

Ayudante, Inc.

May 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

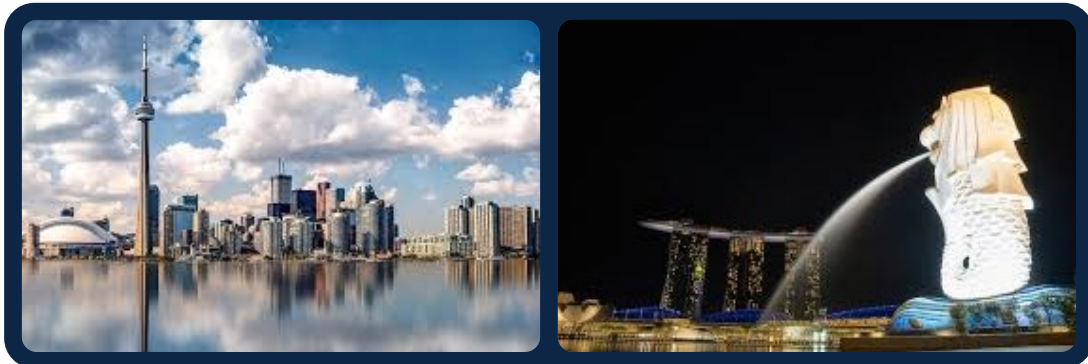


Table Of Content

Google Marketing Platform Update

- **Data Studio Updates**
- Data Studio rebrand and updated home page _____ 5
- Gemini in Looker is now Gemini in Data Studio. _____ 6
- Share your BigQuery data agents to Data Studio _____ 7
- A new Conversational Analytics experience _____ 8
- Pro feature: Manage sharing policy for assets in team workspaces _____ 9

Ayudante Update

- **Ayudante Columns**
- [sGTM] How to Extend the Lifespan of Cookies with Server-Side GTM _____ 11
- Ayudante APAC at Digital Marketing Asia Bangkok 2026: _____ 12
The Future of AI-Powered Marketing Measurement
- Digital Marketing Asia Bangkok 2026 Key Takeaways _____ 13
- [Ayudante Webinar] AI, Google Ads, and GA4: _____ 14
Turning PMax Automation into Measurable Growth
- Click Tracking on Page Unload _____ 15

Google Marketing Platform Update





Ayudante, Inc.

Data Studio rebrand and updated home page

Google has rebranded Looker Studio as **Data Studio**.

They've also updated the home page to provide a single place to access your Data Studio reports and data sources, BigQuery conversational agents, and data apps built in Colab notebooks.

For more information, see [Google's official blog](#).



Ayudante, Inc.

Gemini in Looker is now Gemini in Data Studio.

When Gemini in **Data Studio is enabled for a Data Studio Pro subscription**, users under that subscription can perform the following tasks:

Create calculated fields by using natural language:

Gemini in Data Studio lets you create calculated fields in Data Studio by prompting you to describe the kinds of fields that you'd like to create. Based on your input, Gemini suggests a formula for a calculated field by using fields from your data source along with Data Studio functions and operators.

Add Data Studio content to your Slides presentation:

Gemini in Data Studio lets you import components from your Data Studio Pro reports into your Slides presentations. Gemini inserts report charts as images, generates a textual summary of each image, and inserts the summary as a text element. You can generate a new Slides presentation by using all or selected visualizations in a Data Studio report, or you can add or update Data Studio content to an existing Slides presentation. You can also update the Data Studio data that has been imported in a Slides presentation.



Ayudante, Inc.

Share your BigQuery data agents to Data Studio

You can now [create data agents in BigQuery](#) and then publish them automatically to Data Studio for use with [Conversational Analytics](#).



Ayudante, Inc.

A new Conversational Analytics experience

Conversational Analytics now offers a new experience with the following changes:

- Conversational Analytics is now **available to all Data Studio users**.
- Conversational Analytics no longer requires that Gemini in Data Studio (formerly, Gemini in Looker) is enabled.
- **You can consume data agents that were created in BigQuery**, but can no longer create data agents directly in Data Studio.

To access your past conversations and data agents, you can switch back to the legacy view of Conversational Analytics as needed.

[Learn more about the differences between the legacy and new Conversational Analytics experiences.](#)



Pro feature: Manage sharing policy for assets in team workspaces

In Looker Studio Pro team workspaces, assets such as reports and data sources might not have an individual owner. This can make it difficult to manage sharing permissions for those assets, especially if the person who created the asset leaves your organization.

