



## Dive Deeper: Google Marketing Platform Updates!

### April 2026

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.



## Looker Studio

### Pro feature: Manage sharing policy for assets in team workspaces

In Looker Studio Pro team workspaces, some assets such as reports or data sources may not have a defined owner, which can create challenges when managing access permissions.

To address this, a Policy User can now be assigned to these assets. This user determines which organizational sharing rules apply, ensuring better control and governance even if the original creator is no longer part of the organization.

### A new Conversational Analytics experience

Conversational Analytics has been updated with a new experience that introduces several changes:

It is now accessible to all Data Studio users.

It no longer depends on Gemini being enabled.

Users can interact with data agents created in BigQuery, although creating them directly in Data Studio is no longer supported.

A legacy view is still available to revisit previous conversations and agents when needed.

## Share your BigQuery data agents to Data Studio

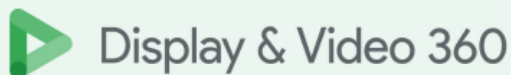
Currently in preview, users can now build data agents in BigQuery and seamlessly publish them to Data Studio, enabling their use within Conversational Analytics workflows.

## Gemini in Looker is now Gemini in Data Studio.

Gemini has been rebranded and is now part of Data Studio, aligning its naming with the updated platform.

## Data Studio rebrand and updated home page

Looker Studio has been renamed to Data Studio. Along with this change, the home page has been redesigned to centralize access to key resources, including reports, data sources, BigQuery conversational agents, and data applications built with Colab notebooks, all within a single interface.



## Get Started with DV360 Ads Advisor

Google unveiled the “Gemini advantage” across Google Marketing Platform, highlighting AI-powered capabilities designed to better predict customer behavior, activate across channels, and drive higher-value outcomes with greater efficiency. This reinforces AI-driven planning, activation, and optimization across DV360. [Learn more.](#)

## Commerce audiences on DV360

DV360 now enables activation of retailer-backed commerce audiences (e.g., Kroger shopper data) across YouTube and third-party inventory. This allows advertisers to leverage retail purchase signals for more precise audience targeting and commerce-driven media strategies.

## SKU-level measurement DV360

New SKU-level reporting connects media spend directly to retail sales outcomes at the product level. This closes the loop between advertising exposure and actual sales performance, improving commerce measurement granularity.

## The Google TV Masthead (CPH and CPM) is now available for booking directly in DV360 IR.

The Google TV Masthead ad unit can now be booked directly within DV360 Instant Reserve. This high-impact placement appears on the Google TV home screen at device startup, enabling premium, immersive CTV exposure with direct deep-linking capabilities. [Learn more.](#)

### **Instant access to Inventory Availability reports**

Inventory Availability Reports (IAR) will be integrated into the DV360 Instant Reporting interface. This removes offline generation delays and allows real-time analysis of inventory trends and potential reach directly within the UI. [Learn more.](#)

### **New dimensions in Unique Reach Overlap reports**

Unique Reach Overlap reports will include new campaign-level dimensions in DV360. This improves precision when analyzing audience duplication and reach overlap across campaigns.



### **New dimensions in Unique Reach Overlap reports**

Placement-level dimensions will be added to Unique Reach Overlap reports in Campaign Manager 360. This enhances visibility into cross-placement audience duplication and helps refine reach strategies.

### **Creative Projects from the Campaign Manager 360 UI will be removed**

Following the sunset of Ads Creative Studio, the Creative Projects feature will be removed from the CM360 interface. All creative project entities will be deleted, signaling a cleanup of legacy creative workflow tools. [Learn more.](#)

### **YouTube Display Pixel implementation to self serve**

Campaign Manager 360 now allows self-serve implementation of YouTube and Display pixels through a built-in integration workflow. This reduces reliance on external support and simplifies pixel deployment.

### **Web/App split for Campaign Manager 360 Floodlight Activities**

Campaign Manager 360 has updated how Floodlight activities handle conversion pings when linked to Google Analytics properties. Going forward, any newly linked Google Analytics properties will automatically separate Floodlight activities into distinct web and app streams.

Existing linked properties will continue using the combined web and app behavior for now, meaning no immediate changes for current configurations.

### **Third-party URLs will be deprecated**

The legacy **creative-level** impression, click, and survey URL fields have been removed. These fields have already been replaced in the UI by Event Tags, and this change will now extend to the API to fully standardize tracking through the Event Tags system.

Advertisers should continue using Event Tags for third-party tracking. Any current integrations that still rely on creative-level third-party URL fields must transition to Event Tags to avoid disruption.



Search Ads 360

### **Search Ads 360 Multi Target Portfolios**

SA360 Multi-Target Portfolios provide enhanced bidding flexibility by allowing sub-portfolio groupings across engines, campaign types, and business lines. Advertisers using this approach typically see improved conversion performance and more precise target achievement compared to standalone bid strategies.