



# Navigating Measurement during Peak

Drive Growth with Confident Measurement



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she/her

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# Today's Agenda

**1** Navigate change

**2** Establish foundations

**3** Unlock growth with data



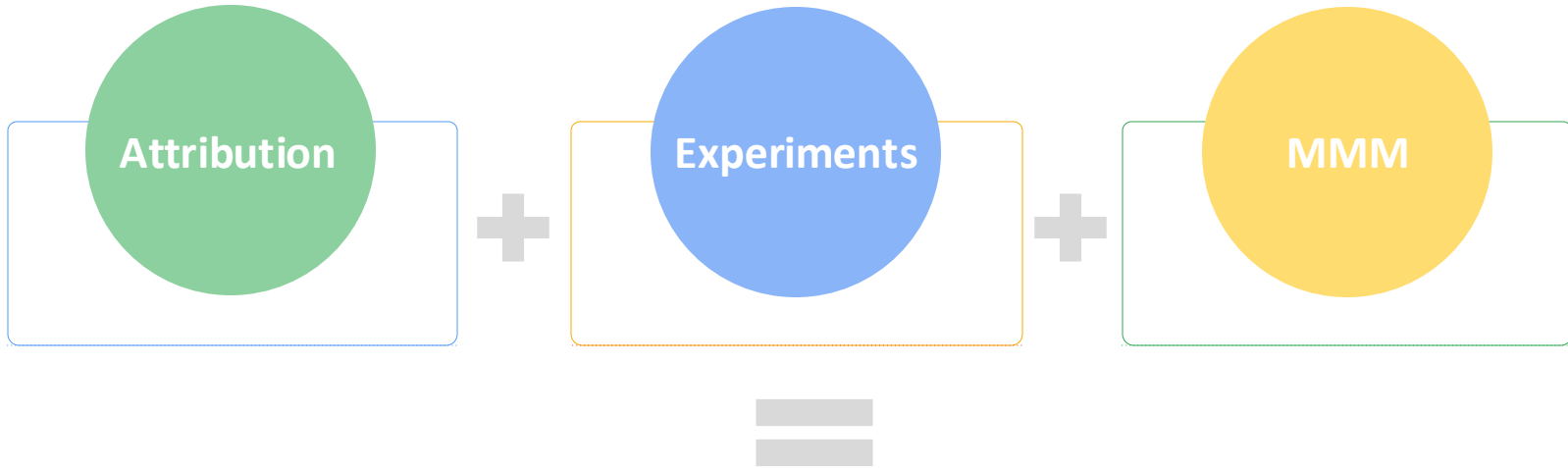
"New Look"



