

Ayudante, Inc.

October 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

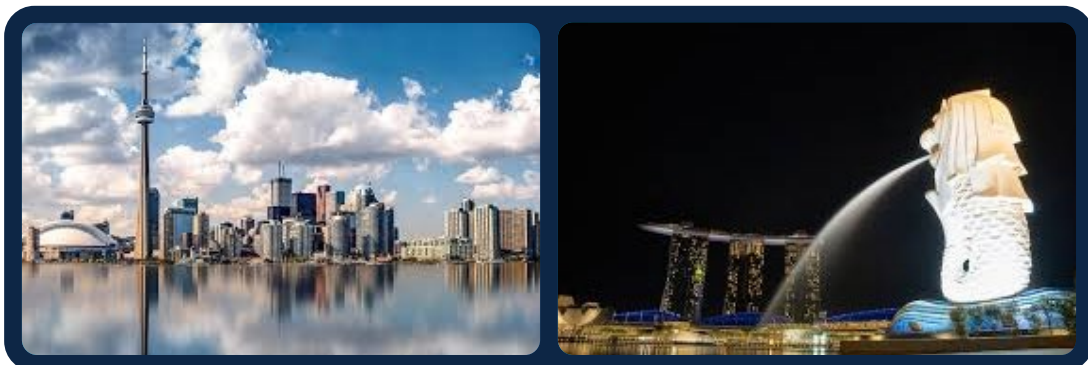
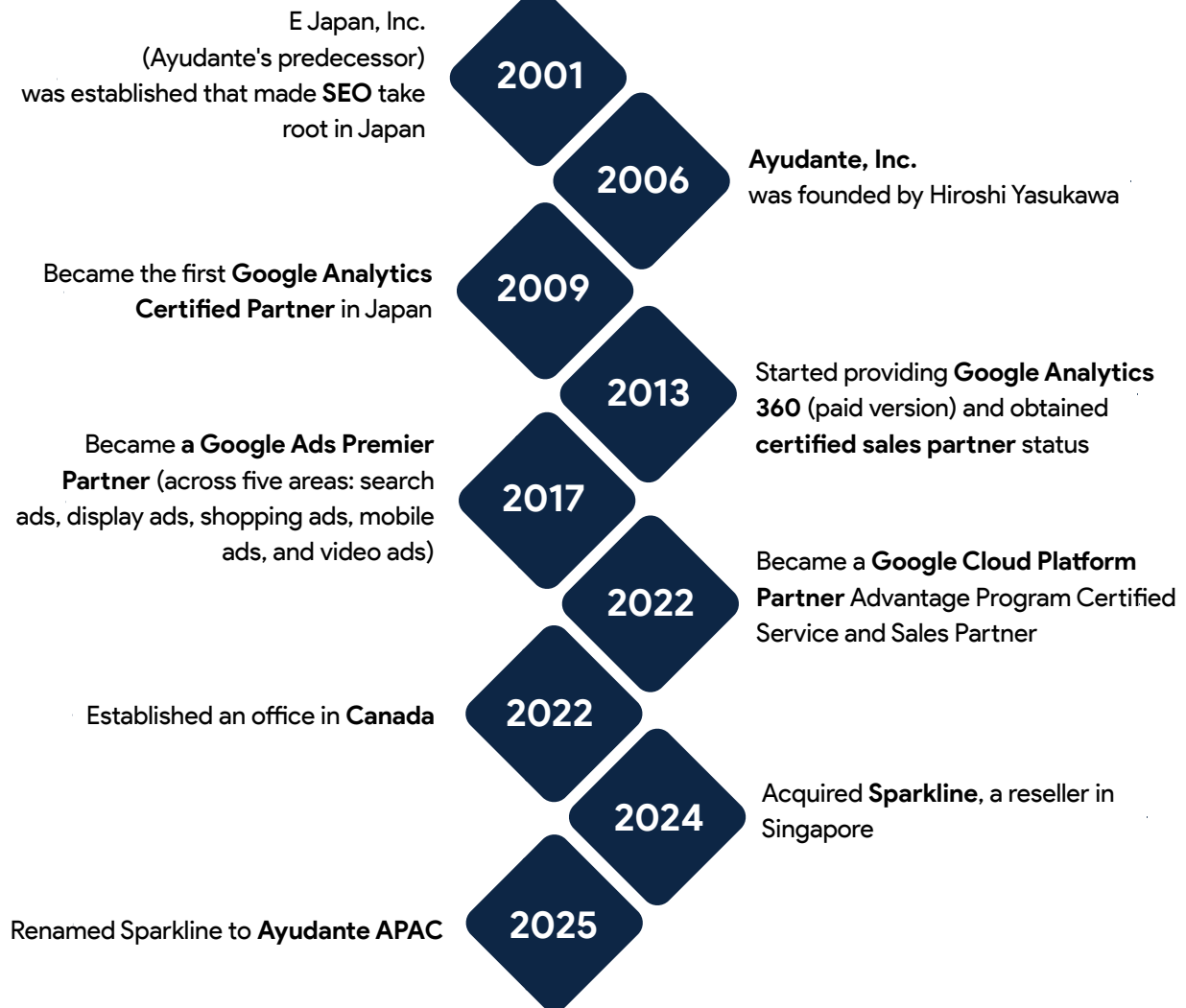


