



GMP Connect - Aug



21 Aug 2020

Agenda for today

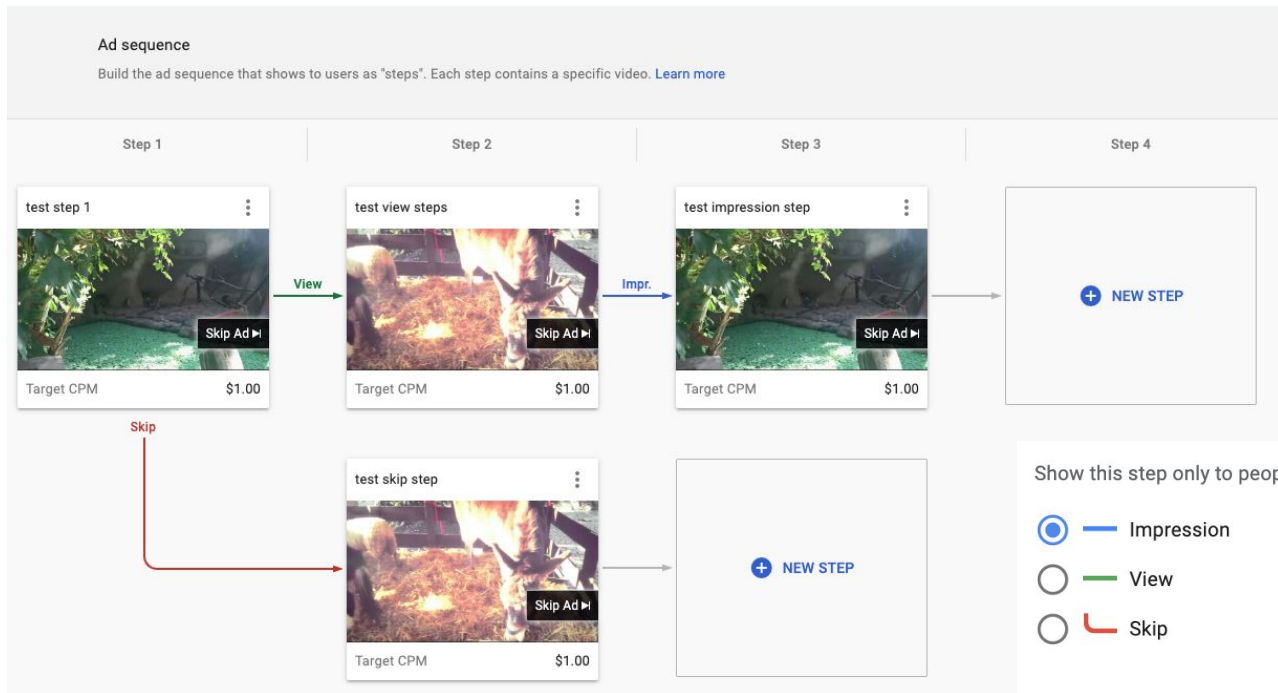
- Ads
 - [DV360] Video Ad Sequencing, Branching Launch
 - [DV360] Audio Mixer
 - [DV360] 3D Swirl Ads in DV360
- Analysis
 - [DV360] Brand Lift Externalization
 - [GA360] Conversion Probability
 - [GA360] Attribution Model
 - [GA360] App + Web

Video Ad Sequencing, Branching Launch



Video Ad Sequencing, Branching

Branching for video ad sequencing allows users to create a new branch within a VAS line item based on the action (impression, skip, view) a user took during the previous step of a sequence. This new capability enables the ability for advertisers to deliver complex storytelling and segment




Audio Mixer

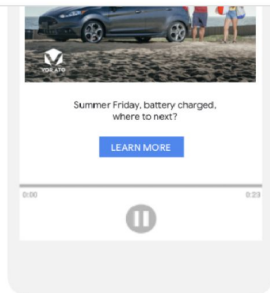


Audio Mixer

Audio Mixer is the solution for advertisers looking to develop audio creatives through a simple, streamlined authoring tool in DV360. With this tool, customers are able to quickly and inexpensively create ads to run across audio campaigns while maintaining good end-user experiences.

Format Gallery





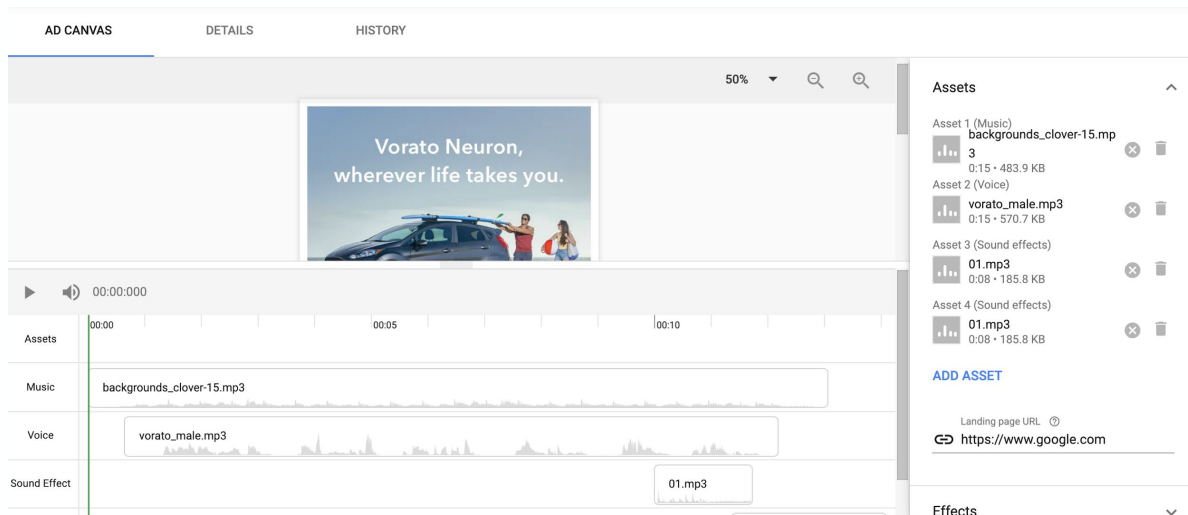
Audio mixer NEW

Desktop • Mobile web • Mobile app

Mix voice, music, and sound effects to create a multi-track audio ad.

