

Data Package Overview

Data package name: Digital Ad Spend Data
Data package summary: The data set aggregates the ad spend (USD), clicks, and impressions of 15,000+ aggregated, performance marketing SMS advertisers in the US & CA. This data set is broken down by day and dates back to 2020-2022 depending on the ad network. For some ad networks (ex: GOOG) industry vertical breakdowns are available.

Asof date: 8/12/24
Owner: Caladan Data Inc.
Owner website: caldandata.com
Owner contact: Adam.Lovallo
Tearsheet: (optional) https://docs.google.com/document/d/1wQYYVv6v_KpsOGw-4-cWmQsbZNP5dAD/edit?usp=sharing&oid=100828908585803635550&rtpof=true&sd=true
Sample data: (optional) <https://drive.google.com/file/d/1pJgMkE10MVUO6CIDOnxy1a7SFHK5kmUa/view?usp=sharing>

Dataset Files/Tables

Pinterest Ads for - Pinterest Ad Spend Plans

Notes

Unique id of the file/table	Name of file/table	Summary business description of data in table/file	Can be patterns such as	in MB
Field	File	Description	File Name Format	Size
1	bing.csv	Ad spend, clicks, and impressions by day for Bing	bing.csv	114 KB
2	facebook.csv	Ad spend, clicks, and impressions by day for Facebook	facebook.csv	114 KB
3	google.csv	Ad spend, clicks, and impressions by day for Google	google.csv	114 KB
4	linkedin.csv	Ad spend, clicks, and impressions by day for LinkedIn	linkedin.csv	114 KB
5	pinterest.csv	Ad spend, clicks, and impressions by day for Pinterest	pinterest.csv	114 KB
6	snapchat.csv	Ad spend, clicks, and impressions by day for Snapchat	snapchat.csv	114 KB
7	tiktok.csv	Ad spend, clicks, and impressions by day for TikTok	tiktok.csv	114 KB
8	youtube.csv	Ad spend, clicks, and impressions by day for YouTube	youtube.csv	114 KB
9	amazon.csv	Ad spend, clicks, impressions, and attributed revenue by day for Amazon Ads (excluding Amazon DSP)	amazon.csv	114 KB
10	instacart.csv	Ad spend, clicks, impressions, and attributed revenue by day for Instacart Ads	instacart.csv	114 KB
11	google-campaign-type-breakdown.csv	By month breakdown by campaign type of Google Ad spend. This allows for performance comparisons between Performance Max, Shopping, Text Search, and other campaign types on Google	google-campaign-type-breakdown.csv	114 KB
12	google-performance-max-adoption.csv	By month breakdown of advertiser adoption of Performance Max and the share of ad spend allocated to Performance Max campaigns.	google-performance-max-adoption.csv	114 KB
13	google-vertical-breakdown.csv	Ad spend, clicks, and impressions by day for Google broken out by industry vertical	google-vertical-breakdown.csv	114 KB
14	pinterest-campaign-type-breakdown.csv	By month breakdown by campaign type of Pinterest Ad spend. This allows for performance comparisons between Brand Awareness, Standard Shopping, Conversion, and other Pinterest	pinterest-campaign-type-breakdown.csv	114 KB

