

Ayudante, Inc.

August 2026



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

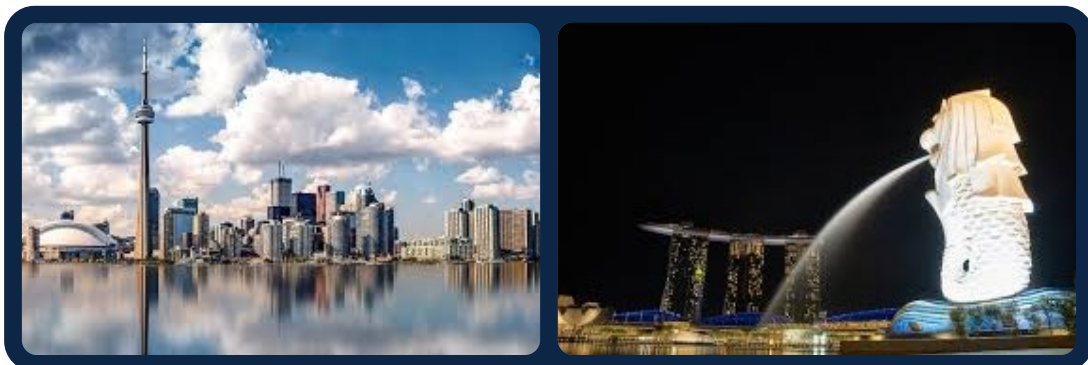
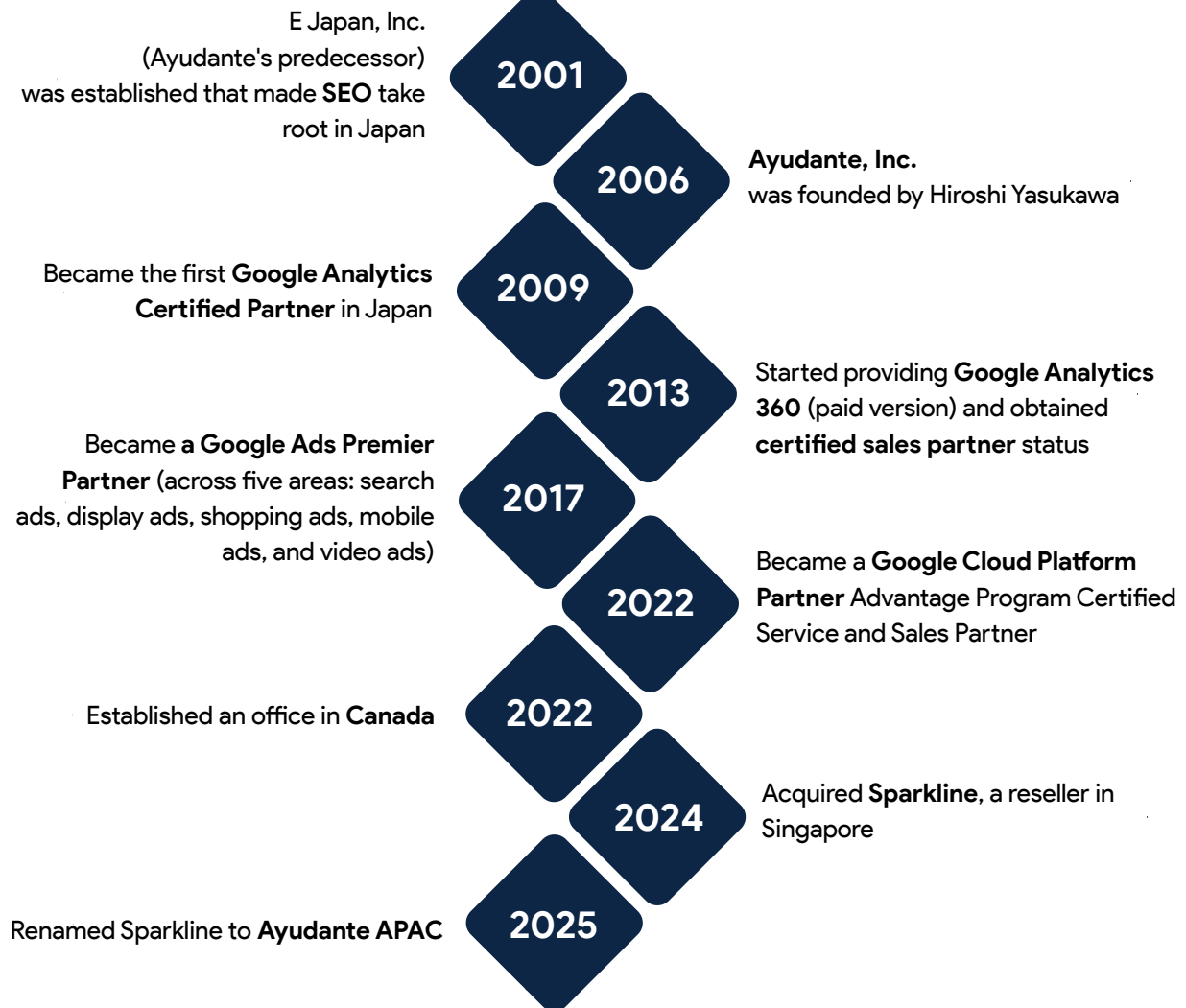