[CREATE](#) [DETAILS](#)

Audio Mixer Setup



Upload and Preview Audio Assets

1. Click **Add asset** and select a **Voice**, **Music**, or **Sound Effects** label
 - Asset must be an mp3 (see [Best Practices](#) for audio creatives)
 - Maximum of 5 assets
2. Preview audio assets using the two play buttons:
 - Play all assets from the beginning using the *middle preview pane play button*
 - Play only the selected assets using the *timeline play button* and dragging the blue indicator to the desired start point

Audio Mixer Setup

Upload Companion Display Creatives

1. Select the **Companion creatives** dropdown to upload or assign companion display creatives (see more under [About companion creatives](#))
 - **Assign:** Use a display creative that has already been created under your advertiser
 - **Upload:** Upload an asset as a companion creative

Apply Effects to your Audio Assets

1. Select the **Effects** dropdown to apply the following effects:
 - **Fade in/out:** Input mm:ss:ms in order to specify the length of a gradual increase/decrease in volume at the start/end of your asset
 - **Trim start/end:** Input mm:ss:ms in order to trim the asset by a specified length at the start or from the end of the track
 - **Start Offset:** Input mm:ss:ms in order to specify where the asset will begin in the timeline
 - This can also be applied by dragging the asset within the timeline
 - **Gain:** Adjust the volume level of your asset (maximum 200%)
2. Preview your effects in real time by playing individual assets through the timeline play button or the full creative within the preview pane's play button

Add Landing Page URL and Creative Details

1. Select the **Assets** dropdown to add your creative's landing page URL
 - Companion creative landing pages are irrelevant to this audio creative; the landing page URL provided here will be the only click-through URL
2. Select the **Details** tab and name your creative
 - *Optional* Serving Properties: Add third party URLs for tracking integrations
 - *Optional* Additional Details: Add an integration code or notes

3D Swirl Ads in DV360



Introducing 3D Swirl Ads

3D Swirl is a new mobile display format available through DV360

Designed to drive user engagement via immersive 3D ad experience



3D Swirl delivers higher engagement and purchase intent

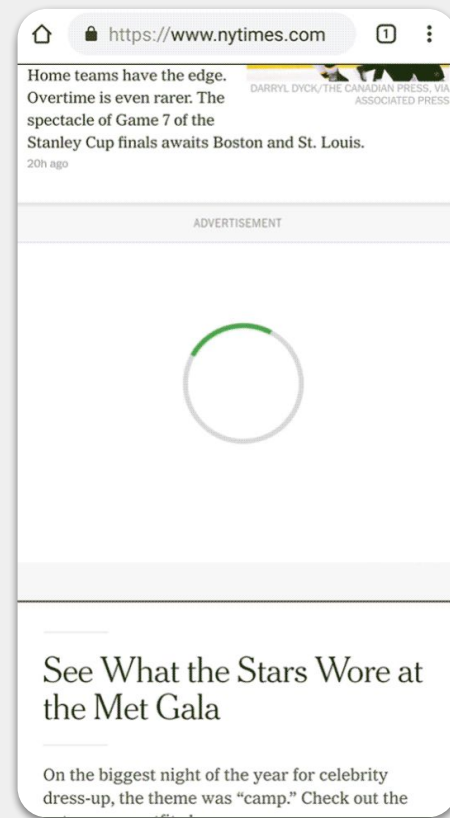
3D Swirl has demonstrated higher brand performance compared to 2D and rich media display ads*

3x Engagement Rate

6.9x Purchase Intent

4.7x Brand Favorability

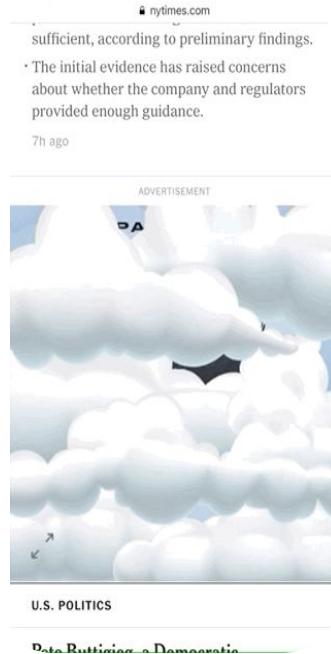
*Vs. Rich Media Benchmarks



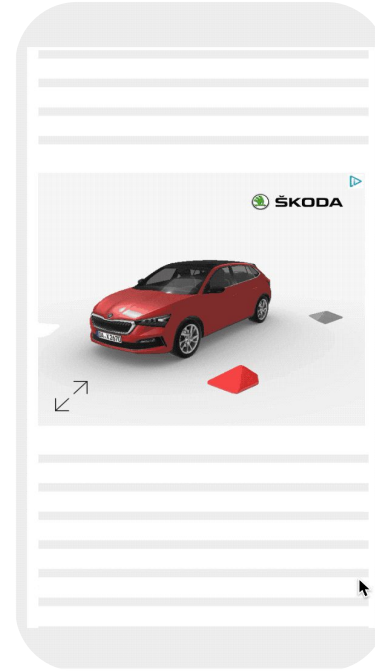
3D Swirl creatives enable brands to tell innovative stories



Tell your brand story



Launch a new product



Showcase product options

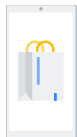


Explore a product in detail

Awareness

Purchase Intent

Reach your audience at scale with DV360



Mobile-first

Swirl is designed to delight and engage users on mobile



Scale via DV360

Available across Google Ad Manager publishers



Multiple ad-sizes available

300x250; 300x600; 336x280

rog, finally scores a date

If the newly energized Sehuencas water frog breeding program is successful, future generations of the rare species will be reintroduced to the wild.

By Brooks Hays



Jan. 15 (UPI) -- The world's loneliest frog, single for a decade, is finally getting a date.

For the last ten years, Romeo, a rare Sehuencas water frog, has lived in isolation at Museo de Historia Natural Alcide d'Orbigny in Bolivia. He's known only the company of biologists and museum visitors.

Creating 3D Swirl ads using GWD

1. Determine what product you want to highlight in 3D

- Leverage your existing Brand & Campaign Creative to establish the direction for your 3D ad

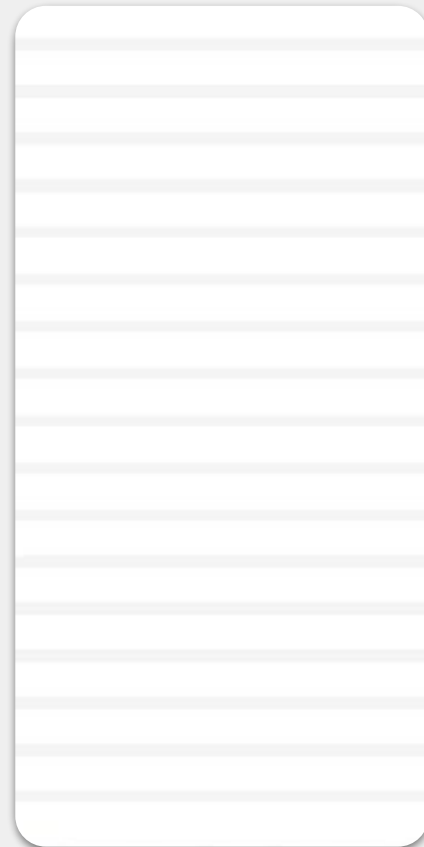
2. Develop your 3D asset

- Optimize your product's existing 3D model or start from scratch

3. Build the final ad

- Easily create the full ads experience using our 3D Swirl templates in [Google Web Designer](#)

-
- Got this on your own? Our [Best Practices](#) & [Technical Documentation](#) can help you create your ad from start to finish



Swirl - Basic Template

Swirl 3D Ads Details

Availability	Open for Beta testers
Adsize	300x250, 336x280 (with optional expansion); 300x600
Inventory	Mobile web on Google Ad Manager inventory; Not available on mApp
Goal	Awareness, Consideration
Bidding	CPM
Device Availability	Mobile only
Metrics	Custom Engagement metrics available in DV360 reporting

