

# Ayudante, Inc.

July 2026

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 Google Marketing Platform

# Update Magazine

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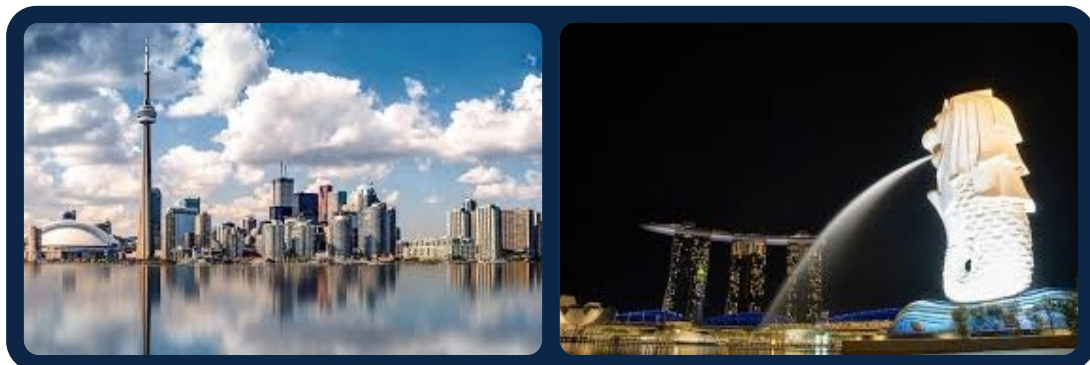
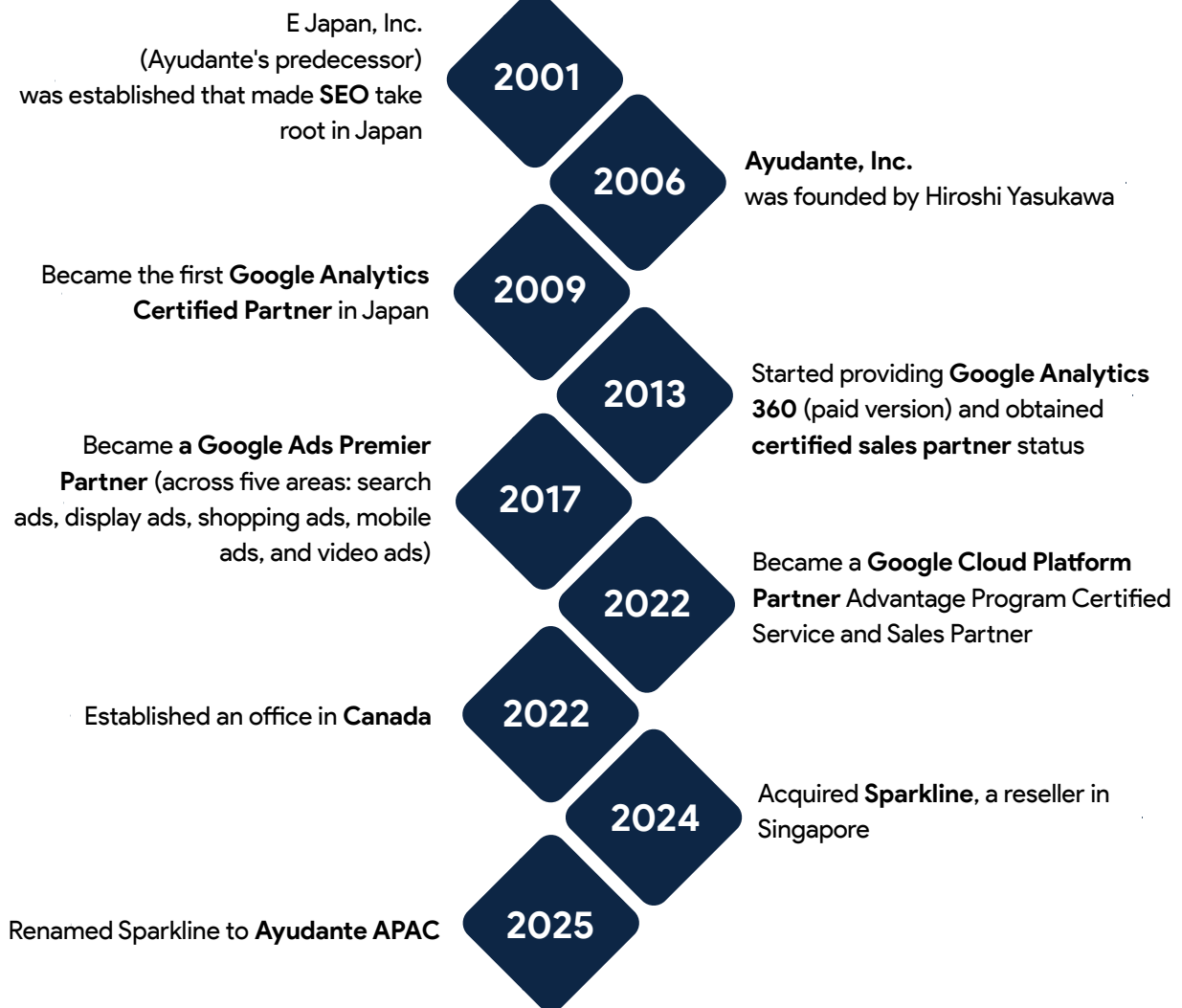
# Ayudante, Inc.

