

Drive profitable growth with new data and measurement tools

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We're giving you new ways to improve your measurement stack for the AI era. Learn how to strengthen your data foundation and use new Meridian improvements to grow your business.

Earlier this year, we shared our vision for transforming measurement from a reactive report card to a proactive performance engine. That momentum requires three elements working in harmony:

1. A strong data foundation to fuel AI,
2. Multiple signals to see the full picture, and
3. Causal proof to drive real-world results.

Today, we're announcing new capabilities across our measurement suite that can help you make better, faster decisions that drive business growth.

Unify your first-party signals to supercharge AI for your goals

To unlock AI's full potential, you need a strong data foundation. We've spent years investing in tools like Google tag and Data Manager to simplify how you manage and activate your customer data. Today, we're taking that commitment even further with three new enhancements to help you seamlessly unify your data across platforms and steer your AI toward profitable growth:

Break down data silos to boost AI-powered growth: We are directly integrating Data Manager into Google Analytics (GA) and Display & Video 360 (DV360), to help you manage and activate your first-party data across tools. Advertisers who connect offline and app data to Data Manager see an average 26% increase in incremental ROAS. ¹ We're also launching enhanced conversions in GA and DV360 to securely match customer data and improve ad relevance. Advertisers using enhanced conversions realize an average 11% increase in Search conversions compared to standard conversion imports. ²

Set up simple and secure data pipelines: To help you activate your data across more of the digital ecosystem, the Data Manager API is now universal. Based on the IAB Tech Lab's Event and Conversions API (ECAPI) standard, the Data Manager API gives you a unified, secure setup to connect, manage, and activate your audiences and measurement across major ad platforms. And new built-in diagnostics in Data Manager can automatically identify and address data issues before they impact campaign performance.

Quantify short and long term value: Every new signal you share improves your performance today and builds even stronger results over time. That's why we're introducing a new Data Strength Uplift Metric in Google Ads. This metric calculates the additional conversions recovered by your first-party data setup to help quantify impact. Advertisers who build their data strength with Google tag gateway observe on average a 14% conversion uplift, ³ and over 20% uplift for their Demand Gen campaigns ⁴.

Prove business impact with upgrades to Meridian

With a durable data foundation in place, the next step is evaluating what actually creates incremental demand. To help you connect those dots, we're sharing our latest upgrades to Meridian — our open-source Marketing Mix Model (MMM) — making modeling faster, agentic, and directly calibrated with real-world causal proof:

Turn complex econometrics into actionable insights: We're bringing new agentic capabilities into Meridian to help you audit data quality, resolve errors, and guide model building in real time. These new features are designed to help you deliver better outcomes for your business faster and across more ad platforms. What's more, we've made significant updates to Meridian's back end, so your analyses can run faster and more efficiently.

Prove the real business value of your brand investments: You can now include relevant brand signals (e.g. Branded Google Query Volume) directly in Meridian models, so you can measure the full effect of brand building, and show how upper-funnel video and TV campaigns lead to future sales.

Ground your measurement in real-world proof: Earlier this year, we introduced a new beta for Meridian GeoX, our global open-source library for running causal geo-experiments across any advertising platform. Now, GeoX is generally available globally in Meridian, so you can get started with running independent experiments, or incorporating incrementality results into your MMM to help boost accuracy.

Drive growth with your new measurement playbook

To learn how you can put this playbook into action — helping you strengthen your data foundation and prove the real financial return of every marketing dollar — secure your virtual front-row seat to Rethink 2026.

<https://blog.google/products/ads-commerce/data-strength-updates>