



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

### **November 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.



#### **User-provided data attribution improvement**

Google Analytics has upgraded the user-provided data (UPD) system to boost data accuracy and improve how user behavior is attributed. UPD is now centered on activation and Google Ads conversions, enhancing the performance of Enhanced Conversions and Customer Match audiences.

#### **User-provided data new infra**

A redesigned infrastructure for UPD is now available, allowing new users to implement the feature without experiencing previous limitations. This updated system delivers better results for both Conversion tracking and Customer Match. Customers still operating on the older setup may continue to notice some issues until they are fully migrated during Q2 2026.

#### **Cost data import is now Campaign data import**

Google Analytics is renaming the current Cost data import feature to Campaign data import.

The new name more accurately reflects what the feature actually does — importing campaign-level details and metrics (like cost, clicks, and impressions) from non-Google advertising sources. Learn more about Campaign data import.

The feature itself isn't changing. All existing imports will continue to run normally under the new name, and no action is needed from your side.



Looker Studio

### **Filter control default values now accept parameters**

Filter controls can now use parameters as their default values

### **Modernized timeline chart**

Timeline charts have been refreshed with a cleaner design and new customization options, including adjustable bar corner radius, axes, and grid settings.

### **New shapes**

The Shapes menu has been expanded with additional shape types for report editors. Learn more in [Add text, images, lines, and shapes to your report](#).

### **Pro feature: Cloud Audit Logs**

Looker Studio Pro logs are now accessible through the Logs Explorer in the Google Cloud console.

### **Looker connector enhancements**

The Looker connector now supports up to 75,000 rows in both query results and data exports. See the [connector limits](#) for more details.

### **More data from Google Ads**

"The Google Ads connector now exposes additional "platform comparable" metrics:

- Conversions
- Conversion value
- Conversion value / cost
- Cost / conversion"

## Conditional formatting for bar charts

Modern bar charts now support conditional formatting for individual bars.

## Partner connection launch update

New partner connectors are available in the Looker Studio Connector Gallery:

- Google Ads with AI — Picometrics
- DataTrue v2 — DataTrue
- Lazada Ads — Supermetrics
- OmniWallet — Dataslayer
- TikTok Shop — Catchr
- Local Viking — Local Viking
- Sprout Social — Windsor.ai
- TikTok Shop — Windsor.ai
- Hurma — Hurma
- Google Sheets — Supermetrics



## DV360 Instant Deals - Announcing Integrations with Magnite Streaming & DRAX

Display & Video 360 Instant Deals now integrates with Magnite Streaming and DRAX, expanding instant access to premium CTV inventory. Instant Deals enable non-guaranteed deals that leverage sell-side targeting controls. DRAX provides access to premium Disney+ and Hulu inventory across devices, including CTV, with Content Genre, Rating, and Device targeting, currently for Disney's US inventory and available to global buyers targeting the US. Magnite Streaming adds broad access to a large portfolio of top CTV and OTT publishers worldwide, with granular publisher-level controls and high-quality streaming TV supply.

## New Brand Suitability Controls For YouTube Feed & Discover

New brand suitability controls are available across additional placements to help you better align ad environments with your brand. Inventory types can now be applied on YouTube Home Feed, YouTube Watch Next Feed, and Discover, creating a more consistent brand suitability framework across YouTube, Discover, and the Google Display Network. Excluded content themes are already available for Discover and will also roll out to YouTube Home Feed and Watch Next Feed later this year. These controls affect all campaign types that serve in these environments, including Video Reach, Video View, Performance Max, and Demand Gen, and are available across buying platforms. If you already use Inventory Modes or excluded themes, your current settings will automatically extend to the new inventory. You can review and optimize Inventory Mode settings via the Content Suitability Center or advertiser-level settings in DV360. Learn more [here](#).

## 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](#).

## Rename exchanges in Display & Video 360

Estimated week of November 17, 2025 – Three exchanges in Display & Video 360 reporting will be renamed to reflect updated branding and partnerships: **Magnite** Streaming will become Magnite **SpringServe**, Xandr will become **Microsoft Monetize**, and Criteo—Commerce Grid will become **Criteo Commerce Grid**. Exchange Name values will automatically update to the new labels. Review and adjust any saved reports, dashboards, or automated workflows that rely on the previous names.