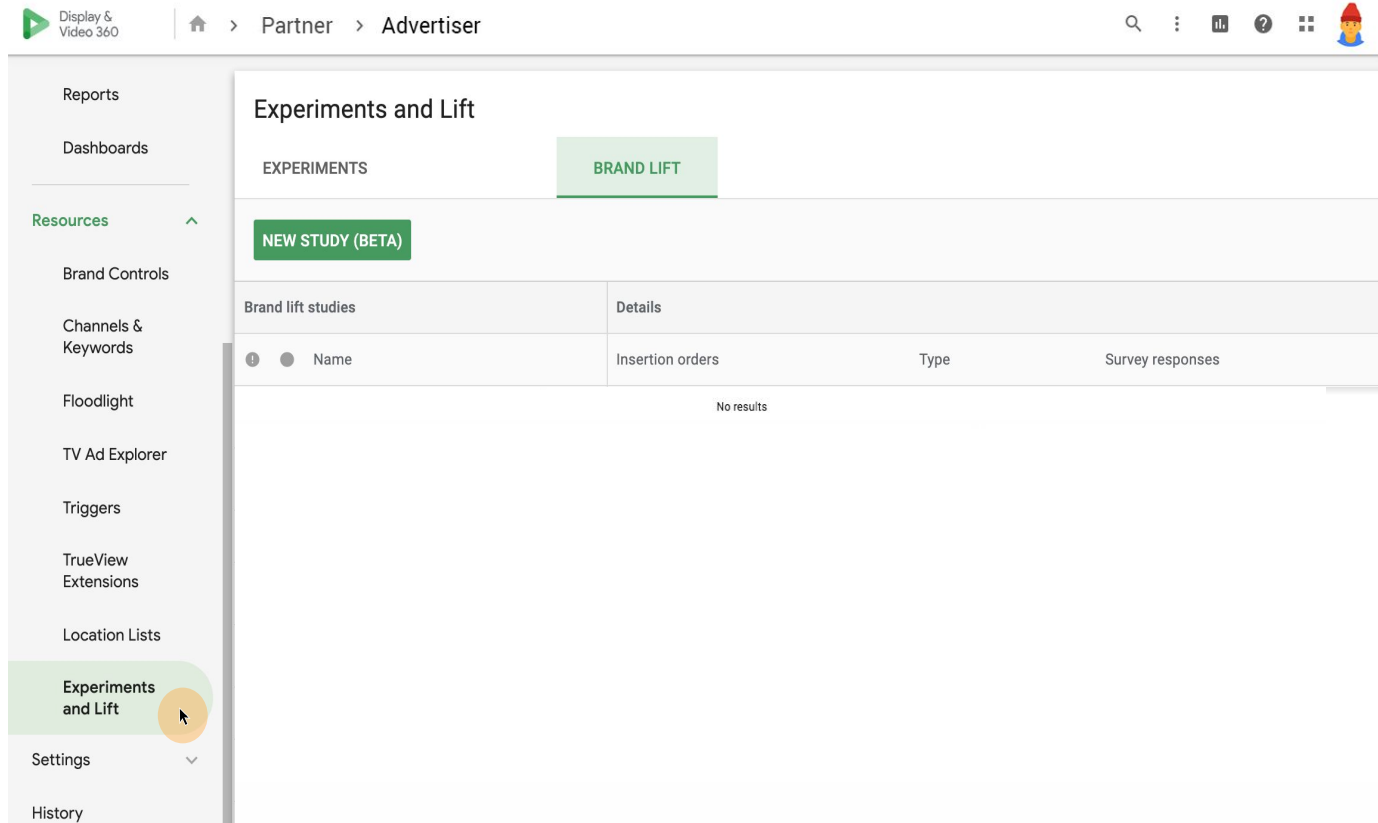
Brand Lift Externalization on DV360





Setup

1. Navigate to the 'Experiments and Lift' tab



The screenshot displays the Google Ads interface. The top navigation bar includes the 'Display & Video 360' logo, a breadcrumb trail 'Partner > Advertiser', and utility icons for search, settings, help, and user profile. The left sidebar contains a menu with categories: Reports, Dashboards, Resources (expanded), Brand Controls, Channels & Keywords, Floodlight, TV Ad Explorer, Triggers, TrueView Extensions, Location Lists, Experiments and Lift (highlighted with a mouse cursor), Settings, and History. The main content area is titled 'Experiments and Lift' and features two tabs: 'EXPERIMENTS' and 'BRAND LIFT' (the active tab). Below the tabs is a 'NEW STUDY (BETA)' button. A table titled 'Brand lift studies' is shown with columns: 'Brand lift studies', 'Details', 'Name', 'Insertion orders', 'Type', and 'Survey responses'. The table currently displays 'No results'.

Display & Video 360

Partner > Advertiser

Reports

Dashboards

Resources

Brand Controls

Channels & Keywords

Floodlight

TV Ad Explorer

Triggers

TrueView Extensions

Location Lists

Experiments and Lift

Settings

History

Experiments and Lift

EXPERIMENTS

BRAND LIFT

NEW STUDY (BETA)

Brand lift studies	Details
1 ● Name	Insertion orders Type Survey responses
No results	

2. Select the 'Brand Lift (New)' tab, then click NEW STUDY

The screenshot shows the Display & Video 360 interface. The top navigation bar includes the logo, a breadcrumb trail (Home > Partner > Advertiser), search, and utility icons. The left sidebar lists various sections: Reports, Dashboards, Resources (expanded), Brand Controls, Channels & Keywords, Floodlight, TV Ad Explorer, Triggers, TrueView Extensions, Location Lists, Experiments and Lift (highlighted), Settings, and History. The main content area is titled 'Experiments and Lift' and features two tabs: 'EXPERIMENTS' and 'BRAND LIFT' (selected). Below the tabs, a green button labeled 'NEW STUDY (BETA)' is highlighted with an orange circle and a mouse cursor. Underneath, a table with the header 'Brand lift studies' is shown, containing columns for Name, Insertion orders, Type, and Survey responses. The table currently displays 'No results'.

Display & Video 360

Home > Partner > Advertiser

Reports

Dashboards

Resources

Brand Controls

Channels & Keywords

Floodlight

TV Ad Explorer

Triggers

TrueView Extensions

Location Lists

Experiments and Lift

Settings

History

Experiments and Lift

EXPERIMENTS BRAND LIFT

NEW STUDY (BETA)

Brand lift studies		Details	
Name	Insertion orders	Type	Survey responses
No results			

3. Select Insertion Orders and Lift Metrics

× New brand/product

Brand/product name

Name

Insertion orders

Select insertion orders with video or TrueView line items

[SELECT INSERTION ORDERS](#)

Lift metrics

Lift to measure [?]

