

Ayudante, Inc.

Oct 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).



Company History

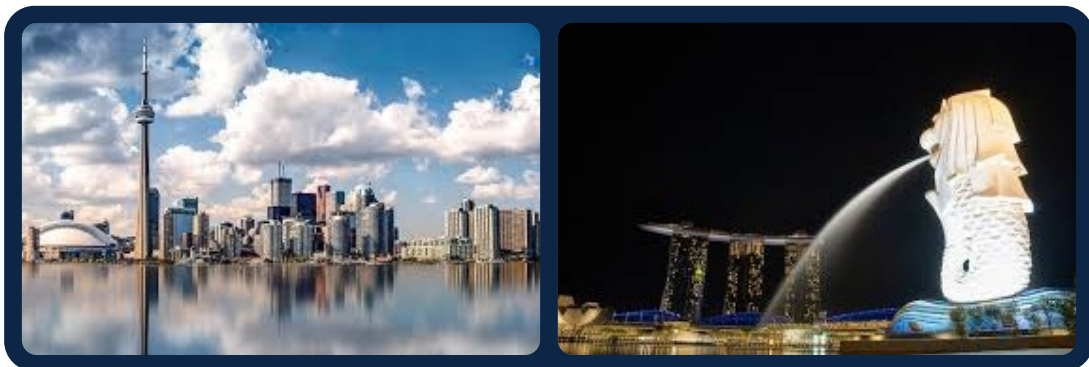
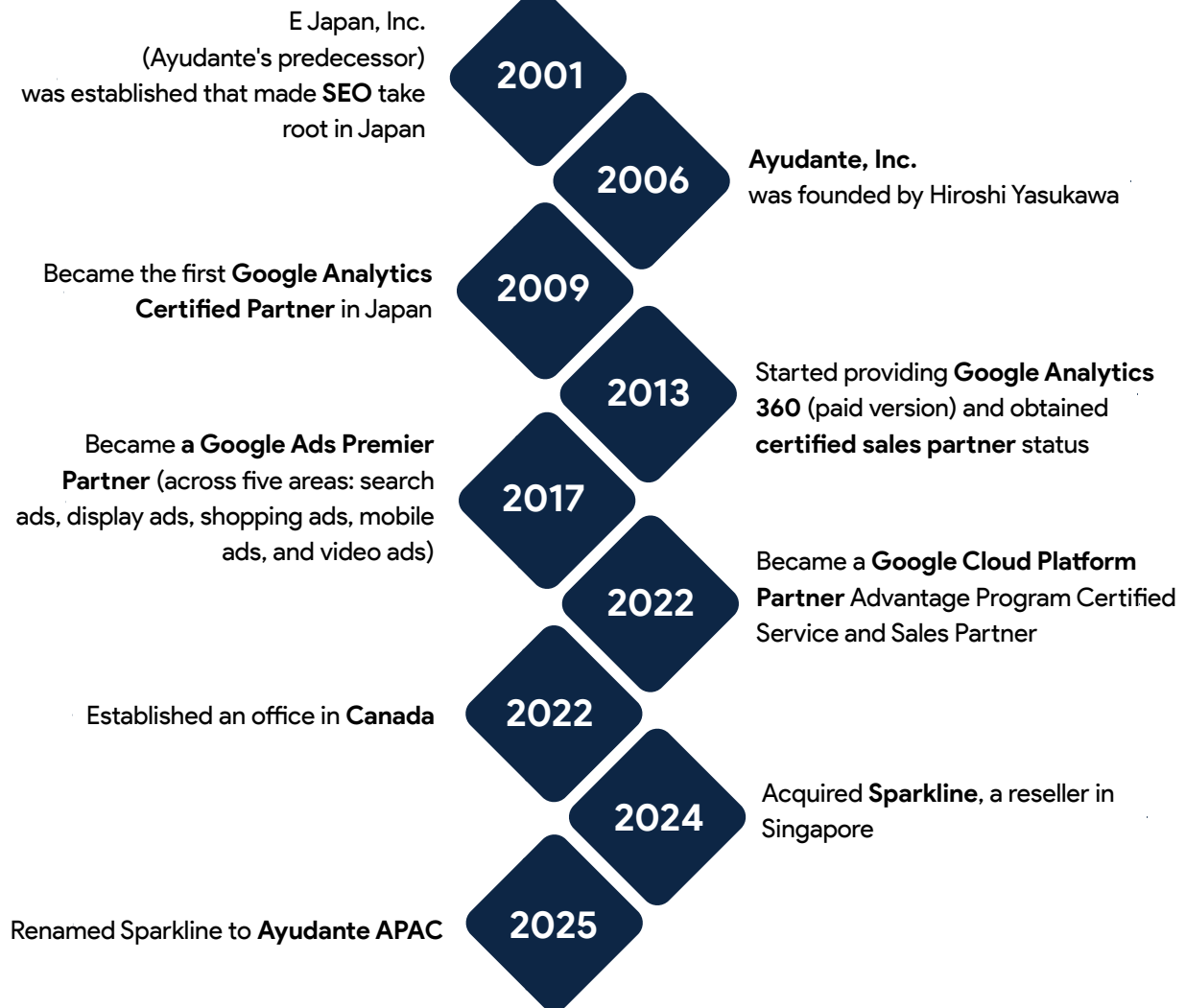


