



Dive Deeper: Google Marketing Platform Updates!

October 2025

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 Meta and TikTok ads

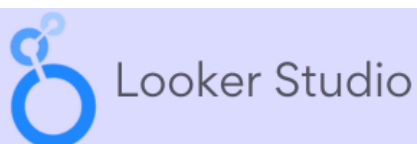
It's now possible to import cost data from Meta and TikTok through direct integrations with Google Analytics. This allows advertisers to automatically view and track their Meta and TikTok ad spend within Google Analytics.

Benchmarking support for unnormalized metrics

Google Analytics has expanded its Benchmarking feature to include 20 new unnormalized metrics, such as New users and Total revenue. This enhancement lets you compare absolute values, not just percentages or ratios, providing a clearer view of your performance against similar businesses.

The tool estimates these values based on your property's active users, helping you understand how your traffic and results stack up relative to peers with different audience sizes.

[Learn more about Benchmarking.](#)



Double-click to resize chart margins

You can now quickly reset chart boundaries to their default settings by double-clicking the edges of time, bar, line, area, or scatter charts.

More data from Google Ads

The Google Ads connector now includes more fields, making it easier to analyze campaign performance. You can now visualize:

- New vs. returning customers
- Gross profit
- Gross profit margin
- Conversions (by conversion date)
- Conversion value (by conversion date)
- All conversions (by conversion date)
- All conversion value (by conversion date)

Pro feature: Share and schedule reports with Slack

Looker Studio Pro users can now share and schedule reports directly to Slack channels or specific users within their workspace. This new integration, currently in Preview, streamlines collaboration by delivering reports where teams communicate most.

Vertical stacking in responsive reports

Responsive reports now allow vertical stacking, letting you place multiple components within the same column of a section for more flexible and organized layouts.



Cart Data Upgrade Enhances DV360 Performance Reporting

Google has rolled out an upgrade to Campaign Manager 360 and Display & Video 360 reporting that surfaces cart-level details from Floodlight conversions, bringing clearer, product-specific visibility into performance. The new “Conversions with Cart Data” reporting category exposes item IDs alongside price and quantity, streamlining analysis that previously relied on Custom Floodlight Variables. To take advantage of the feature, advertisers should review the new reporting category, migrate any reports that currently depend on CFVs, and update implementations that call the CM/DV APIs. For setup steps and best practices, consult the implementation guidance in the respective help centers.

DV360 Reach Reports Now Support Revenue and Total Media Cost Metrics

Advertisers no longer need to stitch together multiple exports to analyze reach alongside financial outcomes. A new Display & Video 360 update lets users add revenue or total media cost metrics directly within reach reports, eliminating the manual merging that previously caused delays and errors. By integrating financial data into a single report, teams can evaluate reach and efficiency in one view, streamline workflows, and produce clearer, more persuasive reporting on campaign impact.



Cart-Level Conversion Reporting Arrives in Campaign Manager 360

CM360 is adding cart-level details from Floodlight conversions to streamline product-level performance analysis. A new “Conversions with Cart Data” reporting category will surface item ID, price, and quantity, making it easier to understand which products drive results without relying on Custom Floodlight Variables. To capitalize on the update, first review the new reporting category and migrate any existing reports that use CFVs. If you access data programmatically, update any CM/DV API integrations to accommodate the new fields. For setup steps and implementation best practices, consult the relevant Help Center guidance.



SA360 Unveils AI Spotlight (Open Beta)

AI Spotlight is now available in Open Beta for all sub-manager accounts, delivering a suite of proactive, intelligence-driven capabilities that surface issues early and validate strategic impact. The experience centers on actionable insights: Performance Findings helps diagnose major shifts in cost and outcomes by explaining what changed and why, while Campaign Configuration Anomalies detects misconfigurations and setting errors that could hinder results. Together, these features streamline diagnostics, reduce manual checks, and enable faster, more confident optimizations across SA360 programs.

Natural Search in SA360 to Be Sunset on January 6, 2026

We're notifying current users that the Natural Search feature in Search Ads 360 will be deprecated, with functionality fully disabled on January 6, 2026. This decision follows limited adoption and reduced reporting value after most search engine traffic shifted to HTTPS. Because your account has attribution turned off, no immediate steps are required. For comprehensive organic traffic measurement going forward, we recommend using Google Analytics.