

Build your data strength with October's Demand Gen drop.

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Demand Gen is only as powerful as the quality of the data fueling it, helping you improve your measurement and ROI. Based on an internal analysis, advertisers who build their data strength with Google Tag Gateway see, on average, over 20% conversion uplift in Demand Gen campaigns.

Build your data strength with the latest Demand Gen updates.

- Data Strength Uplift metric is launching in Google Ads, helping you understand the conversion gains driven by your data setup within the Google Ads UI.
- Data Manager is expanding to Display & Video 360 (DV360) and Google Analytics (GA), enabling you to connect and manage your first-party data to power stronger results.
- Enhanced conversions will soon be available in Display & Video 360 (DV360) and Google Analytics (GA) to improve measurement accuracy and unlock more powerful bidding.

Insurance platform The Zebra implemented data strength to achieve a 16% increase in conversion volume and a 19% increase in overall conversion value.

Check out our refreshed Data Strength best practices guide with more actionable steps that can be taken to boost performance. For more on our latest product enhancements, visit the Demand Gen Drops Hub.

<https://blog.google/products/ads-commerce/demand-gen-drop-october-2026>