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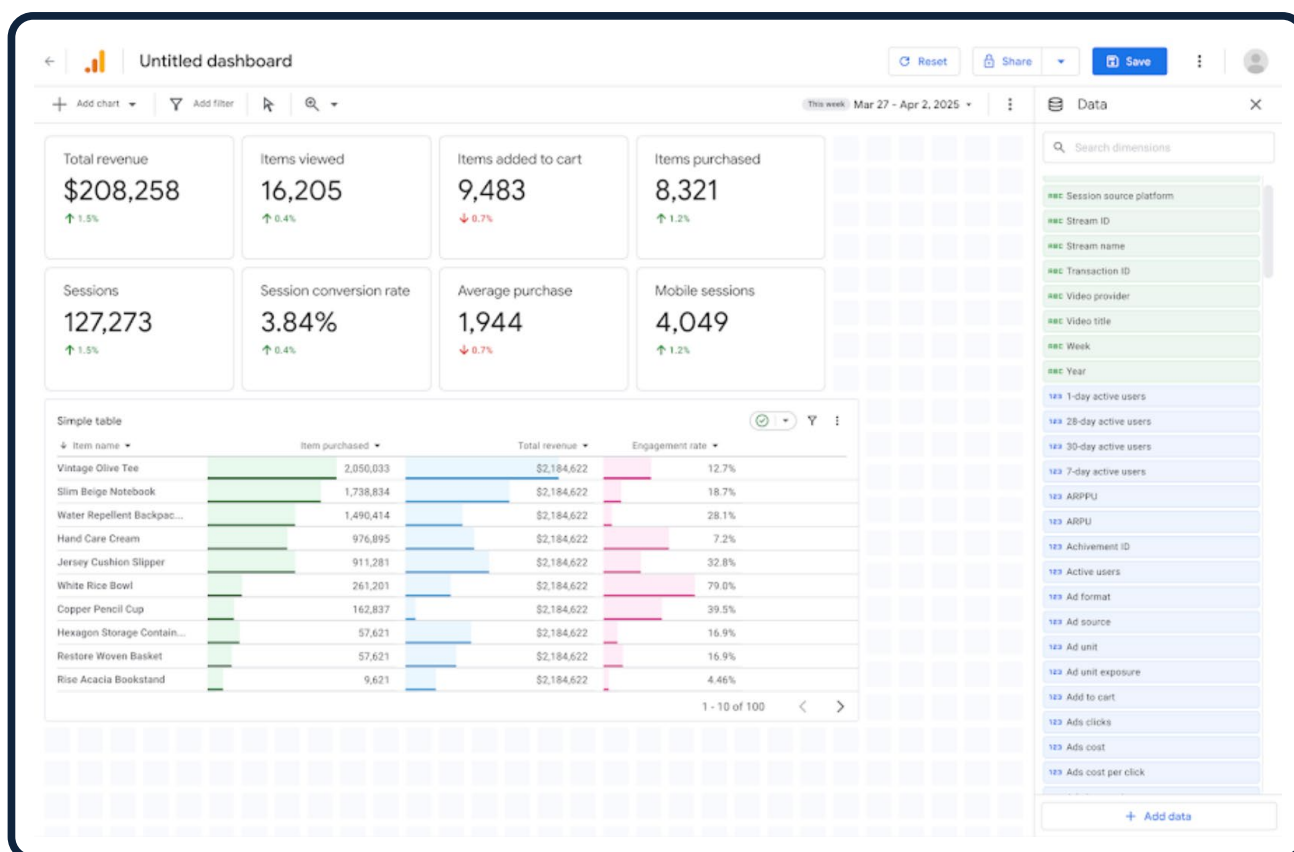
Google Marketing Platform Update





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Dashboards now available in Google Analytics

