Google Ads quote comparison sheet

Actualyse Co.

Put every quote in the same rows before you compare prices.

	Agency A	Agency B	Agency C
Fee model			
Monthly fee at today's ad spend			
Monthly fee at double the spend			
Setup fee, and what it covers			
Minimum term and notice period			
Who owns the ad account			
What counts as a conversion			
Is CRM lead quality imported?			
What is in the monthly report			
What costs extra			
Named people on the account			

Five terms to insist on

- [ ] You own the ad account; the agency gets access
- [ ] You pay Google directly; the agency invoices only its fee
- [ ] A 90-day first term, then rolling monthly with 30 days' notice
- [ ] Fees stated clearly, including VAT and extras
- [ ] Named people on the account

One question for every agency

What would make you tell us to spend less?