1

Navigate change

## The New Measurement Formula for Digital Success



Smarter Cross-Channel Budget Allocation

1

Navigate change

# Adapting to Change



1

Navigate change



1

Navigate change

First-party data is king, but **user choice** reigns supreme

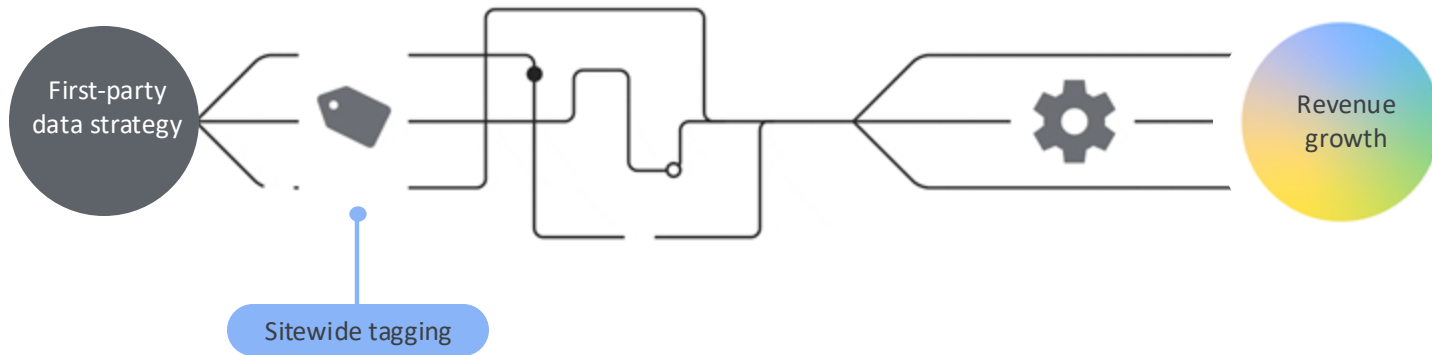
Compliance is complex, but **crucial**

Balance **personalization** with privacy



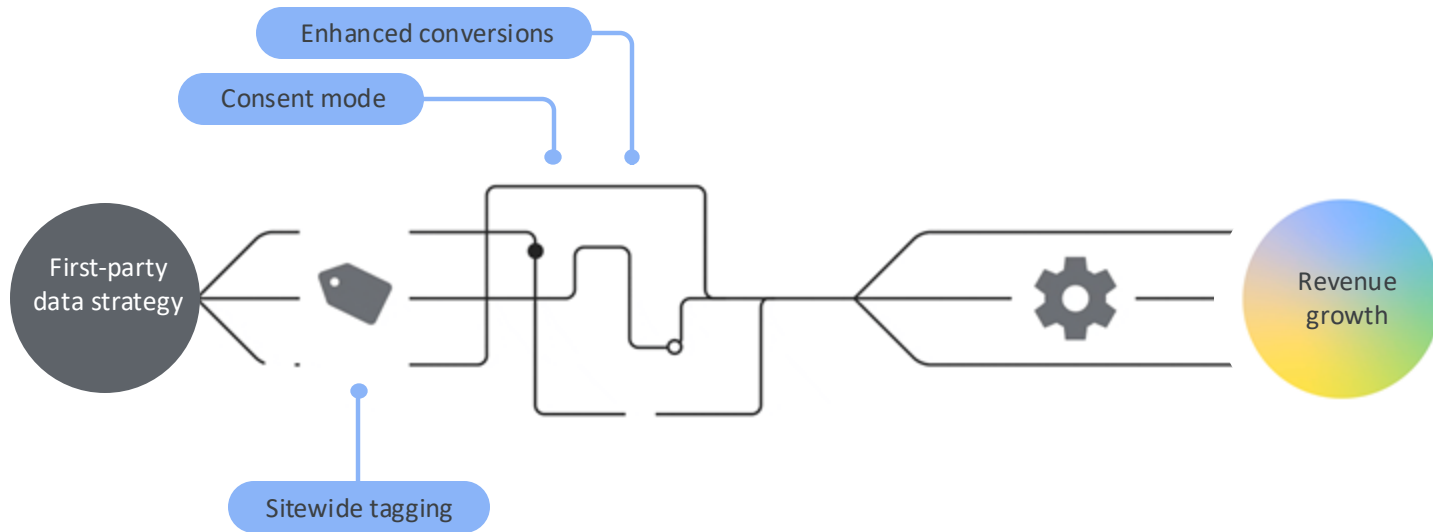


# Set up your Foundations Google Tags

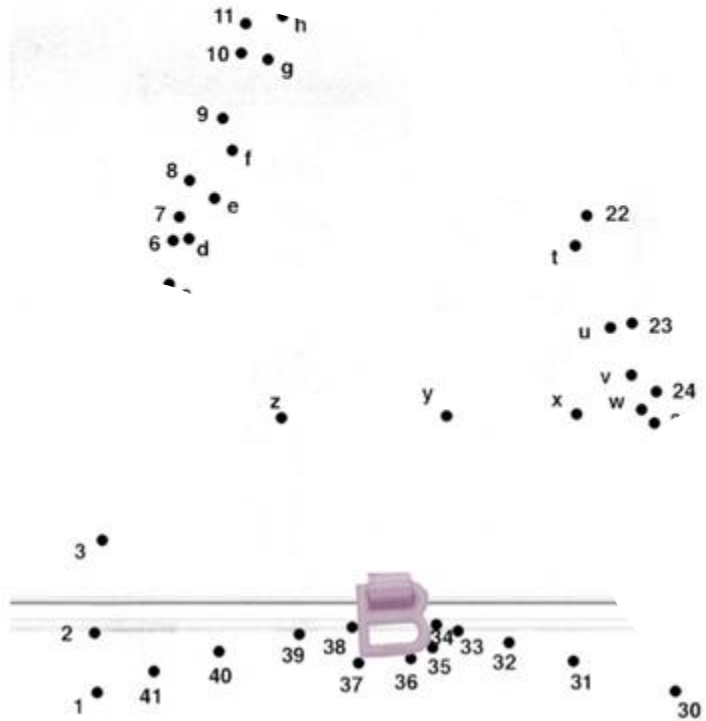


# Set up your Foundations

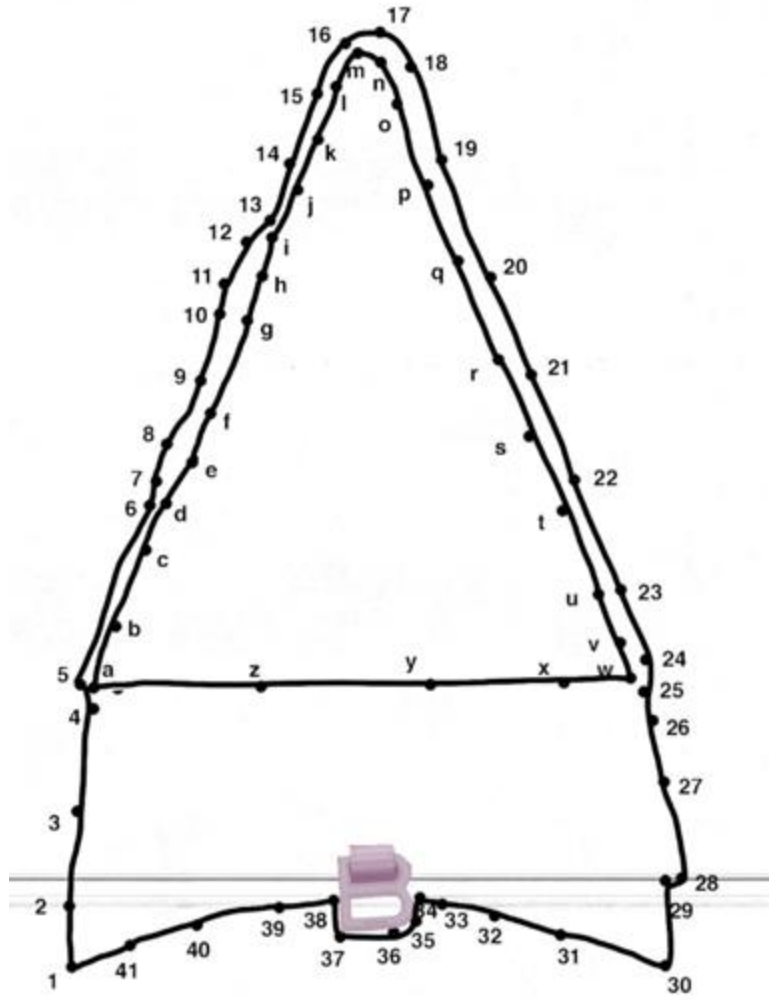
