Ayudante, Inc.

Sep 2025
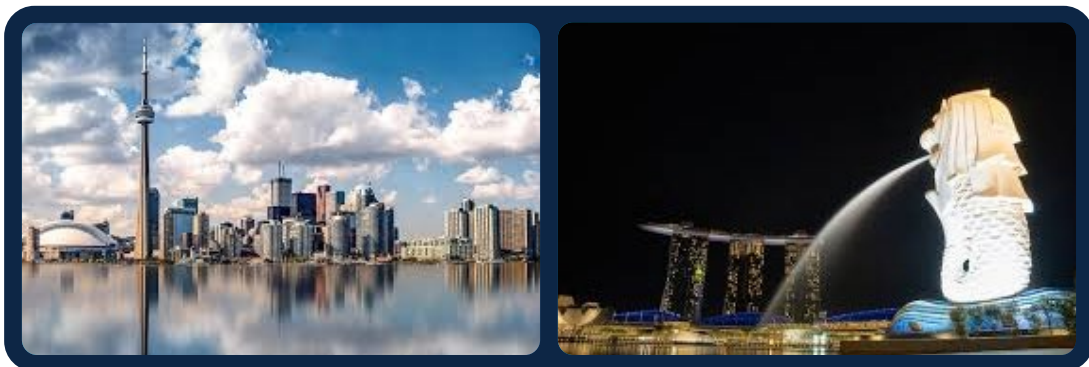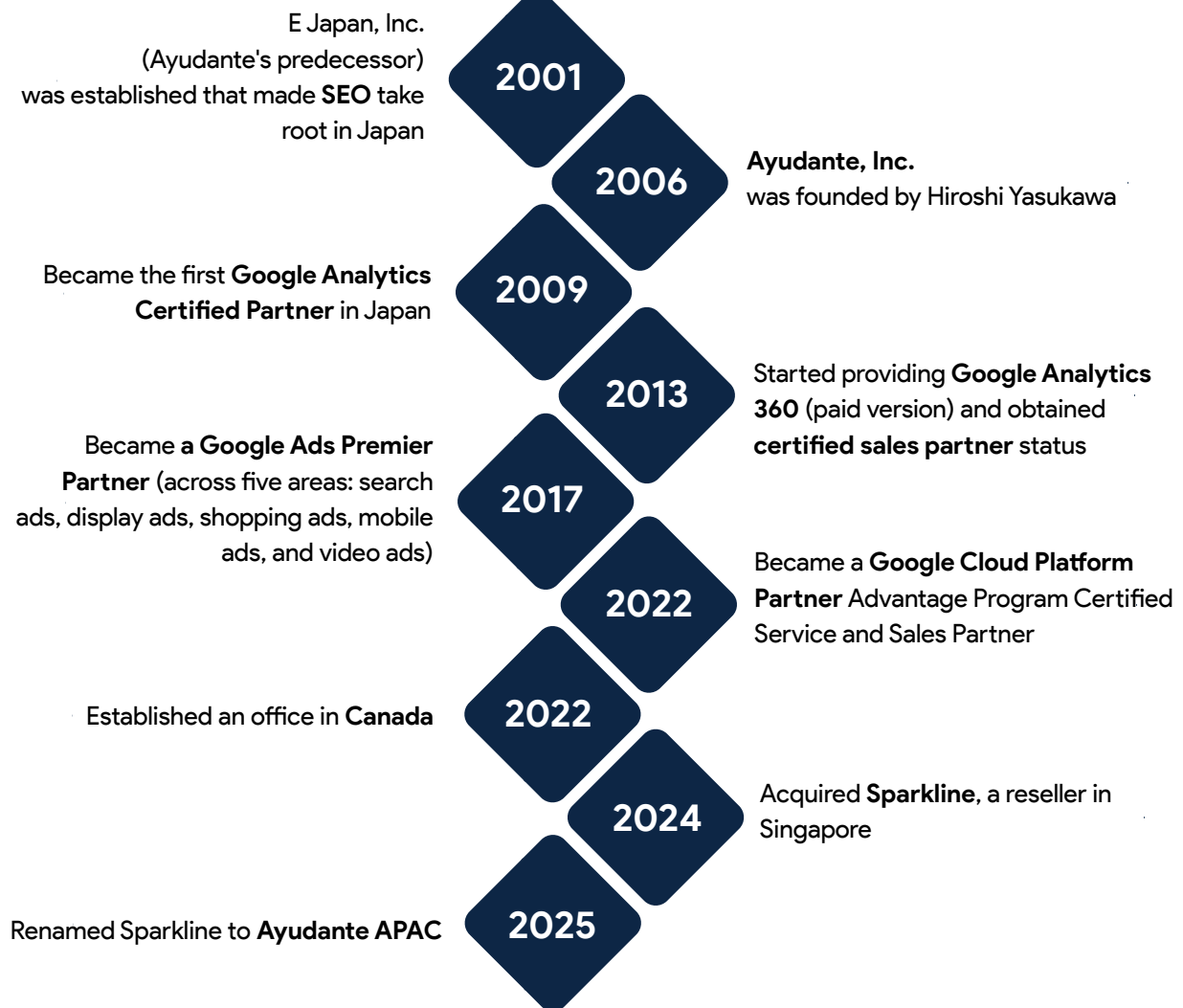

