



choreograph
A WPP Media Brand



User-Provided Data Matching

Google Ads Data Hub's UPDM empowers
marketers to rise above proxy metrics &
measure what truly matters.



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For decades, digital marketers have skillfully optimized Google advertising campaigns using readily available metrics like cost-per-view and impression shares.

While these digital signals provide valuable insights into campaign performance, they often represent a necessary compromise. Much like a compass, they point us in the general direction of success, but a truly granular understanding of their direct impact on ultimate business objectives, like customer lifetime value, in-store sales, and true profit margin, remained elusive.

Recognizing this persistent challenge and the evolving demands of modern marketing, Google has delivered a game-changing advancement: its new User-Provided Data Matching (UPDM) feature, available in Ads Data Hub (ADH).

UPDM offers marketers entirely new levels of clarity and insight, unlocking areas of capability and opportunity that didn't exist before. It allows marketers to seamlessly connect their Google advertising data with real-world business outcomes, providing the precision needed to attribute tangible business results to Google campaigns.

This guide will provide an overview of UPDM, including what it is and how it works, but most importantly we'll demonstrate how it empowers marketers with critical visibility into how their Google advertising is driving real performance for their business.

Let's dive in...

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Linking Google Media to Real-World Results

Imagine you're an interactive entertainment brand...

You're investing heavily in YouTube and Google Search, driving awareness and excitement for your latest console and games. And sure enough, your consoles and games are flying off the shelves. But how do you **really** know if all those teasers and trailers are motivating gamers to purchase? The connection between a YouTube ad view and a purchase, whether brick-and-mortar or digital, can be hard to map. How do you know for sure which of your assets are performing?

These were real challenges faced by our client, but brands across all industries face similar issues.

Retailers:

How do your digital ads influence foot traffic and in-store purchases?

CPG Brands:

Are your online campaigns driving sales at supermarkets and convenience stores?

Any Brand with

Offline Conversions:

How do you bridge the gap between online engagement and offline revenue?

MARKETERS' MEASUREMENT CHALLENGES

Evolving privacy regulations and the "walled garden" nature of major platforms create significant hurdles for today's marketers:

1

Fragmented Customer View

Difficulty connecting user interactions across devices and platforms

2

Limited Attribution

Standard reporting often fails to capture the true impact of upper-funnel activities or complex conversion paths

3

Proving ROI

Increasingly hard to demonstrate a direct link between digital ad spend (especially on platforms like YouTube or Display) and ultimate business outcomes like total sales or LTV

4

Privacy Compliance

The need to perform analysis while rigorously protecting user privacy is paramount



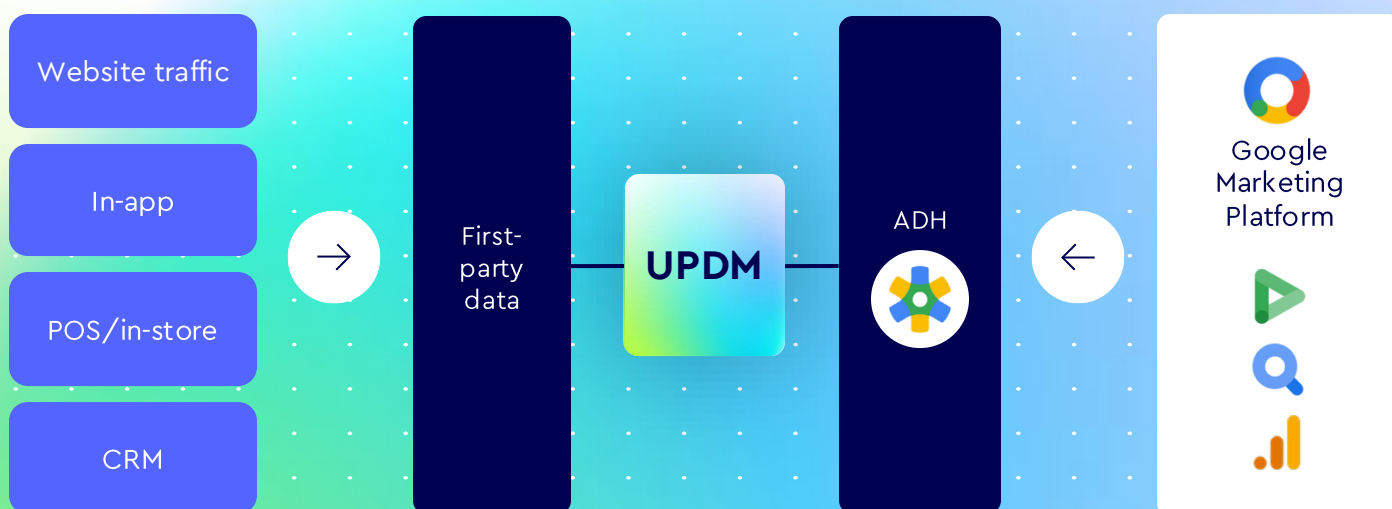
User Provided Data Matching (UPDM)

Google's ADH provides a solution to these familiar problems.
Enter: UPDM.

UPDM is part of ADH, Google's privacy-safe data warehouse built on Google Cloud. ADH allows advertisers to perform custom analysis across their detailed, event-level Google advertising campaign data in a secure environment.

Its powerful UPDM feature, however, is redefining what's possible with digital media measurement and optimization entirely, allowing marketers to **securely and directly** connect their own first-party data to Google event-level advertising data.