If an asset is located in a team workspace or folder, **a Policy User may be designated for that asset**. Looker Studio uses the Policy User's account to determine which organizational sharing policies apply.

[Learn more about Policy Users.](#)

Ayudante Columns



Ayudante, Inc.

[sGTM] How to Extend the Lifespan of Cookies with Server-Side GTM

by Vibhor Jain, Digital Marketing Engineer

In this column, we explain the mechanism for using the server-side version of Google Tag Manager (hereafter sGTM) to extend the lifespan of cookies.

If you want to understand the basics of server-side GTM first, please refer to our other column "[Basic Knowledge of Server-Side GTM](#)". This explanation is structured so that even those unfamiliar with sGTM can follow along — please read to the end.

Read the full article here:

<https://www.ayudante.asia/ayudante-blog/sgtm-how-to-extend-the-lifespan-of-cookies-with-server-side-gtm>

〔sGTM〕 How to Extend the Lifespan of Cookies with Server-Side GTM

April 7, 2026

by Vibhor Jain

デジタルマーケティングエンジニア 春山 勇悟のコラム「[〔sGTM〕サーバーサイドGTMでCookieの寿命を延ばす方法](#)」をデジタルマーケティングエンジニア JAIN Vibhor が英訳したものになります。

In this column, we explain the mechanism for using the server-side version of Google Tag Manager (hereafter **sGTM**) to extend the lifespan of cookies. If you want to understand the basics of server-side GTM first, please refer to our other column "[Basic Knowledge of Server-Side GTM](#)." This explanation is structured so that even those unfamiliar with sGTM can follow along — please read to the end.

- [1. What is ITP and Why It Affects Data Measurement](#)
 - [2. How Short Cookie Lifespans Affect Measurement](#)
 - [3. How sGTM Can Extend Cookie Lifespan](#)
 - [4. Two Approaches to Configure sGTM So It Is Not Subject to ITP's 7-Day Limit](#)
- [Summary](#)

Ayudante, Inc.

Ayudante APAC at Digital Marketing Asia Bangkok 2026: The Future of AI-Powered Marketing Measurement

by Jasper Poon, Global Marketing Lead

This year, I had the opportunity to speak at Digital Marketing Asia (DMA) 2026 in Bangkok.

Following our session in Singapore last year, this time I took the stage to share my perspective on a topic that continues to shape our industry: **The Future of AI-Powered Marketing Measurement starts with building a resilient data foundation for growth.**

Read the full article here:

<https://www.ayudante.asia/ayudante-blog/ayudante-apac-at-digital-marketing-asia-bangkok-2026-the-future-of-ai-powered-marketing-measurement>



Ayudante, Inc.

Digital Marketing Asia Bangkok 2026 Key Takeaways

by Jason Pua, GMP Consultant

The dust has officially settled on Digital Marketing Asia (DMA) 2026 in Bangkok Thailand, and if one thing is clear, it's that the Thai marketing landscape is moving at breakneck speed.

This year's event wasn't just about the "next big thing"—it was about how brands can stay human in an increasingly automated world.

If you couldn't make it to Bangkok for the sessions, here are the three major pillars that dominated the conversation this year.

Read the full article here:

<https://www.ayudante.asia/ayudante-blog/digital-marketing-asia-bangkok-2026-key-takeaways>

Digital Marketing Asia Bangkok 2026 Key Takeaways:

April 9, 2026

by Jason Pua



The dust has officially settled on **Digital Marketing Asia (DMA) 2026** in Bangkok Thailand, and if one thing is clear, it's that the Thai marketing landscape is moving at breakneck speed. This year's event wasn't just about the "next big thing"—it was about how brands can stay human in an increasingly automated world.

If you couldn't make it to Bangkok for the sessions, here are the three major pillars that dominated the conversation this year.

Ayudante, Inc.

[Ayudante Webinar] AI, Google Ads, and GA4: Turning PMax Automation into Measurable Growth

by Jasper Poon, Global Marketing Lead

AI is everywhere in digital marketing today.

From Performance Max campaigns to automated bidding and creative generation, many marketers are already relying on AI to run their campaigns.

But at the same time, many are asking the same question:

“If AI is so powerful, why are my campaign results still inconsistent?” This was exactly what we set out to explore in our recent Ayudante webinar.