Google Marketing Platform

Update
Magazine

Ayudante, Inc.

Digital marketing and measurement consultancy with offices in Japan, Singapore, and Canada. Google Analytics Certified Partner since 2009 (Japan) and 2013 (Singapore).

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Company History

2001
E Japan, Inc. (Ayudante's predecessor) was established that made **SEO** take root in Japan

2006
Ayudante, Inc. was founded by Hiroshi Yasukawa

2009
Became the first **Google Analytics Certified Partner** in Japan

2013
Started providing **Google Analytics 360** (paid version) and obtained **certified sales partner** status

2017
Became **a Google Ads Premier Partner** (across five areas: search ads, display ads, shopping ads, mobile ads, and video ads)

2022
Became a **Google Cloud Platform Partner** Advantage Program Certified Service and Sales Partner

2022
Established an office in **Canada**

2024
Acquired **Sparkline**, a reseller in Singapore

2025
Renamed Sparkline to **Ayudante APAC**

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Google Marketing Platform Update

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Release of the Model Context Protocol (MCP) Server for Google Analytics

An open-source **Model Context Protocol (MCP)** server for Google Analytics has been released. **MCP is designed to bridge the gap between the powerful conversational abilities of large language models (LLMs) such as Gemini and the rich, specific data accumulated in your Google Analytics properties.**

What does this mean?

- **For marketers and analysts:** You can now ask complex questions in natural language and receive insights grounded in your GA data.
- **For developers:** You can build a new generation of intelligent agents that understand GA4 data, enabling automation of reporting and analysis tasks.

A demo video is also available, showcasing everything from executing simple queries to generating data-driven marketing plans with Gemini.

For more details, please see:

Help:

[GA4] Try the Google Analytics MCP server

[GitHub] Google Analytics MCP Server (Experimental)

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Improved Integrity of Conversion Data

When a Google Analytics property is linked to two or more Google Ads accounts, and web conversions shared with Google Ads are set to be credited to both paid and organic channels, **improvements have been made to prevent underreporting of conversions.**

These enhancements improve the **quality and integrity** of conversion data.

There is no impact on Google Ads reporting or bidding, and no action is required from affected customers.

Enhanced Availability and Usability of eCommerce Data

Improvements have been made to the availability and usability of eCommerce data (item-scoped dimensions and metrics).

Availability of eCommerce Data

- **eCommerce dimensions** (default and custom) are now available as secondary dimensions, filters, comparisons, and in report customization.
- **eCommerce metrics** (default and custom) can now be used in report customization.

Usability of eCommerce Data

- For report filters and comparisons, all **match types** are now supported for eCommerce dimensions, unless the report includes event-scoped metrics.
- In cases where event-scoped metrics are present, eCommerce dimensions remain limited to exact match only.

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[Important] Notice of Google Tag Manager Updates

A major Google Tag Manager (GTM) feature update is scheduled for September 2025.

