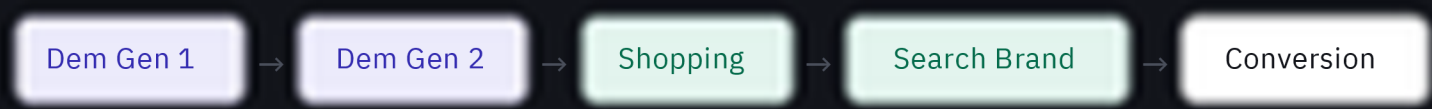


Default Conversion Reporting VS Platform Comparable VS Campaign Type Attribution

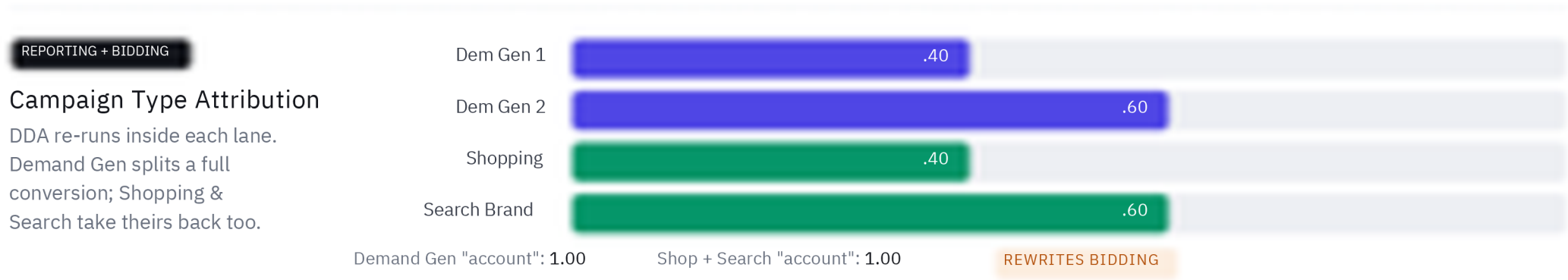
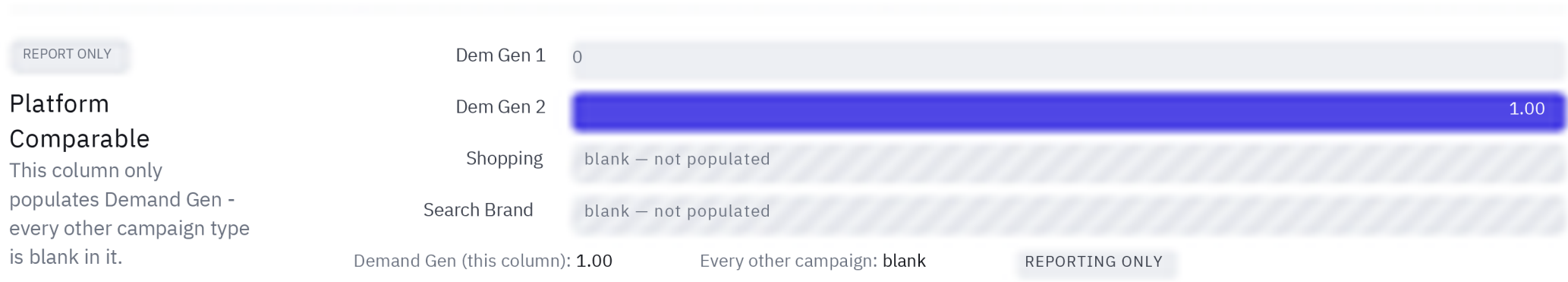
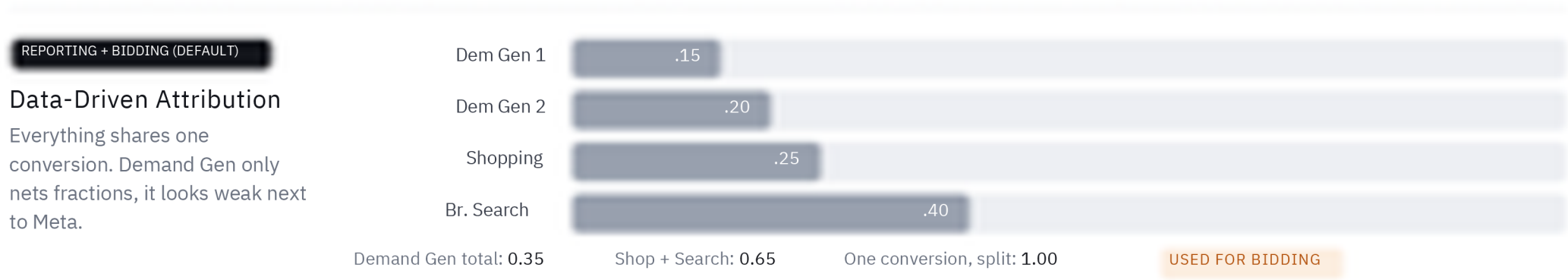
EXAMPLE — ONE CONVERSION PATH



