



Informatica® Data Integration - Free & PayGo

Google Analytics Connector

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Preface

Use *Google Analytics Connector* to learn how to read from Google Analytics by using Data Integration. Learn to create a connection, develop and run mapping tasks in Data Integration.

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CHAPTER 1

Introduction to Google Analytics Connector

You can use Google Analytics Connector to connect to Google Analytics from Data Integration. Use Google Analytics Connector to read data from Google Analytics. You can use a Google Analytics object as a source in mapping tasks.

When you run a mapping task, the Secure Agent uses the JAVA client libraries of the Google APIs to integrate with Google Analytics.

Google Analytics Connector assets

Create assets to integrate data using Google Analytics Connector.

When you use Google Analytics Connector, you can include the following Data Integration assets:

- Mapping
- Mapping task

For more information about configuring assets and transformations, see *Mappings*, *Transformations*, and *Tasks* in the Data Integration documentation.

Google Analytics supported reports

A Google Analytics report contains metrics and dimensions. Dimensions are attributes of the data collected from the website. Metrics are quantitative measurements.

The Google Analytics Core Reporting API v3 that Google Analytics Connector supports can only process reports that contain both metrics and dimensions or metrics only.

Google Analytics Connector supports the following Google Analytics reports:

- Adwords
- Adsense
- Ad Exchange
- App Tracking

- Audience
- Channel Grouping
- Content Experiments
- Content Grouping
- DoubleClick Bid Manager
- DoubleClick Campaign Manager
- DoubleClick for Publishers
- DoubleClick for Publishers Backfill
- DoubleClick Search
- Ecommerce
- Event Tracking
- Exceptions
- Geo Network
- Goal Conversion
- Internal Search
- Lifetime Value and Cohorts
- Page Tracking
- Platform or Device
- Related Products
- Session
- Site Speed
- Social Interactions
- Social Activities
- System
- Time
- Traffic Sources
- User
- User Timings

Note: Adsense, Ad Exchange, DoubleClick for Publishers, DoubleClick for Publishers Backfill, and Site Speed reports contain only metrics.

When you select a Google Analytics source object in a mapping, you can select reports from the following datasets in the **Package Explorer**:

- ga
- InfaCustom

The **infaCustom** dataset contains the **infaCustomGroup** report. The **infaCustomGroup** report contains dimensions and metrics from all the Google Analytics reports.

To retrieve data from multiple Google Analytics reports, you must select the **infaCustomGroup** report in the **infaCustom** dataset.

Administration of Google Analytics Connector

Google Analytics is a premium web analytics service offered by Google that tracks and reports website traffic.

Before you use Google Analytics Connector, you must complete the following prerequisite tasks:

1. Create a Google account to access Google Analytics.
2. On the **Credentials** page, navigate to the APIs and auth section, and Click **Create service account**.
3. In the **Create service account** dialog box, select **Furnish a new private key** and **Enable G Suite Domain-wide Delegation**.

Note: You must select **JSON** as the **Key type** and save the generated key as `client_secrets.json`.

4. Click **Create**.
5. After you create the service account, you can download a JSON file that contains the `client_email` and `private_key` values. You will need to enter these details when you add a user in the Google Analytics account and also when you create a Google Analytics connection in Data Integration.

The following image shows the **Credentials** page where you can create the service account and key:

Create service account

Service account name [?] Role [?] Owner ▼

Service account ID

☒ **Furnish a new private key**
Downloads a file that contains the private key. Store the file securely because this key can't be recovered if lost.

Key type
☒ **JSON** Recommended
☐ **P12** For backward compatibility with code using the P12 format

☒ **Enable G Suite Domain-wide Delegation**
Allows this service account to be authorized to access all users' data on a G Suite domain without manual authorization on their part. [Learn more](#)

[CANCEL](#) [CREATE](#)

6. From <https://console.developers.google.com/>, the **Dashboards** page of the Google API Console, enable the **Analytics API**. Google Analytics Connector uses the Google Analytics Core Reporting APIs to integrate with Google Analytics.
7. Create an account, property, and view in Google Analytics.
8. Verify that you have the following permissions for the Google Analytics account:
 - Edit
 - Collaborate
 - Read and Analyze
 - Manage Users
9. A **View ID** is generated for the view that you created. You will need to enter the View ID when you create mappings in Data Integration.

