

Giving an agency access to your Google Ads account is a practical step in getting campaigns managed, but it can feel like handing over the keys to your business. The good news: you do not need to share your personal login or give an agency unrestricted access to every system. You can provide the permissions needed to do the work while keeping ownership, billing, customer data, and other sensitive information under your control.

The right setup depends on what the agency is responsible for. Campaign management requires different access from conversion tracking, landing-page development, or sales reporting. Before you invite anyone, agree on the business outcomes you want, decide how success will be measured, and set clear boundaries around each platform.

This guide covers Google Ads account access, analytics permissions, CRM access boundaries, and the onboarding information an agency needs to make sound decisions—not just bring in more clicks.

## **Start with the work, not the permission menu**

Access should follow responsibility. If an agency is only auditing your campaigns, it may need read-only access. If it is building and optimizing campaigns, it will need permission to make changes. If it is setting up conversion tracking, it may also need access to relevant analytics or tag-management tools.

First, list the tasks you expect the agency to perform. For example:

- Review campaign structure and historical performance.
- Create and manage campaigns, ads, keywords, and audiences.
- Check conversion actions and troubleshoot tracking.
- Connect Google Ads with analytics or a CRM.
- Report on sales, qualified leads, and other business outcomes.

Then give access only to the systems and features needed for those tasks. This is the principle of least privilege: provide the minimum permission that lets someone do their job, and expand it only when there is a clear reason.

## **Google Ads account access: what to grant**

For ongoing campaign management, an agency commonly requests access through its Google Ads manager account. This lets the agency manage your account from its own setup without asking for your Google password. You remain the account owner and can review or remove the relationship.

In most cases, the agency needs a level of access that allows it to edit campaigns and settings. Read-only access can work for an audit, but it will not allow the agency to implement changes. Avoid giving administrator access by default. Admin permissions can include account-level actions that are broader than routine campaign management, such as managing users or changing important account settings.

| Access type                           | Typical use                     | What to consider                                                             |
|---------------------------------------|---------------------------------|------------------------------------------------------------------------------|
| Read-only                             | Audits and performance reviews  | Allows inspection but not campaign changes.                                  |
| Standard or equivalent editing access | Day-to-day campaign management  | Usually appropriate when the agency is responsible for making optimizations. |
| Administrator                         | Account and user administration | Grant only when a specific administrative task requires it.                  |

Keep ownership of the Google Ads account in your company's hands. The account should be tied to a business-controlled Google login, not an employee's personal email or an agency-owned account. This matters if you change providers, bring management in-house, or need to review your history later.

Keep billing access separate from campaign access where possible. An agency can often manage campaigns without being responsible for your payment method or invoices. Confirm who pays Google, who can view billing details, and who is authorized to make billing changes.

## **Analytics permissions and conversion tracking**

Google Ads performance is only as useful as the measurement behind it. If the agency is expected to review website activity or troubleshoot conversions, it may need analytics permissions. Give the agency access to the relevant property and role, rather than access to every analytics property your company owns.

Access to analytics can expose information about website behavior, acquisition sources, and business performance. Before granting it, check that the correct property is selected and that the permission level matches the task. For example, an agency reviewing reports may need less access than someone configuring events or linking accounts.

Conversion tracking also needs a clear owner. Agree on which actions count as conversions: a completed purchase, a qualified consultation request, a phone call that meets your criteria, or another meaningful result. A thank-you page view is not automatically a good measure of business success. If the tracking counts duplicate submissions or low-intent inquiries as wins, the reports can look healthy while sales do not improve.

Ask the agency to document what is being tracked, where the data comes from, and how the conversion is tested. Before increasing spend, verify that important actions are recorded accurately and that there is no obvious double counting. If a tag manager is involved, provide only the permissions needed to inspect or update the relevant container, and make sure your business retains ownership.

## **CRM access boundaries: share outcomes, not everything**

A CRM can help connect advertising to what happens after a form is submitted or a call is placed. It can show whether leads were contacted, qualified, booked, or converted into customers. That context is often essential for improving lead quality rather than simply increasing lead volume.