With this update, settings for **Google tags, such as those for Google Ads and Google Analytics,** that were previously managed separately at the product account level will now be centrally managed within the GTM container.

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This change will improve transparency in tag management, accuracy of data measurement, and enable more efficient and powerful tag operations.

Key Changes and Benefits

- **Centralized Google Tag Management:** All Google tag settings will now be managed directly within GTM, simplifying administration.

- **Performance Optimization and Streamlined Management:** Expect reduced website load times and operational efficiencies through centralized GTM management.

- **Access and Permissions Updates:** Google Tag administrators may automatically receive GTM view permissions. These can be adjusted at any time within the GTM interface. Going forward, all Google tag settings can only be reviewed and modified within GTM.

- **Privacy-Related Settings:** Please review your configuration of the User Provided Data Collection feature as needed.

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Timeline and Next Steps

- **September 2025 (planned):** Help pages and videos detailing the update will be published.

- **Late September 2025 (planned):** The GTM update will begin rolling out. Please follow the banner instructions in the GTM interface to perform a manual update (this will not occur automatically).

- **Action Required:** Review your Google tag configuration policies and confirm permission settings in advance.

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Introduction to Google Tag Gateway (GTG)

In today's rapidly evolving digital environment, **browser tracking restrictions and ad blockers** are making accurate conversion measurement increasingly challenging. To address these issues, balancing measurement accuracy with privacy protection, **Google announced Google Tag Gateway (GTG) (formerly known as First-Party Mode) at Google Marketing Live.**

GTG works by delivering Google tags through your own domain (first-party) rather than loading them directly from Google's servers. This simple change can have a significant impact on marketing performance: advertisers who have implemented GTG have reported up to a 14% increase in conversions.

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Implementation Options

- If you are already using server-side GTM (sGTM): GTG can be implemen ed easily.

    > See the developer documentation: Google tag gateway for advertisers: Load Google scripts first-party

- If you are not using sGTM: GTG can still be implemented very easily **when Cloudflare is used as your CDN.**

Important Considerations

GTG alone will not solve every measurement challenge. To build a robust and re-liable data foundation, it remains critical to adopt User-Provided Data collection and actively leverage your first-party data.

Now is the ideal time to consider implementing GTG.

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New Custom Template JavaScript API for Reading Google Analytics Client and Session Cookies

The r**eadAnalyticsStorage sandbox API** is now available. With this client-side JavaScript API, **developers can safely read the Client ID and Session ID within custom templates.**

Previously, developers had to rely on reverse engineering or custom parsers to interpret the cookie formats set by Google, a fragile approach that often broke whenever Google Analytics updated its cookie format.

With the new readAnalyticsStorage API, **Tag Manager users can securely access the necessary portions of cookies.** This enables a future-proof approach, preventing disruptions caused by format updates.

For more details, see:

Help: [GTM] Custom Template APIs

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Updates to Chart Labels and Formatting

Improvements to Waterfall Chart Data Labels

Report creators can now specify both the **position** of data labels and the contrast level of label text in waterfall charts.

For more details, see:

Help: [Google Cloud] Waterfall chart reference

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Conditional Formatting for Query Result Chips

Conditional formatting can now be applied to **query result chips**, allowing customization of both background and text colors.

Background Colors for Bar Chart Labels

For vertical and horizontal bar charts, you can now set a **background color** for data labels, with support for all label position options.

For more details, see:

Help: [Google Cloud] Bar chart and column chart reference#Data label

Sort Table Charts by up to 10 Fields

Report creators can now configure table charts to be sorted by up to 10 fields, including fields that are not displayed in the table.

