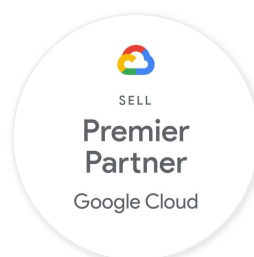




TRKKN Whitepaper

A Marketer's Guide to Optimizing Media With Google Analytics in 2025



Google Analytics: Beyond Measurement

Let's address the elephant in the room: The journey to Google Analytics 4 hasn't been easy for everyone. The transition from Universal Analytics (UA) introduced a new interface, new metrics, and data challenges that left many advertisers with a few "pain points". Many completed a basic tag migration simply to avoid a data gap, falling short of harnessing the platform's true potential.

+23%
Conversions

-10%
Cost per Conversion

The results experienced by advertisers who linked their media platforms to Google Analytics.

Google Internal Data, Global, Ads, 10/2023 to 12/2024 (1).

However, since then, Google Analytics has progressed from a simple replacement for UA into a truly advanced marketing solution. It has evolved to solve the critical challenges modern marketing teams face: ensuring trustworthy data capture in a privacy-first world, breaking down the "data islands" that prevent a holistic view of performance, and making insights truly actionable. It is now a powerful, AI-enhanced platform designed to provide robust data, generate cross-channel insights, and, most importantly, directly activate that data to optimize media performance and drive significant business growth.



TRKKN UK & GOOGLE WEBINAR

Want to learn more? Watch the replay of the TRKKN webinar "Google Analytics Excellence—Maximize ROI With the Latest Innovations", in partnership with Google. July 15, 2025. [Watch on Youtube ↗](#)

This whitepaper will guide advertisers through the three core pillars of Google Analytics excellence:

01 BUILDING A FOUNDATION OF TRUST THROUGH DATA CONFIDENCE

02 GENERATING HOLISTIC MEDIA INSIGHTS

03 THE ACTIVATION ENGINE: DRIVING MEDIA OPTIMIZATION WITH GOOGLE ANALYTICS DATA

04 RECOMMENDATIONS



Our clients are finding a 20-30% conversion uplift by activating their Google Analytics data in digital media channels.

Even businesses using other analytics tools like Adobe Analytics, Mixpanel, Snowplow, etc., are getting more activation power via Google Analytics, thanks to seamless integration with Google Ads and Google Marketing Platform.

El Kanagavel
Managing Director, TRKKN UK



01 Building a Foundation of Trust Through Data Confidence

The Challenge

In today's privacy-first digital landscape, advertisers face significant hurdles to data collection. Challenges like low cookie consent rates and ad blockers, are now compounded by the need to measure user journeys across a complex mix of environments, from web and native apps to smart TVs and other connected devices. This fragmentation can create gaps in your data, leading to misattribution and a lack of trust in your own reports. The goal is to create a durable, future-ready framework for data collection, one with a consistent data model capable of connecting these disparate environments.

The Solution

Google has equipped Google Analytics with a suite of tools for durable measurement, designed to facilitate the strongest possible signals for collection and action while respecting user privacy.

Maximizing Signal Capture

Traditional third-party tags are increasingly blocked by browsers. The new **Google Tag Gateway** aligns your analytics with modern browser standards by allowing you to serve the Google tag from your own first-party domain.

Recovering Lost Conversions

Enhanced Conversions supplements your existing tags by sending hashed, first-party data (like email addresses) from your website to Google in a privacy-safe way. This helps recover conversions that would otherwise be lost due to the degradation of third-party identifiers, improving the accuracy of your measurement and providing more data to smart bidding algorithms.

Modeling Performance With Consent Mode

Consent Mode allows you to adjust how Google tags behave based on a user's consent status. For users who do not consent to ad cookies, Google uses AI-powered conversion modeling to fill the measurement gaps.

Understanding Your Data

Recent UI updates, such as System Annotations that flag product updates impacting data and enhanced "data not available" labels, provide greater transparency. These features help you understand fluctuations in your data, building confidence in your analysis.

Up to 20%

tracked signal uplift can be achieved with Google Tag Gateway, preventing valuable data from being lost.

TRKKN SUCCESS STORIES



#EnhancedConversions

Mobile network provider **giffgaff** implemented Enhanced Conversions and saw a **31% uplift in attributed conversions**, which translated to a **5% increase in orders** and a **4% uplift in SIM activations**. [Learn more](#)



#ConsentMode

Major brands like **L'Oréal** and **Puma** have seen up to a **20% increase in measured conversions** by implementing Consent Mode.

02 From Silos to Synergy: Gaining Cross-Channel Media Insights

The Challenge

A marketer's view of performance is often fragmented. With data locked inside individual advertising platforms, the idea of a single source of truth can feel elusive. This makes true cross-channel analysis and budget planning difficult and inefficient.

The Solution

Google Analytics is positioning itself as the central hub for holistic media analysis, with new features designed to integrate data and surface insights automatically, reducing the time to action for analysts.

Multi-channel Reporting

Google Analytics is rolling out automated integrations to import cost and campaign **data from non-Google platforms**. Starting with **Pinterest, Reddit, and Snapchat**, this allows you to analyze performance across channels within the Google Analytics UI, breaking down data silos.