Table Of Content

Google Marketing Platform Update

● Google Analytics Update

●	Recommendations for linking Google Analytics with Google Ads	6
●	Importing cost data from Snap Ads and Pinterest Ads	7
●	Improved usability in reporting	8
●	Cross-Channel Budgeting (Alpha version)	9
●	Impact of Apple's OS Upgrades on Measurement	10

● Looker Studio Updates

●	Enhancements to tree maps	13
●	Vertical stacking in responsive reports	14
●	User interface update: "Add quick filter" has been changed to "Add filter"	15
●	Deprecation of Looker Studio Explorer (Beta)	16
●	Hyperlinks and images disabled for data sources using viewer credentials	17

Table Of Content

Ayudante Updates

●	Ayudante Columns		
●	Redefining Marketing Measurement: Highlights from the 2025 ANA Measurement & Analytics Conference in Chicago (Part 1)	19	
●	Redefining Marketing Measurement: Highlights from the 2025 ANA Measurement & Analytics Conference in Chicago (Part 2)	20	
●	Google Analytics User-ID Feature	21	

Google Marketing Platform Update



Google Marketing Platform
Sales Partner



Google Cloud
Partner



Recommendations for Linking Google Analytics in Google Ads

Customers who have linked their Google Ads or Google Marketing Platform accounts to a Google Analytics property have seen, on average, **a 23% increase in conversions and a 10% reduction in cost per conversion.**

To help more advertisers achieve these benefits, Google Ads now provides a recommendation that identifies Google Analytics properties not yet linked to your ad account. With just one click, users can link their Google Analytics property directly to their Google Ads account.

This new recommendation appears in the **[Recommendations] section of the [Campaigns] page in the Google Ads console.** It is shown only to users who have the necessary permissions for both the ad account and the associated Analytics property.

For more details, please see:

Help:

[About recommendations](#)



Import Cost Data from Snap Ads and Pinterest Ads

Thanks to seamless integration with Google Analytics, advertisers can now import cost data directly from Snap Ads and Pinterest Ads. This enables automatic tracking of these platforms' advertising costs within Google Analytics, giving marketers a more complete view of cross-channel performance.

Help:

[Import cost data from Snap Ads](#)

[Import cost data from Pinterest Ads](#)



Improved Usability in Reporting

In GA4 reports and the Advertising workspace, users can now use the **standard copy shortcut (Ctrl+C) to copy text or numbers directly from tables.**

Support for this feature in Exploration reports is currently under consideration.



