Ayudante, Inc.

February 2026

 Google Marketing Platform

Update Magazine

Ayudante, Inc.

Google Marketing Platform
Sales Partner

Google Cloud
Partner

Ayudante, Inc.

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
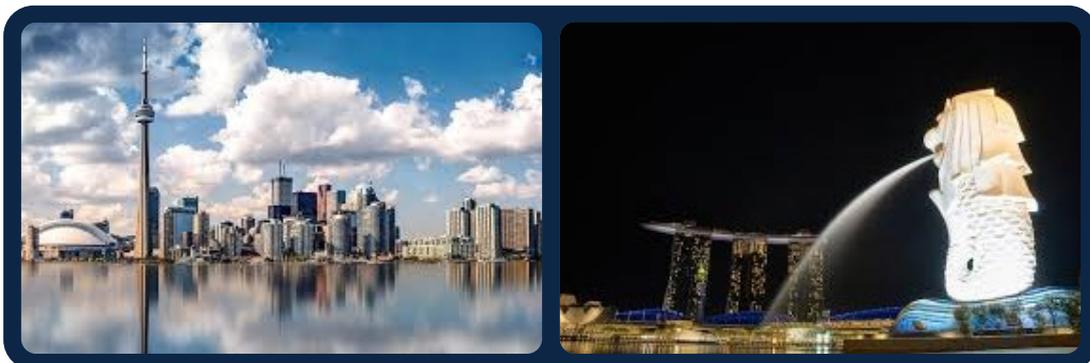
2022
Established an office in **Canada**

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

2025
Renamed Sparkline to **Ayudante APAC**

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Cross-channel Budgeting (Beta)

Cross-channel Budgeting has been released in Google Analytics 4 (GA4) as a beta feature. This new capability allows marketers to review performance across multiple advertising channels in one place and simulate future budget allocation to support smarter planning decisions.

The feature includes two main planning tools:

Projection plans

Based on key metrics such as **ad spend, conversions and revenue**, this plan helps you forecast whether your **current media plan** is likely to deliver enough results.

In simple terms, it answers the question:
"If we continue with our current budget plan, will we achieve our targets?"

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Cross-channel Budgeting (Beta)

Scenario plans

This plan allows you to **compare return on investment (ROI)** when budgets are increased or reduced, helping you evaluate **how much budget should be allocated to each channel.**

It helps answer questions like:

"Which channel should receive more budget, and by how much?"

By using Cross-channel Budgeting, marketers can make data-driven decisions around questions such as:

Are we spending our budget as planned?

If we continue like this, what results can we expect in the future?

How should we allocate budget to maximise revenue?

Please note: As this is a beta feature, it is only available for selected GA4 properties.

Help Article:

[Cross-channel budgeting plans (Beta)](#)

For Google Ads: Enhanced Web Conversion Management and Reporting (Beta)

For advertisers using **Google Ads**, web conversion management and **cross-channel reporting** have been significantly enhanced in this beta release.

The key improvement is that attribution settings can now be configured individually for each conversion action.
This allows marketers to:

- Optimise **Google Ads bidding strategies** more precisely based on specific business goals
- Reduce discrepancies that previously occurred between **Google Ads and Google Analytics 4 (GA4) data**
- Increase confidence in reported advertising performance

In addition, **new cross-channel reports and dimension filters have been introduced.** These enhancements make it easier to analyse performance across different marketing channels with greater flexibility and clarity.

As a result, advertisers gain a clearer and more consistent view of how their marketing activities contribute to conversions.

Please note: As this is a beta feature, it is only available for selected GA4 properties.

Help Article:
Cross-channel conversion reporting in Analytics

Conversion Attribution Analysis Report (Beta)

A new **Conversion Attribution Analysis report** has been added to the **Advertising workspace in Google Analytics 4 (GA4)**. This report helps marketers understand **how each channel contributes across the entire customer journey**, rather than focusing only on the final interaction.

The report offers two different views:

Assisted conversions (last-click reference)

This view highlights channels that did not generate the final click, but played an important role in initiating or influencing user action earlier in the journey. It is particularly useful for **reassessing the value of upper-funnel activities**, such as YouTube and Demand Gen campaigns, which are often undervalued in last-click reporting.

Conversion Attribution Analysis Report (Beta)

Refined funnel analysis (data-driven attribution)

This view categorises touchpoints into early, mid and late stages of the journey and allows marketers to analyse:

- Journeys with a single touchpoint
- Journeys with multiple touchpoints

This makes it easier to identify:

- Activities that are strong at closing conversions
- Activities that can deliver results on their own

With these insights, marketers can better justify investment in upper-funnel marketing and build a **more balanced, end-to-end budget strategy**.

Please note: As this is a beta feature, it is only available for selected GA4 properties.

Help Article:

[Attribution analysis report Last Click model](#)
[Attribution analysis report Data-driven model](#)

Google Tag Gateway via Google Cloud Platform (Beta)

The Google Tag Gateway (beta) is now available via Google Cloud Platform (GCP).

This new workflow uses **Google Cloud's Global External Application Load Balancer** and can be deployed with a **single click directly from the Google Tag or Google Tag Manager (GTM) interface.** This makes setup much simpler than traditional server-side configurations.

In this approach:

- **Data from Google tags or GTM containers is first sent to your organisation's first-party web** infrastructure on GCP
- The data is then forwarded on to Google

By routing data through a first-party environment, Google Tag Gateway helps:

- Improve the **quality and reliability of data signals**
- Maintain more stable measurement in environments with increasing privacy restrictions

As a result, marketers can achieve more consistent tracking while strengthening their privacy-first measurement approach.

Google Tag Gateway via Akamai – Now Available

Google tag gateway for advertisers is now generally available for environments that use **Akamai** as a Content Delivery Network (CDN).

