Ayudante, Inc.

November 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).

Google Marketing Platform Sales Partner

Google Cloud Partner

Ayudante, Inc.

Company History

2001
E Japan, Inc. (Ayudante's predecessor) was established that made **SEO** take root in Japan

2006
Ayudante, Inc. was founded by Hiroshi Yasukawa

2009
Became the first **Google Analytics Certified Partner** in Japan

2013
Started providing **Google Analytics 360** (paid version) and obtained **certified sales partner** status

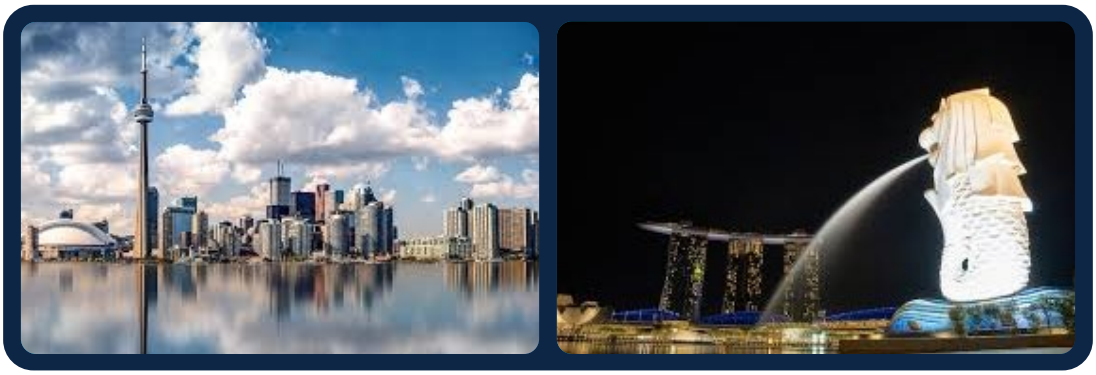
2017
Became **a Google Ads Premier Partner** (across five areas: search ads, display ads, shopping ads, mobile ads, and video ads)

2022
Became a **Google Cloud Platform Partner** Advantage Program Certified Service and Sales Partner

2022
Established an office in **Canada**

2024
Acquired **Sparkline**, a reseller in Singapore

2025
Renamed Sparkline to **Ayudante APAC**



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Update Magazine

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Google Marketing Platform Update



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User Groups Admin API

Google Analytics now supports managing user group access to properties and accounts programmatically via the Admin API. **User groups let you grant Member or Owner access to multiple users at once**, simplifying access management across large teams.

With this API, you can:

- Create, edit, and delete user groups
- Add or remove users from groups, and assign Member or Owner roles
- Manage access at scale — requires User Admin or Org Admin permission

Learn more about Google Marketing Platform Admin API.

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Standardising gtag('config') command behavior

All GTM container snippets now initialise measurement on container load, regardless of any *gtag('config')* commands on the page.

Any *gtag('config')* commands will now surface in the dataLayer as **gtag.config events**. Wildcard custom event triggers may be affected if they match these events.

Ensure your pages use the *gtag.js snippet* to continue using *gtag('config')* commands as expected.

To continue using the gtag configuration code on your website, make sure all pages on your site are using the Google tag (gtag.js) code snippet. Learn more about how to Set up your Google tag installation correctly for gtag.js.

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Optimising GTM containers

GTM now supports sending data directly to Google measurement products without loading an additional *gtag.js* on the page.

This update provides a clearer view of the relationship between destinations and tags, and makes it easier to diagnose measurement issues.

Learn how to Optimise your Google Tag Manager container to use destination tags, and supported Google destinations.

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Connect to BigQuery Graph

Data Studio now supports connecting directly to a BigQuery Graph, or querying a graph via custom SQL using the BigQuery connector.

Graph measures are imported as metrics, making it easy to analyze and visualize graph data directly in Data Studio reports.

Learn more about Connect to Google BigQuery.

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Ayudante Columns



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Ayudante APAC at Digital Marketing Asia Singapore 2026: Is Your Data Foundation Holding Your AI Back?

by Nur Raihana, GMP Consultant

As a Platinum Sponsor of the event, Ayudante APAC was proud to have our CEO, Naohiro Yamaura, deliver a keynote titled “Is Your Data Foundation Holding Your AI Impact Back? How Far Can AI Agents Go in Building a Resilient Data Foundation?”

His central message was simple: Before businesses can unlock the full potential of AI, they must first ensure that the data powering it can be trusted.