☐ Ad recall

☒ Awareness

☒ Consideration

☐ Favorability

☐ Purchase intent

4. Choose between “YouTube PG” (BART) and “All other video” (YouTube, Instant Reserve or Cross-Exchange IOs)

✕ Select insertion orders



Insertion order containing:

☐ YouTube Programmatic Guaranteed ☒ All other video

☒ Show only eligible insertion orders

Search



6 selected

[CLEAR ALL](#)

22 insertion orders

- ☒ BLN Beta testing IO #5 (13369241)
- ☒ BLN Beta testing IO #2 #2 (13369242)
- ☒ BLN Beta testing IO #3 #2 (13369243)
- ☒ BLN Beta testing IO #4 #2 (13369244)
- ☒ BLN Beta testing IO #5 - TrV Lineltem only #2 (13369245)
- ☒ BLN Beta testing IO #6 - CrX Lineltem only #2 (13369246)
- ☐ #1 Eligibility test - Flight/ASAP IO - Daily/Even LI #2 (13369248)
- ☐ #2 Eligibility test - Flight/ASAP IO - Daily/ASAP LI #2 (13369249)
- ☐ #3 Eligibility test - Flight/ASAP IO - Flight/Even LI #2 (13369250)
- ☐ #4 Eligibility e2e test - Flight/ASAP IO - Flight/Even LI #3 (13369251)
- ☐ #4 Eligibility e2e test - Flight/ASAP IO - Flight/Even LI #2 (13369252)

BLN Beta testing IO #6 - CrX Lineltem only #2 (13369246)



BLN Beta testing IO #5 - TrV Lineltem only #2 (13369245)



BLN Beta testing IO #4 #2 (13369244)



BLN Beta testing IO #3 #2 (13369243)



BLN Beta testing IO #2 #2 (13369242)



BLN Beta testing IO #5 (13369241)



5. Select the desired Lift Metrics and add fill in the Survey Details & Survey Settings

× New brand/product

Brand/product name	<input type="text" value="Name"/>		
Insertion orders ⓘ	Select insertion orders with video or TrueView line items SELECT INSERTION ORDERS		Current daily media cost Only the currently active TrueView line items are taken into account to calculate the current daily media cost. <i>Select insertion orders with TrueView line items to see the cost</i>
Lift metrics ⓘ	Lift to measure <input type="checkbox"/> Ad recall <input type="checkbox"/> Awareness <input type="checkbox"/> Consideration <input type="checkbox"/> Favorability <input type="checkbox"/> Purchase intent		Required daily media cost TrueView line items require a minimum daily media cost to generate lift results. To get measurement results, you must meet daily requirements for at least 7 days. <i>Select lift metrics to see daily requirements</i>
Survey details ⓘ	Enter your brand/product and up to 3 competitors Your brand/product name should match the name used in your ads 1. Competitor <input type="text"/> 2. Competitor <input type="text"/> 3. Competitor <input type="text"/>		
Survey settings ⓘ	Select your survey question settings Language: <input type="text" value="English"/> Object type: <input type="text" value="Object type"/> Intended action: <input type="text" value="Intended action"/>		

CREATE

CANCEL

6. Ensure the daily budget is eligible for BL 2.0 measurement (YouTube)

Important Notes:

Current daily media cost

Only the currently active TrueView line items are taken into account to calculate the current daily media cost.

Select insertion orders with TrueView line items to see the cost

Required daily media cost

TrueView line items require a minimum daily media cost to generate lift results. To get measurement results, you must meet daily requirements for at least 7 days.

Select lift metrics to see daily requirements

- The system looks at the **IO budget segments** as well as at the **LI level daily budgets** added to the studies. The minimum daily budget requirements need to be met on both levels **every single day for which measurement is desired for at least 7 days**.
- **The Platform Tech Fees do not count towards the min. Budget for eligibility. The system will only take into account the Media Budget.**
- **The budget eligibility updates every couple of hours so changes to the budget will not be reflected immediately.**
- **Insertion Orders and Line Items that are paused, in draft mode or have a future start date do not count towards the eligible budget** and will cause the status to show “Not Eligible”, and their estimated daily budget will be \$0. Once the campaign date is reached or if you unpause your campaigns, this should revert the status to Eligible.
- YouTube PG campaigns need to fulfill both the min. daily budget as well as the **min. impressions**

The Combined LI daily budgets for the IOs added to the **YouTube** measurement entity need to meet the minimum **daily budget requirements**

 Display & Video 360

🏠 > Xbid Test > Brand Lift Next test (adsdbid: 317357172) > Campaign 1 for test

[illegible]

IO Budget Segments need to meet the minimum **daily budget requirements** for **YouTube** measurement entities

Example scenarios for countries with \$10,000 min. spend/ week (\$1,429 / day)

Example 1

Eligible for continuous, always on measurement

Specify this insertion order's flight dates and budget segments

Budget	Description	Start date	End date
\$ 30000		Jun 22, 2020	Jul 11, 2020

Example 2

Eligible for one week of measurement, not eligible for the rest of the campaign

Specify this insertion order's flight dates and budget segments

Budget	Description	Start date	End date
\$ 10,000		Jun 22, 2020	Jun 28, 2020
\$ 10000		Jun 28, 2020	Jul 31, 2020
\$ 20000		Jun 22, 2020	Jul 31, 2020

Example 3:

Not eligible for measurement

Specify this insertion order's flight dates and budget segments

Budget	Description	Start date	End date
\$ 10000		Jun 22, 2020	Jun 29, 2020



Reporting

The graphic features a white background with several diagonal stripes in shades of gray and green. A solid green rectangle is positioned on the left side, containing the text 'YouTube Brand Lift' in white. To the right of this rectangle, there is a gray rectangular block and a green triangular block, both partially visible. A thin green line extends from the top right corner of the green triangle towards the bottom right of the frame.

YouTube Brand Lift




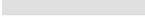






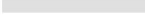
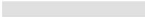








Click the ‘View’ link to access the results of your measurement entity

Experiments and Lift

EXPERIMENTS

BRAND LIFT

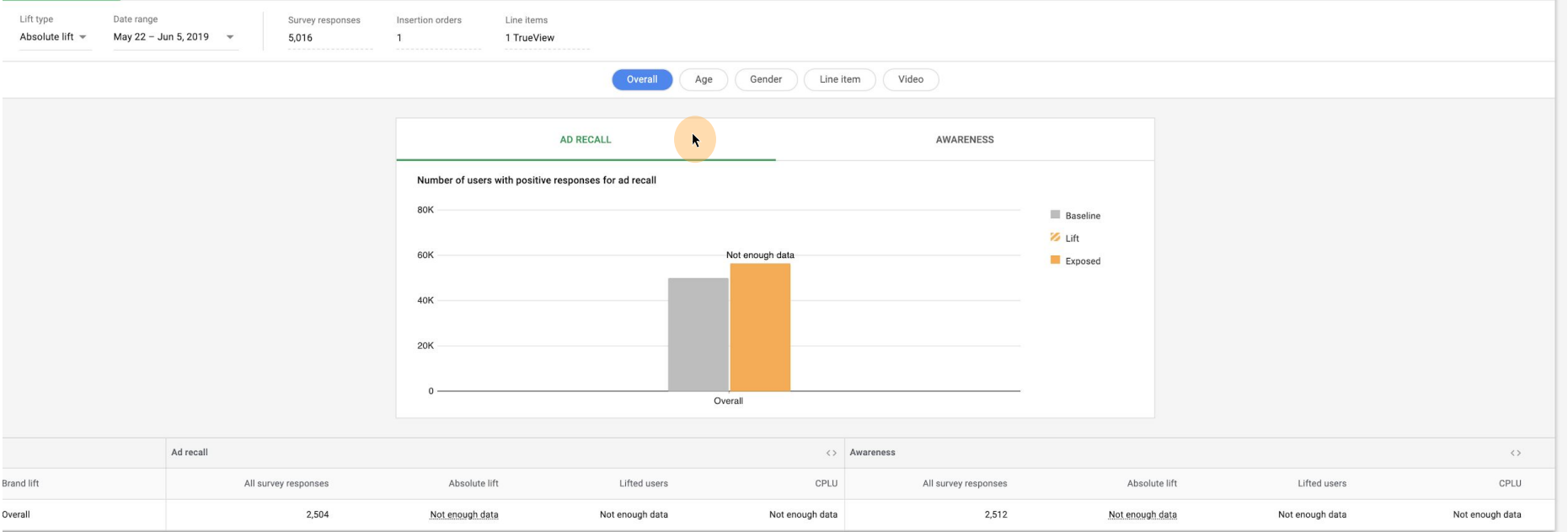
NEW STUDY (BETA)