CHAPTER 2

Google Analytics connections

Create a Google Analytics connection to read data from a Google Analytics report. You can use Google Analytics connections in mapping tasks and mappings.

Google Analytics connection properties

When you create a Google Analytics connection, configure the connection properties.

The following table describes the Google Analytics connection properties:

Property	Description
Connection Name	Name of the connection. Each connection name must be unique within the organization. Connection names can contain alphanumeric characters, spaces, and the following special characters: _ . + -, Maximum length is 255 characters.
Description	Description of the connection. Maximum length is 4000 characters.
Type	The Google Analytics connection type.
Runtime Environment	Name of the runtime environment where you want to run the tasks. Specify a Secure Agent or a Hosted Agent.
Service Account ID	The client_email value in the JSON file that you download after you create a service account.
Service Account Key	The private_key value in the JSON file that you download after you create a service account.
APIVersion	API used to read from Google Analytics reports. You can choose from the following values: <ul style="list-style-type: none">- Core Reporting API v3- Analytics Reporting API v4

Property	Description
AccountId	<p>The Google Analytics Account ID associated with the Google Analytics project.</p> <p>Applies only when you read data from the following reports:</p> <ul style="list-style-type: none"> - Content Grouping - Ecommerce - Goal Conversions <p>When you read data from any other report, leave the property blank.</p>
PropertyId	<p>The Google Analytics Property ID associated with the Google Analytics project.</p> <p>Applies only when you read data from the following reports:</p> <ul style="list-style-type: none"> - Content Grouping - Ecommerce - Goal Conversions <p>When you read data from any other report, leave the property blank.</p>
ViewId	<p>The Google Analytics View ID associated with the Google Analytics project.</p> <p>Note: Applies only when you read data from Goal Conversions report. When you read data from any other report, leave the property blank.</p>

Configure proxy settings

If your organization uses an outgoing proxy server to connect to the internet, the agent connects to Informatica Intelligent Cloud Services through the proxy server.

You can configure the Secure Agent to use the proxy server on Windows and Linux. You can use the unauthenticated or authenticated proxy server.

Configuring the proxy settings on Windows

To configure the proxy server settings for the Secure Agent on a Windows machine, you must configure the proxy server settings through the Secure Agent Manager and the JVM options of the Secure Agent.

Contact your network administrator for the correct proxy settings.

1. Click **Start > All Programs > Informatica Cloud Secure Agent > Informatica Cloud Secure Agent** to launch the Secure Agent Manager.

The Secure Agent Manager displays the Secure Agent status.

2. Click **Proxy** in the Secure Agent Manager page.
3. Click **Use a Proxy Server** to enter proxy server settings.
4. Configure the following proxy server details:

Field	Description
Proxy Host	Host name of the outgoing proxy server that the Secure Agent uses.
Proxy Port	Port number of the outgoing proxy server.

Field	Description
User Name	User name to connect to the outgoing proxy server.
Password	Password to connect to the outgoing proxy server.

- Click **OK**.
- Log in to Informatica Intelligent Cloud Services.
- Open Administrator and select **Runtime Environments**.
- Select the Secure Agent for which you want to configure a proxy server.
- On the upper-right corner of the page, click **Edit**.
- In the **System Configuration Details** section, select the **Type** as **DTM** for the Data Integration Service.
- To use a proxy server, add the following parameters in any **JVMOption** field and specify appropriate values for each parameter:

Parameter	Description
-Dproxy.host=	Host name of the outgoing HTTPS proxy server.
-Dproxy.port=	Port number of the outgoing HTTPS proxy server.
-Dproxy.user=	User name for the HTTPS proxy server.
-Dproxy.password=	Password for the HTTPS proxy server.

Note: You must specify the parameter and the value for the parameter enclosed in single quotation marks.

For example,

```
JVMOption1='-Dproxy.host=INPQ8583WI29'
JVMOption2='-Dproxy.port=8081'
JVMOption3='-Dproxy.user=adminuser'
JVMOption4='-Dproxy.password=password'
```

Note: You can configure only five **JVMOption** fields in the **System Configuration Details** section. To configure the remaining parameters, you must add the **JVMOption** fields in the **Custom Configuration Details** section. In the **Custom Configuration Details** section, select the **Type** as **DTM** for the Data Integration Service, add the **JVMOption** fields, and specify the remaining parameters and appropriate values for each parameter.