Cross-Channel Budgeting (Alpha version)

Cross-channel budgeting helps advertisers analyze past performance trends to determine where to invest additional spend and how to adjust budgets for on-going and upcoming media initiatives. **The feature includes both budget overviews and forecast reports.**

*Note: Cross-channel budgeting is currently available only in a **closed alpha** and limited to selected users.*

Key Benefits:

- Evaluate cross-channel budgets based on data-driven insights
- Monitor budget pacing and cost forecasts across and within channels
- Review recommended cross-channel budget allocations

For more details, please see:

Help:

[\[GA4\] Cross-channel budgeting \(alpha\)](#)



Impact of Apple's OS Upgrades on Measurement

At this year's WWDC, Apple did **not immediately expand Link Decoration Degradation (LDD)** beyond Safari's private browsing mode. However, since Apple continues to test new privacy restrictions, the long-term risk remains.

In fact, Apple also announced new privacy features for regular browsing. These target what **Apple considers "fingerprinting scripts"—techniques that track users across multiple sites**. While Google's engineering teams have confirmed that these new features currently have no impact on Google's ad services, Google is monitoring these developments closely.

Why advertisers should act now

Rather than waiting, **we strongly recommend implementing more robust measurement solutions as early as possible**. This reduces reliance on any single data source and ensures your measurement strategy is future-ready.



Impact of Apple's OS Upgrades on Measurement

Here are our recommended actions:

1. Enhanced Conversions

Continue investing in **Enhanced Conversions** to strengthen your first-party data foundation.

- For offline conversion imports still relying solely on *gclid*, switching to Enhanced Conversions for Leads enables more accurate measurement using additional signals.
- For online conversions, ensure that your setup with the Google tag or Google Tag Manager supports Enhanced Conversions. This provides more data to power Google Ads' AI models and improve performance.



Impact of Apple's OS Upgrades on Measurement

Here are our recommended actions:

2. Google Tag Gateway (GTG)

By routing Google tags through your own server infrastructure, GTG improves conversion measurement accuracy.

- Advertisers who have already implemented GTG have seen a median 11% increase in signals and up to a 14% lift in conversions.
- GTG is not currently affected by *Apple's Advanced Tracking and Fingerprinting Protection introduced in iOS 17.*

For more details, please see the following resources:

Help:

[Enhance your conversion measurement and ad performance with Google tag gateway for advertisers](#)

[Google tag gateway for advertisers: Load Google scripts first-party](#)

[Set up Google tag gateway for advertisers](#)



Tree Map Improvements

The following enhancements have been made to tree maps:

- A new Fields section in the Setup tab allows report editors to specify the dimension or metric used as the basis for map coloring.
- **New color options** are available based on the selection made in the Fields section.
- A new **border radius setting** enables report editors to control the curvature of tree branch boundaries.
- A new **Labels section** has been added to the Style tab.



Vertical Stacking in Responsive Reports

Responsive reports now support vertical stacking.

Report editors can add multiple components into a single column within a section, enabling more flexible and adaptive report layouts.



User Interface Update: “Add Quick Filter” → “Add Filter”

The label in the filter bar of the report editor has been updated. The button previously displayed as “**Add Quick Filter**” is now shown as “**Add Filter.**”

There are no changes to the **Quick Filter functionality**—only the wording of the button has been updated.

Help Center: [\[Add a quick filter\]](#)



Deprecation of Looker Studio Explorer (Beta)

The Looker Studio Explorer (Beta) feature is being deprecated and will no longer be available.

No action is required—any existing explorations created in Explorer will be automatically converted into reports.

Deprecation Timeline

September 15, 2025 (Mon):

Users will no longer be able to create new data explorations.

October 27, 2025 (Mon):

- The **[Explorer]** tab will be removed from the Looker Studio homepage.
- Previously saved explorations will be automatically converted into reports.
- Converted reports will remain private until they are explicitly shared or moved to a Looker Studio Pro team workspace.
- Any bookmarks or links to existing explorations will automatically redirect to the converted reports.
- Converted reports will retain the same name as the original explorations.

Help Center: [\[End of support for Explorer \(Beta\)\]](#)



Hyperlinks and Images Disabled in Data Sources Using Viewer Credentials

When **viewer credentials** are enabled for a data source, **Looker Studio** will no longer render hyperlinks or images contained within the dimensions of that data source.

