



TRKKRecap

## Episode 1 Summary: AI & Measurement Foundations

TRKKRecaps provide introductions to, and summaries of, key developments in Google digital marketing and cloud technology, and their wider context.

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# Episode One Summary: AI & Measurement Foundations

## Introduction

TRKKN have partnered with Google to deliver an educational webinar series taking you on a journey through Google's ecosystem; demystify the buzz around AI and sharing practical examples on how to develop maturity in a world of AI-powered marketing.

In the first episode we explored the crucial foundations to put in place in order to best take advantage of AI and sustain measurement in a changing world. If you missed it you can watch a recording [here](#) and below is a summary of the key points.

## Why care about Artificial Intelligence (AI)?

Artificial Intelligence is rapidly becoming the top disruptor of the media and marketing industries, and all brands will need a plan to effectively react. However, due to pace of change, research from the Boston Consulting Group shows that average marketing maturity actually decreased 8% over the last three years.

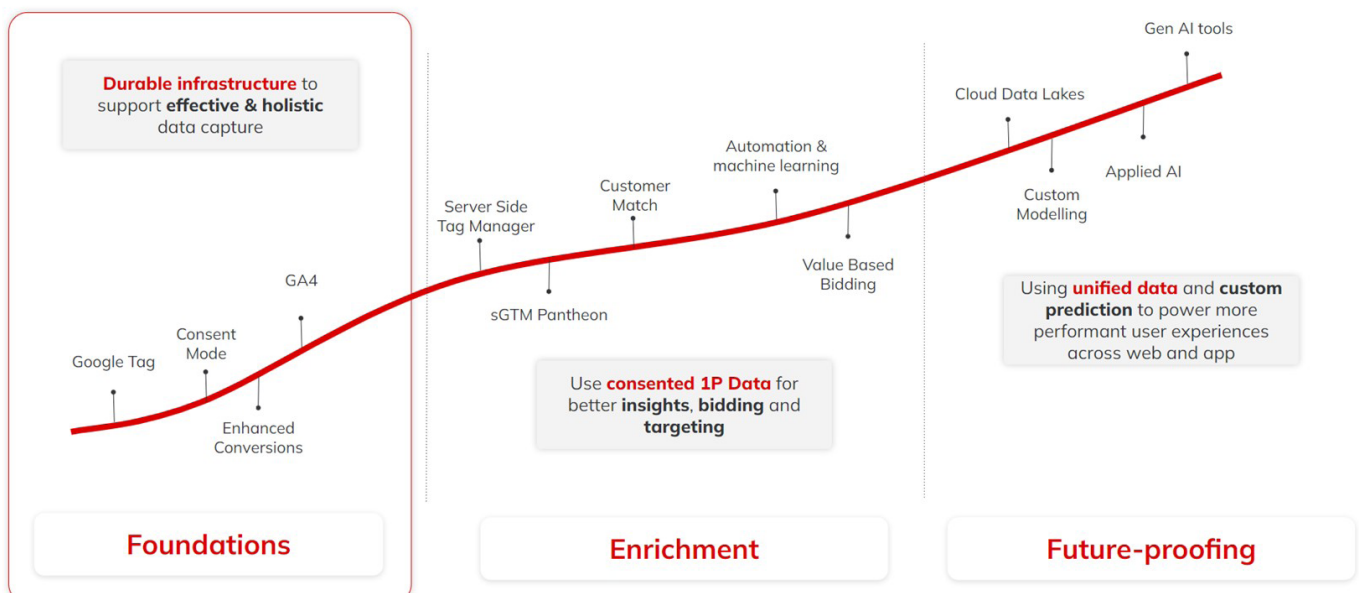
At the same time, their research reinforces the value in investing in developing marketing maturity, with high maturity organisations reporting almost 2x the profitability growth of their lesser maturity peers.

## A new era of AI will be built on having quality, consented data

Realising those benefits means effectively leveraging AI to tackle many of the other disruptors experienced by marketers: respecting user choice while leveraging first party data, reductions in volume of deterministic data, and the need to adapt and optimise in real-time.

Google have the AI solutions to achieve this. But AI's outputs can only be as good as its inputs. Maturity must be built on durable foundations which will sustain quality data at the highest possible volume whilst respecting privacy requirements:

## The building blocks for effective AI-powered marketing



## Foundations delivered via Durable Measurement tools

The key tools to adopt are:

### 1 The Google Tag

- The Google tag (gtag.js) is a single tag you can add to your website to enable a variety of Google products. This key technology is the gateway to Google's AI services and brings what matters to you into their platforms to help your marketing perform.

### 2 Consent Mode

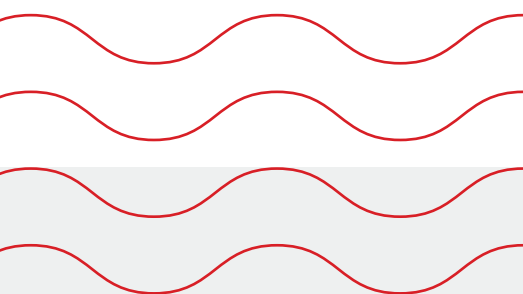
- Whilst predominantly a tool to ensure Google tag behaviour matches user consent choice, Consent Mode also plays a crucial role in AI powered modelling. By sharing information on user consent preference, Google can understand your 'consented universe' and therefore conversion volume as a proportion of consented visits.
- For one TRKKN client, with 48% consent, adopting consent mode allowed them to grow reporting of sessions by 105% via modelling.

### 3 Enhanced Conversions

- This product, which can run via the Google Tag, shares a hashed identifier based on user email to Google. In turn, Google will use the hash to check for ad exposure on its O&O properties, allowing it to assign otherwise lost conversions and improve optimisation. This allows for conversion capture from environments where cookie tracking is blocked, such as Safari, improving not just quantity but quality of conversion data.
- Open University saw their tracked conversion volume increase 6% by deploying Enhanced Conversions.

### 4 Google Analytics 4

- An analytics tool designed for marketers, it allows you to track the complex, multi-platform journeys of your customers while prioritising user privacy. GA4 is future-facing and can compensate for gaps in observable data with AI powered modelling for behaviours, conversions, audiences, and Data Driven Attribution.
- A key new inclusion is User Provided Data (UDP) which supports the use of hashed identifiers for data matching with both CRM platforms and Google products such as Customer Match, to deliver measurement and audiences for cookieless environments.
- Online retailer Baur leveraged GA4's audience modelling to more effectively target and reduced cost per order by 35%



## How to get started

- 01** **Maximise deterministic first-party data volume:**  
Ensure as frictionless a consent experience as possible, and get consent for purposes rather than products to allow flexibility for technological development. Get in touch to hear about TRKKN's Consent
- 02** **Deploy Consent Mode and Enhanced Conversions:**  
With technical and consultative support available via TRKKN's expert teams, certified on Google's Ad Tech Partner Program for Enhanced Conversions.
- 03** **Complete a GA4 Health Check:**  
A free audit service to help you identify opportunities to improve your GA4 setup.

## Who Is TRKKN?

TRKKN is one of the leading Google Marketing Platform Partners and Google Cloud Premier Partner providing full service and expert consulting across the fields of Digital Analytics, Conversion Optimization, Ad Tech, Advanced Analytics & AI, Cloud Engineering and Tech & Data Strategy.