But CRM access deserves particular care. The system may contain personal information, call notes, sales conversations, payment details, or records unrelated to advertising. An agency should explain exactly what it needs and why. Often, the goal can be met with limited permissions, a filtered view, or a regular export of agreed-upon fields instead of broad access to every customer record.

Set CRM access boundaries before sharing data. Consider limiting access to:

- Leads generated by the relevant campaigns or forms.
- Fields needed to understand lead status and outcome.
- Reporting views that exclude sensitive notes or unrelated records.
- A defined period of access, reviewed at regular intervals.

Also decide who is allowed to export data, edit records, or create integrations. The agency may need to see whether leads become qualified opportunities, but that does not automatically mean it needs permission to change sales records. Follow your company's privacy policies and any applicable data-protection requirements, and involve your internal security or legal team if needed.

## **Give business context during onboarding**

Access alone does not tell an agency what a good result looks like. A useful onboarding process explains how your business makes money, who your best customers are, what your sales process looks like, and what limits or seasonal factors affect demand.

Share context such as:

- Your commercial goals, such as profitable growth, more repeat purchases, or a steadier pipeline.
- Your best-selling products or most valuable service lines.
- Territories you serve, inventory constraints, and periods of high or low demand.
- How sales are handled, including response times and follow-up steps.
- What qualifies a lead and what makes a customer valuable over time.
- Competitors, brand guidelines, and claims that ads should not make.

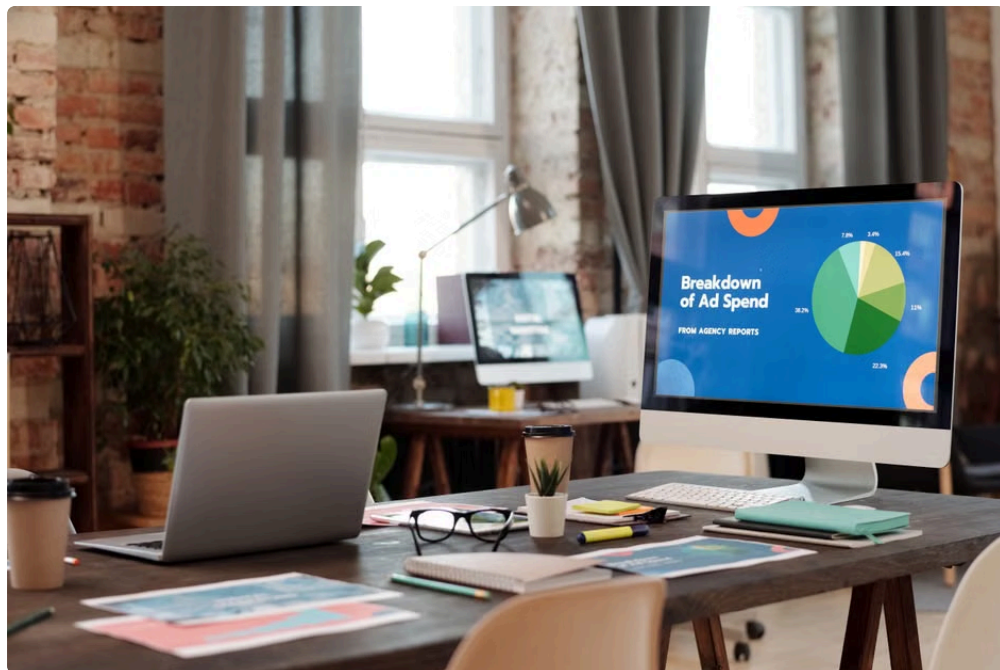
Commercial goals should come before vanity metrics. Clicks, impressions, and website visits can help explain what is happening, but they are not business outcomes by themselves. Ask what decision a metric will inform. If a number is reported every month but never changes a budget, campaign, or business action, it belongs on the running list of “metrics with no decisions attached.”

