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# Analytics Canvas Tutorial:

## *How to connect to Google AdWords*



### Overview

Welcome to Analytics Canvas's tutorial. This is one of a number of detailed tutorials in which we explain how each feature within Analytics Canvas works, with additional context to help you understand it better, and to use it to best suit your own needs.

### Authorizing Access

In order to connect to Google AdWords data, you need to authorize *Analytics Canvas* the right to access to Google AdWords on your computer. You can authorize the access from the Accounts menu, by selecting "Authorize New Account" and then "Google AdWords".

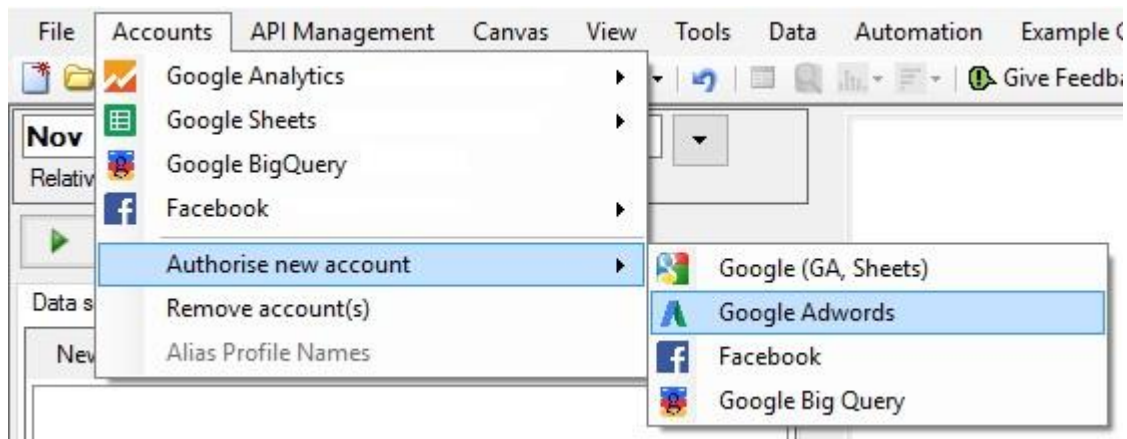


Figure 1: Accounts menu (AdWords)

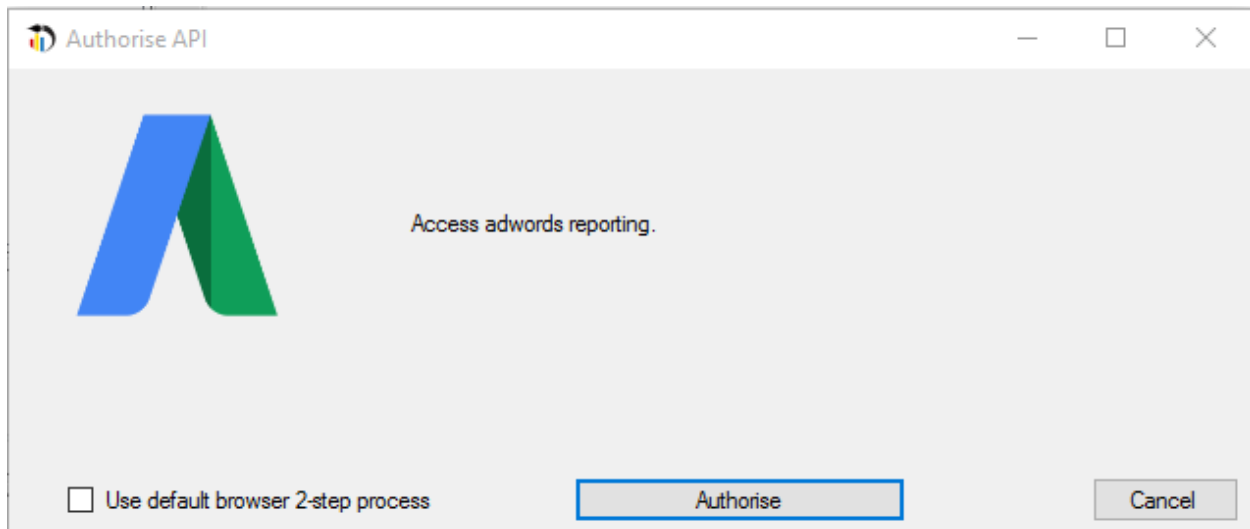


Figure 2: Authorize Google AdWords Access



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Click the “Authorize” button to access AdWords reporting. *Analytics Canvas* will redirect you to Google’s website, where you can log in with your credentials and grant the permission to *Analytics Canvas* to access your Google AdWords data. If your license permits, you can authorize multiple accounts and switch between them easily. Note: You can revoke Google AdWords’ account access at any time.