01 THE SAME PATH, CREDITED THREE WAYS

Taking the path above - bar width = share of one conversion. (Illustrative weights; the shape is the point.)

Shared DDA credit Demand Gen lane Shopping / Search lane



02 THE BIG IDEA: CAMPAIGN TYPE ATTRIBUTION SPLITS YOUR ACCOUNT INTO TWO "ACCOUNTS"

Once enabled, the shared path pays out fully on both sides. You effectively run two "accounts" that each behave like a standalone platform.

Demand Gen "account"reports like Meta		Shopping / Search "account"credit returned
Dem Gen 10.40		Shopping0.40
Dem Gen 20.60		Search Brand0.60
Full credit1.00		Full credit1.00

Why this matters: the Demand Gen "account" now claims full, last-touch-style credit in isolation — the exact logic Meta uses. You can finally compare Google Demand Gen to your social channels apples-to-apples, and bidding optimizes toward Demand Gen's own value instead of a diluted slice.

On the "duplication": both "accounts" only count the same conversion in full when they overlap — i.e. when a Demand Gen touch **and** a Shopping/Search touch fall in the same path, inside the conversion window. That isn't that often. And it's exactly what already happens across marketing channels (Google, Meta, TikTok, email...), where each platform claims its own conversions. The answer isn't to avoid it - it's to stay anchored to a paid or unpaid cross-channel view: MER, Shopify Analytics, Triple Whale (TW), Northbeam (NB), and the like.

03 WHAT EACH ONE ACTUALLY DOES

Same goal — isolate Demand Gen — but they operate at different layers of the account.

	PLATFORM COMPARABLE	CAMPAIGN TYPE ATTRIBUTION
Primary use	Historical reporting & comparison	Live bidding & optimization (and reporting)
Attribution model	Social last-touch — last Demand Gen campaign takes all	DDA re-scoped to Demand Gen - split across Demand Gen campaigns
Where it lives	Separate column - only populates Demand Gen (other campaigns blank)	Rewrites the main conversions column for all affected campaign typess
Effect on Shopping / Search	None	They regain credit - their conversions go up
View-through conv. (VTC)	Included by default	Only if VTC optimization is on (YouTube inventory)
Access & setup	Available in the UI now	Beta — via Google rep. Needs DDA active + Google Ads Conversion Tracking or GA Ads-Preferred

04 WHEN TO ENABLE CAMPAIGN TYPE ATTRIBUTION

The call hinges on one thing: how much of your account Demand Gen already owns.

Enable

// starting with Demand Gen, or Demand Gen is a low % of spend

- You're launching Demand Gen. Under default DDA a small new budget shares away most of its credit and looks unfairly weak — hard to justify scaling. Full credit shows its real, Meta-comparable value from day one.
- Demand Gen is a small slice of the account. The credit it "takes back" from Shopping & Search is tiny, so returning credit to those campaigns barely distorts them — low cost, clear upside.
- Bidding needs signal. Demand Gen-scoped conversions give the bidding models a cleaner target, helping the channel ramp and exit learning faster.
- You benchmark against Meta. This is the only way to compare Google Demand Gen to social on the same isolated, view-inclusive basis.

Refrain

// once Demand Gen spend is already unlocked

- Demand Gen is now a major share. It appears in many shared paths, so both "accounts" claim full credit across the same conversions — combined performance looks inflated on both sides.
- Google's own note: if nearly all spend is Demand Gen, there are no other campaigns to separate it from — enabling it changes nothing.

Rule of thumb: switch it on to unlock Demand Gen, ignore it if Demand Gen is already unlocked.