

Hiring a Google Ads agency should not mean handing over your account and hoping for the best. A productive relationship starts with shared objectives: a clear agreement about what the business needs, how Google Ads can contribute, and what evidence will show whether the work is succeeding.

That sounds straightforward, but many agency relationships begin with a loose request to “get more traffic” or “improve performance.” Those phrases leave too much room for different interpretations. An agency may focus on clicks, while your team expects sales, qualified enquiries, or profitable growth. The result is activity without agreement on what it is supposed to accomplish.

This guide explains how to align marketing goals, set a practical success definition, and make sure measurement is ready before spend begins. The aim is not to prescribe one target for every business. It is to help you and your agency decide what matters in your situation—and what you would do differently next week based on the results.

Start With Business Outcomes, Not Platform Metrics

Google Ads reports a lot of information: impressions, clicks, click-through rate, conversions, and more. These metrics can help diagnose campaign performance, but they are not business goals by themselves. A high click-through rate does not automatically mean a campaign is generating useful demand. More traffic can even create more work if it is poorly matched to your products, service area, or sales process.



Begin by describing the business outcome you want. For an ecommerce company, that might be profitable orders, growth in a particular product category, or more returning customers. For a local service business, it could be booked consultations, completed jobs, or enquiries from customers in the right locations.

This is the difference between platform activity and **business outcomes** PPC should support. The agency needs to understand the commercial reason behind the advertising—not just the number you would like to see in a dashboard.

Translate broad ambitions into decisions

“Grow the business” is a useful direction, but it is not yet an operating objective. Make it more practical by discussing questions such as:

- Which product, service, location, or customer type is the priority?
- What action should a potential customer take after seeing an ad?
- What makes an order or enquiry valuable to the business?
- Are there seasonal patterns, stock limits, capacity constraints, or sales-team bottlenecks?
- What should the agency change if the campaign attracts attention but not commercially useful customers?

These questions help both sides connect campaign work to decisions the business can actually make. They also prevent a familiar problem: a report full of metrics with no decisions attached.

Define Success Together

A shared **success definition** explains what you are trying to achieve, how you will measure progress, and what context matters when interpreting the results. It should be specific enough to guide work, without pretending that every result is fully within the agency’s control.

For example, an agency can influence which searches ads appear for, the message in the ads, the landing-page experience, and how budgets are distributed. It cannot independently control product availability, pricing, your sales team’s follow-up, or the quality of information in your CRM. Those factors can affect outcomes and should be part of the discussion.

Objective area	Useful shared question	Possible evidence	Commercial result	What business result should
advertising support?	Orders, revenue, qualified enquiries, or booked appointments	Customer fit	Which customers are valuable and appropriate to serve?	Location, product fit, service need, or lead qualification outcome
Efficiency	How will we judge whether the result is sustainable?	Agreed profitability, margin, or sales-quality context	Learning	What do we need to learn before making a larger change?
feedback	Search-term patterns, landing-page behavior, or sales			

The table is a starting point, not a substitute for a real conversation. Your business and agency should decide which evidence is available and meaningful. There are no universal pricing, retainer, ad spend, or CPA figures that can responsibly be inserted into every objective. Those numbers depend on the business model, margins, sales cycle, competition, and capacity. Agree on figures using your own commercial data rather than borrowing a benchmark without context.

Balance Lead Quality With Lead Volume

For lead generation, a campaign can produce more form submissions and still perform worse for the business. Some enquiries may be outside your service area, looking for a different service, or unlikely to become customers. If the agency is judged only on raw lead volume, it may be encouraged to pursue quantity at the expense of fit.

Agree on what “qualified” means before launch. The definition might involve a service need, location, budget fit, decision-making authority, or another criterion that makes sense for your sales process. It does not need to be complicated. It does need to be specific enough that your team can apply it consistently.

Bring sales feedback into campaign reviews

Google Ads can show which campaigns generated tracked enquiries, but your team often knows what happened after the form was submitted or the phone call ended. Share that feedback with the agency. If a campaign

generates enquiries that rarely progress, the issue may be targeting, ad messaging, landing-page expectations, or a mismatch between what the business offers and what the searcher needs.

A CRM can help connect advertising activity to later stages in the sales process. Even if the CRM data is incomplete, a consistent way to label enquiries as suitable, unsuitable, contacted, or progressed can make reviews more useful. The goal is to give the agency enough reliable feedback to distinguish “more leads” from “better opportunities.”

For ecommerce, lead quality has a close equivalent: order quality. Product returns, cancellations, low-margin sales, or one-off purchases may change how you evaluate campaign outcomes. Share the relevant context rather than asking the agency to optimize only for the easiest conversion to track.

Make Onboarding About the Business

Good onboarding is more than granting account access and listing campaign preferences. The agency needs to understand how your business makes money, how customers choose you, and what limits growth. This context helps prevent avoidable mistakes—such as promoting an unavailable product, targeting an area you cannot serve, or optimizing toward enquiries your team cannot handle.