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



# Update Magazine

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# Google Marketing Platform Update





# Google Business Profile data now available in GA4

You can now link your Google Analytics property to one or more Google Business Profiles, bringing local Search and Maps engagement into your Analytics reports alongside website and app data.

Once linked from Admin > Product links, a dedicated Business Profile collection appears in your reports, covering 7 metrics: interactions, website clicks, calls, directions, messages, bookings, and menus. Data is retained on a rolling 6-month window.

Learn more about [connecting Google Business Profile to Google Analytics](#)



# New Source Group field for cleaner source analysis

Source Group is a new dimension that consolidates source values for common online platforms, such as Facebook, Instagram, and TikTok, into a single reporting value (e.g. “Facebook”, not “facebook”, “fb”, and “Meta-facebook”).

Source Platform, an existing field, is also being updated with improved classifications to align with Source Group, giving third-party platforms (TikTok, Pinterest, Amazon) the same granularity as Google inventory (YouTube, Search, Maps). Built-in groupings are also included for AI sources like ChatGPT and Perplexity. Data is populated retroactively.



## Hostname filter

Hostname filters are a new type of filter within the existing Data Filter section of the Admin section. It allows customers to filter out (exclude) events based on their hostname (example: “google.com”).

This enables you to make sure any data that does not come from an approved domain is not collected, and therefore can't distract from your desired analysis.



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# Google tag gateway for advertisers via Google Cloud Platform is now available

This release marks the general availability of the Google tag gateway for advertisers integration with Google Cloud Platform (GCP).

This integration allows advertisers to **leverage Google Cloud Platform's Global external Application Load Balancer to send data through their first-party web infrastructure** before it is relayed to Google.

By streamlining the workflow directly in Google Tag Manager and Google tag settings, this integration helps improve data signal quality, automate first-party measurement paths, and improve the accuracy of your reporting.

Learn more about setting up [Google tag gateway for advertisers with Google Cloud Platform](#).



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# Google tag gateway for advertisers using Amazon CloudFront is now available

This release introduces a new option to configure Google tag gateway for advertisers using Amazon CloudFront as your content delivery network (CDN) via Tag Assistant.

**This setup is facilitated by a guided workflow in Tag Assistant, which helps you navigate the external Amazon Web Services (AWS) console to perform the necessary configurations.**

Learn more about how to [set up Google tag gateway for advertisers on Amazon CloudFront via Tag Assistant](#)



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# Improved measurement of server-to-server conversions

This release recovers conversions that were previously undercounted in server-to-server setups due to a lack of browser cookie context.

**Server-side data is intelligently joined with parallel browser signals, such as cookies, when a GCLID is present, so that Floodlight can more accurately attribute conversions.**



# Pro feature: Security and compliance enhancements

Data Studio now offers a set of features to help organizations meet their security and compliance needs. **These features are only available for Data Studio Pro** and let you better protect your data, your reports, and your data sources.

The following features are now available to meet your organization's security and compliance needs:

- **Customer-managed encryption keys (CMEK):** Use your own cryptographic keys to protect Data Studio Pro assets
- **Customer-managed storage:** Store your file uploads in your own Cloud Storage bucket and your data extracts in your own BigQuery dataset
- **Data residency:** Keep your data physically within a geographical area

These Pro features give organizations greater control over where their data lives and who can access the cryptographic keys protecting it.



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# Regionalization in Conversational Analytics

Conversational Analytics in Data Studio now supports multi-region BigQuery data agents.

This means data agents created in regions outside the US can now be used **directly within Data Studio's Conversational Analytics feature.**

Refer to the [Conversational Analytics in Data Studio](#) for more details about Conversational Analytics regional support.



# Viewer data refresh

Report editors can now allow report viewers to manually refresh report data.

When editors enable the new Viewer data refresh option in report settings, viewers can refresh data for a component by right-clicking it, or refresh data for an entire report from the three-dot menu.

This gives viewers more control over data freshness without needing an editor to refresh the report on their behalf.

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# Ayudante Columns



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# Setting up Server-Side Google Tag Manager (sGTM) on Stape

by Chris Vu, GMP Consultant

Server-Side Google Tag Manager (sGTM) requires technical expertise, especially for the server setup. In this article, we show an easier, faster, and potentially more cost-effective way to set up sGTM — by using Stape.

In our tests, the sGTM method recorded +18% total users, +20% on Desktop/Chrome, and +23% on iOS, while also enabling tag consolidation so the browser only sends a single GA event stream.

