



Dive Deeper: Google Marketing Platform Updates!

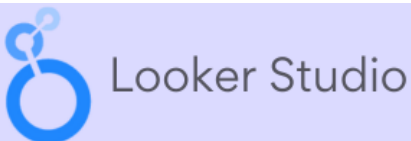
September 2025

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 Snap ads

You can now bring Snap Ads cost data directly into Google Analytics through a smooth integration. This update allows advertisers to track and analyze Snap costs automatically within Google Analytics, without manual uploads. [Learn more about importing cost data from Snap Ads.](#)



Looker Studio Explorer (beta) feature deprecation

The Explorer (beta) in Looker Studio is being phased out and will soon be unavailable. No action is needed, since any existing explorations will be automatically converted into reports.

Hyperlinks and images are disabled for data sources that use Viewer's Credentials

When a data source is configured with Viewer's Credentials, Looker Studio will not display hyperlinks or images in its dimensions. This restriction doesn't apply if both the report creator and the viewer belong to the same team workspace.

Treemap chart improvements

Treemap charts have been enhanced with several updates:

- A new “Fields” section in the Setup tab to define a dimension or metric for coloring.
- Additional color options based on the selected field.
- Border radius control for adjusting the shape of branches.
- A new Label section in the Style tab.

Number of scheduled reports increased to 200

Looker Studio Pro now allows up to 200 scheduled reports per project, giving teams more flexibility in automating report distribution.

Partner connection launch update

The Looker Studio Connector Gallery has been expanded with new partner connectors: Amazon Ads by Adzviser (Amazon Ads), HubSpot by Adzviser (HubSpot), and Amazon Seller Central by Adzviser (Amazon).



Policy Update: EU Political Ads Prohibited on Google Platforms (Effective September 2025)

Starting September 22, 2025, political ads targeting the European Union will be banned across all Google platforms, including DV360 and CM360. This includes ads by political parties, candidates, or campaigns, and those aiming to influence elections or referendums. Ads purely sharing official voting information may still be allowed with prior approval. From September 8, DV360 advertisers must declare whether an ad is political; flagged ads will be restricted in the EU. [Read more.](#)

Key GMP Platform Updates – Effective August & September 2025

Starting August and September 2025, Google Marketing Platform (GMP) will introduce key changes affecting reporting and ad delivery. These include the removal of outdated metrics, a stricter impression counting method (“begin-to-render”), and the launch of improved reach and frequency reporting. In addition, EU political ads will be restricted, requiring advertisers to self-declare relevant content. Several naming updates—such as carrier and geo code adjustments—will also be implemented to align reporting with current standards. Advertisers are encouraged to review and adapt their setups accordingly to avoid disruptions. [Learn more.](#)

Central Partner: Simplify Inventory Deal Management in DV360

The new DV360 Central Partner streamlines inventory deal management by offering a centralized workspace to create, share, and track deals across multiple accounts. With features like deal grouping, automated scaling to eligible campaigns, and AI-powered optimization, it enhances efficiency and maximizes inventory value. It also provides centralized user access controls and reporting. Advertisers can request access through their Google Account Manager. [Read more.](#)



CM360 Updates from September 2025

In September, Floodlight activities will now separate web and app streams in new GA properties. Additionally, EU political ad restrictions will require self-declaration for campaign eligibility. By January 2026, the Natural Search feature will be deprecated, shifting conversion attribution fully to paid clicks and impacting bidding strategies. Advertisers should review these updates and prepare to adjust reporting setups accordingly. [Learn more.](#)

CM360 Beta: Simplify Offline Conversions with Data Manager

Google has launched a Data Manager beta within Campaign Manager 360, offering a new interface to streamline the import and activation of first-party offline conversion data. The tool supports Enhanced Conversions for Offline and Offline Conversion Import (OCI) with improved workflows and UI. To join the beta and simplify your GMP activation, contact your Google sales partner.



New AI-Powered Help Guide in Search Ads 360

Google has introduced an AI-powered Help Guide within the Search Ads 360 Help Center to improve user support and accessibility. This new tool offers a conversational experience that provides instant, personalized answers to product questions, helping users troubleshoot and navigate features more easily—especially for those without direct access to support channels. Available in multiple languages, the Help Guide delivers safe, accurate, and proactive assistance directly within the platform. [Read more.](#)

EU Political Ads: Template Declarations Required by September 22, 2025

To comply with new EU political advertising regulations, any campaign template in Google Ads without a self-declaration by September 22, 2025 will be blocked from creating new campaigns. Advertisers must ensure that all templates explicitly declare whether or not they include political content to avoid disruption. [Learn more.](#)

Google to End Political Ads in the EU Ahead of October 2025

Google will stop serving political ads in the European Union ahead of the TTPA regulation taking effect in October 2025. This includes a ban on qualifying paid political promotions on YouTube within the EU. Advertisers should prepare for full compliance by this date to avoid disruption. [Read more.](#)

New Criteo Integration with Search Ads 360 for Onsite Retail Media

Google and Criteo are launching a new beta integration that enables brands to manage onsite retail media campaigns across Criteo's network of over 200 retailers—directly within Search Ads 360. This integration will help advertisers reach shoppers at the point of purchase, enhancing visibility and performance during key buying moments. [Learn more.](#)