



## 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.

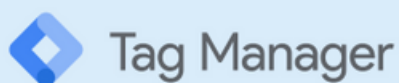


### Import cost data from Reddit Ads

Track your Reddit Ads costs automatically with the new GA integration – no more manual uploads.

Plus, discover dedicated lead generation reports and 8 ready-to-use audience templates to understand why prospects drop off, reach qualified leads, and nurture new ones.

Smarter insights, stronger conversions 🚀



### New JavaScript API for GA cookies

Floodlight tags in server-side Tag Manager will now send unconsented requests directly server-to-server, improving the precision of modeled conversions.

### Modeled conversions accuracy

The new `readAnalyticsStorage` sandbox API lets developers securely access client and session IDs within custom templates. This replaces the unreliable workarounds that often broke when Google updated cookie formats, ensuring a stable and future-proof approach in Tag Manager.



# Looker Studio

## Smarter visuals

Background colors for bar/column labels, flexible waterfall labels, conditional formatting, and new canvas sizes.

## More power

Custom columns in Search Ads 360, faster BigQuery queries, and report descriptions for easier discovery.

## Advanced insights

Pro users can now try the Code Interpreter Preview, turning plain questions into Python-powered analysis.

## Expanded reach

New connectors from TikTok, Snapchat, LinkedIn, Salesforce, WooCommerce, and many more.



## Display & Video 360

### DV360 Central Partner now available to all customers

DV360 Central Partner offers a single platform to create, share, and track inventory deals, enabling one-time setup and activation across linked partners. Users can organize deals into “deal groups” and automatically scale them to eligible campaigns. It uses Google AI for tracking, optimization, and centralized reporting, with flexible access controls. Initially ideal for agencies and multi-partner advertisers, it’s now available to any customer on request.

### Enhanced automation

Enhanced automation in DV360 uses Google AI to analyze clicks, conversions, and impressions to predict the best bid for each impression, improving campaign performance. [Learn more.](#)

### Affinity audiences targeting

Affinity audiences in DV360 help advertisers increase awareness and drive consideration among groups with strong product interest. Google’s audience insights span their entire online journey, from searches to

shopping. [Learn more.](#)

## **Upcoming September update to the platforms program policies for European Union (EU) political ads**

Starting September 2025, Google will update its Platforms Program policies to prohibit the use of its platform products, including DV360, for European Union (EU) political advertising as defined by EU Regulation 2024/900. This includes ads by or on behalf of political actors, or those intended to influence elections, referendums, voting behavior, or legislative/regulatory processes at any level. Political actors include parties, alliances, candidates, elected officials, campaign organizations, and their representatives. Ads featuring political parties, coalitions, current officeholders, candidates, or referendum-related content will also be restricted.

Exceptions will apply to official messages from EU or Member State authorities strictly related to election or referendum participation logistics, as well as public communications providing official, non-influential information. Advertisers can apply for an exemption or appeal a policy decision via the Help Center. From September 2025, DV360 advertisers must self-declare if they intend to run political ads; declaring “Yes” will trigger these restrictions automatically. Similar rules will apply across Google Ad Manager, CM360, and SA360. [Learn more.](#)



## **Conversion Categories for DV360 & CM360**

Conversion Categories are now available in DV360 and CM360 for Floodlight activities, enabling users to assign and edit categories for their conversion events. This update improves how conversions are grouped and reported, aligns processes with Google Ads and SA360 for a more consistent workflow, and lays the groundwork for future advanced, privacy-safe measurement and modeling. Learn more: [DV360](#) / [CM360](#)

## **Tracking Tag Misuse Diagnostic in CM360 Tracking**

CM360 introduces a diagnostic alert that flags incorrect tracking tag setups, such as using click trackers instead of impression trackers, helping avoid billing issues. The feature will appear in the Diagnostics tab for both account and advertiser levels.

## **Adobe and Google Campaign Manager 360 are helping marketers maximize ROI with smarter creative and better results**

Google and Adobe have partnered to meet growing demand for personalized content. Through CM360's integration with Adobe GenStudio, marketers can use generative AI to streamline creative workflows and deliver performance-driven personalized ads. [Learn more.](#)

## Tracking Tag Misuse Diagnostic in CM360 Trafficking

CM360's new diagnostic alert detects when tracking tags are incorrectly implemented, such as placing click trackers instead of impression trackers, to prevent billing discrepancies. Available in the Diagnostics tab at both account and advertiser levels. [Learn more.](#)



## Generative responsive search ads templates

Generative AI is now integrated into SA360's RSA templates, allowing advertisers to quickly produce effective headlines and descriptions, saving time and boosting ad performance. [Learn more.](#)