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Google Marketing Platform Update





AdMob linking within Google Analytics

Google Analytics now offers a direct, native product linking flow with AdMob within the Google Analytics Admin interface. **A new “AdMob Links” option appears under “Product Links” in the Admin console.**

- Access more customizable features, better facilitate the flow of your data
- Enhance data flow transparency to gain insight into performance and user engagement
- Leverage ad impressions as conversions for Google Ads tROAS campaigns for ad revenue



Campaign data import currency update

We've updated campaign data import to require a currency field whenever you upload cost data. This ensures your campaign reporting stays accurate, even if you decide to make changes to your property's currency settings.

When importing your campaign data, you can now choose to map the currency directly from a column in your data source **or apply a single, fixed currency to the entire dataset.**

Any existing campaign data imports will continue to report [under the assumption that the imported cost matches your current property currency.](#)



Improved Google Tag Manager Overview

This release updates the Google Tag Manager Overview page with a streamlined interface to help new and experienced users navigate their tagging setup more efficiently.

Key changes include: the workspace switcher has moved position, and destination IDs are now **surfaced directly on the overview page**.

This update is part of the groundwork for the upcoming unification of the Google tag and GTM containers into a single tagging platform.



Updates to container behavior for unsupported installation paths

This release fixes how Google Tag Manager handles containers loaded using unsupported paths such as /gtag/js or /gtag/destination. Previously, these containers degraded to a restricted state where only Google-provided tags and variables were permitted to run.

Moving forward, the ID used to load the container will control this behavior, regardless of the path used. Containers loaded with a GTM-XXXX ID won't be restricted, while product-specific ID types like G-XXXX or AW-XXXX will only permit tags and variables provided by Google.

Installations using Google-provided snippets are unaffected, and administrators of significantly impacted containers have been notified via email.

Ayudante Columns



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[Ayudante Webinar] Webinar Rewind - What's New in GA4? AI, Analytics Advisor & the Future of Data

by Nur Raihana, GMP Consultant

GA4 is no longer just a reporting platform — it's becoming an AI-assisted analytics environment. Features such as Analytics Advisor, AI-generated Insights, and Task Assistant are making analytics more accessible by surfacing trends automatically and answering questions in natural language.

In this webinar recap, we unpack GA4 updates from Q4 2025 to Q2 2026, take a deep dive into Analytics Advisor (GA4's Gemini-powered conversational analyst), and explore what it means to work in the AI era of GA4.

Read the full article here:

<https://www.ayudante.asia/ayudante-blog/ayudante-webinar-webinar-rewind-whats-new-in-ga4-ai-analytics-advisor-the-future-of-data>

[Ayudante Webinar] Webinar Rewind - What's New in GA4? AI, Analytics Advisor & the Future of Data

July 6, 2026

by Nur Raihana

Ayudante APAC
Ayudante Digital Marketing Online 1-hour Webinar
What's New in GA4?
AI, Analytics Advisor & the Future of Data

[Register Free](#)
Limited seats. Live Q&A included.