Your Personal Analyst With AI

The new **Google Analytics Chat** feature brings agentic AI capabilities to your data, acting like an analyst sitting next to you. You can ask questions in natural language, have the AI proactively surface trends and insights, and get help troubleshooting campaign issues, dramatically increasing the efficiency of your analysis.

Proactive Budget Planning

Currently in alpha-testing, new media budgeting tools like **Projections and the Scenario Planner** will allow you to forecast performance and optimize budget allocations across channels directly within Google Analytics, enabling more agile and data-driven financial planning.



I'm so excited about full-funnel measurement in Google Analytics for three key reasons: One – it turns the Google Analytics into the go-to hub for the entire customer journey, reducing reliance on fragmented data across tools. Two – this holistic view enhances Data-Driven Attribution, delivering a more accurate and complete picture. Three – it democratizes data empowering more roles to leverage Google Analytics to improve customer experience and optimize marketing spend.

Alice Crawley
Senior Sales Engineer, Google



Multi-channel Reporting simplifies cross-channel data ingestion from Google and non-Google media



Google Analytics Chat enables easy data exploration, helps in troubleshooting campaign issues



Projection & Scenario Planner enable agile budget management, improved forecasting, in-flight campaign optimization

03 The Activation Engine: Driving Media Optimization With Google Analytics Data

The Challenge

Data is only valuable if it's actionable. The ultimate goal is to use insights to make smarter media buys that yield better results.

The Solution

This is where Google Analytics truly shines. By acting as a "CDP-lite," it enables advertisers to activate their rich, first-party behavioral data to directly influence bidding, targeting, and audience creation across multiple platforms.

Smarter Bidding

Custom Bidding combines your business insights with Google's AI to optimize bids for the conversions, goals, or signals that matter most—maximizing your return on ad spend.

Value-Based Bidding connects offline and online data creating true connected marketing intelligence.

Advanced Targeting with Predictive Audiences:

Google Analytics' AI can create predictive audiences, such as "likely 7-day purchasers" or "predicted 28-day top spenders". Activating these audiences in campaigns delivers powerful results.

Multi-Channel Orchestration

The value of Google Analytics audiences extends beyond Google's ecosystem. Using direct partner integrations and the **GA Audience Export API**, you can push these valuable audience segments to other marketing platforms for email, social, and display campaigns, ensuring consistent targeting across your entire marketing mix.

TRKKN SUCCESS STORIES



#CustomBidding

By feeding Google Analytics session data into Display & Video 360, retailer **John Lewis** created a Custom Bidding algorithm to optimize for session quality, resulting in a **32% reduction in cost per session**. [Learn more ↗](#)



#ValueBasedBidding

By importing its offline CRM data into Google Ads, **Volkswagen** was able to optimize for high-quality leads, achieving a **28% reduction in cost per quality lead**. [Learn more ↗](#)



#AdvancedTargeting

One **energy client** saw a **26% stronger CPA** in their Performance Max campaigns, and advertisers have seen up to an **11% higher view-through rate** on YouTube.

04 Recommendations

Google Analytics has fundamentally evolved from a system of record to a system of action. It is an indispensable part of the modern marketer's toolkit, offering the ability to build a reliable data foundation, uncover cross-channel insights, and activate that data to drive tangible media performance gains. As previously highlighted, advertisers who connect their media platforms to Google Analytics achieve, on average, a 23% increase in conversions and a 10% decrease in cost per conversion (1).

To begin harnessing the full power of the platform, we recommend taking the following steps:

Build Your Data Confidence

1. Conduct a Google Analytics Audit: Assess your current implementation to identify gaps and opportunities.

2. Implement Durable Measurement: Prioritize the setup of Google Tag Gateway, Server-Side Tagging, Enhanced Conversions, and Consent Mode to maximize privacy-safe data capture.

1

Prepare for Holistic Media Planning

1. Integrate Google Ads Data: Enable Data-Driven Attribution and gain access to audience sharing, improved conversion tracking, and richer reporting insights.

2. Connect More Data: Begin the process of importing non-Google media data into Google Analytics to enable comprehensive, multi-channel reporting.

3. Trial New Tools: As the new media budgeting tools become available, be prepared to test them to enhance your forecasting and planning capabilities.

2

Put Your Data to Work

1. Treat GA as a CDP-lite: Start activating your behavioral data to bid better.

2. Activate Predictive Audiences: Improve targeting efficiency with Google Analytics' predictive audiences in your Google Ads campaigns (PMax, Demand Gen, Search).

3. Connect Offline Data: Create a roadmap for integrating your CRM or other offline data to unlock the power of Value-Based Bidding and connected intelligence.

3

By moving beyond basic reporting and embracing Google Analytics as an active optimization engine, advertisers can unlock significant competitive advantages and achieve a new level of media effectiveness.



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TRKKN is a leading full-service provider of Analytics, Marketing & Cloud Technology, and User Journey Optimization. As a trusted Google Marketing Platform Sales Partner and Google Cloud Premier Partner, TRKKN supports brands across industries in leveraging the Google tech stack—and beyond—to drive growth through data-driven marketing.

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