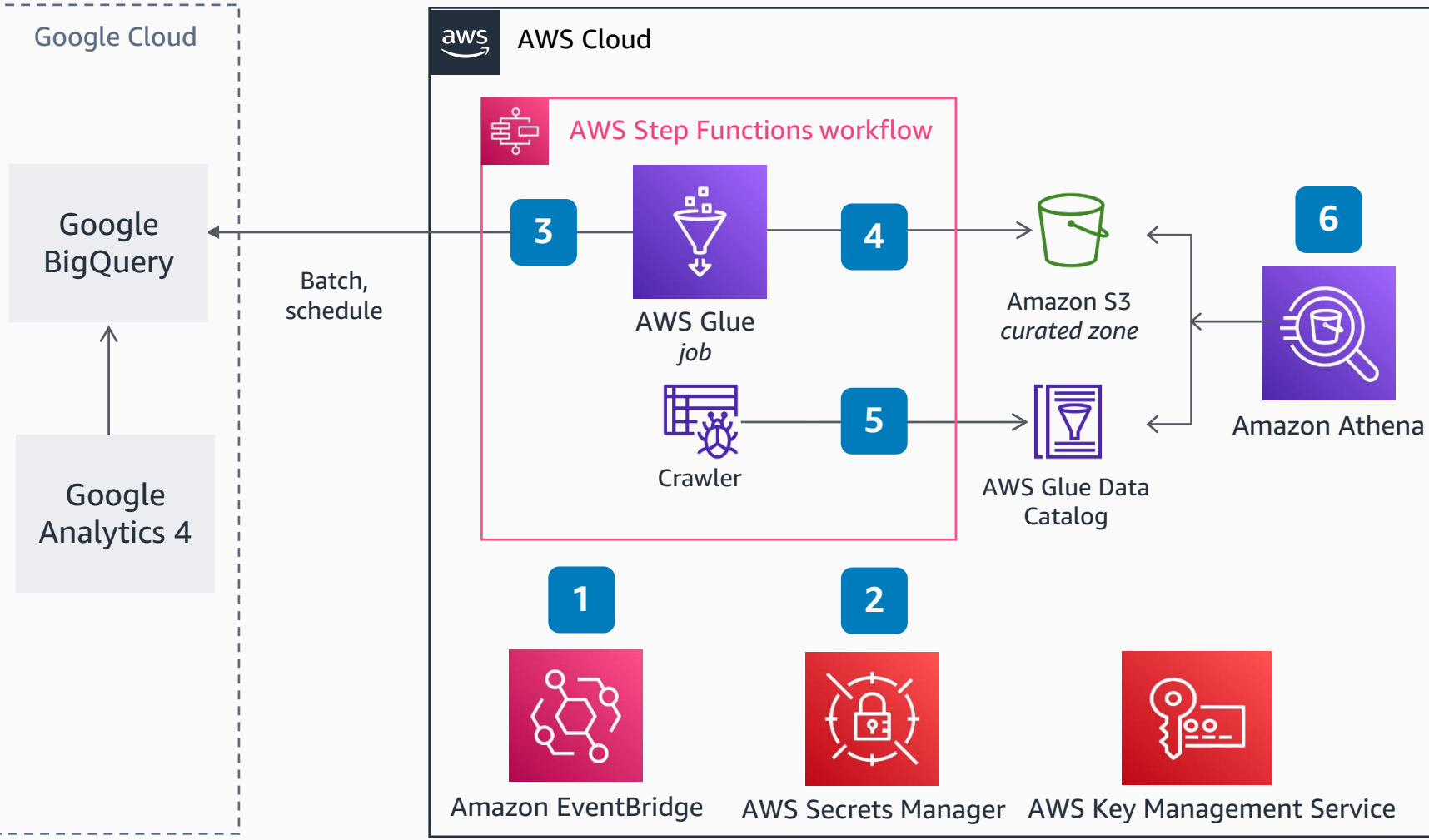


# Guidance for Connecting Data from Google Analytics to AWS Clean Rooms

This guidance provides a reference architecture for the ingestion of Google Analytics v4 (GA4) data from Google BigQuery into AWS for data analytics and collaboration.



- 1** Amazon EventBridge scheduled rule performs and starts the **AWS Step Functions** workflow.
- 2** Google BigQuery access credentials are securely stored in **AWS Secrets Manager** and encrypted with **AWS Key Management Service (AWS KMS)**.
- 3** **AWS Glue** job will ingest data using the AWS Marketplace Google BigQuery Connector for AWS Glue. The Connector simplifies the process of connecting AWS Glue jobs to extract data from BigQuery. This **AWS Glue** job will encrypt, normalize, and hash the data.
- 4** The output of the **AWS Glue** job is written to the target **Amazon Simple Storage Service (Amazon S3)** bucket:prefix location in parquet format. After an **AWS Clean Rooms** collaboration, custom audience data such as emails, phone numbers, or mobile advertiser IDs are hashed, encrypted, and stored in designated prefixes. The output file setting is partitioned by date and encrypted with **AWS KMS**.
- 5** **AWS Glue** crawler job is activated to 'refresh' the table definition and its associated meta-data in the **AWS Glue Data Catalog**.
- 6** The data consumer queries the data output with **Amazon Athena**.

