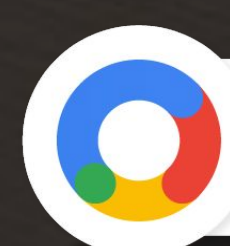


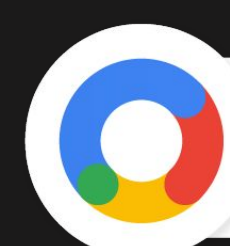
TRKKNE

Google Platform Updates

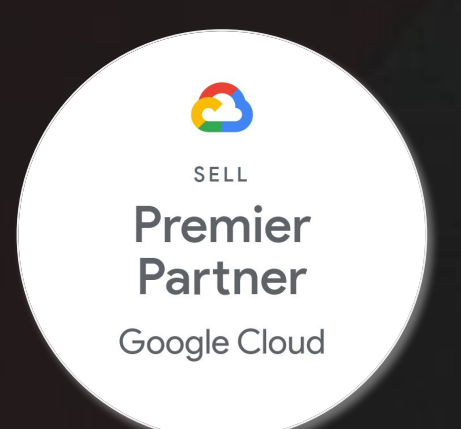
December 2024



Google Marketing Platform
Sales Partner



Google Marketing Platform
Certified



Google Cloud
Premier
Partner

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Google Analytics 4 Updates



Quota and Access Logs in Google Analytics

Google is in the process of introducing a new feature that enables users to view a quota log report within the Google Analytics interface. This report displays which users have been utilizing API quotas for a specific property, helping you identify and address any problematic users, and take action if needed.

The quota log operates using the same system as the Google Analytics 360 Access Logs, which are also now accessible through the Google Analytics interface. This update includes the following elements:

- Account data access history (exclusive to 360)
- Account data API quota history
- Property data access history (exclusive to 360)
- Property data API quota history

Google is gradually rolling out this feature, with plans to make it available to all accounts before the end of the holiday season.



Improvements to Cost Data Import

Google has improved the way imported ad cost data is presented in Google Analytics, making it easier to interpret. Now, you can gain insights from your imported cost data even when there are no matching records for the necessary dimensions.

×

Create data source

✓

Data source details

2

Mapping

ⓘ

Mappings cannot be edited once the data source is created

Analytics field	Import field	Import data samples
<input checked="" type="checkbox"/> Campaign ID	utm_id bing_001, facebook_002	
<input checked="" type="checkbox"/> Campaign source	utm_campaign test_1, test_2	
<input checked="" type="checkbox"/> Campaign medium	utm_source ktudish, ktudish	
<input checked="" type="checkbox"/> Campaign name	utm_medium googledocs, googledocs	
<input checked="" type="checkbox"/> Date	date 2021-09-30, 2021-09-30	
<input type="checkbox"/> Daily cost	impressions 1001, 1002	
<input type="checkbox"/> Daily clicks		
<input type="checkbox"/> Daily impressions		

Google Analytics 4 Updates



Customer Match

You can now enhance your Analytics audiences by using Customer Match when exporting them to your connected Google advertising platforms, such as Google Ads, Display & Video 360, or Search Ads 360.

Customer Match will supplement your audiences exported to your other GMP accounts by matching your consented, hashed customer data with Google data to increase your addressable audience when other user identifiers are not available.



Manual Ad Content in Custom Channel Groups

Custom Channel Groups (CCGs) enable you to create personalized sets of rules for organizing and categorizing website traffic source data, providing greater flexibility and control over data analysis.

Google Analytics is now introducing Manual Ad Content within Custom Channel Groups, collected through the URL parameter `utm_content`. With this addition, you can segment traffic based on specific variations of ads, calls to action, or promotional campaigns. This new feature, rolled out gradually across accounts starting November 15th, offers more detailed insights, allowing you to optimize your marketing strategies by enhancing how you define your channels.

Note: Manual Ad Content dimension is not compatible with ad cost data. Therefore, reports that include ad cost, clicks, or impressions will not have manual ad content available.