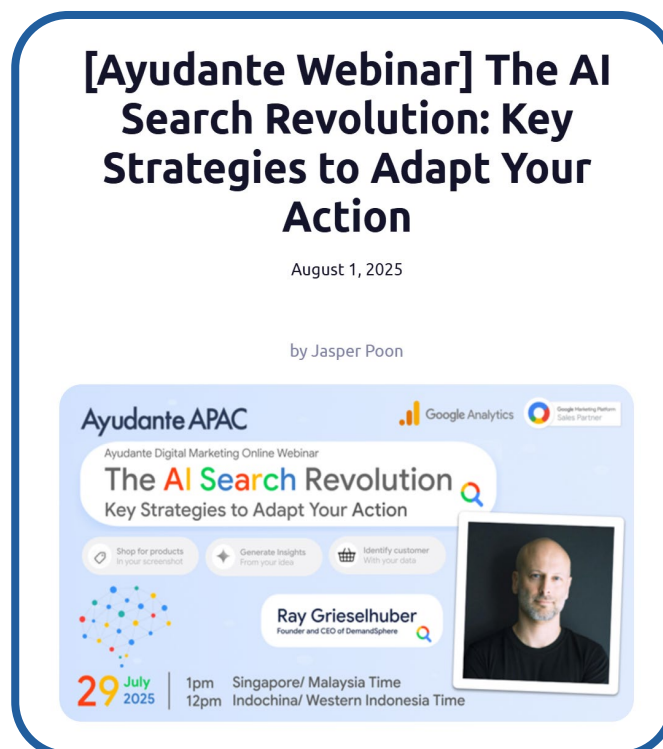For more details, see:

Help: [Google Cloud] Table reference#Sort

Ayudante Columns

[Ayudante Webinar]
The AI Search Revolution: Key Strategies to Adapt Your Action

by Jasper Poon, Global Marketing Lead

Last month, we dive deeper beyond product updates with expert-led content from Ayudante. Dive into:

- Cutting-edge event insights, revealing how AI is reshaping the SEO lan scape.
- Strategic shifts in mindset, with actionable takeaways for modern marketers and analysts.
- Hands-on guidance and frameworks, extending beyond theory into real-world application.

Over 300 joined us live — and now the key takeaways are published here: https://www.ayudante.asia/ayudante-blog/ayudante-webinar-the-ai-search-revolution-key-strategies-to-adapt-your-action

Inside Google Cloud NEXT Tokyo '25:
The Present, Evolved by AI

Inside Google Cloud NEXT Tokyo '25: The Present, Evolved by AI

August 13, 2025

by Jasper Poon

by Jasper Poon, Global Marketing Lead

In Aug 2025, we explored the evolving role of AI at Google Cloud NEXT Tokyo '25, capturing how the technology is reshaping today's business landscape. Key themes include:

- The rapid integration of AI across cloud infrastructure, data, and marketing workflows.
- How enterprises in Japan are embracing AI to drive innovation and efficiency.
- Practical lessons for marketers and analysts navigating an AI-powered future.

Catch the full event recap here:

https://ayudante.asia/ayudante-blog/inside-google-cloud-next-tokyo-25-the-present-evolved-by-ai

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Advanced Consent Mode

Advanced Consent Mode

August 25, 2025

by Chris Vu

1. Recap
2. Why use Advanced Consent Mode?
3. How Advanced Consent Mode work
4. How to implement Advanced Consent Mode
    1. Always set the default consent mode flags at the start
    2. Load supported tags as per normal
    3. Update consent mode flags when consent is updated by the user
5. Beware of Custom Parameters

by Chris Vu, Senior Technical Integration Consultant

Chris wrote an article on Advanced Consent Mode, exploring how marketers can balance privacy compliance with robust measurement. Key highlights include:

- A clear comparison of Basic Consent Mode (opt-in only) versus Advanced Consent Mode (cookieless fallback).
- How Advanced Consent Mode ensures data still flows, even when users deny cookies—just without cookie identifiers.

Read the full article here:

https://ayudante.asia/ayudante-blog/advanced-consent-mode

On the search results page, which has a higher click-through rate: organic or ads?

On the search results page, which has a higher click-through rate: organic or ads?

📅 Posted August 7, 2025 by **Masaki Kuroshima**

*(The **original article** in Japanese was written by Megumi Kono, the Brand Innovation Lead Senior Consultant of the Ayudante's Brand Innovation Hub. This article was translated by Gantuya Saruulbold.)

Recently, the changes in Google's search results pages (SERPs) have been remarkable. Not only for those involved in SEO but also for those working in advertising, SERPs are an inseparable and, in a sense, competitive battleground. I came across a case study that illustrates how a particular keyword is performing in that space, and I'd like to share it with you.

