



Google Marketing Platform Academy

Get the latest updates on product, industry, inventory opportunities, trainings and learnings across the Google Marketing Platform.

Must knows at a glance:

1. [Training] Mar 5 | Empowering Customer Success with Search Ads 360 AI | [Register](#)
2. [Training] Mar 20 | Campaign Manager 360 H1 2025 Roadmap | [Register](#)
3. [GA360] Partners: Google Analytics in 2025: Roadmap Updates & Key Feature Deep Dive | [Register](#)
4. [SA360] Edit Mode and Ad Group Based RSA Template Generation | [Read](#)
5. [DV360] Updates to Display & Video 360 brand suitability experience | [Read](#)



Feature of the week

Introducing Meridian: helping clients and partners build best in class Marketing Mix Modeling

In this session, the Product team introduced the recently launched Meridian Partner Program and shared how it can accelerate your success. Meridian will enable three new methodology innovations: incrementality experiments for calibration, usage of Google Query Volume (GQV) for performance accuracy, and Reach & Frequency to make video planning more actionable. [Catch up with the recording and resources here!](#)



Global Insights

Mitsubishi Motors Canada uses propensity modeling to increase conversion rate

Mitsubishi Motors has unlocked the key to reaching their ideal audience and had 70% of total conversions driven by modeled audiences. See how they landed these impressive results through a combination of Google Analytics 360, Big Query and Display & Video 360. [Learn more](#)



Display & Video 360 / Campaign Manager

Product Updates

Updates to Display & Video 360 brand suitability experience

In 2025, Display & Video 360 will update the brand suitability experience to better enable you to effectively implement your suitability strategy. [Check out the Help Center](#) to learn more about the important upcoming changes.

Data-driven creatives, Audio Mixer, and Audio Mixer beta sunset

Estimated March 26, 2025

We are sunsetting data-driven creatives, Audio Mixer, and the Audio Mixer beta. These features will not be available after this date.

Manual tag wrapping will be deprecated

Estimated March 31, 2025

Support for manual tag wrapping of new tags is unavailable as of January 7, 2025. Manual tag wrapping creative tags will be deactivated on March 31, 2025.

2025 Roadmap: Display & Video 360

In this session, the product team gave an overview of the 2025 product strategy and latest updates to Display & Video 360. You will learn about recently launched and upcoming features across planning, buying, and measurement. [Catch up with the recording &](#)

[resources here!](#) - The [DV360 Roadmap](#) is now on the enterprise marketing portal!

Campaign Manager 360 & Google Ads Integration Expanding to Support Additional Video Ad Formats

The CM360 team is expanding the CM360 Google Ads integration to now support the following non-multi-format video ad types:

- Skippable In-Stream Ads
- Bumper Ads
- Non-Skippable In-Stream Ads

This integration streamlines the workflow to apply CM360 click and impression trackers to video ads bought in Google Ads where this previously required a support ticket and 3P support. In some cases (e.g. non multi-format ads) editing an ad in Google Ads may generate a new ad. If this occurs, the new ad will also need to be assigned to the Campaign Manager 360 tracker. For additional information please [refer to the help article linked here.](#)



Product Updates

[Partners] Google Analytics in 2025: Roadmap Updates & Key Feature Deep Dive 18th March

Explore the latest Google Analytics roadmap updates and discover how these changes connect to our vision for the future of GA. We will provide a deep dive into upcoming and recently released features, equipping you to stay ahead of the curve and proactively guide your clients in maximizing the full value of GA. [Register to attend live or watch it on demand!](#)

Data Integrity: The Foundation for Innovation in Google Analytics

Missed the webinar? In this session, we learned from the Product team about recent initiatives and future plans to provide our customers with the highest quality data possible. [Catch up with the recording and resources here!](#)

[GA4] Get more useful data out of Analytics

A checklist for marketers and advertisers to ensure that Analytics has the crucial data you

need to power business measurements. [Learn more](#)

[GA4] Predictive metrics

Predictive metrics in GA use machine learning to forecast possible actions to help you anticipate user behavior, empowering you to shift from reactive to proactive marketing. To get started, [check out these prerequisites and best practices](#).

Using Search Console and Google Analytics data for SEO

Using Search Console and Google Analytics together can give you a more comprehensive picture of how your audience discovers and experiences your website, which can help you make more informed decisions as you work on your site's SEO. [Learn more](#)

[GA4] Conversions vs. key events in Google Analytics

What actions on your website are most valuable? Whether it's subscribing to a blog or filling out a submission form, the following flow shows you how to create a Google Ads conversion from a key event. [Learn more](#)



Search Ads 360

Product Updates

Edit Mode and Ad Group Based RSA Template Generation

We're excited to announce two new enhancements to the RSA Template Generation tool, designed to give you greater control and flexibility in crafting effective ad copy.

