

Cognetik Cloud Connector FAQ

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Cognetik Cloud Connector FAQ

GETTING STARTED

How do I access the Cognetik Cloud Connector?

The connector is accessed from Tableau:

1. Open Tableau
2. On the left-hand side under 'Connect to a Server,' click 'Web Data Connector'
3. In the URL box, type <https://tableau.cognetik.com>
4. After accessing the connector in Tableau, click on the 'Sign Up' button, fill in the fields, click the 'Create my account' button, and your account is created on the spot

Here's an [article](#) from our [Support Center](#) that helps you access the connector.

What are the technical requirements to use the Cognetik Cloud Connector?

In order to use the connector, you need to have:

- Tableau (version 10 or later) installed on your computer
- Cognetik credentials (see question above)

What platforms does the Cognetik Cloud Connector support?

- Adobe Analytics
- Facebook Pages
- Facebook Ads
- Google Ads
- Google Analytics
- Kochava
- DoubleClick for Advertisers
- Search Ads 360
- Bing Ads
- YouTube
- Google BigQuery

We are in the process of building new connectors, so make sure you subscribe to our [newsletter](#) to keep up with our updates. If you'd like us to create a connector for your data, let us know: support@cognetik.com

What are the Cognetik Cloud Connector limitations?

The free version has a 50k row limitation.

Other than that, since it acts as a pipeline between different platforms and Tableau, any other limitations you might encounter are related either to the platforms' API or Tableau.

PRICING AND DATA SECURITY

Is the Cognetik Cloud Connector free?

We offer a free (individual) plan along with paid plans. Visit our [plan page](#) for more information.

What's the difference between the free (individual) and paid plans?

In a nutshell, the free plan has a 50k/month row limitation and offers access to our existing connector list and support center.

For the paid plans, the Business plan offers up to one million rows per month, and the Enterprise plan allows up to three million rows of data per month. Depending on the plan, the following may be included: solution setup, on-boarding, training, a dedicated account manager, priority technical support, and the option to create custom-built connectors.

For more information about the paid plans, please contact us at support@cognetik.com.

Do you have any hidden fees for the free plan?

No, there are no hidden fees. The Individual plan is absolutely free to use!

Why are you offering a free plan?

We're building these tools so that we can do our job better as an analytics services agency, and in the meantime to help analysts and marketers do their job better. We don't store any of the data, as the connector is essentially a pipeline. It sends data from the marketing cloud platforms directly into your data warehouse.

Is the Cognetik Cloud Connector secure?

- Our products use OAuth, the most secure authentication protocol available, to connect to data sources. OAuth authorizes applications with access tokens rather than credentials. This is the same security protocol used by Amazon, Microsoft, and Google.
- Data is transferred over SSL encrypted HTTPS connections, and we only use official APIs for data access.
- Our products do not cache data.

TROUBLESHOOTING

I can't find certain metrics from my insights in your connector. Why is that?

The metrics found in our connector are provided by the cloud data sources' APIs. We don't have control over parameter list.

What do I do if I encounter an issue using the Cognetik Cloud Connector?

Feel free to contact us on our [website](#) through our chat box in the lower right corner, or by emailing support@cognetik.com. We'll get back to you in one business day.

Send us your error message, if that's the case, along with the specifics of your issue (screenshot of the complete query that generated the error) so we can replicate the error and troubleshoot it.

Please visit our [website](#) or [Help Center](#) for more information.