GMP AdTech Updates

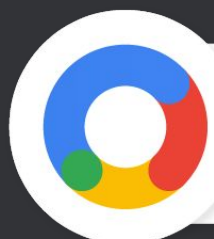
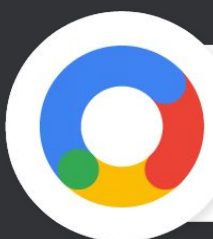
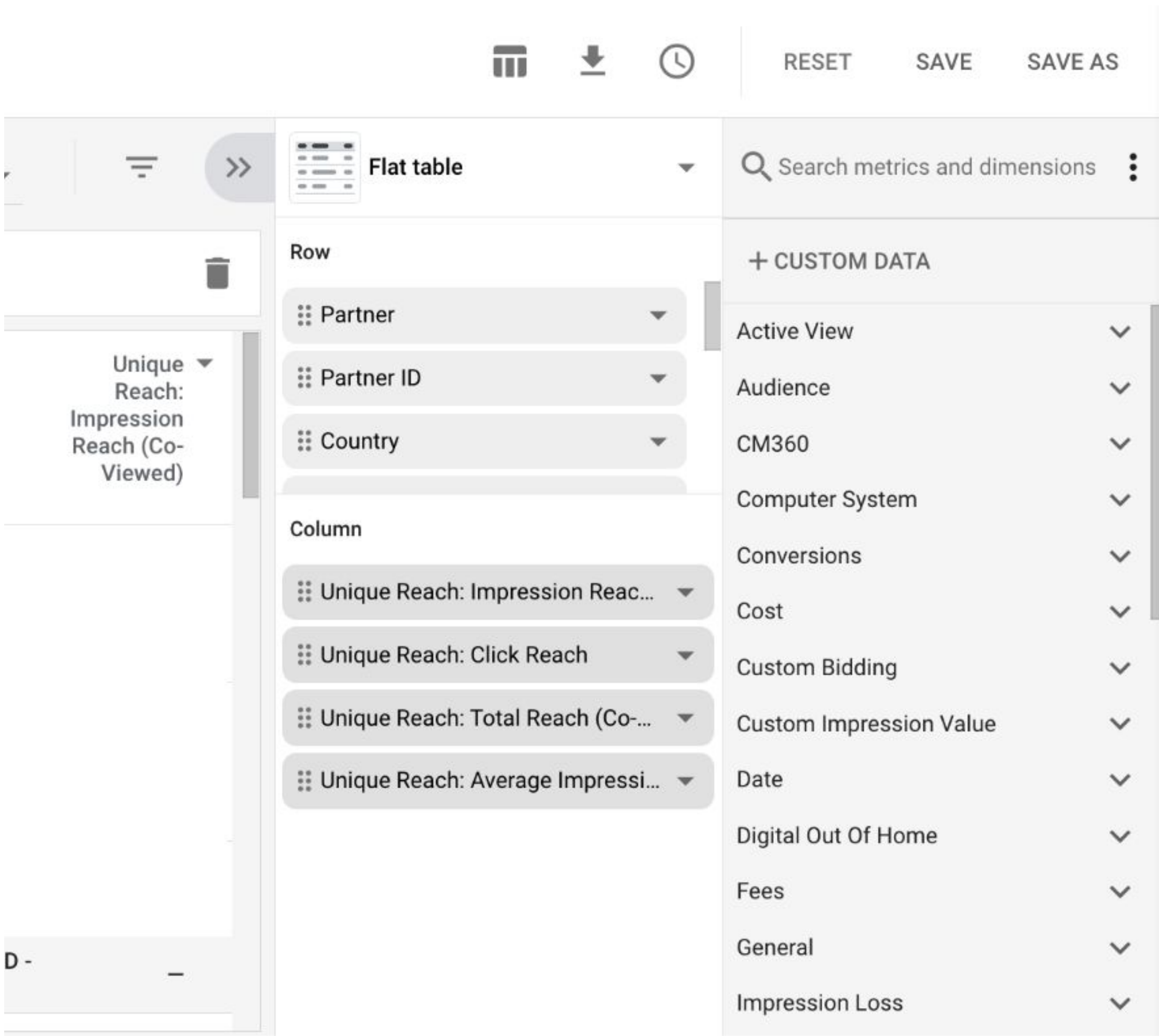
 Campaign Manager  Display & Video 360



Reach Improvements Launching in CM360 & DV360

In late November, DV360 and CM360 introduced enhancements to reach reporting, allowing users to choose whether to exclude reach report results with low statistical confidence. Currently, this filtering is done automatically, but in the future, the default will be to report reach results regardless of statistical confidence, providing advertisers with more available reach metrics.