Before campaigns are planned, prepare a straightforward briefing covering:

- Your main products or services and which ones are priorities.
- Your most valuable customer types and the needs they are trying to solve.
- Locations served, delivery limits, opening hours, or other practical restrictions.
- Seasonality, stock availability, appointment capacity, and sales-cycle length.
- What happens to an order or enquiry after it comes in.
- Competitors, differentiators, and claims that advertising must not make.
- Previous campaigns, including what was tried and what the business learned.

Use onboarding to agree how decisions will be made, too. Identify the person who can approve changes, who can provide sales or product information, and how quickly the agency can expect feedback. If a promotion changes or a service becomes unavailable, the agency needs to know before it continues to shape campaigns around outdated information.

Check Measurement and Tracking Before Spend

Measurement is not a reporting task to postpone until after launch. If conversion tracking is inaccurate, the agency may optimize toward the wrong actions and the business may draw incorrect conclusions. Before increasing spend—or even treating early results as reliable—check that the key actions are recorded correctly.

Review the complete path from ad click to business outcome. Depending on your setup, that may include a purchase, a submitted form, a phone call, a booked appointment, or a qualified opportunity recorded in a CRM. Confirm that important actions are not counted twice, that test activity is excluded where appropriate, and that the information reaches the people who need it.

Agree what gets measured and what does not

Not every meaningful customer interaction can be measured perfectly. Some customers call later, use a different device, or make a decision after speaking with your team. Be clear about known gaps rather than treating tracked conversions as a complete picture of reality.

Ask the agency to explain, in plain language:

- Which actions count as primary conversions and why.
- How those actions are tested before campaigns rely on them.
- Whether conversion tracking captures value or only the occurrence of an action.
- How offline sales or qualified lead outcomes can be connected, if relevant.
- What limitations could make reports differ from business records.

Measurement quality should be part of the initial plan, not something that gets blamed after performance looks confusing. If tracking needs work, agree on the fix, who owns it, and what conclusions should wait until the data is dependable.

Set a Working Rhythm and Clear Responsibilities

Shared objectives need regular attention. A launch meeting can create alignment, but it cannot account for every change in demand, stock, sales feedback, or business priorities. Agree on a review rhythm that gives enough time to learn while still allowing the team to respond to important issues.

Each review should connect three things: what happened, what it means for the business, and what action follows. A useful report can include campaign evidence, but it should not be a wall of tables and screenshots. The agency should explain the important changes and the reason for them. Your team should provide context the account cannot reveal on its own.

For each review, ask: **“What would you do differently next week?”** The answer should be an informed next step, not a promise that every variable can be controlled. If the proposal involves a test, clarify the question it is meant to answer and avoid changing several major elements at once. Otherwise, it becomes difficult to tell what caused the result.

Choose an Agency That Can Explain Its Approach

Agency fit is not only about platform experience. You want a partner willing to ask about margins, customer quality, sales follow-up, and operational limits—and able to explain how that context affects campaign choices.

For instance, a business comparing support from ClickSlice at clickslice.co.uk with another provider should assess how each one approaches goals, measurement, communication, and decision-making—not simply compare a list of services. Likewise, if Zeka Design (Zeka Graphic) is involved in developing creative or landing-page assets, bring that work into the same objective-setting conversation. The design, the advertising message, and the commercial goal should reinforce one another.

Google Ads is the platform, not the objective. An agency should be able to explain why its recommendations make sense for your business, what information those recommendations rely on, and what evidence would lead to a different decision.

A Practical Objective-Setting Checklist

1. **Name the business outcome.** Describe the commercial result advertising should support.
2. **Prioritize the audience or offer.** Clarify which customers, services, products, or locations matter most.
3. **Define quality.** Agree what makes an order or enquiry valuable, not just countable.
4. **Check tracking.** Test the important conversion actions and document any measurement gaps.

5. **Share operating context.** Explain sales processes, capacity, stock, seasonality, and customer feedback.
6. **Set responsibilities.** Decide who approves changes, supplies information, and follows up with leads.
7. **Agree a review process.** Connect results to decisions and keep tests focused enough to learn from.

Make Alignment an Ongoing Practice

Setting shared objectives with a Google Ads agency is not about choosing one impressive number and expecting it to tell the whole story. It is about agreeing what the business needs, how Google Ads can contribute, [Additional reading](#) and how both sides will respond when the evidence changes.



Start with commercial outcomes, define lead or order quality, and give the agency the context it needs during onboarding. Check measurement before spend is treated as a meaningful test. Then keep reviewing performance through a simple lens: What happened? Does it matter to the business? What would you do differently next week?

That is how marketing goals alignment becomes practical. Not as a line in a kickoff deck, but as a shared way to make better decisions over time.