Read the full article here:

<https://www.ayudante.asia/ayudante-blog/ayudante-webinar-ai-google-ads-and-ga4-turning-pmax-automation-into-measurable-growth>

The image shows a promotional banner for an Ayudante APAC webinar. The main title is "[Ayudante Webinar] AI, Google Ads, and GA4: Turning PMax Automation into Measurable Growth" dated April 14, 2026, by Jasper Poon. The banner includes logos for Ayudante APAC, Google Marketing Platform Sales Partner, and Google Partner. It lists the speakers: Jasper Poon (Global Marketing Lead, Solutions Consultant at Ayudante), Yuto Matsui (Head of Co-1st Market at Ayudante), and John Yeung (Regional Product Lead, Media Effectiveness at Google). The event is on 31 March 2026 from 1pm to 12pm Singapore/Malaysia Time. A "Register Free" button is present, with a note "Limited seats. Live Q&A included." Below the banner, a quote is displayed: "AI is Driving Automation, But Not All Results Are Equal". The text below the quote reads: "AI is everywhere in digital marketing today. From Performance Max campaigns to automated bidding and creative generation, many marketers are already relying on AI to run their campaigns. But at the same time, many are asking the same question: 'If AI is so powerful, why are my campaign results still inconsistent?' This was exactly what we set out to explore in our recent Ayudante webinar."

Click Tracking on Page Unload

by Chris Vu, GMP Consultant

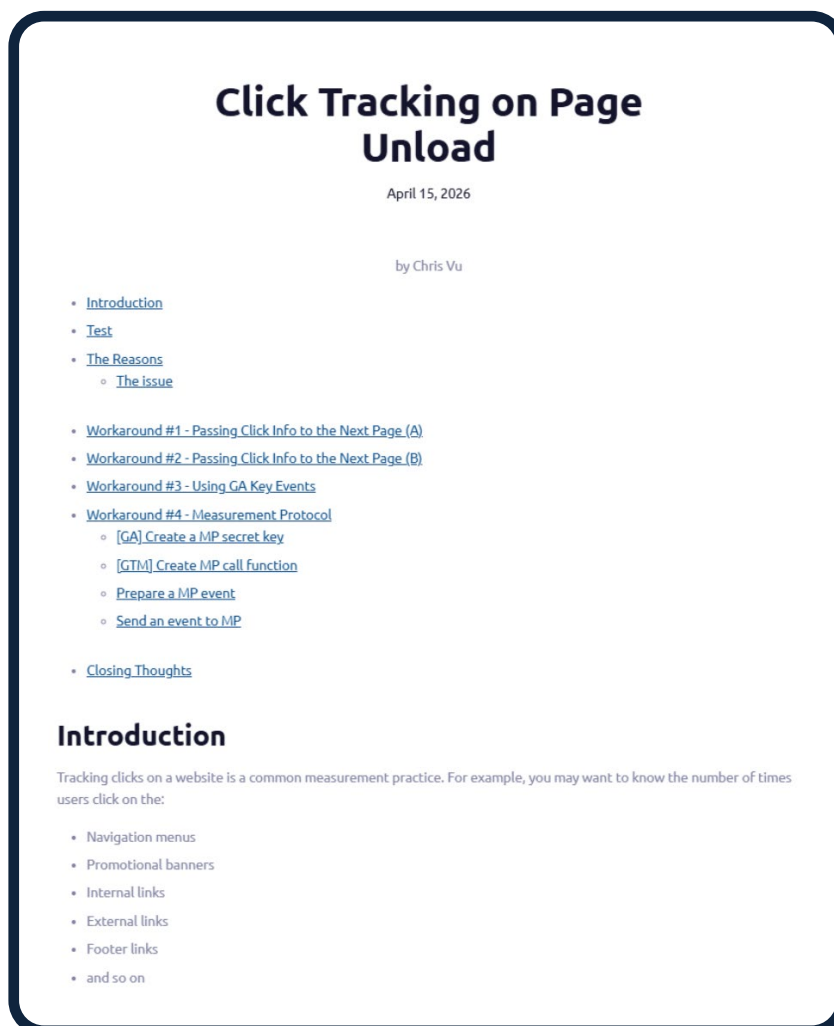
The majority of these clicks lead to the next page load on the same browser tab (ie. not opening a new browser tab).

Did you know that, on a traditional website (non-SPA), this click tracking may fail?

In this article, we explain why click tracking may fail when the browsing is loading the next page, and explore a few workarounds, each with their own pros and cons.

Read the full article here:

<https://www.ayudante.asia/ayudante-blog/click-tracking-on-page-unload>



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