These updates will also result in faster report loading times and reduced latency. The infrastructure and modeling changes that enable these improvements may lead to minor adjustments in reported reach values.



GMP AdTech Updates

Display & Video 360

2025 Brand Suitability Updates

Advertiser-Level Suitability Controls

"Content Categories," "Excluded Themes" (launching in Q1 '25), and "Content Types" will soon be available as advertiser-level controls only. Placement and keyword exclusions will still be applicable at both the advertiser and line item levels. An estimated impact widget will be introduced to show how these suitability controls affect CPMs, reach, and inventory availability.

Expansion and Deduplication of Suitability Controls

As part of refining our suitability tools, Google will ensure that the same controls (Content Categories and Excluded Themes) are applicable across YouTube and Display/Video (including 3rd party exchanges and Google Ad Manager) inventory. This update will replace Digital Content Labels (excluding 'Content Not Yet Rated') and Sensitive Category Exclusions for 3rd party exchange and GAM inventory. These legacy features were designed to help advertisers filter content based on maturity and sensitivity. By incorporating these factors into Content Categories and Excluded Themes, advertisers will gain more refined control over content alignment with their brand.

Workflow Enhancements

Google is also making adjustments to improve the ease of configuring suitability controls. This includes adding the option to bypass suitability controls for deals to help avoid under delivery. Additionally, the controls will be reorganized and renamed for greater consistency and user-friendliness.

When to Take Action

- Adapt to new Advertiser-Level Suitability Controls by end of Q2 '25
- Adapt to the expansion and deduplication of Suitability Controls by end of Q3 '25
- Adapt to workflow enhancements by end of Q3 '25

It is recommended to review your accounts to ensure that all campaigns within your advertiser ID will align with the updated suitability controls. While this will apply to most advertisers, some setups may vary. If you currently have, or expect to have, campaigns with different suitability controls, it is recommended to **group similar campaigns into a new advertiser ID by the end of Q2.**

As Google refines their roadmap for Brand Safety & Suitability in 2025, TRKKN will be sure to update and inform clients of changed or expanding needs.

GMP AdTech Updates

Display & Video 360

Assigned Advertisers listed in Floodlight Configuration ID Picker

Users can now view the related advertisers for specific Floodlight configuration IDs in the Floodlight configuration filter picker.

Radius Reporting for Lat/Long Proximity Targeting

Radius reporting is now available in DV360. This launch only enables radius reporting for lat/long proximity targeting.

Targeting Templates & AI-powered Search Betas

Google is enhancing DV360's AI-assisted media buying capabilities with two new AI-driven features designed to improve both campaign setup and UI navigation.

