

Analytics features mark recent ad updates from Google, TikTok, and more

Article

This month's ad platforms update is all about analytics, with Google, TikTok, and Microsoft announcing improved reporting tools. Plus, Amazon announced on-site and off-site retail media innovations. And we saw some interesting ad network updates from Lyft and Intuit. Here's a breakdown of what's new.

Google

Google's updates are largely focused around reporting and AI.

- **Google updated Google Analytics 4** with new ecommerce dimensions and metrics to build reports, allowing consumers to edit standard reports or build them from scratch.
- **Performance Max AI** is now available for Google's Dynamic Search Ads and Display Ads features.
- **Google Ads introduced** its latest API, with more access to its **top Search ad spot** and more insights for bidding costs.
- Google opened its **new Demand Gen campaigns** in beta, which will replace Discovery ads.
- Speaking of replacements, Google Ads is **sunsetting Enhanced cost-per-click (CPC)** and replacing it with Manual CPC bidding on Shopping campaigns.

Over at YouTube, **in-stream ads are now called skippable ads**. YouTube also introduced functionality to **link from Shorts to longer videos** in order to drive traffic.

TikTok

TikTok expanded data for advertisers with a **new ad transparency library** and **post-purchase survey data**.

- TikTok is also trialing **a new ad-targeting tech called PrivacyGo**, which would improve data security by functioning like a data clean room.
- Due to regulations, **TikTok is reducing ad targeting** and banning targeting teens in the EU.
- Influencer marketing platform **JoinBrands integrated with TikTok's Spark Ads** format to boost corporate partnerships with creators.

Amazon

Amazon is building **tech that will help publishers advertise on its site**. While bringing off-site publishers into the Amazon fold, the company also added a number of off-site placements to its own **Sponsored Products ads**.

Microsoft

Also jumping on the data transparency trend is Microsoft, which is testing a new dashboard called **Universal Event Tracking Insights**. And **Microsoft opened its own Performance Max platform** in beta after seeing Google's success.

Lyft

Lyft announced it would serve display ads on the Lyft app to capitalize on the ad success Uber has seen recently.

Intuit

Intuit launched its own B2B ad network for small businesses, SMB MediaLabs.