With this feature, data sent from Google tags or Google Tag Manager (GTM) containers is first routed through your organisation's **first-party CDN environment**, before being forwarded to Google.

This approach offers several key benefits:

- Greater control over data collection by using a first-party setup
- Reduced impact from browser restrictions and ad blockers
- Improved measurement accuracy in Google Analytics 4 (GA4)
- More reliable conversion tracking, which can help drive better marketing performance

For organisations already using Akamai, Google tag gateway provides a relatively simple way to achieve **server-side-like measurement benefits**, without the complexity of a full server-side implementation.

Help Article:

Set up Google tag gateway for advertisers using Akamai

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Histogram Chart

A new Histogram chart is now available.

Histograms are particularly useful for understanding:

Distribution of data

Central tendency (where values tend to cluster)

Variation (how spread out the data is)

Unlike standard **bar charts or pie charts**, histograms make it easier to spot **patterns, trends and bias** that are not immediately visible in other chart types.

As a result, marketers can gain deeper insight into how data is distributed, helping them make more informed decisions based on real performance patterns.

Help Article:

Histogram reference

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Cross Data Source Filtering

A new feature has been introduced that allows report controls (filters) to be applied **across charts that use different data sources.**

By overriding the default field ID, the same filter can now be used consistently across reports that combine data from:

- Google Analytics 4 (GA4)
- BigQuery
- Advertising data sources

This makes it much easier to build dashboards that feel intuitive and seamless, without users needing to worry about where the data is coming from.

As a result, teams can analyse and explore data across multiple sources in a more efficient and user-friendly way.

Help Article:

Use controls across data sources

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Show / Hide Chart and Report Components

A new feature now allows individual charts and report components to be hidden within a report.

You can choose to:

- Hide components from **all viewers**
- Hide components from **specific viewers only**

This makes it easier to design reports that are tailored to different **roles, needs and use cases**. For example, executives can see a simplified view, while analysts retain access to more detailed data.

As a result, reports become clearer, more focused, and easier for each audience to use.
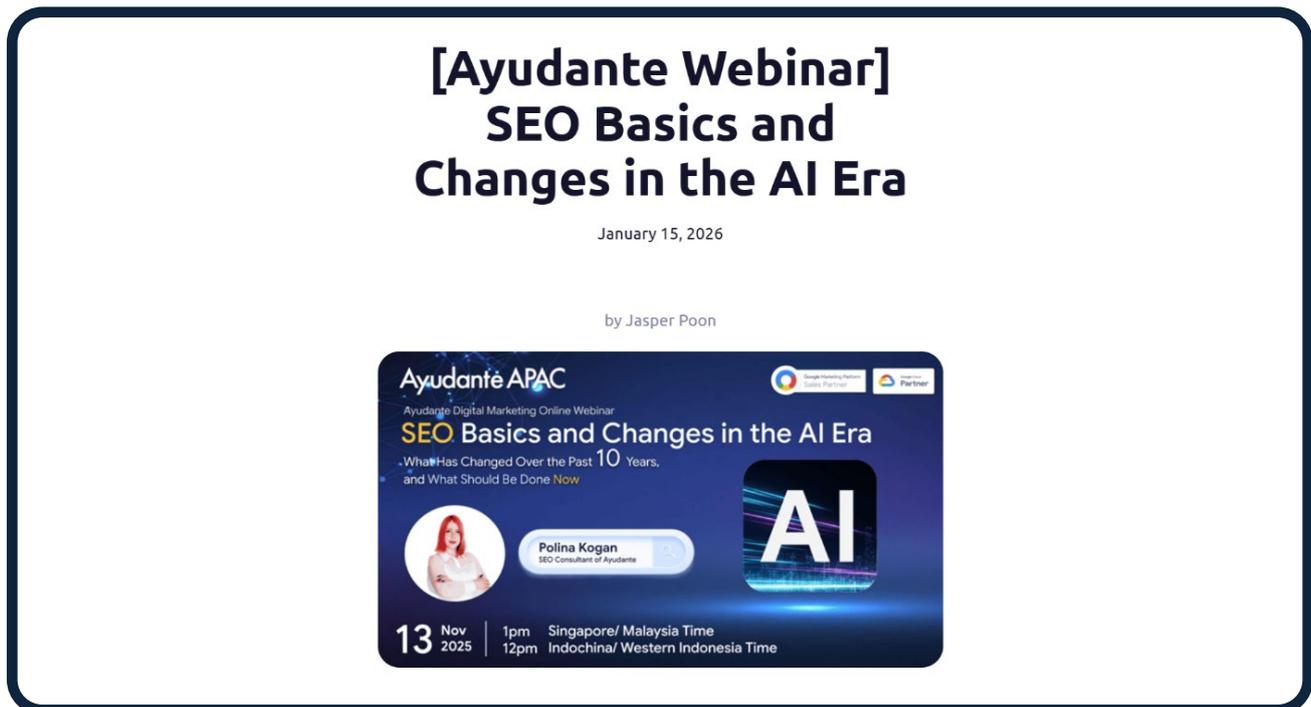
Help Article:

Hide report components for viewers

Ayudante Columns

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[Ayudante Webinar] SEO Basics and Changes in the AI Era

by Jasper Poon, Solution Consultant

AI tools like **ChatGPT** and **Google's AI Overviews** are changing how people search — but is SEO still relevant?

In November 2025, Polina Kogan, SEO Consultant at Ayudante, cut through the hype to explain what still matters in SEO today, and why strong foundations remain essential in an AI-driven world.

This article is a brief rewind of that session.

Read the full article here:

https://www.ayudante.asia/ayudante-blog/ayudante-webinar-seo-basics-and-changes-in-the-ai-era

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