Read the full article here: https://www.ayudante.asia/ayudante-blog/ayudante-apac-at-digital-marketing-asia-singapore-2026-is-your-data-foundation-holding-your-ai-back



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Supporting Better Digital Insights: Ayudante APAC and MSIG Asia

by Jason Pua, GMP Consultant

As data becomes more consistent and insights more accessible, new opportunities emerge for teams to collaborate, continuously improve digital experiences.

At MSIG's regional off-site conference, where what began as a sharing on digital measurement, the evolving role of AI soon developed into a wider conversation about the future of digital experiences.



Read the full article here: https://www.ayudante.asia/ayudante-blog/supporting-better-digital-insights-ayudante-apac-and-msig-asia

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Rethinking Marketing Measurement in the AI Era: Highlights from the 2026 ANA Measurement & Analytics Conference in Chicago (Part 1)

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

From September 28 to 30, 2026, I attended the ANA Measurement & Analytics Conference in Chicago. This was my second year at the event. Like last year, the conference was held in Chicago, but this time at a different venue, the Radisson Blu Aqua Hotel.

Organized by the Association of National Advertisers (ANA), it brought together marketing, analytics, media, technology, and finance leaders from brands, platforms, agencies, and measurement providers.

Read the full article here: https://ayudanteinc.com/blog/rethinking-marketing-measurement-in-the-ai-era-highlights-from-the-2026-ana-measurement-analytics-conference-in-chicago-part-1/



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Rethinking Marketing Measurement in the AI Era: Highlights from the 2026 ANA Measurement & Analytics Conference in Chicago (Part 2)

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



Session Highlight③: Lowe's — Trusted Data Before AI

(From left: Lowe's Vice President, Applied AI, Data & Analytics Scott Canney, and Lowe's Media Network Senior Director, Measurement Strategy & Analytics Mimi Munkwitz.)

Scott Canney, Vice President, Applied AI, Data & Analytics at Lowe's, presented with **Mimi Munkwitz, Senior Director, Measurement Strategy & Analytics at Lowe's Media Network**. Munkwitz started with how customer behavior has changed. During COVID, she recalled, many teams debated whether shoppers would return to stores or stay online. Customers settled the question themselves:

In Part 1, I covered the ANA's framing of measurement as the pathway to better decisions, followed by sessions from Google and Meta. Google argued that complexity is no excuse for inaction: if you are spending, you need to be testing. Meta showed that attributed conversions are not the same as incremental impact, and that experiments should be used to calibrate other methods. Both sessions pointed to the same next question.

If measurement and AI are going to support faster decisions, can organizations trust the data and definitions underneath them? Two sessions, from Lowe's and CVS Health, addressed that question most directly.

Read the full article here:
https://ayudanteinc.com/blog/building-trusted-measurement-for-the-ai-era-highlights-from-the-2026-ana-measurement-analytics-conference-in-chicago-part-2/

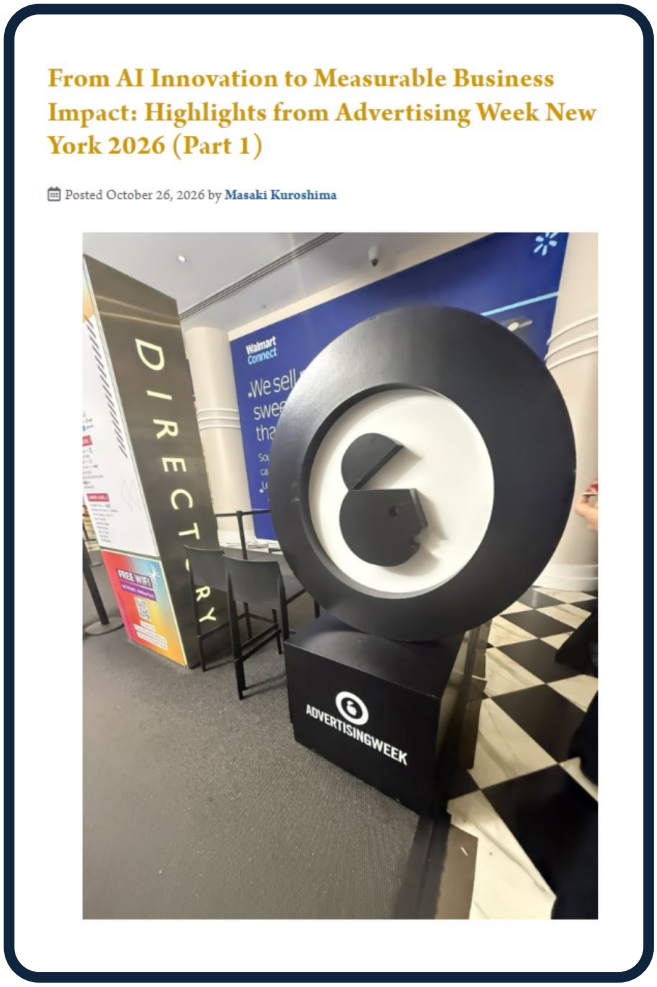
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From AI Innovation to Measurable Business Impact: Highlights from Advertising Week New York 2026 (Part 1)