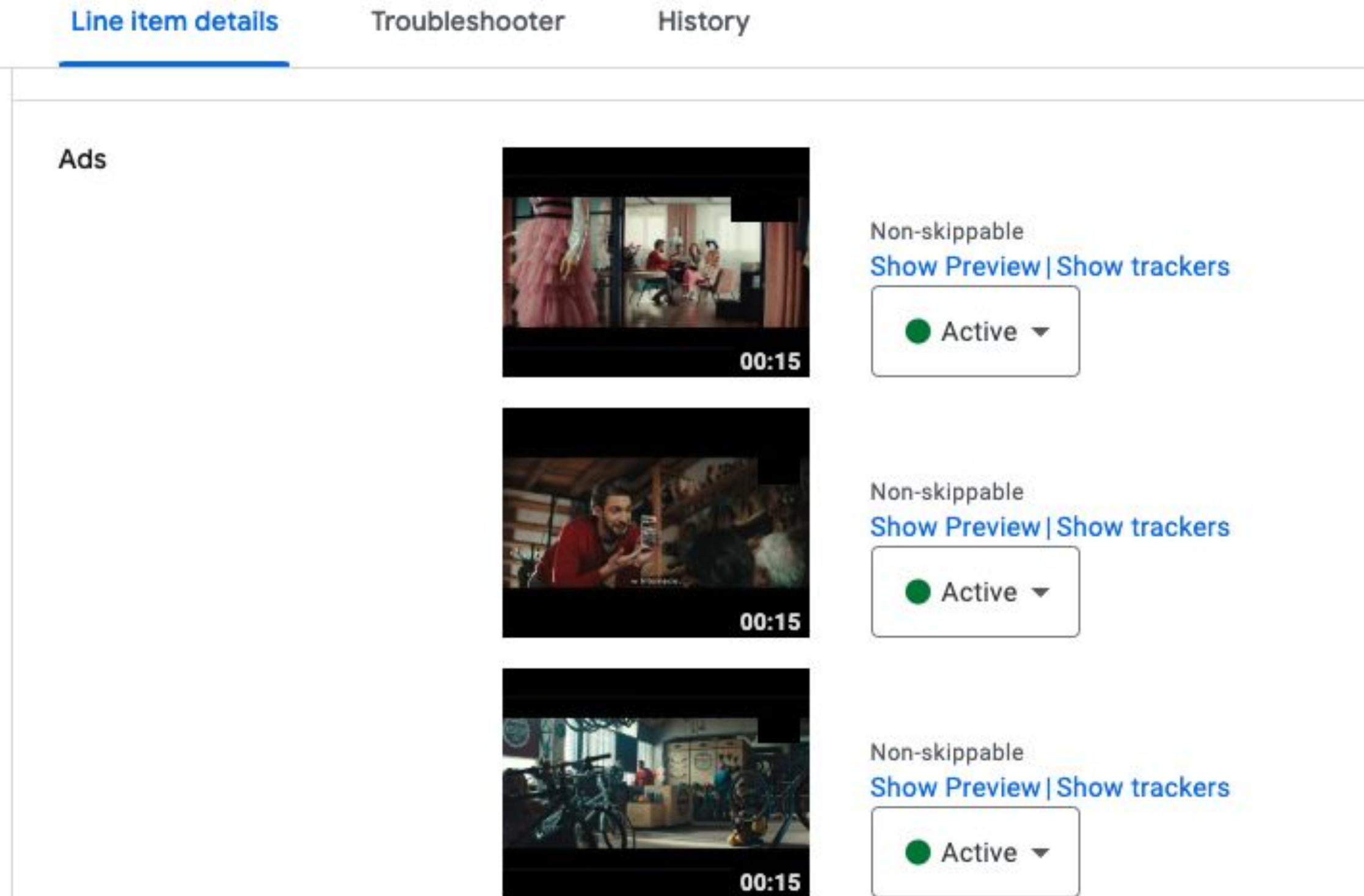
AI-Powered Search: Utilize conversational search prompts in the DV360 toolbar to quickly locate account entities like Line Items based on settings, targeting options, reporting criteria, and event history.




Targeting Templates: Create and save reusable templates of line item settings that can be easily applied to new or existing line items within the same advertiser account, speeding up the campaign setup process.

In-line YouTube Ads Previews

Advertisers will soon have the ability to preview their YouTube ad creatives in multiple formats across different platforms for their YouTube & partners line items.

This feature will allow users to view real-time changes to their ads and see how their assets appear on various devices and surfaces.



Line item details	Troubleshooter	History
Ads		
	Non-skippable Show Preview Show trackers	Active ▾
	Non-skippable Show Preview Show trackers	Active ▾
	Non-skippable Show Preview Show trackers	Active ▾

GMP AdTech Updates

Search Ads 360



Reporting Enhancements

There are 3 new features within SA360 Reporting:

Custom Column Manager: The Custom Column Manager feature will provide a user-friendly, centralized interface for custom column management.

Creation Time Filter: A new “Creation Time” column and filter is being added to all views within CM, including campaigns, ad groups, ads, and keywords.

Hour-of-Day Improvements: The following enhancements are rolling out to enhance hour-of-day analysis: Campaign Manager, Report Editor & Account Performance.



Views Feature within the Campaign Scoping Bar

A new filtered “Views” tab is being rolled out, which will live within the Campaign Scoping Bar. This is a new feature to help organize campaigns into views that are important to users. Views allow users to create groups of campaigns based on the most commonly used filters such as Engine Types and Account types to persist throughout various scopes.



Budget Bid Strategies - Minimum Budget Allocations

Advertisers are now able to:

- Add a ‘min budget percentage by engine’ setting in the BBS creation and edit flow.
- View and edit the ‘min budget percentage by engine’ column in the Bid Strategy and Plans table.

