.

User data by Client ID

Import Client ID and/or App_Instance_ID data to update and associate new user property values for each ID that you upload, based on your other data sources. Removing this data requires a user or data deletion.

Offline event data

Import offline events from sources without an internet connection or that otherwise cannot support real time event collection via SDKs or Measurement Protocol. These events, once uploaded, are processed as though they were collected via our SDKs using the timestamp provided or the time of upload if not provided. Removing this data requires a user or data deletion.

Upload data for import

CSV file

□ Map CSV columns to the Analytics fields, then click "Import" button

× Create data source

1 Data source details — 2 Mapping

Mappings cannot be edited once the data source is created Dismiss

Analytics field	Import field	Import data samples
<input checked="" type="checkbox"/> Campaign ID	ga.id	6282692849364 6282710696964 6282697333164 6282701816364 6282692849364
<input checked="" type="checkbox"/> Campaign source	ga.source	facebook facebook facebook facebook facebook
<input checked="" type="checkbox"/> Campaign medium	ga.medium	cpc cpc cpc cpc cpc
<input checked="" type="checkbox"/> Campaign name	ga.name	BigJoe_Prospect_Conversions_Indoor BigJoe_Prospect_Conversions_Outdoor BigJoe_Prospect_Traffic_All BigJoe_Remarket_C
<input checked="" type="checkbox"/> Date	ga.date	20220828 20220828 20220828 20220828 20220827
<input checked="" type="checkbox"/> Daily cost	ga.spend	47.63 160.65 21.38 94.23 48.2
<input checked="" type="checkbox"/> Daily clicks	ga.clicks	204 258 53 97 224
<input checked="" type="checkbox"/> Daily impressions	ga.impressions	5366 10565 2199 6085 6012

7. Where to See the Data

- ❑ In Universal Analytics, go to:
Conversions > Multi-Channel Funnels > Model Comparison Tool
- ❑ Select "Source / Medium" view.
Besides attribute revenue, you will spend, CPA, and ROAS

Model Comparison Tool

Conversion Segments: Export Save

Conversion: All Type: All Google Ads Look-back Window: Set 30 days prior to conversion

% of conversions: 100.00%

Primary Dimension: MCF Channel Grouping Default Channel Grouping **Source/Medium** Source Medium Other Channel Groupings

Secondary dimension: advanced

Source/Medium	Spend (for selected time range)	Last Interaction Conversions	Last Interaction CPA	Last Interaction Conversion Value	Last Interaction ROAS
1. google / cpc	US\$16,514.77	321.00	US\$51.45	US\$46,884.36	283.89%
2. (direct) / (none)	—	298.00	—	US\$45,352.19	—
3. klaviyo / email	—	144.00	—	US\$22,087.54	—
4. google / organic	—	137.00	—	US\$27,622.86	—
5. attentive / text	—	74.00	—	US\$9,678.16	—
6. dealspotr.com / referral	—	35.00	—	US\$5,982.17	—
7. facebook / cpc	US\$2,480.89	17.00	US\$145.93	US\$1,975.23	79.62%
8. bing / organic	—	13.00	—	US\$1,542.77	—
9. com / referral	—	10.00	—	US\$4,193.62	—
10. hooks.stripe.com / referral	—	6.00	—	US\$514.68	—

Show rows: 10 Go to: 1 1-10 of 38

Note - Currently, it's simpler to query this data in Universal Analytics than in Google Analytics 4.

