



## **Dive Deeper: Google Marketing Platform Updates!**

### **December 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.

### **Display & Video 360**

#### **DV360 Instant Deals Expands Inventory with Magnite & DRAX**

Display & Video 360 has supercharged its Instant Deals ecosystem by integrating with Magnite Streaming and DRAX, unlocking immediate access to premium CTV supply without complex negotiations. This update empowers advertisers to launch non-guaranteed deals using robust sell-side targeting capabilities: DRAX grants unparalleled access to US-based Disney+ and Hulu inventory with precise genre and rating controls, while Magnite Streaming provides a global gateway to high-quality OTT publishers with granular supply management.

#### **Enhanced Conversion Attribution for TrueView in DV360**

DV360 is refining click-through attribution for TrueView campaigns by appending the `&gclid` parameter to landing URLs, aligning it with standard GMP tracking protocols. To ensure accurate measurement and seamless user navigation, advertisers must verify that their website infrastructure accepts this specific URL suffix, preventing any potential blocks that could disrupt attribution data.

#### **Expand audience list types**

Estimated by end of year – The “Audience List Type” dimension in audience performance reporting will be expanded to provide more granular and accurate classifications, and to support future audience types such

as Lookalikes and Commerce audiences. Instead of three values (First party, Third party, Bid manager), it will include ten: First party, Agency, Commerce, Third party, Demographics, Affinity, In-market, Custom, Lookalike, and Unknown. This added detail enables more refined audience analysis and better-informed optimization decisions. Read more [here](#).

### **Audience List Type Reporting Expanded for Granularity**

The "Audience List Type" dimension within performance reporting is being upgraded to deliver sharper accuracy and deeper granularity. This expansion is designed to future-proof your data for emerging targeting categories, ensuring seamless compatibility and clearer insights for advanced segments like Lookalikes and Commerce audiences. [Learn more](#).



### **Live Now: Search Enhanced Tracking for Google Ads & CM360**

The Enhanced Tracking integration has expanded beyond Demand Gen and YouTube to now support all Google Search ad formats. This update enables advertisers to link accounts for automated tracker application, effectively eliminating the tedious manual workflow of downloading and pasting tags. By streamlining this process, teams can significantly reduce implementation time while maximizing the precision of CM360 Floodlight measurement across their Search activity. [Learn more](#).

### **Introducing the AI-Powered CM360 Help Guide**

Product support has been upgraded with the immediate launch of the CM360 Help Guide Chatbot, a conversational AI assistant designed to streamline troubleshooting. Powered by advanced LLMs, this tool provides a robust self-service option for resolving Campaign Manager 360 queries instantly without waiting for manual support. Users can access the assistant [right now](#) via the top-right chat icon within the CM360 UI or through the widget in the Ads Help Center.

### **Coming Soon: Critical Reporting and Workflow Updates for Q4 2025**

Campaign Manager 360 is rolling out significant updates extending into early 2026, headlined by a shift in display impression counting to a "begin-to-render" methodology to ensure continued MRC alignment. The roadmap also includes the removal of Natural Search metrics in January 2026—refocusing attribution solely on paid clicks—and the deprecation of legacy Firebase links in favor of GA4/Floodlight connections. Rounding out these changes are the removal of the "Disable attribution" toggle to standardize data utility

and minor time format adjustments for Korean language reports, all aimed at streamlining reporting accuracy and workflow efficiency. [Learn more.](#)

### **Contextual Keyword Targeting Arrives in CM360**

Campaign Manager 360 has unlocked new levels of creative personalization with the rollout of Contextual Keyword Targeting. By harnessing Google's search infrastructure to parse webpage text, app descriptions, and video metadata, advertisers can now ensure their messaging aligns perfectly with relevant content. The system continuously crawls environments to maintain up-to-the-minute accuracy, with a subsequent rollout for Studio slated for early 2026. [Learn more.](#)

### **Data Manager Alpha**

Simplify how you import offline conversion data into Campaign Manager 360. Data Manager integration connects directly to external data sources, like Salesforce or BigQuery, through a guided user interface. This automates offline conversion imports, eliminating custom API pipelines or manual file uploads. [Learn more.](#)



### **Elevate CMN Strategy with Brand Preferred Attribution**

Search Ads 360 addresses the attribution complexity within Commerce Media Networks by introducing Brand Preferred Attribution, a feature designed to accurately track and credit the specific brand engagements that actually fuel sales. By isolating these key interactions, advertisers gain granular visibility into performance, allowing for actionable reporting and smarter, data-driven optimization across their entire media mix. [Learn more.](#)

### **Floodlight Update: Enhanced Web-to-App Conversion Modeling**

We are deploying an update to Floodlight modeling designed to close measurement gaps in web-to-app user journeys, specifically addressing signal loss caused by browser cookie restrictions. While this enhancement requires no manual intervention, advertisers should anticipate potential variances in reported conversion totals or attribution shifts between campaigns as the model provides a more accurate view of performance in privacy-constrained environments. [Learn more.](#)