## Measure Floodlight on Display & Video 360 TrueView

Estimated by end of year – To improve click-through conversion attribution for TrueView campaigns in Display & Video 360, a new &gclsrc parameter will be appended to click-through landing URLs. This parameter is already used for other traffic within Google Marketing Platform. Make sure your landing pages do not block or strip this parameter, as doing so could prevent accurate conversion attribution.



## Conversions with Cart Data Launch

LIVE - Campaign Manager 360 and Display & Video 360 reporting now support cart-level data from Floodlight conversions, giving you clearer, product-specific performance insights. A new “Conversions with Cart Data” reporting category surfaces item ID, price, and quantity. To take advantage of this, adopt the new category, update any reports that rely on Custom Floodlight Variables, and adjust CM/DV API integrations where needed. Full implementation details are available in the [Help Center](#).

## Search Enhanced Tracking - Google Ads <> CM360 Integration is now live!

LIVE - Google Ads Enhanced Tracking has been expanded to cover Search campaigns in addition to Demand Gen and most YouTube ad formats. All Google Search ad formats are now supported. By linking Google Ads and CM360, trackers are automatically applied to your Search ads, replacing the manual process of downloading tags from CM360 and copying them into Google Ads. This reduces implementation effort

and enables more consistent use of CM360 Floodlight measurement across Search campaigns. Refer to the [Help Center for configuration details](#).

## **Launching the CM360 Help Guide in CM360 & Ads Help Center**

LIVE - The CM360 Help Guide Chatbot is now available as a conversational AI support experience. Powered by advanced language models, it offers a self-service way to get quick, AI-generated answers to CM360 product questions. You can access the chatbot from the [CM360 Ads Help Center](#) (bottom-right widget) or directly in CM360 via the chat icon in the top-right corner.

## **Enable attribution setting**

Estimated December 2025 – The “Disable attribution” setting on Campaign Manager 360 attribution tags will be retired. Attribution will be enabled by default and recommended for all activities, simplifying workflows and ensuring that conversion data can be fully leveraged for reporting and optimization. Before the setting is removed, you can still control whether each conversion activity is enabled for attribution directly in CM360. Afterward, if you need to re-enable attribution for a previously disabled tag, you can contact support.

## **Update display impression counting**

Effective 2025 – Campaign Manager 360 will update its billing methodology for display impressions, moving from an “on-download” to a “begin-to-render” counting model. This change aligns with Media Rating Council (MRC) requirements, supports continued accreditation, and ensures impression data follows industry-standard display measurement practices. DV360 buyers should be aware that downstream reporting will reflect this updated CM360 methodology.

## **Natural Search metrics will be removed**

Estimated January 6, 2026 – The Natural Search feature will be removed from Campaign Manager 360. After this change, conversion attribution will only consider paid clicks, which may increase the number of conversions attributed to paid media and impact bidding strategies that previously used Natural Search attribution. Closely track campaign performance and bidding and adjust targets where appropriate. For combined organic and paid traffic reporting, leverage Search Ads 360 in conjunction with Google Analytics or Search Console.

## **Deprecation of Firebase links**

Estimated Q1 2026 – The ability to create Firebase or Floodlight links will be removed. Equivalent capabilities will be available through Google Analytics or Floodlight links, which enable you to configure activities with separate app streams. Existing Firebase or Floodlight links will continue to function for at least 90 days.

Using Google Analytics or Floodlight links will ensure ongoing app-conversion measurement, and Campaign Manager 360 will offer an option to automatically provision Google Analytics or Floodlight links to replace legacy Firebase links.



### **Data Manager in SA360 is now available**

The SA360 Data Manager interface is now live for importing conversion data, with a single entry point that supports 13 major offline data sources. This streamlined workflow automates data connections, helping ensure more complete and accurate conversion measurement that improves reporting quality and strengthens automated bid optimization. Learn more in the [Help Center](#).