- Click **Save**.
The Secure Agent restarts to apply the settings.
- Note:** The session log does not log the proxy server details even if you have configured a proxy server.

Configuring the proxy settings on Linux

You can update the proxy server settings defined for the Secure Agent from the command line. To configure the proxy server settings for the Secure Agent on a Linux machine, you must update the `proxy.ini` file and configure the JVM options of the Secure Agent.

Contact your network administrator for the correct proxy settings.

1. Navigate to the following directory:

```
<Secure Agent installation directory>/apps/agentcore/conf
```

2. To update the `proxy.ini` file, add the following parameters and specify appropriate values for each parameter:

```
InfAgent.ProxyHost=<proxy_server_hostname>
InfAgent.ProxyPort=<proxy_server_port>
InfAgent.ProxyUser=<user_name>
InfAgent.ProxyPassword=<password>
InfAgent.ProxyPasswordEncrypted=false
```

For example,

```
InfAgent.ProxyHost=INW2PF0MT01V
InfAgent.ProxyPort=808
InfAgent.ProxyUser=user06
InfAgent.ProxyPassword=user06
InfAgent.ProxyPasswordEncrypted=false
```

3. Log in to Informatica Intelligent Cloud Services.
4. Open Administrator and select **Runtime Environments**.
5. Select the Secure Agent for which you want to configure a proxy server.
6. On the upper-right corner of the page, click **Edit**.
7. In the **System Configuration Details** section, select the **Type** as **DTM** for the Data Integration Service.
8. To use a proxy server, add the following parameters in any **JVMOption** field and specify appropriate values for each parameter:

Parameter	Description
-Dproxy.host=	Host name of the outgoing HTTPS proxy server.
-Dproxy.port=	Port number of the outgoing HTTPS proxy server.
-Dproxy.user=	User name for the HTTPS proxy server.
-Dproxy.password=	Password for the HTTPS proxy server.

Note: You must specify the parameter and the value for the parameter enclosed in single quotation marks.

For example,

```
JVMOption1='-Dproxy.host=INPQ8583WI29'
```

```
JVMOption2='-Dproxy.port=8081'
```

```
JVMOption3='-Dproxy.user=adminuser'
```

```
JVMOption4='-Dproxy.password=password'
```

Note: You can configure only five **JVMOption** fields in the **System Configuration Details** section. To configure the remaining parameters, you must add the **JVMOption** fields in the **Custom Configuration Details** section. In the **Custom Configuration Details** section, select the **Type** as **DTM** for the Data Integration Service, add the **JVMOption** fields, and specify the remaining parameters and appropriate values for each parameter.

9. Click **Save**.

The Secure Agent restarts to apply the settings.

Note: The session log does not log the proxy server details even if you have configured a proxy server.

CHAPTER 3

Mappings and mapping tasks with Google Analytics

Use the Data Integration Mapping Designer to create a mapping. When you create a mapping, you configure a source to represent a Google Analytics report.

Describe the flow of data from source and target along with the required transformations before the Secure Agent reads data from the Google Analytics source. Use the Mapping Task wizard to create a mapping task and select the mapping that you configured. The mapping task processes data based on the data flow logic you define in the mapping. Run the mapping task to read data from a Google Analytics source.

Google Analytics metrics and dimensions

When you configure a Source transformation to read from a Google Analytics report, you can select the fields from the **Fields** tab in the transformation. The fields represent the metrics and dimensions of the Google Analytics report. To verify if the field is a metric or a dimension, click the following URL:

<https://developers.google.com/analytics/devguides/reporting/core/dimsmets#mode=api&cats=user,session>

Note: A mapping fails if any of the following conditions are true:

- You select more than 10 metrics in the Google Analytics report.
- You select more than 7 dimensions in the Google Analytics report.
- You select only dimensions or only metrics in the Google Analytics report.

Google Analytics sources in mappings

To read data from Google Analytics, configure a Google Analytics report as the Source transformation in a mapping.

Specify the name and description of the Google Analytics source. Select a Google Analytics report from the **ga** dataset in the **Package Explorer**. Configure the query options and advanced properties for the source object.

The following table describes the source properties that you can configure for a Google Analytics source:

Property	Description
Connection	Name of the Google Analytics source connection.
Source Type	Type of the source object. Select Single Object or Parameter .
Object	Name of the source object. Select a Google Analytics report from the ga dataset or select the InfaCustomGroup from the InfaCustom dataset in the Package Explorer . The InfaCustomGroup report contains dimensions and metrics from all the Google Analytics reports.