- **Analysis of keywords displayed on the search results page (SERPs)**
- **Analysis results of keywords on SERPs**
- **Points to Keep in Mind When Interpreting Analytical Results Data**
- **Understanding both SEO and Advertising to Strategize the Next Move**

by Masaki Kuroshima, Business Development Representative (North America Market)

Masaki walks readers through recent shifts in Google's Search Results Pages (SERPs) and asks: Which gets more clicks, organic search results or ads? Key takeaways include:
- Insights from the evolving SERP design and its impact on click behavior.
- A breakdown of how users' trust and intent influence their propensity to click organic listings versus ads.
- Practical recommendations for marketers aiming to optimize click-through ates by balancing paid and organic strategies.

Read the full article here:

https://ayudanteinc.com/blog/on-the-search-results-page-which-has-a-higher-click-through-rate-organic-or-ads/

On the search results page, which has a higher click-through rate: organic or ads?

[GA4] How to Use the Path Exploration Report in Google Analytics 4

Posted August 8, 2025 by **Masaki Kuroshima**

*(The **original article** in Japanese was written by Kazutsugu Takada, the Senior Customer Success Consultant of the Ayudante's GMP team. This article was translated by Gantuya Saruulbold.)

In the previous column, "[GA4] **An Introduction to Google Analytics 4 Data Exploration Reports,**" we explained the overview of the "Explore" reports and how to use the free-form report feature. This time, we'll introduce the "Path Exploration" report within "Explore," which visualizes user behavior flows.

- **What is "Path Exploration"?**
- **How to Use Path Exploration – Starting Point**
  - STEP 1: Change the node type for "Step +1" to "Page title and screen name."
  - STEP 2: Select the node that corresponds to the page title of the top page.
  - STEP 3: To check for differences by device type, add "Device category" to the breakdown.
- **How to Use Path Exploration – End Point**
  - STEP 1: Select "Start over," then choose "Page title and screen name" from the "End point" area.
  - STEP 2: From the selection screen, choose the relevant page, "Contact."
- **Summary**

by Masaki Kuroshima, Business Development Representative (North America Market)

Masaki explains how to use the Path Exploration report in Google Analytics 4, an insightful tool for visualizing user behavior flows. The article walks through:

- What the Path Exploration report is and how it resembles the legacy Behavior Flow report, now enhanced in GA4
- Step-by-step instructions for configuring the starting point.
- How to set up the ending point view.

Read the full article here:

https://ayudanteinc.com/blog/ga4-how-to-use-the-path-exploration-report-in-google-analytics-4/

On the search results page, which has a higher click-through rate: organic or ads?

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- Summary

by Masaki Kuroshima, Business Development Representative (North America Market)

Masaki covers essential insights in "Basic Knowledge of the 'Google Tag' Every GA4 Manager Should Know", demystifying what the Google Tag actually does and why it's critical for reliable measurement across Google platforms. Key take-aways include:

- The Google Tag is the foundational tag for Google products like GA4 and Google Ads—designed to be shared across products, enabling streamlined setups and consistent configurations.
- Tag firing order matters: The Google Tag must fire first for accurate data capture; recent updates have made this essential, especially for automatic and enhanced measurement events.

Read the full article here:
https://ayudanteinc.com/blog/basic-knowledge-of-the-google-tag-every-ga4-manager-should-know/

Ayudante, Inc.

Headquarters – Tokyo, Japan
Ayudante, Inc. – Global HQ

Kojimachi Central Building 6F
2-2-4 Kojimachi, Chiyoda, Tokyo 102–0083, Japan
Phone: +81 (3) 3239 8441
Email: hello@ayudante.jp

Ayudante APAC – Singapore

8 Marina View, Asia Square Tower 1
Level 43-01 (Suite 42041), Singapore 018960
Email: info@ayudante.asia

Ayudante Canada – Toronto, Canada

130 King Street West, Suite 1900
Toronto, Ontario, M5X 1E3, Canada
Phone: +1-647-480-1595
Email: gmp-info@ayudante.ca

Google Marketing Platform
Sales Partner

Google Cloud
Partner