UPDM CONNECTS FIRST-PARTY DATA TO GOOGLE ADVERTISING DATA





Real Insight into Real Performance Drivers

CONNECT GOOGLE ACTIVITY TO TANGIBLE BUSINESS RESULTS

UPDM allows you to securely and directly join your first-party data (like hashed emails or phone numbers) with Google signed-in activity.

You can now ask questions that span two worlds:

"Show me the total in-store sales revenue from customers who saw my YouTube ad but did not click."

Because all analysis happens on aggregated, anonymized data, individual user privacy is maintained. You get business answers without ever exposing PII.

BENEFITS OF UPDM



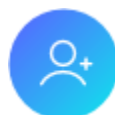
Durable Measurement

First-party data and Google's signed-in user graph, making it resilient to signal loss.



Link Online Ads to Offline /Total Sales

Measure how exposure to YouTube ads influences purchases (e.g. from CRM).



True Customer Understanding

Analyze how known customer segments interact with your Google advertising campaigns.



Enhanced Attribution

Attribute conversions and revenue to (otherwise digitally unmeasurable) signals.





A new world of capability & understanding

Connecting data in ADH doesn't only mean more accurate ROAS. It means answering questions that you couldn't ask before.

1

Measure and Optimize for Offline Sales

- **The Past:** Estimating in-store lift from digital ads with proxy metrics.
- **The New Reality:** Directly join POS data with ad exposure to definitively measure in-store revenue generated by specific YouTube, Search, or Display campaigns and reallocate budget to what drives foot traffic.

2

True Campaign-Driven Customer Lifetime Value (CLV)

- **The Past:** Using a blended, channel-agnostic CLV, but unable to tell if, e.g., customers from YouTube were more valuable than those from Search.
- **The New Reality:** Join full customer transaction history with Google acquisition campaign data. Optimize for a high CAC:CLV ratio, confidently paying more to acquire customers who are *proven* to be more loyal and profitable long-term.

3

Optimize Media for Profit Margin, Not Revenue

- **The Past:** Treating a \$100 low-margin item sale the same as a \$100 sale of a high-margin one.
- **The New Reality:** Upload product-level margin data and analyze which Google campaigns, keywords, and audiences drive the most *actual* profit, turning media into a profit-driving machine.

4

Audience Suppression and True Incrementality

- **The Past:** Spending on loyal customers who would have bought anyway.
- **The New Reality:** Use first-party CRM data to build sophisticated suppression lists (e.g., "exclude all customers with >3 purchases in 6 months"). Focus acquisition budgets only on new prospects and measure true incremental impact of ad buys.





ADH & UPDM Unlock Deeper Measurement, Enable Stronger Attribution

Remember our client's challenge?

Our interactive entertainment client was investing heavily in YouTube to drive excitement but couldn't prove the connection to their ultimate goal: console and game sales, both online and offline.

We partnered with them and Google to implement ADH and UPDM, establishing secure pipelines to connect the brand's first-party sales data with digital media exposure.

THE RESULTS



Unprecedented Clarity

Achieved a 70% match rate, creating a clear line of sight between ad exposure and real-world sales.



Proved Total Sales ROAS

Delivered a custom Total Sales Attribution (ROAS) model directly linking YouTube exposure to revenue within ADH.



Unlocked Strategic Optimizations

Provided Reach & Frequency and Audience Overlap insights leveraging combined datasets.



Future-Proofing

Unlocked future capabilities for advanced analytics, audience segmentation, and privacy-safe activation strategies.



With ADH and UPDM we helped the brand understand the true impact of their YouTube investments on console and game sales.





Get the Most from ADH & UPDM

ADH offers transformative, fine-grained access to Google advertising data, promising capabilities previously out of reach.

However, unlocking its true power for sophisticated media measurement is far from a simple click. Realizing these profound benefits demands robust technical capabilities, including deep knowledge of Google Marketing Platform (GMP) and Google Cloud Platform (GCP), advanced data analysis, sophisticated SQL coding, robust database expertise, and the ability to skillfully manage access across complex data environments.

Choreograph's data and technology consultants specialize in bridging this critical technical gap, providing the specialized expertise required to navigate ADH and UPDM complexities, and ensuring its powerful data capabilities are harnessed fully for media measurement, optimization, and measurable business impact.

OUR EXPERTISE AND APPROACH

1

Strategic Consulting

We help define clear business objectives and translate them into actionable ADH use cases and technically sound measurement frameworks.

2

Data Engineering & Integration

Expertise in setting up complex data pipelines, connecting diverse data sources (e.g. Snowflake, BigQuery, CRM), ensuring robust data quality, and managing ADH connections (incl. UPDM).

3

Advanced SQL & ADH Query Development

Our analysts craft custom SQL queries within ADH to extract the specific insights you need while adhering to privacy checks.

4

Insight Generation & Analytics

We don't just run queries; we meticulously interpret results, identify crucial trends, and provide actionable recommendations.

5

BI Integration & Visualization

Integrate ADH outputs into your preferred BI tools (Domo, Tableau, Looker Studio, etc.) for clear, accessible reporting.

6

Activation Strategy

Help translate insights into smarter audience segmentation and activation strategies within Google's platforms.

7

Training & Enablement

Equip your internal teams with the critical knowledge and skills to utilize ADH effectively long-term.

8

Google Partnership

Close collaboration with Google ensures we leverage the latest ADH features and best practices.





Ready to Transform Your Marketing?

Don't hinder your growth. UPDM and ADH offer a powerful, privacy-safe path to deeper understanding and better results.



Learn how Choreograph can help

Contact us today: Growth@Choreograph.com