Read the full article here:

<https://www.ayudante.asia/ayudante-blog/setting-up-server-side-google-tag-manager-sgtm-on-stape>

## Setting up Server-Side Google Tag Manager (sGTM) on Stape

Easily set up sGTM without the technical complexity

June 19, 2026

by Chris Vu

- [Introduction](#)
- [Step-by-Step](#)
  - [Server-side GTM](#)
  - [Stape](#)
  - [Client-side GTM](#)
- [The Results](#)
  - [Tags consolidation](#)
- [Stape Power-Ups](#)
  - [Custom Loader](#)
  - [Ad Blocker Info](#)
  - [Bot Detection](#)
- [Closing Thoughts](#)

# Using Data Blends in Data Studio

by Chris Vu, GMP Consultant

When you need to combine data from different rows or different tables into the same row for easier aggregation, Data Studio's Data Blends feature lets you do exactly that.

In this article, we walk through how to build intermediary tables, choose the right join method (left, right, inner, full outer, or cross), and use COALESCE to clean up the resulting blended chart.

Read the full article here:

<https://www.ayudante.asia/ayudante-blog/using-data-blends-in-data-studio-learn-to-use-this-powerful-technique-to-improve-your-reporting>

## Using Data Blends in Data Studio

Learn to use this powerful technique to improve your reporting

June 10, 2026

by Chris Vu

- [Introduction](#)
- [Key concept of data blends](#)
- [Step-by-step to implementing data blends](#)
  - [Build intermediary tables](#)
  - [Joining intermediary tables](#)
    - [Left outer join](#)
    - [Right outer join](#)
    - [Inner join](#)
    - [Full outer join](#)
    - [Cross join](#)
  - [Display the data from the blend table](#)
- [Bonus](#)

# Using Custom Metrics in Google Analytics

by Chris Vu, GMP Consultant

If you have custom dimensions but no custom metrics in GA4, your reporting process is harder than it needs to be — calculating completion rates and ratios takes multiple manual steps.

In this article, we explain how to set up dedicated custom metrics in GA4 and pair them with calculated metrics, so completion-rate reporting takes one step instead of several.

Read the full article here:

<https://www.ayudante.asia/ayudante-blog/using-custom-metrics-in-google-analytics-enhance-your-reporting-with-this-powerful-feature>

## Using Custom Metrics in Google Analytics

Enhance your reporting with this powerful feature

June 10, 2026

by Chris Vu

- [Introduction](#)
- [Common reporting issues](#)
  - [The issue](#)
- [Use Custom Metrics](#)
  - [Steps to implementing custom metrics](#)
    - [1. Update tracking codes](#)
    - [2. Update tag manager](#)
    - [3. Create the custom metrics in GA](#)
  - [The result](#)
- [Takeaways](#)
- [Bonus](#)

### Introduction

Whenever I work on a new client's Google Analytics (GA) property, I often see a few **custom dimensions** created. This is good because it means the company is tracking custom first-party data and it has the IT infrastructure to support the custom data output.

However, more often than not, I see little to no **custom metrics** created. This tells me that custom metrics are often misunderstood and overlooked, and that most companies are not taking advantage of this powerful feature to improve their GA reporting process.

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# Upcoming Changes to Google Analytics Data Controls: What GA4 Users Need to Know

by Chris Vu, GMP Consultant

GA4 users have recently received an email from Google with the subject: “Upcoming changes to Google Analytics data controls.” This column explains what that email means and what actions, if any, you need to take.

If you have not linked your GA4 property to Google Ads, the changes described in this column do not affect you. If you have no applicable properties, you may not have received the email — in which case, you can also disregard this article.

Read the full article here:

<https://ayudanteinc.com/blog/upcoming-changes-to-google-analytics-data-controls-what-ga4-users-need-to-know/>

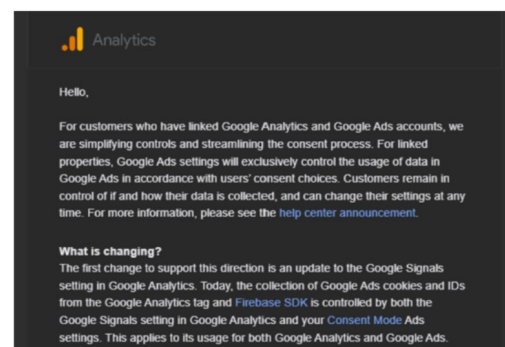
## Upcoming Changes to Google Analytics Data Controls: What GA4 Users Need to Know

Posted June 3, 2026 by Masaki Kuroshima

\*Information current as of April 14, 2026. Please refer to Google’s official communications and help documentation for the latest updates.

(The **original article** in Japanese was written by Kasumi Yoshinari, the Senior Customer Success Consultant of Ayudante’s GMP team. This article was translated by Masaki Kuroshima.)

GA4 users have recently received an email from Google with the subject: “Upcoming changes to Google Analytics data controls.” This column explains what that email means and what actions, if any, you need to take.



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