Brand lift studies		Details			
  Name		Insertion orders	Type	Survey responses	Results
 DV360 Test - one CrossExchange LI - should be reviewed without policies - 144313		1 insertion order	Video	0 	View 
 DV360 Test - one TrV LI - should be reviewed without policies 143909		1 insertion order	TrueView	994 	View 
  BLN Beta study (with some survey review policies) 125572		1 insertion order	TrueView Video	0  0 	View 
 BLN Beta study 125384		1 insertion order	TrueView	5,016 	View 
 Second BLN Beta study 94746		1 insertion order	TrueView Video	1,106  1,312 	View 

Choose between the metrics you have measured

BLN Beta study

TRUEVIEW



Navigate to 'Lift Type' to switch between Absolute, Relative and Headroom Lift

← Brand Lift Report



BLN Beta study

TRUEVIEW

Lift type

May 22 – Jun 5, 2019

Survey responses

5,016

Insertion orders

1

Line items

1 TrueView

Absolute lift

Relative lift

Headroom lift

Overall

Age

Gender

Line Item

Video

AD RECALL

AWARENESS

Number of users with positive responses for ad recall

80K

60K

40K

20K

0

Baseline

Lift

Exposed

Not enough data

Overall

	Ad recall				< >	Awareness				< >
Brand lift	All survey responses	Absolute lift	Lifted users	CPLU		All survey responses	Absolute lift	Lifted users	CPLU	
Overall	2,504	Not enough data	Not enough data	Not enough data		2,512	Not enough data	Not enough data	Not enough data	

Select your desired time-range

Brand Lift Report



BLN Beta study

TRUEVIEW

Lift type

Absolute lift

Date range

Survey responses

Insertion orders

Line items

Custom

5/22/2019 - Jun 5, 2019

Ad recall

MAY 2019

Awareness

All time

S	M	T	W	T	F	S
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	
JUN 2019						1
2	3	4	5	6	7	8

1

1 TrueView

Overall

Age

Gender

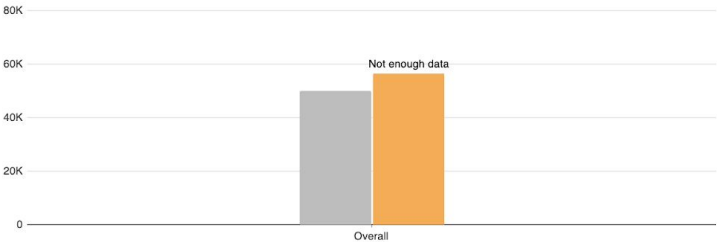
Line item

Video

AD RECALL

AWARENESS

Number of users with positive responses for ad recall



Baseline
Lift
Exposed

Ad recall

<>

Awareness

<>

Brand lift

All survey responses

Absolute lift

Lifted users

CPLU

All survey responses

Absolute lift

Lifted users

CPLU

Overall

2,504

Not enough data

Not enough data

Not enough data

2,512

Not enough data

Not enough data

Not enough data

See lift results per Age segment

← Brand Lift Report

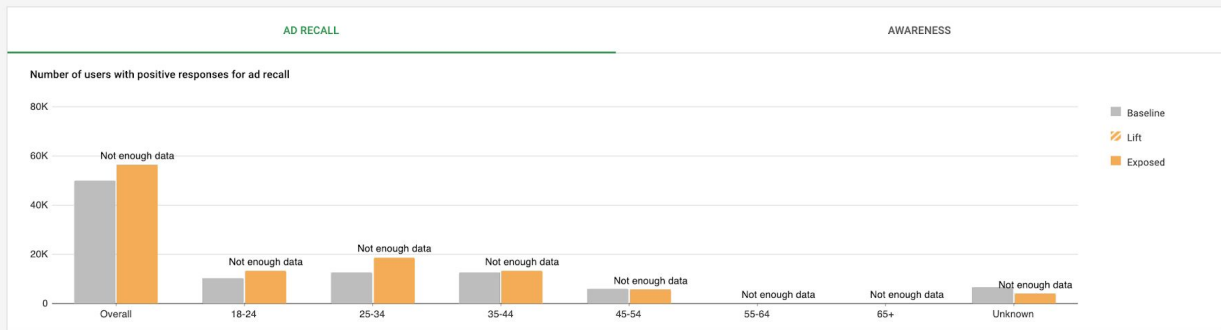


BLN Beta study

TRUEVIEW

Lift type: Absolute lift ▾ Date range: May 22 – Jun 5, 2019 ▾ Survey responses: 5,016 Insertion orders: 1 Line items: 1 TrueView

Overall Age Gender Line item Video



	Ad recall				Awareness			
Brand lift	All survey responses	Absolute lift	Lifted users	CPLU	All survey responses	Absolute lift	Lifted users	CPLU
Overall	2,504	Not enough data	Not enough data	Not enough data	2,512	Not enough data	Not enough data	Not enough data
18-24	737	Not enough data	Not enough data	Not enough data	718	Not enough data	Not enough data	Not enough data

Please note that lift per Age/ Gender/ Line Item/ Video is not guaranteed, and is only reported if it is statistically significant. If you do not have enough data per segment for lift to be reported, you can calculate it manually using the formula “(Exposed PRR)” - “(Baseline PRR)” for each segment.

See lift results per Gender segment

← Brand Lift Report

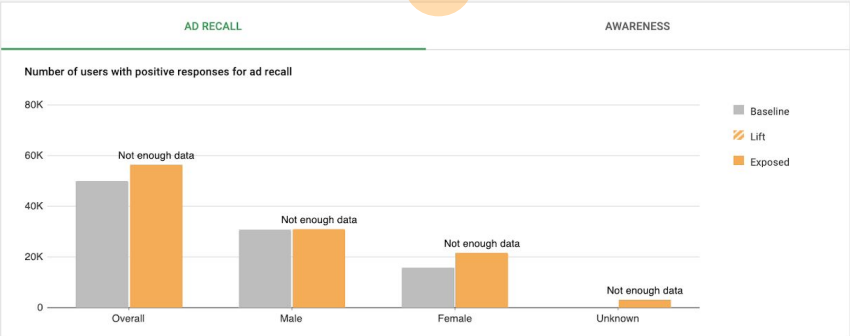


BLN Beta study

TRUEVIEW

Lift type: Absolute lift ▾ Date range: May 22 ~ Jun 5, 2019 ▾ Survey responses: 5,016 Insertion orders: 1 Line items: 1 TrueView

Overall Age Gender Line item Video



	Ad recall				<>	Awareness				<>
Brand lift	All survey responses	Absolute lift	Lifted users	CPLU		All survey responses	Absolute lift	Lifted users	CPLU	
Overall	2,504	Not enough data	Not enough data	Not enough data		2,512	Not enough data	Not enough data	Not enough data	
Male	1,598	Not enough data	Not enough data	Not enough data		1,614	Not enough data	Not enough data	Not enough data	

Please note that lift per Age/ Gender/ Line Item/ Video is not guaranteed, and is only reported if it is statistically significant. If you do not have enough data per segment for lift to be reported, you can calculate it manually using the formula “(Exposed PRR)” - “(Baseline PRR)” for each segment.