This restriction does not apply if the report editor and the viewer are members of the same team workspace.

Ayudante Columns



Advanced Consent Mode

Google Analytics User-ID Feature

September 10, 2025

by Chris Vu

1. [How Google Analytics tracks a user \(by default\)](#)
2. [Using the User-ID Feature in Google Analytics](#)
3. [Important notes about using the User-ID feature](#)
 - [This feature is really meant for websites or apps that enforce user login](#)
 - [The User-ID needs to be sent consistently for all events on the page](#)
 - [Do not use Personally Identifiable Information \(PII\) as the User-ID](#)
 - [Do not send dummy value or empty string as the User-ID](#)
4. [How to implement the User-ID feature](#)
 - [1A: Set the user_id parameter in Google Tag](#)
 - [1B: Use Event Settings variable in Google Tag Manager](#)
 - [2: Change Reporting Identity in Google Analytics](#)
5. [What you can do with the User-ID feature in Google Analytics](#)
6. [The difference between User-ID and User-Provided Data](#)
 - [User-ID](#)
 - [User-Provided Data](#)

by Chris Vu, Senior Technical Integration Consultant

Chris dives into how **Google Analytics' User-ID feature enables more accurate cross-device user tracking and when to use it**. Key takeaways include:

- Why GA's default method treats the same person on different devices as separate users
- How User-ID lets you unify sessions across devices for logged-in users
- Important implementation rules and pitfalls to avoid

Read the full article here:

<https://ayudante.asia/ayudante-blog/google-analytics-user-id-feature-791hx>

Redefining Marketing Measurement: Highlights from the 2025 ANA Measurement & Analytics Conference (Part 1)



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

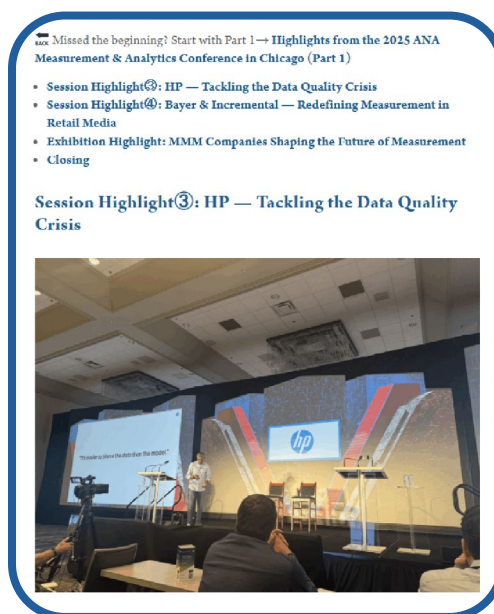
Masaki shares insights from the **2025 ANA Measurement & Analytics Conference**, where leaders in marketing, data, and finance gathered to rethink measurement in a privacy-first world. Key themes include:

- The shift from marketing as a cost center to viewing measurement as an investment, not just reporting
- Challenges of fragmented data and outdated attribution models in visualizing full customer journeys
- The “AI paradox”: advanced tools amplify insights only if the underlying data is clean and reliable

Read the full article here:

<https://ayudanteinc.com/blog/redefining-marketing-measurement-highlights-from-the-2025-ana-measurement-analytics-conference-in-chicago-part-1/>

Redefining Marketing Measurement: Highlights from the 2025 ANA Measurement & Analytics Conference (Part 2)



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

In this continuation of his conference recap, Masaki highlights how industry leaders are tackling data quality and redefining measurement in retail media. Key insights include:

- HP's strategy for solving the data quality crisis: consolidating fragmented systems, harmonizing data, and shifting organizational culture
- Bayer & Incremental's approach to retail media measurement: moving beyond ROAS to true incrementality and real-time optimization
- The rise of MMM (Marketing Mix Modeling) providers integrating AI and predictive analytics on the exhibition floor

Read the full article here:

<https://ayudanteinc.com/blog/redefining-marketing-measurement-highlights-from-the-2025-ana-measurement-analytics-conference-in-chicago-part-2/>

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