8. Conclusion

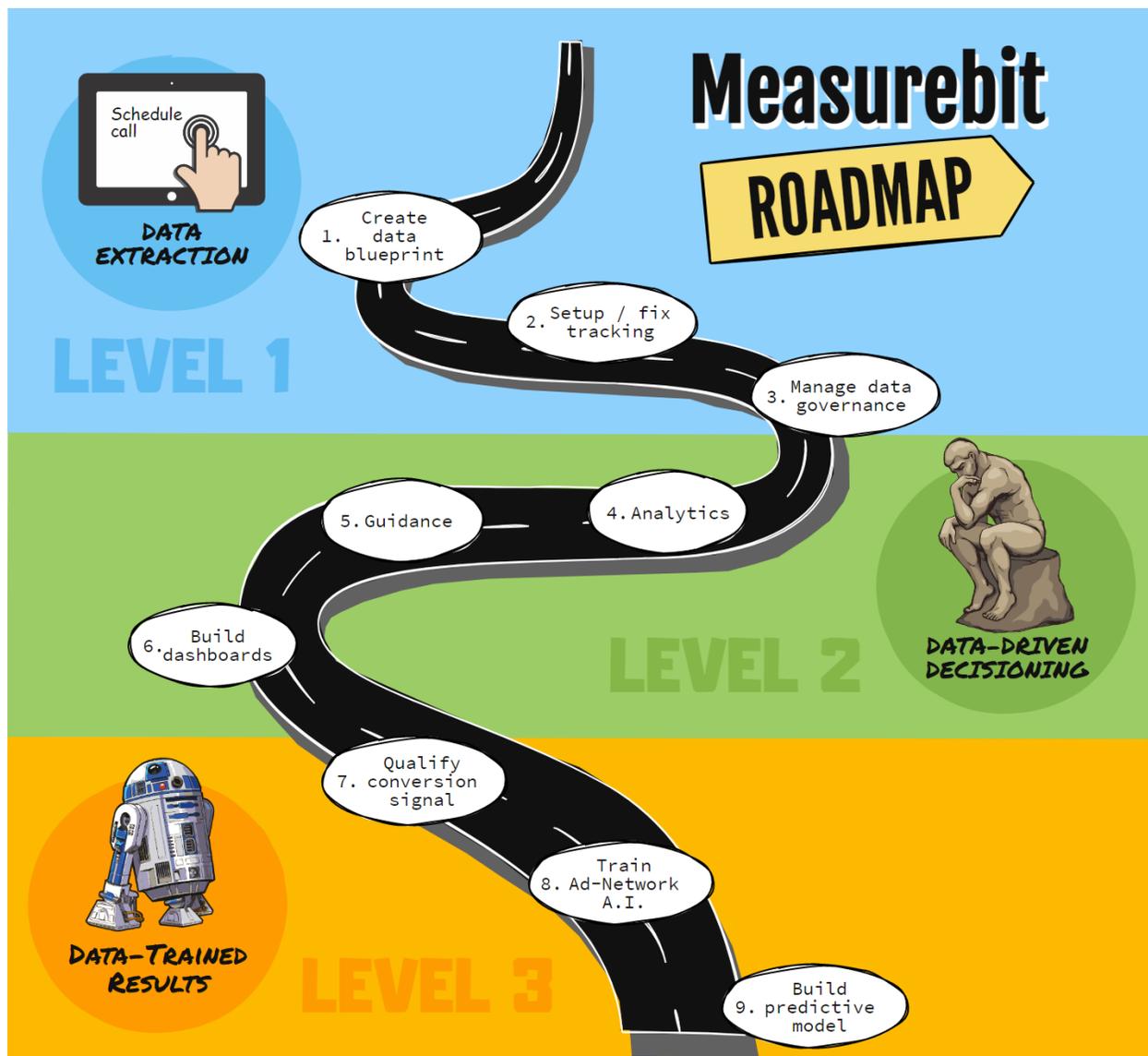
I've shown you how to get your ad-cost data into Google Analytics so you can gain insights about cost per acquisition (CPA) and return on ad spend (ROAS). Both these metrics are vital when comparing the profitability of one ad channel with another.

To gain even more insight, you get ALL of your purchase, subscription, and refund data into Google Analytics, too. There are various ways of accomplishing this.

You must have reliable marketing data for two key reasons:

1. To make data-driven decisions to scale or kill campaigns (Level 2 in the diagram below)
2. To train the ad-networks to deliver better quality prospects (Level 3)

It all begins with begins with collecting the best possible data (Level 1).



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9. Need Help?

[Schedule a free 20-minute call](#) to discuss your conversion tracking or analytics project today:

[Schedule a free call](#)

10. About Measurebit

Measurebit helps dozens of businesses to ramp-up their profitability by:

- Setting best-tracking systems
- Connecting data from websites, apps, funnels, and shopping carts
- Assisting decision-makers with executive reports, visualizations, dashboards, and providing guidance
- Feeding better qualified signals back to the ad-network A.I.s to deliver better quality prospects

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