3 June 2026 | 1pm Singapore | Malaysia Time
12pm Indochina | Western Indonesia Time

Taku Ogawa
Ayudante Google Analytics Fellow

- GA4 is Evolving Fast - But Are You Keeping Up With What It Can Actually Do?
- Setting the Stage: Exploring the Latest GA4 Features and AI Capabilities
- GA4 Updates Unpacked: Q4 2025 - Q2 2026 Releases
- Deep Dive: Analytics Advisor
- GA4 in the AI Era
- Expert Q&A: Navigating GA4's Latest Features and AI

GA4 Attribution Explained: Why Every Report Shows Different Results

by Jason Pua, GMP Consultant

When GA4 reports show conflicting conversion numbers across User Acquisition, Traffic Acquisition, and Attribution reports — they're not broken. They're simply answering different questions. The same conversion can be viewed through multiple lenses depending on the reporting scope and attribution model used.

In this article, we walk through GA4 attribution scopes and models to explain why the numbers differ — and which report to use for each business question.

Read the full article here:

<https://www.ayudante.asia/ayudante-blog/ga4-attribution-explained-why-every-report-shows-different-results>

GA4 Attribution Explained: Why Every Report Shows Different Results

July 3, 2025

by Jason Pua

- [Your GA4 Reports Aren't Broken—They're Answering Different Questions](#)
- [One Conversion, Three Perspectives](#)
- [The Attribution Misconception That Causes Most Confusion](#)
- [The Hidden Factor Most People Miss: Scope](#)
 - [User Scope](#)
 - [Session Scope](#)
 - [Attribution Scope](#)
- [Why User Acquisition and Traffic Acquisition Reports Don't Match](#)
- [How Data-Driven Attribution Changes the Picture](#)
- [Why Google Ads and GA4 Rarely Match Perfectly](#)
- [Which Report Should You Use?](#)
- [A Better Way to Think About Attribution](#)
- [Conclusion](#)

Your GA4 Reports Aren't Broken—They're Answering Different Questions

Imagine you're preparing a monthly marketing report.

You open GA4 and see that Organic Search generated 150 conversions in the User Acquisition report.

Then you switch to Traffic Acquisition and find only 95 conversions attributed to Organic Search.

To make things even more confusing, Google Ads reports a completely different number.

At that point, most marketers assume one of three things:

- GA4 is inaccurate.
- The tracking implementation is broken.
- Someone configured attribution incorrectly.

In most cases, none of those explanations are true.

Beyond the Bounce: Understanding GA4's Engagement Rate (and Why It Doesn't Tell the Whole Story)

by Jason Pua, GMP Consultant

GA4 replaced the traditional Bounce Rate with Engagement Rate — but a higher engagement rate doesn't automatically mean better performance. A session qualifies as engaged when it lasts more than 10 seconds, generates 2+ pageviews, or triggers a conversion event.

In this article, we break down how to interpret Engagement Rate correctly, where it falls short, and how to combine it with scroll depth and conversion data for a more complete picture of user behaviour.

Read the full article here:

<https://www.ayudante.asia/ayudante-blog/beyond-the-bounce-understanding-ga4s-engagement-rate-and-why-it-doesnt-tell-the-whole-story>

Beyond the Bounce: Understanding GA4's Engagement Rate (and Why It Doesn't Tell the Whole Story)

July 3, 2026

by Jason Pua

- [Introduction](#)
- [Why Bounce Rate Had Limitations](#)
- [What is Engagement Rate in GA4?](#)
- [Bounce Rate Still Exists in GA4](#)
- [Why Engagement Rate is Usually More Useful](#)
- [The Most Common Mistake When Interpreting Engagement Rate](#)
- [Where Engagement Rate Starts to Fall Short](#)
- [What Scroll Tracking Actually Tells You](#)
- [Why Custom Scroll Tracking Often Provides Better Insights](#)
- [The Real Value Comes From Context](#)
- [A Practical Reporting Framework](#)
- [Conclusion](#)

Introduction

One of the most significant changes introduced with Google Analytics 4 (GA4) was the move away from Bounce Rate as the primary measure of user engagement.

For many marketers, Bounce Rate was a familiar KPI. A high bounce rate often raised concerns, while a lower bounce rate was typically interpreted as a sign that visitors were finding value in a website.

The challenge was that Bounce Rate didn't always reflect how people actually interacted with modern websites.

Consider a visitor who lands on a blog article, spends five minutes reading it, finds the information they need, and then leaves. Under Universal Analytics, that session could still be classified as a bounce because only one pageview occurred.

From the visitor's perspective, the experience was successful. From the analytics platform's perspective, it appeared unsuccessful.

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