The following table describes the query options that you can configure in a Source transformation:

Property	Description
Filter	<p>Filter value in a read operation. Click Configure to add conditions to filter records and reduce the number of rows that the Secure Agent reads from the source.</p> <p>You can specify the following filter conditions:</p> <ul style="list-style-type: none"> - Not parameterized. Use a basic filter to specify the object, field, operator, and value to select specific records. - Completely parameterized. Use a parameter to represent the field mapping. - Advanced. Use an advanced filter to define a more complex filter condition on a dimension or metric. Specify the advanced filter expression using the following filter syntax: <code>ga:name<Operator>Expression</code> Where, <code>name</code> is the name of the dimension or metric, <code>Operator</code> is the operator supported by the dimension or metric, and <code>Expression</code> is the value that you specify. For example, <code>ga:browser==Firefox</code> For more information about configuring advanced filters, click the following URL: https://developers.google.com/analytics/devguides/reporting/core/v3/reference#filters
Sort	Not applicable for Google Analytics Connector

The following table describes the advanced properties that you can configure for a Google Analytics source:

Property	Description
AccountId	The Google Analytics Account ID associated with the Google Analytics project. Note: When you read data from Goal Conversions report, you must leave the property blank.
PropertyId	The Google Analytics Property ID associated with the Google Analytics project. Note: When you read data from Goal Conversions report, you must leave the property blank.
ViewId	The Google Analytics View ID associated with the Google Analytics project. You can specify multiple view IDs separated by comma. Note: When you read data from Goal Conversions report, you must specify the same view ID that you specified in the Google Analytics connection.
StartDate	Start date from which the Secure Agent must read the data from a Google Analytics report. You can specify a specific date using the YYYY-MM-DD format. You can also specify relative terms such as today , yesterday , or NdaysAgo .

Property	Description
EndDate	End date till which the Secure Agent must read the data from a Google Analytics report. You can specify a specific date using the YYYY-MM-DD format. You can also specify relative terms such as today , yesterday , or NdaysAgo .
Page Size	Number of rows that the Secure Agent must read from a Google Analytics report. Specify 0 to read all the rows in the Google Analytics report. Default is 10000.
Read Time Out Value	The maximum amount of time in minutes that the Secure Agent waits when attempting to read data from a Google Analytics report. A read timeout occurs if the data is not read in the specified amount of time. Default is 1 minute.

You can set the tracing level in the advanced session properties to determine the amount of details that logs contain.

The following table describes the tracing levels that you can configure:

Property	Description
Terse	The Secure Agent logs initialization information, error messages, and notification of rejected data.
Normal	The Secure Agent logs initialization and status information, errors encountered, and skipped rows due to transformation row errors. Summarizes session results, but not at the level of individual rows.
Verbose Initialization	In addition to normal tracing, the Secure Agent logs additional initialization details, names of index and data files used, and detailed transformation statistics.
Verbose Data	In addition to verbose initialization tracing, the Secure Agent logs each row that passes into the mapping. Also notes where the Secure Agent truncates string data to fit the precision of a column and provides detailed transformation statistics.

APPENDIX A

Data type reference

Data Integration uses the following data types in mappings and mapping tasks with Google Analytics:

Google Analytics native data types

Google Analytics data types appear in the **Fields** tab for the Source transformation when you choose to edit metadata for the fields.

Transformation data types

Set of data types that appear in the transformations. They are internal data types based on ANSI SQL-92 generic data types, which the Secure Agent uses to move data across platforms. Transformation data types appear in all transformations in a mapping.

When Data Integration reads source data, it converts the native data types to the comparable transformation data types before transforming the data.

Google Analytics and transformation data types

The following table describes the data types that Data Integration supports for Google Analytics sources:

Google Analytics Data Type	Transformation Data Type	Range and Description for the Transformation Data Type
CURRENCY	String	1 to 104,857,600 characters
FLOAT	Double	Precision 15
INTEGER	BigInteger	-9,223,372,036,854,775,808 to 9,223,372,036,854,775,807 Precision 19, scale 0
PERCENT	Double	Precision 15
STRING	String	1 to 104,857,600 characters
TIME	Double	Precision 15

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