### Connecting to Google AdWords data

To connect to Google AdWords data:

Step 1. Select “AdWords” from the New Source menu.

Step 2. Select the profile(s) from which you want to extract the data.

Step 3. Select a report and click the “Next” button.

Step 4. Define the query by selecting dimensions/segments and metrics, and specifying a time period for which you need the data.

You can also select “Include Zero Impressions if possible”, in case the time period that you requested did not have any data.

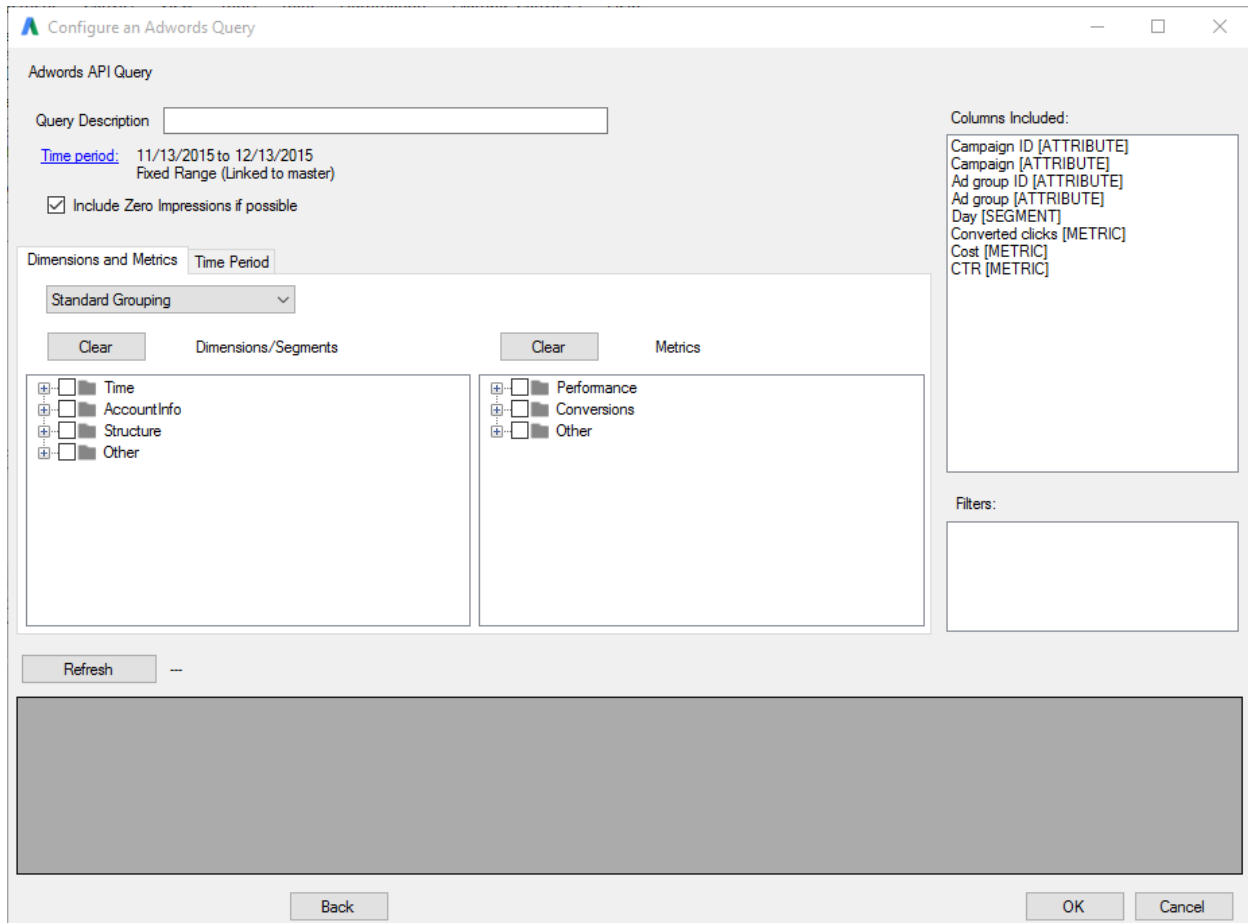


Figure 3: Google AdWords Query Definition



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Step 5. Name your query and click OK.

A new Google AdWords import block will appear on the Main Canvas.



*Figure 4: AdWords Import Block*

### **Conclusion**

Thank you for reading this tutorial. We invite you to continue with the tutorial training to learn more about using Analytics Canvas.