Data Fields in Files/Tables

Caladran Data Inc. - Digital Ad Spend Data

Notes

Unique File/Table Id	Field name	Unique field id. If the same field appears in multiple tables, Field Id is shared. Please see patent_id example	Unique combination of File/Table and Field. If the same field appears in multiple tables, this id distinguishes them
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FileId	File	Field	FieldId	FileFieldKey
1	bing.csv	channel	1	1 101
1	bing.csv	date	2	1 102
1	bing.csv	spend	3	1 103
1	bing.csv	clicks	4	1 104
1	bing.csv	impressions	5	1 105
2	facebook.csv	channel	1	2 201
2	facebook.csv	date	2	2 202
2	facebook.csv	spend	3	2 203
2	facebook.csv	clicks	4	2 204
2	facebook.csv	impressions	5	2 205
3	google.csv	channel	1	3 301
3	google.csv	date	2	3 302
3	google.csv	spend	3	3 303
3	google.csv	clicks	4	3 304
3	google.csv	impressions	5	3 305
4	linkedin.csv	channel	1	4 401
4	linkedin.csv	date	2	4 402
4	linkedin.csv	spend	3	4 403
4	linkedin.csv	clicks	4	4 404
4	linkedin.csv	impressions	5	4 405
5	pinterest.csv	channel	1	5 501
5	pinterest.csv	date	2	5 502
5	pinterest.csv	spend	3	5 503
5	pinterest.csv	clicks	4	5 504
5	pinterest.csv	impressions	5	5 505
6	snapchat.csv	channel	1	6 601
6	snapchat.csv	date	2	6 602
6	snapchat.csv	spend	3	6 603
6	snapchat.csv	clicks	4	6 604
6	snapchat.csv	impressions	5	6 605
7	tiktok.csv	channel	1	7 701
7	tiktok.csv	date	2	7 702
7	tiktok.csv	spend	3	7 703
7	tiktok.csv	clicks	4	7 704
7	tiktok.csv	impressions	5	7 705
8	youtube.csv	channel	1	8 801
8	youtube.csv	date	2	8 802
8	youtube.csv	spend	3	8 803
8	youtube.csv	clicks	4	8 804
8	youtube.csv	impressions	5	8 805
9	amazon.csv	channel	1	9 901
9	amazon.csv	date	2	9 902
9	amazon.csv	spend	3	9 903
9	amazon.csv	clicks	4	9 904
9	amazon.csv	impressions	5	9 905
9	amazon.csv	revenue	6	9 906
10	instacart.csv	channel	1	10 1001
10	instacart.csv	date	2	10 1002
10	instacart.csv	spend	3	10 1003
10	instacart.csv	clicks	4	10 1004
10	instacart.csv	impressions	5	10 1005
10	instacart.csv	revenue	6	10 1006
11	google-campaign-type-breakdown	channel	1	11 1101
11	google-campaign-type-breakdown	date	2	11 1102
11	google-campaign-type-breakdown	campaign_type	7	11 1107
11	google-campaign-type-breakdown	spend	3	11 1103
11	google-campaign-type-breakdown	clicks	4	11 1104
11	google-campaign-type-breakdown	impressions	5	11 1105
11	google-campaign-type-breakdown	conversions	8	11 1108
12	google-performance-max-adoptic	channel	1	12 1201
12	google-performance-max-adoptic	date	2	12 1202
12	google-performance-max-adoptic	performance_max_share_of_wall	9	12 1209
12	google-performance-max-adoptic	performance_max_share_of_acc	10	12 1210
13	google-vertical-breakdown.csv	channel	1	13 1301
13	google-vertical-breakdown.csv	vertical	11	13 13011
13	google-vertical-breakdown.csv	date	2	13 1302
13	google-vertical-breakdown.csv	spend	3	13 1303
13	google-vertical-breakdown.csv	clicks	4	13 1304
13	google-vertical-breakdown.csv	impressions	5	13 1305
13	google-vertical-breakdown.csv	conversions	8	13 1308
13	google-vertical-breakdown.csv	revenue	6	13 1306
14	pinterest-campaign-type.breakdo	channel	1	14 1401
14	pinterest-campaign-type.breakdo	date	2	14 1402
14	pinterest-campaign-type.breakdo	campaign_objective	12	14 14012
14	pinterest-campaign-type.breakdo	spend	3	14 1403
14	pinterest-campaign-type.breakdo	clicks	4	14 1404
14	pinterest-campaign-type.breakdo	impressions	5	14 1405
14	pinterest-campaign-type.breakdo	conversions	8	14 1408
14	pinterest-campaign-type.breakdo	revenue	6	14 1406

Data Field Descriptions

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Notes

Field Name

Field	FieldID
channel	1
date	2
spend	3
clicks	4
impressions	5
revenue	6
campaign_type	7
conversions	8
performance_max_share_of_wallet	9
performance_max_share_of_accounts	10
vertical	11
campaign_objective	12

Short description of what the field represents

Description

Ad network/company through from which the ads were purchased

Dollars spent on advertising

Clicks on the ads

Impressions of the ads

Revenue attributed by the ad network's conversion tracking

Campaign type is a descriptor used by Google to describe their various campaign options.

TEXT_SEARCH is the classic text search ad campaign type where PERFORMANCE_MAX is

Google's newest campaign type and an increasing area of focus for advertisers

Conversions attributed by the ad network's conversion tracking

Percentage of Google ad spend dollars allocated to the performance max campaign type.

Percentage of Google ad accounts that were actively using the Performance Max campaign

Industry vertical as a classified by Google. There are 22 verticals in total.

Campaign objective is how Pinterest classifies the types of campaigns they offer. It also impacts where and how the ads are displayed on Pinterest.

Data type of the field	One example value of the field	The first known date that the field	The last known date that the field	Does the field take null values?	Can the field have multiple values?
Type	Example Value	Available From	Available To	Is Nullable	Multiple Values
varchar(256)	Meta	2020-01-12	2024-08-12	No	No
date	2024-08-12	2020-01-12	2024-08-12	No	No
	2139.01	2020-01-12	2024-08-12	No	No
	1002	2020-01-12	2024-08-12	No	No
	19283	2020-01-12	2024-08-12	No	No
	19284.21	2022-01-12	2024-08-12	No	No
varchar(256)		2022-01-12	2024-08-12		
	TEXT_SEARCH			No	No
	1245	2022-01-12	2024-08-12	No	No
	20%	2022-01-12	2024-08-12	No	No
	2%	2022-01-12	2024-08-12	No	No
varchar(256)	Apparel	2022-01-12	2024-08-12	No	No
varchar(256)		2022-01-12	2024-08-12		
	Brand awarene			No	No

For numerical fields, what is the minimum value?
For date and time fields, what is the minimum value?

MinValue DatetimeFormat

YYYY-MM-DD
0
0
0
0

0