See lift results per Line Item

BLN Beta study |

TRUEVIEW

Lift type: Absolute lift ▾ Date range: May 22 – Jun 5, 2019 ▾ Survey responses: 5,016 Insertion orders: 1 Line items: 1 TrueView

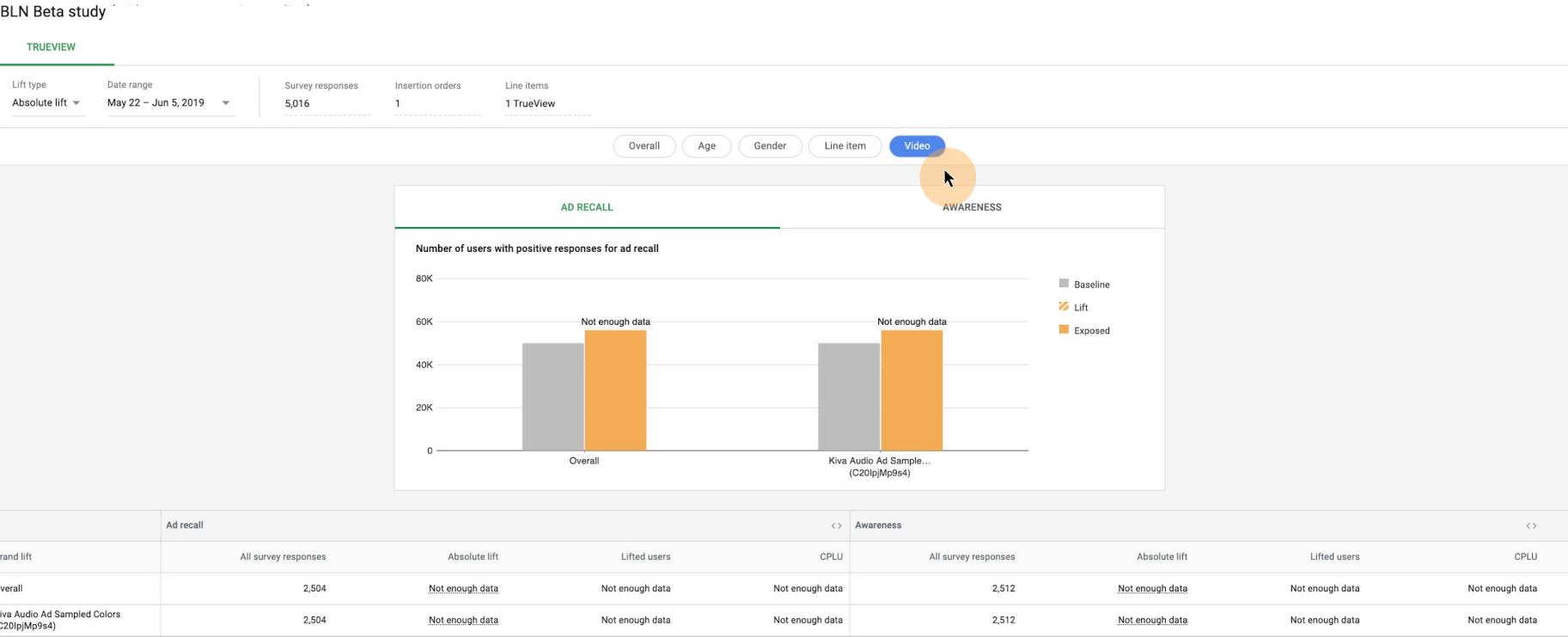
Overall Age Gender Line Item Video



	Ad recall				Awareness			
	All survey responses	Absolute lift	Lifted users	CPLU	All survey responses	Absolute lift	Lifted users	CPLU
Overall	2,504	Not enough data	Not enough data	Not enough data	2,512	Not enough data	Not enough data	Not enough data
Sample TrueView Line Item 9288551 (1938951787)	2,504	Not enough data	Not enough data	Not enough data	2,512	Not enough data	Not enough data	Not enough data

Please note that lift per Age/ Gender/ Line Item/ Video is not guaranteed, and is only reported if it is statistically significant. If you do not have enough data per segment for lift to be reported, you can calculate it manually using the formula “(Exposed PRR)” - “(Baseline PRR)” for each segment.

See lift results per video ad



Please note that lift per Age/ Gender/ Line Item/ Video is not guaranteed, and is only reported if it is statistically significant
If you do not have enough data per segment for lift to be reported, you can calculate it manually using the formula “(Exposed PRR)” - “(Baseline PRR)” for each segment.

Hover onto the graph for more details

BLN Beta study

TRUEVIEW

Lift type	Date range	Survey responses	Insertion orders	Line items
Absolute lift	May 22 – Jun 5, 2019	5,016	1	1 TrueView

- Overall
- Age
- Gender
- Line item
- Video



	Ad recall			<>
Brand lift	All survey responses	Absolute lift	Lifted users	CPLU
Overall	2,504	Not enough data	Not enough data	Not enough data

	Awareness			<>
	All survey responses	Absolute lift	Lifted users	CPLU
	2,512	Not enough data	Not enough data	Not enough data

Expand the table for the full list of metrics

BLN Beta study

TRUEVIEW

Lift type	Date range	Survey responses	Insertion orders	Line items
Absolute lift	May 22 – Jun 5, 2019	5,016	1	1 TrueView

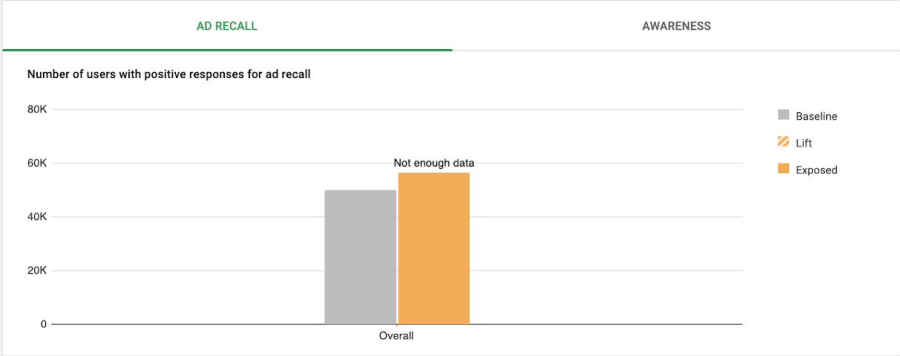
Overall

Age

Gender

Line item

Video



	Ad recall											Awareness				
Brand lift	All survey response	Absolute lift	Relative lift	Headroom lift	Lifted users	CPLU	Didn't see your ads	Saw your ads	Baseline survey res	Exposed survey res	Baseline PRR	Exposed PRR	All survey response	Absolute lift	Lifted users	CPLU
Overall	2,504	Not enough data	Not enough data	Not enough data	Not enough data	Not enough data	50,102 [45,113, 55,091]	56,205 [50,950, 61,459]	1,255	1,249	11.6% [10.5%, 12.8%]	13.1% [11.8%, 14.3%]	2,512	Not enough data	Not enough data	Not enough data