You can now experiment with different headlines and descriptions without overwriting existing data, with the launch of a new edit mode feature that allows for easy exploration and refinement of ad copy options. Try out various prompts to generate a wider range of headlines and descriptions and choose the most relevant and effective assets from the generated results.

You can also use the power of AI to generate RSA template assets for ad group-based templates. This exciting addition unlocks AI ad creation if you use templates without feeds, streamlining the process and opening up new possibilities. [Learn more](#)

Empowering Customer Success with Search Ads 360 AI

5th March

This training is designed to give you the practical knowledge and confidence to leverage SA360 AI's features for real results. We'll show you how to streamline your campaign management and drive significant performance improvements. [Register to attend live or watch it on demand!](#)

[Partners] Search Ads 360: H1 2025 Roadmap

26th March

Join us to hear all that's in store for Search Ads 360 in 2025 from our Product team directly! We will touch upon feature launches & product strategy in our 3 key investments areas this year: Reach, Performance & Productivity. [Register to attend live or watch it on demand!](#)

Case Studies

Anglian Home Improvements boosts ROAS by 45% with enterprise bidding

“To improve performance in some key regions, we had to broaden the funnel and become more sophisticated with our bidding approach. Using enterprise bidding to combine both Performance Max and Search allowed us to do both of the above with great success and has given us confidence to roll out this approach further.” - Rachael Munby, Chief Marketing Officer, Anglian Home Improvements. [Learn more](#)



Training & Learning

Learn From Home Videos

Empowering Customer Success with Search Ads 360 AI

5th March

This training is designed to give you the practical knowledge and confidence to leverage SA360 AI's features for real results. [Register](#)

Office Hours | Search & Performance [Partner Center EMEA]

5th March

Monthly Office Hours where Google experts address topics such as bidding and data integrations. [Register](#)

Office Hours | PMax unlocked [Partner Center EMEA]

6th March

In this Office Hours, we will answer questions about PMax.. [Register](#)

AI for Bidding [Partner Center AMER]

6th March

Opportunity to enable real-time bidding to predictive engagement and/or AI-generated values (e.g., LTV, Lead Gen etc.); redirect bids and budgets based on real-time customer demand signals. [Register](#)

Introduction to DV360 Publisher Advertiser Identity Reconciliation [Partner Center EMEA]

11th March

During this session we will dive into DV360's PAIR (Publisher Advertiser Identity Reconciliation), a privacy-centric 1PD audience solution. [Register](#)

Office Hours | GA4 & Privacy [Partner Center EMEA]

12th March

Bi-weekly Office Hours focused on privacy readiness, covering GA4, Consent Mode, Enhanced Conversion, and Firebase for GA4. [Register](#)

AI for Targeting [Partner Center AMER]

13th March

Learn to use AI to maximize the customer value and understand which attributes make a customer likely to make an additional or higher value purchase. [Register](#)

[Partners] Google Analytics in 2025: Roadmap Updates & Key Feature Deep Dive

18th March

Explore the latest Google Analytics roadmap updates and discover how these changes connect to our vision for the future of GA. [Register](#)

Campaign Manager 360 H1 2025 Roadmap

20th March

Come join this livestream session on recently launched and upcoming feature launches in Campaign Manager 360 (CM360). [Register](#)

Office Hours | Video & Display [Partner Center EMEA]

20th March

Monthly Office Hours with the objective to answer questions on topics such as creatives, bidding, audiences or measurement (both DV360 and Google Ads/YT). [Register](#)

AI for Demand [Partner Center AMER]

20th March

Develop a skillset to power decision making in real-time i.e. redirect bids and budgets based on dynamic customer demand signals. Please join us as we review the solution: Bid2x.

[Register](#)

[Partners] Search Ads 360: H1 2025 Roadmap

26th March

Join us to hear all that's in store for Search Ads 360 in 2025 from our Product team directly! We will touch upon feature launches & product strategy in our 3 key investments areas this year: Reach, Performance & Productivity. [Register](#)

[Partners] Supercharge your Search & PMax Google Ads ROI: Holistic Tracking & Bidding Strategy

27th March

Are you leveraging the full potential of your app marketing efforts? Learn to seamlessly connect web to app, drive higher conversions, and leverage powerful tools. [Register](#)

Mastering Performance Max: Best Practices for Driving Results

This session hosted by Google's Product leads, will walk you through all the Best Practices of running successful Performance Max campaigns across all types of advertisers incl. Retail, Travel, Offline and Lead Generation businesses. [Watch on demand!](#)

Thank You,
Your Google Marketing Platform Team

[Subscribe](#) | [Archive](#) | [Feedback](#)



