



## Dive Deeper: Google Marketing Platform Updates!

To complement our monthly newsletter, this compilation offers an in-depth look at all pertinent Google Marketing Platform news and developments. Discover even more ways to optimize your digital strategy and effectively reach your business goals with the continued partnership of Making Science.



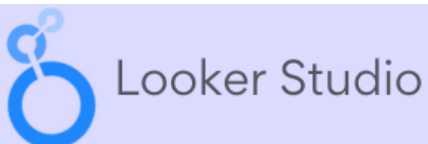
### Annotations now have Analyst+ permissions

Users who have Analyst or higher permissions in Google Analytics can now create, modify, and remove annotations.

### Cost data import: expanded data sources (beta)

You can now import cost data from Google Sheets, Amazon Redshift, Amazon S3, BigQuery, Google Cloud Storage, HTTPS, MySQL, PostgreSQL, and Snowflake.

Once set up, compare performance across all ad channels in Acquisition > Non-Google cost and Planning > All channels reports.



### New alignment option for Cartesian charts

You can now align the chart legend with the grid instead of the title using the Align with grid option.

Available for Cartesian charts in reports with modern charts enabled.

## Performance improvement for BigQuery data sources

Reports using BigQuery may load faster thanks to short query optimized mode, which returns results quickly without creating a full BigQuery job.

This applies when:

- The data source uses Viewer's Credentials
- It uses Owner's Credentials, but you're not the owner
- No changes for users who are the data source credential owner

## Report abuse

Viewers can now report abusive content in Looker Studio reports. Reported content is automatically reviewed and may be hidden or removed.



## Display & Video 360

## Removal of "Country" Dimension from Reach Reports

The "Country" dimension will be removed from reach reports in CM360 and DV360. This change allows advertisers to generate unique reach reports without country segmentation. It affects most templates (except Cross-media Reach). No immediate action is required, but advertisers should review any impacted reports.

## Reach Report Data Source Improvement

CM360 and DV360 will update the data source used for reach reports, increasing accuracy and availability. You may see differences when comparing reports that span April 1, 2024, and include the date dimension.

## Data Transfer v2.0 – Criterion ID Update

As of July 7, 2025, Data Transfer v2.0 is updating criterion IDs for browser, OS, mobile make/model, and ISP to align with cross-platform standards. Both old and new IDs will appear during a 3–6 month transition. Advertisers should begin testing and updating systems, scripts, and processes to avoid disruption.

## New Floodlight Category Field in DV360 and CM360

A category field is now available for Floodlight activities in CM360 and DV360, improving organization and aligning with SA360 and Google Ads. The initial category will sync with SA360 if shared, but further edits will not sync across products. Existing activities need to be updated to assign a category.

## 8+ and 9+ Buckets Added to Frequency Reports

The frequency report now includes 8+ and 9+ impression buckets (in addition to 1+ through 7+ and 10+). This may change the format or data structure of your existing frequency reports. Advertisers should review and adapt any reporting processes accordingly.

## Spotify Podcasts Now Available via PMP in DV360

You can now access Spotify podcast inventory programmatically through Private Marketplace deals in DV360. This allows you to expand your audio and video campaigns by targeting podcast listeners based on show categories and episode topics.

## New Curated CTV Auction Inventory in DV360

DV360 now offers a Curated CTV Auction bundle, giving access to non-guaranteed biddable CTV inventory from top publishers. You can activate this inventory easily via a checkbox in line item settings. [Learn more.](#)

## Netflix Programmatic Inventory Now Available in EMEA

As of July 1st, Netflix inventory is available in DV360 across the UK, France, Germany, Italy, and Spain. Advertisers can target by demographics, mood, interests, and location, and access premium placements like First Impression and curated Title Selection.

## Upcoming Changes to MRC Metrics Reporting

As of July 14, 2025, DV360 and CM360 updated how invalid impressions are calculated in MRC-accredited metrics. You may notice increases of ~100% in Invalid and GIVT Begin to Render Impressions, and ~30% in Inactive Impressions. Make sure your reports and benchmarks are aligned with these new definitions.



## MRC Metrics in CM360 Now Reflect Updated Invalid Impression Counts

As of July 14, 2025, CM360 updated how invalid impressions are counted for MRC-accredited metrics. Expect ~100% increases in Invalid and GIVT Begin to Render Impressions, and ~30% in Inactive Impressions. Ensure your reports and benchmarks are aligned with these changes.



## **Microsoft Performance Max Now Supported in SA360 Bidding**

You can now manage Microsoft Performance Max campaigns using SA360 portfolio bidding strategies, including Target CPA, Target ROAS, and Budget-Based Max Conversion. Campaigns can be controlled via both the SA360 Campaign Settings UI and the Performance Center.

## **Enhanced Audience Conversion Reporting Now Available**

Custom conversion columns in SA360 are now compatible with audience segments in Report Editor. This enhancement allows you to analyze conversion performance across engine in-market audiences (Google Ads and Microsoft), providing deeper segmentation and insights in your reports.

## **Schedule Your Edits in SA360 for Better Campaign Timing**

SA360 now allows advertisers to schedule edits based on specific times and days. This feature helps automate ad changes—like launching a midnight promo or pausing ads after a sale—improving operational efficiency and audience targeting.