Download Results

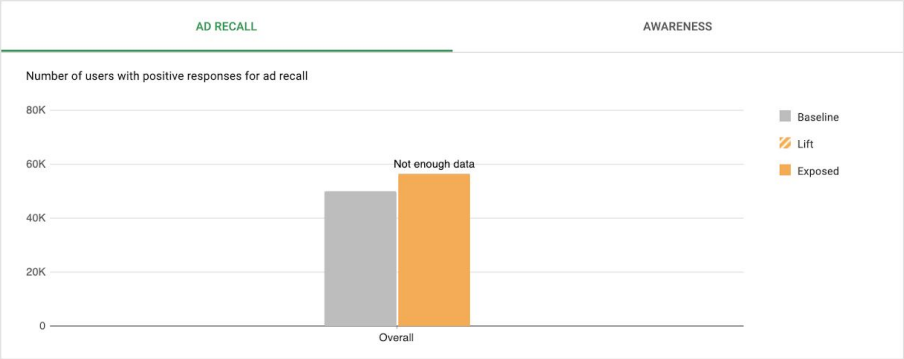
BLN Beta study

TRUEVIEW

Lift type	Date range	Survey responses	Insertion orders	Line items
Absolute lift	May 22 – Jun 5, 2019	5,016	1	1 TrueView

Report
Download

OverallAgeGenderLine itemVideo



	Ad recall				Awareness			
Brand lift	All survey responses	Absolute lift	Lifted users	Cost per lifted user	All survey responses	Absolute lift	Lifted users	Cost per lifted user
Overall	2,504	Not enough data	Not enough data	Not enough data	2,512	Not enough data	Not enough data	Not enough data

Alternative: Offline YouTube Report with Brand Lift Metrics

Reports > Offline Reporting > YouTube > YouTube Standard (*YouTube Only*)

← Return to Offline Report List

Untitled Report

ID: 626698605
Report type: TrueView

Report properties

File name
Name of the file that will be generated. Date and time will be added automatically each time you run the report.

File type **CSV**

Date range **Last 30 days : Jun 29, 2019 - Jul 28, 2019**

Language formatting **English (raw)**
Numbers are displayed without commas or currency symbols.

Report setup

Report template **TrueView Standard**
Choose a template to load reports with common settings.

Filters **Partner**
[+ add filter](#)

Dimensions **Partner ID**
Advertiser Currency

Rich Media [+ add](#)
You must filter by advertiser to view Rich Media.

Currency ☒ Advertiser ☐ Partner ☐ USD

Metrics **Impressions**

TrueView

- ☐ Brand Lift: Absolute Brand Lift
- ☐ Brand Lift: All Survey Responses
- ☐ Brand Lift: Baseline Positive Response Rate
- ☐ Brand Lift: Baseline Survey Responses
- ☐ Brand Lift: Cost Per Lifted User
- ☐ Brand Lift: Exposed Survey Responses
- ☐ Brand Lift: Headroom Brand Lift
- ☐ Brand Lift: Relative Brand Lift
- ☐ Brand Lift: Users

[Collapse All](#)
[Cancel](#) [Done](#)

Tip: To be able to select Brand Lift metrics in the report, you will need to remove most of the other filters, dimensions and metrics, and to add **Brand Lift Type** and **Line Item Type** to the dimensions in order to pull the report.

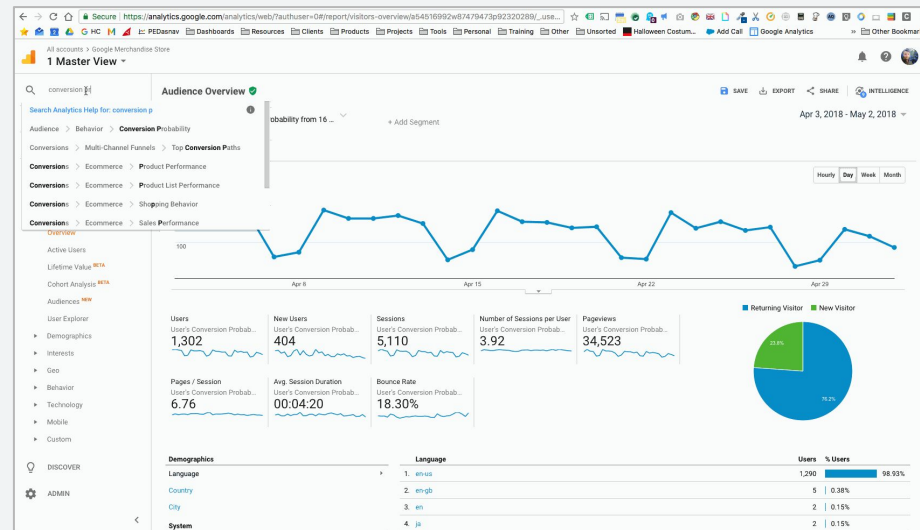
Conversion Probability in GA360



Conversion Probability

The first **forward looking estimate** of the **future likelihood** of **conversion** for an individual user.

Available for use in reporting, audiences and remarketing.



Implementation Effort



Attribution Model



What is CM Model?

The CM Model attributes Analytics sessions to CM campaigns by considering only CM activity, and ignoring all other sources of traffic.

This means that an Analytics session will be attributed to a CM campaign if the user clicked (Click-through) or viewed (View-through) your CM ad at any time within the defined lookback window, before visiting your site. The lookback window is configurable in CM.

Clicks vs View

CM click takes precedence over a view/impression, so if there is a CM click in a path to visiting your site (even if the click takes place prior to an impression/view), the click will receive the credit for the session recorded in Google Analytics.

An impression receives credit where no CM click exists in the path leading to a session.

View Through Reporting

Under-counting

If there are ten impressions in a Hit, and there are ten such Hits in a session, the CM reports in GA will show only one view-through session for that campaign. But the total number of impressions served in the CM report is 100.

For example, if a person comes to your site and gets served five banner ads from the same advertiser, then leaves and comes back ten minutes later and gets served the three banner ads from the same advertiser, then you would have a total of eight impressions in CM, but it would only record one view through session in GA

Over-counting

If only one impression was served to a person in a month, CM reports count it once. But if a person visited the site for 30 consecutive days after that impression was served, GA-CM attributes the same impression for 30 view-through sessions due to the look back window.

Remarks: The entire path is collected as long as Doubleclick cookies exists

Examples

View through session example

If a user views your CM ad, then clicks on your Organic Search result and visits your site, the CM model will attribute the session to the CM campaign as a View-through session. All other Google Analytics reports outside of the CM Reports (for example, Acquisition -> Source/Medium) would attribute this session to Organic Search via the last non-direct click model.

Click through session example

Similarly, if a user clicks on your CM ad and then visits your site, the CM reports will attribute the session to the CM campaign as a Click-through Session. If, the next day, the same user clicks through an Organic Search result, the CM reports will still attribute the second session to the CM campaign as a Click-through. All other Google Analytics reports outside of the CM Reports would attribute the first session to the CM campaign, and the second session to Organic Search.

