



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. [Livestream] 08th Feb: Durable data & measurement foundation for Apps: Respecting user consent. [Register](#)
2. [GA360] Arken Zoo grows revenue from search campaigns by 20% with new data-driven strategy. [Learn More](#)
3. [DV360] 15th Feb: Discover the Display & Video 360 Roadmap. [Register](#)

We'd love to hear from you! Please share your feedback - what we do right and what we can do to improve.

You can find details in the product sections below for DV360, CM, SA360 and GA360.



Feature of the week

[How to adopt your Search advertising for a privacy-first web](#)

See how measurement solutions like consent mode and enhanced conversions helped U.K. retailer Victorian Plumbing boost performance while respecting people's data choices. [Read now](#)



Global Insights

3 experts share how marketers can succeed with privacy this year

Learn why now is the time to future-proof your data practices, and how to achieve it.

[Watch now!](#)



Display & Video 360 / Campaign Manager

Product Updates

Discover the Display & Video 360 Roadmap

February 15, 2024

In this session, the product team will give an overview of the 2024 product strategy and latest updates to Display & Video 360. [Register](#)

Discover the Campaign Manager 360 Roadmap

In this session, the product team gives an overview of the features that are being launched in the coming year in Campaign Manager 360. [Watch On demand](#)

DV360 Troubleshooting On Demand Section

The DV360 On Demand Series now offers a dedicated [Troubleshooting section](#) to help you overcome common challenges and optimise your campaign performance. [Watch here](#)



Case Studies

How Travelist increased revenue by 39%, with search inventory campaigns

A client with sophisticated campaigns' setup was looking for ways to make them more efficient. They used search inventory campaigns in SA360 to customize their message for each hotel ad and update them automatically based on the product feed. Thanks to the efficiency they generated 39% more revenue and 58% higher ROAS. [Learn More](#)

How Magenta increased conversion value by 19% with Search Ads 360 value-based bidding

Magenta changed their bidding strategy from using volume based bidding to use a value-based bidding approach via SA360. Thus they are now able to really focus their bids on high value conversions. They achieved an increase in +19% more conversion value, +8% more clicks and -10% CPC. [Learn More](#)



Product Updates

Google Analytics 4 has replaced Universal Analytics

[Google Analytics 4](#) is our next-generation measurement solution, and it has replaced Universal Analytics. Starting on July 1, 2023, standard Universal Analytics properties stopped processing new data, and all customers will lose access to the Universal Analytics interface and API starting on July 1, 2024. To maintain your website measurement, you'll need a Google Analytics 4 property. If you haven't already, [make the switch to Google Analytics 4](#).

Case Studies

Arken Zoo grows revenue from search campaigns by 20% with new data-driven strategy

Arken Zoo integrated the value of potential customers in their bidding strategy leveraging GA4. Arken Zoo generated 5% more clicks and 20% more revenue – for no extra budget and is scaling the solution now across their campaigns. [Learn More](#)



Training & Learning

Learn From Home Videos

Durable data & measurement foundation for Apps: Respecting user consent

February 8, 2024

In this session we will explain the different actions that Apps advertisers need to take to ensure that they respect user consent choices and communicate it to Google.

[Register](#)

[Partner All Hands] Digital Measurement in 2024

February 14, 2024

The first quarterly Partner All Hands of 2024. We'll cover AI & the evolving regulatory landscape and deep dive into Google Analytics 4 - covering the latest updates on migration, features and tools. Join us live on 14th February for the first quarterly Partner All Hands of 2024. [Register](#)

Check out all the upcoming partner livestream and technical office hours or access on-demand content [here](#)

[Rescheduled to 15/02] Roadmap: Display & Video 360

February 15, 2024

In this session, the product team will give an overview of the 2024 product strategy and latest updates to Display & Video 360. [Register](#)

[Partner Exclusive] Optimize your Performance with the pMaximizer Dashboard!

February 6, 2024

Learn how to implement and correctly gain insights from a Looker Studio dashboard.

[Register](#)

[Partner Exclusive] Templates in SA360 Bootcamp

February 7, 2024

Learn how to use templates in the new SA360 to automate campaign creation.

[Register](#)

[Partner Exclusive] Office Hours Search & Performance

February 8, 2024

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

[Partner Exclusive] Consent Bidder: Enhanced Bidding with Consent Signals in DV360

February 13, 2024

Learn how to retrieve the consent status of the user and apply via custom script.

[Register](#)

[Partner Exclusive] Office Hours GA4 & Privacy

February 14, 2024

Bi-weekly Office Hours with the objective to answer questions on privacy readiness, including GA4, Consent Mode, Enhanced Conversion, and Firebase for GA4. [Register](#)

[Partner Exclusive] Office Hours Tech Solutions DV360 Duplicator & Event Based Marketing

February 15, 2024

Exclusive Office Hours, hosted by the Partner Center, where Google experts will answer any questions on DV360 Duplicator & Event Based Marketing. [Register](#)

Roadmap: Campaign Manager 360

In this session, the product team gives an overview of the features that are being launched in the coming year in Campaign Manager 360. [Watch On demand](#)

Final Reminders and Reporting for the Shutdown of the Previous SA360

As the previous SA360 experience shutdown date approaches, this session reviews important updates and reminders as well as focus on recreating executive reports in the new SA360 experience. [Watch On Demand](#)

[Partner Exclusive] Incrementality testing for maximizing ROI in a transforming industry

Learn more about how to maximize the profitability of your marketing with incrementality testing. [Watch On Demand](#)

Thank You,
Your Google Marketing Platform Team

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