## Consent Mode + Enhanced Conversions





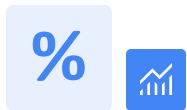






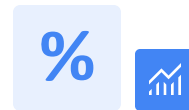
# Enhanced Conversions Performance Impact

**Alpha Clients who spend  
on Search experienced a**



**Median increase in their reported  
conversion rates**

**Clients who spend on YouTube  
for Action experienced a**



**Average increase in their  
reported conversion rates**

3

Unlock growth with data

Remarketing

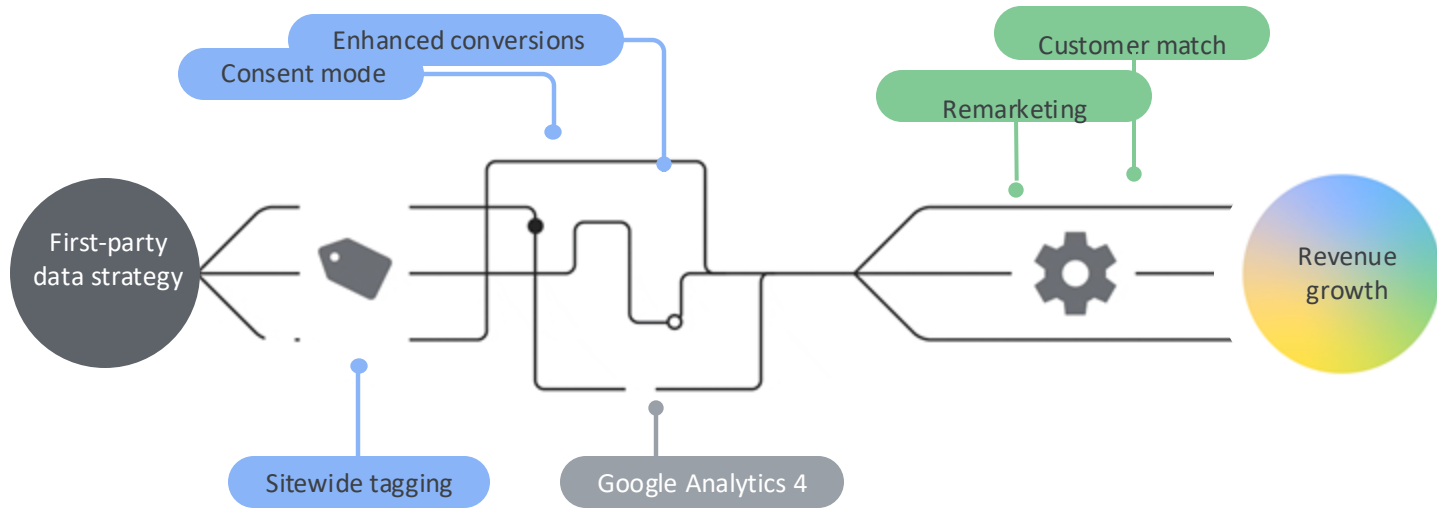
Customer Match List

Key Reports in GA4





# Journey to Peak Success



If your plans don't include [ ], your plans aren't finished.

- Your team at Google