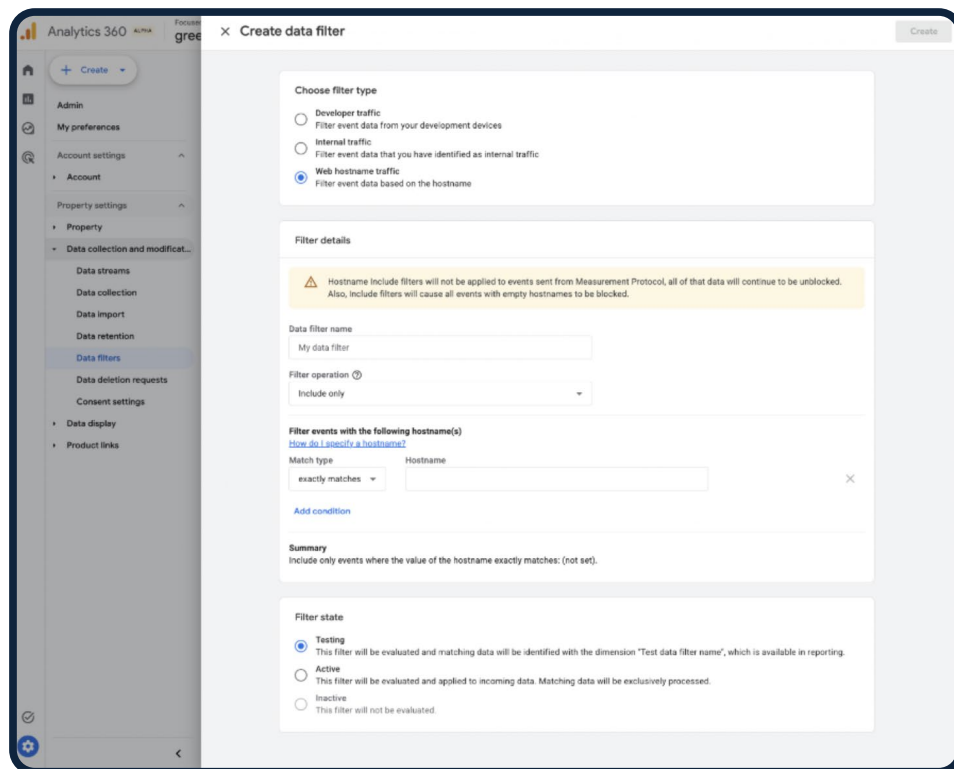


Dashboards are now available in Google Analytics. Dashboards are a highly flexible way to help businesses view their KPIs on a single report. This launch features enhanced UI capabilities, such as intuitive data visualization creation, drag-and-drop functionality, and new report visualizations.

[Learn more about Dashboards in Google Analytics.](#)

Hostname filters: Include allowlist for cleaner data

Google Analytics now supports Include data filters for hostnames, allowing you to create an allowlist of approved domains authorized to send event data to your property. By allowing you to define a list of approved hostnames, this feature simplifies configuration and helps ensure the integrity of your analytics data with minimal maintenance.



Measurement protocol:

Hostname **Include** filters will not be applied to events sent from the Measurement Protocol, ensuring this data remains unblocked.

Empty hostnames:

Include filters will automatically block events with empty hostnames (such as gtag.js traffic), as a missing hostname typically indicates spam or abnormal traffic.



Improved app conversion management for Google Ads

Google Analytics is extending its cross-channel reporting and conversion management tools to support app conversion. App conversions are now fully supported in conversion reports, including performance reporting, attribution analysis, and attribution models.

Additionally, conversion attribution settings can now be adjusted independently for app conversions, giving you more control over how conversion credit is assigned across channels. .

Note: This feature may not be available to all properties; cross-channel budgeting currently supports web conversions only.

Learn more about [cross-channel conversion reporting in Analytics](#)



AI-suggested version summary in GTM

Google Tag Manager now generates an AI-suggested version name and description automatically when you submit a workspace.

The AI reviews changes in the workspace and proposes both a Version Name and Description — **a useful starting point you can accept, tweak, or replace before publishing.**

This reduces the time spent writing version notes manually and makes it easier to maintain a clear change history in GTM, especially in shared accounts with multiple contributors.



Bulk styling for series, dimensions, and metrics

Data Studio now supports bulk styling of chart series, dimensions, and metrics.

You can customise all series, dimensions, or metrics at once in a single operation, or select an individual item to style it separately. Styles applied to an individual item will override the bulk style setting.

This applies to Line, Time Series, and Table charts.

For more details, see the [Line chart and combo chart](#), [Time series](#), and [Table chart references](#).



Connect to PostgreSQL using Private IP

Data Studio can now connect to PostgreSQL databases on Cloud SQL using a private IP address.

Private IP connections route your database traffic through a private network instead of the public internet, improving security for organisations that require network-level data isolation.

Configure this from the Data Studio connector settings when creating a PostgreSQL data source.

