

Ayudante, Inc.

April 2026

 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).



Ayudante, Inc.

Company History

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

2001

2006

Ayudante, Inc.
was founded by Hiroshi Yasukawa

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

2009

2013

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

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

2017

2022

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

Established an office in **Canada**

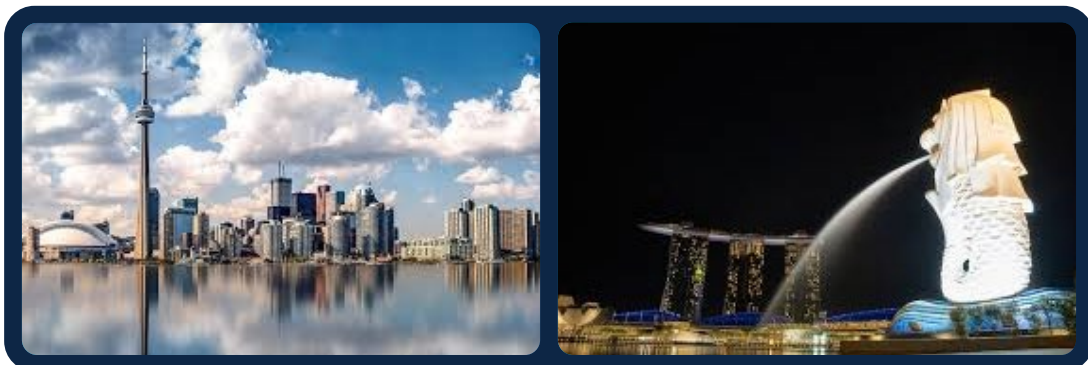
2022

2024

Acquired **Sparkline**, a reseller in
Singapore

Renamed Sparkline to **Ayudante APAC**

2025



Update Magazine

Table Of Content

Google Marketing Platform Update

- **Looker Studio Updates**
- Correction: CSV connector enhancement available to all users 5

Ayudante Update

- **Ayudante Columns**
- How Far Will AI Transform Google Analytics? 7
- How to Analyze Page Transitions in Google Analytics 4 8

Google Marketing Platform Update





Ayudante, Inc.

Correction: CSV connector enhancement available to all users

Enhancements to the [CSV connector](#) user interface are available to all Looker Studio users. This feature was previously announced as being available only to Looker Studio Pro users.

Ayudante Columns



Ayudante, Inc.

How Far Will AI Transform Google Analytics?

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

This article introduces **three AI capabilities** related to **Google Analytics** and **generative AI**.

Whether you once stepped away from GA because it felt complex, or you actively use it as an advanced practitioner, this article aims to organize how generative AI is beginning to reshape the way Google Analytics is used.

How Far Will AI Transform Google Analytics?

📅 Posted March 2, 2026 by Masaki Kuroshima

The “Next Form of Analysis” Revealed by Three Emerging AI Capabilities

(Original Japanese article by Nao Kobayashi, Ayudante. English adaptation by Masaki Kuroshima.)

This article introduces three AI capabilities related to Google Analytics and generative AI.

Whether you once stepped away from GA because it felt complex, or you actively use it as an advanced practitioner, this article aims to organize how generative AI is beginning to reshape the way Google Analytics is used.

The Ayudante GMP team highlights three AI capabilities worth attention:

1. Analytics Advisor
2. Google Analytics MCP Server
3. Gemini in BigQuery

GA4 (Google Analytics 4) allows data export to BigQuery—even in the free version—making it possible to use exported GA data as a foundation for generative AI-driven analysis.

As of January 2026, AI-powered GA analysis is still at an early stage of evolution.

Read the full article here:

<https://ayudanteinc.com/blog/how-far-will-ai-transform-google-analytics/>

How to Analyze Page Transitions in Google Analytics 4

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

One of the most common questions in GA4 is:

- Which pages do users visit after the homepage?
- Which pages do users come from before landing on this page?"

In other words, how can we understand user navigation within a website?

In this article, we'll walk through how to analyze page transitions in GA4 using **Explorations (Free form)** and **Path exploration**.

Read the full article here:

<https://ayudanteinc.com/blog/how-to-analyze-page-transitions-in-google-analytics-4/>

How to Analyze Page Transitions in Google Analytics 4

📅 Posted March 27, 2026 by Masaki Kuroshima

Answering One of the Most Common Questions in Google Analytics

(Original Japanese article by Hanae Tsuchiya, Customer Success Consultant at Ayudante. English adaptation by Masaki Kuroshima.)

One of the most common questions in GA4 is:

-Which pages do users visit after the homepage?

-Which pages do users come from before landing on this page?"

In other words, how can we understand **user navigation within a website**?

In this article, we'll walk through how to analyze page transitions in GA4 using:

1. Explorations (Free form)
2. Path exploration

- **1. Analyzing Transitions From or To a Specific Page**
 - Example 1: Transitions from a specific page to other pages
 - Example 2: Transitions from other pages to a specific page
- **2. Analyzing Multi-Step Navigation**
 - Example 1: Transitions from a specific page
 - Example 2: Transitions to a specific page
- Final Thoughts

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