For example, more traffic may be useful if it brings the right shoppers to products that are in stock **google ads agency for plumbers** and selling profitably. It may be a distraction if it mainly increases visits from people outside your service area or inquiries that your team cannot serve. Define what “quality” means before anyone promises to deliver more of it.



## Lead quality versus lead volume

For lead-generation businesses, the cheapest lead is not always the best lead. A campaign can produce many form submissions and still fail if those leads are unreachable, outside your service area, or unlikely to buy. The agency needs feedback from the people who handle sales, not just the number of conversions recorded in Google Ads.



Agree on practical lead-quality signals with your agency and sales team. These might include whether the prospect meets eligibility requirements, attends a scheduled appointment, requests a suitable service, or becomes a paying customer. You do not need a complicated scoring system on day one, but you do need a consistent way to distinguish an inquiry from a meaningful opportunity.

Where appropriate, share those outcomes back through a CRM integration or a privacy-conscious reporting process. That gives campaign decisions a stronger basis than form-fill counts alone. It also helps answer the question that matters in a review call: “What would you do differently next week?”

## Measurement and tracking before spend

Before a new campaign launches—or an existing one receives a major budget increase—check that the measurement is ready. More spend does not fix unclear tracking. It can simply produce more data you cannot trust.

1. **Define the outcome.** Decide which actions represent a valuable purchase, lead, or sales milestone.
2. **Check the setup.** Review conversion actions, attribution settings, and any connected analytics or CRM data.
3. **Test the journey.** Complete a test purchase or lead submission and confirm that the expected event is recorded correctly.
4. **Review data quality.** Look for duplicates, missing events, and actions that count low-value activity as a success.
5. **Agree on reporting.** Choose a small set of business measures and decide what action each one could prompt.

Do not treat an agency’s access request as proof that tracking is in order. Ask for a walkthrough of the measurement setup and a clear explanation of any gaps. If you are not ready to share CRM data, discuss a limited report or manual feedback process while you resolve the access question.

## Questions to ask before granting access

A good agency should be comfortable explaining its access needs in plain language. Ask:

- Which accounts and tools do you need access to, and for what tasks?
- Can you work through a manager account rather than using our login?
- Which permissions do you need, and why are lower permissions not sufficient?
- Will you need billing access, CRM access, or permission to export data?
- How will you verify conversion tracking before campaigns run?
- How do we remove access if the engagement ends?

Agencies vary in how they approach onboarding and reporting. Whether you are speaking with a specialist such as ClickSlice ([clickslice.co.uk](https://clickslice.co.uk)), a design partner such as Zeka Design (Zeka Graphic), or another provider, the useful test is the same: can they connect the access they request to a specific task and a business outcome?

## **Common mistake: expecting benchmarks without sharing your numbers**

A common mistake is asking what results or costs to expect without providing the context needed to make a credible estimate. No pricing, retainers, ad spend figures, or CPA numbers are provided in this guide because those figures depend on the industry, location, competition, margins, conversion rates, sales process, and quality of tracking.

Be cautious of confident forecasts that ignore those differences. Instead, ask an agency to explain its assumptions, what it needs to learn during onboarding, and how it will judge whether the account is moving in the right direction. You can then agree on a measurement and review rhythm without pretending that one generic number fits every business.

## **A simple access checklist**

- Your company owns the Google Ads account and controls its primary login.
- The agency uses manager-account access where appropriate; passwords are not shared.
- Permissions match the assigned work, with administrator access limited to specific needs.
- Billing and payment responsibilities are clear.
- Analytics permissions are restricted to the relevant property and tasks.
- CRM access boundaries are documented, including allowed data and actions.
- Conversions are defined, tested, and connected to outcomes that matter.
- Business goals and lead-quality criteria are shared before performance is judged.
- There is a regular review of permissions, results, and next steps.

The safest and most useful setup is not “give the agency everything” or “give the agency nothing.” It is a deliberate set of permissions tied to clear responsibilities. Keep ownership of your accounts, limit sensitive access, and make sure tracking reflects real commercial outcomes. Then your agency can focus on the work that matters—and your reviews can end with a decision about what to do differently next week.