Learn more about [Connect to PostgreSQL](#).

Ayudante Columns



Inside Google Cloud NEXT Tokyo '26: From Possibility to Practice

by Jasper Poon, Global Marketing Lead

Google Cloud NEXT Tokyo '26 brought together practitioners, engineers, and decision-makers to explore how AI is moving from experimentation into production. This recap covers the key announcements and sessions from the event.

We share highlights on topics ranging from Gemini integrations and agent-based AI workflows to real-world deployment stories from APAC customers.



Read the full article here:

<https://www.ayudante.asia/ayudante-blog/inside-google-cloud-next-tokyo-26-from-possibility-to-practice>

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[Ayudante Webinar] Webinar Rewind - The State of AI Search & “LLMO”: What Actually Works — and What’s a Waste of Time and Money

by Nur Raihana, GMP Consultant

AI-powered search is reshaping how users discover content, yet many organisations are still figuring out what “LLMO” (Large Language Model Optimisation) actually means in practice — and what to prioritise.

In this webinar recap, we cut through the noise: what visibility in AI search actually looks like, which tactics produce measurable results, and where organisations tend to waste time and budget.

Read the full article here:

<https://www.ayudante.asia/ayudante-blog/ayudante-webinar-webinar-rewind—the-state-of-ai-search-llmo-what-actually-works—and-whats-a-waste-of-time-and-money>

[Ayudante Webinar]
**Webinar Rewind - The State of AI Search & “LLMO”:
What Actually Works — and
What’s a Waste of Time and
Money**

September 14, 2026

by Nur Raihana

Ayudante APAC
Ayudante Digital Marketing Online 1-Hour Webinar

**The State of
AI Search & LLMO** 
What Delivers Results — and What Doesn't

[Register Free](#)

27 Aug 2026 | 1pm Singapore/ Malaysia Time
12pm Indochina/ Western Indonesia Time



Takeaki Kanaya
Search Advisor
Ayudante



Polina Kogan
SEO Consultant
Ayudante

- [AI Search is Evolving Fast — But What Actually Works, and What is Just Hype?](#)
- [Setting the Stage: The State of AI Search & LLMO](#)
- [The State of Search Today](#)
- [Search is Changing, Not Dying](#)
- [So, What is Happening to Organic Traffic?](#)
- [From Generic Traffic to High-Interest Users](#)
- [Where Does “LLMO” Fit In?](#)
- [What Actually Works in LLMO?](#)
- [Is LLMO Really Separate From SEO?](#)
- [Don't Fall for Every New LLMO Tactic](#)
- [Traffic from AI is Still a Small Part of the Picture](#)
- [Where Advanced LLMO Can Actually Add Value](#)
- [Expert Q&A: SEO, AEO and Measuring Success in the Age of AI](#)
- [Closing Thoughts](#)

MCP 101: How AI Connects to the World Beyond Its Training Data

by Vibhor Jain, Digital Marketing Engineer

TL;DR: MCP is an open standard that gives AI applications a common way to connect to external tools, data, and business systems beyond LLM's built-in knowledge.

It enables AI to move from simply answering questions, to taking actions, and ultimately orchestrating workflows across multiple systems. Think of MCP as a common language that AI and the systems (where your data and work actually live) can talk & understand.

MCP 101: How AI Connects to the World Beyond Its Training Data



2026年09月2日
ライター：JAIN Vibhor

AI

Twitter Facebook B!

(日本語版： [MCP 101：AIがトレーニングデータの先にある世界とつながる方法](#))

TL;DR: MCP is an open standard that gives AI applications a common way to connect to external tools, data, and business systems beyond LLM's built-in knowledge. It enables AI to move from simply **answering questions**, to **taking actions**, and ultimately **orchestrating workflows across multiple systems**. Think of MCP as a common language that AI and the systems (where your data and work actually live) can talk & understand.

It feels like everyone is talking about MCP (Model Context Protocol) these days when it comes to large language models (LLMs). Most articles I came across compare it to a “USB port for AI”—an analogy I never found particularly helpful.

In this post, I'll try to explain the basic idea behind MCP: what this buzzword actually means and how it fits into the broader AI wave.



JAIN Vibhorのその他の記事



MCP 101：AIがトレーニングデータの先にある世界とつながる方法
2026年09月3日



MCP 101: How AI Connects to the World Beyond Its Training Data
2026年09月2日



『sGTM』 How to Extend the Lifespan of Cookies with Server-Side GTM
2026年04月13日



Introducing new GTM in-built variables: Analytics Client ID, Analytics Session ID, and Analytics Session Number
2025年12月22日

Read the full article here:

<https://ayudante.jp/column/2026-09-02/13-00/>

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Google Cloud
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