Click vs view through precedence example

Let's say that on Day 1, a user clicks through a CM Ad and visits the site. Later the same day they click on an organic search result and visit the same website. Next, let's assume that a day later (Day 2) the same user is exposed to a campaign impression/view, but doesn't click on the creative. Later during the same day, the user decides to type in the website URL instead.

Lookback Window Matters

A small but important detail to be aware of, which impacts the following examples in this article is the lookback window. The lookback window is the timeframe in which activity from CM is considered for reporting purposes.

For example if you have configured a lookback window of 30 days and an end user clicked on one of your CM creatives 31 days ago, then within the last 15 days viewed another creative (impression). Only the view through session information will be reported when looking at a 30 day window and the click is ignored since it falls outside the lookback window time frame.

GA vs FL conversion attribution

Acquisition → All Traffic → Floodlight Tab (in Explorer)

In this report, sessions and their corresponding Floodlight impressions are attributed to a click from any source of traffic, **using the GA model**. In this report, Floodlight Impressions are reported in the metric “CM Conversions.”

Acquisition → GMP --> CM → Floodlight Tab (in Explorer)

In this report, sessions and their corresponding Floodlight impressions are attributed to an impression or **a click from DCM using the DCM model**. They are reported in the metric “CM Conversions.” Because that is the same criteria CM uses to turn a Floodlight impression into a Floodlight Conversion, we expect CM conversions in this report to most closely follow the conversion numbers reported in CM.

GA vs FL conversion attribution

Acquisition → GMP --> CM → Floodlight Report (left-nav)

In this report, Analytics reports Floodlight impressions for different Floodlight activities as “CM Conversions.” These Floodlight impressions do not have to be attributed to a CM ad click or view, and so they are a superset of Floodlight conversions you see in CM. They are also a superset of the CM Conversions you see in the section above.

Acquisition → GMP --> CM → Site Usage Tab (in explorer)

The Revenue and Goal Completion numbers in this report are not tracked via Floodlight tags at all. These values are populated from GA Goals or GA Ecommerce Tracking.

Because the Revenue are both populated by GA Ecommerce tracking code, you should not compare these values to any that are populated by Floodlight tags (CM Conversions and CM Revenue). Different tags introduce the chance that they could be tracking revenue differently.

e.g.

Acquisition → All Traffic → Floodlight Tab (in Explorer)

Acquisition → All Traffic → source=dfa

Acquisition → CM → Site Usage Revenue

Bonus Tips: Discrepancy between clicks and Session

1. Check for the DCM-GA360 integration prerequisites
2. Ensure you're analyzing the discrepancy in the right GA view
 - a. Check if the view is enabled for the Campaign Manager link.
 - b. Are GA View filters removing some Sessions?

Filtered GA Views might exclude certain parts of the site (example: subdomains), certain countries, or IP addresses.

- c. Check if the discrepancy is less in an unfiltered view in GA.
3. Ensure the landing page is tracked with the correct property and dclid is not being dropped
 4. Check if Page/Site performance could be the only other culprit
 - a. Is the website slow to load? If the site is exceptionally slow to load, users might be closing the page before the GA pageview fires (and therefore, there's no Session)
 - b. Check if the bounce rate is high, check the page speed reports for the landing pages in question, run a test!

App + Web



Introducing the future of Analytics for all clients

Proprietary + Confidential

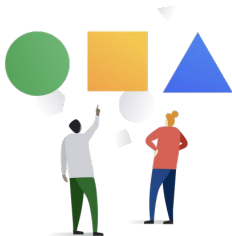


Benefits of App + Web properties

Proprietary + Confidential



Scalable with
your business



Responsible, **durable**
measurement



Provide **intelligent**
business
predictions



Drive business
impact

Scalable with your business



From:

Session-based and sampled reporting with limited flexibility



To:

Flexible reporting that is event-based, unified, and unsampled; analysis capabilities for ad hoc data queries



Features

- X-platform and x-device by design
- No sampling, higher limits
- Flexible analysis and customized reporting

Responsible, durable measurement



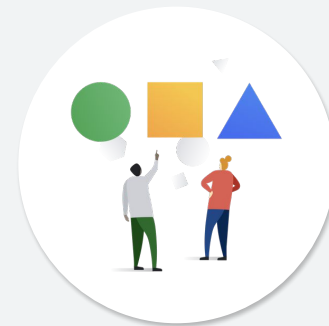
From:

Web-focused measurement



To:

Privacy-centric measurement with
cross-platform insights



Features

- Regulatory compliance and data management tools
- Better signed-in user insights

Intelligent business predictions



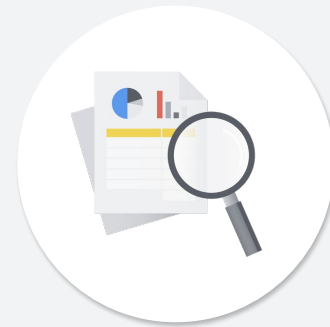
From:

Limited automation and options to curate reporting to be more relevant to your business



To:

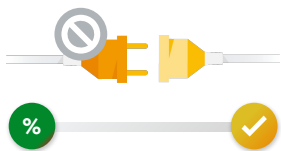
Google's machine learning to predict customer actions and improve business outcomes



Features

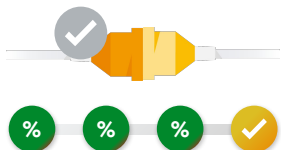
- Predictive audiences & metrics
- Automated & custom insights
- Natural language insights
- Automated event measurement

Drive business impact



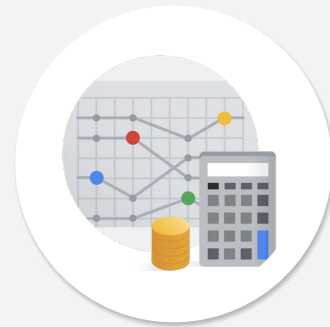
From:

Single-device media integrations and rule-based attribution



To:

Cross-platform ads integrations and native data-driven attribution



Features

- Ads & GMP* integrations plus BigQuery export for all
- YouTube Engaged View-through Conversions*
- Data-driven attribution*

How to get up and running with App + Web properties



1

Create a new Property

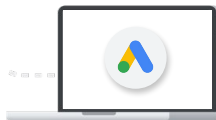
- Create App + Web property (this accepts app and/or web data)



2

Create a data stream(s)

- Create a data stream to enable the flow of data from a customer touchpoint to Analytics.



3

Activate Enhanced Measurement

- Collect events in the interface. No code changes required.



4

Enable data collection

- Web tags
- Firebase SDK



Google Marketing Platform

GMP Support Overview

GMP HK External Supports and Resources

Proprietary + Confidential

Program	Summary
Master GMP (Registration)	A GMP learning path consolidated training materials form gHub, Learn with GMP, Skillshop and GMP Academy and is designed based on user's role
GMP Connect (Registration)	An online monthly GMP product updates to Agency trading desk
GMP Connect Consultation	An 1:1 Agency trading desk consultation session including, but not limited to, account consultation, campaign brainstorming, in-depth product feature usage.
gHub (Registration)	An external GMP material hub contains sales materials, best practises, new feature updates and implementation guides with search function.
GMP Monthly Newsletter (Registration)	A monthly GMP product updates/ announcement.
DV360 Planning and Benchmarks Dashboard (Registration)	DV360 benchmarks of different format
GMP One-stop Support Menu	A consolidation of GMP resources / supports

Thank You