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

From October 5 to 8, 2026, I attended Advertising Week New York 2026 at The Penn District in Manhattan. This was my second year at the event. The organizers billed this edition at more than 1,300 speakers and 500+ sessions over four days, bringing together brands, agencies, platforms, and measurement providers from across marketing, media, technology, and culture.



In this two-part series, I'll share four sessions that answered that question most directly and closely connected to this year's theme. Part 1 covers how AI is changing the customer journey, through sessions from Invoca, Optimum, and adMarketplace, and from PayPal Ads.

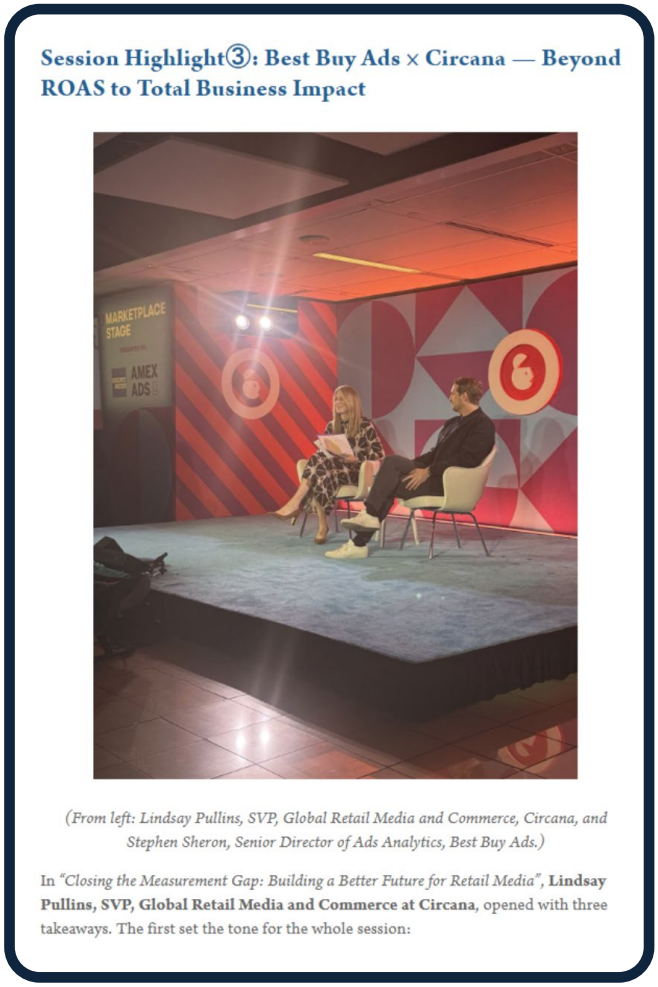
Read the full article here:
https://ayudanteinc.com/blog/from-ai-innovation-to-measurable-business-impact-highlights-from-advertising-week-new-york-2026-part-1/

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From AI Innovation to Measurable Business Impact: Highlights from Advertising Week New York 2026 (Part 2)

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



Session Highlight③: Best Buy Ads × Circana — Beyond ROAS to Total Business Impact

(From left: Lindsay Pullins, SVP, Global Retail Media and Commerce, Circana, and Stephen Sheron, Senior Director of Ads Analytics, Best Buy Ads.)

In *"Closing the Measurement Gap: Building a Better Future for Retail Media"*, **Lindsay Pullins, SVP, Global Retail Media and Commerce at Circana**, opened with three takeaways. The first set the tone for the whole session:

In Part 1, I covered how AI is changing the customer journey. Optimum and adMarketplace showed that research and comparison can increasingly happen within a single AI conversation, and that brand visibility inside those answers is becoming a metric to manage. PayPal Ads showed how much of the journey can happen where a single brand cannot see it: in one example, a restaurant saw only 13% of its market. Both sessions pointed to the same next question.

If the journey is harder to observe, how do we prove what advertising actually delivers, and turn that proof into better decisions? Two sessions addressed that most directly.

Read the full article here:
https://ayudanteinc.com/blog/measuring-what-matters-in-the-ai-era-highlights-from-advertising-week-new-york-2026-part-2/

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